Kyivstar Launches YouTube Premium Lite, First Among Ukrainian Mobile Operators

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New option expands Kyivstar's digital services ecosystem and deepens collaboration with Google

KYIV, Ukraine and NEW YORK, November 9, 2026 -- Kyivstar Group Ltd. (Nasdaq: KYIV; KYIVW) ("Kyivstar"), Ukraine's leading digital operator and part of VEON Group (Nasdaq: VEON), today announced the launch of YouTube Premium Lite in the My Kyivstar app, making it the first Ukrainian mobile operator to offer the subscription and integrate it into its mobile plans.

The launch expands Kyivstar's ecosystem of digital services and builds on its collaboration with Google, providing Ukrainians with access to new digital services and opportunities.

YouTube Premium Lite is a more affordable way to watch most videos on YouTube without ads and one that does not include YouTube Music Premium. It builds on the YouTube Premium offering Kyivstar launched with Google in August 2025, which subscribers can already activate and pay for through the "My Kyivstar" app using their mobile account balance.

Kyivstar subscribers can now choose between two ways to get YouTube Premium Lite:

- **Standalone subscription:** YouTube Premium Lite for UAH 85 per month, activated through the "My Kyivstar" app and paid directly from the mobile account balance.
- **Included in select plans:** YouTube Premium Lite activated at no additional cost as a "Superpower" benefit in select plans and bundles.

"We are consistently expanding our ecosystem of digital services for our subscribers and striving to make popular digital services accessible and affordable for Ukrainians. Expanding our partnership with Google and launching YouTube Premium Lite gives customers more options for a comfortable viewing experience on YouTube," said **Illya Polshakov, Director of New Business Development at Kyivstar.**

"We offer a convenient way for Kyivstar subscribers to get YouTube Premium in Ukraine. Our subscribers can enjoy the content they love at a great price, easy payment from their mobile balance, and no mobile data charges for using the service. It's another way we offer value to Ukrainians who choose Kyivstar," said **Ozan Aslan, Director of Mass Market Business Development at Kyivstar.**

"We are excited to expand our partnership with Kyivstar to bring YouTube Premium Lite to Ukrainian users. This offering provides viewers with more flexible options to enjoy their favorite content, while continuing to support the growth of the digital and creative ecosystem in Ukraine," added **Tetiana Lukyniuk, Country Director for Ukraine at Google.**

YouTube Premium Lite is now available for Kyivstar subscribers to activate. Detailed information on terms of use, pricing and eligible plans is available on the official Kyivstar website.

About JSC Kyivstar

JSC Kyivstar is Ukraine's leading digital operator, serving more than 21.8 million mobile customers and over 1.3 million home internet fixed line customers as of June 30, 2026. The company provides services using a wide range of mobile and fixed technologies, including 4G, Big Data, cloud solutions, cybersecurity services, digital TV, and more. JSC Kyivstar is wholly owned by Kyivstar Group Ltd. (Nasdaq: KYIV; KYIVW), whose shares are traded on the U.S. stock exchange Nasdaq. Additional information: pr@kyivstar.net , www.kyivstar.ua

About Kyivstar Group Ltd.

Kyivstar Group Ltd. ("Kyivstar") is a Nasdaq-listed holding company that operates JSC Kyivstar, Ukraine's leading digital operator and the first Ukrainian company to list on a U.S. stock exchange. Kyivstar's companies provide a broad range of connectivity and digital services, including mobile and fixed-line voice and data, ride-hailing, e-health, digital TV, and enterprise solutions such as Big Data, cloud, and cybersecurity. For more information, please visit https://investors.kyivstar.ua. Nasdaq tickers: KYIV; KYIVW

Disclaimer

This press release contains "forward-looking statements," as the phrase is defined in Section 27A of the U.S. Securities Act of 1933, as amended, and Section 21E of the U.S. Securities Exchange Act of 1934, as amended. Such forward-looking statements include, but are not limited to, statements relating to, among other things, the expected benefits of the launch of YouTube Premium Lite, the expansion of Kyivstar's digital services ecosystem, and the continued development of its collaboration with Google. There are numerous risks and uncertainties that could cause actual results and performance to differ materially from

those expressed by such statements, including risks related to customer adoption of new digital services, market competition, and Kyivstar's ability to develop and maintain strategic partnerships among others discussed in the section entitled "Risk Factors" included in Kyivstar Group's annual report on Form 20-F filed with the U.S. Securities and exchange Commission ("SEC") on March 16, 2026, as amended and supplemented from time to time, and in any other subsequent filings with the SEC by Kyivstar Group. The forward-looking statements contained herein speak only as of the date of this release and Kyivstar Group disclaims any obligation to update or revise them, other than to the extent as required by applicable law.