



Kcell JSC signs an agreement with Nexign JSC for the implementation and support of digital billing platform

Almaty, 14 April 2021 - Kcell Joint Stock Company ("Kcell" or the "Company") (LSE, KASE: KCEL; AIX: KCEL, KCEL.Y), the leading provider of mobile telecommunications services in Kazakhstan, announces that on 13 April 2021, it signed an agreement with Nexign JSC (part of ICS Holding), a leading Business Support System (BSS) and Internet of Things (IoT) solutions provider, for the provision of the Nexign Converged BSS billing platform.

The agreement is aimed at introducing a converged digital billing platform and transitioning to a unified billing system for servicing Kcell subscribers, including real time billing. The digital billing platform is a consolidated solution that supports the main business processes such as charging, billing, sales and services, as well as customer management.

The introduction of the digital billing platform in cooperation with Nexign will allow Kcell to optimise operational costs associated with operating multiple billing systems, accelerate time-to-market for Company's products, as well as provide opportunities for monetising new products and services. The modernisation and consolidation of systems will also help expand the self-service capabilities by 20-30 percent, which will, in turn, reduce the load on contact centres and customer service offices.

Yuri Kharlamov, Chairman of the Management Board, Chief Executive Officer of Kcell JSC, commented: "The Nexign Converged BSS solution offers a number of advantages that will help Kcell accelerate its business transformation and go beyond traditional telecom services. Our cooperation with Nexign will allow us to boost revenue by offering our customers more up-to-date products and services, laying the foundation for our successful development in the digital economy."

Igor Gorkov, CEO of Nexign, added: "We are pleased to support the development of new digital opportunities for Kcell, building on our experience in Central Asia and best practices developed in collaboration with global leaders. We believe our joint project will help Kcell not only improve business efficiency, but also enrich customer experience and improve customer loyalty."

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Company Overview

Kcell provides mobile voice telecommunications services, messaging services, value-added services such as multimedia and mobile content services, as well as data transmission services including internet access. It has two brands: the Kcell brand, which is targeted primarily at corporate subscribers (including government subscribers), and the Activ brand, which is targeted primarily at mass market subscribers. The Company offers its services through its extensive, high quality network, which covers substantially all of the populated territory of Kazakhstan.

Kcell plans to continue investing in the deployment of its 3G/4G network to expand coverage and to introduce high quality services. Kcell aims to provide high quality services at competitive prices, expand its offering of products and services, while maintaining the high quality of its network and enhancing its brand value.