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Kcell Partners with Kazakhstan's Paralympic Team



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Mobile Security



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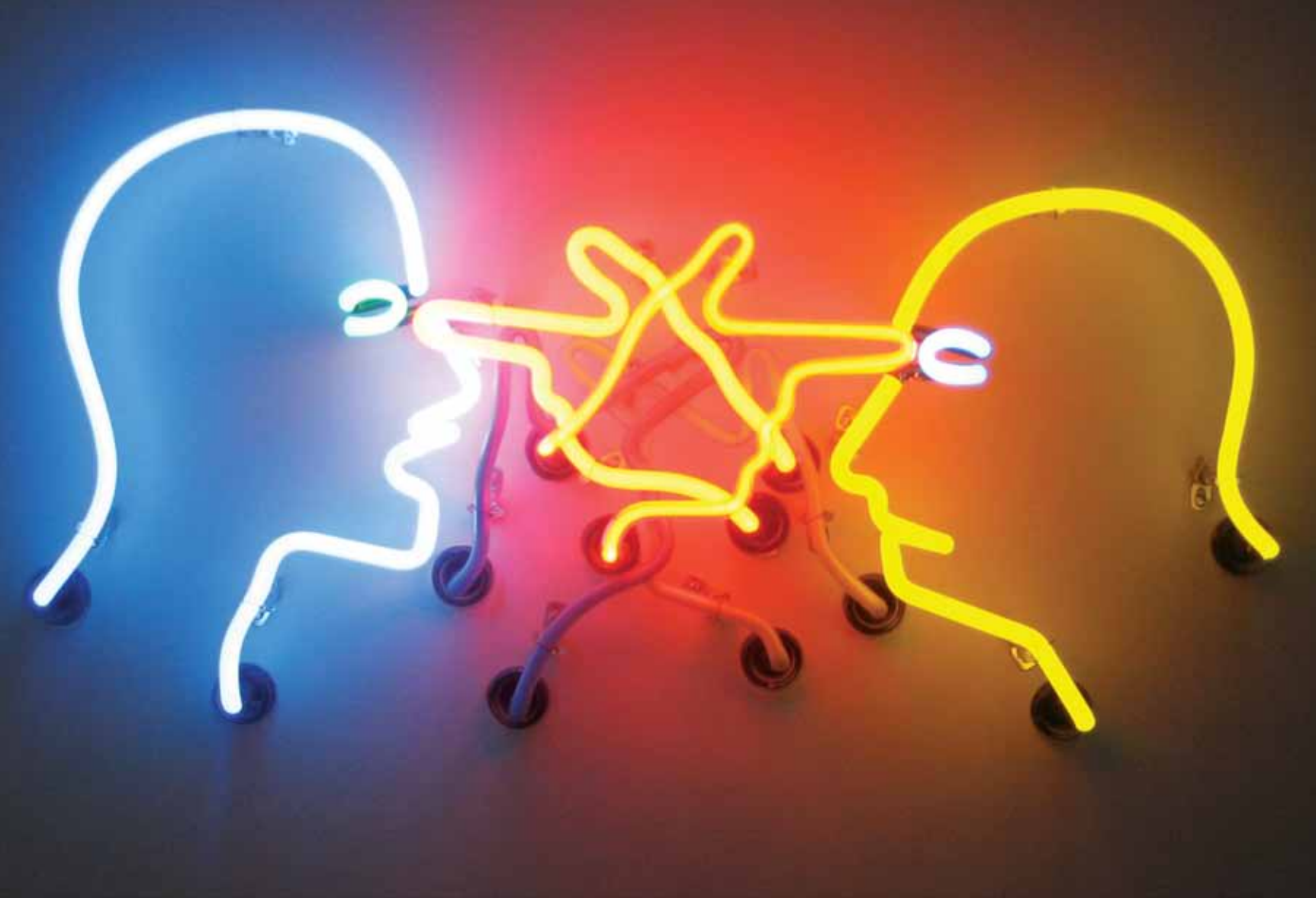
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TeliaSonera News

TeliaSonera Awarded "Company of the Year" Prize

Global analyst firm Frost & Sullivan has presented TeliaSonera with the "2014 Company of the Year Award" for consumer mobile communications in Western Europe. Frost & Sullivan praises TeliaSonera ability to address tough industry challenges in the highly competitive European market



regulatory pressure, not least in roaming.

As a result, mobile network operators need to seek ways to restructure their cost bases and create new and sustainable revenue streams from services relevant to a digital society. The Company of the Year Award goes to the operator that best meet these challenges and demonstrated

the ability to transform out of the traditional telecom box into a truly digital telecom service provider.

With the award Frost & Sullivan praises TeliaSonera ability to address tough industry challenges in the highly competitive European market by developing new attractive data centric offers, continuing role out of 4G-networks and pioneering new markets and services like m2m and 4G-roaming.

// A well-defined strategy, seamless strategy implementation, and a strong emphasis on service innovation that delivers customer value have all contributed to TeliaSonera's superb performance

TeliaSonera Launches Marketplace for Cloud Based Apps on the Nordic Market

TeliaSonera is one of the first telecom operators to offer a marketplace for applications in the Nordics. This means new ways of implementing innovation in our offerings as we cooperate with smaller creative companies



THE MARKETPLACE is now available in Sweden and it will soon be launched in Denmark. The marketplace called App Market implies a new way of working with innovation.

— We help small independent software vendors to reach the market with their applications. Due to them we are associated with innovation. It is a win - win situation for all, says Thomas Johansson, responsible for the product area at Product & Process Management in Broadband.

— **WE SHOULD ALL BE** very proud of this award. The research done by Frost & Sullivan to identify this year's winner highlights our achievements in many areas like the rapid expansion of 4G-networks across markets, a new attractive data centered business model, new services like 4G-roaming and a fast growing m2m-business, says Sverker Hannervall, President of Mobility Services.

Frost & Sullivan shortlisted three European mobile network operators for this year's award and TeliaSonera came out on top, "due to its capabilities to capture mobile opportunities and offer excellent customer experience in this highly competitive and regulated market. A well-defined strategy, seamless strategy implementation, and a strong emphasis on service innovation that delivers customer value have all contributed to TeliaSonera's superb performance."

According to Frost & Sullivan's research, the European mobile communications market currently faces a number of significant challenges that limit mobile network operators' revenue potential. Europe is a saturated mobile market, where mobile data traffic is growing rapidly and competition comes from other operators as well as internet based services. There is also growing

It is possible to be on the market with a new application in a month's time.

— With the cloud marketplace, we can launch new innovative apps in a very fast and cost efficient way. Our partners integrate their apps in our marketplace and not the other way around. This makes it possible for us to focus on finding the right applications and on sales activities instead of integrations, says Fredrik Lundberg product manager at Product & Process Management in Broadband Services. Mobility and Broadband have worked together in an agile way in the development of this service.

— Our customers see us as one company and then it is obvious that we work together internally. The most important thing is that we deliver the

services that our customers want — anywhere, anytime, and on any device. Since Telia have all access forms it is obviously a big plus for cloud services, says David Saadat on Business Solution and Applications.

Applications are often intuitive and easy to use. Program updates are automatic, easily accessible from any device: mobile phones, tablets and laptops. This means that our customers can focus more on their business and less on IT.

Applications enable you to gain access to what you need wherever you are. For example, apps for effective project management, time recording, billing, e-commerce or meeting service.

Our customers can first test the applications for free during a trial period

and then buy it. To pay per user per month means goodbye to the high cost of licenses and you get better control over the services your business uses. It is easy to scale up or scale down the number of users.

It will also be easier to work with sales and to package the service. This new service can be packaged like Spotify — the apps can be sold separately or packaged with our other products. The main outcome is that it is easy to package and easy for customers to buy the apps.

— It will be a huge advantage for our customers that it will be so easy to get started and easy to buy the apps from our marketplace. I think that is the main benefit with our cloud based apps in our marketplace, says Thomas Johansson.

// Applications are often intuitive and easy to use. Program updates are automatic, easily accessible from any device: mobile phones, tablets and laptops

TeliaSonera's Swedish Customers Can Enjoy 4G Services in Norway, Denmark and Estonia

TeliaSonera's Swedish customers can enjoy the possibilities to use superfast 4G seamlessly in TeliaSonera's networks when travelling to Norway, Denmark and Estonia



TELIASONERA has always been in the forefront when it comes to make it easier, cheaper and safer to use mobile services abroad. We were the first company to cut prices and introduce fixed daily price for mobile surfing abroad. Now we are taking the next step and offer our Swedish customers 4G roaming in TeliaSonera's networks and access to faster surfing when visiting, Norway, Denmark and Estonia.

The 4G roaming service is also included in SurfAbroad, TeliaSonera's

offer for data roaming enabling customers to control their costs when using mobile data abroad. They can use mobile services abroad up to a given amount of data per day, and the cost will never exceed a certain level.

TeliaSonera was the first company in Europe, and one of the first in the world, to offer 4G roaming services, when Telia in Denmark launched 4G roaming for customers travelling to Sweden. This was in February 2013. During the year 4G roaming has been opened also for Netcom (Norway) and Emt (Estonia) customers — and now a fourth country Sweden will offer the same roaming service.

Erik Hallberg:

"Ensure the right opportunities for growth"

INTERVIEW

In December 2013 TeliaSonera Eurasia headed by Eric Hallberg. He started working on his new role of President of TeliaSonera Eurasia by visiting companies of the region to meet colleagues and study the operations in details. In an exclusive interview to Vox.com Mr. Hallberg told about his business principles and shared his vision of the future of TeliaSonera, Kcell and the industry



— What will be the key focus for TeliaSonera Eurasia in the coming period of time?

— The key focus for all of us is to secure the right opportunities to grow. There are a lot of opportunities, since mobile technology is a very important part of everyone's life; everyone wants to be connected wherever they are, whenever they want, whatever they do. When I arrived here, the first thing I did in the car on my way from the airport was to check messages on my smartphone. This is what we all do, we use social networks, mail, Internet all the time and that's the way it will continue. Therefore it is important for us to pursue investments in infrastructure, in backbone, access network, applications. Enabling any kind of communication makes us more attractive to the customer. That's going to be of high focus for us in the coming years.

— We have seen changes in TeliaSonera group, both at headquarter and local companies. What is the purpose of these changes?

WE NEED TO KNOW WHAT OUR CUSTOMERS WANT TO HAVE AND HOW WE CAN GIVE IT TO THEM. WE HAVE TO BE PREPARED TO MEET CUSTOMER EXPECTATIONS; IN OTHER WORDS, BE READY WHEN THE CUSTOMER IS READY. WE NEED TO FOCUS A LOT MORE NOT ONLY ON TECHNOLOGY AND TECHNOLOGY INVESTMENT, BUT ALSO ON MAKING THEM IMPORTANT FOR THE CUSTOMER

— The morning sun never lasts a day. Sometimes there is a need to inject new blood into new positions. Now the time has come for us to reconsider our business and capture opportunities to be successful in the next coming years. Thanks to invaluable effort of management teams here in Eurasia and in Kcell, we have a company that has been performing extremely well, delivering good results and liked by customers. We have to further build on that and take the company to the next level. That is the reason why I am here.

— You say that companies should be more customer-focused, customer-centric. How do you see that happening?

— It means we need to know what our customers want to have and how we can give it to them. We have to be prepared to meet customer expectations; in other words, be ready when the customer is ready. We need to focus a lot more not only on technology and technology investment, but also on making them important for the customer. In our company there is only one kind of money and that is the money coming from customers, which we have to spend for their benefit. We should always remember that.

— How to handle reputational issues in different countries of Eurasia?

— We need to be serious about sustainability. We have privacy policy, code of ethics and conduct, policy on freedom of expression and different programs to introduce these in each company through standard governance models, thereby making these policies visible for everyone. One of such programs is the e-learning tool that has been made available for each and every employee, also in Kcell. In the end, sustainability is a way of behaving. Working together, we want to trust each other and be transparent for each other. That will make us move in the right direction and is one of the key elements for me as a manager and director with 25 years of experience. It is important for everyone to have answers to questions like who am I, how do I contribute, what is my commitment, how do I act and react when I see

something that is not 100% correct? Everyone has responsibility to act and react. I think that's the key thing right now - to be aware, act and react.

—What do you think about Kcell performance so far?

— It's very good, but we need to continue focusing on how we grow and maintaining very reasonable profitability. I think you have all the opportunities to continue a successful journey ahead. I can see that the premium which Kcell has provided to its investors, as a company listed on Kazakhstan and London Stock Exchanges, reflects a similar view on Kcell's performance.

— What are the opportunities in our industry and our plans to act on them?

— The most important question for all of us in this industry is how we continue to grow and explore new opportunities when it comes to data. If we go back ten, fifteen years, the mobile industry couldn't even dream about mobile data. Now mobile data is growing and is set to change this industry. It's up to us to be smart, creative and constructive enough to use this opportunity, because none of us is going to use less mobile data. I cannot see any limitation at all in growth for the next five, ten, fifteen years. Everything is going to be connected. I can sit here in Almaty and send money to my son in Stockholm in two milliseconds. Five years ago no one could do it. We will see enormous number of such applications coming in. I believe, we are at the beginning of the beginning. You've been smart so far here in Kcell, you've been doing the right things, and you need to continue doing them. We are sharing good experience and knowledge within TeliaSonera, thereby taking our operations one, two, three steps ahead.

— The last question, what kind of applications do you use on your smartphone?

— I use maps, news, banking services, mail. I'm not a big fan of and I don't have time for entertainment services. But I have to admit using "Angry Birds" as well.

— Thank you very much! 🙏

Kcell Took First Place in the Asyl Alma Contest

Kcell took first place at the Asyl Alma Contest with an award for Contributions to Healthy Living Among The Population. The contest was held among companies of Almaty. It was one of two nominations that Kcell received during the competition



ASYL ALMA HAS AWARDED the Best Employer Providing Conditions for Maintaining a Healthy Lifestyle at Workplace in Almaty since 2009. It is awarded in four categories: for Contributions to the Protection and Safeguarding of Occupational Health for Company Employees, for Propagating and Creating a Healthy Lifestyle among the Population, for Contributions to the Fight Against Socially Significant Disease and For Leading by Example in Maintaining a Healthy Lifestyle." Hundreds of companies from around Almaty take part in this contest. Kcell became laureate of this award for the first time in 2009 in the category of Contributions to the Protection and Safeguarding of Employees Occupational Health. In 2014, the company was nominated for the Contribution to Creating a Healthy Lifestyle among the Population.

The judges made their decision based on the results of promotions that were produced with the participation of the company and directed at creating a healthy lifestyle among people in Almaty. This included sponsoring sporting events, developing the city's public athletics

facilities and preventing injuries. In 2013, the Third Eurasian Sport Games and the Tour of Almaty cycling race were held with the support of Kcell. The company installed convenient bike racks near their offices. Moreover, there is a gym in the company's head office where staff can work out for free. The company also pays for training for volleyball, basketball and football teams and even holds internal tournaments in these sports.

Ali Agan, the Chief Executive Director of Kcell noted, "For our company, staff are the main priority and most important capital. We work in a highly competitive market, where speed and quality for tasks to be completed are the main conditions for success. Our staff spend the majority of their personal time at work. That's why it is so important for

us to create such conditions that help them renew their strengths after the work day is over and express their talents not only in their profession, but also in sport."

Asyl Alma (Precious Apple) is the first independent award and it is given to companies for their results in the area of forming a healthy lifestyle. The other candidates for the award were commercial and non-profit structures, businesses of various forms of ownership, carrying out legally registered activities within the territory of Almaty. The founders of the award are the Akimat of Almaty, the Almaty Municipal Centre for Creating Healthy Lifestyles and the Association of Specialists in the Creation of Healthy Lifestyles.

Kcell Again Recognized As a Leader in Mobile Communication

Kcell was again declared the leader in the mobile communication industry in Kazakhstan during The Fifth Expert-200-Kazakhstan Economic Forum. The decision was based on the company's 2012 performance indicators such as revenue, sales and profits

ACCORDING TO EXPERT RA KAZAKHSTAN, Kcell still remains the leader in the mobile market in terms of sales volumes, staying in the 17th position among the 200 largest companies in Kazakhstan in 2013. In addition, in October 2013, the company became one of the top 50 largest businesses in the CIS in terms of labour

productivity in the ranking by Expert RA (Russia), where Kcell overtook other mobile operators in Russia and Ukraine. Experts estimate that labour efficiency at Kcell is higher than at such corporations as Gazprom, Rosneft, Transaero and Baltika.

Labour productivity in companies in the Expert-400 list averages \$183,000 per person.

The main tools for improving productivity, according to analysts at Expert RA, are the improvement of business processes, transitioning to advanced technologies and skills development. The experts of

the Russian rating agency believe that the advantage enjoyed by Russian companies within the CIS in terms of labour productivity is becoming increasingly ephemeral. This is due to the fact that

most of Kazakhstani companies included in the top 50 are subsidiaries of large foreign companies. 16 Kazakhstan companies still make the list, but Kcell is the only one that isn't part of the country's oil sector.



Free Access to Twitter Now Available

Kcell became the first mobile operator in Kazakhstan to launch open mobile Twitter access for its subscribers



Free access to Twitter is available to all Kcell, Activ and Vegaline subscribers via www.mobile.twitter.com* and the official Twitter app for Android. Special signup is not required for this service, which is available to all Kcell subscribers by default.

Based on Twitter's official statistics, 60% of its users have access from a mobile device, and every fourth starts communicating in Twitter on a mobile device.

Twitter is the third social network Kcell has provided open access to. Earlier, in

2011, company subscribers got free access to the lite versions of Facebook and VKontakte social networks with all the features of the standard sites for exchanging messages, reading and commenting on friends' news, post status updates, etc.

Offer does not apply to media attached to tweets, and links to the external Internet resources. Service is not available for Opera Mini and is not compatible with the Mobile Internet Plus service for Kcell and Vegaline subscribers.

15th Anniversary of First GSM Call

On February 7, 1999, during the commercial launch of the Kcell network operator the first call in GSM standard was made. For many people living in Kazakhstan that day changed their lives, bringing comfort and true mobility



MOBILE COMMUNICATION gives us more freedom: any person can talk to anyone from any place where there's a cellular signal, manage their business or solve virtually any problem. Thanks to the speed at which information can be exchanged, labour productivity can be multiplied several times over. Fast access to information over mobile networks has changed the world dramatically. What is important now is the speed at which information can be searched for and retrieved. Today it is completely normal to keep in touch with family, work and business while staying in practically any place in our country and the world. But this was not always the case.

In February 1999, Kcell started operations from one office, 50 persons on staff and a couple of dozens of base stations in Almaty. Today the company's network covers 5,100 cities, towns and villages. In rural areas all villages with a population of 1,000 or more people are connected to the mobile network. Service centres are welcoming clients in 18 cities. 1,500 people are employed directly, another several thousand employees work in businesses serving our company.

14.3 million people or 84% of the population of Kazakhstan are Kcell subscribers. More than 5 million people use the Internet on their mobile phones through Kcell's network. Company subscribers have talked 100 billion

minutes, sent 22 billion texts and transferred 26 million GB of data over the past 15 years. The speed of data transmission within Kcell network increased 560-fold, from 9.6 Kbps on the 2G network up to 42 Mbps on the 3G HSPA DC network.

Mobile communication became the only industry to permanently decrease its rates: the average price per minute has decreased by almost 9 times for the past 12 years and now equals to KZT 4.7. Mobile communications have saved tens of thousands of lives, helped investigate hundreds of crimes, kept many families together and brought together millions of people across Kazakhstan for over 15 years. Whereas in 1999 most people woke up in the morning with the ring of their alarm clocks, now in 2014 we are woken by our mobile phones. Nowadays the mobile handset is the last thing people look at before falling asleep and the first thing they touch in the morning.

"Celebrating Kcell's 15th anniversary, first of all we would like to express gratitude to all our subscribers. Thank you for choosing us as your network operator and for trusting us to connect you with your families, friends, partners in your everyday life and its most important moments. Thanks to our corporate clients: it is an honour for us to be useful for your businesses, to help you grow and develop. Today Kcell is the recognized leader of telecommunications industry and the largest investor outside of Kazakhstan's mineral sector. It is very important for us to contribute to wealth of people through the development of one of the key infrastructures of any economy — telecommunications," said **Ali Agan**, CEO of Kcell JSC.

Learn English mobile

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1515



Kcell First Again

Tatyana Batishcheva

ANALYTICS



The financial results of 2013 have confirmed the company's leadership

KCELL REPORTED ITS PERFORMANCE results for the first complete fiscal year from its listing in late 2012 in London and Almaty. Judging by the published data, 2013 was a year of great success for the country's largest cellular operator. Kcell has retained its leadership positions as a competitor in the cellular

2013

2013 MADE KCELL EVEN MORE EFFICIENT AS A COMPANY. THE COMPANY'S ASSETS, I.E. ITS PROPERTY, GREW FROM 149.6 TO 159.3 BILLION TENGE

communications market and once again showed its investors, partners and clients professionalism in managing its market position.

WE DID IT!

"We were able to maintain our position as a leader in the market and kept growing in our subscriber base, despite the heightened competition on the domestic market and complex regulatory and legal environment. We continue to see growth in income thanks to demand for data transfer services, which is due to the continued expansion of 3G networks. Despite the strong pricing pressure, our EBITDA has remained at the highest levels in the telecom sector, in excess of 55%," commented Kcell's Chief Executive Officer Ali Agan on the results of the past fiscal year.

For certain, 2013 made Kcell even more efficient as a company. The company's assets, i.e. its property, grew from 149.6 to 159.3 billion tenge. The company's shareholders' equity consists of monies received by the company for use after all payments made, increased from 66.2 to 97.2 billion tenge. Kcell's net profit edged up by 2.5% to 63.4 billion tenge.

The most indicative result was the increase in the size of our customer base. Over 2013 it grew by 845,000 subscribers, amounting to 14.3 million users. This is a fairly good result, considering cellular networks' market penetration in Kazakhstan (180%) and the level of competition on the market. However, Kcell managed to retain customer loyalty thanks to the provision of attractive and accessible data transfer services, as well as low voice rates.

The customer base is the main asset of any cellular company, because operators generate income from the sale of services to their subscriber base. The more subscribers there are, the higher the revenue is.

At Kcell, three quarters of income still comes from voice, despite the general situation, when cellular operator incomes from voice services are experiencing a downward trend, increasing the margin from data transfer. Nevertheless, it's still too early to completely write off voice as a product. Telephones' main function is voice-based communication by subscribers, and this will remain the foundation of the business done by cellular

operators, far into the future, except for one difference. These services have reached their maximum number of users and will no longer grow as quickly as when cellular networks were first being developed. The volume of voice traffic from Kcell grew by 6.4% in 2013, reaching 23.3 billion minutes thanks to growth in the subscriber base.

However, the younger generation of cellular network users that are the first source of demand for new and more efficient channels of communication is already actively shifting cellular companies' revenues toward data services. For this reason Kcell pays close attention to this area of development. The Company's strategy is aimed at increasing the diversity of data transfer service packages at affordable prices. For example, subscribers are offered packages with reduced rates per MB of data with the goal of increasing usage of data transfer services. As a result, Kcell's income from data transfer increased by nearly 40% in 2013, reaching 26.3 billion tenge. Data transfer volumes grew by 112.3% to 16,114,191 GB.

It should be noted that 2013 was not an easy year for cellular companies. The establishment of maximum rates for calls within networks, the reduced Interconnect rates and the decision of the Agency for the Protection of Competition to introduce the right of subscribers to change operators while keeping their phone number have upset the calm in the cellular market, because they have directly influenced the mobile operators' performance and financial indicators.

Nevertheless the 15% reduction of interconnect rates did not affect Kcell's day-to-day business. The company received 28,826,000 tenge thanks to the increase in calls coming in from subscribers with other companies. The 7% growth in income from interconnect led to an overall increase in the subscriber base along with attractive rates when making calls to numbers under of other operators.

As it was during the previous year, Kcell has been keeping a close eye on controlling the intrinsic costs of products and services, understanding the importance of this area in the overall health of the company. This has resulted in persistently high levels of income and of the creation of income new streams. In particular, available cash flow increased to 80.7



income per subscriber in the market thanks to its dominant position in the high-income client segment, including corporate and government structures. As a result the EBITDA and profit margins of the company are higher than those of many local competitors and similar companies in foreign markets,” stated a group of analysts from the company Khalyk Finance.

However, Kcell’s investment history has first and foremost been defined by dividends. The company was one of the first on the Kazakhstani stock market to lay out a clear and concise dividend policy, sending its investors a signal about the potential for growth in business and profits. According to the company’s dividend policy, the rate of dividend payouts is no less than 70% of net profits.

Based on the results from 2012, the annual general shareholders’ meeting approved a dividend level of 162 tenge per share or \$1.07 per depositary receipt. Such a dividend corresponded to annual income of 10% of the price at the initial offering. Based on the results from 2013, if looking at the volume of net profit, the dividend should be no less than 300 tenge, which corresponds to dividend payouts about 11% of the current price. This is the highest dividend payout of any Kazakhstani listing company.

INTO THE FUTURE WITH CONFIDENCE

The saturation of Kazakhstan’s cellular market will continue to strain the competitive environment. In order to affirm its position as market leader, Kcell will continue to develop new products and innovative services in order to satisfy the constantly changing demands of its clients. An important place is dedicated to the development of a unique system of phone plans. After all, the battlefield for customer loyalty is now shifting toward range of services offered and increased levels of trust in the company.

Here Kcell has a certain advantage. It will always be able to use the experience of its parent company, Europe’s leading operator TeliaSonera and to implement tried and tested European developments in practice. After all, the Kazakhstani cellular market is following the same path as other markets, except in a shorter timeframe.

“Providing attractive and accessible data transfer services will support growth in income and increased subscriber base, which remains a key strategic area for Kcell during this fiscal year. At the same time, we are constantly introducing changes to our business in order to strengthen the foundation for sustainable development and the achievement of results in all areas of business,” notes company Chief Ali Agan.

In 2014, and in future years, Kcell will continue to strive to build its leadership potential in terms of earnings and subscription levels, offering the most in demand services, and increasing our brand’s value. The Company plans to continue the roll out of its 3G network to expand the mobile network coverage. 📶

■ billion tenge. According to the financial reports, the company’s results testify to high quality growth. Kcell continues to develop its business through reinvesting its own funds, thus increasing efficiency and lending to the stability of its financial model. Under the dividend policy, the company has set a borrowing limit amounting to 0.5–0.9% of its EBITDA. Thereby, the company’s debt load is fairly low. The debt to shareholders’ equity ratio was 6%, while that between net debt and the EBITDA (profits before taxes, interest, depreciation and amortization) was 0.06%; the ratio between shareholders’ equity and assets is 61%. The lack of large volumes of external debt makes it possible to scale up profits by directing them toward development, especially for financing capital expenditures in preparation for the launch of LTE and for the roll-out of 3G networks, as well as for paying interest to shareholders.

A HISTORY OF ATTRACTIVE DIVIDENDS

One thing Kcell is especially proud of is our history of success in listing and circulating company shares on the stock market. In December 2012, Kcell made its IPO in London and Almaty, offering a wide circle of Kazakhstani and international investors 25% of their charter capital in the form of depositary receipts and shares. The initial placement was massively successful. Even though the papers were circulated at the lower margin of the price corridor the demand exceeded supply, which speaks to the level of interest from investors in shares of steadily growing companies outside of the resource sector.

Secondary turnover from Kcell’s shares and GDR served only to confirm the expectations of investors from the company. From the moment the shares were placed on the Kazakhstan and London Stock Exchanges, the price on Kcell shares has continued to show an upward trend. In Almaty, the price per share of Kcell shares grew from 1578.68 tenge when they were first offered in late December 2012, to 2720 tenge as of mid February 2014. In London, the average daily volume of trade in Kcell shares amounts to 1 million dollars.

Kcell stock has been in such high demand due to its significant financial indicators. “Kcell is the largest mobile operator in Kazakhstan both in terms of its income level, as well as by its number of subscribers. Kcell generates the highest average



Ali Agan was appointed Chief Executive Director of Kcell

Kcell became the winner in the nomination **Best IPO in Central and Eastern Europe** according to EMEA Finance magazine

Kcell was recognized as a prominent company under the nomination **Best IPO** according to **East Capital Award 2013**

Kcell was recognized as a **leader** in the communications sector in Kazakhstan at the Fifth Economic **Expert-200-Kazakhstan** Forum

14.3 million registered subscribers, that’s roughly 84% of the total number of residents in the country

KZT 4.7 is the average price for a minute within the network

KZT 1.6 is the average price for 1 MB

5,100 communities in Kazakhstan have been covered with cellular service

Over 300 communities fall under 3G network coverage

Up to 42 Mbit/sec is the potential data transfer speed in the 3G HSPA Dual Carrier network

Over 90 MB is the average monthly data transfer volume per subscriber

Over 5 million subscribers are active users of mobile Internet

Our subscribers are now offered **free** mobile **Twitter access**

Kcell became the official mobile network operator for the **Third Eurasian Youth Games**

Kcell became the official **sponsor** of the Tour of Almaty International **Cycling Race**



Kcell Among the Leaders in Consumer Satisfaction

MARKET

According to EPSI research, retail consumer satisfaction index of mobile operators quality in 2013 has not changed. Kcell continue to be the leader in dealing with consumers

76,5 points

Average weighted index of consumer satisfaction with mobile operators in Kazakhstan

Average weighted index of consumer satisfaction with mobile operators in Kazakhstan over the past year remained unchanged and amounted to 76.5 points. Kcell brand continues to be perceived by its clients better than others. The consumer satisfaction index of Kcell has not changed and amounted to 77.5 points, while consumers believe that this is the best brand as for services quality.

The research results show that Kazakhstan cellular subscribers gave the highest marks to Kcell and Activ, which remain to be the leaders of EPSI rating by level of satisfaction. So based on the measurements results for the current year Kcell subscribers assessed their satisfaction at 77.5 points, and Activ users — at 76.5 points. "Customer satisfaction in the industry, on average, remained at the same level as the last year, but over the last four years there is a slight decline. In this regard Kcell has a definite advantage in competitiveness," — says EPSI agency.

Consumer satisfaction index for Kazakhstan's mobile operators. Data of EPSI Rating 2013

Brand	Satisfaction index (EPSI)
Kcell	77,5
Activ	76,5
Beeline	76,4
Tele2	75,5
Other	73,9
Industry	76,5

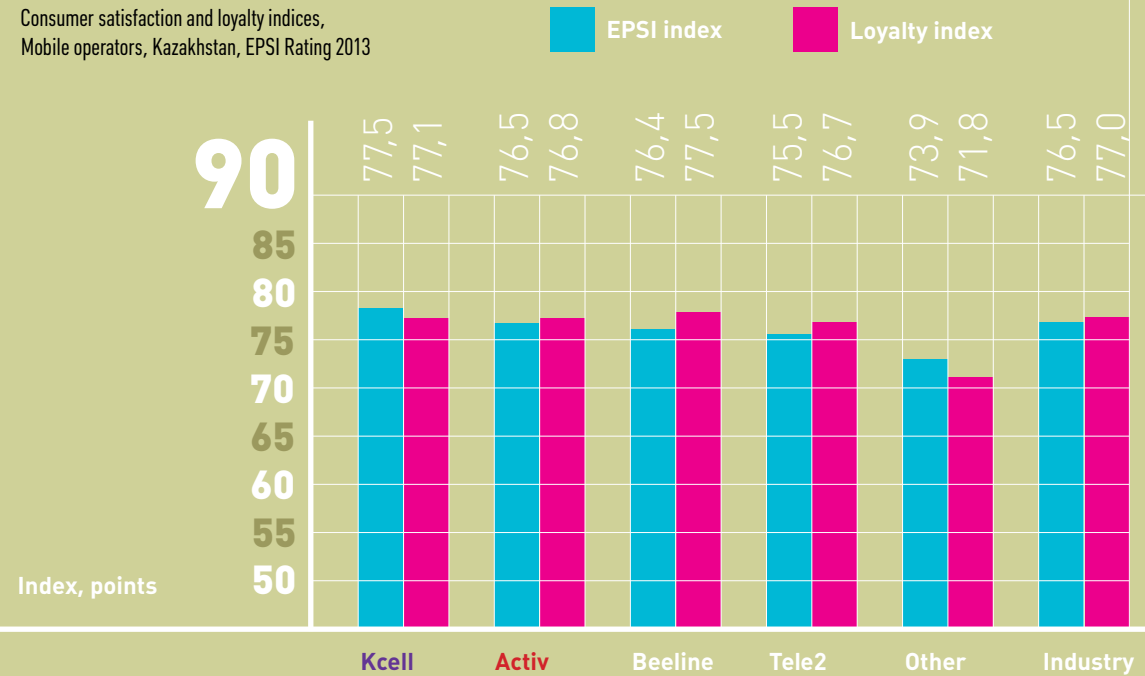
Based on EPSI research, consumer confidence in mobile operators virtually unchanged. Loyalty index remains at 77.0 points, although it is by 1.1% lower than a year before. Customers behavior, their loyalty have become even more dependent on the level of satisfaction, so the perception of customers is a key factor of the companies competitiveness. Kcell subscribers continue to demonstrate a high level of confidence: Kcell loyalty index is 77.1 points.



EPSI RATING RESEARCH is an independent project on the measurement of the Pan-European Customer Satisfaction Index. In the research, which data collection took place in October-November this year, circa 1,250 subscribers of Kazakhstan have rated the quality of their mobile operator for the past 12 months. The survey was conducted via telephone interviews by independent Kazakh contact center under the supervision of EPSI experts and in accordance with European standards of EPSI Rating. Data were analyzed for major brands with the greatest share of the market, taking into account the dynamics of the past years.

EPSI analysis of the experience of consumers relationship with mobile operator is based on five aspects of satisfaction — image, quality of the product, consumers' expectations regarding the company, quality of service and price/performance ratio (value for money). In-depth analysis of 2013 data as per the industry average shows that consumers only felt a slight change in quality of operators' work over the past year.

Consumer satisfaction and loyalty indices, Mobile operators, Kazakhstan, EPSI Rating 2013

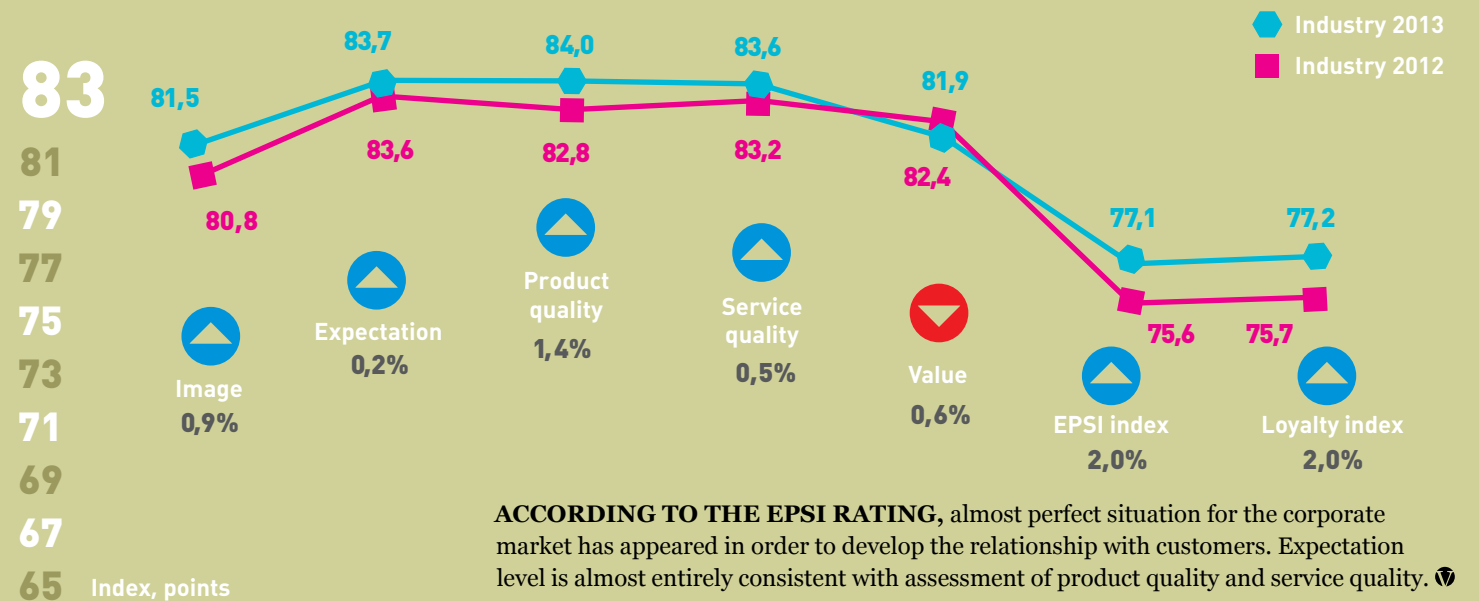


"Our company has taken part in the EPSI Rating since 2010. This helps us to get an objective assessment of work aimed at the improvement of the customer services quality. Given the high level of competition at the mobile market of Kazakhstan and the overall decline in customer satisfaction in our industry, it's really a remarkable achievement to keep a high level of satisfaction and loyalty of Kcell and Activ brands subscribers for four years. Besides, this research provides good recommendations on areas where we need to strengthen the focus for further development and improvement of our service in order to hold

the position of the market leader," — says Ali Agan, CEO of Kcell JSC.

The research also considers the development of the satisfaction aspects profile for mobile operators corporate clients segment. Based on 2013 results it's obvious that corporate clients assessments virtually unchanged in comparison with the previous year. Operators are much more attentive to the needs of their corporate clients. Customer satisfaction and loyalty in this market segment slightly increased by 2% and reached 77 points.

Development of the satisfaction aspects profile for corporate clients in the industry Mobile operators, Kazakhstan, EPSI Rating 2013



ACCORDING TO THE EPSI RATING, almost perfect situation for the corporate market has appeared in order to develop the relationship with customers. Expectation level is almost entirely consistent with assessment of product quality and service quality.

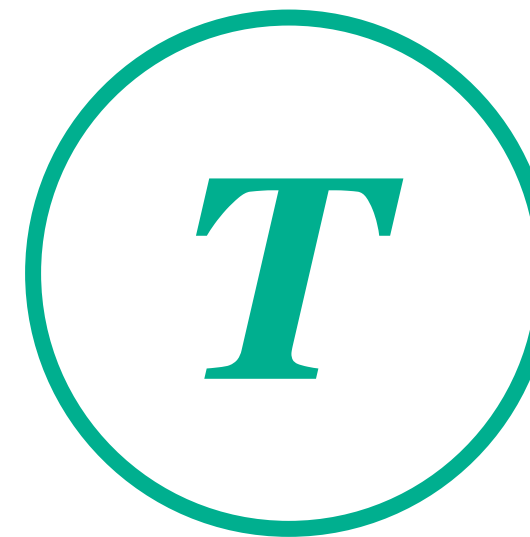


The Internet is in many ways like real life. Making a new discovery, chatting with friends, sharing videos and photographs, meeting new people, watching movies and listening to music – all of this is healthy and interesting. But, as in real life, unpleasant surprises may await you online. They are often veiled behind flashy banners coaxing you to “Click here to find happiness.” However, as a rule, these links lead somewhere completely different than they promise. Bank card fraud, viruses, account theft, password hacking, violent and terroristic propaganda, child pornography and kidnapping are only some items in the list of threats lurking online behind the pretty pictures



Click Here! Not Spam!

Dinara Sheriyeva and Natalya Eskova



THIS YEAR, KCELL supported the Safekaznet Project being implemented by the Internet Association of Kazakhstan. The President of the IAK, Shavkat Sabirov told us what the project is all about and why it is so important for the country.

– **Shavkat, judging from the name, Safekaznet has something to do with safety on the Internet. Who will this project protect and from what?**

– Our goal is to make the Kazakhstani segment of the Internet clean and safe for users. Our project aims to attract the attention of all of Kazakhstani society to the problem of the promotion of violence, rape, drug abuse, pornography, extremism and terrorism in the Internet. It's apparent to everyone that it is the children and youth that make up our young generation that are most susceptible to this information. We want every citizen of our country to think about what our children will grow up to be under the influence of this information. We must all become active participants in the fight against this content. What's most important is to not be indifferent.

PERSON

– **Is such kind of content really that popular in Kazakhstan? I mean our society is fairly conservative. Before the interview we tried to scope out some of this content, but we couldn't end up finding anything in Kazakhstan...**

– The Internet is the global cyberspace. It's a huge storehouse of varied information – whether useful or openly mind-numbing, developing and stimulating the most basic parts of our human nature. There is an organization known throughout the world called INHOPE. It is an international network of web hotlines, created with the support of the European Commission way back in 1999. Through the organization, any person can send an anonymous report about any illegal content found on the Internet. In 2012, the members of INHOPE processed 1,059,758 reports about illegal content discovered. The statistics for 2012 (based on these reports) also indicates that the greatest quantity, namely 47%, of materials depicting rape against minors accessible on a commercial basis is stored in Kazakhstan. In addition, 14% of materials provided for free are also kept in Kazakhstan. As far as I'm concerned, I think the scale of the problem is quite obvious.

– **The numbers are truly shocking! We know that in December 2013, a similar hotline was run by IAK under the INHOPE program. How can this solve the problem with storing illegal content on the Internet, including child pornography?**

– INHOPE is an international association that coordinates the work of non-profit hotlines around the world. It accelerates the reaction process when information on illegal content is received. This means a short timeframe between the moments when the notice of the content is received and blocked. Moreover, thanks to the exchange of information among the members of the organization, this process becomes faster and more effective. If links are found, say in Germany, that lead to servers in Kazakhstan, we immediately receive this information. Next, we start working with the owners of the site or the service providers. Currently, INHOPE includes 49 hotlines from 43 countries in Europe, Asia, North America, Africa and Australia. This gives every member of INHOPE the ability to immediately report illegal content. In Kazakhstan, the hotline will be our main tool in the implementation of the Safekaznet Project.

– **Let's imagine we came across a site distributing child pornography, what number can we use to contact you? And what happens to the site afterward?**

THE CRITERIA FOR REVIEWING REPORTS, THE DECISION-MAKING MECHANISM, AND THE WORKING PROCEDURES OF THE HOTLINE ARE DEFINED IN ACCORDANCE WITH THE OPERATIONS MANUAL. THIS GUIDE WAS APPROVED DURING AN INSPECTION BY INHOPE, AND IS AN INTERNAL DOCUMENT OF THE HOTLINE

— You can contact us at <http://www.safekaznet.kz/>. There's no point trying to reach us by phone. First of all, your report needs to remain confidential, and secondly, it's problematic spelling a web address or URL over the phone. The address sometimes may consist of several hundred different symbols and characters.

The specialists at the hotline record and check all reports. The analyst must check to see that the report is in compliance with Kazakhstan law. If the report contains signs of illegal activity, the specialists immediately contact the owner of the Internet resource or its hosting provider so measures can be taken to remove the said content. If voluntary measures fall short, the report is forwarded to the competent authorities in accordance with a special manual. The criteria for reviewing reports, the decision-making mechanism, and the working procedures of the hotline are defined in accordance with the Operations Manual. This guide was approved during an inspection by INHOPE, and is an internal document of the hotline. The analysts are likewise governed by these and other documents. Moreover, the staff at the hotline undergo mandatory special training in accordance with international requirements and must maintain confidentiality and even secrecy, as some of the reports may undergo operative procedures by law enforcement. The hotline can only work in close cooperation with national law enforcement.

— **Could a situation arise where competing companies with an online representation use straw men to sabotage the work done by the competitor?**

— The hotline is set up to work in such a way that it couldn't happen. There's no such thing as competition when it's about rule-breaking and malice. We made the reports anonymous,

because we are not interested in who did the reporting, we are interested in the Internet-based crime itself.

— **Why do we ask international organizations for assistance in solving this problem? Are our national law enforcement authorities not capable of managing it independently?**

— Despite the fact that law enforcement in every country tries to fight the distribution of illegal content, the volume of information published on the World Wide Web continues to grow by the minute, even by the second. Carrying out absolute monitoring under such conditions is very difficult, and taking measures is even more complicated. Cooperation between law enforcement authorities and the community raises this work to a new level. Social measures of control over the distribution of illegal content have become effective tools for monitoring the Web in many countries around the world. The majority of these tools come in the form of online hotlines, which can help Web users report any illegal content they come across.

— **In Kazakhstan, there are hundreds of projects with high goals and good intentions. What makes you certain that yours will be successful?**

— It's hard to evaluate success in projects like these. Ours falls under the social responsibility of every business and every individual. Kcell has been especially enthusiastic about supporting our project. By using the community contacts made with universities and schools, as well as our sponsor's popularity on social media, we plan to roll out an active information campaign. We will hold round table meetings, forums, seminars and lectures, so as many people as possible can find out how to protect the young generation from negativity, how to prevent suicidal tendencies among teens, and what needs to be done to change the situation. Even now our hotline is working to remove illegal content from Kaznet. We're already receiving reports from users about illegal materials they found online. But it's not enough. Every Web resource in Kazakhstan must clearly and concisely describe the rules for using the site to our young generation and warn potential violators of the inevitable consequences of attempting to provide illegal content. Every family must receive a brochure or flyer reminding and warning them of the threats against children that may be found on the Internet.

— **VOX.com would like to wish you success in your project!**

— Thank you very much! 🍀

MARKET

Mobile Security

Meruert Sarsebayeva

We have often heard the expression “having no phone is like having no hands”. It’s true that mobile phones have become not only a means of communication, but they are our personal assistants on a daily basis. Every free moment our phones entertain us, and in our work they keep us abreast of developments, remind us of meetings and keep us connected to the world on a minute-by-minute basis. But how much trust should we be placing in our little helpers? To what degree is our data secure in these smart devices? How can we be protected? These are the questions we will try to answer

I

IT HAS BEEN A LONG-ESTABLISHED fact that using a phone to send and store information is not without its risks. Moreover, the phone can be used to determine the location of the owner, which in some cases can be a very useful function. Many of us trust our cell phones with a mass of important personal and work-related information, which can lead to true desperation when we lose our pocket assistant. We also must not forget that today phone theft is one of the most common types of crimes in Kazakhstan. Based on data from Kazakhstan’s Ministry of Internal Affairs, 17% of stolen property in our country is made up of mobiles. The causes provoking the increase in cell phone theft are their high prices, the ease with which they can be stolen, and the demand for phones obtained illegally, the Ministry reports. ■■■

NECESSARY MEASURES FOR PROTECTING MOBILE PHONES AND PERSONAL INFORMATION:

- 1 First and foremost, the best course of action is to keep your phone with you. Don't let it out of your sight and don't let others use it.
- 2 Turn on the request for PIN code and remember it instead of writing it down on a piece of paper.
- 3 Place a hidden mark on your SIM card, memory card, or phone casing itself so you can be sure you will notice if any of the phone's components are replaced. The experts likewise advise using ultraviolet markings or special protective microstickers.
- 4 It's better to not store sensitive information on your mobile phone. If the need nevertheless arises, you'd better use an additional memory card.
- 5 When you fix your phone, it's better not to go to repair shops that make you feel uneasy. And don't forget to take out the SIM card and memory card, and also to remove your contacts, text history and other personal data.
- 6 Before replacing your SIM card take care to remove information from it.
- 7 Make backup copies of all data on your personal computer and keep them in a safe place, so that if disaster strikes you'll be able to easily restore your important information.
- 8 Every phone has a unique 15-digit code (IMEI). It is the guaranteed identifier of your phone. The code can be found on the housing of the phone under the battery. Write this code down and keep it away from the phone. Knowing your code can serve as a proof that the phone really belongs to you.
- 9 Be sure to get a phone with a function allowing you to find it in the event of loss or theft. Telephones running Windows 7 have the Find Phone function that allows you to block your phone remotely.

Andrei Kim

KCELL'S INTERNAL SECURITY EXPERT

Today a huge number of programs are available that make it possible to control your phone. All that's needed is access to it for 15-20 minutes. That's enough time to install programs that make it possible, for example to keep track of all texts and calls to a different number. On top of that, the program hides on your phone as a benign-looking icon and operates locally, leaving it virtually unnoticeable.

In some models there is a function that notifies you if the SIM card has been replaced. This is a really convenient function in cases when you lose your phone.

As soon as a different SIM card is installed in the phone an SMS is sent to the number you indicated in the settings. The text will contain the number that is currently being used by your lost handset.

If you're offered new or used phones at a very low price in your office, in the street, or in cellular centres, be wary! You may be called, be issued a subpoena and the police can seize the phone. As a rule, stolen phones are offered at low prices so they can be moved fast.

It's better not to use your phone for saving bankcard numbers or PINs, or for storing passwords for online accounts.

I advise against keeping your phone in the outside pockets of winter coats, because the loose clothing reduces how much you feel objects you keep in the pockets. This in turn makes pickpockets' job easier.

Yelena Khlynovskaya

DIRECTOR OF THE KCELL'S MOBILE FRAUD CONTROL DEPARTMENT

The most widespread type of fraud today involves installing malicious software on cell phones. They can send texts without warning to high-toll numbers. They are also capable of recording conversations and transmitting information stored on the phone. That's why I also recommend that you don't leave your cell phones unattended.

Moreover, I'd like to recommend that you install new mobile applications only from trusted suppliers. We must not forget that opening links we receive over text or email from an unknown source is not safe.

Scammers can also use such schemes as false prizes, accidents involving relatives, computer viruses and SIM card cloning. Remain vigilant!

We inform our subscribers of cases of mobile fraud by posting information on the kcell.kz and activ.kz websites. This is because Kcell strives to work with subscribers to help them protect their personal data.

If you have been a witness to or a victim of mobile fraud, contact law enforcement and Kcell as soon as possible. This will help reduce losses from the fraud. 📞

SCAMMERS CAN USE SUCH SCHEMES AS FALSE PRIZES, ACCIDENTS INVOLVING RELATIVES, COMPUTER VIRUSES AND SIM CARD CLONING. REMAIN VIGILANT!

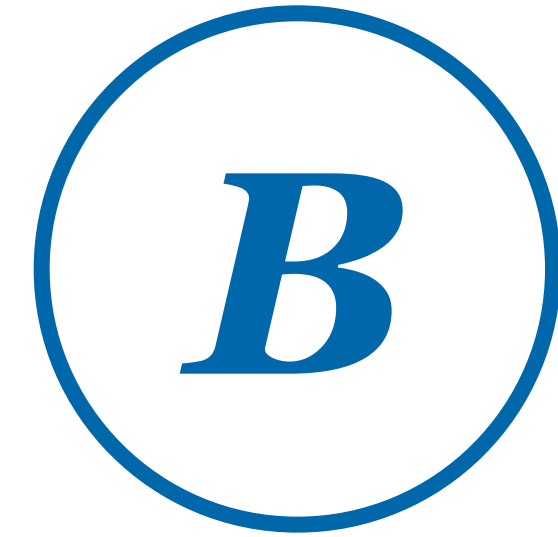
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Kcell Partners with Kazakhstan's Paralympic Team

Kcell has become the official mobile network of Kazakhstan's Paralympic Team. The cellular operator has provided free network services for the Kazakhstani team to stay in touch with their relatives and loved ones during the Paralympics in Sochi

SPORT



BEING DIFFERENT from most people yet being among the best is an achievement of the highest order. The Paralympians say that they consider themselves ambassadors for everyone with a disability. They aim to show that a person can do anything and to give hope to those who have lost it.

All of Kazakhstan supports our team at the 2014 Winter Paralympics in Sochi. Kazakhstan's athletes promise to try their very hardest to succeed. There is only one thing that does not necessarily depend on the athletes themselves, but which is such a great need: the support of relatives, friends and the countries for which they are striving for the best results. What's of the greatest importance is the sense that the athletes are not going at these trials alone, but that thousands of fans are with them, sending a million wishes for all of them to win.

That's why Kcell provided free mobile service to the athletes that will defend our country's honour at the Winter Paralympics. Commenting on the event, Ali Agan, Kcell's Chief Executive Director noted, "Everyone



Skier Zhanyl Baltabayeva is from Almaty. She has been disabled since childhood, when she had one leg amputated above the knee. She also has problems with her arms. She was raised by an adoptive mother. She completed her studies at an academy and took part in wheelchair races. She's the only athlete in her family and says she wants to win an Olympic medal for her mom.

"My mom is retired and sport isn't something she knows much about. She doesn't even watch sports events on TV. I on the other hand have been involved in sports since I was 13. I've done swimming, track and field and later got into skiing. I'll remember the first time I went up the mountain my whole life. It wasn't at all an easy feat," says Zhanyl.

knows that sports players are led to victory by great effort, perseverance, purpose, boldness and boundless willpower. These are qualities that few are born with, but transforming them into prominent results is the forte of only a handful. Along with all Kazakhstanis we wish the Paralympic Team success as they compete in Sochi. We hope that being in touch with their relatives and loved ones at the most demanding competition of their lives will help the athletes reach the greatest possible heights and that the games will add new victories to Kazakhstan's record books in global sporting events."

The Winter Paralympic Games in Sochi will include five types of sports: sledge hockey, wheelchair curling, cross-country skiing and biathlon, downhill skiing and snowboarding. The Kazakhstani athletes are representing the country in all five categories. The President of Kazakhstan's NPC Darkhan Kaletayev



Aleksandr Kolyadin lives just outside of Kostanai. Despite all difficulties, he has always taken part in skiing competitions. His life changed drastically following a car crash. But Aleksandr knows that it was sport that helped him recover from the trauma.

"Sports have had a positive effect on how people around view me. Oftentimes during training, even other athletes cannot tell I have a category 3 disability," says Aleksandr.



Kairat Kanafin was born in Petropavlovsk. He takes part in cross-country skiing and biathlon. In 1997, Kairat suffered an occupational injury when he was cleaning a combine that led to vision loss.

"We train on the skiing run twice a day. I have difficulties with the biathlon when I have to shoot. For me the sport is like a way-out from the situation that has befallen me. I had to start everything over from scratch, but I always wanted to prove, not just to myself, but to those around me, that there is no limit to what people can do," says Kairat.

notes that "Kazakhstan's National Paralympic Committee is a non-profit organization created in 2002, whose main goal is the development of the Paralympic Movement in Kazakhstan and the establishment of the necessary conditions for athletes with disabilities to achieve the highest possible results in sports. In 2013, our Paralympians won 19 gold, 22 silver and 22 bronze medals at various international sporting events. We expect even more results from the Paralympics in Sochi, while our athletes of course expect active support from Kazakhstanis."

Over 15 years of work, Kcell has implemented dozens of sports projects. The cellular operator has supported Special Olympics Kazakhstan since the year 2000. This movement unites thousands of Kazakhstani athletes with disabilities and provides them with the opportunity to show off their talents at sports tournaments locally and at the international scale. ♡



Skier Yelena Mazurenko is also from Petropavlovsk. She grew up in an orphanage and now works in a school. "I've been into sports since childhood, and since 1991 I have seriously taken up track and field and table tennis, which I have mastered, and I have taken part in the Asian Paralympics four times. I started skiing not too long ago. My good results in skiing are helped along by my training in track and field. At first, of course it wasn't easy, but it's never easy," says Yelena. "I've been a Kcell customer since 2001. I've tried out different operators, but only Kcell has given me truly high quality service. I'm constantly at trainings and competitions and only Kcell lets me make calls no matter how remote my location is. That's why I trust and choose Kcell as my network."



"I've been a skier since 2008, and I have taken part in the Paralympics since 1998. I hope I win, especially in the short 1.5-km race," was how **Yerlan Omarov from Taldykorgan** described his aspirations. He has a problem with his leg. He's the eldest member of the team, and says his kids are also into sports.



Бұрынғыдан
әлдеқайда жақын
Ближе, чем
когда-либо

Travelling the Great Silk Road on Your Smartphone

Saltanat Berdikulova

“**Look! Look! What an amazing app!**” I’m calling to my little sister, who’s in the ninth grade. “It will help you study for your History of Kazakhstan Exam!” Of course, when I was taking my National Exams, a lot of material had been online for a long time about the history of Kazakhstan. But it is not comfortable to take your laptop to school, and finding help on your mobile browser would just take too long. Which is why we had to cram in reading large volumes of text from books. As for me, a visually minded thinker, with a weak memory for numbers, the impending examination of my knowledge felt like it was going to be catastrophic

MARKET



IF ONLY I COULD GO BACK to school and take my iPhone and 3G network with me - then I’d really enjoy school. If you need information, use Google. If you can’t remember how a word is translated, start up Translator. At the same time, my sister whips my phone out of my hand and all I hear is a rapid-fire stream of words: “Wow, this is so awesome! Where did you download it? I want it too! I’m going to share it with all my classmates!”

In February of this year, Kcell presented a new mobile App, ‘The Great Silk Road’ for smartphones and tablets developed by the Mobile Access Studio company and a team of local archaeologists and cartographers headed up by academic Karl Baipakov, Doctor of History and Director of the Institute of Archaeology of the Republic of Kazakhstan. The idea is simple and easy to understand: to take you on a journey discovering the history of the development of the road used for caravan trade between the West and the East. It was the age in which cultural and economic ties first began to actively develop, which makes it possible to compare the Silk Road with the Internet. Both phenomena gave a boost to globalization and exchange of information.

Testing the App

This is how the start page of the mobile application looks. The camel is one of the symbols of the Silk Road. They are the ships of the desert. A camel can carry half its weight in freight, and that’s about 300–400 kg and still walk for up to two weeks without water. Caravan, which could be up to 50 km long, carried valuable porcelain, carpets, woolen cloth, decorations, and, of course, fine Chinese silk, in honour of which the transcontinental highway was named.



After loading, you end up at the main menu containing an interactive map. Under the section “All Ages”, you can see 45 archaeological monuments from around Kazakhstan, Kyrgyzstan and China. The purple markers show the locations of historical sites, and the user’s current location is in red, because the app is automatically connected to Google map and geo-location.

*The application is absolutely free and can be downloaded via the App Store or Play Market on smartphones and tablets running iOS and Android.



Some sites are marked with special signs, e.g. the Byzantine horse in present-day Turkey, a Chinese drum, an Indian elephant, a Kazakh yurt, etc. By the way, the Great Silk Road is the only free app that tells you about this cultural phenomenon.



Next you see the map. It’s divided into 3 eras. This makes it easier to study the key periods in the Great Silk Road’s development. Each era reflects the history when monuments were built, as well as the borders of ancient nations and tribes passed by the transcontinental highway. For instance, Kangju was one of the first states to exist in the territory that is now Kazakhstan during the period between the 2nd century B.C. and the 5th Century A.D. The Kangju had ethnocultural ties to the south, east and west, which had an effect on the formation of the trade route.



The Second Historical Period from the 6th through 13th centuries A.D.



The Third Historical Period from the 13th through the 15th centuries A.D.



I got super excited about taking a trip out to some of these historical sites on a day off. The app really opens up perfect opportunities to anyone who wants to visit the architectural complexes, not only virtually, but also in real life.

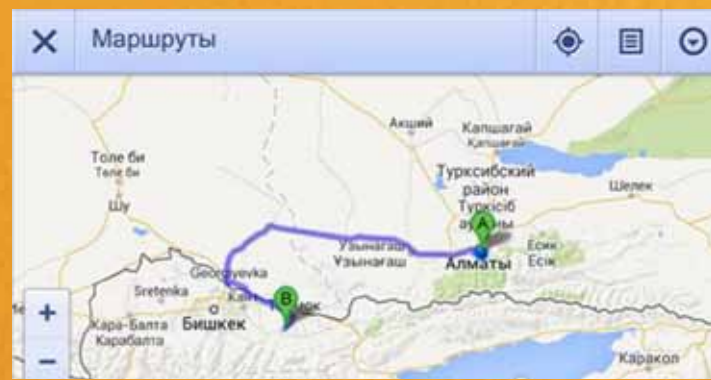
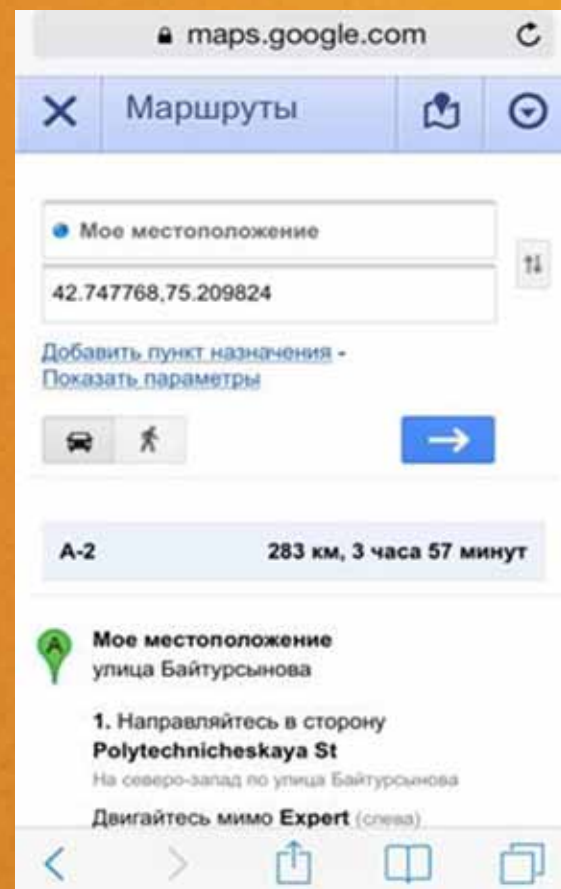
This is how it’s done. I’m in Almaty, so I chose the spot closest to me. The selected marker turns red and the app asks if I want to see more information. In this case, I’m looking at the ancient city of Balasagun.



I open a text description and illustrations, where there are two photos of artifacts and archaeological digging sites. The app asks if I'd like to continue along the route to the selected location. I choose 'yes'.

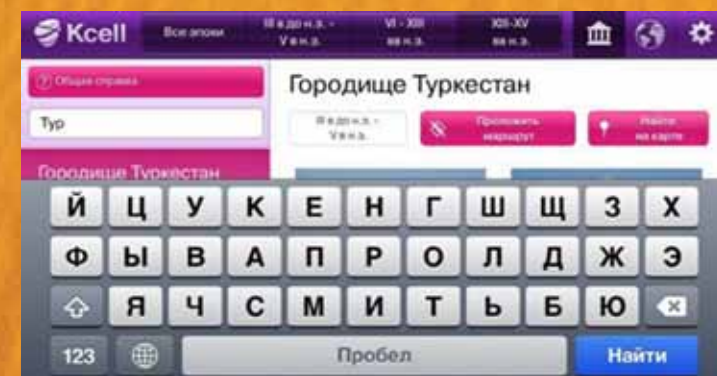


I'm taken to Google Maps. Just imagine it! Only four hours in the car, and not only will I see the remains of the city, but I'll be able to walk through it! I don't know any easier way to plan an outing than that! This is how it looks in the app:



My sister, a schoolchild, took a liking to another function in the app — the search tool. She was given an assignment in Kazakhstan History class to prepare a short report on any historical site. We chose Turkestan, one of the oldest cities in Kazakhstan, founded around 2000 years ago. We got that from the app too. In the Information section, there's a text field to the left-hand side.

We start typing the first few letters and immediately get our result:



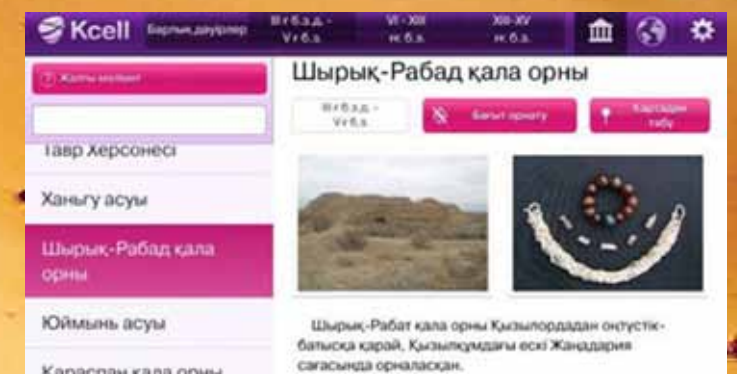
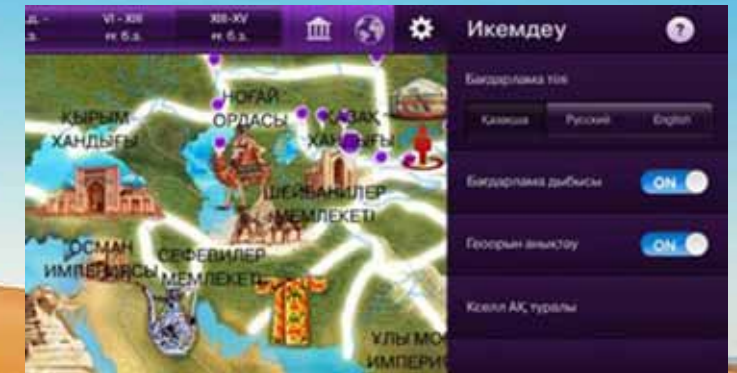
The history of the city, its population, territory and interesting facts can all be found in the text. Just like with the last place we checked out, the app's map will help you find the best route to Turkestan:



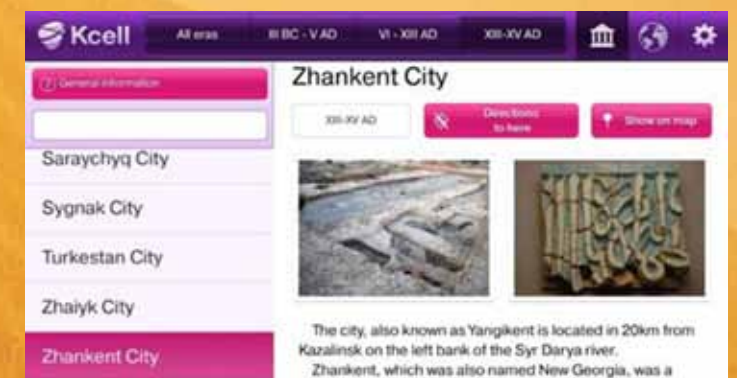
Turkestan is marked with an image of the Mausoleum of Khoja Ahmed Yasawi, the town's citadel:



One really important property of the mobile application is the fact that the interface is in three languages, Kazakh, Russian and English:



So the app can be studied not just by Kazakhstanis but also by foreign guests and tourists.



CONCLUSION

I have just noticed now that it's uncannily quiet at home. Dad, mom and my little sister are in the living room. Each of them is holding a phone with the app turned on. I've been observing this, and I understand that there are no limits on how history can be studied, the only thing that matters is how the information is delivered.

The Great Silk Road is a mobile application that reveals the history of the past using the technologies of the present. This is an entertaining and convenient method for studying the age in which the famous trade artery became a conductor between various cultures and civilizations.

All you have to do is start your journey! 🗺️

A Window into the World



MARKET

In April 2013, Kcell launched yet another base station on its list and it has become a window into the world for people living in the very heart of the Kazakhstani steppe, without radio or landlines



THE STATION WAS installed to cover an oil field, but it also reaches some small villages in Baiganinsky district of Aktobe region (450 km from its regional center Aktobe, Western Kazakhstan). Oil workers at the base camp and over a thousand people from Yebeity and Kopa, as well as outlying farms with a total population of over two thousand can now be reached at any time.

“Our camp is two kilometres from the closest settlement. Oil workers from practically all of Kazakhstan work here using the on-off method. Here there is no landline, so it was a question of

how to maintain communications with the head office in Almaty, while for the workers with their families, which became highly acute. Connecting to the network via satellite is a good solution, but not a cheap one. Being Kcell’s corporate clients we asked if they could install the station. A few months later, we were taking calls. Our workers are young men, nearly all of whom have children and they really miss them. You should have seen the joy on the workers’ faces when they are now able to stay in touch with their families during their shift work,” rejoiced Ruslan Mergaliyev, head of Falcon Oil’s Base Camp.

“As a district Akim,” says Baitak Mursin, “I’m very glad that the mobile network has been installed, and I want to thank Kcell. This is a big help to the people. Now the residents can stay in touch with their kids in school or working in the regional center or other cities. Before, in order to talk to their loved ones, they would have taken a trip into town. But we are far from the highway and getting to Aktobe, 450 km away, or to the district centre 100 km away is no simple task for us. That’s why the majority of the residents grow their own food and leaving a farm to one person isn’t easy either. If someone gets sick, it’s really a tragedy! The countryside around Yebeity is stark. The summer isn’t all the bad, but in the winter there are plenty of dangers. The winds and copious snowfall bury the roads and it becomes impossible to drive over. It’s spectacular now! You just dial a number and you’re calling, whether your management or relatives. Now we are always up to date on events and news. If something is needed urgently, help is always close at hand.

“It is really tough to hold cultural events in remote villages. Celebrities don’t want to come out here. We have no radio and there are only two TV stations. Not long ago we created a youth club, and I’m its leader. I understand all the possibilities of the Internet, so I already have great hopes and plans. Mobile Internet is a great help in my work with youth. I even made a plan: to widen my outlook, keep track of all the news and to be involved in discussions. Children in the villages should have the same opportunities as their peers in the city,” rejoiced Kulyash Samirova when she heard about the new possibilities. 📞

East is a Delicate Matter

Review of Smartphone Huawei Ascend P6

YerulanIzmailoff

Независимый эксперт рынка мобильных телефонов в Казахстане

MARKET



SMARTPHONES WITH HUAWEI LOGO have appeared on the shelves of Kazakhstan's retailers just recently, only about two years ago.

Earlier I have written reviews about Huawei Ideos S7 tablet and smartphones: Huawei Honor U8860, Ascend D1 Quad, Ascend P1, Ascend G510. Today we will speak about a beautiful device, which was presented on June 18 in London - Huawei Ascend P6, which is the thinnest smartphone in the world. I got a black device that looks like this.

In addition to black, the manufacturer released ultrathin flagship in white and pink color.



Even though I like white smartphones, I loved the black Huawei Ascend P6 among other three options.

Turn to the scope of supply, which is almost similar to the previous models of the series P.

APPEARANCE

Huawei Ascend P6 is the thinnest smartphone in the world. Yes, the Internet is evidence of a thin device, but only Ascend P6 has a thickness of 6.18 mm without thickening. Slim, stylish and beautiful — this is how you can describe Huawei Ascend P6. Chinese manufacturer has created a really nice product that is pleasant to hold in your hand.



The entire front panel is occupied by tempered glass Corning Gorilla Glass, which is a 4.7-inch touchscreen IPS+ LCD display. It is not specified in formal characteristics, but I suppose that the OGS technology, which combines a touch screen with a layer of given thickness of the device, was used in this phone. People, who saw the Huawei Ascend P6 in my hands, were impressed with how close the display is in the glass.

In the center of the case, below the display the manufacturer's logo is placed, loudspeaker grill is placed above the display, light sensor and proximity sensors are placed on its right, and the 5-megapixel front camera is placed on the left side of the case.



The lower part of the smartphone has an interesting design — oniaiz plastic was rounded from the front panel to reverse, and the left earpiece is placed on curve.

The upper end and the sides are made of solid aluminum, plastic inserts detached because this part of the case serves as the antenna. Upside there is a micro USB connector and a miking hole, which is used for noise reduction during the calls and video recording with stereo sound.



WITHIN TWO MONTHS OF ACTIVE AND CASUAL USE I HAVE NOT NOTICED ANY SCRATCHES. SUCH QUALITY SURPRISED ME

On the left side there is nothing except the hole for 3.5 mm headphone, and hidden aluminum cap, which is also used as a little key to open the slots for micro SIM and micro SD cards.

On the right side there is the lock key and volume rocker, and below there are the slots for micro SIM and micro SD.

If the bottom corners of Ascend P6 are sharp, the upper are rounded shape.



Non-removable back panel is made of a single piece of polished aluminum, that can't be covered with scratches. Within two months of active and casual use I have not noticed any scratches. Such quality surprised me, because Korean phones are covered with scratches in the first week of use.

In the upper left corner of the lens there is an 8-megapixel camera, covered with sapphire glass to prevent scratching, and below there is Simplex LED flash. The bottom left corner of the aluminum panel has an external speaker grill. It emits a loud and clear sound.

As Huawei Ascend P6 has no removable parts in the case, the build quality of the smartphone is very high. Attempts to bend the phone in a spiral or fold in half have failed, Ascend P6 does not emit any squeaks under compression, even though the case materials do strain under the tension.

DISPLAY

Ultrasensitive 4.7 inch IPS + LCD display of Huawei Ascend P6 has a HD resolution of 1280x720 pixels, pixel density per inch is — 312ppi, color rendering 16 million colors, multi-touch up to 10 simultaneous touches. The display is protected by tempered glass Corning Gorilla Glass. One of the useful functions can be called — Glove mode, which I enjoyed recently, when it snowed in Almaty.



■ Pixilation in this display is invisible, that is why eyes do not get tired. Viewing angles are maximized, even with a strong tilt colors are not inverted, except for a little fade.

The display has a great stock of brightness, so I used a smartphone with 50% brightness. There is also a color temperature from cold to warm mode, which is pretty much recherché, I had settings by default.

INTERFACE

Jelly Bean have installed proprietary interface Emotion UI 1.6 on top of the Android platform version 4.2.2. Its main advantage is in “no menu” mode — all the applications are available on the desktop as Spring Board in iOS in Apple iPhone, iPad and iPod.



Interface boasts with the large number of settings: such as themes, font size, style and unlock scrolling, widgets, wallpapers, etc. Any topic could be changed beyond recognition, so the user would be hardly bored with the interface of Huawei Ascend P6.

CAMERA

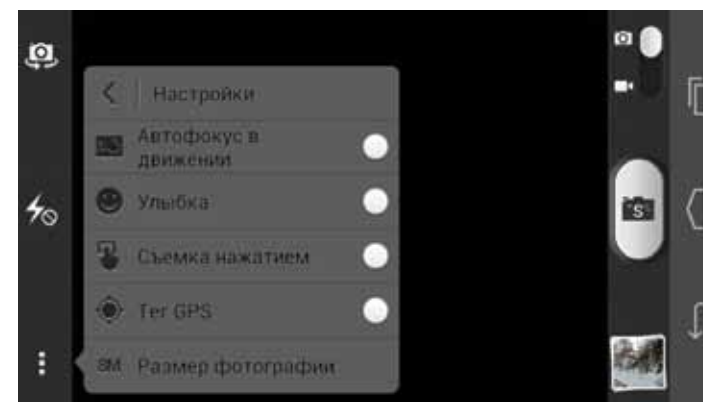
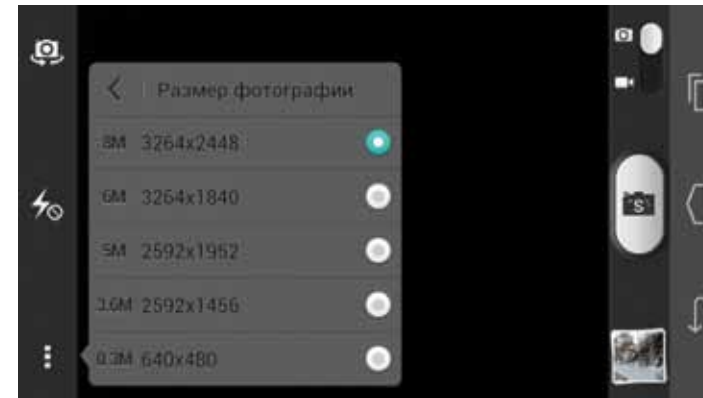
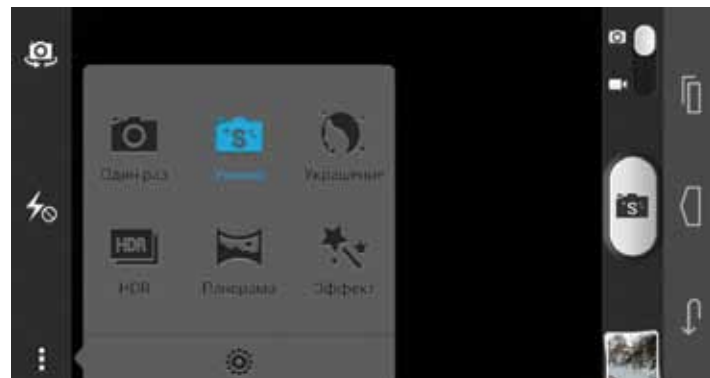
Huawei Ascend P6 is the first smartphone with a front-facing camera resolution of 5 megapixels. Front camera module has a number of functions like autofocus, face detection and smile detection, red-eye reduction, and white balance.

The main module of the camera has a resolution of 8 megapixels. Maximum resolution images — 3264×2448 pixels, video — 1920×1080 pixels.

Optics aperture of f2.0, the minimum shutter speed — 1/4000 s, maximum — 1/8.

The minimum value of ISO — 100, the maximum can be set automatically to 5000.

The unit has auto focus, touch focus, image stabilization, LED flash, face detection and smile detection, red-eye reduction, white balance, BSI, ISO, HDR and Full HD video recording.



Almost all photos taken by me during the period from August to November were made by this smartphone. I liked macro shooting mode.



PERFORMANCE AND OS

Huawei Ascend P6 is using an in-house processor which was developed by HiSilicon Technologies Unit. Chipset family is a second generation K3 — V2E (Hi3620), with 4 core Cortex-A9 processor, with the frequency of 1.5 GHz. 2 GB of RAM.



The device works quickly and without any slowdowns. I easily launched heavy weighing games and Full HD video.

The smartphone runs on Google Android 4.2.2 Jelly Bean, but the manufacturer promises to release an update to 4.4 KitKat.

BATTERY

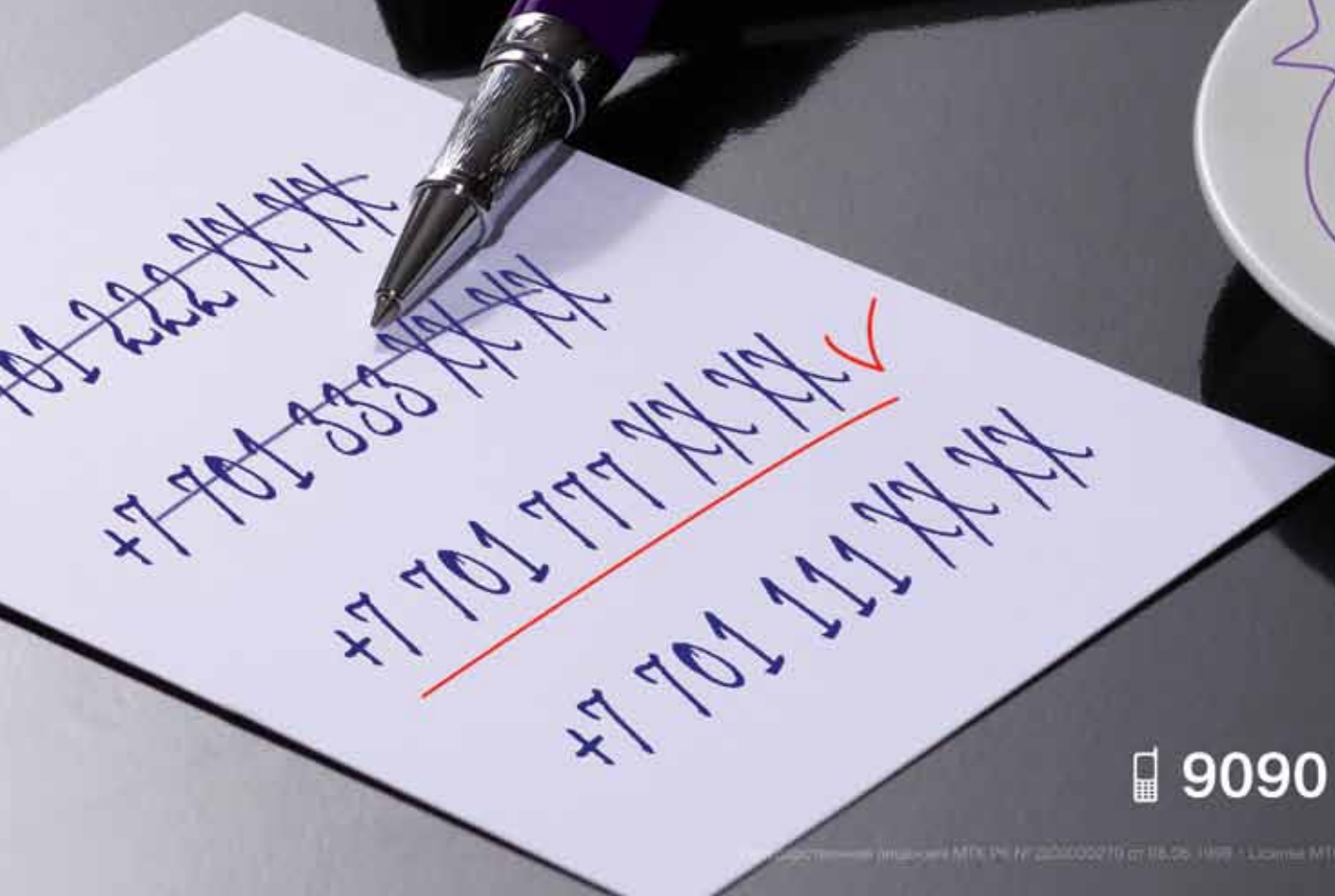
HuaweiAscendP6 has a removable battery capacity 2000 mAh.

Lithium-ion (Li-Ion) battery is charged for 2.5–3 hours, and it can hold up to 15–16 hours of active use. If use the device sparingly, the battery can last for a day and a half.

ADVANTAGES AND DISADVANTAGES

- + Case thickness just 6.18 mm
- + Build Quality
- + Interface Emotion UI 1.6
- + A memory card slot Micro SD
- + Front camera — 5MP
- + A popular version of the OS — Android 4.2.2 Jelly Bean with the future upgrade to 4.4 KitKat
- + Quad core Huawei K3V2 Cortex-A9 at 1.5GHz and 2 GB RAM
- + Price — 79 990 tenge
- Inconvenient audio plug connector (key for micro SIM slot and micro SD), which can be lost
- No support of 4G LTE and NFC

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