

8 January 2025

FREEDOM HOLDING CORP. KAZAKHSTAN SERVICES PMI®

New orders rise in December, but activity falters slightly

8 January 2025

FREEDOM HOLDING CORP. KAZAKHSTAN SERVICES PMI[®]

Contents

Key findings

Overview

Comment

**Demand, employment and
outlook**

Inflation

Kazakhstan Composite PMI

International PMI

Methodology

Further information

About the report

The Freedom Holding Corp. Kazakhstan Services PMI[®] provides a timely snapshot of service sector performance. The report tracks monthly changes in activity, demand, employment and prices, compiled from survey responses from a representative panel of local service providers.

KEY FINDINGS

December 2024

Business activity dips

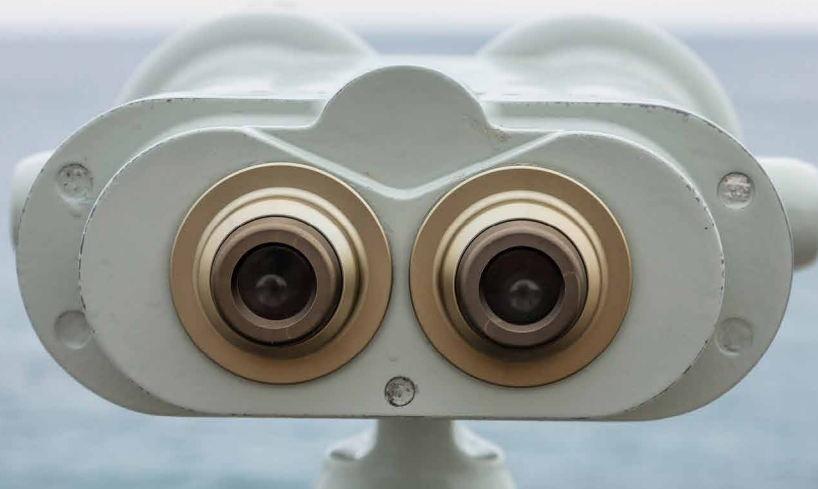
New business intakes continue to grow

Cost inflation, while historically low, shows a slight increase

**Freedom Holding Corp.
Kazakhstan Services PMI
Business Activity Index
December 2024**

49.7

The Services PMI Business Activity Index is a diffusion index calculated from a question that asks for changes in the volume of business activity compared with one month previously. The index varies between 0 and 100, and is the sum of the percentage of 'higher' responses and half the percentage of 'unchanged' responses. A reading above 50 indicates an increase compared to the previous month, and below 50 a decrease. The index is seasonally adjusted. For more information on the PMI survey methodology, click [here](#).



NEW ORDERS RISE IN DECEMBER, BUT ACTIVITY FALTERS SLIGHTLY

A marginal drop in services activity concluded 2024, despite new business continuing to rise in December.

The latest PMI® data from Freedom Holding Corp. and S&P Global indicated a slight decrease in business activity among Kazakh service providers during December. Nevertheless, demand trends continued to strengthen, as reflected in a modest, albeit slower expansion of new business.

Rates of inflation in both input costs and output prices quickened in the final month of the year, but in both cases remained muted.

The headline figure is the Business Activity Index. This is calculated from a single question that asks for changes in the volume of business activity compared with one month previously. The index varies between 0 and 100, with a reading above 50 indicating an increase and below 50 a decrease. The index is adjusted for seasonal variation.

With a reading of 49.7 in December, down from 50.8 in November, the seasonally adjusted Business Activity Index slipped back into contraction territory for a second time in three months. That said, the decline in activity was only marginal. Some services providers noted that heightened market competition influenced some firms' decisions to scale back their business activities.

On a positive note, however, demand for Kazakh services continued to rise, marking a second consecutive month of growth in December. Although the rate of expansion eased slightly from November, it still represented a modest

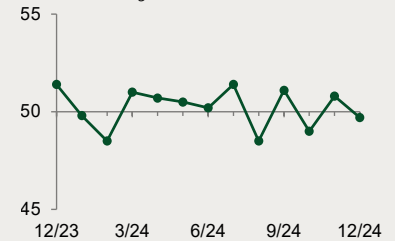
intake of new business that exceeded the average for 2024.

Moreover, employment increased for the fourth consecutive month, reflecting businesses' readiness to hire in response to growing demand. However, the latest round of job creation was only fractional and the weakest in the aforementioned sequence.

Regarding prices, cost burdens and charges rose at modest rates, although in both cases rates of inflation quickened slightly in December. Where input prices increased, panellists linked this to higher utility costs and currency weakness.

Looking ahead, firms are optimistic about a rise in activity over the coming year. Expectations for improved demand trends and plans to invest in marketing and new services are expected to underpin growth. In fact, the degree of confidence in December strengthened to a nine-month high and was stronger than the average since the series began in March 2019.

Freedom Holding Corp. Kazakhstan Services PMI Business Activity Index, sa, >50 = growth m/m



Data compiled 5-18 December 2024.

Source: S&P Global PMI. ©2025 S&P Global.

COMMENT

Yerlan Abdikarimov, Director of Financial Analysis Department at Freedom Finance Global PLC (100% subsidiary of the Freedom Holding Corp.):

"In December, while we saw a slight drop in activity within the service sector, signalled by the headline index dropping to 49.7, the broader trend of strengthening demand remained intact. Companies continued to attract

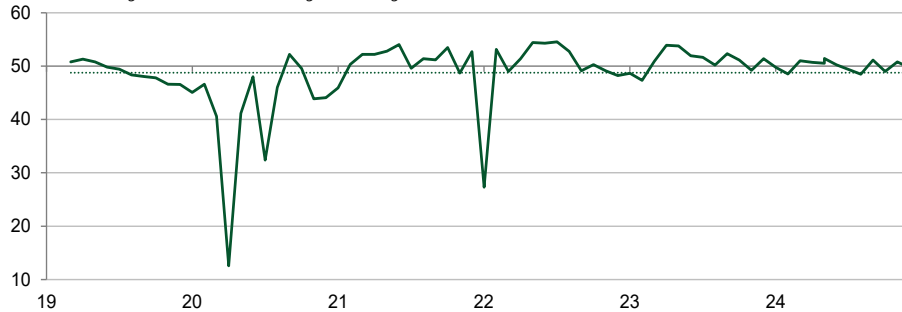
new clients, with demand for services in Kazakhstan improving as the year ended. Employment within the sector continued to rise, albeit at a slower pace compared to previous periods. Although inflationary pressures, particularly on costs, have increased, they remain within manageable levels. Looking ahead to 2025, companies are confident that demand will sustain activity growth, and they are committed to further investment and enhancing the quality of their services."

Contact

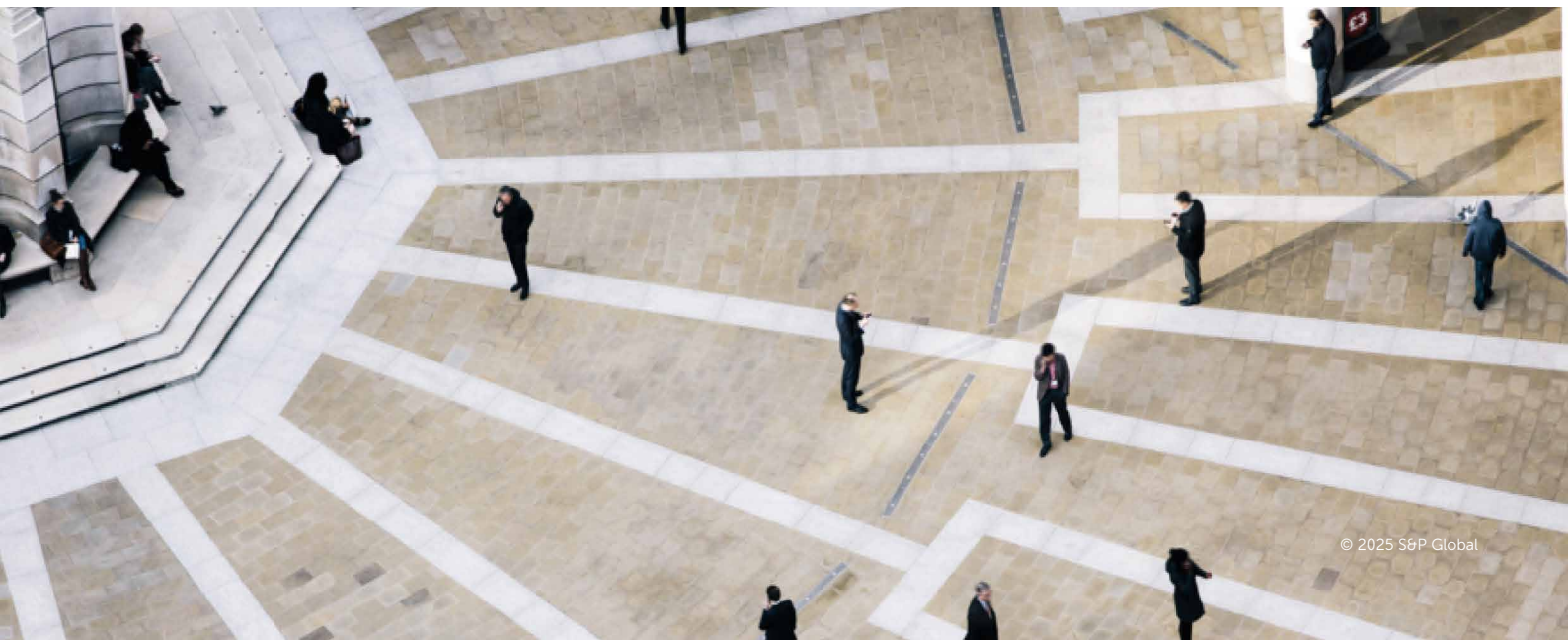
Yerlan Abdikarimov
Financial Analysis Department
Director, Freedom Finance Global PLC
Yerlan.abdikarimov@ffin.kz
Freedom Holding Corp.

Freedom Holding Corp. Kazakhstan Services PMI Business Activity

Index, sa, >50 = growth m/m. Dots = long-run average.



Source: S&P Global PMI. ©2025 S&P Global.



DEMAND, EMPLOYMENT AND OUTLOOK

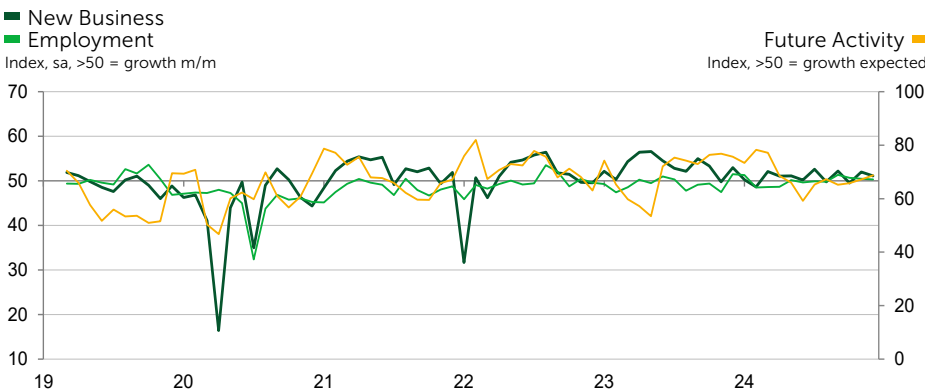
New order growth was recorded in December, albeit with the pace of expansion losing some steam.

The Kazakh service sector recorded a second consecutive monthly improvement in new orders during December. That said, the rate of growth moderated from November and was only slight. Factors contributing to the latest rise in new business included the effective onboarding of new customers, the introduction of new services, and the success of corporate events.

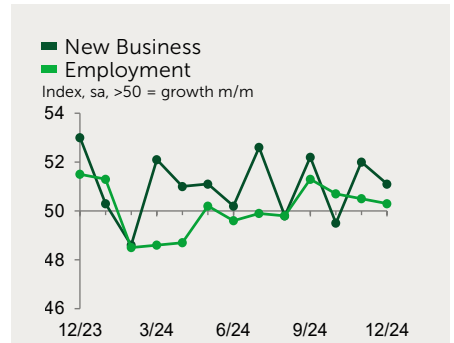
Reflecting a slight slowdown in demand trends, Kazakh service providers increased their employment figures at a moderated pace in December. The pace of job creation

was the weakest in the current four-month sequence of growth, and fractional overall.

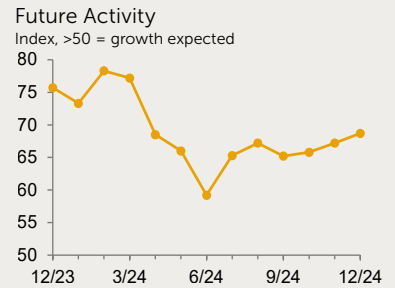
Latest survey data indicated a rise in optimism among Kazakhstan's service firms regarding the activity outlook for 2025, with approximately 40% of respondents expecting an increase. Companies expressed confidence that the current demand trends would continue into the new year, supporting activity growth. Additionally, businesses also highlighted plans to enhance the quality of their services, broaden their customer base, invest in new equipment, and increase advertising efforts.



Source: S&P Global PMI. ©2025 S&P Global.



Source: S&P Global PMI. ©2025 S&P Global.



Source: S&P Global PMI. ©2025 S&P Global.



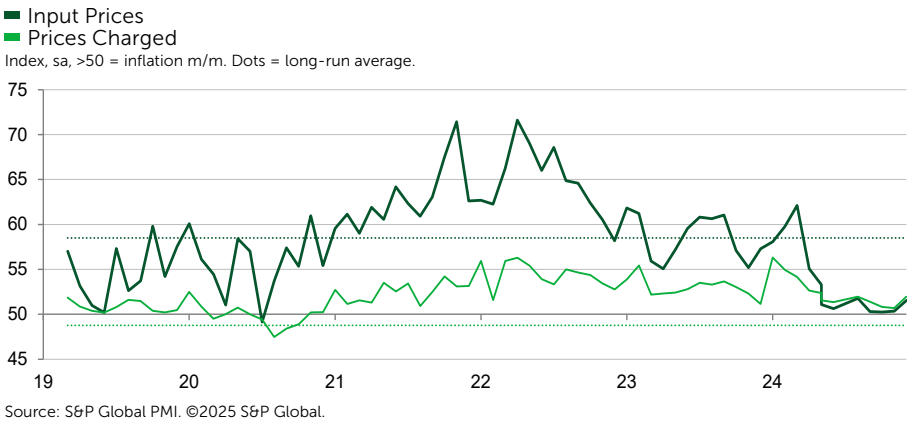
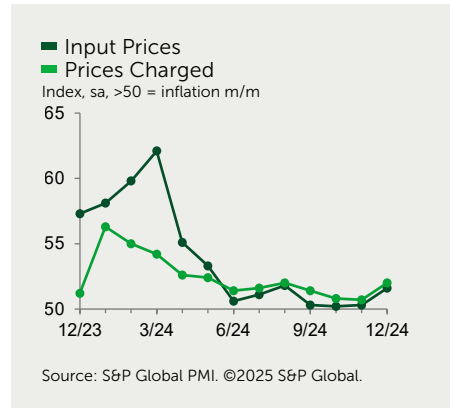
INFLATION

Cost pressures picked up slightly in December.

The seasonally adjusted Input Prices Index rose further from October's near-record low to a four-month high. Anecdotal evidence indicated that increased utility costs and an unfavourable exchange rate contributed to higher prices. However, the rate of input price inflation remained well below the survey average and was modest overall.

Output charges for Kazakh services increased at a faster rate in December,

marking the strongest rise since August as companies sought to pass on their cost burdens. However, the pace of charge inflation was still modest and just below the series average.



KAZAKHSTAN COMPOSITE PMI[®]

Manufacturing underpins Kazakh private sector growth

The Kazakhstan Composite PMI Output Index again signalled a rise in activity, posting 51.6 in December, slightly down from 51.9 in November. However, unlike November, activity expansion was solely dependent on the manufacturing sector, where a record rate of growth was achieved. Meanwhile, services activity noted a fresh, but a shallow contraction.

However, both the sectors benefited from strengthening demand trends, with new business rising in both manufacturing and services. The overall pace of growth was solid, though it showed a slight loss of

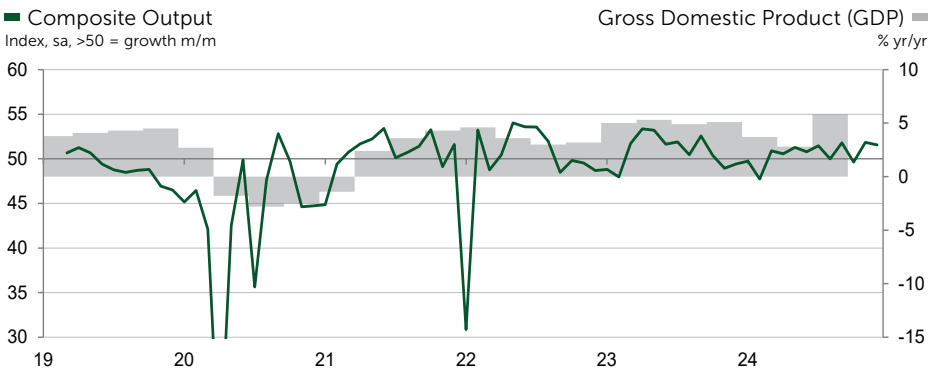
momentum since November.

Job creation was noted at Kazakh firms, with the latest uptick extending the current period of growth to eight months. However, the pace of increase here moderated to the weakest since July.

Regarding prices, while inflationary pressures remained historically low, the year concluded with slightly faster increases in both input costs and output prices.

Looking ahead, companies expressed confidence that private sector activity will continue to rise, with sentiment climbing to a seven-month high and surpassing the long-term average.

Composite PMI indices are weighted averages of comparable manufacturing and services PMI indices. Weights reflect the relative size of the manufacturing and service sectors according to official GDP data. The Kazakhstan Composite Output Index is a weighted average of the Kazakhstan Manufacturing Output Index and the Kazakhstan Services Business Activity Index.



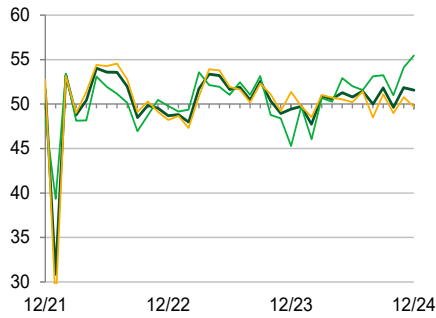
Sources: Freedom Holding Corp., S&P Global PMI. Agency of Statistics of the Republic of Kazakhstan via S&P Global Market Intelligence. ©2025 S&P Global.



Composite

Output

Index, sa, >50 = growth m/m

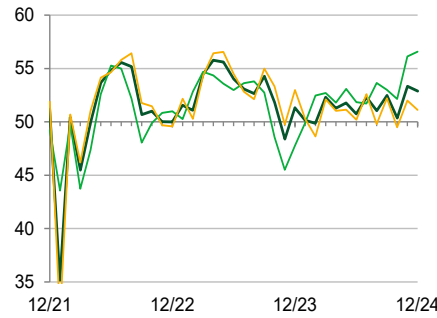


Source: S&P Global PMI. ©2025 S&P Global.

Manufacturing

New Business

Index, sa, >50 = growth m/m

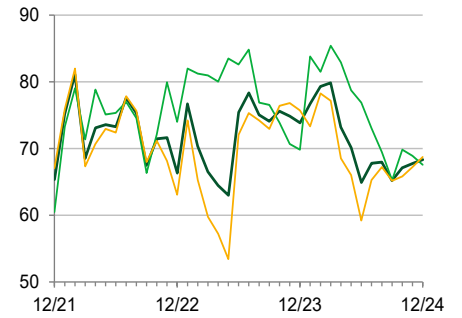


Source: S&P Global PMI. ©2025 S&P Global.

Services

Future Output

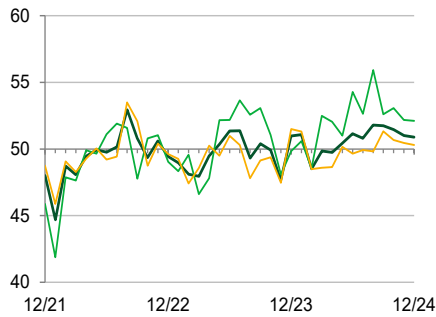
Index, >50 = growth expected



Source: S&P Global PMI. ©2025 S&P Global.

Employment

Index, sa, >50 = growth m/m

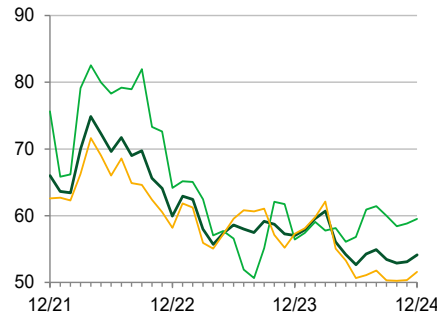


Source: S&P Global PMI. ©2025 S&P Global.

Note: Sector indices are smoothed using a three-month moving average (3mma).

Input Prices

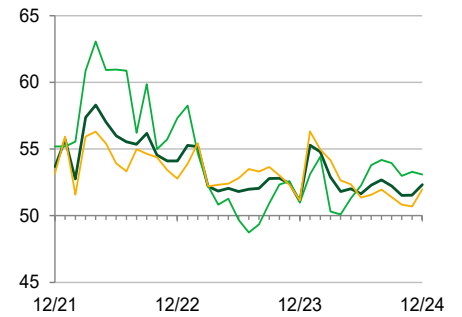
Index, sa, >50 = inflation m/m



Source: S&P Global PMI. ©2025 S&P Global.

Output Prices

Index, sa, >50 = inflation m/m



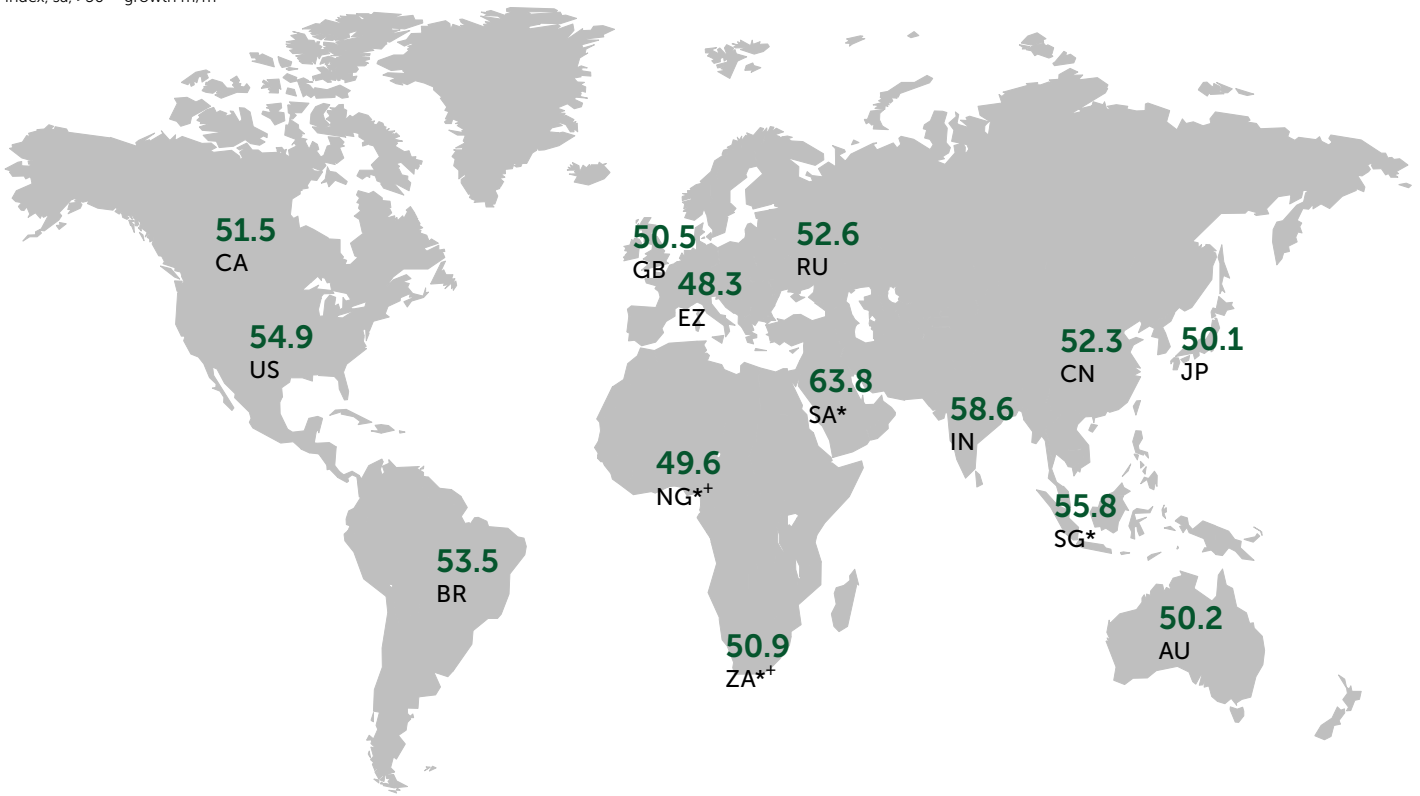
Source: S&P Global PMI. ©2025 S&P Global.



INTERNATIONAL PMI

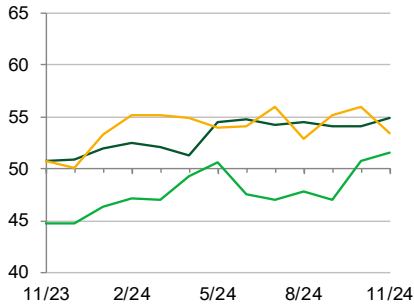
Composite Output (manufacturing and services)
Index, sa, >50 = growth m/m

Nov '24



Americas

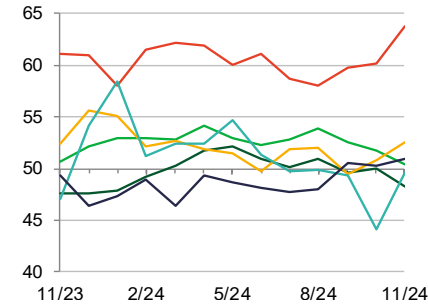
■ US ■ CA ■ BR
Index, sa, >50 = growth m/m



Source: S&P Global PMI. ©2025 S&P Global.

Europe, Middle East & Africa

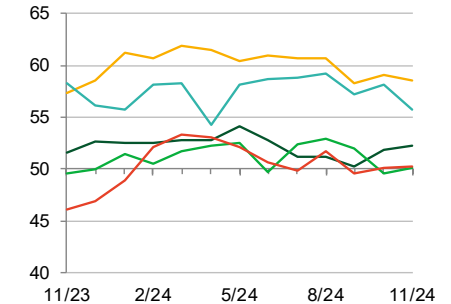
■ EZ ■ GB ■ RU ■ SA* ■ NG** ■ ZA**
Index, sa, >50 = growth m/m



Source: S&P Global PMI. ©2025 S&P Global.

Asia-Pacific

■ CN ■ JP ■ IN ■ AU ■ SG*
Index, sa, >50 = growth m/m



Source: S&P Global PMI. ©2025 S&P Global.

Key

US United States
CA Canada
BR Brazil

EZ Eurozone
GB United Kingdom
RU Russia
SA Saudi Arabia*
NG Nigeria**
ZA South Africa**

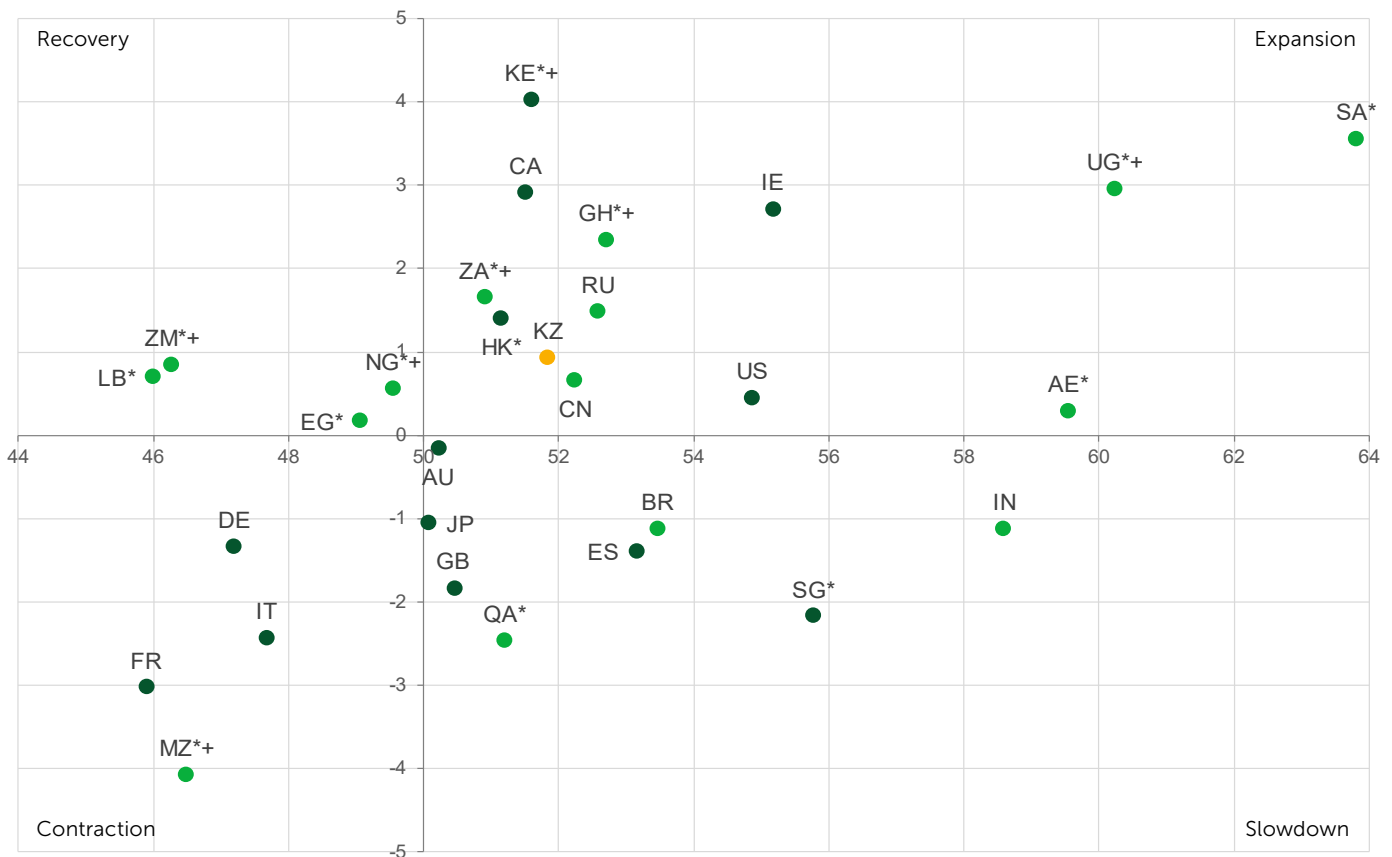
CN Mainland China
JP Japan
IN India
AU Australia
SG Singapore*

*Sector coverage also includes construction, wholesale and retail. **Sector coverage also includes agriculture and energy.

■ Advanced economies ■ Emerging economies

X axis = PMI Output Index, sa, >50 = growth m/m . Y = Change in Index vs. six-month average

Nov '24



Source: S&P Global PMI. ©2025 S&P Global.

Expansion

Regions are expanding at a faster rate than the six-month trend. Regions furthest right are growing at the strongest rate, and the highest regions are seeing the greatest acceleration in growth.

Slowdown

Regions are expanding at a slower rate than the six-month trend. Regions furthest right are growing at the strongest rate, and the lowest regions are seeing the greatest deceleration in growth.

Contraction

Regions are contracting at a faster rate than the six-month trend. Regions furthest left are contracting at the strongest rate, and the lowest regions are seeing the greatest acceleration in the rate of decline.

Recovery

Regions are contracting at a slower rate than the six-month trend. Regions furthest left are contracting at the strongest rate, and the highest regions are seeing the greatest deceleration in the rate of decline.

Key

AE United Arab Emirates*	CA Canada	FR France	HK Hong Kong SAR*	JP Japan	MZ Mozambique**	SA Saudi Arabia*	ZA South Africa**
AU Australia	CN China	DE Germany	IE Ireland	KE Kenya**	NG Nigeria**	SG Singapore*	ZM Zambia**
BR Brazil	EG Egypt*	GB United Kingdom	IN India	KZ Kazakhstan	QA Qatar*	UG Uganda**	
	ES Spain	GH Ghana**	IT Italy	LB Lebanon*	RU Russia	US United States	

*Sector coverage also includes construction, wholesale and retail. **Sector coverage also includes agriculture and energy.

METHODOLOGY

The Freedom Holding Corp. Kazakhstan Services PMI[®] is compiled by S&P Global from responses to questionnaires sent to a panel of around 250 service sector companies.

The sectors covered include consumer (excluding retail), transport, information, communication, finance, insurance, real estate and business services. The panel is stratified by detailed sector and company workforce size, based on contributions to GDP. Data collection began in March 2019.

Survey responses are collected in the second half of each month and indicate the direction of change compared to the previous month. A diffusion index is calculated for each survey variable. The index is the sum of the percentage of 'higher' responses and half the percentage of 'unchanged' responses. The indices vary between 0 and 100, with a reading above 50 indicating an overall increase compared to the previous month, and below 50 an overall decrease. The indices are then seasonally adjusted.

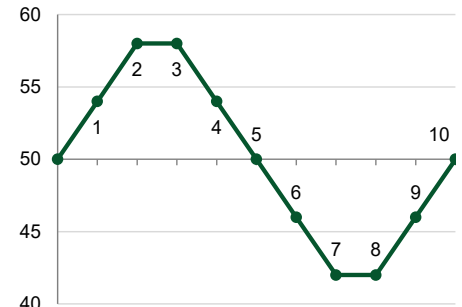
The headline figure is the Services Business Activity Index. This is a diffusion index calculated from a question that asks for changes in the volume of business activity compared with one month previously. The Services Business Activity Index is comparable to the Manufacturing Output Index. It may be referred to as the 'Services PMI' but is not comparable with the headline manufacturing PMI figure.

The Composite Output Index is a weighted average of the Manufacturing Output Index and the Services Business Activity Index. The weights reflect the relative size of the manufacturing and service sectors according to official GDP data. The Composite Output Index may be referred to as the 'Composite PMI' but is not comparable with the headline manufacturing PMI figure.

Underlying survey data are not revised after publication, but seasonal adjustment factors may be revised from time to time as appropriate which will affect the seasonally adjusted data series.

For further information on the PMI survey methodology, please contact economics@spglobal.com.

Index interpretation
Index, sa, >50 = growth m/m



Source: S&P Global PMI. ©2025 S&P Global.

Key

- | | |
|--------------------------|----------------------------|
| 1 Growth, from no change | 6 Decline, from no change |
| 2 Growth, faster rate | 7 Decline, faster rate |
| 3 Growth, same rate | 8 Decline, same rate |
| 4 Growth, slower rate | 9 Decline, slower rate |
| 5 No change, from growth | 10 No change, from decline |

Survey size

250 service providers

Survey history

March 2019

Survey questions

Business activity, new business, new export business, future activity, employment, outstanding business, input prices, prices charged

Sector coverage

International Standard Industry Classification (ISIC) code

H Transportation and storage

I Accommodation and food service activities

J Information and communication

K Financial and insurance activities

L Real estate activities

M Professional, scientific and technical activities

N Administrative and support service activities

P Education*

Q Human health and social work activities*

R Arts, entertainment and recreation

S Other service activities

*Private sector only

FURTHER INFORMATION

Freedom Holding Corp.

Freedom Holding Corp. is a diversified company. It provides financial services and brokerage services securities trading, investment research and consulting, investment banking and underwriting services, mortgages, insurance, telecommunications, online sales of airline tickets and event tickets, offer online supermarket services and many others.

The Holding, including subsidiaries, employs more than 6.8 thousand people.

The headquarter of Freedom Holding Corp. is in Almaty (Kazakhstan) with supporting administrative offices and subsidiaries locations in 22 countries including Kazakhstan, the United States of America, Cyprus, Poland, Spain, Uzbekistan, Azerbaidjan and others.

Freedom Holding Corp.'s common stocks are registered with the U.S. Securities and Exchange Commission and trades under the ticker symbol FRHC on the Nasdaq Capital Market.

www.freedomholdingcorp.com

S&P Global

S&P Global (NYSE: SPGI) provides essential intelligence. We enable governments, businesses and individuals with the right data, expertise and connected technology so that they can make decisions with conviction. From helping our customers assess new investments to guiding them through ESG and energy transition across supply chains, we unlock new opportunities, solve challenges and accelerate progress for the world.

We are widely sought after by many of the world's leading organizations to provide credit ratings, benchmarks, analytics and workflow solutions in the global capital, commodity and automotive markets. With every one of our offerings, we help the world's leading organizations plan for tomorrow, today.

www.spglobal.com

PMI by S&P Global

Purchasing Managers' Index™ (PMI®) surveys are now available for over 40 countries and also for key regions including the eurozone. They are the most closely watched business surveys in the world, favoured by central banks, financial markets and business decision makers for their ability to provide up-to-date, accurate and often unique monthly indicators of economic trends.

www.spglobal.com/marketintelligence/en/mi/products/pmi

Contact

Yerlan Abdikarimov
Financial Analysis Department
Director, Freedom Finance Global PLC

Yerlan.abdikarimov@ffin.kz
Freedom Holding Corp.

Public Relations Department,
Freedom Finance Global PLC
pr@ffin.kz
Freedom Holding Corp.

Maryam Baluch
Economist
S&P Global Market Intelligence
T: +44 (0) 1344 327 213
maryam.baluch@spglobal.com

Sabrina Mayeen
Corporate Communications
S&P Global Market Intelligence
T: +44 (0) 7967 447 030
sabrina.mayeen@spglobal.com

Disclaimer

The intellectual property rights to the data provided herein are owned by or licensed to S&P Global and/or its affiliates. Any unauthorised use, including but not limited to copying, distributing, transmitting or otherwise of any data appearing is not permitted without S&P Global's prior consent. S&P Global shall not have any liability, duty or obligation for or relating to the content or information ("Data") contained herein, any errors, inaccuracies, omissions or delays in the Data, or for any actions taken in reliance thereon. In no event shall S&P Global be liable for any special, incidental, or consequential damages, arising out of the use of the Data. Purchasing Managers' Index™ and PMI® are either trade marks or registered trade marks of S&P Global Inc or licensed to S&P Global Inc and/or its affiliates.

This Content was published by S&P Global Market Intelligence and not by S&P Global Ratings, which is a separately managed division of S&P Global. Reproduction of any information, data or material, including ratings ("Content") in any form is prohibited except with the prior written permission of the relevant party. Such party, its affiliates and suppliers ("Content Providers") do not guarantee the accuracy, adequacy, completeness, timeliness or availability of any Content and are not responsible for any errors or omissions (negligent or otherwise), regardless of the cause, or for the results obtained from the use of such Content. In no event shall Content Providers be liable for any damages, costs, expenses, legal fees, or losses (including lost income or lost profit and opportunity costs) in connection with any use of the Content.