

# Our responsibility to consumers

**The year 2024 was a transformative one for VEON, marked by significant strides in technology governance, cybersecurity, network modernization, customer-centric operations, and sustainability. Our initiatives were guided by a clear vision: to enhance operational resilience, lead to innovation, and deliver superior value to our customers while advancing sustainability across our global operations.** – İnanç Çakiroğlu Chief Information Officer

Ensuring uninterrupted service for our customers, safeguarding customer data, and maintaining a secure operational environment are among our top priorities. Cybersecurity remains a key area of focus and investment for us. In 2024, we adopted multiple new technologies while also enhancing and upgrading several existing tools and systems to strengthen our security posture.

Within our Group operations, we continuously review the tools, applications, and technologies that form the infrastructure of our information security landscape, replacing older solutions with more advanced ones. In 2024, we completed the transition to TrendMicro XDR and a Network Detection Tool at Kyivstar as well as implemented AI-powered anomaly detection and incident detection algorithms which represents a significant step in safeguarding our critical systems and enhancing overall security.

Kyivstar completed the Tier 0 model for Active Directory security, enhancing protection by isolating critical assets, enforcing strict access controls, and minimizing both the attack surface and the potential for lateral movement. The implementation of SIEM tools at Beeline Kazakhstan significantly enhanced incident response accuracy, further strengthening the Company's cybersecurity capabilities.

Jazz modernized its Identity Access Management solution for better security and IAM practices. The implementation of new NextGen firewalls at Beeline Uzbekistan was a key investment aimed at strengthening the Company's security perimeter.

## Strengthening technology governance and cybersecurity

A cohesive and secure technology ecosystem remains a cornerstone of our strategy. In 2024, we reinforced Group technology governance to drive collaboration, share best practices, and enhance operational visibility across OpCos and headquarters. Simultaneously, our commitment to cybersecurity led to the implementation of a full-scale, Group-wide program, resulting in ISO 27001 (2022) certification

for VEON Group IT. By addressing vulnerabilities and adopting state-of-the-art security technologies, we achieved remarkable progress in safeguarding our infrastructure and customer data against evolving cyber threats.

## Advancing network modernization and digital transformation

Our focus on network modernization brought impactful results, including the successful 3G Sunset projects across multiple markets, major advancements in fiberization, and the deployment of cutting-edge technologies such as VoWiFi, VoLTE, and LT900. These initiatives enhanced service quality, improved resilience, and optimized costs. We expanded our digital capabilities, launching innovative products and digitalizing internal workflows to foster operational efficiency and inclusivity. By enabling USSD-based banking access in terms inclusion of all for our services and introducing AI-driven self-service tools, we ensured equitable access and superior experiences for all customers.

## Harnessing data, AI, and operational excellence

As a data-driven organization, we continued to leverage advanced analytics and AI technologies to enhance decision-making and customer engagement. Breakthrough initiatives, such as the deployment of Kaz-LLM, the first large LLM in the Kazakh language, and AI-powered chatbots, set new standards in localized and automated services. These efforts were complemented by advancements in machine learning practices, cloud technologies, and MLOps, solidifying our leadership in operational excellence and innovation.

## Sustainability and ecosystem contributions

Sustainability remained at the forefront of our operations, with notable achievements such as Jazz Pakistan's deployment of a 150KW solar-powered data center, which marked a significant step toward carbon neutrality. Beyond environmental initiatives, we prioritized ecosystem engagement by hosting events like Beetech in Kazakhstan and leveraging collaborative technologies to enhance Group-wide efficiencies and stakeholder impact.

## Strengthening Group technology governance for a cohesive ecosystem

In 2024, we made significant improvements in strengthening and enhancing our Group technology governance. These efforts were guided by a clear and focused strategy to achieve the following objectives:

- **Collaboration:** Increasing synergy among Group companies (OpCos) and between headquarters (HQ) and OpCos to create a cohesive technology ecosystem.
- **Sharing best practices:** Encouraging the exchange, adoption, and benchmarking of best practices across OpCos, capitalizing on the collective strength and resources of our Group.
- **Providing strategic visibility:** Enhancing operational transparency across the Group and offering consultancy by leveraging leadership experience and expertise.

- **Improving communication:** Streamlining communication channels among OpCos and between Group operations and HQ to ensure alignment and efficiency.

To realize these objectives, we undertook a series of targeted initiatives:

### 1. Technology forums:

We organized regular forums bringing together technology leaders from Group companies and HQ. These forums served as platforms for discussing operational updates, sharing insights, and addressing specific technology topics of mutual interest.

### 2. Collaboration with tenders:

By sharing information and experiences, we fostered collaboration in technology procurement processes, enabling more informed and cost-effective decision-making.

### 3. Exchange of best practices and support:

We established mechanisms for the seamless exchange of best practices. Additionally, we facilitated inter-OpCo support, providing manpower, know-how, and expertise wherever needed.

### 4. Technology landscape standardization:

We developed and implemented technology landscape templates and guidelines, ensuring an up-to-date inventory of technology assets across the Group. This initiative has been instrumental in maintaining consistency and readiness for future advancements.

## Elevating cybersecurity and operational resilience across the Group

The events of late 2023 served as an impetus for VEON to profoundly invest in the resilience and security of Group-wide operations and data. As a result, we achieved a full-scale, Group-wide cybersecurity program with greater cooperation and alignment to bolster security measures that protect against emerging cyber threats in 2024.

The Group reached a major cybersecurity milestone in August 2024 when its Group IT received the ISO 27001 (2022) certification, verifying our commitment and success with security organization and risk-mitigating controls. This formal audit demonstrated that VEON IT treats its IT and central data infrastructure with due care and responsibility.

To generate the baseline security maturity level, a third party thoroughly assessed all OpCos (including headquarters) against the NIST Cyber Security Framework 2.0, an industry standard framework used to comprehensively implement cybersecurity programs. Group leadership established a target maturity level; any objective that was rated below that target was formed into an objective for the local security team to remedy.

These improvements are now being tracked centrally across the Group and are targeted to be completed by the end of 2026. In August 2024 we identified 124 Quick Wins to be completed by the end of the year. 116 were completed within the given timeframe. Looking ahead to 2025, the local cybersecurity teams are pursuing a total of 184 strategic improvements designed to increase resilience and improve the maturity of their security programs.

# Our responsibility to consumers *continued*

## Initiative

### Information and educational campaign #CybersecurityofFinance

In May, Kyivstar partnered with the National Bank of Ukraine (NBU) and the State Service for Special Communications and Information Security to support the Cybersecurity of Finance educational campaign as a major partner. This marks the second information campaign by these agencies that we have supported. The campaign aims to raise awareness about payment security and enhance data protection skills among financial services consumers in the virtual space.

The ongoing full-scale war in Ukraine has led to a significant increase in cyber fraud and cybercrime. According to the NBU, 83% of payment card fraud cases in 2023 occurred online. Common tactics include fraudulent calls and SMS messages impersonating various institutions or even mobile operators, as well as phishing messages promising fake promotions or prizes.

Kyivstar is committed to combating online fraud by informing our subscribers about various cyber threats, promoting cyber hygiene, and providing practical tips on protecting financial data. These efforts contribute to reducing both fraud and the associated business and reputational risks.

The project is implemented in several stages:

- Research and Analysis: Identification of the most urgent cyber threats and development of educational materials.
- Information Campaign: Dissemination of materials through traditional and online media, social networks, and other communication tools.
- Monitoring and Reporting: Collection of data on campaign reach, number of events, and public awareness levels.

We have launched a comprehensive information campaign that includes:

- Analytical articles in online media.
- Informational posts on social networks.
- Collaborations with popular Ukrainian bloggers.
- Video explanations of payment security rules broadcast in our branded stores.

### Campaign messages

The campaign focuses on educating users about:

- Protecting accounts, computers, smartphones, and other devices from external interference.
- Creating complex and unique passwords.
- Setting up multi-factor authentication.
- Verifying websites, mobile applications, and files before use or download.
- Safely using public and home Wi-Fi networks.
- Keeping software on devices updated and other rules of safe online behavior.

The NBU is conducting an all-Ukrainian information campaign on payment security #CybersecurityFinance together with the State Service for Special Communications and Information Protection of Ukraine, as well as with the support of the USAID Investment for Business Resilience Project.

General partners include the Department of Cyber Police of the National Police of Ukraine, Ministry of Justice of Ukraine, Free Legal Aid, Ministry of Social Policy, General Staff of the Armed Forces of Ukraine, the State Employment Center, PROSTIR, Portmone, Kyivstar, Lifecell, OLX.ua, Viasat, MEGOGO Education, GOITeens, ESET.



	2024	2023	2022
<b>Data privacy and cybersecurity</b>			
Progress of additional security measures implemented	73%	93%	89%
Potentially adverse events analyzed*	34,658,918	10,118	384
Critical incidents managed preventively and solved without major negative impact	204	104	51
Notifications from external cyber intelligence services	1,856	1,902	495
Internally identified compromises that resulted in a breach and ex filtration of data	71	5	3
Reports from outside parties and substantiated by the organization	16	10	23
Complaints from regulatory bodies	17	4	4

\* Steep rise in events analyzed, results from improved screening by Mobilink Microfinance Bank (Pakistan) since 2024

## Our responsibility to consumers *continued*

### Accelerating network modernization and operational excellence

In 2024, we continued to elevate our network capabilities and operational efficiency to deliver superior communication experiences to our customers. Across our markets, we have upgraded radio network technologies, transitioned legacy platforms to advanced levels, and implemented innovative solutions to strengthen network resilience, improve service quality, and optimize operational costs.

Notable achievements include the successful conversion of 1,058 3G sites at Kyivstar under the Sunset project, significant 3G network transitions in Pakistan and Bangladesh, and the introduction of advanced technologies such as VoWiFi, VoLTE roaming, and LT900. These initiatives have not only enhanced network performance but also resulted in substantial savings, spectrum efficiency, and improved customer satisfaction.

Our focus on intelligence-driven operations has led to groundbreaking advancements, including the AI-augmented Self-Organizing Networks (SON) initiative by Banglalink, automated fault correlation systems, and Smart Care solutions that monitor and improve service quality. These efforts have furthered our commitment to delivering high-quality services while advancing environmental sustainability through energy-efficient practices.

In line with our asset-light strategy, we executed key infrastructure transitions, to focus more on our core business and strengthen our market position. Banglalink executed 1,012 tower sales in terms of stepping up its asset-light strategy and focusing more on core business in 2024. These initiatives collectively reflect our dedication to building resilient, sustainable, and customer-centric networks that define the future of connectivity.

### Providing connectivity

Jazz Pakistan achieved seamless sunset of complete 3G network resulting in USD465 mn spectrum and USD22.5 mn implementation cost saving with a 22% capacity gain in LTE. Jazz was the first operator to launch VoLTE roaming in Pakistan providing high-value customers with enhanced voice experience and strengthening the network perception.

Banglalink too made significant progress in the 3G sunset initiative, with a complete shutdown of 9,500 3G sites. It is not only providing customers with faster and higher-quality data services but also achieving major gains in spectrum efficiency and operational cost reduction. The deployment of LT900 technology in Bangladesh, further enhanced indoor 4G connectivity while improving coverage in rural areas, accelerating the realization of our 4G vision.

29.3% network site fiberization with 29K km physical deployment in 25 cities, Jazz had a big step towards 5G readiness and better experience with low latency, hence the better customer satisfaction. Seamless swap and modernization of the largest Fixed Wireless network in Pakistan, spanning 3,000 links and 100+ enterprise customers, within 4 months ensured fixed business continuity in an unlicensed band with retention of 100+ large enterprise customers including major banks.

Intelligence in operations is an important field that we invest in. Jazz implemented auto topology for Transport/RAN along with Intelligent Inter-domain and cross layer Fault/Performance Correlation powered by Auto Root Cause Identification. This was a first in the region and winner of the SAMENA LEAD Awards 2024 in the category of Digital O&M Transformation.

### Empowering customer-centric operations with advanced technologies

In 2024, we placed a strong emphasis on equipping our customer-facing channels with advanced technologies and AI-driven capabilities to enhance efficiency, reliability, and service quality. Key initiatives included the implementation of a new IVR system with Natural Language Understanding (NLU) at Kyivstar, revolutionizing self-service capabilities, and the deployment of a workforce management solution to improve contact center responsiveness and operational efficiency.

Our commitment to delivering faster and more reliable internet services led to the upgrade of the Internet Border Gateway at Beeline Uzbekistan, enhancing internet speed and performance for customers. RPA was a focal point, with Beeline Kazakhstan automating 70 processes and achieving an annual savings of 460,000 hours through the implementation of Sherpa RPA.

Transformational infrastructure upgrades were achieved in various markets. Beeline Uzbekistan implemented new bank gateway software to streamline interactions with banking systems, while Beeline Kazakhstan integrated Simply with Fortebank, enabling seamless banking operations and expanded service offerings. In Pakistan, Jazz completed the design and implementation of a state-of-the-art third-party data center, securing major tenders from two leading banks.

Our investment in cloud technologies reinforced operational excellence across the Group. MobilinkBank Pakistan migrated its primary applications to the Oracle Private Cloud Stack, realizing improvements in uptime, compliance, security, and scalability. Additionally, the deployment of SD-WAN powered by Fortinet at MobilinkBank significantly enhanced network performance, centralized control, and regulatory compliance, while achieving cost reductions and superior service delivery.

These accomplishments highlight our commitment to leveraging innovative technologies to create impactful, customer-centric solutions across our operations.

### Harnessing data, analytics, and AI to drive operational excellence

In 2024, we continued to prioritize managing our operations through data-driven strategies, enhancing our analytical and reporting capabilities with cutting-edge technologies. Significant investments in data and analytics systems, such as Kyivstar's Exadata-based server modernization, enabled more efficient execution of reporting and analytical tasks, marking a pivotal step in our data transformation journey.

Our advancements in machine learning (ML) practices delivered tangible results, with Beeline Kazakhstan achieving a 17.5% conversion rate in customer offers and a 30% increase in music streaming durations through the deployment of next best offer and recommendation engine models. Leveraging MLOps practices on Kubernetes, Beeline Kazakhstan made substantial progress in scaling data operations, achieving significant gains in scaling data operations and enhancing operational excellence.

## Our responsibility to consumers *continued*

In AI deployment, we embraced the transformative potential of Large Language Models (LLMs). Beeline Kazakhstan launched Kaz-LLM, the first LLM in the Kazakh language, a breakthrough achievement that enhances customer value and paves the way for future GenAI-augmented practices. Similarly, Kyivstar introduced an LLM-powered application to analyze and resolve customer interactions more effectively, showcasing the power of AI augmentation in improving customer service.

LLMs have emerged as one of the most breakthrough AI technologies in recent years, serving as a powerful AI augmentation tool that we actively leverage across our operations. AI agents and conversational platforms played a critical role in enhancing customer engagement. Beeline Kazakhstan deployed AI-powered voice bots to elevate customer interactions, while Banglalink introduced GenAI-based chatbots and advanced search capabilities in its Ryze and MyBL Super App, providing customers with a superior user experience. Within two weeks of launch, these services attracted over 300,000 users, underscoring their immediate impact and popularity.

These initiatives highlight our unwavering commitment to leveraging data, analytics, and AI technologies to drive operational excellence, enhance customer experiences, and shape the future of intelligent business practices across our markets.

We continue to invest not only in our internal operations but also in our operational ecosystem. The implementation of the High-Performance Search system at Kyivstar was a significant step in enhancing our interactions with law enforcement agencies and courts.

### Advancing digital products and inclusive solutions for operational excellence

In 2024, we made substantial strides in advancing our digital offerings and streamlining internal processes to align with our DO1440 vision. The launch of innovative digital products at Beeline Uzbekistan – Hambli, KINOM, Riitm, and BeeMarket signified a key milestone in delivering customer-centric solutions that enhance digital engagement.

Our commitment to operational efficiency was reflected in the successful digitalization of HR, operational, and administrative workflows at Beeline Uzbekistan and MobilinkBank Pakistan. These initiatives not only lead a paperless environment but accelerated operational processes, demonstrating our focus on sustainable and efficient practices.

Beeline Kazakhstan achieved a 92% success rate in onboarding conversions with the implementation of the Biometry 2.0 project, showcasing our dedication to adopting advanced technologies that enhance customer experiences.

We reinforced our goal of inclusively delivering products and services to customers across all markets. MobilinkBank's 2024 launch of USSD-based access to core banking products provided an essential solution for customers without smartphones, ensuring that all customers have equitable access to financial services.

These accomplishments show our commitment to innovation, efficiency, and inclusivity, as we continue to develop solutions that address the diverse needs of our customers while optimizing our operations.

#### Initiative

### Beeline's commitment to reducing "White Spots" in network coverage

Kazakhstan, with its vast geography and growing urban centers, faces persistent challenges in providing stable and equitable network coverage. "White spots" in connectivity affect both rural and urban areas, disrupting access to essential services, communication, and digital tools. Even in Astana, the capital with over 1.3 million residents, some districts have faced challenges with inconsistent network quality. Addressing these connectivity gaps is critical for improving residents' quality of life and supporting the city's role as a political, economic, and cultural hub.

Key challenges include bureaucratic delays in securing land for BTS and increasing public concerns over health risks from antennas, which hinder the deployment of conventional solutions. These issues demanded a new, innovative approach to eliminate "white spots" and ensure reliable network service across the city.

We introduced a unique solution, dual-purpose poles (DPP), that combine lighting and telecommunications functions. Resembling standard streetlight poles, these structures are taller and equipped to host antennas at optimal heights. This approach not only improves coverage and network quality but resolves land acquisition challenges, which previously caused delays in deploying traditional BTS.

By replacing existing streetlight poles with DPP structures, we eliminated the need for additional land allocation, significantly reducing deployment timelines to just three days per installation. This streamlined process was achieved through close collaboration with Astana's city administration and the Ministry of Digital Development, ensuring alignment with the city's infrastructure development goals. Beyond providing reliable connectivity, DPP poles serve multiple purposes, including street lighting and the potential for future integration with smart city technologies such as video surveillance.



# Our responsibility to consumers *continued*

## Initiative

### Ensuring safety compliance

While working on improving connectivity, we encountered unique challenges such as "radiophobia" – residents' concerns about potential health risks associated with telecommunications equipment. To address these concerns, we provide clear and transparent documentation, conduct inspections by health authorities, and ensure safety compliance. For example, we reassure residents that our equipment undergoes rigorous testing and meets all sanitary and safety standards. Through this open dialogue and proactive engagement, we strive to build trust with communities while improving connectivity in even the most challenging environments.

We have collaborated closely with local authorities and residents to ensure the project's success. This project contributes directly to our financial success by unlocking new customer segments and increasing data usage in previously underserved areas. Key achievements of the project include increasing connectivity, operational efficiency, and enhancing customer loyalty.

The DPP in Astana marks a significant advancement in addressing connectivity challenges in underserved areas. The initial installation has successfully closed key connectivity gaps, and 25 additional locations have been identified for future rollout. With permits in place, DPP installations can be completed within days, providing an efficient and timely solution compared to traditional infrastructure development timelines.



## Initiative

### "Smart Naryn-24": connectivity for all

Beeline Kyrgyzstan took part in the implementation of the "Smart Naryn-24" project, which provided residents and visitors of the city with free internet access in public areas.

The "Smart Naryn-24" project aims to bridge the digital divide, improve access to information and enhance the quality of internet services for the residents and visitors of Naryn. As part of the project, Beeline Kyrgyzstan helped install 20 free Wi-Fi hotspots in key public locations across Naryn, including parks, alleys, the central square, the market, the hospital, the drama theater, and other significant sites.

The project was implemented through the joint efforts of the Office of the Presidential Envoy of the Kyrgyz Republic in the Naryn region, the Naryn City Hall, the University of Central Asia, Skynet Telecom, and the mobile operator Beeline Kyrgyzstan (Sky Mobile LLC) under an agreement signed by all parties.

Thanks to the "Smart Naryn-24" project, residents and visitors of Naryn now have new opportunities for communication, work, and education. The successful implementation of the project will make Naryn a more comfortable and modern city, overcome the digital divide, stimulate economic growth, and drive the region's digitalization.



## Initiative

### Providing connectivity in times of crisis

In the spring of 2024, catastrophic floods struck Kazakhstan, displacing over 120 000 people and destroying thousands of homes. Regions like West Kazakhstan and Uralsk faced the brunt of the disaster, with entire neighborhoods left uninhabitable. Many families, including pensioners, single mothers, and large households, found themselves without basic shelter. Over 10,500 families submitted compensation claims after losing their homes. For these communities, housing was not just a basic need but also a critical step toward restoring stability and dignity. The scale of the disaster required an immediate and structured response to rebuild lives and ensure no family was left behind.

We responded to the crisis by launching a comprehensive flood relief initiative through our Zhyly Zhurek Foundation. Recognizing that housing is a foundation for security and stability, we committed KZT1 billion to provide homes for families who had lost everything. The project focused on both the immediate need for housing and the long-term goal of rebuilding community trust and resilience.

Additionally, recognizing the importance of connectivity during a crisis, we provided free internet and mobile services to over 41,500 subscribers in flood-affected areas, valued at KZT165 million. This enabled families to maintain access to crucial resources, keep in touch with loved ones, and actively participate in recovery efforts during this difficult time.



# Our responsibility to consumers *continued*

## Enhancing procurement efficiency

VEON established a centralized Group price benchmark repository for network suppliers, designed to enhance cost-efficiency and negotiation leverage across its operations. This repository enables VEON's OpCos to access and analyze the unit prices negotiated by other OpCos, facilitating more informed and effective negotiations with network suppliers. By fostering transparency and collaboration, this initiative aims to maximize cost savings across the Group.

The repository is dynamically updated by the OpCos, ensuring it remains current and reflective of the latest procurement data. Preliminary analyses indicate that leveraging this centralized platform could unlock potential annual capex savings of up to USD50 million for the entire VEON Group. Notably, this advanced infrastructure and platform were designed and developed entirely by VEON's internal resources, showcasing the Group's technical expertise and commitment to innovation.

Strengthening our interactions with dealers and distributors through new technological infrastructures remains one of our key objectives. In line with this, we had major improvements at Beeline Uzbekistan in 2024. The implementation of the new mobile RMS significantly enhanced the speed and efficiency of our sales operations. Integration with KYC360 provides our operation with automation with suppliers.

JazzPoint is a mobile app designed to revolutionize the effectiveness of our retailer and franchise network. This digital solution empowers distribution officers, franchisees, and retailers with seamless top-ups, bill payments, and load transfers, ensuring fast and efficient customer service.

## Sustainability

Across all Group operations, we prioritize being a key contributor to the technological landscape of our ecosystem. In line with this commitment, Beeline Kazakhstan hosted the Beetech conference, which welcomed over 1,000 participants. In line with utilizing the ecosystem, alongside our internally developed AI models, we utilized technologies such as OpenAI, Azure, and Bing across various use cases.

Jazz Pakistan deployed a 150KW Solar plant for VSAT Data Center, the first Data Center with more than 70% Green energy mix. This investment provides Jazz with 240MWh unit production per year resulting in major energy savings and carbon neutrality.

## Initiative

### Ensuring network resilience for Kyivstar

A stable connection is not just about communication; it enables work, drives a vibrant economy, facilitates payments, and supports business operations. It is the lifeline that allows a phone call to emergency services when every second matters. In today's world, the critical importance of communication and the internet cannot be overstated, for the economy, daily life, security, defense, and even life itself.

This is why the enemy deliberately targets our energy sector, aiming to disrupt communication by destroying critical infrastructure. Mobile BTS are equipped with signal relay systems, air conditioners, fire suppression systems, and other technologies that rely on a stable power supply. Without electricity, these BTS cannot function, cutting off communication entirely.

As the largest national network operator, Kyivstar's infrastructure is a frequent target of missile and drone attacks. The frontline regions of Kharkiv, Sumy, Kherson, Zaporizhzhia, Dnipro, and Donetsk oblasts have been particularly hard-hit. During the war, the aggressor has destroyed three of our network's switching centers, thousands of BTS, and kilometers of fiber optic cables.

One of our key priorities is ensuring the network's resilience to energy challenges and its rapid restoration. Even during prolonged blackouts, Kyivstar guarantees uninterrupted communication for at least three days at all critical network nodes and more than 2,000 facilities essential to the nation's economy and security, as identified by the National Security and Defense Council.

To achieve this, we have made significant investments:

- Replaced 176,000 batteries at BTS.
- Deployed new equipment that can sustain operations for over four hours without external power.
- Successful conversion of 1,124 3G sites at Kyivstar under the Sunset Project
- Quadrupled our fleet of generators during the war, now totaling over 2,600. These generators ensure round-the-clock functionality of critical network sites, including nodal BTS, switches, and other facilities designated by the National Security and Defense Council.
- Installed 50,000 uninterruptible power supplies (UPS) in 24,000 apartment buildings to maintain fixed internet services.

Since early 2022, we have invested over UAH1.9 billion in energy sustainability.

Kyivstar is currently implementing the second phase of its energy independence strategy, which includes acquiring additional industrial generators. Our goal is to provide 25% of the network with generator backup capability. We collaborate with companies that own industrial generators to connect our equipment, and we currently use over 500 third-party generators.

Network stability during blackouts has a direct impact on business performance. Providing uninterrupted service in crisis situations not only builds customer trust but also ensures retention. Customers prefer companies that can operate reliably under extreme conditions, offering consistent access to quality services. In today's challenging environment, network resilience is not just a necessity but a competitive advantage that drives financial success.



## Our responsibility to consumers *continued*

Network KPIs	2024	2023	2022
<b>Total base stations (Physical Sites)</b>			
- Total sites - 2G (Physical Sites)	59,338	55,633	52,951
- Total sites - 3G (Physical Sites)	23,328	41,535	40,747
- Total sites - 4G (Physical Sites)	61,064	57,083	56,970
Active mobile subscribers (3 months) (millions)	152	156	157
Active mobile data subscribers (3 months) (millions)	117	116	112
Active mobile 4G subscribers (3 months) (millions)	99	94	85
Network mobile data traffic in TBs ('000)	12,279	10,725	8,838

GB of use (GBOU) (average GB per data user per month)	2024	2023	2022
Total Ukraine	10.5	9.5	8.2
Total Pakistan	7.3	6.3	5.5
Total Bangladesh	5.1	5.4	4.8
Total Uzbekistan	11.8	9.9	7.5
Total Kazakhstan	18.8	17.3	15.4
Total Kyrgyzstan	19.6	18.3	15.6

Network Population Coverage (percent)	2024	2023	2022
<b>- Ukraine</b>			
- 2G	98%	98%	98%
- 3G	75%	75%	75%
- 4G	96%	95%	94%
<b>- Pakistan</b>			
- 2G	87%	86%	84%
- 3G	—%	55%	55%
- 4G	69%	67%	65%
<b>- Bangladesh</b>			
- 2G	97%	97%	97%
- 3G	—%	71%	76%
- 4G	92%	87%	81%
<b>- Uzbekistan</b>			
- 2G	96%	94%	94%
- 3G	80%	77%	75%
- 4G	89%	85%	78%
<b>- Kazakhstan</b>			
- 2G	98%	98%	98%
- 3G	92%	90%	89%
- 4G	92%	89%	87%
<b>- Kyrgyzstan</b>			
- 2G	98%	98%	98%
- 3G	77%	77%	77%
- 4G	95%	92%	92%

## Our responsibility to consumers *continued*

Voice Inaccessibility (percent)	2024	2023	2022
<b>- Ukraine</b>			
- 2G	0.66%	1.07%	2.34%
- 3G	0.27%	0.18%	0.38%
<b>- Pakistan</b>			
- 2G	1.57%	1.52%	2.10%
- 3G	0.41%	0.38%	0.46%
<b>- Bangladesh</b>			
- 2G	0.48%	0.56%	0.60%
- 3G	0.08%	0.26%	0.42%
<b>- Uzbekistan</b>			
- 2G	1.30%	1.77%	1.29%
- 3G	0.30%	0.47%	0.25%
<b>- Kazakhstan</b>			
- 2G	0.91%	0.60%	0.75%
- 3G	0.25%	0.28%	0.40%
<b>- Kyrgyzstan</b>			
- 2G	0.13%	0.20%	0.19%
- 3G	0.13%	0.08%	0.28%

Data Inaccessibility (percent)	2024	2023	2022
<b>- Ukraine</b>			
- 3G	1.73%	1.07%	2.06%
- 4G	0.53%	0.37%	0.48%
<b>- Pakistan</b>			
- 3G	0.83%	0.80%	0.70%
- 4G	0.58%	0.63%	0.92%
<b>- Bangladesh</b>			
- 3G	0.13%	0.35%	0.48%
- 4G	0.32%	0.32%	0.49%
<b>- Uzbekistan</b>			
- 3G	0.73%	0.76%	0.61%
- 4G	0.59%	0.84%	0.67%
<b>- Kazakhstan</b>			
- 3G	1.41%	1.02%	1.32%
- 4G	0.26%	0.31%	0.35%
<b>- Kyrgyzstan</b>			
- 3G	0.94%	0.77%	1.25%
- 4G	0.25%	0.30%	0.45%

Voice call drop rate (percent)	2024	2023	2022
<b>- Ukraine</b>			
- 2G	0.80%	0.84%	0.90%
- 3G	0.27%	0.24%	0.31%
<b>- Pakistan</b>			
- 2G	1.05%	1.02%	1.09%
- 3G	0.25%	0.19%	0.19%
<b>- Bangladesh</b>			
- 2G	0.04%	0.48%	0.56%
- 3G	0.10%	0.13%	0.20%
<b>- Uzbekistan</b>			
- 2G	0.40%	0.41%	0.41%
- 3G	0.10%	0.13%	0.13%
<b>- Kazakhstan</b>			
- 2G	0.85%	0.63%	0.66%
- 3G	0.12%	0.12%	0.14%
<b>- Kyrgyzstan</b>			
- 2G	0.17%	0.24%	0.30%
- 3G	0.21%	0.55%	0.40%