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*Kaspi.kz*  
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# *Introduction*

The facts, issues and analysis of the Kaspi.kz IPO are explored in the Kaspi.kz IPO to understand how and why the leading Kazakhstani fintech firm had to prepare for an IPO. This case is helpful in understanding the conditions of emerging markets and fintech sector, and the factors that can affect IPO.



# *Background of Kaspi.kz*

Established in 2007 as an online payment and consumption platform, Kaspi.kz has turned into a financial services provider that also incorporates e-Commerce and banking. It grew very fast and has a unique business model that made it to dominates the market of Kazakhstan.

# *Key Strategic*

Kaspi.kz's IPO benefitted from several strategic decisions explained as follows; Corporative governance and transparency were among the main areas the company sought to improve because they bolster investor confidence.

# *Conclusion*

This paper highlights the challenges that accompany the IPO process using the Kaspi.kz IPO. Making proper decisions Kaspi.kz faced the top opportunities for the further growth while overcoming different difficulties outlined the trending aspects of the present day financial environment.

# Resource

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