



## Kaspi Juma breaks all records again

Kaspi Juma, our nationwide, twice-yearly shopping festival, has just concluded. November's Juma, significantly outperformed our previous event, held only four months earlier. Items purchased increased by nearly 130% and GMV increased by almost 50% compared to Juma in July, which at the time was dramatically bigger than anything we had ever held before.

### **Mikheil Lomtadze, Kaspi.kz CEO and co-founder, commented;**

*"At Kaspi.kz we never stop trying to make everyday life better for our consumers and merchants. In July we brought Juma back for the first time since the start of the Covid-19 pandemic and it surpassed all our expectations. With November's event, we've raised the bar again. Compared to Juma in July, participating consumers increased by over 50%, items purchased increased by nearly 130% and GMV increased by almost 50%. This increase in scale in just four months, proves to us that our constant efforts to make Kaspi Marketplace better continue to pay off. We're not finished yet though and still have lots of ideas for high quality, highly relevant digital services that will make a difference. I'd like to thank everyone at Kaspi.kz that worked so hard to make this event possible, and of course our merchants and consumers for making Kaspi Juma more special than ever before."*

The 3 day Kaspi Juma shopping festival enables consumers to benefit from up to 24 months' interest free buy-now-pay-later, collect extra Kaspi Bonus points and receive free delivery on a wide range of highly popular everyday items. This gives merchants, many of whom are small and medium-sized Kazakhstani businesses, a significant increase in both the value and number of items sold. Compared to July's Kaspi Juma, this latest event was significantly bigger and better in every way.

- Items purchased increased 128% and GMV increased 47%, as consumers took advantage of more everyday items at the best possible prices.
- Participating consumers increased 53% with merchants up 18%.
- E-commerce deliveries increased 75%, with consumers benefitting from free delivery. Kaspi Postomat, is growing rapidly in popularity, accounting for 24% of orders delivered, up from 10% in July.
- Some of the best-selling categories were Consumer Electronics, Home and Clothing & Accessories. Best-selling items included;
  - Apple's iPhone, Airpods and Apple Watch
  - Samsung smartphones, televisions and tablets
  - Xiaomi smartphones, televisions and headphones
  - Sony Playstation
  - 'Asia Mebel' furniture, 'Bestway' pools, 'Vicalina' kitchen utensils, 'Sokolov' jewelry and 'Triangle' tires

## **About Kaspi.kz**

Kaspi.kz's mission is to improve people's lives by developing innovative mobile products and services. At our core is the Kaspi.kz Super App, the leading mobile app in Kazakhstan.

The Kaspi.kz Super App serves as a single gateway to our Payments, Marketplace and Fintech Platforms and is an integral part of our users' daily lives. As people's lives become increasingly digitalised, Super App usage is expected to grow supported by accelerating adoption of cashless payments, e-Commerce and digital financial services.

Kaspi.kz Super App business model ensures the growth and development of one service contributes to the growth and development of other services, creating a powerful virtuous cycle. Increasing usage of a growing number of services puts Kaspi.kz in a strong position to keep innovating, delighting our users and fulfilling our mission.

Kaspi.kz has been listed on the London Stock Exchange since 2020.

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