

Our responsibility to consumers

“Across VEON’s markets in FY2025, we moved towards mature security measures, resilient infrastructure, inclusive digital access and an accelerated shift towards AI-powered operations. Our mission today goes far beyond connecting people through voice or data. We have transitioned into digital experience providers, shaping how people live, work, learn, and interact.”

Inanç Çakiroğlu, Chief Information Officer VEON Group

In FY2025, our consumers experienced a year of instability, with an increasing digital dependence and greater expectations for safety and reliability. Conflict, political unrest, power shortages and natural disasters made mobile connectivity essential, not optional, and increased demand for uninterrupted service and trustworthy digital platforms. At the same time, rapid digital adoption fueled concerns about fraud, data privacy and cybersecurity, with customers expecting operators to proactively protect them and communicate transparently.

Inclusion remained critical as many users still relied on feature phones or limited data. This made Unstructured Supplementary Service Data (USSD) services, local language tools, affordable 4G and resilient access solutions increasingly important. Consumers increasingly interacted with AI-enabled support systems but continued to value human empathy for complex issues. Overall, customers expected VEON to deliver reliable connectivity, protection, inclusive access and seamless digital experiences in a year marked by uncertainty and accelerated digitalization.

The ISO 27001 globally recognized baseline for information security governance continued to strengthen customer trust across VEON’s markets by ensuring robust data protection, effective risk management and consistent incident response. Several OpCos including HQ, Uzbekistan and Jazz renewed their ISO 27001 accreditation or obtained new certification.

Beyond ISO certification, VEON maintains a comprehensive Group-wide cybersecurity policy, which all OpCos must follow, supported by a monthly baseline cybersecurity checklist that provides assurance. Additional internal security standards at every OpCo, alongside ongoing investment in security operation center capabilities, strengthen early threat detection and ensure continuous monitoring across the Group. This governance framework is reinforced by an action plan based on an assessment against the National Institute of Standards and Technology (NIST) Cybersecurity Framework two years ago. Progress is continuously tracked against the NIST guidelines.

VEON introduces additional protective measures during sensitive periods. For example, during the Kyivstar Group Ltd. listing in FY2025, the Group enhanced safeguards, including expanded threat intelligence coverage and heightened monitoring, to ensure robust protection throughout the process.

Elevating cybersecurity and operational resilience across the Group

Whenever VEON observes an increase in fraud attempts, it adapts its defenses. The Group’s advanced detection systems, supported by ISO-aligned governance and NIST-based action plans, provide a structured and resilient response to emerging risks.

VEON also strengthens data privacy and protection measures through a secure-by-design approach: security is built into systems from the earliest architectural stage. All new platforms are assessed for identity integrity, data protection, monitoring capability and overall resilience. This approach guides technology choices across the Group, including the adoption of next-generation solutions such as TrendMicro XDR, enhanced security information and event management (SIEM) capabilities and modern identity and access management (IAM). Operational standards – such as least-privilege access, zero trust architecture and automated policy enforcement – reinforce this approach as the backbone of cybersecurity assurance across all OpCos.

Data privacy and cybersecurity	2025	2024	2023
Progress of additional security measures implemented	97 %	62 %	93 %
Potentially adverse events analyzed*	42,604,812	34,658,918	10,118
Critical incidents managed preventively and solved without major negative impact	207	204	104
Notifications from external cyber intelligence services	10,301,568	1,856	1,902
Identified compromises that resulted in breach and exfiltration of data	82	71	5
Reports from outside parties substantiated by the organization	4	16	10
Complaints from regulatory bodies	0	17	4

* A steep rise in events has been analyzed with results from improved screening by Mobilink Bank in Pakistan since 2024.

Accelerating network modernization and operational excellence

Each market drives VEON’s network modernization, with HQ maintaining visibility of all major initiatives to ensure alignment and shared learning across the Group. Upgrades that have realized tangible consumer benefits over the past year include:

- The retirement of 3G networks following the phased shutdown of legacy mobile infrastructure as operators transition to faster, more efficient 4G and 5G technologies.
- The expansion from VoLTE to VoWiFi reflecting operators’ shift towards broader, more resilient IP-based voice services that improve indoor coverage and call quality.
- The roll-out of LTE 900 extending 4G coverage by using low-band spectrum to improve indoor penetration and reach rural or underserved areas.

Our responsibility to consumers *continued*

These initiatives improve indoor coverage, increase download speeds, reduce call drop rates, enhance voice clarity, accelerate app performance and minimize outages.

In Kazakhstan, for example, modernization includes innovations such as the dual-purpose Magic Poles street lighting with integrated base stations that leverage existing electricity and fiber infrastructure to efficiently expand coverage. Solar and wind power in this market also enable connectivity in remote areas without the need for grid expansion while supporting clean energy objectives and extending digital access to underserved communities.

Each OpCo assesses its own market conditions (including geography, costs, local needs and customer requirements) to select the most appropriate infrastructure modernization. HQ ensures consolidated reporting, cross-market learning and knowledge sharing across the portfolio. This approach has produced a range of impactful initiatives such as:

- USSD-based banking services in Pakistan for customers using feature phones or with limited data access.
- National LLM in Kazakhstan expanding the availability of home language digital services.
- Always On in Pakistan ensuring digital services remain accessible during national internet shutdowns.

Inclusion is a strategic priority anchored in the principle of “4G for all, not 5G for a few”. OpCos innovate locally within this framework to ensure connectivity and digital services reach the broadest possible user base.

Harnessing AI to improve customer experience

VEON's approach to customer experience is grounded in augmented intelligence, with technology enhancing human capability rather than replacing it. Routine and repetitive tasks are automated so that customer-facing teams can focus on complex or emotionally sensitive interactions, ensuring that empathy remains central to service delivery. This balance is maintained through a deliberate human-in-the-loop model, in which AI manages high-volume routine engagements while human agents handle escalations. VEON continuously monitors customer sentiment and escalation patterns, and all AI models are developed and trained under strict governance, security, and confidentiality controls.

AI is a strategic enabler for the Group, supporting the continued development of digital services and operational efficiency. VEON applies advanced analytics and AI-enabled tools selectively across digital platforms, IT, network operations and decision-support processes, consistent with its augmented-intelligence approach. The Group continues to invest in AI capabilities with a focus on responsible deployment, supported by strong governance, security and confidentiality safeguards.

VEON measures the impact of its digital literacy and cyber hygiene initiatives through a set of behavioral, operational, and awareness-based indicators. A key focus is the reduction in reported fraud, supported by tracking changes in customer behavior patterns and monitoring overall awareness levels among users. Operational indicators, including trends in fraud-related complaints and confirmed fraud incidents, provide additional insight into the effectiveness of these interventions.

Training-specific measures also play an important role. VEON assesses the reach and completion rates of its digital literacy programs and uses campaign awareness surveys to gauge how well key messages are understood and retained. Together, these indicators enable a comprehensive view of program performance and help refine future campaigns for greater impact.

Network KPIs	2025	2024	2023
Total base stations (physical sites)			
Total 2G sites	62,125	59,338	55,633
Total 3G sites	12,397	23,328	41,535
Total 4G sites	62,496	61,064	57,083
Active mobile subscribers (three months in millions)	150	152	156
Active mobile data subscribers (three months in millions)	117	116	117
Active mobile 4G subscribers (three months in millions)	104	99	94
Network mobile data traffic in TBs ('000)	13,890	11,966	10,422
Average GB of use (GBOU) per data user per month			
Total Ukraine	12.7	10.5	9.5
Total Pakistan	7.6	7.3	6.3
Total Bangladesh	7.2	5.1	5.4
Total Uzbekistan	16.7	11.8	9.9
Total Kazakhstan	21.0	18.8	17.3



Our responsibility to consumers *continued*

Network population coverage (%)	2025	2024	2023
Ukraine			
2G	98 %	98 %	98 %
3G	37 %	75 %	75 %
4G	96 %	96 %	95 %
Pakistan			
2G	89 %	87 %	86 %
3G	— %	— %	55 %
4G	72 %	69 %	67 %
Bangladesh			
2G	96 %	97 %	97 %
3G	— %	— %	71 %
4G	93 %	92 %	87 %
Uzbekistan			
2G	97 %	96 %	94 %
3G	81 %	80 %	77 %
4G	91 %	89 %	85 %
Kazakhstan			
2G	99 %	98 %	98 %
3G	78 %	92 %	90 %
4G	93 %	92 %	89 %

Data inaccessibility (%)	2025	2024	2023
Ukraine			
3G	1.02 %	1.73 %	1.07 %
4G	0.30 %	0.53 %	0.37 %
Pakistan			
3G	— %	0.83 %	0.80 %
4G	0.61 %	0.58 %	0.63 %
Bangladesh			
3G	— %	0.13 %	0.35 %
4G	0.31 %	0.32 %	0.32 %
Uzbekistan			
3G	0.68 %	0.73 %	0.76 %
4G	0.36 %	0.60 %	0.84 %
Kazakhstan			
3G	1.71 %	1.40 %	1.02 %
4G	0.30 %	0.26 %	0.31 %

Voice inaccessibility (%)	2025	2024	2023
Ukraine			
2G	0.34 %	0.66 %	1.07 %
3G	0.25 %	0.27 %	0.18 %
4G	0.28 %	0.25 %	— %
Pakistan			
2G	1.46 %	1.57 %	1.52 %
3G	— %	0.45 %	0.38 %
4G	0.11 %	0.11 %	— %
Bangladesh			
2G	0.31 %	0.48 %	0.56 %
3G	— %	0.18 %	0.26 %
4G	0.09 %	0.09 %	— %
Uzbekistan			
2G	0.79 %	1.30 %	1.77 %
3G	0.15 %	0.30 %	0.47 %
4G	0.11 %	0.14 %	— %
Kazakhstan			
2G	0.76 %	0.91 %	0.60 %
3G	0.25 %	0.25 %	0.28 %
4G	— %	— %	— %

Our responsibility to consumers *continued*

Voice call drop rate	2025	2024	2023
Ukraine			
2G	0.63 %	0.80 %	0.84 %
3G	0.32 %	0.27 %	0.24 %
4G	0.07 %		
Pakistan			
2G	1.07 %	1.05 %	1.02 %
3G	— %	0.27 %	0.19 %
4G	0.08 %		
Bangladesh			
2G	0.37 %	0.04 %	0.48 %
3G	— %	0.10 %	0.13 %
4G	0.07 %		
Uzbekistan			
2G	0.36 %	0.40 %	0.41 %
3G	0.07 %	0.10 %	0.13 %
4G	0.05 %		
Kazakhstan			
2G	0.71 %	0.84 %	0.70 %
3G	0.17 %	0.12 %	0.11 %
4G	0.06 %		

Outlook

Aligned with VEON's DO1440 and AI1440 strategy, and its purpose to deliver a "Better Life for All", the Group will continue to advance digital inclusion, resilient infrastructure, and responsible AI deployment in FY2026. At the heart of this commitment is ensuring that digital services remain consistently available and genuinely beneficial to every customer, regardless of their circumstances or location. This strategic direction positions VEON as a telecom provider and as a lifestyle partner integrated into customers' daily routines, needs and aspirations. To enable this, VEON will reinforce the technical foundations of its digital ecosystem. Infrastructure, governance frameworks, digital services and AI agents are being designed and scaled to support a lifestyle-centric model that is resilient and future-ready.

Initiative

Building responsible journalism in the age of AI

Pakistan's journalism sector faces a challenge: in an era defined by AI, deepfakes and fast-spreading misinformation, the role of journalists as gatekeepers of truth is crucial while Pakistan builds local AI capacity.

To address this challenge, we hosted the two-day AI Journalism Lab at Jazz World headquarters in Islamabad where leading Pakistani media organizations learned about socially responsible skills transfer through ethical AI adoption. Participants explored how AI, particularly LLMs, can responsibly support investigative journalism, enhance fact-checking, counter deepfakes and improve storytelling.

The initiative was a hands-on, participatory experience with live demonstrations, real-world case studies and collaborative exercises. It encouraged critical reflection on the responsible integration of AI into newsroom practices, with participants actively contributing to the learning process.

Beyond the newsroom, the initiative aims to improve AI literacy by highlighting the importance of sovereign, inclusive AI systems that serve Pakistan's realities. Participants were introduced to our collaboration with the National University of Sciences and Technology and the National Information Technology Board, developing an AI model for Urdu and regional languages.

A total of 23 journalists, including eight women and 15 men, from 16 media organizations in Karachi, Lahore, Islamabad and Peshawar completed 20 hours of training in 10 sessions on AI and LLMs.

By equipping media professionals with the skills to critically assess AI-generated content and ethically apply emerging tools, the initiative aims to strengthen public trust in the media, improve information integrity, and contribute to an informed and resilient information ecosystem aligned with Pakistan's socioeconomic development objectives.



Related UN SDGs



Our responsibility to consumers *continued*

Initiative

Enhancing accessibility through DeafTawk sign language support

For customers with hearing impairments, managing an account or resolving an issue can feel overwhelming. We addressed this in 2025 by bringing the DeafTawk app to Jazz customer experience centers in Pakistan.

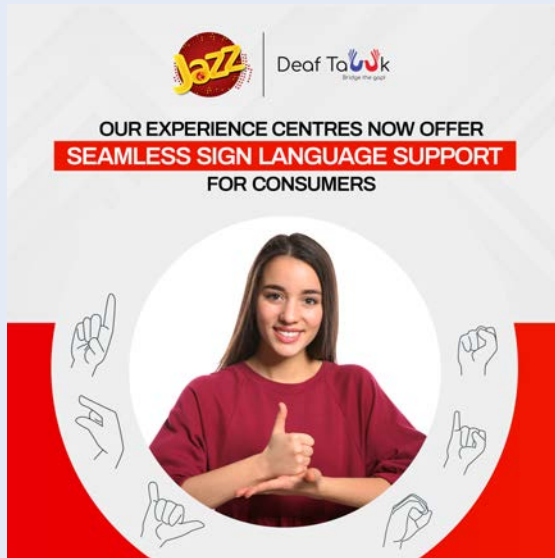
In partnership with the DeafTawk disability-led social enterprise, we developed and deployed the app at 10 centers across the country within three months through:

- Technology integration – we placed tablets with the DeafTawk app in every center.
- Staff sensitization – we trained our frontline teams to interact inclusively.
- Raising awareness – we advertised the initiative internally and externally.

Through this partnership, we can ensure that all customers can manage their services confidently and independently. Using the DeafTawk app, customers connect to an interpreter and communicate with our representatives in real time. While inclusion is our main goal, user feedback on the app ensures accessibility is more than a feature; it informs our approach to meeting the growing demand for accessible service options.

Since rolling out the DeafTawk app, we have supported 186 customers using real-time sign language interpretation in Lahore (36), Gujranwala (74), Peshawar (12), Islamabad (20), Multan (23) and Rahim Yar Khan (21). These numbers illustrate the growing demand for inclusive service channels.

Every interaction helps us learn and improve, which ensures our commitment to inclusion translates into real, measurable impact.



Related UN SDGs



Initiative

Starlink Direct to Cell enters Ukraine

On November 24, 2025, Kyivstar became the first operator in Europe to offer Starlink Direct to Cell satellite connectivity, enabling subscribers to send and receive SMS messages in areas without terrestrial mobile coverage. By the end of the year, the service reached around 2.6 million registered users, with over 1.2 million SMS messages delivered through satellite connectivity. The rapid adoption by Kyivstar subscribers underscores the critical importance of enhancing connectivity across Ukraine.

The technology, which has proven especially vital in the country's southern and eastern regions, plays a key role in our commitment to provide the innovative services that Ukraine needs to build a resilient digital future. The launch provides a critical lifeline for Ukrainians facing prolonged blackouts, damaged infrastructure and disrupted networks due to the ongoing war. Any Kyivstar user with a 4G Android smartphone can now connect to the Kyivstar-SpaceX satellite network outdoors in dead zones, at no additional cost, with plans to support iOS.

The service is especially vital for people living near the front line, in de-occupied territories and in remote villages, as well as rescuers, humanitarian missions and industries like agriculture and financial services that depend on reliable communication. SMS was prioritized as the first phase since it remains the most dependable channel when data-based messaging apps fail. Future phases will introduce voice and light data services as satellite bandwidth expands.

Starlink Direct to Cell complements rather than replaces terrestrial networks and has already proven effective globally in disaster scenarios. Kyivstar's deployment marks the beginning of a new era of hybrid mobile-satellite connectivity with further service evolution planned as technology advances.

“In Ukraine, staying connected means staying safe. With the introduction of cutting-edge Direct to Cell technology, we are enhancing this resilience significantly, starting with a vital functionality that is critical for our people. We are committed to carrying our partnership with Starlink further, ensuring the resilience of connectivity across Ukraine, the first country in Europe to introduce Starlink Direct to Cell.”

Oleksandr Komarov, CEO, Kyivstar

Related UN SDGs



Our responsibility to consumers *continued*

Initiative

Dual-purpose smart pole meets urgent community needs

Improving infrastructure in underserved areas, our dual-purpose smart pole combines a mobile base station with street lighting in a compact structure that blends into the local environment.

Designed by Beeline Kazakhstan in partnership with Huawei Technologies Kazakhstan and the regional Department of Digital Technologies, the smart pole can be up and running in one month, whereas traditional telecom towers can take six months to install. This is crucial in areas where reliable mobile coverage and basic services are urgently needed.

Improving mobile signal quality for rural communities while providing modern street lighting in public areas, this solution is also suited to urban areas, as it integrates telecom equipment into existing infrastructure with minimal construction waste and land use.

We installed the first smart pole in the village of Besagash, Almaty, Kazakhstan, in March 2025. It benefits approximately 10,000 local residents.



Related UN SDGs



Initiative

Every third new home in Kazakhstan chooses Beeline

Beeline Kazakhstan is aiming to close the digital divide by ensuring stable internet access is available in every household.

We have built our network using GPON technology, which delivers gigabit-speed connectivity and connects homes as soon as construction is complete. Our partnerships with real estate developers ensure buildings are internet-ready before families move into their new homes.

Even in challenging weather conditions, when sub-zero temperatures constrain construction, forward planning helps keep our rollout on track. Our infrastructure planning includes roads, utilities and digital access.

We also prioritize schools, clinics and local administration to ensure reliable connectivity for these essential services.

By the end of 2025, Beeline had enabled access to high-speed fixed internet for an additional 300,000 households, of which more than 151,000 are in the private housing sector. The total number of connected households exceeded 750,000 by year end. This rapid growth supports professionals, students, and families in urban centers, small towns and villages. Today, every third new fixed-line connection in Kazakhstan is with Beeline.



Related UN SDGs

