

SOCIAL ACTIVITY REPORT FOR 25 YEARS



REAL SUPPORT TO REAL BUSINESS



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ABOUT THIS REPORT

This Report contains information about the social projects of the KMF group of companies implemented through interaction with stakeholders in the period from 1997 to 2022. The projects of the KMF group of companies in the Report should be understood as the comprehensive social activities of "KMF" LLP (for short - KMF) and the corporate fund KMF-Demeu (for short - KMF-Demeu).

Since its inception in 1997 as a non-profit organization to the present day, KMF has been a socially responsible participant of the microfinance market of Kazakhstan, adhering to the principles of international initiatives in the field of sustainable development, including the UN Sustainable Development Goals, built into the social mission, objectives and daily practice of KMF and KMF-Demeu.

KMF supports low-income entrepreneurs, self-employed people, rural residents, striving to improve their quality of life, increasing the well-being of every member of society. Since 2015, KMF has been applying the methodology for the social and environmental management system (SEMS). This methodology helps to determine the different degrees of risk of borrowers' activities that may have an adverse impact on the environment.

To achieve social goals, KMF has established social indicators that track the level of well-being of the population, the implementation of which is a part of the KPI of the management.



ADDRESS OF THE KMF GROUP OF COMPANIES' MANAGEMENT



Dear readers, partners, colleagues!

In 2022, KMF and the Corporate Fund “KMF-Demeu” celebrated their 25th anniversary. And for us, this is not just a round date, but also a symbolic milestone. Over a quarter of a century, we have come an amazing way – from a small public fund in Taldykorgan to a large financial structure, a recognized market leader in its industry. Today we have 15 branches and 115 outlets across the country with more than 2,000 employees. Behind these impressive numbers stands a cohesive team with high qualifications and professionalism.

KMF brand has become recognizable not only in Kazakhstan but also far beyond its borders. Cooperation with international financial institutions such as the EBRD, ADB, IFC, and others is ensured through maximum transparency and the Company’s commitment to establishing and developing reliable partnerships. That is why we are trusted by over 250,000 clients who continue to receive up-to-date, high-quality, and high-tech financial products.

Among the Company’s clients are predominantly rural residents, self-employed individuals, and representatives of small businesses, many of whom have been partners with KMF for many years. Through accessible microfinancing tools, we fulfill an important social mission – helping tens of thousands of Kazakhstani people build their own businesses and secure the future of their families.

Sustainable development in Kazakhstan is not an empty phrase for KMF. We actively promote the concept of a «green office» and partner with the international GEEF program for financing the green economy. By evolving through best practices, improving our regional network, and implementing cutting-edge technologies, KMF and KMF-Demeu have a significant impact on raising the living standards of the population: over the past decades, we have implemented numerous relevant projects in the areas of charity, gender equality, education support, culture, youth entrepreneurship, and sports.

Since its establishment, KMF and KMF-Demeu have adhered to a socially-oriented model of cooperation with entrepreneurs and uphold international principles of client protection.



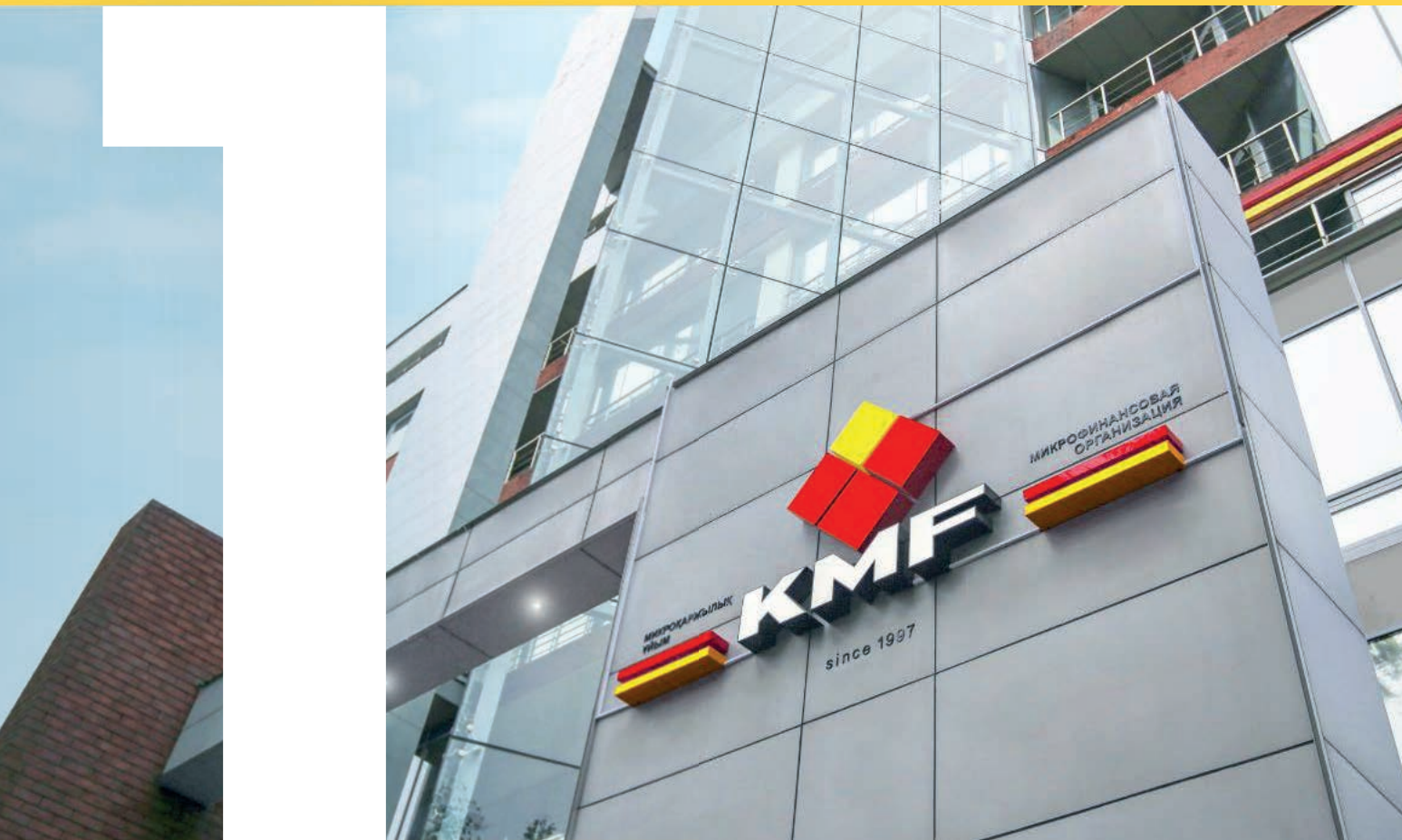
We actively support the development of women’s entrepreneurship, as our first borrowers were women who due to unemployment and an unstable economic situation in the 1990s, were forced to ensure the financial well-being of their families.

Today, KMF is more than just a microfinance institution. It is a movement for equal opportunities in entrepreneurship for people of different ages and social statuses. Throughout all these years, we have aimed to ensure that young individuals, women and men, urban and rural residents have ambitious dreams, and their knowledge and hard work supported by our capacities, help change the world around them.

We hope that through this report you will be able to learn more about the history and mission of KMF and KMF-Demeu Fund.

**Chairman of MFO “KMF” Management Board
SHALKAR ZHUSSUPOV**

PORTRAIT OF KMF



- KMF Today: KMF and KMF-Demeu
- Mission and Values
- KMF: a quarter of a century in history



KMF TODAY: KMF AND KMF-DEMEU

1

KMF is the market leader and the largest company in its industry in Kazakhstan. It is a financial institution that represents a successfully adapted business model of a classic microfinance institution oriented towards financing micro and small businesses, primarily in rural areas.

2

Since its foundation in 1997, KMF has invested over a trillion tenge into the economy of Kazakhstan, providing over 2 million loans, predominantly in rural areas. KMF has gained international recognition as a socially-oriented company operating in accordance with client protection principles.

3

KMF has received numerous awards and prizes. The most notable ones include being recognized as one of the top 15 financial projects by USAID worldwide, being listed among the top 50 MFIs in the world by Forbes magazine, and receiving the «Five Diamonds» mark from the Smart Campaign. KMF has also been assigned social rating of “AA-” from Microfinanza Rating, which is a rare distinction in the industry and demonstrates progress in terms of social responsibility towards clients, society, and employees.

4

As a result of successful operations, in May 2022, Fitch Ratings confirmed the rating “B+” with a stable outlook.

5

The Company has a well-developed branch network (115 offices throughout the country), and it actively incorporates digital technologies into its operations. Today, the majority of transactions are available to customers through the KMF mobile application. All processes are simplified to the maximum extent, and the entire work is focused on providing first-class service.

6

The digital transformation undertaken by KMF in recent years also plays an extremely important role in providing financial education to our clients, creating opportunities for more cost-effective microenterprise activities, and better household budget management.

7

As a result, we continue to successfully achieve one of our key strategic goals – providing social and economic benefits to KMF's clients and partners.

8

For many years, the Company has successfully collaborated with international development institutions such as IFC, EBRD, OeEB, SIFEM, Proparco, ADB and EIB.

9

Among our partners from among the Microfinance Investment Vehicles (MIV) – well-known names in the microfinance world, including responsAbility, Triodos, Triple Jump, Incofin, DWM, BlueOrchard, Symbiotics and Frankfurt School.

KMF MISSION AND VALUES

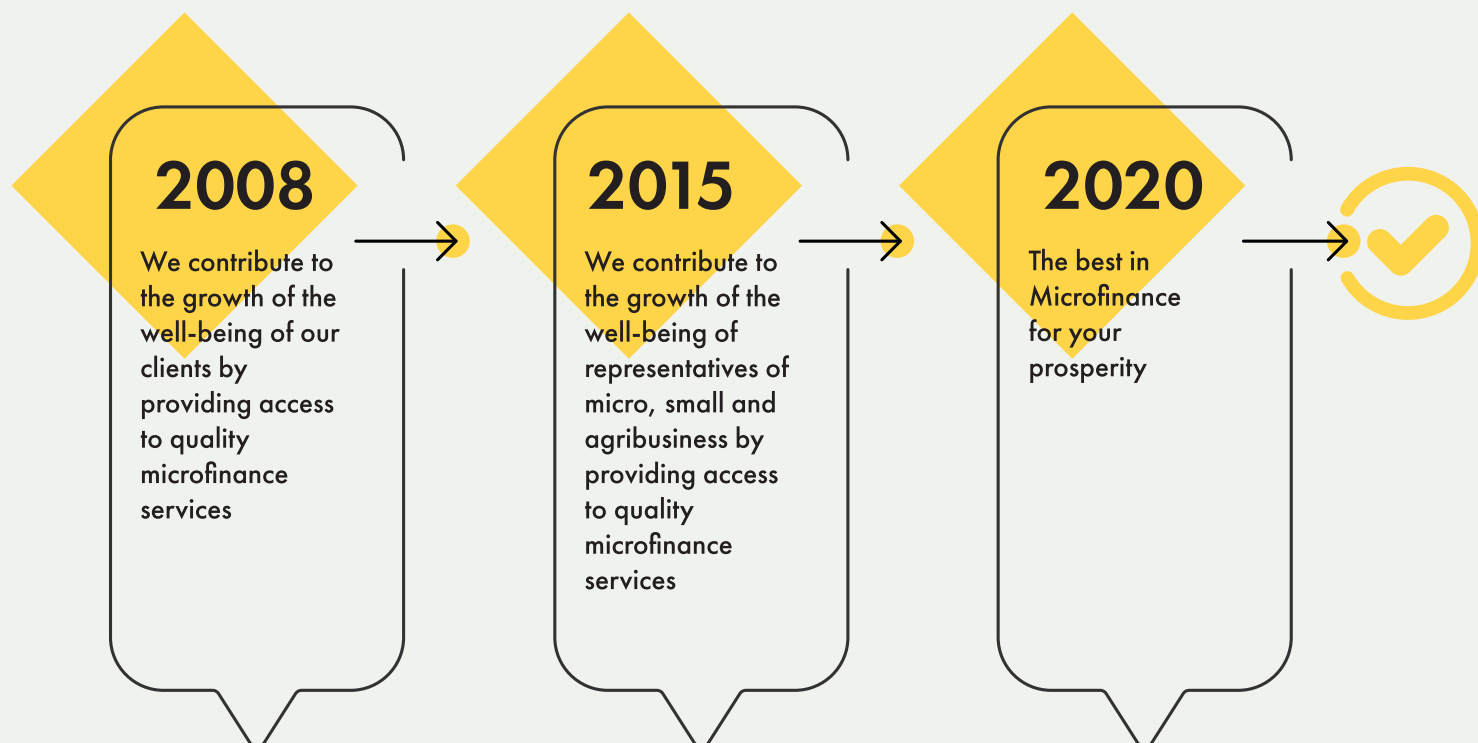


The history of KMF is the story of a company that places high responsibility towards society, clients, and employees at the forefront of its business. This is reflected not only in social projects but also in the Company's Code of Business Ethics, which encompasses key principles and rules for relationships with stakeholders, as well as the mission and values of KMF.

Mission and values are not just words for the Company's employees. They represent a clear understanding of whom the Company works for, how it wants to operate, and what it envisions as the outcome of its work. Like KMF itself, the Company's mission and values have undergone a long evolution over the past 25 years.

The most recent update of KMF's mission and values was carried out as part of the Company's corporate culture development project. All employees of the Company, from top management to technical staff, took part in this process. All 1900 employees participated in strategic sessions, including members of the KMF Supervisory Board. The result was a new forward-looking «philosophy» of KMF.

THE COMPANY'S MISSION



KMF TODAY: KMF-DEMEU FUND



“KMF-Demeu” is a corporate fund established by the international non-profit organization ACDI/VOCA (USA), its activities are aimed at comprehensive economic growth, improving the quality of life, and societal development worldwide.



KMF-Demeu implements various programs in the fields of education, charity, and sponsorship, as well as projects aimed at entrepreneurship development and promoting financial literacy among the population.



One of the most notable of the Fund’s projects is the annual competition for women entrepreneurs in Kazakhstan, the “KMF Isker hanymy” award, where every micro-business entrepreneur receives recognition and the opportunity to become the best in their industry.



The largest project in terms of participants is the comprehensive financial literacy program “Improving Financial Literacy in Kazakhstan”, which was launched in 2013. By the end of 2022, the total number of project participants exceeded 169,000 people.



KMF-Demeu in collaboration with KMF actively supports young entrepreneurs specializing in the development of IT solutions. In 2022, the Fund invested in the largest venture fund, MOST Ventures, which invests these funds in startups in Kazakhstan and Central Asia.



Additionally, KMF-Demeu has invested in the Central Asia Impact Fund, which implements various projects, including agricultural development.



In its activities, the Fund collaborates with organizations such as the Agency of the Republic of Kazakhstan for the Regulation and Development of the Financial Market (ARDFM), the National Chamber of Entrepreneurs “Atameken”, the Central State Museum of the Republic of Kazakhstan, Enactus Kazakhstan, as well as other non-profit organizations and universities in Kazakhstan.

MISSION AND VALUES: KMF-DEMEU FUND

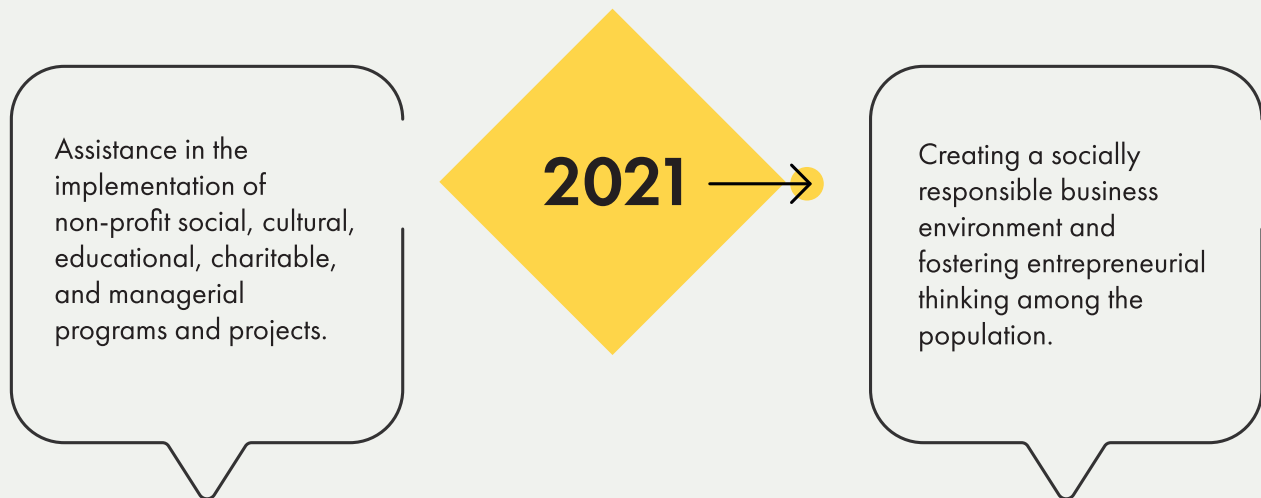


The Corporate Fund “KMF-Demeu”, as an independent non-profit organization, is aimed at improving the well-being of society, including through assistance in the development of micro and small businesses by providing comprehensive support to entrepreneurs. The Fund’s social programs and projects are implemented through the lens of its own mission.

The mission for KMF-Demeu is a tool that helps create a favorable climate for the implementation of social innovations and attract potential volunteers, employees, and partners.

The Fund’s mission has evolved and acquired new meaning in 2021. The values of KMF-Demeu are always aligned with the values of KMF and are seamlessly integrated into the Fund’s activities.

MISSION OF THE FUND



VALUES OF THE GROUP OF COMPANIES ARE EMBODIED IN THREE CONCEPTS OF KMF:



KNOWLEDGE

KNOWLEDGE

For twenty years of responsible and high-quality work, we have accumulated unique experience and knowledge. This helped our Company become a leader in the microfinance market. But we rely not only on the successes of the past. An unquenchable thirst for new knowledge is an important driving

UNIQUENESS

Our expertise, combined with our understanding, appreciation, and development of the individuality of each team member, allows us to create a unique and in-demand offering in the market

RESPONSIBILITY

We know how much depends on us and recognize that responsibility is the foundation of long-term success. We understand that we are accountable to: Our clients and partners. Our team. Our city, region, and country (community and economic development, conservation, environmental sustainability)

QUALITY

We apply the best international microfinance practices. We understand the criteria for high quality and strive to meet them in every action we take



MOTIVATION

MOTIVATION

We motivate clients because our service is aimed at their development. Our innovative products make workflows more flexible, convenient and efficient. And the success of our clients motivates our entire team

INNOVATION

We are inspired by the new. We are constantly in search of fresh, bold, and more productive solutions, tools, and technologies

DEVELOPMENT

We are committed to continuous development of business, our products, and our clients. We don't stand still. We sincerely believe that continuous improvement is the key to success. We are energetic and productive because our development impacts the well-being of our clients and employees

FLEXIBILITY

We are open to change. We do not give up in the face of unpredictability. We are always ready to be flexible, try again and again, look at a task from a different angle, see new opportunities, adapt, and achieve success



FREEDOM

FREEDOM

We help our clients and employees gain freedom in reaching their goals. Financial freedom is built on the principles of transparency and mutual trust. True and lasting trust is based not only on dry business agreements but also on caring relationships

TRANSPARENCY

Everything we do is honest, open, and transparent. We have nothing to hide. This gives us confidence and freedom from negative emotions

CARE

With genuine care for our clients and staff, we help them feel comfortable and free. Caring for our clients necessarily involves an individualized approach to each person and a belief in their success

TRUST

We trust people. We believe in those whom other financial organizations do not believe in because we are free from stereotypes. We are confident that everyone has another chance, and anyone can become better

KMF: QUARTER OF A CENTURY IN HISTORY



THE FIRST STEPS

In the early 1990s, immediately after Kazakhstan gained independence, the country experienced a serious economic downturn. Many enterprises came to a halt, leaving a large number of people unemployed.

The government fought to create jobs, curb inflation, and reduce poverty. During this period, the Government of Kazakhstan began collaborating with the United States Agency for International Development (USAID), which helped develop the country's first microcredit program.

During those years, banks primarily provided loans to large firms that had collateral to secure the loans, ignoring small businesses, especially in rural areas. Therefore, microfinance was intended to assist the underprivileged, economically disadvantaged, and unemployed individuals in accessing loans without collateral, enabling them to unleash their entrepreneurial potential.



This model had already been successfully tested in the 1970s by the pioneer of microfinance and microlending, economist **Muhammad Yunus**. He became the first to provide small loans at low interest rates to impoverished peasants in Bangladesh, with the condition that the borrowed funds would be used for opening or expanding businesses, typically family-owned. Later, **Muhammad Yunus** developed the concept of microlending and established his own bank. In 2006, he was awarded the Nobel Peace Prize for his incredibly successful social and commercial project.

KAZAKHSTAN COMMUNITY LOAN FUND

First loans



On November 20, 1997, the official office of KCLF was opened in Taldykorgan, with only 4 people working there: the Director, the Chief Accountant (currently the Chairman of the Board, Sh. Zhussupov), and 2 Loan Officers. The first loans, amounting to \$100 (7,500 tenge), were granted to 21 individuals, who were aspiring entrepreneurs from the town and nearby villages. The project proved to be in high demand. Some of the initial borrowers started small businesses and eventually grew enough to open retail chains or build hotels with the help of Fund's loans. It became evident that this lending model could be scaled up and replicated in other regions of the country. KCLF began to gain momentum, expanding its reach and increasing the number of clients served.



KMF: QUARTER OF A CENTURY IN HISTORY

MICROCREDIT ORGANIZATION

Thanks to the successful work of a coordinated team and excellent methodology, the number of borrowers reached 1,000 people in 1998. The first edition of the special publication for clients "Isker" was released. In 2001, the Head Office was relocated to Almaty, and the office in Taldykorgan became a full-fledged branch. Over the next few years, branches were opened in other cities such as Shymkent (2000), Turkestan and Taraz (2003), and Astana (2005). Each branch had rural outlets operating under it. As the Fund developed in the financial market of the Republic of Kazakhstan, it established itself as a stable and transparent organization focused on the client.

At that time, there was no law in Kazakhstan to regulate microcredit companies, and the Kazakhstan Community Loan Fund operated as a non-profit organization, without the right to attract additional external investments. All the income generated by the Fund's microfinance activities was used to improve the program and to finance the working capital. Considering the geographical scale and the growing demand for microfinance from the Kazakhstan population, there was a need to increase the commercial efficiency of the KCLF, which eventually happened.

In 2006, as a result of changes in legislation in Kazakhstan, the KCLF was re-registered as a microcredit organization under the name Kazakhstan Loan Fund (KLF), it continued its operations as a non-profit entity. In December 2006, with the aim of commercialization, the KLF established a subsidiary commercial company KazMicroFinance, LLP (KMF).

In 2007, all core microlending activities, loan portfolio, fixed assets, liabilities, and employees were transferred from KLF to KMF. As the successor of KLF, KMF maintained its position as one of the leaders in the microfinance market in the Central Asian region, building upon achievements and expanding the Company's capabilities.

In 2007, following a decision of its founder, the American organization ACDI/VOCA, Kazakhstan Loan Fund was transformed into the Corporate Fund "KMF-Demeu". A year later, KazMicroFinance as a part of rebranding got a new name, KMF. These historical processes marked the transformation of the country's first non-profit microcredit organization into a group of companies, with KMF focusing on loan provision and microfinance development, and KMF-Demeu channeling all efforts towards implementing social projects for the benefit of society.

In the following years, the Company opened dozens of offices across Kazakhstan, thereby expanding its geographical outreach to the most remote corners of the country. Branches and outlets emerged in Ust-Kamenogorsk, Kokshetau, Pavlodar, Semey, Aktobe, Uralsk, and other major cities, district centers, and villages.

Number of borrowers

1998
year

1000
borrowers

KMF: QUARTER OF A CENTURY IN HISTORY



MICROFINANCE ORGANIZATION

Over the course of 25 years, the Company has achieved many significant achievements and convincing victories. KMF has become a market leader and the largest microfinance organization not only in Kazakhstan but also in the CIS. Among KMF's accomplishments are partnerships with leading financial institutions worldwide; attracting systemic investments for financing micro, small, and medium-sized enterprises, especially in rural areas; global projects supporting women's entrepreneurship, financial literacy, green technologies, and IT startups.

KMF has been repeatedly recognized as the best microcredit organization at the national and international levels for its

effective social performance management, leadership in expanding access to financial services for micro-entrepreneurs, client protection, service quality, and innovative solutions.

After a quarter of a century since its inception, KMF steadfastly follows its mission, developing a transparent business model based on understanding its clients, paying attention to their needs, and the enthusiasm of an experienced team.

The evolution continues!



NUMBER OF EMPLOYEES AT THE END OF THE YEAR

2006	241
2007	381
2008	355
2009	320
2010	412
2011	710
2012	934
2013	1145
2014	1252
2015	1397
2016	1536
2017	1693
2018	1908
2019	1960
2020	1811
2021	1990
2022	2142
March 2023	2171

CORPORATE SOCIAL RESPONSIBILITY



- Care for clients
- Responsibility to society
- Care for employees
- Care for the environment
- International social rating
- Social performance in figures

CORPORATE SOCIAL RESPONSIBILITY



TOWARDS CLIENTS



TOWARDS SOCIETY



SOCIAL RESPONSIBILITY

TOWARDS EMPLOYEES



TOWARDS ENVIRONMENT



CORPORATE SOCIAL RESPONSIBILITY AT KMF

- is the responsible management of the business and a commitment to long-term success. As a socially responsible company, KMF places great emphasis on providing comprehensive support to the people it interacts with in the course of its operations. The company recognizes that its future success depends on the trust it builds at present. KMF strives to meet the expectations of its clients, shareholders, employees, and society as a whole.

FUNDAMENTALS OF SOCIAL RESPONSIBILITY AT KMF:

- Good Business Ethics;
- Compliance with the Client Protection Principles;
- Serving all segments of the population and providing access to microfinance services;
- Continuous improvement of service quality-ensuring compliance with customer needs;
- Support for public and social initiatives, including environmental protection.



CARE FOR CLIENTS

CLIENT PROTECTION PRINCIPLES

Since its founding, KMF has adhered to a socially oriented model of cooperation with entrepreneurs and follows the international client protection principles developed by the Smart Campaign. Client protection principles are a clear set of standards designed to safeguard borrowers from harmful financial services and guide the efforts of MFOs in protecting client rights.

KMF has been consistently recognized by international experts for its strict compliance with all 7 principles across 95 indicators. In 2010, KMF received an award from the Smart Campaign for its "Efforts to Prevent Over-Indebtedness" and the "Client Protection Award".

In 2015, KMF successfully completed certification based on the Client Protection Principles, becoming the 31st company worldwide and the first in Kazakhstan to receive the Smart Campaign certificate. This certificate signifies that KMF adheres to the principles of responsible microfinance: strictly complying with all customer service requirements, preventing over-indebtedness, providing transparent and comprehensive information about loan conditions, ensuring confidentiality, and implementing other indicators to protect clients from potential risks. All requirements of the Smart Campaign standards are integrated into the Company's business processes and internal documents.

Strict compliance with all 7 principles across 95 indicators has been consistently recognized by international experts



SEVEN PRINCIPLES OF CLIENT PROTECTION BY SMART CAMPAIGN:

- 1 Appropriate product design and delivery
- 2 Prevention of over-indebtedness
- 3 Transparency
- 4 Responsible pricing
- 5 Fair and respectful treatment of clients
- 6 Privacy of client data
- 7 Mechanisms for complaint resolution

CARE FOR CLIENTS

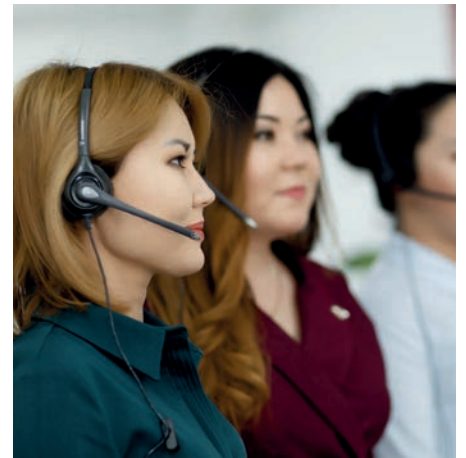


SERVICE QUALITY MANAGEMENT

Understanding the need to concentrate strategic efforts on service quality management in a rapidly growing and highly competitive environment, KMF made the decision to develop the Customer Service Standards Handbook back in 2006. Through thorough diagnostics of services, studying existing business processes, and gathering customer feedback, these standards were implemented into everyday operations in 2007. Alongside the Code of Ethics, the Customer Service Standards serve as key documents for the Company's corporate culture. In 2020, these standards were revised and expanded, incorporating the experience gained from customer interactions.

As part of ongoing efforts to enhance service quality for customers, in 2021, lightweight and flexible standards were created for important employee categories, such as Personal Managers, Consultants, and Contact Center Operators. Employees have been trained according to these standards, and the Company conducts monitoring based on customer feedback, including assessments of the Personal Manager's service quality, evaluation of key processes for loan disbursement and repayment, conducting tests, and using mystery shopping methods. KMF has established a clear system of customer feedback with over 15 channels available for customer inquiries. They include: direct interactions with Personal Managers onsite, phone calls and messenger chats

of the 24/7 Contact Center, email, KMF's accounts in social media, the personal account on the website, mobile application, and others. The system registers all inquiries and responsible employees have access to the entire message history, ensuring timely feedback.



THE ENTIRE SERVICE EVALUATION SYSTEM CONSISTS OF:



evaluation of the service quality given by clients in relation to employees and the overall process



complaint management system that distinguishes reasonable complaints regarding employees and processes



on-site compliance checks with service standards (evaluating ergonomics through checklist systems, mystery shopping, and observations)



training and motivating employees to deliver quality service

In the contact center, a Welcome Call group has been established to conduct surveys with various categories of customers in order to assess their attitude towards the service, products, and the employees who provided the service. Additionally, these surveys are conducted to measure the Net Promoter Score (NPS), which is an index of consumer loyalty. After analyzing the survey results, KMF makes necessary adjustments to their business processes, methodologies, or training programs to modify employee behavior or lending conditions.

In 2021, KMF launched the "First-Class Service" project, which includes special training for employees and discussions of further quality of service improvement. Last year, all Company employees underwent training on working with internal clients, focusing on the topic of "Relationships: Become a Professional". Since the beginning of 2023, a performance-based employee motivation system has been implemented, focusing on key service indicators.

CARE FOR CLIENTS



CUSTOMER SUPPORT IN EMERGENCIES

The responsible approach to customers goes beyond comprehensive communication with stakeholders. KMF implements special customer support programs in force majeure and emergency circumstances aimed at mitigating the decline in business activity and providing entrepreneurs with opportunities to overcome temporary income-related difficulties. To achieve this, the group of companies KMF and KMF-Demeu, develop and implement subsidy schemes as needed. These schemes cover various customer categories, including women entrepreneurs and farmers.

Due to the COVID-19 pandemic and the declaration of a state of emergency in the Republic of Kazakhstan, in 2020, KMF implemented a series of additional measures to mitigate the negative impact on its clients: individuals, micro, and small businesses. A specific package of financial assistance instruments was developed for each client category. Support measures for KMF borrowers experiencing difficulties due to the state of emergency included deferment of principal payments, waiver of penalties and late fees, and opportunities for additional financing at reduced interest rates.

From September 2020, a special lending program was implemented targeting women entrepreneurs who met certain criteria. Women who owned a business had the opportunity to obtain a microloan with interest rate reduced by half. KMF subsidized (covered) 50% of the interest rate using its own funds. Priority was given to regions and types of activities that were most affected by the pandemic.

In 2021, farmers engaged in livestock and crop farming in Kazakhstan faced a difficult situation due to low precipitation and high temperatures.

This category of entrepreneurs experienced challenges such as the increased cost of animal feed, fuel, and a decrease in crop yields due to severe drought. To assist these individuals in preserving their businesses, a subsidy project for agricultural entrepreneurs was developed.

The program was implemented in all regions, but priority was given to the most affected areas. The highest number of preferential loans KMF disbursed in the Turkestan, Kyzylorda, Zhambyl, and Almaty regions.

Within a few weeks,
subsidized loans were
disbursed to about

700
farmers in Kazakhstan

CARE FOR CLIENTS



CUSTOMER SUPPORT IN EMERGENCIES

In 2022, KMF prepared additional support measures for entrepreneurs who were most affected by the state of emergency in January. These measures included targeted financial assistance based on the extent of the damage, loan moratoriums with deferment of principal repayment and waiving of interest for up to 3 months, as well as the restructuring of microloans with changes to the repayment schedules.

In addition, a subsidy program was implemented. Clients (individuals and legal entities) who suffered from the actions of marauders or were forced to suspend their activities due to the state of emergency could receive additional financing with interest rate reduced by 50% for replenishing working capital or fixed assets.

It is worth noting that all financial expenses associated with the mentioned programs of additional support for entrepreneurs were covered by KMF's own funds, without requesting or receiving any financial assistance from the government.

SUBSIDIES FROM KMF:

250
KZT mln

2020 – over 250 million tenge for those affected during the pandemic, for the restoration of the current business or for an alternative type of activity.

100
KZT mln

2021 – 100 million tenge to support customers who are engaged in domestic production.

182
KZT mln

2021 – more than 182 million tenge for clients of the Agri sector who are engaged in animal husbandry and crop production due to a decrease in harvest due to severe drought, higher prices for fuel and feed.

200
KZT mln

2022 – 200 million tenge, of which 137 million tenge were used to support entrepreneurs affected by the state of emergency in January of the same year.

RESPONSIBILITY TO SOCIETY



KMF and KMF-Demeu consider it their civic duty to participate in the public processes taking place in the country and contribute to the implementation of the state's socially-oriented programs, as well as their own initiatives in the cultural, educational, sports, and other non-profit sectors. This is one of the indicators of the reliability and prospects of KMF, as the recognition and support of universal values are essential elements of the organization's corporate culture.

KMF's social responsibility towards society, people, and the state is expressed through the sustainable development of Kazakhstani society, taking into account the interests of various social groups. The employees of KMF and KMF-Demeu share and fully support this vision, including by investing their own efforts and time in the implementation of social projects.

The Company has developed a Corporate Social Responsibility Policy, as well as Rules for Sponsorship and Charitable Assistance. The key factors of all the Company's social projects have become assistance to children from socially vulnerable groups and their mothers, infrastructure development in rural areas, support for children's sports, and the promotion of the country's cultural heritage.

INITIATION OF CHARITABLE ACTIVITIES IN 1998

The earliest charitable projects of KMF were initiated by the employees themselves. At that time, the non-profit fund did not have the capacity to finance social projects at the expense of the organization, so the employees found a way to contribute to social welfare activities. In 1998, when participants of the "Leather Ball" children's football tournament in Taldykorgan requested the fund to purchase balls for the teams, the organization's employees initiated a fundraising campaign within the team. This is how the "Box of Good Deeds" was started. The amount raised was enough not only to buy balls but also to provide complete equipment for the children.

The "Box of Good Deeds" has been used multiple times for various noble goals like helping children in need of surgery and even saving lives after the earthquake in Haiti. Since 2014, an annual "Good Deeds Campaign" has been launched across all KMF

branches, where employees voluntarily provide assistance to those in need. They collect finances and items, help with household chores, and deal with other things. Employees take care of veterans, large families, and shelters.

Supporting youth football has become a cherished tradition, evolving over the years into the republic-wide sports competition known as the "Olymp-KMF". Now, children's teams from different regions of Kazakhstan financed by KMF compete for the cup.



KEY CHARITABLE AND SPONSORSHIP PROJECTS



From 2010

- Due to the snow melting and dam collapse, the village of Kyzylagash in the Almaty region was flooded. KMF employees provided material assistance to the affected individuals amounting to 1 million tenge. Essential goods such as food, cleaning supplies, personal hygiene products, clothing, footwear, and bedding were purchased.
- On International Children's Day, employees of KMF branches organized numerous charitable events:
 - in Shymkent, the Social Rehabilitation Center for Children and Adolescents received summer footwear, clothing, toys, and sweets as gifts from the collective efforts of the branch employees.
 - in Almaty, a trip to the "Baikonur" cinema was organized for 100 children from the orphanage No. 1. They watched the movie "Shrek Forever".
 - in Astana, three children from low-income and large families were gifted bicycles as a reward for their academic achievements.
 - in Karaganda, the State Institution "Regional Children's Home for Children with Disabilities" was gifted a carpet for the music hall and sports equipment for tennis.
 - in Taldykorgan, the students of the auxiliary boarding school were gifted DVDs and sports equipment (football and volleyball balls, skipping ropes). As a finale to the event, all the children were treated to ice cream.
 - in Turkestan, the first-grade orphaned children of the Nikitin Secondary School were provided with school uniforms, shoes, backpacks, and school supplies.
 - in Taraz, a concert and sports activities were organized for 117 children from the Savva Merken Children's Home. The children aged 3-5 received mosaics, building blocks, swings, and trampolines, while the children's football team received complete equipment.
- An annual women's football tournament was held among schools in Astana for the KMF Cup.
- Charitable assistance was provided to the "Vozrozhdenie" Foundation for the reconstruction of the cities of Osh and Jalal-Abad after the riots in Kyrgyzstan.

2011

- KMF and KMF-Demeu acted as financial partners of the VII Asian Winter Games held in Kazakhstan in the cities of Astana and Almaty.
- KMF took part in the charitable event "Fulfilling Wishes"

- organized by the Association of Business Women of Kazakhstan in Taraz, on the occasion of Children's Defense Day. The participants of the event were children from underprivileged families who submitted letters with their wishes to the organizers. As a result, KMF granted 8 children's wishes by providing them with winter jackets, sports suits, everyday clothing, bicycles, dolls, and toy cars.
- KMF provided financial support to the Kazakhstani artist Armat Bektasov for organizing his solo exhibition titled "Language of Lines - Language of Unity".
- The Company acted as a financial partner in organizing the City Day of Ust-Kamenogorsk, dedicated to the 20th anniversary of Kazakhstan's Independence.
- KMF and KMF-Demeu acted as the general partner of the I Republican Women's Football Tournament among female students of grades 7-11 in secondary schools.

2012

- KMF employees took part in the annual action of the Bauyrzhan Foundation – "Your day, Donor". The collected blood was intended for the treatment of children of the oncohematological department of the Institute of Pediatrics.
- In collaboration with the Assembly of the People of Kazakhstan, the Republican Contest of Children's Drawings "Arman Kalam, Astana!" was held. In the qualifying round, works from over 5,000 children aged 6 to 14 from 14 regional centers and 4 cities of Kazakhstan were presented.
- KMF and KMF-Demeu organized an annual charitable campaign for the children of the "Kovcheg" orphanage in Talgar, Almaty region. An auction was held, and employees purchased handicrafts made by the children. The children received sponsorship support, proceeds from the auction, and were provided with winter footwear.
- A creative festival called "Tauelsizdikke tartu" was held at the Kazakh State Philharmonic named after Zhambyl among schoolchildren of Almaty. The participating children received valuable prizes from KMF.
- In anticipation of the New Year, KMF responded to the request of the public foundation "Miloserdiye" and assisted in purchasing gifts for children undergoing treatment at the oncology and hematology department of the Pediatric Research Institute in Almaty.

KEY CHARITABLE AND SPONSORSHIP PROJECTS



2013

- An "Evening of Creativity" was organized at the "Kovcheg" orphanage in Talgar, with the participation of KMF employees from Almaty, who presented the play "Zaykina izbushka" to the children. The children of the orphanage were given gift books on various handicrafts such as beadwork, clay modeling, knitting, paper and patchwork crafts, as well as other books collected through the contributions of KMF employees. At the end of the event, the children were presented with commemorative KMF chocolates.
- On the eve of May 9, KMF and KMF-Demeu provided charitable support to over 100 veterans and homefront workers of the Great Patriotic War from 14 cities in Kazakhstan. Among the gifts were household appliances, food baskets, medicine, and medical devices, and in several cases, complete replacement of plumbing fixtures was carried out.
- On Children's Day, the teams from all 14 branches of KMF organized a true celebration for several hundred children across our country. A series of charitable events were held for orphaned children and children with disabilities in specialized institutions. With the efforts of our employees, performances by fairy tale characters, games, contests, and quizzes were organized in cultural parks across different cities. Each child received a gift from KMF.
- In Astana, a charitable campaign called "Unity through Compassion" was organized by the Assembly of the People of Kazakhstan and sponsored by KMF. The campaign aimed to support children aged 1 to 18 who are suffering from leukemia and undergoing treatment at the National Scientific Center of Maternity and Childhood.
- The Assembly of the People of and KMF organized the festival "Til - el birligi" – "Language is a Symbol of National Unity" on the central square Dostyk in Taraz. The event was dedicated to celebrating the Day of Languages of the People of Kazakhstan.

2014

- Since the beginning of the year, the "Act of Kindness" campaign has been launched across all KMF branches. Under this campaign, the Company's employees voluntarily provided assistance to those in need by collecting finances and things, helping with household chores, and so on. Veterans, large families, and shelters were under the care of the employees. In total, over 700 people were covered within the campaign throughout the year, and the total amount of funds

collected by the employees amounted to 4,259,583 tenge.

- KMF congratulated 27 World War II veterans in various regions of Kazakhstan. Based on the veterans' own preferences, they were provided with health resort packages, special devices to improve their health, repairs were made to their homes, new windows or doors were installed, coal was purchased, and a tape recorder with headphones was bought. Additionally, five historical monuments in district centers and villages were restored.
- KMF assisted in sewing concert costumes and sponsored a trip for orphaned children from Kyzylorda to the Republican contest "Tansholpan".
- Employees of KMF branch in Almaty took part in organizing a celebration of the Knowledge Day for 32 patients from the Pediatric Oncology Department of the Kazakh National Research Oncology and Radiology Institute and 120 patients from the Scientific Center of Pediatrics and Pediatric Surgery of the Ministry of Health of the Republic of Kazakhstan in Almaty. A performance with monkeys and dogs, positive performances, was organized for the children. The children received various necessary gifts and sweets.
- The Company became a sponsor of the Interregional Contest-Festival of Young Talents "ErtisShapagaty" (Pavlodar branch).

2015

- A celebration in honor of Nauryz was held at School No.10 in Almaty, which is under the patronage of KMF's head office. Children from underprivileged families were congratulated by their mentors, the employees of KMF's head office, who conduct computer science, dance, canvas painting, film club, and the "Bright Minds" competition. In May, during the final school bell ceremony, KMF organized a special musical gift for these students by arranging a performance by talented students from the Almaty Music College named after P. Tchaikovsky. In early September, KMF purchased 15 bunk beds for the school to accommodate the students.
- On the eve of Victory Day, the employees of KMF's head office collected 114,000 tenge to assist veterans. Additionally, three veterans received 100 000 each from the Company for necessary purchases.
- KMF participated in the charitable campaign "Unity through Compassion" organized by the Assembly of the People of Kazakhstan, dedicated to Children's Day. The Company acquired playgrounds for children-patients at the Center for Maternity and Childhood in Astana.

KEY CHARITABLE AND SPONSORSHIP PROJECTS



- For the second year in a row, employees of the Almaty branch “Om Rozybakiev Street” organized a celebration for the patients of the Pediatric Oncology Department at the Kazakh National Research Oncology and Radiology Institute. This year, there were about 30 children in the department, mostly from small villages and settlements. Funny clowns were invited for their entertainment, and a mini-show with trained dogs was organized. Afterward, the children were treated to refreshments and received gifts.
 - On the eve of the celebration of the “Day of Languages of the People of Kazakhstan”, KMF together with the Assembly of the People of Kazakhstan, presented the residents and guests of Taldykorgan with a grand celebration – KMF’s Birthday. The celebration included a flagbearer procession, a concert, and a flash mob for the youth.
 - The Mama Pro Market event took place at the House of Friendship in Almaty, with the participation of over 250 people. This is the only social project in Kazakhstan that aims to contribute to a successful society by creating a supportive and developmental space for mothers. The event was supported by KMF.
 - The open world championship in mixed martial arts NOMAD MMA took place in Karaganda. The competition involved 550 athletes from 8 countries. One of the athletes, Darya Kondrasheva from Kokpekty orphanage, won a gold medal in a 14-15 year old age range. Her transportation and accommodation expenses were covered by the funds collected by employees of KMF Semey branch.
 - KMF congratulated the children from the Children’s Clinical Center at the “Alatau” resort in the foothills of Almaty on the upcoming New Year. It is the only children’s hospice in Kazakhstan. Santa Claus and Snow Maiden visited the children, and each child received gifts. Additionally, bedding, food, and cleaning supplies were purchased for the center.
- 2016**
- At the request of the first Children’s Support Center for Oncological Diseases “I’m with you” in Kazakhstan, KMF provided assistance to children with cancer. KMF purchased backpacks for the children to take with them to the VII World Games for Children with Oncological Diseases held in Moscow.
 - On May 9, KMF congratulated veterans by providing financial and other assistance to 101 veterans from different regions of Kazakhstan. For example, employees of the Shybek outlet visited and congratulated World War II veteran Vasily Ivanovich Tkachenko, delivering three tons of coal, one cubic meter of firewood, and a food basket to his family. In Kyzylorda, employees of the KMF branch purchased a sofa as a gift for World War II veteran Ivan Prokopyevich Onischenko.
 - The territory of the war heroes monument located in the village of Tonkeris, Almaty region, has been improved. After the restoration carried out by KMF in 2015, this monument was taken under the patronage of the branch in Almaty to maintain order throughout the year. The Company’s employees planted flowers, whitewashed trees, painted benches, curbs, and mowed the grass.
 - A press conference was held in Astana summarizing the recently concluded Adult Kickboxing World Cup in Hungary. Athletes from Kazakhstan won 20 medals: 7 gold, 5 silver, and 8 bronze. Each medalist received financial assistance from KMF. The prize money was as follows: 200,000 tenge for gold medal, 150,000 tenge for silver medal, and 100,000 tenge for bronze medal. Financial support was also provided to the coaches. The total budget of assistance from KMF to the Kazakhstan Kickboxing Federation amounted to 3.2 million tenge.
 - More than 1,500 children across Kazakhstan were congratulated on Children’s Day by KMF branches this year. A total of 29 different charity events were organized for the children in orphanages, rehabilitation and adaptation centers for disabled individuals, children’s foundations, and boarding schools. Household appliances, furniture, educational materials were purchased, and children’s parties were organized. A total of 14 institutions throughout the country were covered. Assistance was also provided to children from 12 underprivileged large families, they received necessary clothing and food baskets. City-wide events with entertainment programs, sports and creative competitions with treats were held in 3 small towns and settlements.
 - The Karaganda branch of KMF provided charitable material assistance to 5-year-old Daria K., with infant cerebral palsy, for her rehabilitation surgery, totaling 250,000 tenge.
 - KMF installed 10 benches for public use in the city of Atbasar, thereby contributing to the city’s improvement. The benches were installed in the most crowded areas, such as near the railway station, bus station, and near the akimat.

KEY CHARITABLE AND SPONSORSHIP PROJECTS



- Before the start of the new academic year, as part of the corporate social responsibility projects “Acts of Kindness”, KMF employees in different cities traditionally organized series of events:
 - they purchased gifts for children from underprivileged families in the village of Shelek, Almaty region. The students of Kh. Bizhanov Secondary School received footwear, school uniforms, sports suits, bags, blouses, and shirts.
 - in Taraz, assistance was provided to the “NurBala” Social Fund. This Fund focuses on the adaptation of disabled children aged 4 and above. With the funds raised, employees purchased 25 backpacks.
 - in Turkestan, KMF employees helped children from low-income families who attend the rural “Babay Korgan” school. With the funds raised, employees purchased school supplies, uniforms, and warm clothing for the children;
 - in Karaganda, they helped three children with disabilities by purchasing clothes, food, and medicine.
- Employees of the Almaty branch “On Kaldayakov Street” congratulated the children from the “Kovcheg” orphanage in Talgar on the upcoming New Year. They gifted them mandarins and sweets. Additionally, head office employees congratulated the children from the “Zhanuya” Children’s Center. They gave LEGO sets, bedding, and sweets to 15 students from the 3rd “B” grade.

2017

- KMF responded to the appeal of the Almaty Public Association “I Am an Almaty Citizen” to help the victims of the Boeing 747 plane crash near Bishkek, Kyrgyzstan. The Head Office employees collected food and clothing for the affected residents of the destroyed houses.
- KMF purchased backpacks for the Kazakhstan national team, which participated in the VIII World Games for Children with Oncological Diseases held in Moscow. These games bring together over a thousand participants from 18 countries, including children who have overcome or are currently battling cancer.
- On the occasion of Children’s Day, KMF traditionally organized a series of charitable actions throughout the country:
 - in Pavlodar, employees purchased children’s shoes for the children at the baby orphanage;
 - in Lenger, South Kazakhstan region, KMF gifted a new playground to the Lenger Auxiliary Boarding School.

- in Karaganda, employees congratulated the children at the orphanage for the physically disabled children and provided them with educational toys and clothes for the youngest ones.
- in Aktobe, employees provided charitable assistance to the Kobda orphanage and gave presents to the children;
- in Taraz, KMF sponsored a children’s swimming tournament held annually;
- in Temirtau, KMF employees distributed free ice cream to children attending the celebration in the Baymyrza settlement.

2019

- For the third consecutive year, KMF and KMF-Demeu partnered with the “Unity” family festival in Almaty. 210 children with special needs visited KMF site area on the festival, who were invited by the U-special and CyberFund foundations. The children learned about cyber-heroes and cybercreators living in Kazakhstan and enjoyed treats such as cotton candy and ice cream.

2020

- KMF and KMF-Demeu supported the medical personnel in Kazakhstan who are fighting the coronavirus pandemic. The Company financed the purchase of 1200 protective suits and respirators for specialized services in hospitals, health resorts, and medical centers across the country, totaling 10 institutions.
- KMF financed the project of the Red Crescent Society of Kazakhstan to provide food packages to those in need. The distribution of food packages took place in the cities of Astana and Almaty, which were under quarantine during the state of emergency. A total of 4 million tenge was allocated for 800 families, including low-income, large, and single-parent families, individuals with disabilities, and elderly people who were left without support.
- Charitable assistance was provided to the “KZ” Foundation to purchase food products for 150 low-income large families in Karaganda.
- KMF supported the “Mama Pro” Foundation for the Support and Development of Socially Vulnerable Women by providing financial assistance for training in Applied Behavior Analysis (ABA) therapy and the payment of teachers and caregivers.
- Assistance was provided to the public association “Alma-Ata Women’s Club” in the purchase of food baskets for 120 financially disadvantaged elderly individuals.

KEY CHARITABLE AND SPONSORSHIP PROJECTS



- On the occasion of the 175th anniversary of Abay Kunanbayev, KMF and KMF-Demeu organized a large-scale online competition called "Abay's Heritage" for children and teenagers. The competition was carried out in four categories: "Abay's Childhood on Canvas", "Reading Abay", "Abay's Songs", and "Dedication to the Poet". More than 285 children and teenagers between the ages of 6 and 18 from various districts and cities participated in the competition. The winners in each category received diplomas and prizes, including graphic tablets, artist sets, smartphones, headphones, and a copy of Abay Kunanbayev's main work "Words of Wisdom".
- KMF provided partial financial assistance to the Charitable Foundation "Cyberfund" in acquiring an exoskeleton for a child with disabilities.
- Charitable assistance was provided to the "KZ" Foundation in purchasing food supplies for 68 low-income families with multiple children in Karaganda.
- As a support to the International Fund "Global Success of People", KMF provided partial financial assistance for the purchase and maintenance of a building for the "Center for Palliative Care for Children".
- Financial assistance was provided to the administration of Sarkand for the purchase of food baskets for 10 underprivileged families, and to the administration of Kyzylorda for the acquisition of winter clothing for 6 children in need.

2021

- The Company carried out the renovation of a sports hall for the "Kovcheg" orphanage in Talgar, Almaty region.
- Construction materials were purchased for the repair of the educational center of the "Bereke" Foundation for children from socially vulnerable groups.
- Reconstruction of the playground on the premises of the Tolebiy orphanage was completed. A new play complex, sports area, and two gazebos were installed.
- The "Mama Pro" Foundation with the support of KMF-Demeu organized psychological course for mothers raising children with special needs. The psychological course lasted for 6 months and consisted of 12 sessions. A total of 100 women completed the training.
- Assistance was provided to children diagnosed with infant cerebral palsy (ICP) to participate in a 6-month rehabilitation course using the Biomechanical Approach to Development (BDA) by "Biodevel Professional" company. The project was implemented by the "Salutaris" Foundation.
- KMF purchased carpets and bedspreads to support the Tasaryk Center for Special Social Services No. 4. The center provides care for children with cerebral palsy.
- Assistance was provided in acquiring a frame pool for disabled children from Special Boarding School No. 2 in the village of Peschanoe, Pavlodar region.
- KMF financed the participation fees for 2 children's teams, "Strizhi" in the "Hockey Planet" hockey tournament in Astana.
- Sports uniforms have been purchased for the children's basketball team in Turkestan, which was a finalist in the women's basketball championship.
- Assistance was provided to the "Club 28 Petel" Foundation in acquiring yarn for knitting 37 sets of clothing and 75 comforter toys for infants weighing less than 1 kg.
- KMF purchased New Year gifts for 33 children from the State Institution Psychological-Medical-Pedagogical Consultation of Zhalagash District in Kyzylorda region.
- KMF played the role of Ded Moroz (Russian version of Santa Claus) in Kyzylorda for the young visitors of a specialized center for physiotherapy and rehabilitation of children with disabilities. There was a party with animators and artists, as well as a festive table. Additionally, financial support was provided to the Foundation "Omirge Sen" for the purchase of food baskets as part of the "New Year's Kindness" campaign, benefiting 100 individuals in need.

2022

- KMF provided sponsorship support to a children's team from the city of Turkestan. The team, consisting of female students from the 7th and 8th grades of School-Gymnasium No. 18 named after Zh. Edilbaev, reached the finals of the women's basketball tournament championship.
- In Almaty, the first regional tournament "Zhas Kanat" took place among children and youth in Kyokushin Karate, where KMF acted as the main sponsor.
- With the support of KMF, the 1st International Competition Kazakhstan Smart Space took place among schoolchildren and students, aimed at transferring experience from professionals to young specialists.
- KMF and KMF-Demeu financed the opening of the Children's Learning Center within the premises of the Central State Museum of the Republic of Kazakhstan.
- Any child can visit the co-working center, which was officially opened as part of the "Night at the Museum-2022" event.

KEY CHARITABLE AND SPONSORSHIP PROJECTS



- A football festival was held among students from 3-6 grades in Zhanatas. KMF acted as a sponsor of the event. The winners were awarded trophies, medals, certificates, and valuable prizes.
- The Company's traditional events in honor of Children's Day took place across the country:
 - A large-scale celebration was held in Gorky Park of Culture and Recreation in Almaty, featuring magicians, animators, a photo zone, a drawing competition, and prizes.
 - In Aktobe, at the First President's Park, the "Chalk Drawings" contest was held, along with an entertainment program featuring beloved cartoons, face painting, and sweet gifts.
 - In Kokshetau, with the assistance of the "Kind Heart of Kokshetau" Social Fund, KMF provided a music system and sweets to children who have suffered from domestic violence.
 - In Petropavlovsk, KMF presented gifts to children with disabilities from Special Boarding School No. 2, including sports equipment, board games, and children's toys.
 - In Karaganda, there was a performance held on the pedestrian street with entertainers, magicians, and various contests with prizes in the form of art sets for children. Employees of the Fedorovskoye Reservoir Rescue Station were presented with 20 children's swimming rings and armbands.
 - KMF and KMF-Demeu supported the launch of the first radio station in Talgar, Almaty region, by sponsoring the opening festival "Alatau FM".
- Infrastructure improvement was carried out in Zharkent. The old benches in the park along the central street, Rozybakiev Avenue, were replaced with new ones bearing plaques saying "A Gift to Beloved City/ Suyikti kalamyzga syilyk" from KMF.
- As part of the "Road to School" project, KMF, in collaboration with the educational platform Garyshker, purchased 400 backpacks with school supplies for children from low-income families in Kazakhstan. Additionally, KMF employees donated brain games and sports games to the wards of the "Beibitshilik" Social Fund in the village of Irtyshsk, Pavlodar region, with the aim of arranging a room for children with special needs.
- The Company acted as the general sponsor of the School Olympics in Usharal, Zhetysu region, with the participation of 1260 schoolchildren from 35 rural schools. The children competed for the title of the best in 13 sports disciplines. Memorable medals and cash prizes were awarded to the winners.
- With the support of KMF, a 2-month course of psychological support was conducted for women raising children with special needs called "Mama PRO SIBLINGS". The course consisting of 12 sessions with professional psychologists on various topics is aimed to help mothers overcome their fears for their child and embrace their child's "special needs".
- An offline course "Business fundamentals" from public fund Mama Pro started in 2023, in Kazakh and Russian languages. The program includes 10 lessons on financial literacy fundamentals, personal brand promotion, marketing in social media etc.
- For several years in a row the Fund provides charity to public fund "Erekshe analar" dealing with rehabilitation of disabled children with such diseases as cerebral palsy, autism, down syndrome, microcephaly.



CARE FOR EMPLOYEES



TALENT MANAGEMENT

The achievements of KMF are impossible without qualified and motivated personnel, whose tireless efforts are highly valued by partners and clients. Talent management at KMF can be defined as a strategic and logically consistent approach to harmonious interaction with the organization's most valuable asset.

The Company is built with a consideration for the need to protect the rights of employees provided by the legislation of Kazakhstan. It aims to maintain partnership relations with employees in addressing social issues, adhering to social protection norms, and improving them.

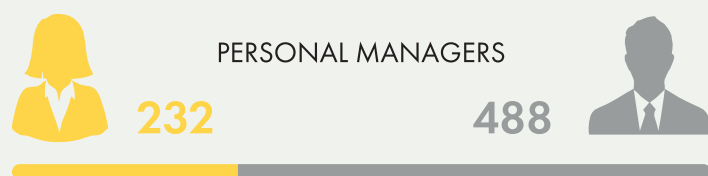
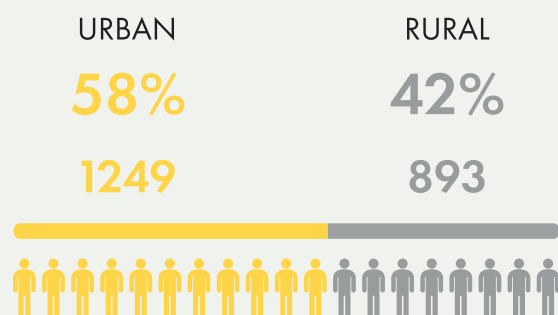
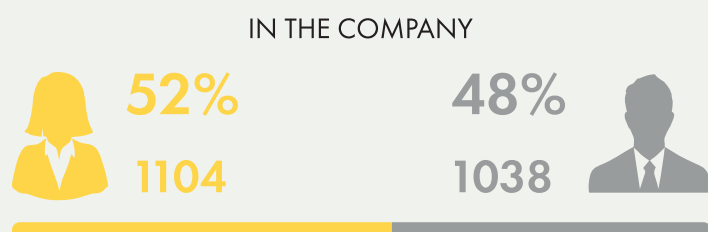
STRUCTURE AND NUMBER OF PERSONNEL

As of December 31, 2022, the actual number of employees in the Company is 2,142. This includes 496 people in the Head Office and 1,646 people in branches across the country. The proportion of women is 52%, while men make up 48%; the Management Board consists of 5 women and 1 man.

To ensure a fair approach in decision-making, according to the complaint handling mechanism, there is a Conciliation Committee consisting of an equal number of representatives of employee and employer.

The Company establishes annual employee turnover norms. Each year, measures are developed to reduce turnover based on an analysis of the reasons behind it, utilizing deep exit interviews and automated surveys.

TOTAL NUMBER OF EMPLOYEES BY GENDER AS OF 12/31/2022



2142
TOTAL NUMBER OF EMPLOYEES

CARE FOR EMPLOYEES



HIRING POLICY



The Company attaches great importance to the recruitment of employees. In addition to meeting the qualification requirements and possessing high personal qualities, alignment with the corporate culture is important for KMF. Various selection stages are provided at different job levels aimed at assessing candidates' full compliance with the Company's requirements. The Company carries out comprehensive work in relation to personnel adaptation, automates processes, and ensures both functional and socio-psychological adaptation.

For each new employee, an onboarding training called "Welcome to KMF!" is conducted on their first working day, which helps them understand that the Company willingly shares its knowledge and provides training from day one

MOTIVATION SYSTEM



KMF has a transparent and fair motivation system aimed at achieving the Company's business goals and retaining qualified employees. For front-office staff, there is a monthly motivation system in place. At the end of the reporting year, employees receive an annual bonus based on a rating system. The goal of the rating system is to assess the effectiveness of departmental activities and incentivize employees for their results. Additionally, the Company implements project-based incentives, where participants receive monetary rewards upon project completion.

To integrate the best practices from different regions, recognize outstanding employees, and foster team loyalty, KMF organizes various internal competitions over the years, such as "Best KMF Employee", "Best Branch", "Best Loan Officer", and others. Once a year, the Company holds a "Fair of Ideas", where every employee can propose their ideas and visions for improving the Company's work.

CORPORATE CULTURE



Corporate culture has been a key factor in the success of the Company for many years. The culture of KMF is based on a conscious commitment to benefit society and contribute to the prosperity of clients and employees. The Code of Business Ethics developed in 2006 with the assistance of the U.S. Department of Commerce is a key instrument of the Company's corporate and business culture. The Code outlines the fundamental principles and rules for relationships with stakeholders and sets the norms of business ethics within the Company. Events aimed at fostering team spirit are an important element of the corporate culture, with their main objective being **the formation and strengthening of teamwork.**

CARE FOR EMPLOYEES



DEVELOPMENT AND TRAINING

One of the principles of KMF's operations is professionalism and quality customer service. To achieve the desired level of professional service, the Company has implemented a multistage training system. An e-learning platform with access to online courses is used for the convenience of employees.

Initially, the focus of training was on transferring knowledge and skills from experienced specialists, acting as mentors to new employees. Later on, positions for internal business trainers were established in the Head Office to ensure a systematic approach to staff training.

With the Company's growth by 2006, the need arose to establish a corporate Training Center and form a team of business trainers. Their tasks include preparing specialists to achieve KMF's strategic goals and implementing its mission and vision. In pursuit of these objectives, business trainers, along with other experienced colleagues, conduct internships and onboarding programs for new employees, facilitate professional development, and strive to motivate employees for self-improvement. Additionally, the training center plays a crucial role in fostering and strengthening team spirit within the entire workforce, creating a positive atmosphere that enhances employee engagement and contributes to overall work performance.

Alongside training its own employees, KMF has been conducting external training programs from the very beginning, generously sharing its experience with colleagues from microfinance institutions in CIS countries. For example, in 2009, as part of its longstanding partnership with the CAMFA project (Central Asian Microfinance Alliance), KMF organized a seminar for its partners, with the participation of 17 representatives from 14 microfinance institutions in Kazakhstan, Tajikistan, Uzbekistan, and Kyrgyzstan. This practice of external training continues to be implemented to this day.

EMPLOYEE ENGAGEMENT

Employee engagement is one of the key factors that influence employee performance, retention, and the strength of an employer's brand. It is an indicator that characterizes the internal state of an employee who is passionate about their profession and enthusiastic about their work, willing to exert significant efforts to achieve collective success.

Annually, KMF conducts employee engagement surveys, and important qualitative decisions are made based on the survey results.

Active participation of employees in community events is another way to track employee engagement.

For example, KMF annually participates in a football tournament among banks and financial institutions, where it won the championship title in 2022. Another competition in which KMF regularly participates is the KPMG chess tournament for banks and

financial institutions, where KMF also achieves prize-winning positions. The KVN (Club of the Funny and Inventive) competition is also a traditional event for KMF, in which representatives from all branches participate.



CARE FOR THE ENVIRONMENT



KMF complies with the requirements of the main principles in the field of environmental protection in its activities:



As a financial institution, KMF’s activities do not have a significant impact on the environment in terms of indicators such as accidental and irregular discharge of pollutants, wastewater discharge, greenhouse gas emissions, and other pollutants into the atmosphere.

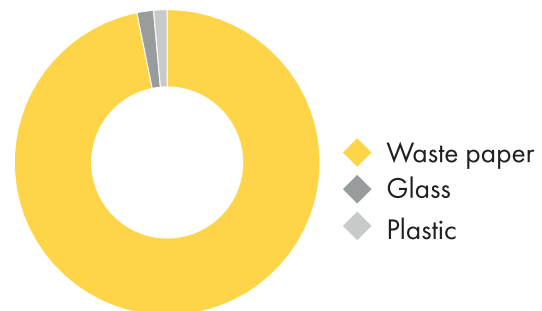
However, the Company takes all measures to prevent excessive consumption of renewable resources. To rationalize paper usage, KMF has transitioned to electronic document management, and all internal documents are drafted and stored electronically. To save water and electricity in offices, timely repairs of plumbing systems are conducted; energy-saving lighting sources and motion sensors are installed.

The buildings of KMF’s Head Office and its branches are equipped with automated water, electricity, and heat supply systems. In accordance with the Environmental Code of the Republic of Kazakhstan, hazardous waste is collected for subsequent processing and disposal (lead-acid batteries, accumulators, oil-containing waste, pneumatic tires, solid household waste, mercury-containing lamps, used oils).

KMF’s internal documents reflect standards that prohibit financing projects that harm the environment, human life, and health. When reviewing loan applications, KMF pays special attention to environmental aspects of borrowers (applicants) and supports environmentally oriented projects.

The Company implements a Social and Environmental Management System (SEMS) methodology. According to this methodology, different degrees of risk are identified for the types of activities of borrowers that may have an adverse impact on the environment.

VOLUME OF RECYCLED WASTE



KEY ECO-EVENTS



2007

- A Cooperation Agreement with the United Nations Development Programme in Kazakhstan was signed for the joint implementation of the Government of the Republic of Kazakhstan's project "Conservation of in-situ Mountain Agrobiodiversity in Kazakhstan". As part of the agreement, the "Eco-PRODUCT" loan product was launched.

2010

- KMF supported the project "Almaty - Taza Aua" and organized a campaign for planting juniper trees on one of the streets in Almaty.

2014

- KMF participated in an environmental project organized by the mobile operator "Kcell" called "Green City". The campaign took place in Almaty in collaboration with the republican civic organization "Plant a Tree". KMF employees, along with other participants, planted 50 spruce trees in the public garden opposite the First President's Park.
- KMF received a certificate of participation in the 5th European Microfinance Award "Microfinance and the Environment". The goal of the award is to highlight the potential of microfinance in addressing environmental issues and finding innovative solutions in this field.

2015

- At the company head office 11 tons of waste paper was collected and handed over for processing. According to experts, this made it possible to save more than 100 mature trees from cutting down.

2016

- Employees of the Zhambyl branch of the Company planted 50 thuja saplings on the "KMF Alley" in the reconstructed historical center of "Ancient Taraz".
- In Astana, branch employees participated in a clean-up activity, tidying up the area around the office and planting trees.

2017

- KMF employees in Almaty participated in tree planting in a new and promising developing district at the intersection of Momyshty and Akan Seri streets, where they planted 20 deciduous trees.

2018

- KMF announced an "ECO DAY" during which employees were able to demonstrate their commitment to addressing

environmental pollution. In the Head Office, an "eco-collection point" was set up where plastic, glass, aluminum products, electronics, as well as clothing and footwear for underprivileged families in the Almaty region were collected. A total of 26 kg of plastic and 8 kg of glass were collected for recycling.

- On World Cleanliness Day, 65 KMF employees organized a clean-up of household waste in the Ile-Alatau National Park mountains. The collected waste was loaded onto a truck and sent for recycling.

2019

- The project for implementing waste separation in KMF has been launched. In the initial phase of the project, implemented in collaboration with ECO Network company, 5 offices in Almaty and approximately 550 employees were involved.
- Clean-up activities carried out at the "Kovcheg" orphanage with participation of 25 KMF employees.

2020

- The EBRD launched the Green Economy Financing Facility (GEFF) program in Kazakhstan. Targeted loans were provided to finance final investments in the green economy and green technologies. KMF was selected as the first financial institution to participate in the GEFF program in Kazakhstan. Under this program, KMF borrowers could obtain financing for the modernization of housing or businesses with modern energy-efficient materials, as well as for the acquisition of energy-efficient equipment and technologies for businesses.

2021

- The microfinance organization "KMF", Robert Bosch, LLP and the consulting company Clean Energy Solutions, which acts as a consultant for the GEFF program, one of the EBRD's programs for financing the green economy, have signed a Memorandum of Understanding. The main objective of the Memorandum is to disseminate information about the GEFF program and to attract clients, partners, and their dealer networks to participate in the program, which focuses on financing energy-efficient equipment and technologies for individuals and businesses.

2023

- KMF has become the best financial partner of the EBRD in financing microbusinesses and SMEs. The award ceremony took place during the launch of the Green Economy Financing Facility 11 (GEFF 11) in Kazakhstan.

INTERNATIONAL SOCIAL RATING



Apart from financial rating as a form of evaluation, a social rating is of great importance for any MFI.

A social rating is an expert assessment of a company's social performance compared to microfinance institutions worldwide. This rating plays a crucial role in strengthening corporate social responsibility and enhancing transparency and efficiency in the microfinance market.

The process of assessing KMF's social performance was initiated in October 2014 and lasted for six months. The international rating agency MicroFinanza Rating certified by the World Bank's CGAP for evaluating microcredit institutions and banks, conducted a social rating assessment of KMF's activities. On March 15, 2015, KMF was assigned an A rating. KMF became the first microfinance institutions in Central Asia to be rated that high.

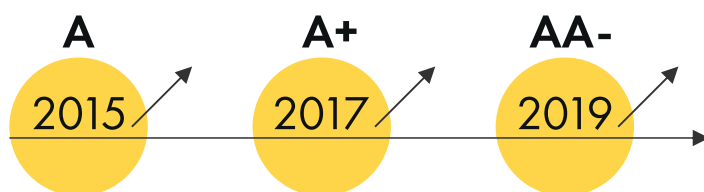
The Company underwent the assessment process again in January 2017, and its rating was upgraded to A+. The attainment of another high rating indicated progress in terms of social responsibility towards clients, society, and employees.

In January 2019, Microfinanza Rating published a report where KMF's social rating was AA-. This rating was higher than the previous A+ rating and indicated excellent social performance management and client protection systems in the Company, as well as a high likelihood of achieving its mission.

Considering that in 2015, KMF became the first microfinance institution in Kazakhstan to be certified under the Smart Campaign Client Protection Principles, having a high social rating allowed KMF to further enhance transparency in its operations and continue improving its business processes.

Thanks to the certification and the social rating, KMF's profile on the global internet platform MIX Market was also updated, with assignment of the highest level of transparency reporting and supporting documentation – "5 diamonds". MIX Market uses a "diamond" system to indicate the level of compliance with international standards of the microfinance institution and its supporting documentation for all data on the internet platform.

IN 2019, KMF RAISED ITS SOCIAL RATING TO AA-



"KMF is the first microfinance institution outside of Latin America to receive an AA-rating. In the database of companies that have received a social rating since 2007, there are only two organizations with this rating – KMF and Banco FIE Bolivia"

KIARA PESCATORI
Head of Rating Committee,
Microfinanza Rating

SOCIAL PERFORMANCE IN FIGURES



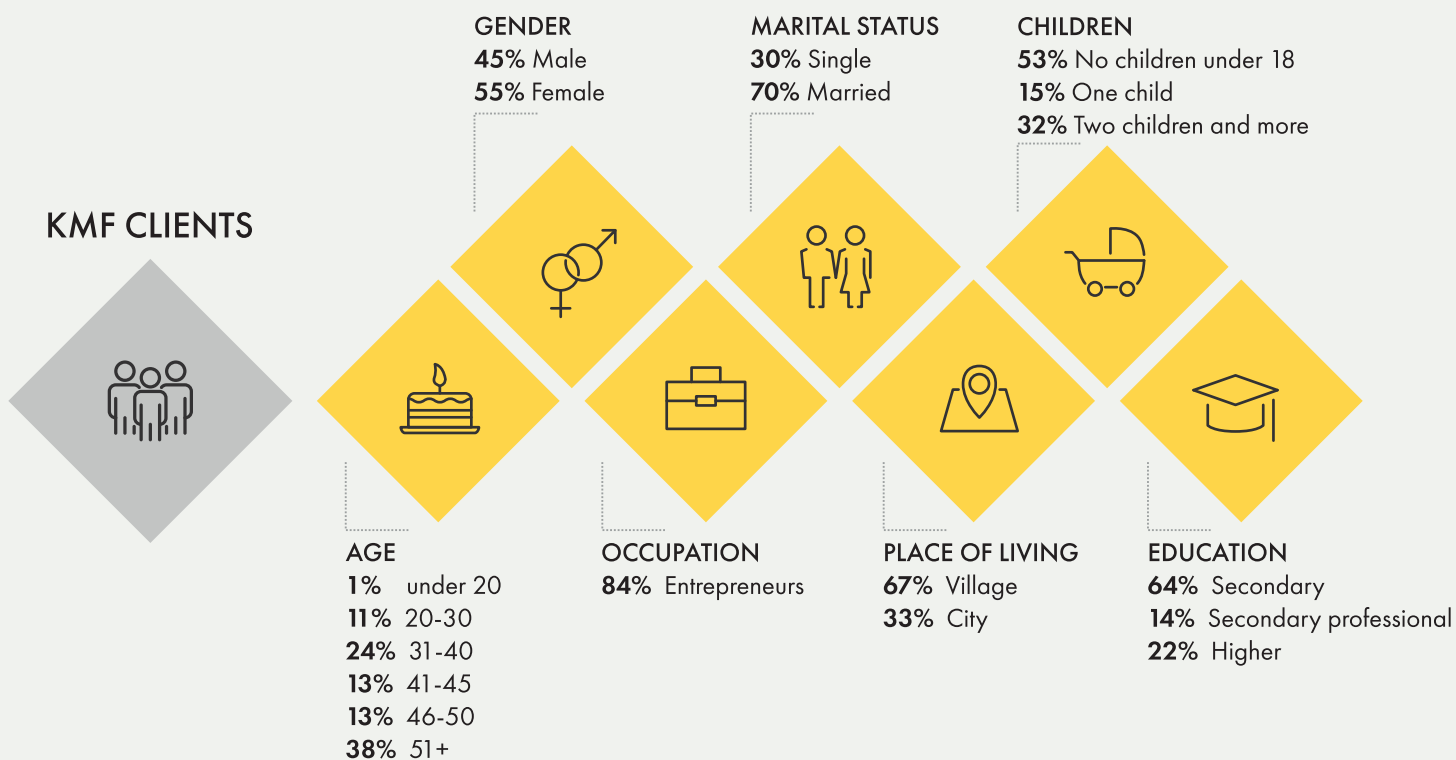
IN ACCORDANCE WITH ITS MISSION, KMF CARRIES OUT THE FOLLOWING 3 SOCIAL GOALS:

- 1** Expanding access to services and reaching a wider range of micro, small, and agricultural businesses throughout Kazakhstan
- 2** Providing quality microfinance services and continually improving the quality of services through feedback and evaluation, while developing a culture of microfinance services
- 3** Benefiting society, supporting entrepreneurship, and enhancing the well-being of clients while earning profits

Social performance in microfinance demonstrates how the activities of an MFI affect the social status of its clients. In its turn, social performance management is the ability of an MFI to achieve the social goals outlined in its mission.

In 2006, to ensure successful and effective business operations based on social responsibility, KMF (then known as the Microcredit Organization "Kazakhstan Loan Fund") implemented a social performance management system.

The social performance management system helps maintain KMF's focus on its target group, the most vulnerable segments of the population. It enables the design of products and services that are preferable to this group, as well as monitoring their effectiveness. Importantly, managing social outcomes allows for the sustainable expansion of the client base, tracking both the intended and unintended effects of KMF's activities on the well-being of clients and society as a whole.



SOCIAL GOAL No 1



BASIC SOCIAL INDICATORS. PLAN FOR 2022

Expanding access to services:

- Clients from Agri sector – at least 30%
- Clients from the Business sector – at least 50%
- Rural residents – at least 50%
- Female clients – at least 50%

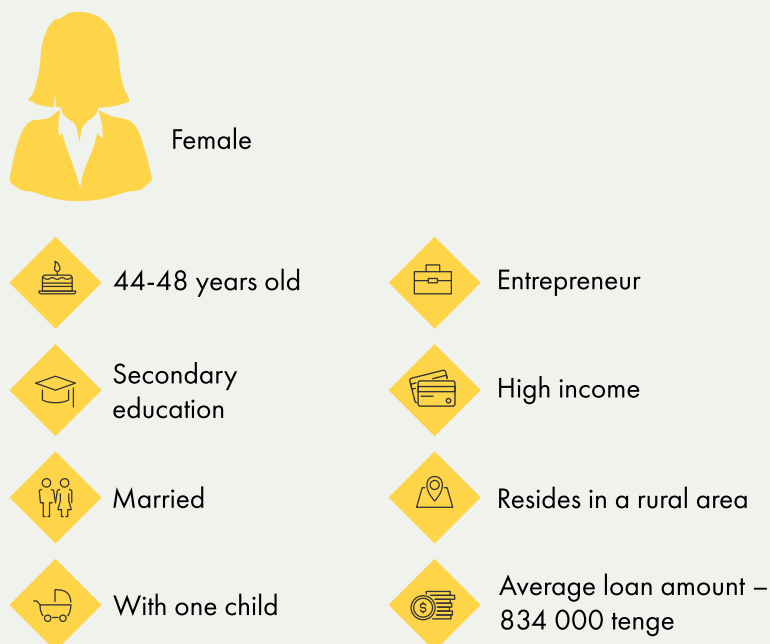
The total number of active borrowers as of December 31, 2022, is 255,000, out of which 169,684 reside in rural areas. KMF has sales points in 15 branches and 115 outlets, covering 4,340 settlements, predominantly in rural areas. This ensures a high level of coverage and wide access to MFI services in any region of Kazakhstan.

The number of clients with business and agri business as income sources clearly demonstrates the successful achievement of the plan for the basic social indicators for 2022 – “Business” accounts for 54% and “Agri” accounts for 36%.

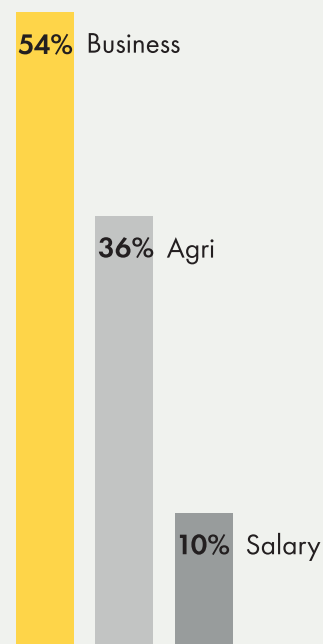
67% of the clients reside in rural areas, and women make up 55% of the total number of clients. These indicators also demonstrate the successful fulfillment of the plan for social indicators with a safety margin.

If we create an average profile of a borrower, it would be a woman aged 44-48 with a secondary or vocational education, married with one child. She is involved in microbusiness, including the agricultural sector, and has a high income level. She resides in a rural area.

THE SOCIAL PROFILE OF KMF CLIENT



CLIENTS BY INCOME SOURCE



SOCIAL GOAL No 2



BASIC SOCIAL INDICATORS. PLAN FOR 2022

Service quality assessment

- Customer satisfaction – at least 75%

Assessment of service quality is conducted through customer satisfaction diagnostics and client retention rate. The client retention rate indicates how many clients are still with KMF.

As of December 31, 2022, the customer retention rate was 88%. In 2021, this indicator was at the level of 85%. This indicates a positive growth, high level of customer satisfaction, and loyalty. By the end of the year, this figure may slightly adjust, but it will not significantly affect compliance with social indicators.

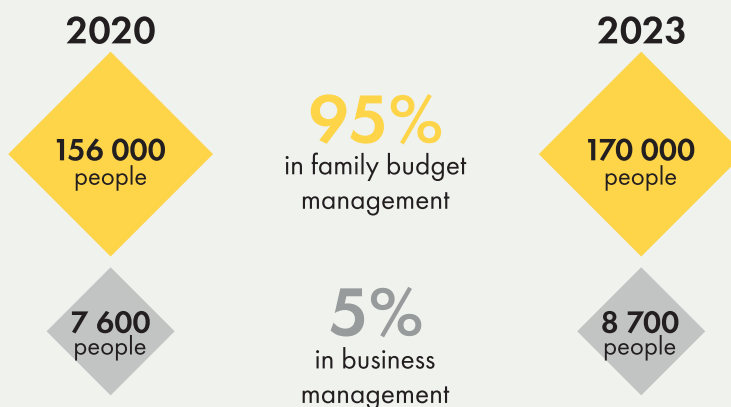
The provision of access to quality services is tracked through the coverage by financial literacy lessons in family budget management and business management.

Providing access to quality services

- Coverage by financial literacy training – at least 65% of all clients (individuals)
- Coverage by business education training – 500 clients by the end of the year (legal entities)

As of January 1, 2022, the total number of participants in the “Improving Financial Literacy in Family Budget Management” project was approximately 170,000. Over 8,700 KMF borrowers attended seminars on financial literacy in business management. In comparison to 2020, the percentages remain the same, but the number of participants in 2022 has increased. In family budget management, there were 156,000 participants, and in business management, there were 7,600 project participants.

FINANCIAL LITERACY PROJECT OUTREACH



CUSTOMER RETENTION RATE



SOCIAL GOAL No 3



BASIC SOCIAL INDICATORS. PLAN FOR 2022

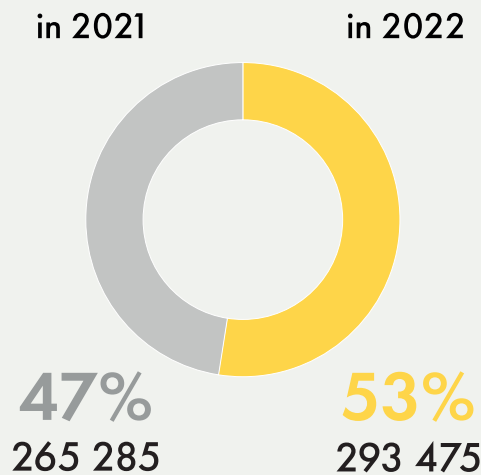
Support for entrepreneurship and employment:

- Clients with hired employees – at least 10%
- Self-employed clients – at least 75% of the total number

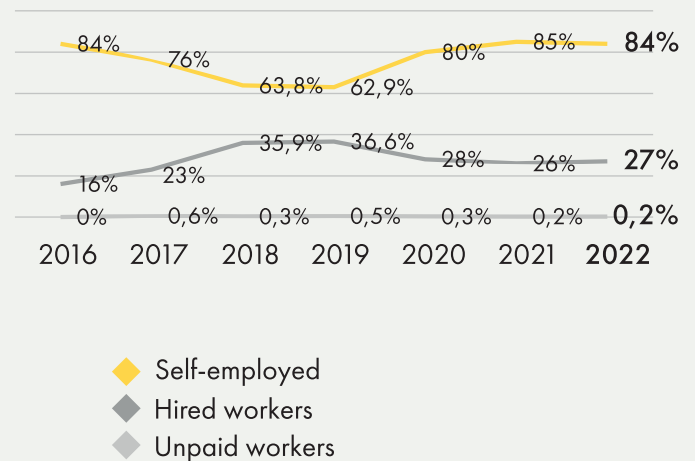
To assess the support for entrepreneurship and employment, KMF also tracks information on self-employed clients, hired employees, and jobs created by borrowers. Among the hired employees, KMF distinguishes a category of unpaid workers, who are usually family members of the clients.

The diagram shows that the proportion of self-employed clients in the total number of jobs created did not undergo significant changes in 2021 and 2022, and accordingly, the proportion of hired employees and unpaid workers remains approximately at the same level. The total number of jobs created is 293,475 (as of December 31), which is significantly higher than the 2021 figure of 265,285.

TOTAL NUMBER OF JOBS CREATED



DYNAMICS OF SELF-EMPLOYED AND HIRED WORKERS



INCREASING THE FINANCIAL LITERACY OF KAZAKHSTANI POPULATION



HISTORY OF THE FINANCIAL LITERACY PROJECT FINANCIAL

LITERACY IN FAMILY BUDGET MANAGEMENT

- First International Microfinance Forum
- Financial Literacy for Children and Teenager FinBoss
- Collaboration with the ARDFM and the FinGramota.kz Project

FINANCIAL LITERACY IN BUSINESS MANAGEMENT

- Business Breakfasts with KMF
- Business Mentoring Program KMF ProBusiness
- Brochures on Financial Literacy and Business Education

INCREASING THE FINANCIAL LITERACY OF KAZAKHSTANI POPULATION



HISTORY OF THE FINANCIAL LITERACY PROJECT

The idea of launching and implementing a program to enhance financial literacy among the population floated around since the early days of KMF's operations. As early as the mid-90s, the organization conducted training workshops for consultants, which contributed to the accumulation of an increasing amount of useful materials in KMF's knowledge base.

Since 1998, KMF employees have been sharing the basics of legal and financial literacy with its clients. Articles and advice on these topics were published in the corporate magazine "Isker" and later in special issues of "ProKMF", which were released once per quarter with a circulation of 35,000 copies and distributed across all regions where the Company operated. In 2019, the corporate magazine "Isker" was recognized as the best external magazine at the XII Central Asian competition of corporate media.

In 2013, recognizing the importance of providing accessible and competent answers to people's financial questions, the initiative of the KMF-Demeu Fund led to the development of the first part of the "Improving Financial Literacy of the Population of Kazakhstan" project – "Financial Literacy in Family Budget Management". The goal of the project was to teach people how to effectively plan their budget, save money, make informed decisions about borrowing, choose optimal financial services, and utilize borrowed funds efficiently.

The development of the program involved representatives from international consulting agencies who shared their international experience in implementing similar projects.

At the initial stage, KMF carried out needs assessment study among the target audience through group and individual meetings with clients. Based on the findings, the core 10 topics were identified, addressing key issues in financial literacy and covering the major knowledge gaps, skills, and abilities of the respondents. These 10 topics formed the foundation of the free educational program. The study also helped define the format and duration of the educational sessions, which were designed to be convenient for participants, lasting no more than 50-60 minutes.

The next stage involved training of trainers, whose function was fulfilled by Loan Officers directly working with clients across the country. Colorful brochures with clear and structured content were developed for each lesson to enhance the convenience of the learners.

In addition to the lecture sessions, KMF prepared audio and video lessons in Kazakh and Russian languages for rotation. Similar to the brochures, these lessons were based on real stories of KMF clients.

STAGES OF DEVELOPING THE FINANCIAL LITERACY PROJECT



Research



Development of
a training program



Training of Loan
Officers by trainers



First lessons
for clients
and non-clients



Design of
a brochure
for clients



Analysis of project
results and monitoring
system

INCREASING THE FINANCIAL LITERACY OF KAZAKHSTANI POPULATION



HISTORY OF THE FINANCIAL LITERACY PROJECT

In November 2014, KMF organized the first conference on improving financial literacy among the population in Almaty. The conference titled “Financial Literacy - Path to Success” was attended by representatives from the Association of Microfinance Organizations of Kazakhstan, staff members, external speakers, invited guests, as well as the mass media representatives.

In the first 2014 year alone, KMF delivered over 40,000 free seminars in various cities and villages across Kazakhstan, available in both Russian and Kazakh languages. These seminars were attended by KMF’s clients as well as over 1,000 external participants.

During the implementation of the financial literacy project focusing on managing family budgets, gaps in the knowledge of clients regarding business management were also identified. Therefore, in 2015, KMF developed the second part of the project with an emphasis on improving the financial literacy of entrepreneurs. Based on research findings, key topics were identified, and brochures, as well as a video course titled “Path to Success”, were developed.

In early 2016, an additional lesson on improving financial literacy in managing family budgets titled “Methods of Loan Repayment” was released. In this lesson, participants were informed about how to make loan payments through terminals and why it is not advisable to hand money over to intermediaries or employees.

In 2020, a lesson highlighting the advantages of group lending titled “Borrowing Together!” was prepared. Group lending has gained significant popularity among rural residents making this lesson highly relevant for this population segment.

By December 31, 2022, the total number of participants in the free project “Improving Financial Literacy among the Population” reached approximately 170,000 people. Moreover, over 8,000 borrowers of KMF attended seminars on financial literacy in business management.

Throughout the entire project, new lesson topics were developed, while existing materials were updated to reflect current realities. They are enriched with updated statistics and new case studies, and may be supplemented or combined.



FINANCIAL LITERACY IN FAMILY BUDGET MANAGEMENT:

- **Lesson 1** – Family Budget and Financial Planning
- **Lesson 2** – How do I choose the best loan?
- **Lesson 3** – How to Protect Your Family’s Finances from Unexpected Situations
- **Lesson 4** – My Rights and Responsibilities as a Borrower, and What You Need to Know Before Signing a Contract
- **Lesson 5** – Savings and Investments.
- **Lesson 6** – Insurance: What are the Benefits?
- **Lesson 7** – Methods of Loan Repayment



FINANCIAL LITERACY IN BUSINESS MANAGEMENT:

- Financial Statements in Business Management
- Balance Sheet in Business Management
- Cash Flow Management
- Sales Techniques
- Marketing for Micro and Small Businesses
- Building an Effective Business Team
- Business Diversification or Expansion
- Creating and Promoting a Business Account on Instagram: for Beginner Users
- Creating and Promoting a Business Account on Instagram: for Experienced Users



FINANCIAL LITERACY IN FAMILY BUDGET MANAGEMENT



THE FIRST INTERNATIONAL MICROFINANCE FORUM

In 2014, the rating agency Standard&Poor's conducted a study on the level of financial literacy among adults worldwide. If we consider 100% as the maximum, the global level of financial literacy varied from 13% to 71%. The residents of Scandinavia ranked first in the world, with 71% of the adult population knowing how to manage their money. Israel and highly developed European countries were among the top ten. In the CIS countries, the level of financial literacy ranged from 21% to 40%. The bottom three countries in the 2014 rating were Afghanistan (14%), Albania (14%), and Yemen (13%). In Kazakhstan, 40% of the adult population was recognized as financially literate at that time.

Improving the level of economic knowledge among the population contributes to the growth of a country's prosperity. That is why KMF has always emphasized collaboration with international and Kazakhstani experts in the field of financial literacy in its educational activities. Thus, on September 7-8, 2017, the first International Microfinance Forum, "Enhancing Financial Literacy as a Factor of Socio-economic Growth", took place in Almaty. The forum was organized by the KMF Group of Companies with the support of the Association of Microfinance Organizations of Kazakhstan (AMFOK) and the National Bank of Kazakhstan.

More than 30 experts in financial literacy from 12 countries, as well as representatives from the National Banks of Kazakhstan, Kyrgyzstan, Georgia, and Russia, participated in the Forum. In total, the Forum was attended by over 220 participants.

During the event, experts from European countries, the Caucasus, Russia, and Central Asia discussed the

existing practices and the role of government agencies, public associations, financial organizations, educational institutions, and media in achieving results in the implementation of national programs for enhancing financial literacy.



FINANCIAL LITERACY IN FAMILY BUDGET MANAGEMENT



THE FIRST INTERNATIONAL MICROFINANCE FORUM

Following the results of the forum, a resolution was signed to establish an Expert Council, a consultative body that would serve as a bridge between various influential groups involved in financial literacy and consolidate their efforts on this issue.

The main functions of the Expert Council include:

- participating in the implementation and improvement of the National Strategy for the development of financial literacy
- providing expert support within Kazakhstan's participation in international financial literacy programs, as well as conferences, seminars, meetings, and roundtable discussions
- participating in the discussion of criteria for selecting initiatives to participate in the competition for the selection and support of initiatives in the field of financial literacy development and consumer rights

KMF, as the organizer of the event, did not overlook the social responsibility of business. During the forum, an auction was held featuring products handmade by beneficiaries of the charitable foundation "Eldani". The funds raised in the amount of 550,000 tenge were used to install gas heating and repairing the building for the children.

"We have gained invaluable experience from foreign countries in improving financial literacy, which we can adapt to our own financial literacy initiatives. The speakers highlighted the growing need for discussions on this topic, further affirming the correctness of the path we have chosen, with the slogan "Lend and Educate!"

SHALKAR ZHUSSUPOV
Chairman of MFO "KMF"
Management Board



FINANCIAL LITERACY IN FAMILY BUDGET MANAGEMENT



FINANCIAL LITERACY FOR CHILDREN AND TEENAGERS. FINBOSS PROJECT

Instilling skills for responsible money management from an early age opens up great prospects for children's financial well-being in the future. To ensure that Kazakhstani children can effectively handle financial instruments, KMF has continued to develop its financial literacy project for younger audiences.

In 2016, KMF addressed the lack of educational materials in rural schools by providing brochures on financial literacy in English to the school libraries. This initiative not only allowed students to enhance their financial knowledge but also enriched their vocabulary in a foreign language. The brochures were distributed to 18 schools in the South Kazakhstan region, schools in the village of Enbekshi-Aral in Zhambyl District of Almaty Region, as well as in the cities of Taraz, Uralsk, Kyzylorda, Ust-Kamenogorsk, Semey, and Astana. Simultaneously, seminars with introductory courses on improving financial literacy were conducted in schools.

Since September 2019, the Ministry of Education and Science of the Republic of Kazakhstan and the National Chamber of Entrepreneurs "Atameken" have introduced a course titled "Fundamentals of Entrepreneurship and Business" in schools for students of 10-11 grades. KMF experts have developed a lesson for an elective on the topic of "Personal Finance. Budgeting and Financial Planning".

Articles on financial literacy have been regularly published in the popular science magazine "OYLA" for schoolchildren and their parents. Readers of the magazine could learn about the brief history of money, learn to distinguish between genuine needs and wants, and receive advice on managing personal finances. In 2020, KMF organized a free annual subscription to the "OYLA" magazine for 100 low-income families and orphanages.

In 2021, with the support of KMF, leading Kazakhstani financial practitioners conducted a free course for 100 teenagers on the fundamentals of financial literacy called "Financial Champions League". The course was delivered online in Russian and Kazakh languages.

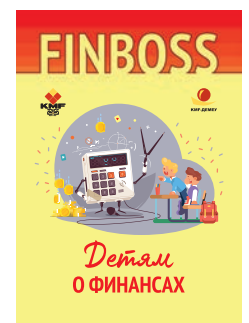
In 2021, KMF developed a video course on financial literacy for children and teenagers in Kazakh and Russian languages called FINBOSS. The course, available on KMF's YouTube channel, presents all the complex and extensive financial theory in an engaging interactive format for young learners. The training is based on conversations between the instructor and teenage participants. Each video lasts only 8-12 minutes, which is an optimal time for absorbing new and interesting topics.

In the summer of 2022, a colorful magazine titled "FINBOSS: Finance to Kids" was released, featuring useful lessons, tests, and exercises on the subject. In November 2022, a financial literacy enhancement course was specifically developed for students aged 11-15, covering six key topics on financial management. The course was designed to be taught as an elective in schools. As part of the project, over 500 students have been trained as of December 31, 2022.



FINBOSS PROJECT:

- **Lesson 1** – Budget. Budget types
- **Lesson 2** – Inflation and Deflation
- **Lesson 3** – Banking System
- **Lesson 4** – Loan Products
- **Lesson 5** – Financial Instruments
- **Lesson 6** – Stock Market
- **Lesson 7** – Expense Control
- **Lesson 8** – Planning and Financial Goal Setting
- **Lesson 9** – Wealthy People Strategies
- **Lesson 10** – Financial and Digital Security



FINANCIAL LITERACY IN FAMILY BUDGET MANAGEMENT



FINANCIAL LITERACY FOR CHILDREN AND TEENAGERS. FINBOSS PROJECT

CHILDREN'S COWORKING CENTER

On May 18, 2022, with the sponsorship support of KMF and KMF-Demeu, the first of its kind Children's Coworking Center was presented at the Central State Museum of the Republic of Kazakhstan. The opening of the center is dedicated to the Year of Children in Kazakhstan and the 25th anniversary of KMF.

The Children's Coworking Center operates on a regular basis for children and is open to school students from across the country as part of educational and cultural programs. With the assistance of KMF, the coworking center also hosts regular interactive and lecture-style lessons on financial literacy for children and teenagers.



COWORKING CENTER FOR CLIENTS

On November 18, 2022, KMF transitioned to a new digital service format and opened the first Smart Office in Almaty.

The Smart Office provides comprehensive services to customers through an integrated approach. It serves as a coworking space where clients can access a wide range of services in spacious and comfortable facilities while enjoying a cup of coffee. Clients can obtain materials, receive consultations, and attend seminars on financial literacy for managing their personal budgets or business ventures.



"This is an entirely new format of interaction between the museum and children. The most effective way to engage children is through play, and the center's program takes this into account. Museum specialists will conduct lessons in this very manner, recognizing the importance of incorporating playful elements"

ANNA KUSHCHENKO

Head of the Cultural and Educational Department of
Central State Museum of the Republic of Kazakhstan



FINANCIAL LITERACY IN FAMILY BUDGET MANAGEMENT



COLLABORATION WITH THE ARDFM AND THE FINGRAMOTA.KZ PROJECT

KMF actively collaborates with market participants in the development of financial education. In 2021, a joint project was launched by the Corporate Fund “KMF-Demeu” and the Association of Microfinance Organizations of Kazakhstan (AMFOK) on the issues of improving financial literacy among the population. The project was implemented with the assistance of the Agency of the Republic of Kazakhstan for Regulation and Development of the Financial Market (ARDFM), which is a government body ensuring a proper level of protection of rights and legitimate interests of consumers of financial services.

ARDFM created educational media portal FinGramota.kz, which now features video lessons on financial literacy produced by KMF. Additionally, they developed in joint efforts a brochure titled “Financial and Digital Security”. The brochure provides detailed information on topics such as financial pyramids, common types of financial fraud, including crimes in the Internet environment.



As part of the FinGramota.kz project, regular lectures on financial literacy for schoolchildren and students of Kazakhstani universities and colleges were conducted in 2022. The number of trained students and schoolchildren reached 1,186 individuals.

On March 5, 2023, KMF-Demeu organized the Republic-wide Olympiad on financial literacy through the Kazakhstani platform [Oqylyq.kz](https://oqylyq.kz), with the participation of over 300 students from grades 5 to 8. 63 students from Almaty, Uralsk, Karaganda, Kostanay, and Aktobe became prize-winners and got useful presents.

FINANCIAL LITERACY IN BUSINESS MANAGEMENT



BUSINESS BREAKFASTS WITH KMF

One of the tools for promoting financial literacy in Kazakhstan has been a series of open free events in the format of business breakfast. The idea of organizing training sessions in cafes emerged in 2017, but informal training for entrepreneurs had already begun in 2015 at KMF offices. Later, business education trainings in the format of “Women’s Café” and “Business Breakfasts” were launched in all regions of the country.

The goal of business breakfasts is to shape an entrepreneurial mindset and provide training on effective business management skills for further development and scaling. During these sessions, participants learn about essential managerial skills, enhance their communication and leadership qualities, acquire negotiation techniques, learn to motivate and develop teams, and understand the art of selling and promoting products, including the establishment of a recognizable brand. The trainings also cover important topics such as economic fundamentals and financial accounting, presented in an accessible and understandable manner.

KMF plans to continue the series of business breakfasts on a larger scale, expanding their reach to all regions of the country.



BUSINESS BREAKFAST TOPICS:

- Financial Statement (P&L), Balance Sheet and Cash-flow
- The basics of marketing. Traditional and Digital
- Market. Marketing research
- Branding and business packaging
- Marketplace
- Generating and searching for business ideas
- Soft skills
- Basics of management
- Business psychology
- Business diversification
- SMM
- Sales Techniques
- Building an effective business team

KMF PROBUISSNESS MENTORING PROGRAM

The project to enhance financial literacy among entrepreneurs is not limited to seminars conducted by KMF business trainers. External experts, including successful business professionals, are involved in the project, ready to share their experience and knowledge.

Having interacted with micro and small businesses for 25 years, KMF has consistently recognized the challenges faced by entrepreneurs with growth potential and expansion in various fields. Entrepreneurs often faced difficulties in achieving their goals due to a lack of experience and sufficient knowledge. KMF’s deep understanding of these existing problems has motivated them to provide comprehensive assistance to aspiring entrepreneurs.

In 2022, KMF and KMF-Demeu launched the KMF ProBusiness training and mentoring program for micro-entrepreneurs who aim to start a new business or scale their existing business. The goal of the project is to facilitate the establishment of new micro-businesses and the development of KMF’s current clients’ businesses through mentorship and training.

A total of 50 participants from Almaty and the Almaty region took part in the project. The participants studied practical case studies and received personalized guidance from mentors in refining their business ideas and packaging them effectively.

25 established businessmen, including directors of educational centers, café chains, tourism and consulting agencies, and owners of retail store chains and other types of businesses, served as mentors in the program. The advantage of the program was that these experts not only conducted joint trainings but also visited the participants’ enterprises and retail outlets.

The culmination of the 8-week program was the KMF ProBusiness DreamDay Business Ideas Festival, where participants had the opportunity to present their business projects. The best projects were recognized at the KMF Iskernanymy Awards ceremony in November 2022, where the program winners received incentive prizes.

KMF plans to promote the idea of supporting aspiring entrepreneurs by involving successful businessmen from all regions of Kazakhstan in the program.

INCREASING THE FINANCIAL LITERACY OF KAZAKHSTANI POPULATION



BROCHURES

The materials developed by KMF and KMF-Demeu in the form of brochures are tailored to our target audience and written in a simple and understandable language, without the use of complex terminology, and with the inclusion of real-life case studies.

All materials are absolutely free and available to anyone at any KMF branch. Additionally, the materials can be studied on the websites www.demeufund.kz or www.kmf.kz under the “Financial Literacy” section.

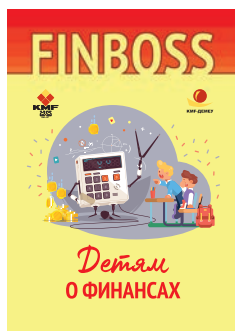
Each brochure provides the reader with fundamental knowledge on the topic, recommendations, and practical advice, as well as examples of their application:



In this brochure, you will learn about the formation and importance of a household budget, how to choose credit wisely and protect your wallet from unforeseen situations, your rights and responsibilities as a borrower, and the various types of savings and investments available.



This brochure provides tips on financial and digital security that will help you protect yourself from various types of fraud commonly found in Kazakhstan.



This brochure provides tips on financial and digital security that will help you protect yourself from various types of fraud commonly found in Kazakhstan.



A financial ledger is a simple and accessible tool for managing your finances, where you can record your income and expenses.



The brochure describes the advantages of obtaining a loan from KMF for potential and existing clients, providing the opportunity to borrow without collateral.

INCREASING THE FINANCIAL LITERACY OF KAZAKHSTANI POPULATION



The brochure combines three topics covering the essential elements of marketing, pricing strategies and merchandising, sales techniques, and creating an effective business team.



The brochure describes the basic principles of financial reporting for businesses, including cash flow management, income statement (P&L), and balance sheet. These principles are illustrated with real-life case studies of KMF clients.



The brochure discusses the importance of diversification or expanding business activities, taking into account potential risks and future changes.



The brochure provides tips on becoming more environmentally friendly, including proper waste sorting, different types of eco-labeling, and their purposes.



The brochure provides detailed information about the benefits of growing in greenhouses, starting from the initial site selection to the types of structures and construction methods.



The brochure explains how to ensure year-round production of green grass regardless of weather conditions.



The brochures are created as informational support within the KMF-Shanyrak credit product, providing useful recommendations on when and how to replace windows and why proper insulation in the house is important, as well as how to ensure it correctly.



These two brochures cover the basics of managing a business account on Instagram: one is aimed at beginner users, while the other is tailored for advanced users.



INCREASING THE FINANCIAL LITERACY OF KAZAKHSTANI POPULATION



In addition to printed materials, KMF develops video courses and video clips in an engaging interactive format.



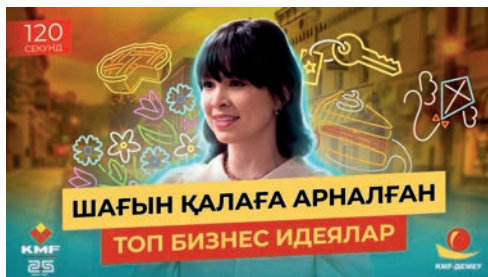
A series of animated videos has been released on YouTube, providing explanations on budgeting, setting financial goals, and managing money.



A video course called FinBoss has been developed specifically for teenagers, highlighting the importance of developing good financial habits and aligning family financial capabilities with needs.



A television program called "Financial IQ" has been produced for the adult population, focusing on budgeting in both personal and business settings, as well as providing guidance on making informed choices regarding loans and maintaining fruitful relationships with financial institutions.



The YouTube channel features a regular segment called "Financial Literacy in 120 Seconds", where various current financial topics are discussed, such as factoring, franchise concepts, investment opportunities, and other interesting subjects.



Besides, KMF YouTube channel features podcasts on business topics, managing a business account on Instagram, and other useful videos.



KEY STAGES OF THE FINANCIAL LITERACY PROJECT



2013

- In April, a study was undertaken to identify gaps in financial literacy in managing family budgets among KMF clients. Based on the study results, KMF started designing handbooks and brochures, as well as organizing training for business trainers with the participation of international microfinance consultants. Over 400 KMF employees were certified to give educational seminars.
- In December, KMF announced the launch of the social project “Improving Financial Literacy of the Population of Kazakhstan” with the first module being “Financial Literacy in Family Budget Management”.

2014

- Since April, KMF has started producing short animated films as part of the project covering all 10 lessons of the course. These animated films were later made available online with free access for everyone.
- On June 4-5, the Interregional Congress of Small and Medium Business Leaders “Business Region” took place in Almaty. KMF was one of the partners of this event. The Family Business Forum had a special role within the Congress, with a roundtable discussion on financial literacy.
- On August 22, a conference for women entrepreneurs took place in Taraz as part of the annual Summer School of Political Leadership. The KMF branch in the Zhambyl region was invited to conduct a separate session on financial literacy for the population of the Republic of Kazakhstan.
- In October, a study was undertaken to assess clients’ needs in improving financial literacy in business management.
- On November 1, KMF organized the first conference on improving financial literacy for the population, titled “Financial Literacy - Path to Success”. Representatives of KMF-Demeu shared the project’s achievements. At that time, approximately 10,000 seminars and over 100 meetings with entrepreneurs had been conducted.
- In December, KMF launched a series of audio clips on financial literacy on “Kazakh radiosy” and “Tengri FM”. The program was in the form of dialogues between the hosts and KMF representatives.

2015

- In May, training sessions were conducted for KMF business trainers who would become mentors in the educational project for entrepreneurs.

- In November, client training under the project “Financial Literacy in Business Management” was initiated by KMF. The first lessons took place at the East Kazakhstan branch, focusing on “Sales Techniques”.

2016

- In the spring, an 11th lesson on improving financial literacy in managing family budgets was added, focusing on “Debt Repayment Methods”.
- In May, a special competition called the “Golden Circle” was launched among entrepreneurs in Kazakhstan who had successfully completed the project “Financial Literacy in Business Management”. The winners of the competition were awarded during the IX Republican Conference “Women and Business”. Three finalists received gift certificates for purchasing household appliances.
- During the academic year, KMF conducted seminars for school students and donated financial literacy brochures in English to the library collections of 18 educational institutions across the country.
- KMF participated in the development of the course “Fundamentals of Entrepreneurship and Business” for high school students in Kazakhstan by preparing a lesson on personal finance. The project was initiated by the national chamber of entrepreneurs “Atameken”.

2017

- In February, “KMF-Demeu” was invited by the Russian Microfinance Center to the third International Conference on Financial Literacy and Financial Accessibility titled “How to Increase Consumer Trust in the Financial Market?”. KMF representatives shared their experience from Kazakhstan.
- On September 7-8, KMF organized the first International Microfinance Forum in Kazakhstan on the theme “Improvement of Financial Literacy as a Factor of Socio-Economic Growth”.

2018

- A joint project between KMF and Atameken Business Channel was launched. Throughout the year, 10 episodes of the program “Financial IQ” were released, where KMF clients shared their experiences on how financial literacy influenced their businesses.

KEY STAGES OF THE FINANCIAL LITERACY PROJECT



- KMF's audio lessons on financial literacy were broadcasted on the radio station "Kazradio" (Kazakh radiosy) throughout the year, while animated lessons were aired on the "Kazakhstan" TV channel.
- In March, a draw of certificates for purchasing household appliances was held for clients who attended KMF's business education seminars. A total of 38 winners received certificates worth 10,000 tenge, 25,000 tenge, and 50,000 tenge.
- KMF released three brochures titled "Everything about Greenhouses", "Soilless Green Fodder all year round", and "Income from Waste". The brochures were aimed at anyone interested in efficient vegetable and flower cultivation.

2019

- The results of the competition for the "Most Client-Oriented Trainer in Business Education" among KMF Outlet Managers were announced. The winners received certificates for the purchase of household appliances.
- A set of financial literacy brochures was printed in Braille. Those sets of KMF brochures in Russian and Kazakh languages were delivered to specialized libraries for the visually impaired, special boarding schools, and blind societies in Almaty, Pavlodar, Ekibastuz, Shchuchinsk, Kostanay, Taraz, Shymkent, and Kyzylorda.

2020

- As part of the project to enhance financial literacy among children and teenagers, KMF organized a charitable annual subscription to the OYLA magazine for 50 underprivileged families and orphanages.
- The Telegram channel KMF ISKER was launched, where subscribers can stay updated with news and gain knowledge on financial literacy.
- Promoting online learning methods, KMF developed an interactive simulator called Finquest for knowledge reinforcement after completing the training (trenazher.demeufund.kz).
- In September, a brochure highlighting the advantages of group lending titled "Let's Borrow Together!" was released to raise awareness about this type of loan.

2021

- A new lesson was developed and a new brochure was printed, named "How to create and promote business-account in Instagram" for the beginners and experienced users. Video-lessons are produced based on brochure instructions.
- In collaboration with the ARDFM, a brochure titled "Financial and Digital Security: How to Avoid Becoming a Victim of Financial Fraudsters" has been released. Later, financial literacy lessons have been made available on the portal fingramota.kz, and lectures have been delivered at universities.
- As part of its sponsorship support, an online financial literacy course called "Financial Champions League" has been conducted for teenagers aged 12 to 18.
- The training process for the project "Financial Literacy in Business Management" has been automated. Entrepreneurs can now start their training by searching for @KMFdemeuBot on Telegram or using the phrase "How to manage a business".

2022

- Throughout the year, a series of free business breakfasts with KMF experts took place in cities across Kazakhstan. Entrepreneurs from among clients of the Company, as well as other guests, were invited to participate.
- In collaboration with the business incubator MOST, an online course called FINBOSS consisting of 10 lessons was developed for children and teenagers. Videos of the lessons have been posted on KMF's YouTube channel.
- In May, an educational center for children was opened in the Central State Museum of the Republic of Kazakhstan. All Kazakhstani children can visit the coworking center, which was officially presented as part of the "Night at the Museum-2022" event.
- A new section called "Financial Literacy in 120 Seconds" has been launched on KMF's YouTube channel. In this section, experts from the KMF group of companies talk about investments, franchises, common financial mistakes, and provide other useful advice.
- On September 1, as a platinum sponsor, KMF held an interactive session on the topic "Financial Literacy" for the participants of ENACTUS LEADERSHIP CAMP 2022 in the Zhailau sanatorium, Kostanay region. More than 80 students from 19 cities and 20 universities and colleges of Kazakhstan took part in the session.

ENTREPRENEURSHIP SUPPORT



WOMEN'S ENTREPRENEURSHIP:

- "KMF Isker hanymy" conference
- "KMF Isker hanymy" Award
- Subsidy program for women entrepreneurs
- Web-site "KMF Isker hanymy"
- Cooperation with the EBRD under the "Women in Business" program and the "Women's Café" project
- Membership in the Financial Alliance for Women

AGRI ENTREPRENEURSHIP:

- Subsidy program for agribusiness
- The first KMF Agriforum
- Regional fairs and business exhibitions
- Cooperation with the Central Asian Impact Fund

YOUTH ENTREPRENEURSHIP:

- Youth Entrepreneurship Forum
- Supporting student entrepreneurship with Enactus Kazakhstan
- Startup support with MOST Ventures
- Mentoring program KMF Mentor Pro.Finance

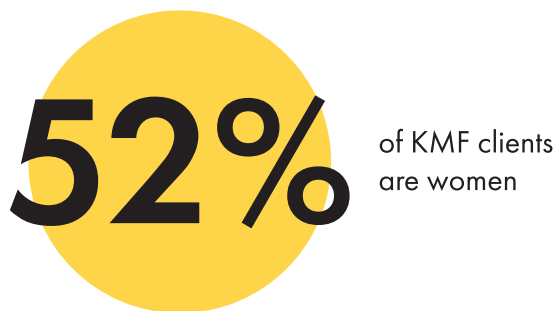
SOCIAL ENTREPRENEURSHIP

WOMEN'S ENTREPRENEURSHIP



Since its establishment, supporting the development of women's entrepreneurship has been one of the key areas of activity for KMF. The effectiveness of work in this direction is confirmed by the numbers - traditionally, the proportion of women has been over 50%, and today 52% of KMF clients are women. Most of them are engaged in entrepreneurship: distributive trade, agribusiness, services, and small-scale production. The Company creates financial and non-financial opportunities for business development that every Kazakhstani woman can benefit from.

In 2018, KMF supported the initiative of the UN Women by signing the "Principles for the Empowerment of Women. Business means equity". The implementation of these principles is carried out as part of promoting the Sustainable Development Goals in Kazakhstan (SDGs). Companies that have signed these principles commit to making efforts to achieve gender parity in decision-making, equal pay, access to resources, professional development, creating a safe work environment, and addressing the needs and concerns of women in communities.



"KMF ISKER HANYMY" CONFERENCE

In 2006, KMF initiated the first-ever conference for women entrepreneurs in the South Kazakhstan region called "Business with a Woman's Face", which has since become an annual event. This conference is aimed not only at those who are already established in business but also at micro-entrepreneurs and self-employed women who are just beginning their entrepreneurial journey. Thus, the conference addresses important social issues.

Traditionally, the conference covers a wide range of topics, from business management and social conditions to motherhood, career planning, and participation in government. The speakers at the conference include

representatives from government bodies, experts in various fields of entrepreneurship and management, representatives of public organizations, business trainers, and psychologists.

The conference has had different names over the years, such as "Business with a Female Face", "Women and Business", and "Kanatty Ayelder" (Empowered Women), but its essence remained unchanged. Since the first conference, this event has evolved into a unique platform for participants from different cities of Kazakhstan, providing them with the opportunity to exchange experiences, learn, and establish valuable business contacts.

In 2017, KMF celebrated its 20th anniversary, and this inspired the organizers to hold the IX "Women and Business" conference in Almaty, where the Head Office is located, rather than in Shymkent, as in previous years. Since then, the conference has become mobile, moving from one city to another.

The European Bank for Reconstruction and Development became a partner of the IX "Women and Business" conference. EBRD speakers conducted a seminar on the topic of "Women as Leaders", addressing various aspects of women's entrepreneurship, such as the qualities, roles, and functions of a leader, as well as the portrait of a woman leader.

WOMEN'S ENTREPRENEURSHIP



The tenth "Women and Business" conference took place in March 2018 in Taraz and was dedicated to discussing and finding solutions to the challenges faced by women in organizing and developing their businesses in Kazakhstan. A speaker from the Frankfurt School of Business presented techniques for online sales, while a representative from the Family Business Association delivered a presentation on "7 Steps to Your Business". Other industry experts introduced delegates to self-presentation methodologies.

In 2019, the conference took place in two cities: in Shymkent on March 15 and in Karaganda on May 17, under a new name. The main topic of discussion was "Effective Sales: New Technologies in Product and Service Promotion". The event featured mini-exhibitions where KMF clients showcased their products, including various handmade items, food products, and more.

Over the years, the conference was attended by approximately

2000

women entrepreneurs
from across Kazakhstan



WOMEN'S ENTREPRENEURSHIP



In 2018, a program to support women entrepreneurship was developed, providing opportunities for knowledge and skill acquisition through informal meetings, regular exchange of experiences with other businesspeople, and promotion of successful case studies of women successful in business. This prompted KMF to initiate new projects such as the “Women's Café”, a specialized website, and an annual competition for women entrepreneurs. These projects successfully complemented KMF's existing initiatives.

“KMF ISKER HANYMY” AWARD

Since 2019, the concept of a competition has been developed with the aim of recognizing and acknowledging the achievements of outstanding women in microbusiness within their respective industries. The majority of KMF's clients are women, which inspired the Company to establish an official recognition of their merits. The main distinction of this award is that it is specifically designed for participants in the microbusiness sector, whereas similar competitions are more commonly held for small and mid-sized businesses that operate on a different scale compared to micro-entrepreneurs.

In 2021, the first republican competition among women entrepreneurs for the “KMF Isker hanymy 2021” (Business Lady KMF 2021) award took place. The award received excellent feedback from participants, jury members, and invited guests. Due to its success, in July 2022, the organizers, KMF and KMF-Demeu, announced the start of the second republican competition for business ladies, “KMF Isker hanymy 2022”.

In 2022, the competition started on July, and within just one month, the organizers received over 2,000 applications from across the country, which was twice as many as in 2021. To participate in the competition, applicants had to be active clients of KMF and meet specific business growth criteria (using automation, a desire for learning, demonstration of motivation to overcome challenges, and achievements). In addition to the applications filled out by the participants on the web-site the selected semi-finalists were required to submit a video where they talked about their business.



“We see that with each passing year, the role of women in business is increasing. Moreover, women's entrepreneurship is expanding into sectors that were traditionally dominated by men. The “KMF Isker hanymy 2022” Award is being held this year under the auspices of our 25th anniversary. This event is another opportunity to support women in business and contribute to their development”

ASSEL SHEGEBAYEVA
General Director of
KMF-Demeu Fund

WOMEN'S ENTREPRENEURSHIP



To determine the best participants, a rating table was developed in collaboration with consultants from the Frankfurt School of Finance and Management. The competition ended on November 1, 2022, and on November 11, the winners were announced at a prestigious award ceremony in the following categories:



- First prize – “KMF Isker hanymy 2022” or “Business Lady KMF 2022”



- Nomination “For contribution to the development of rural business”



- Nomination “For contribution to Business Development”



- Nomination “Social business”



- Nomination “Special Jury Prize”

The winners of the award received 500 thousand tenge each for the purchase of household appliances, and the winner of the main prize received one million tenge.

As in the past year, in the process of applications review, the working group and jury members decided to award 9 more women with special nominations for certain achievements in their business field. As a result, they also received certificates for household appliances worth 100,000 tenge. In total, the prize fund amounted to 3,000,000 tenge.

Over 100 KMF clients from Aktobe, Astana, Karaganda, Kyzylorda, Kostanay, Pavlodar, Semey, Taldykorgan, Taraz and Shymkent came to the award ceremony. The participants of the competition had the opportunity to escape from the operational routine, renew business contacts and exchange entrepreneurial experience.

The successful experience of holding the competition and a large number of grateful reviews showed the demand for such events.

the prize fund
amounted to

3 mln
TENGE

“The KMF Isker hanymy Award is an initiative of the KMF group of companies. It is our small contribution to the development of entrepreneurship in Kazakhstan. All participants from different cities make a significant contribution to make the country more sustainable, prosperous, and stable”



SHALKAR ZHUSSUPOV
Chairman of MFO “KMF”
Management Board

WOMEN'S ENTREPRENEURSHIP



PROGRAM FOR SUBSIDIZING WOMEN ENTREPRENEURS

In September 2020, KMF in collaboration with KMF-Demeu, launched a special microcredit program aimed at women entrepreneurs under certain conditions. The program is designed to support women entrepreneurs who are willing to continue developing their businesses despite challenges such as business suspension due to the pandemic and existing overdue debts.

Through this program, KMF aimed to assist female entrepreneurs in obtaining new loans while reducing their credit burden. The advantage for the borrower was that the microfinance organization subsidized (reimbursed) half of the interest rate. In effect, the cost of borrowing for female borrowers was reduced by 50% of the interest rate.

One of the conditions for participating in the program was the existence of an active business and the creation of at least three jobs. The number of jobs criterion was chosen as it made possible to not only support the businesses but also the families of the employees whose jobs we will be able to preserve.



During the evaluation process, priority was given to rural regions and types of activities that were most affected by the pandemic.

Subsidizing women entrepreneurs was part of a broader program of measures to support KMF borrowers whose businesses were affected by restrictions.

In the context of the pandemic, this program provided substantial support to entrepreneurs, with over 250 million tenge being disbursed within its framework.

“Our company has been supporting women entrepreneurship for 25 years. Among our first clients were those who were engaged in small businesses, such as home baking. Today, we see significant changes in the profile of women entrepreneurs. They are heading large enterprises, managing agricultural farms, and actively working in social spheres”

SHALKAR ZHUSSUPOV
Chairman of MFO “KMF”
Management Board

WOMEN'S ENTREPRENEURSHIP



"KMF ISKER HANYMY" WEB-SITE

One of the ways to support women entrepreneurs is through the new website kmfiskerhanymy.kz. It serves as a business platform where women can access comprehensive information on various topics, including announcements of upcoming seminars and webinars, success stories of clients, lessons on financial literacy, business promotion tips, articles on health, and much more.

Launched in July 2021, the website features an electronic marketplace for searching goods, services, and business partners with detailed participant profiles.

Popular sections include "I am a social entrepreneur", showcasing success stories of KMF's social entrepreneurs who provide job opportunities to vulnerable individuals or create a positive social impact; "Made in KZ", featuring real and unique case studies of KMF clients willing to share their experiences and knowledge with others; and "Ask the Expert", where frequently asked questions on relevant topics for women entrepreneurs are posted, along with expert answers.



WOMEN'S ENTREPRENEURSHIP



COOPERATION WITH EBRD UNDER THE "WOMEN IN BUSINESS" PROGRAM

Based on years of experience in lending to women entrepreneurs, KMF has proven in practice that this borrower category is less risky, more flexible, and disciplined. Recognizing this, KMF has seamlessly joined the European Bank for Reconstruction and Development (EBRD) program "Women in Business".

KMF has been participating in this program since 2016. The program, co-financed by the EBRD and the Government of the Republic of Kazakhstan, aims to support small and mid-sized enterprises led by women. The program provides financial and non-financial support to women entrepreneurs, including training seminars, mentoring, and coaching.

In 2016, the EBRD provided KMF with a targeted loan of 3.8 billion tenge. With these funds, KMF issued 9,798 loans to women entrepreneurs. A year later, the EBRD granted another loan of approximately 3.5 billion tenge (\$11 million) to KMF, which was used to further expand access to microloans for Kazakhstani businesswomen, especially in remote villages of the country.

In 2020, KMF received an EBRD loan equivalent to \$40 million. The allocated amount was directed towards providing credit support to local businesses in the face of the pandemic, including those in the agricultural sector and enterprises led by women.

"WOMEN'S CAFÉ"

Since 2017, KMF has been organizing informal meetings for its borrowers called "Women's Café". Women entrepreneurs who are financed by KMF gather in one place to gain valuable knowledge from leading business trainers, share experiences, and contacts. This educational event is provided free of charge as part of a loyalty program for regular clients. Over 300 women from across Kazakhstan have participated in the project since its launch. The "Women's Café" project was implemented in collaboration with the EBRD under the "Women in Business" program. The partnership between KMF and the EBRD is long-term, allowing significant investments in the education, skill development, and competency enhancement of women in Kazakhstan.

In July 2022, a new agreement was signed between the EBRD and KMF for a credit facility of \$25 million. As before, the funds will be directed towards supporting small domestic companies and enterprises led by women.

Throughout the participation of KMF clients in the "Women in Business" program, over 20,000 loans have been granted, amounting to over 11 billion tenge. Behind each loan stands a woman-owned business that enables women to realize their potential in entrepreneurship, earn income, take care of their families and children, and provide them with education.

The European Bank for Reconstruction and Development annually awards prizes for achievements in sustainable development. This award is a recognition of accomplishments in implementing projects addressing environmental and social issues. In 2020, 47 companies from around the world were nominated. KMF received an award for outstanding achievements in sustainable development and the successful implementation of the "Women in Business" project.



WOMEN'S ENTREPRENEURSHIP



MEMBERSHIP IN THE FINANCIAL ALLIANCE FOR WOMEN

In June 2021, KMF became a member of the Financial Alliance for Women (formerly known as the Global Banking Alliance for Women) - a non-profit organization operating as an international consortium of financial institutions interested in advancing the women's economy. Its members work in over 135 countries to develop innovative comprehensive programs that provide women with the tools they need to succeed, including access to capital, information, education, and markets.



Throughout the year, KMF employees attended several events organized by the Alliance:

- as part of the working groups on non-financial services, key trends in the non-financial services sector and existing tools for assessing their impact were discussed
- during the implementation of the mentoring program, participants had the opportunity to learn from an expert from BracBank (Bangladesh) and benefit from their positive experience in networking and training
- during the training at the All-Stars Academy, the importance of market data segmentation based on gender, steps to become the number one employer for women, and the development of a marketing strategy targeted at women were discussed

The most valuable aspect that KMF gained from participating in the Financial Alliance was the opportunity to learn from experts in women's banking and adopt international best practices



KEY PROJECTS SUPPORTING WOMEN ENTREPRENEURSHIP



2006

- The first Regional Conference “Business with a Female Face” took place in Shymkent. The organizers were the “Kazakhstan Loan Fund” (KMF) in collaboration with the Association of Business Women of Kazakhstan.

2007

- The II Regional Conference “Women and Business” was held in Shymkent, organized with the participation of KMF.

2008

- On November 14th, KMF together with the Association of Business Women of Kazakhstan, the Commission on Family and Gender Policy under the akim of South Kazakhstan region, and the South Kazakhstan Regional Chamber of Commerce and Industry, held the III Regional Conference “Women and Business” in Shymkent.

2009

- The IV KMF Conference for women entrepreneurs “Kanatty Aielder” took place in Shymkent. Over 100 participants from all districts of South Kazakhstan got acquainted with each other, showcased their products at the exhibition, and shared their business experiences.

2010

- KMF participated in a social project by Chevron, JSC, providing financial assistance to unemployed women in Kazakhstan. During the project period, 7 program participants were able to undergo free training courses offered by the Association of Business Women of Kazakhstan and obtain loans on favorable terms totaling \$14,000. With these funds, women were able to expand their existing businesses, purchase new equipment, and create new jobs.
- In November, the milestone V Conference for women entrepreneurs “Women and Business” took place. The KMF conference, by tradition, was held in Shymkent.

2011

- In March, the director of the KMF branch in Shymkent participated in the I Congress of Kazakhstani Women, dedicated to gender development issues in the country.
- June, the director of KMF branch in Taraz took part in the

VII World Islamic Economic Forum (WIEF), focused on global economic matters, trade development prospects, and the role of women in business development.

2012

- Under the slogan “Space of Possibilities or Corporate Social Responsibility”, the VII Regional Conference “Women and Business: Social Partnership” took place in Shymkent on December 6th. The conference was organized by the MCO “KMF” with the support of the Association of Business Women of Kazakhstan (South Kazakhstan Region) and the Chamber of Commerce and Industry. Over 100 participants attended the conference, including 34 KMF clients from Shymkent, Turkistan, Taldykorgan, Taraz, and Almaty

2015

- On March 4, the VIII Regional Conference “Women and Business” took place at the Rixos Khadisha Shymkent hotel. The KMF conference gathered over 120 participants, including women entrepreneurs from Taraz, Kyzylorda, Turkistan, and Almaty. This year, the conference was dedicated to the 20th anniversary of the Assembly of the People of Kazakhstan, with the theme “Business Chooses Tolerance”.

2016

- KMF obtained a loan of 3.8 billion tenge from the EBRD under the “Women in Business” program. The loan was disbursed in two tranches and utilized within six months. As part of the program, seminars were organized for women entrepreneurs in Almaty, Astana, and regional centers across Kazakhstan.

2017

- Under the program to support women entrepreneurs, KMF received a loan from the EBRD totaling approximately 3.5 billion tenge. Seminars for the target audience were conducted in all major cities of the country.
- On March 3, the IX Conference “Women and Business” took place in Almaty. In addition to the official part of the event, there was an exhibition showcasing products and services of KMF clients. Over 150 women entrepreneurs from various regions of Kazakhstan participated in the conference.

KEY PROJECTS SUPPORTING WOMEN ENTREPRENEURSHIP



- On June 9, the II Eurasian Women's Business Forum took place at The Ritz-Carlton hotel in Almaty. Approximately 250 businesswomen participated in the forum, which was organized by the EBRD and the Eurasian School of Business and Entrepreneurship. The event was supported by the KMF group of companies.
- Since June 2017, in collaboration with the EBRD, regular seminars have been conducted in various cities and regions of Kazakhstan under the "Women in Business" program. The seminars cover topics such as "My Business in Numbers" and "Women Leaders". Participants of the seminars undergo self-diagnosis of their businesses using the online tool called "Business Lens".

2018

- KMF received the largest syndicated loan in the history of the microfinance market, amounting to \$82 million, from the International Finance Corporation (IFC). The funds obtained by KMF were used to provide financing to micro and small enterprises in rural areas, as well as women entrepreneurs, thereby promoting the creation of new job opportunities.
- In April and June, with the support of the EBRD and Frankfurt School of Entrepreneurs, KMF organized further meetings as part of the "Women's Café" project. Over 100 women clients of KMF participated in these meetings in Turkistan, Kyzylorda, Aktobe, Shymkent, and Pavlodar.
- In March, the X Conference "Women and Business: Expanding Opportunities" took place in Taraz. The conference was dedicated to discussing and finding solutions to the challenges faced by women in organizing and developing their businesses in Kazakhstan. Speakers introduced delegates to business sales techniques and self-presentation methods. Around 150 women entrepreneurs from the Zhambyl region participated in the KMF conference.
- KMF supported the initiative of the international organization "UN Women" by signing the "Principles for the Empowerment of Women. Business Means Equality".
- The Company has developed a program to support women entrepreneurship called "KMF Isker hanymy", which combines all projects aimed at supporting and assisting women, promoting business development, and personal growth. As part of the program, a special campaign was conducted from October 1 to December 31 to lower the interest rates for women entrepreneurs.

2019

- From March to May, conferences for women entrepreneurs were held in Aktau, Petropavlovsk, Pavlodar, Taraz, Kokshetau, Taldykorgan, and Kyzylorda. The events were organized by WECON with the support of EBRD and KMF. The conference programs included presentations by experts sharing business case studies.
- On March 15, in Shymkent and May 17, in Karaganda, the annual regional conferences for women entrepreneurs "KMF Isker hanymy" were held on the topic of "Effective Sales: New Technologies in Product and Service Promotion". Over 300 delegates from different cities participated in these two conferences.

2020

- KMF has received a loan from the EBRD equivalent to 40 million US dollars. The allocated amount was directed towards providing credit support to local enterprises during the pandemic, including those in the agricultural sector and businesses led by women.
- In September, KMF subsidized half of the interest rate on microloans for women entrepreneurs whose businesses needed support during the pandemic. This program was developed by KMF to mitigate the negative impact of the COVID-19 crisis on MSMEs. KMF subsidized 50% of the interest rate using its own funds, making microloans more accessible for entrepreneurs.
- KMF received an award from the EBRD in the field of sustainable development in the category of "Providing Access and Support to Women" for its outstanding achievements in implementing the "Women in Business" program.

2021

- In March and April, EBRD developed and conducted a series of webinars for KMF clients on the topic of "Crisis Management Measures for Business". In total, 54 women entrepreneurs participated in the two webinar series.
- In June, KMF became a member of the Women's Financial Alliance, an international consortium of financial institutions interested in advancing women's economy. Throughout the year, KMF employees attended a series of Alliance events.

KEY PROJECTS SUPPORTING WOMEN ENTREPRENEURSHIP



- In July, kmfiskerhanymy.kz, an online portal for women entrepreneurs, was launched.
- A competition was held among women entrepreneurs for the “KMF Isker hanymy 2021” (KMF Business Lady 2021) award. Over 1,000 applications were received from participants across the country. The winners were awarded in December.

2022

- The Asian Development Bank and leading microfinance company KMF have signed a loan agreement for up to \$15 million with the aim of expanding access to loans for micro, small, and medium-sized enterprises in Kazakhstan. The funds provided by the Asian Development Bank will be directed towards financing initiatives, including support for women entrepreneurs.
- In July, the EBRD and KMF signed a new agreement for a loan of \$25 million. Similar to previous agreements, the funds will be directed towards supporting small domestic companies and enterprises led by women.
- As part of KMF's 25th anniversary celebration, they held the “KMF Isker hanymy 2022” (KMF Business Lady 2022) award ceremony.



AGRIBUSINESS



Microfinance organization KMF, as the largest MFO in the country, has been supporting entrepreneurs in the agricultural sector since 1997. With offices not only in regional centers but also in many district centers and large villages, KMF successfully addresses the issue of access to financial resources for domestic micro, small, and mid-sized agricultural businesses.

Currently, more than 120,000 Kazakhstani farmers are active borrowers of KMF, utilizing KMF loans for a wide range of purposes. These include purchasing large and small livestock and their fattening, milk production and dairy products, hay and feed procurement or purchase, cultivation of agricultural crops, acquisition of equipment, tools, and materials for greenhouses, and the development of beekeeping, rabbit breeding, camel breeding, and other activities in the agricultural sector.

KMF also provides ongoing assistance to agricultural producers in enhancing their professional knowledge and promoting their businesses. This includes providing free access to business education, participation in regional exhibitions and fairs of goods and services, as well as seminars and trainings. As part of the project aimed at improving financial literacy in the development of agritechnologies, clients are offered informational brochures on the latest innovations in the field of agriculture. These include the book "Practical Guide for the Daily Work of Peasant Farms and Personal Subsidiary Farms", as well as brochures on "Everything about Greenhouses", "Green Feed Without Soil All Year Round", and "Income from Waste".



AGRIBUSINESS



SUBSIDY PROGRAM FOR AGRICULTURAL BUSINESS

In 2021, KMF developed a special support program for rural entrepreneurs, enabling farmers and crop growers affected by drought and pandemic-related restrictions to access microloans with a 50% discount.

The program covered all regions of the country, with priority given to the most affected areas. The highest number of subsidized loans was issued in the Turkestan, Kyzylorda, Zhambyl, and Almaty regions. Within a few weeks, approximately 700 farmers in Kazakhstan received subsidized loans totaling over 182 million tenge.

One such entrepreneur is Myktybek Sydykzhanov from the village of Lesnovka in the Almaty region. Myktybek works as an otolaryngologist at the local hospital and also engages in cattle farming for sale. In that year, the farmer had 60 horses, 20 cows, and over 150 sheep on his farm. Providing feed for such a large number of livestock was a major challenge due to the lack of rainfall. Under KMF's special program for farmers, Myktybek Sydykzhanov received a subsidized microloan of one million tenge.

700 farmers in Kazakhstan have received subsidized loans totaling

182 mln
TENGE

As for Gulmira Bayzhumanova from the neighboring village of Sarybel, the hot summer of 2021 also brought problems to her sole business of raising cattle for meat and milk. Gulmira and her family had cows, horses, and small livestock in their backyard farm, totaling about 35 heads. According to Gulmira, without this loan, she would have had to slaughter half of her livestock. She used the 500,000 tenge received from KMF to purchase animal feed.

The subsidy project for agri-entrepreneurs was implemented using KMF's own funds

“With the money received from KMF, I bought hay and other feed in bulk and saved significantly. It was a great support for me during the drought and allowed me to maintain my livestock”

MYKTYBEK SYDYKZHANOV
Resident of Lesnovka village,
Almaty region

AGRIBUSINESS



THE FIRST KMF AGRIFORUM

On July 21, 2022, the first Agriforum on the topic of “Managing Business during Drought” took place in the village of Zhanakorgan, Kyzylorda region. The event was organized by KMF and KMF-Demeu with the support of the Akimat of Zhanakorgan district.

The Agriforum allowed to draw the attention of farmers to new technologies, discuss issues of economic efficiency and environmental protection. During the event, problems of the agricultural sector, equipment, methods and technologies of cultivating sugar beets, intricacies of drip irrigation system, soil analysis, advantages of a marketplace for farmers were discussed.

The participating experts shared examples from global practices and valuable advice on how to increase the profitability of agricultural businesses.

The forum was attended by approximately 60 entrepreneurs, representatives of agricultural production companies, and business trainers. Delegates noted that the forum’s topic is highly relevant, as the pandemic and dry weather in recent years have had a negative impact on agriculture. The consequences of water scarcity are particularly noticeable in the area near the Syrdarya River, whose riverbed periodically dries up.

KMF and KMF-Demeu plan to hold regional Agriforums throughout Kazakhstan annually.



“We need to be able to apply new technologies, so such events are extremely valuable to us. They provide an opportunity for exchanging experiences and receiving consultations from market experts. I have been working with KMF for over 4 years and frequently receive large sums of 5 million, 18 million, 20 million tenge. This assistance is tremendous, and it is thanks to this support that we are moving forward. It is all because of KMF!”

YERKIN ABILKAIROV
The owner of the
“Yerkin” farm

AGRIBUSINESS



REGIONAL BUSINESS FAIRS AND EXHIBITIONS

Business fairs and exhibitions have established themselves as excellent platforms for sales, networking, creating new projects, and business development. KMF clients, including agricultural producers, actively participate in these events organized in various regions of the country.

Since 2006, entrepreneurs in the agriculture sector have been participating in exhibitions held as part of the annual Regional Conference “Women and Business” (KMF Isker hanymy). Over this period, 12 exhibitions have already been held, attracting more than 2,000 entrepreneurs from across Kazakhstan.

Every year, KMF organizes a traditional “Customer Day” in all of its offices, featuring fairs of goods and services, seminars, and training sessions. These events are actively attended by entrepreneurs residing in rural areas, who showcase their products to other participants, establish new business connections, and improve their business skills.

On May 23, KMF sponsored the exhibition of domestic producers called “Ultyk onim” (National Product). The opening ceremony, organized by the Entrepreneurship Development Fund “Damu”, was attended by Prime Minister Alihan Smailov, Minister of National Economy Alibek Kuantyrov, Members of Parliament, representatives of the business community, and government officials.

The exhibition, which gathered over 350 domestic goods producers, took place in the Astana. KMF clients also participated in it and showcased their unique products.

On April 23, in Rudny, Kostanay region, a fair for entrepreneurs called “Made in Rudny” took place, organized with the support of KMF and KMF-Demeu. The business fair, already the fourth of its kind, gathered around 80 representatives of small and mid-sized businesses. Among them were KMF clients, including rural entrepreneurs.

On August 4, another large-scale event took place in Turkestan, where the regional competition-exhibition “Best Product of Kazakhstan – 2022” was successfully held at the territory of the largest tourist complex in Central Asia, the Keruen-Saray Shopping and Entertainment Center. The event was organized by NCE “Atameken” with the support of KMF and KMF-Demeu. The exhibition showcased products from domestic manufacturers, including clients of KMF, and the best products were awarded valuable prizes in various categories. Around 80 entrepreneurs from the Turkestan region participated in the exhibition, and it was attended by over 1,000 residents and guests of the region.



AGRIBUSINESS



COOPERATION WITH THE CENTRAL ASIA IMPACT FUND

In March 2020, KMF became a participant of the Central Asia Impact Fund (CAIF) for investing in small and mid-sized businesses with high growth potential in the region.

The fund is aimed at supporting entrepreneurial efforts in the agricultural, food, technological, tourism, and consumer sectors of Central Asia.

The corporate fund “KMF-Demeu” has attracted initial capital for the Central Asia Impact Fund, intending to expand its efforts in supporting agribusiness.

Enterprises that receive funding and technical assistance through the Central Asia Impact Fund must demonstrate not only their viability but also their contribution to improving the well-being of the population. This mission is closely aligned with the Sustainable Development Goals of the United Nations regarding social integration, job creation, gender equality, and climate change mitigation.





YOUTH ENTREPRENEURSHIP

KMF is committed to promoting the development of youth entrepreneurship as one of the ways to create alternative employment opportunities and engage young people in the socio-economic processes of the republic

To address these objectives, KMF provides opportunities for young people to access affordable financial resources, such as loans for starting a business. In addition to financial support, free consultations on entrepreneurial fundamentals are offered, enabling young entrepreneurs to quickly get on their feet and avoid typical startup mistakes.

KMF also traditionally gives financial literacy lessons for students and young entrepreneurs, organizes mentorship programs, supports business project competitions, participates in youth forums, and invests its own resources in the development of the startup industry.

YOUTH ENTREPRENEURSHIP FORUM

In 2013, Almaty hosted the Global Entrepreneurship Week, with KMF as its main sponsor. This large-scale initiative took place simultaneously in 140 countries, bringing together over 40,000 events and 10 million people. It encouraged participants to share their ideas, knowledge, and contacts to promote innovation.

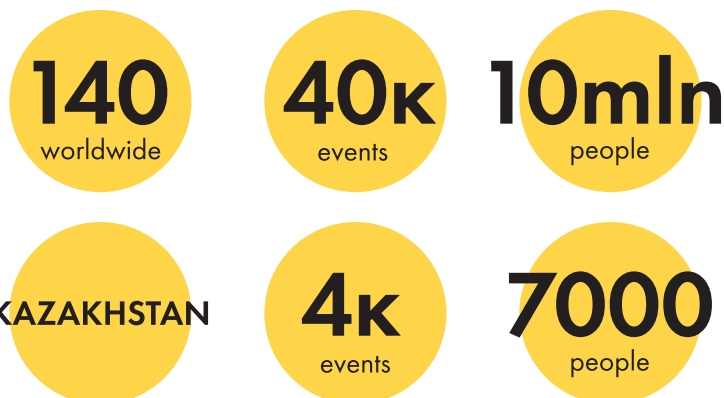
During the Week, from November 18 to November 24, more than 40 events were organized in Kazakhstan, including the III Youth Entrepreneurship Forum, the ceremony of the Youth Award for "Best Entrepreneur of the Year", and expert-led masterclasses in various business and consulting fields. Over 7,000 people participated in the Week's events.

In 2014, KMF supported the Global Entrepreneurship Week for the second time. The theme for the event was "You Can't Escape Connections", which also served as the motto for the IV Youth Entrepreneurship Forum.

This large dialogue platform provided young entrepreneurs with opportunities to explore new avenues for business development and to create and promote innovative and intellectual projects.

One of the early organizers of the Youth Forum was the Young Entrepreneurs Club, which was renamed as MOST Business Incubator in 2015. This significant event marked the beginning of a strategic partnership between the successful startup community and the KMF group of companies.

"Young and energetic entrepreneurs are the demand of the time and a good indicator of the country's economic development. This platform allows one to learn how to work on business projects, sell business ideas to potential investors, and work in teams".



RAUZA IBRAGIMOVA
General Director of KMF-Demeu
from 2012 to 2019

YOUTH ENTREPRENEURSHIP



SUPPORTING STUDENT ENTREPRENEURSHIP WITH ENACTUS KAZAKHSTAN

Since 2018, KMF has been collaborating with Enactus Kazakhstan, an international nonprofit organization that coordinates and develops a student community of entrepreneurs, encouraging the development of startup projects and innovations.

In 2018, KMF and KMF-Demeu became partners of the national office of Enactus Kazakhstan as a gold sponsor by supporting the champion's of the National Cup of Student Entrepreneurship trip to the Enactus World Cup in San Jose, USA, in the Silicon Valley. The following year, KMF also sponsored the National Cup of Student Entrepreneurship, Startups, and Innovations, where students from 56 universities across the country participated in 125 teams.

In 2019-2020, KMF supported various projects of Enactus Kazakhstan, including the Business Innovation Acceleration Camp, ENACTUS KAZFEST - Festival-Exhibition of Innovative Ideas, Enactus Kazakhstan Winter Camp - a winter youth business camp, the educational online program Business Innovation Acceleration Hub, the I Republican Championship of School Entrepreneurship, job fairs in Astana and Semey, and other events. Throughout these collaborations, the priority has always been to educate young people in the fundamentals of entrepreneurship and financial literacy.

In 2020, KMF announced a special competition for the development of an online game or mobile application on the topic "How to become financially literate as a teenager". Twenty-seven teams participated in the competition, vying for the prize fund. The winning team was from Turan University with their project Savings 3, a mobile application that teaches teenagers to responsibly manage their budget. The app's unique features include an expense and income journal, as well as an interactive tree the growth of which depends on the owner's savings.

Throughout the year, a total of 10 joint projects dedicated to youth entrepreneurship were implemented. The contribution of KMF and KMF- Demeu was recognized with a special award from the Enactus organization for the support and corporate social responsibility.

In 2021, the commitment to social impact projects continued, as KMF and Enactus organized the competition "Best Social Entrepreneurship Project for Ensuring Equal Rights for People with Disabilities". The winners were students from the Physics-Mathematics Nazarbayev Intellectual School from Taraz with their project "Valid", which focused on employment opportunities for individuals with special needs.

After 5 years of fruitful collaboration, the partnership with the international student organization Enactus expanded significantly. In 2022, KMF became a platinum sponsor with a total contribution of \$25,000. In 2022, KMF continued its support for the National Cup of Student and School Entrepreneurship, Startups, and Innovations. As part of the Enactus Kazakhstan National EXPO 2022 event, a special category called "Successful Project" was established to support young entrepreneurs. The victory was won by the team from Karaganda State University named after E. Buketov with their ecological plastic recycling project called "Onde". Additionally, the team from Kazakh Agritechnical University named after S. Seifullin was awarded for their business project idea aimed at rural entrepreneurs titled "From Backyard to Table: Poultry".

In September, KMF and KMF- Demeu organized an interactive session on "Financial Literacy" for the participants of the Enactus Leadership Camp 2022 at the Zailau Sanatorium in the Kostanay region. Over 80 students from 19 cities, 20 universities, and colleges across Kazakhstan took part in the session. After the training, the participants generated ideas for an educational project aimed at improving the financial literacy of school students. 18 students from the winning team were rewarded with gifts from the organizers.

In October 2022, another joint project was launched - the NEXTGENLEADERS FINANCIAL LITERACY SPECIAL COMPETITION, a special competition on financial literacy among school students.

YOUTH ENTREPRENEURSHIP



SUPPORTING STARTUPS WITH MOST VENTURES FUND

In 2017, KMF supported the initiatives of MOST Business Incubator through the Astana Innovations Challenge. During the months of November and December, three major events took place, aimed at finding innovative solutions in the fields of healthcare, education, and entrepreneurship – Startup Weekend in Astana, and online hackathons in Almaty and Karaganda.

Over the course of two days, Startup Weekend Astana showcased dozens of projects and ideas utilizing blockchain technology. The event brought together 28 teams, comprising over 300 young entrepreneurs and developers.

During the two-day online hackathons, young specialists from various fields tackled mentor-assigned tasks, developing prototypes of future applications or ready-to-launch minimum viable products. In Almaty, teams worked on one of KMF's challenges, which was to create a mobile application for micro-entrepreneurs' bookkeeping. One of the teams that proposed a feasible solution for this tool secured a prize-winning place.

The successful collaboration in the development of the startup industry in Kazakhstan reached a new level in March 2022. At that time, KMF and KMF- Demeu signed an agreement with the venture fund MOST Ventures for a \$2 million investment in its capital. According to the agreement, MOST Ventures will allocate the received funds to startups founded by young entrepreneurs specializing in financial IT solutions.

According to MOST Holding, which includes a business incubator, accelerator, and venture fund, every third application in their pipeline comes from fintech startups. This partnership will enable the top teams to test and improve their solutions based on the advanced infrastructure of KMF.

Like KMF, which was once a pioneer in the microfinance market, MOST Ventures has also become a trailblazer in the venture capital field in Kazakhstan, enabling startups to directly receive investments for the development of their projects.



“In 2011, we started as a business incubator, and it was a private story from start to finish. In 2020, we established the first private venture capital fund, which attracted experienced investors. Now, that KMF has joined us, we are delighted to see that technology is becoming one of the main priorities for Kazakhstani companies. We believe that this partnership will enable startups to create, test, and scale their products faster”.

ALIM KHAMITOV
Managing Partner
at MOST Ventures

YOUTH ENTREPRENEURSHIP



KMF MENTORING PROGRAM MENTOR PRO.FINANCE

On November 15, 2021, on the occasion of Finance Day, KMF and KMF-Demeu launched an extensive mentoring program for students studying finance disciplines and young professionals from across Kazakhstan - KMF Mentor Pro.Finance. The main goal of this free program is to assist young individuals in building a solid foundation for a successful career, achieving their goals, and attaining tangible results.

The program involved 35 leading experts from Kazakhstan, representing companies such as Eurasian Resources Group (ERG), Citi Bank, Russell Bedford Kazakhstan, Magnum Cash & Carry, Association of Islamic Finance Professionals, National Investment Corporation of the National Bank of the Republic of Kazakhstan, KazAgroFinance JSC, and others. Top managers from KMF also participated as mentors in the program.

Experienced professionals in the field of finance, accounting, auditing, project management, and business analytics became mentors for the 105 participants of the project, primarily from the regions. Mentorship sessions were conducted once a week, either online or offline.

During the 2 months of the program duration, young individuals received personalized valuable advice on

building a career in the financial industry, managing businesses, and personal development. Importantly, students and young professionals had the opportunity to connect with executives from the financial industry, becoming part of a professional community.

In May 2022, the second edition of the mentoring program, KMF Mentor Pro.Finance 2.0, was launched. This time, the mentor lineup became even more impressive. It included 33 top executives from Kazyna Capital Management, Astana International Financial Centre, European Bank for Reconstruction and Development, KPMG, Amazon, Eurasian Bank JSC, National Bank of Kazakhstan, and other renowned companies.

More than 97% of participants highly appreciated the program and were able to achieve significant results. In a relatively short time, the project participants worked out career planning issues, changed their field of activity, received internships in large companies, launched an online school and strengthened their professional knowledge and skills. The organizers determined the best mentees in five categories: breakthrough in education, personal growth, new project, entrepreneurship and career growth.



- “I wasn’t quite used to having opportunity to discuss not only achievements but also mistakes, but it is very encouraging and gives good retrospection and reflection”.
- “I have understood in which field I want to develop; I set priorities, outlined goals, and started moving towards them”.
- “I started mentoring program with the goal of finding myself. Later on, I realized that I needed to create myself rather than search for”.
- “To be honest, I was fundamentally lacking specific support from a financial expert and, in general, someone in the role of a teacher and an elder sibling”.

FEEDBACK FROM THE PROGRAM PARTICIPANTS

KEY PROJECTS TO SUPPORT YOUTH ENTREPRENEURSHIP



2013

- From November 18 to 24, the Global Entrepreneurship Week was held in Almaty, with KMF being the main sponsor. The program included events for young entrepreneurs, such as the III Youth Entrepreneurship Forum and the Youth Entrepreneur of the Year Award ceremony.

2014

- On November 18, the IV Youth Entrepreneurship Forum took place in Almaty, Kazakhstan, as part of the Global Entrepreneurship Week (November 17-23). KMF sponsored the Global Entrepreneurship Week for the second consecutive year.

2015

- In May, a round table discussion on the development of youth entrepreneurship took place in the Panfilov District of Almaty Region. The event was organized by the district department for youth policy. The participants included young entrepreneurs, representatives from the employment department, Center for Public Service, and KMF.

2017

- In April, KMF and the Kazakh National Agrarian University organized a startup project competition as part of the XXI Scientific Student Conference on Agricultural Development. Thirteen startup teams presented their presentations to the commission members, who selected the top three projects.
- On November 3-4, at the Startup Weekend Astana, over 300 young startappers from 28 teams developed solutions in the fintech field. The competition, organized by the Astana International Financial Centre and the MOST business incubator, was supported by KMF.
- On November 25-26, in Almaty, with the support of KMF, the online hackathon Fintechstars took place for young professionals and students who developed innovative applications and projects based on the challenges set by the partners of the MOST business incubator. Employees of KMF acted as mentors for the teams.
- On December 2-3, in Karaganda, another online hackathon was held by the MOST business incubator with the support of KMF.

2018

- On April 25-26, the National Cup of Student Entrepreneurship, Startups, and Innovations, Enactus Kazakhstan National EXPO 2018, took place at the Congress Center in Astana. Over 700 students from 60 Kazakhstani universities participated in the championship. KMF supported the trip of the championship team to the World Cup in the USA.

2019

- On April 22-23, the annual National Cup of Student Entrepreneurship, Startups, and Innovations, Enactus Kazakhstan National EXPO 2019, took place. Students from 56 universities, totaling 125 teams, participated in the event. KMF sponsored the event.
- On November 7-8, 2019, the ENACTUS KAZFEST, a festival-exhibition of innovative ideas, took place in Almaty. The event had a total of over 800 participants from 43 educational institutions. KMF participated in the event as part of its sponsorship package.

2020

- In January, the third Winter Leadership and Entrepreneurship School, Enactus Kazakhstan Winter Camp 2020, took place at the Ak Bulak resort in the Almaty region. Representatives from KMF participated in educational sessions during the event.
- KMF and Enactus organized a competition to create an online game or mobile application on the theme of "How to become financially literate teenager". A total of 27 teams participated in the competition. The grand prize of 1 million tenge was won by the team from Turan University.
- Throughout the year, workshops and training sessions were conducted as part of the online school called Business Innovation Acceleration Hub. Scientists, entrepreneurs, and experts served as speakers for the young participants. The workshop topics covered areas such as design thinking, corporate social responsibility, journalism and PR, project management, and other related subjects.

KEY PROJECTS TO SUPPORT YOUTH ENTREPRENEURSHIP



2021

- From May to June, KMF and Enactus organized a competition called “Best Social Entrepreneurship Project for Ensuring Equal Rights for People with Disabilities”. The prize fund amounted to 1,000,000 tenge. The winners were students from the Physics and Mathematics School of Nazarbayev Intellectual Schools (NIS) in Taraz with their project called “Valid”, which focused on employment opportunities for people with special needs.
- On June 17 and 18, the National Cup of Student Entrepreneurship, Startups, and Innovations, as well as the II Republican Championship of School Entrepreneurship, Enactus Kazakhstan, took place in Astana. The events were supported by KMF.
- On November 15, on the Day of the Financier, KMF and KMF-Demeu launched a mentoring program for students studying finance disciplines and young professionals from all over Kazakhstan called KMF Mentor Pro.Finance. The program involved 35 leading market professionals and 105 project participants.

2022

- In March, KMF signed an agreement with the venture fund MOST Ventures to invest \$2 million in its capital. According to the agreement, MOST Ventures will allocate the funds to startups founded by young entrepreneurs specializing in financial IT solutions.
- On April 8, the final round of the international competition on space technologies and engineering titled Kazakhstan Smart Space, dedicated to the 60th anniversary of the first human space flight, took place. The competition involved students from schools, gymnasiums, colleges, and universities from across the country. The project was supported by “KMF-Demeu” Fund.
- KMF continued its support for the National Cup of Student and School Entrepreneurship, Startups, and Innovations, which took place on May 12-13 in Astana. As part of the Enactus Kazakhstan National EXPO 2022 event, the “Successful Project” competition was held to support young entrepreneurs, with a prize fund of 1 million tenge.
- In May, the second edition of the mentoring program, KMF Mentor Pro.Finance 2.0, was launched. The program featured 33 top managers from the finance and banking sectors in Kazakhstan as mentors, along with 102 participants, including students and young professionals from across the country.

- On September 1, as the platinum sponsor, KMF and KMF-Demeu conducted an interactive session on the topic of “Financial Literacy” for the participants of Enactus Leadership Camp 2022 at the Zhailau resort in the Kostanay region. Over 80 students from 19 cities in Kazakhstan took part in the session.
- In October, the KMF and Enactus Kazakhstan launched the NextGenLeaders Financial Literacy Special Competition, a competition on financial literacy among students in Kazakhstani schools.

2023

- On April 27, 2023, the results of the Financial Literacy Special Competition organized by KMF and KMF-Demeu were announced. A total of 21 teams participated in the competition.

The winners were as follows:

1. Karaganda College of Foreign Languages - for the board game, the team received a certificate worth 500,000 tenge.
2. Kostanay Regional University named after A. Baitursynov - for 6 video lessons, the team received a certificate worth 500,000 tenge.
3. Turan University, Almaty - for excellent results of trained school students at the Olympiad, the team received a certificate worth 500,000 tenge.
4. NIS FMN, Almaty - for the Money Matters project, the team received a certificate worth 500,000 tenge.
5. The winners of the competition, the Medical University in Astana, received a certificate worth 1,000,000 tenge. The team received the highest score from the jury for their outreach, active participation of trained students in the Olympiad, and their tabletop game and comics on financial literacy.



SOCIAL ENTREPRENEURSHIP



Social entrepreneurship adopts a hybrid business model where for-profit and non-for-profit objectives are closely interconnected. It differentiates itself from traditional business through its emphasis on high moral values and mission. KMF and KMF-Demeu aim to support entrepreneurs whose skills and efforts contribute to assisting vulnerable segments of the population.

In Karaganda, the “Blagodat” network of nursing homes has been operating successfully for many years. When Tatyana Adietova, a social entrepreneur, opened the first nursing home in 2017, her sincere intention was to provide well-being to elderly people in need of care and attention, creating conditions for a dignified life filled with comfort and love. However, her personal savings were insufficient to cover the rental costs for the homes. Therefore, the decision was made to acquire the properties. Besides, repair work, equipment procurement, and other expenses were required. Thanks to the support from KMF, over the course of six years, six homes accommodating 205 residents have been opened in Karaganda, along with two more homes in Astana and Kostanay, with a total capacity of 60 individuals.

In December 2021, Tatyana Adietova became one of the winners of the “KMF Isker hanymy” competition for women entrepreneurs and received an award and a money prize in the category of “Social Business”.

Supporting inclusive enterprises remains an important focus for KMF. For example, the Company purchases eco-friendly bags from the charitable foundation “Eldani” in Almaty for the “KMF Isker hanymy” conference and acquires clay pots and vases as gifts for partners. The “Eldani” foundation operates its own workshop where 15 individuals with specific needs are employed. The workshop includes a ceramics studio, sewing workshop, and handmade accessory production. To assist the artisans, KMF provided support in acquiring equipment for silk-screen embroidery.

Gulzira Amanturlina, the Director of the “Eldani” charitable foundation and the Chairperson of the Association of Social Entrepreneurs, joined the jury of the KMF Isker hanymy 2022 award as an independent expert in social business.

Since 2021, KMF has been closely collaborating with the public foundation “AyRiz-Kamkor” from the village of Uzynagash, Zhambyl district, Almaty region. The foundation has been operating since 2017 and specializes in producing specialized clothing for people with disabilities. The team consists of nine people on staff, four of whom are hearing-impaired workers engaged in sewing.



ACHIEVEMENTS OF KMF





ACHIEVEMENTS OF KMF

2003

- “Kazakhstan Community Loan Fund” recognized as one of the top 15 projects by USAID worldwide.

2005

- GRAND PRIX in the annual reports competition among banks and financial organizations in Kazakhstan, in the category of “Design”. The competition is organized by the National Business magazine.

2006

- According to the assessment of the global portal MixMarket (CGAP, World Bank), KMF ranked 3rd in portfolio quality among the top 100 microfinance institutions worldwide.

2007

- Forbes magazine included KMF in its list of the top 50 microfinance institutions in the world, where KMF ranked 37th.

2008

- The Company has been recognized by USAID as the best organization in Kazakhstan in the field of economy and has been awarded for “Efficient Management and Leadership in Expanding Access to Financial Services for Microentrepreneurs”.
- KMF has been recognized as the best microcredit organization in the annual “Choice of the Year” national competition, conducted jointly by the “Choice of the Year” agency and the republican socio-political newspaper “President i Narod” (President and People).

2009

- KMF has been recognized for its commitment to and compliance with Information Integrity by the Information Integrity Coalition (USA).

2010

- KMF has received an award from the Smart Campaign for its efforts in avoiding client over-indebtedness and the “Client Protection” award for protecting clients’ rights.
- KMF has received the Silver Certificate from the global portal MixMarket (CGAP, World Bank) “For reporting on social performance”.

2011

- KMF was awarded the II Degree Diploma in the competition “Best Annual Report in the Financial Sector for 2010” established by the rating agency “Expert RA Kazakhstan”.

2014

- KMF has become the first organization in the Eastern Europe and Central Asia (EECA) region to achieve international recognition with the Truelift Milestone. The company emerged as the winner in a competition among MFIs focused on serving the poor.
- ACIDI/VOCA awarded KMF with the “Contribution to Gender Equality” prize.

2015

- KMF has been awarded the international accolade of “Best MSME Financial Service Provider - 2015”. This annual award is conducted by World News Media in partnership with European CEO magazine (London, UK).
- KMF has successfully undergone certification based on the Client Protection Principles and has become the 31st company worldwide and the first in Kazakhstan to receive the Smart Campaign certification.
- KMF became the first MFI in Kazakhstan to receive the S.T.A.R. (Socially Transparent and Responsible) Certificate from the international information platform MIX, recognizing its commitment to social transparency and responsibility.
- KMF was recognized as the best charitable organization in the “From Heart to Heart” category in the national competition “Karavan Miloserdiya” (Caravan of Mercy) organized by the Assembly of the People of Kazakhstan.
- The National Chamber of Entrepreneurs of Kazakhstan and the rating agency “Expert RA Kazakhstan” included KMF in the list of “National Champions” - competitively viable companies in Kazakhstan. A total of 15 companies were selected from 200 applicants.
- KMF received a social rating of A from MicroFinanza Rating, an international rating organization, making it the only microfinance organization in Kazakhstan with an active social rating.

ACHIEVEMENTS OF KMF



- Thanks to the receipt of the Certificate and Social Rating, the profile of KMF has been updated on the global internet platform MIX Market, with the highest level of transparency reporting and supporting documentation - "5 Diamonds" accreditation.

2018

- KMF became one of the three finalists for the European Microfinance Award 2018, among 27 leading MFIs from around the world. All award finalists were recognized for their innovations in expanding access to financial services through technology. KMF participated with the "Mobile Expert" project.

2019

- International rating company Microfinanza Rating released a report stating that KMF's social rating received an A- assessment. Obtaining such a high rating demonstrates excellent social performance management and client protection systems within the company, as well as a high likelihood of achieving its mission.
- The corporate magazine "Isker" was recognized as the best external magazine of 2019 according to the XII Central Asian competition of corporate media within the framework of the XV PR Forum.

2020

- KMF became a silver medalist of the EBRD Sustainability Award in the category of "Access Provision and Support for Women". A total of 47 companies from around the world were nominated.
- KMF and KMF-Demeu received a special award for business support and social responsibility from Enactus Kazakhstan, a non-profit organization that promotes entrepreneurship among youth.



2021

- Fitch Ratings has announced the assignment of a long-term issuer default rating (IDR) of B+ with a stable outlook to the Microfinance Organization "KMF", LLP. The rating from Fitch confirms the high level of corporate governance, financial transparency, and impeccable reputation of KMF among foreign and domestic investors. The assessment of social factors has improved, and the company has received a score of 4+ out of 5 on the ESG scale (commitment to social performance).



CONTRIBUTION TO ACHIEVING UN SUSTAINABLE DEVELOPMENT GOALS






CONTRIBUTION TO ACHIEVING UN SUSTAINABLE DEVELOPMENT GOALS



KMF strives to contribute to the achievement of the United Nations Sustainable Development Goals (SDGs) in its social initiatives. These goals were developed by the United Nations General Assembly as a “plan for a better and more sustainable future for all”. The UN has adopted

17 interconnected goals, and KMF focuses on 11 goals that are most relevant to its activities. Within these goals, the KMF group of companies makes a significant contribution to fighting poverty, reducing inequality and injustice, and addressing climate issues.

UN SUSTAINABLE DEVELOPMENT GOALS	KMF's CONTRIBUTION	MORE DETAILS IN THE REPORT
 <p>1 ERADICATION OF POVERTY</p> <p>Universal eradication of poverty in all its forms</p>	<ul style="list-style-type: none"> • Implementation of a microcredit program for the underprivileged, low-income, and unemployed individuals, aiming to unleash their potential • Commitment to mission and values, adherence to Client Protection Principles • Development of an extensive network of branches and offices in remote rural areas • Supporting clients through special subsidization programs • Charitable and sponsorship assistance • Implementation of a Financial Literacy Improvement Program • Supporting rural entrepreneurship and youth startups • Management of social performance to increase clients' income levels 	<p>SECTIONS:</p> <p>Mission and Values KMF: Quarter of a century in history Care for Clients Responsibility to Society Key Charitable and Sponsorship Projects Social Performance in Figures Increasing Financial Literacy of Kazakhstani Population Entrepreneurship Support</p>
 <p>2 ERADICATION OF HUNGER</p> <p>Eradication of Hunger, Ensuring Food Security, Improving Nutrition, and Promoting Sustainable Agricultural Development</p>	<ul style="list-style-type: none"> • Supporting rural entrepreneurship • Supporting clients through special subsidization programs • Management of social performance to increase clients' income levels • Charitable and sponsorship assistance, in the first place, to children from low-income families and their mothers, pensioners and veterans, orphans 	<p>SECTIONS:</p> <p>Agri Entrepreneurship Social Performance in Numbers Key Charitable and Sponsorship Projects</p>
 <p>3 GOOD HEALTH AND WELL-BEING</p> <p>Ensure healthy lives and promote well-being for all at all ages</p>	<ul style="list-style-type: none"> • Provision of a Social Package and Employee Benefits Support for a Healthy Lifestyle through Corporate Sports Events • Sponsorship Assistance to Sports Organizations for Various Age Groups • Support for Medical Institutions during the Pandemic • Social Impact Management • Publications on Healthy Eating and Development of Environmentally Friendly Businesses in Corporate Magazines for Families, Mothers, Pensioners, Veterans, and Orphaned Children. 	<p>SECTIONS:</p> <p>Responsibility to Society Care for Employees Key Charitable and Sponsorship Projects Social Performance in Figures Increasing Financial Literacy of Kazakhstani Population</p>







CONTRIBUTION TO ACHIEVING UN SUSTAINABLE DEVELOPMENT GOALS

 <p>4 QUALITY EDUCATION</p> <p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	<ul style="list-style-type: none"> • Implementation of the Financial Literacy Program in Family Budget Management and Business Management • Development of a Financial Literacy Project for Children, Adolescents, and Youth • Conducting Competitions, Hackathons, Creative Contests, etc. • Implementation of the Mentorship Program • Collaboration with Student and Youth Organizations 	<p>SECTIONS:</p> <p>Increasing Financial Literacy of Kazakhstani Population Women's Entrepreneurship Youth Entrepreneurship</p>
 <p>5 GENDER EQUALITY</p> <p>Achieve gender equality and empower all women and girls</p>	<ul style="list-style-type: none"> • Providing equal employment opportunities, fair career advancement, and equal pay. Support for maternity leave and other benefits. • Managing social impact to increase income levels • Implementation of Financial Literacy Programs • Implementation of the "Women in Business" Program • Conducting the "KMF Lsker Hanymy" Award to promote women entrepreneurship • Organizing business breakfasts under the "Women's Cafe" initiative • Supporting the "Mama PRO" Foundation and women's sports teams. 	<p>SECTIONS:</p> <p>Care for Employees Social Performance in Figures Key Charitable and Sponsorship Projects Increasing Financial Literacy of Kazakhstani Population Women's Entrepreneurship</p>
 <p>6 CLEAN WATER AND SANITATION</p> <p>Ensure availability and sustainable management of water and sanitation for all</p>	<ul style="list-style-type: none"> • Efficient water consumption in offices and automation of water and heating systems • Collaboration with ECO Network company and conducting training sessions for employees • Refusal to finance projects that harm the environment, human life, and health. 	<p>SECTIONS:</p> <p>Care for Environment Key Eco-events</p>
 <p>7 AFFORDABLE AND CLEAN ENERGY</p> <p>Ensure access to affordable, reliable, sustainable and modern energy for all</p>	<ul style="list-style-type: none"> • The use of automated water, electricity, and heating systems in KMF's offices • Implementation of the Green Economy Financing Facility (GEFF) program in partnership with the EBRD, providing assistance in acquiring energy-efficient equipment and machinery. 	<p>SECTIONS:</p> <p>Care for Environment Key Eco-events</p>

CONTRIBUTION TO ACHIEVING UN SUSTAINABLE DEVELOPMENT GOALS



 <p>8 DECENT WORK AND ECONOMIC GROWTH</p> <p>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p>	<ul style="list-style-type: none"> • Providing accessible and quality microcredit services • Implementing financial literacy programs for the population • Supporting women, rural, youth, and social entrepreneurship • Promoting job creation • Social performance management 	<p>SECTIONS:</p> <p>Portrait of KMF Mission and Values KMF: Quarter of a century in history Social Performance in Figures Increasing Financial Literacy of Kazakhstani Population Entrepreneurship Support</p>
 <p>9 INDUSTRIALIZATION, INNOVATION AND INFRASTRUCTURE</p> <p>Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p>	<ul style="list-style-type: none"> • Collaboration with startup communities and business incubators • Partnerships with universities • Organizing and participating in innovative projects, competitions, and events • Implementing green financing programs 	<p>SECTIONS:</p> <p>Responsibility to Society Care for the Environment Youth Entrepreneurship</p>
 <p>10 REDUCING INEQUALITY</p> <p>Reduce inequality within and among countries</p>	<ul style="list-style-type: none"> • Ensuring wide access to quality financial services throughout the country • Adherence to the Mission, Values, and Client Protection Principles • Managing social impact • Implementing social and charitable projects • Promoting financial literacy programs among different audiences • Supporting entrepreneurship for all ages and capabilities 	<p>SECTIONS:</p> <p>Portrait of KMF Mission and Values KMF: Quarter of a century in history Care for clients Social Performance in Figures Key Charitable and Sponsorship Projects Increasing Financial Literacy of Kazakhstani Population Entrepreneurship Support</p>
 <p>11 SUSTAINABLE CITIES AND SETTLEMENTS</p> <p>Make cities and human settlements inclusive, safe, resilient and sustainable</p>	<ul style="list-style-type: none"> • Participation in cultural, environmental, and social projects and events • Engagement with the community, government bodies, businesses, and NGOs. 	<p>SECTIONS:</p> <p>Key Charitable and Sponsorship Projects Key Eco-events Key Youth Entrepreneurship Projects</p>

