



ANNEX 3

to Samruk-Kazyna Construction JSC Annual Report 2023

STRATEGY FOR COMMUNICATION WITH STAKEHOLDERS

Nº	Strategy for communication with stakeholders	Methods and mechanisms of communication
1	Sole Shareholder	
	Ensuring the enforcement of the rights of the Sole Shareholder within the framework of corporate governance principles aimed at effective adoption of key decisions	The corporate website and social media of the Company can be used to publish information about financial and economic performance in accordance with the requirements of the current legislation of the Republic of Kazakhstan, the Articles of Association, internal regulatory documents of the Company, additional information about the plans, achievements of the Company, reports, presentations. Management reports. Financial statements. Annual report. Meetings
2	Board of Directors	
	Determination of priority areas of activity, Development Strategy of the Company	Publishing general information on Internet resources, in particular on the corporate website of the Company, in accordance with the legislation of the Republic of Kazakhstan and internal regulatory documents of the Company (if necessary). Meetings of the Board of Directors. Management reports. Financial statements. Annual report.
3	Management Board	
	Management of the current activities of the Company	Publishing general information on Internet resources, in particular on the corporate website of the Company, in accordance with the legislation of the Republic of Kazakhstan and internal regulatory documents of the Company (if necessary). Meetings of the Management Board. Management reports. Financial statements. Annual report. Correspondence and inquiries.
4	Employees	
	Pursuing an open, transparent personnel policy aimed at developing qualified and motivated personnel Providing all employees with equal opportunities to realize their potential in the process of labour activities, impartial and fair assessment of their performance, selection and career growth of employees solely on the basis of professional abilities, knowledge and skills	Internet resources, in particular the corporate website, can be used to provide information support for the implementation of the Company's personnel policy and to highlight the results of the competitive selection of employees. Meetings between management and employees. Trainings and seminars. Corporate events. Annual performance reviews. Surveys and questionnaires. Corporate media.
5	Co-investors	
	Attracting investments in the implementation of projects in order to make a profit	Dissemination of information about foreign and domestic experience in attracting the private sector to construction, development of public-private partnerships by the Company, participation in business events (business forums, conferences, business councils, exhibitions, etc.) through Internet resources, in particular the corporate website, social media, corporate media. Design issues. Contracts.
6	General contractors	
	Conclusion of contracts, control over the execution of contractual relations as part of the implementation of state policy in the field of construction	Informing the target audience about the implementation of projects by the Company by posting press releases, news, articles, interviews and other materials on the corporate website, social media, and mass media. Design issues. Meetings with business partners and suppliers. Attending conferences and events.

7 Entities in trust management

Conclusion of contracts, control over the execution of contractual relations

Informing the target audience about the implementation of projects by the Company by posting press releases, news, articles, interviews and other materials on the corporate website, social media, and mass media. Design issues. Contracts. Reports and correspondence.

8 Customers

Conclusion of contracts, control over the execution of contractual relations

Informing the target audience about the implementation of projects by the Company by publishing press releases, news, articles, interviews and other materials on the corporate website, social media, and mass media. Contracts. Reports and correspondence.

9 Suppliers

Conclusion of contracts, control over the execution of contractual relations

Information messages about ongoing procurements and their results are posted on Internet resources, in particular on the Company's corporate website. Contracts. Procurement rules and information about ongoing procurements. Consideration of requests from suppliers.

10 Buyers/lessees

Ensuring compliance with the expectations of buyers/lessees in the acquisition of high-quality and affordable housing in accordance with the Republic of Kazakhstan building regulations, in compliance with the requirements for comfort, safety and efficiency

Information and explanatory work among the target audience about the activities of the Company by publishing press releases, articles, reports, surveys and other information messages through the use of the corporate website, social media, e-mail newsletters, messengers, Blog of the Chairman of the Management Board, as well as providing consultations through call centre, special events, promotions, advertising campaigns, etc. Rental/rent-to-own/sale contracts. Customer satisfaction surveys. Determining the level of satisfaction of lessees of premises.

11 Government authorities, local executive authorities

Communication regarding housing construction, the management of housing and communal services, monitoring the construction of facilities, conducting technical audits, state examination, acceptance of facilities for operation

For information coverage of the Company's activities in the implementation of the state housing construction program (conferences, meetings, public hearings, reports, interviews, speeches, working groups, forums, conferences, etc.), Internet resources can be used, in particular the corporate website, social media. Correspondence and inquiries. Work with government authorities on legislative and regulatory issues. Participation in working groups, forums, conferences.

Conclusion of agreements of sale of commissioned housing to those on the waiting list of local executive authorities

12 Mass media, users of social media of the Company

Formation of a positive public opinion about the activities of the Company

Organizing information activities through the implementation of PR programs, communicating to the target audience the strengths and capabilities of the Company by distributing press releases, publications, reports, interviews, photos and videos, presentations in mass media, on the corporate website and on social media. Website. Press releases, press conferences and briefings. Annual report. Conferences and summits.

13 Financial institutions

Conclusion of contracts, control over the execution of contractual relations (placement of funds on deposit accounts, banking services, servicing of special accounts)

Publication of financial statements, information on the amount of approved dividends and other information in accordance with the legislation of the Republic of Kazakhstan and internal regulatory documents of the Company on Internet resources, in particular on the corporate website. Contracts. Placement of funds in financial institutions.