



Kaspi Juma is Back and Breaks All Records

Kaspi Juma, our nationwide shopping festival, has just concluded. This year's event was bigger than ever before and surpassed all our expectations. Items purchased increased by over 120% and GMV increased by 175% compared to our last Kaspi Juma, which took place just prior to the onset of the Covid-19 pandemic.

Mikheil Lomtadze, Kaspi.kz CEO and co-founder, commented:

"At Kaspi.kz, whether times are good or more challenging, we work hard to be there for our customers. The two years since our last Juma have been up and down for everyone, but the dramatic increase in the scale of this event, with participating merchants up more than 10x and GMV up 175% shows that Kaspi.kz's constant efforts to make everyday life better for our consumers and merchants continue to pay off. We're not finished yet though and remain as excited as ever about the potential to develop highly relevant digital services that 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."

Kaspi Juma 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 our previous Kaspi Juma event, this year was significantly bigger and better than ever before in almost every way.

- Items purchased increased 120% and GMV increased by a more substantial 175%, as consumers took advantage of BNPL to purchase higher value items.
- Participating merchants increased more than 10x with consumers up 80%.
- E-commerce deliveries increased 230%, with Kaspi Delivery the most popular form of delivery. Kaspi Postomat, despite still being rolled out nationwide, is growing rapidly in popularity, accounting for almost 10% of orders delivered.
- Some of the best-selling categories were Consumer Electronics, Home and Clothing & Accessories.
- Some of the best-selling items included;
 - Apple's iPhone, AirPods and Apple Watch,
 - Samsung smartphones, televisions and vacuum cleaners
 - Xiaomi smartphones and robo-vacuum cleaners
 - '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.

For further information david.ferguson@kaspi.kz +44 7427 751 275