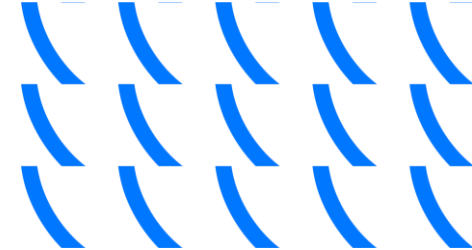


# Key ESG projects and events

Q2 2025



# Main ESG projects and events for Q2 2025



## Environmental responsibility

- VK launched **an environmentally conscious project for Earth Day, involving >800 authors** sharing exclusive content with VKontakte users
- VK held its **annual Electro Spring campaign** for employees, who collected **>210 kg of electronic waste for recycling**
- VK Fest 2025 handed **>27 tonnes of materials and decorations for recycling and to animal shelters** for reuse

## Social responsibility

- **VK Fest won the Silver Mercury Award** in the category Best Socially Significant Event
- VK held **its first festival for pet lovers, "Paws"**, bringing together >41,000 guests and 10,000 pets
- OK and Moscow Longevity launched **an educational course, "Blogging School for 55+"**, which attracted **>1,100 participants**
- **MAX joined VK's public Bug Bounty vulnerability search programme** with a maximum reward of RUB 5 mn
- The joint project of **VK Dobro and Fix Price raised >900,000 RUB during the first month** of the "Dobro in Action" campaign

# Environmental responsibility



# VK: Earth Day

For Earth Day on 22 April, VK prepared a project focused on environmental protection with the participation of museum reserves and national parks in Russia, as well as scientists and bloggers

- Sergey Bezrukov, Natalya Osman, Asker Eneev, and Rasul Chabdarov recorded **a series of audio podcasts in the format of author's virtual walks** through picturesque places in the country
- **VK, together with the ZNWR brand, released a capsule collection of T-shirts** and scarves with a unique art design that proclaims the fundamental and close connection between humans and the environment. **10% of sales from the VK Dobro line will be donated to the Nature and People environmental fund**



>800 authors

shared exclusive content with VKontakte users under the hashtag #ЗемляЭтоМы (We Are the Earth) for a month

# VK Fest 2025: environmental initiatives

- In all five cities hosting the festival (Moscow, St. Petersburg, Sochi, Kazan, Chelyabinsk), **separate waste collection was organised** – guests could dispose of plastic bottles and cups, as well as aluminium cans, for recycling
- **The dismantled decorations and materials after the festivals were transferred to animal shelters** for the improvement of the territory and reuse
- At festivals in Moscow and St. Petersburg, **>3,400 reusable bottles were sold**, helping to reduce the amount of single-use plastic used by guests
- In Moscow **a special environmental area from the Sborka Eco-Centre was set up**, and **>540 people** visited the recycling museum, made jewellery from recycled materials, and took part in a quiz about recycling



>27 tonnes

of recyclable materials and decorations were handed for recycling and to animal shelters for reuse

# Social responsibility

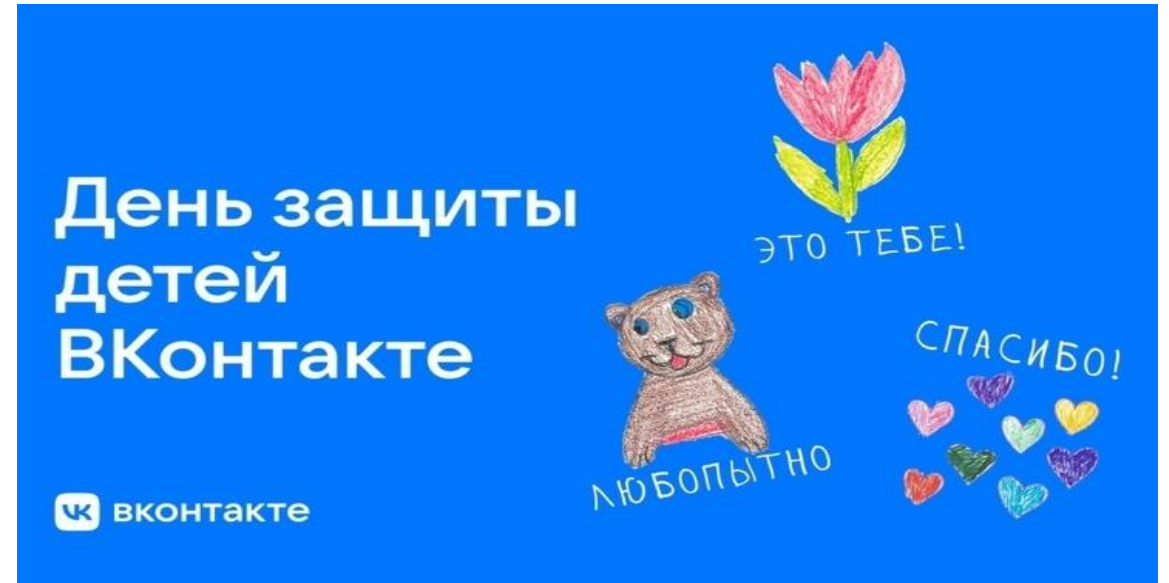


# VKontakte: Children's Day

**VKontakte launched limited edition charity stickers for Children's Day.** As part of the campaign, the foundations' mentees created drawings, which were used as the basis for a sticker pack released on the social network

**Three organisations joined the Children's Day campaign:**

- The Naked Hearts Foundation provides assistance to children and young people with autism, cerebral palsy and other developmental disorders
- The Simple Things Foundation supports young people with mental disabilities
- "One, Two, All" organisation assists disabled children from the Pavlovsk Children's Home No. 4



*All proceeds from the sale of stickers are directed towards the development of programmes to assist children with developmental disabilities*



# VKontakte: privacy settings

VKontakte studied how users' attitudes towards online privacy are changing. One of the stable trends is a **conscious approach to digital space**: users are increasingly flexibly managing their privacy settings and creating a comfortable environment for communication

- **46% of respondents** prefer to share personal information only with those they trust
- **42%** consider the ability to customise the platform to suit their needs to be important
- **44% of women** and **30% of men** want to filter out toxic comments

Every second young user (aged 18–24) uses disappearing messages. **The "Personal Space" mode was activated more than 3 mn times** — to take a break and relax from communication

## Приватность ВКонтакте

75%

пользователей  
настраивают приватность  
для комфортного общения

на  
49%

эффективнее нейросеть  
ВКонтакте стала определять  
и скрывать токсичные  
комментарии за последний год

51%

пользователей предпочитают  
не открывать токсичные  
комментарии, скрытые  
нейросетью

### Топ-5 настроек приватности ВКонтакте:

1. Кто видит список аудиозаписей
2. Кто может звонить
3. Кто может писать личные сообщения
4. Кто видит основную информацию профиля
5. Кто видит список видеозаписей





# OK: Blogging School 55+

**The social network Odnoklassniki and the Moscow Longevity project launched an educational course called "Blogging School for 55+"**

The course started on 2 June and lasted four weeks. Each session included theory, practice and live communication with experienced bloggers. The course tutors, including popular authors from the OK social network, helped participants develop their personal style, create and design groups, work with video formats, and build a dialogue with the audience

After the course, **all participants will receive support from the Odnoklassniki platform** for a confident start in blogging for three months



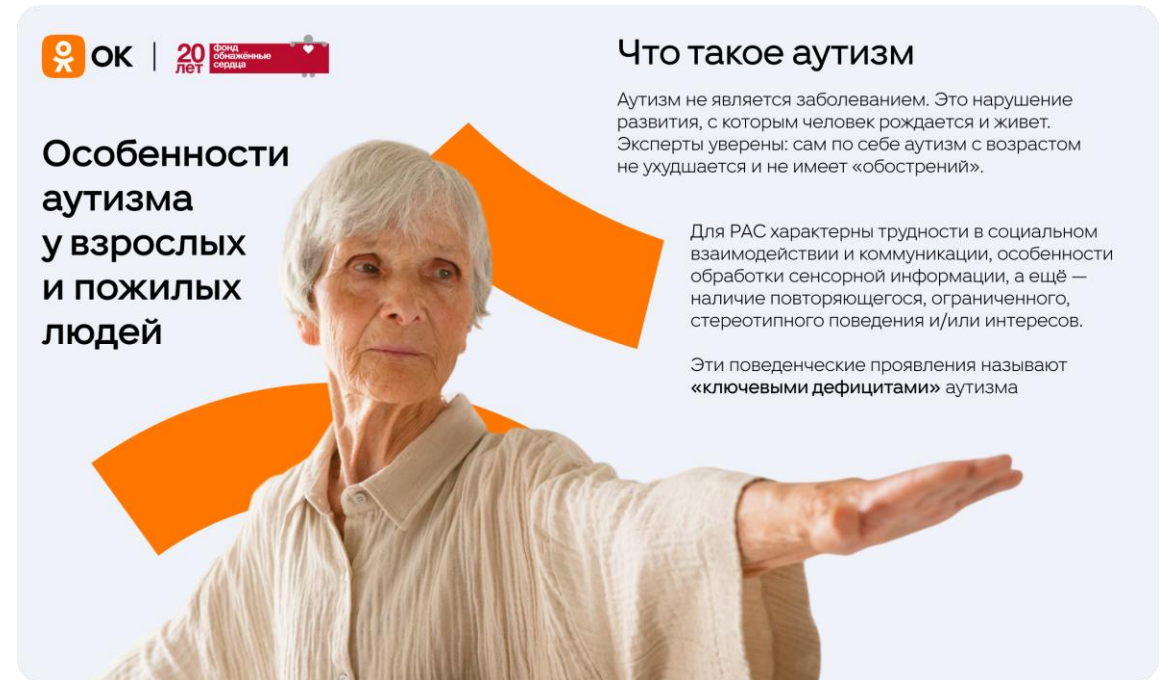
**1,100 participants**

in classes at Moscow Longevity Centres and online  
as part of the "Blogging School 55+" project with OK

# OK x Naked Hearts Foundation

April is Autism Awareness Month around the world. **Odnoklassniki, together with the Naked Hearts Foundation, told users about this disorder:** myths and facts, young adults and older people with autism, and more

Throughout April, OK published materials dedicated to people with autism spectrum disorder, and autism in the elderly. The joint activities of Odnoklassniki and the Naked Hearts Foundation are aimed at drawing the audience's attention to issues related to supporting families with members who have autism spectrum disorder, and helping relatives better understand the behavioural characteristics and needs of their loved ones with autism and communicate with them more effectively



The infographic features a photograph of an elderly woman with short white hair, wearing a light-colored button-down shirt, with her right arm extended forward. The background is light blue with orange curved graphic elements. At the top left, there is a logo for 'OK' (Odnoklassniki) and a red banner for the '20th Anniversary of the Foundation' (Фонд Общественные Сердца 20 лет). The main title is 'Особенности аутизма у взрослых и пожилых людей' (Features of autism in adults and elderly people). To the right, under the heading 'Что такое аутизм' (What is autism), there is a paragraph explaining that autism is a developmental disorder, not a disease, and that it does not worsen with age. Below this, another paragraph lists characteristics for the Autism Spectrum (РАС), such as difficulties in social interaction and communication, and mentions 'key deficits' (ключевыми дефицитами).

ОК | 20 лет Фонд Общественные Сердца

## Особенности аутизма у взрослых и пожилых людей

### Что такое аутизм

Аутизм не является заболеванием. Это нарушение развития, с которым человек рождается и живет. Эксперты уверены: сам по себе аутизм с возрастом не ухудшается и не имеет «обострений».

Для РАС характерны трудности в социальном взаимодействии и коммуникации, особенности обработки сенсорной информации, а ещё — наличие повторяющегося, ограниченного, стереотипного поведения и/или интересов.

Эти поведенческие проявления называют «ключевыми дефицитами» аутизма

10 mn

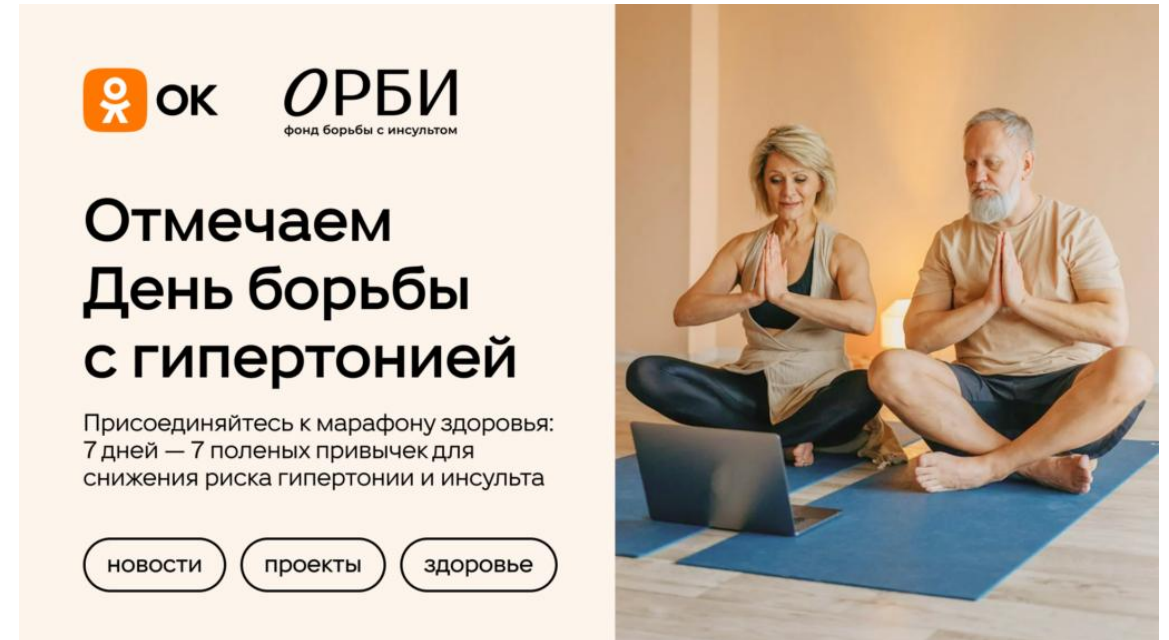
total media coverage of the joint project of OK and the Naked Hearts Foundation

# OK x ORBI Stroke Foundation

From 17 to 25 May, the social network **Odnoklassniki**, in collaboration with the **ORBI Stroke Foundation**, held a **marathon of healthy habits** dedicated to World Hypertension Day and aimed at preventing this disease

The marathon helped participants implement **simple everyday habits that reduce the risk of cardiovascular disease**, including stroke. The tasks were published daily in the ORBI Foundation group on Odnoklassniki, accompanied by comments from cardiologist Tamaz Gagloshvili

On the last day of the marathon, the doctor held a live broadcast to answer questions and give advice on improving health



*The marathon materials were published freely accessible so that users could participate in the marathon at any time*



# VK Fest 2025: inclusive initiatives

- In all five cities hosting the festival, **venues were adapted for people with limited mobility**
- On the Main Stage and in the festival broadcast, the **artists' performances were translated into Russian Sign Language (RSL)**. A total of **>200 tracks** were translated. The broadcast with RSL translation was viewed **>3 mn times**
- **Sensory relaxation rooms** appeared for the first time at festivals in Moscow and St. Petersburg: guests could relax there from noise
- **A sensory safety map and a social story** — a short illustrated narrative about what would happen at the festival — helped people with neurodifferences and their companions prepare for the event in advance



**>1,100 guests**

with disabilities attended VK Fest 2025 in the five cities where the festival was held

# VK Fest: Gold at the Silver Mercury Awards

VK won the Silver Mercury Award in the category  
"K10. BEST PURPOSEFUL EVENT"

The award was given for the project "VK Fest — inclusive, charitable and environmental initiatives"

## ESG initiatives at VK Fest 2024:

- **Inclusion:** adapting venues in all cities for people with limited mobility; improving the digital accessibility of the festival website and app; translating performances and broadcasts into Russian sign language
- **Charity:** "Kind Ticket", the proceeds from the sale of which are donated to verified charitable organisations on VK Dobro
- **Ecology:** cup-share programme; separate waste collection; collection of dismantled construction materials and decorations for reuse in animal shelters

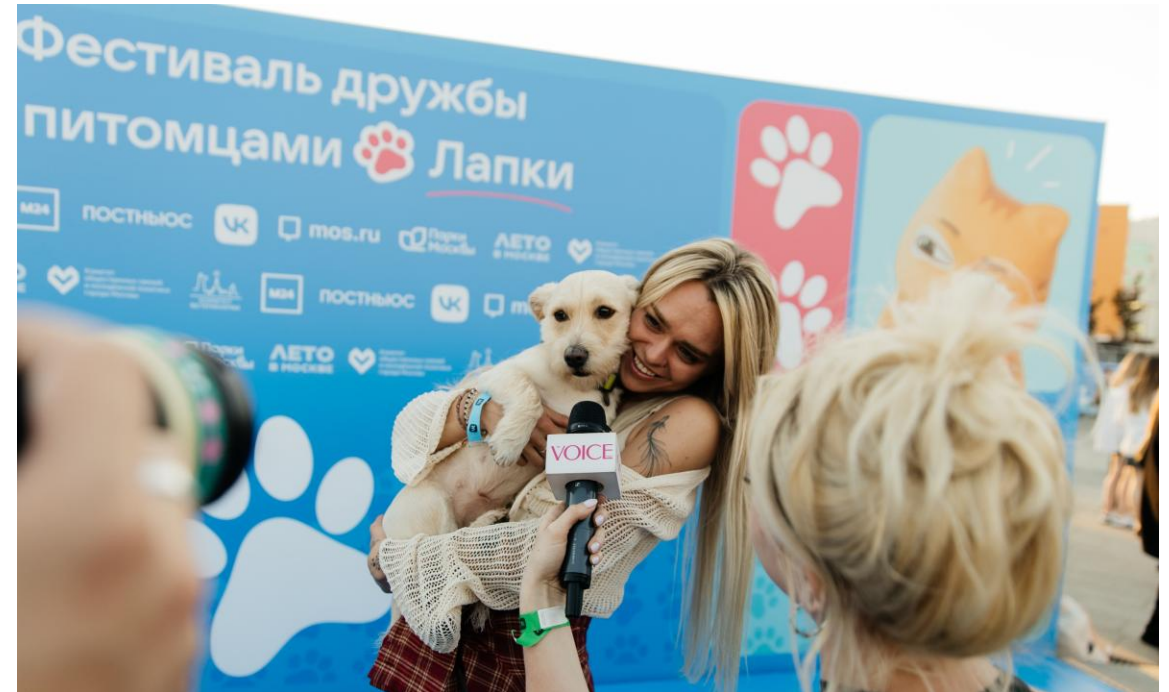


# VK: Paws Festival

On 24 and 25 May, the Khodynskoye Pole Park hosted **the Paws Festival of Friendship with Pets**, organised by VK and the city portal mos.ru

**The event brought together >41,000 guests and 10,000 pets**, as well as >50 popular artists, influencers and experts. Guests took 30 animals from shelters home and collected >350 kg of food

The festival venue hosted musical and creative performances, lectures, master classes and competitions. The Main Stage featured performances by artists, DJ sets, as well as meetings with influencers and their pets



**>250,000 RUB**

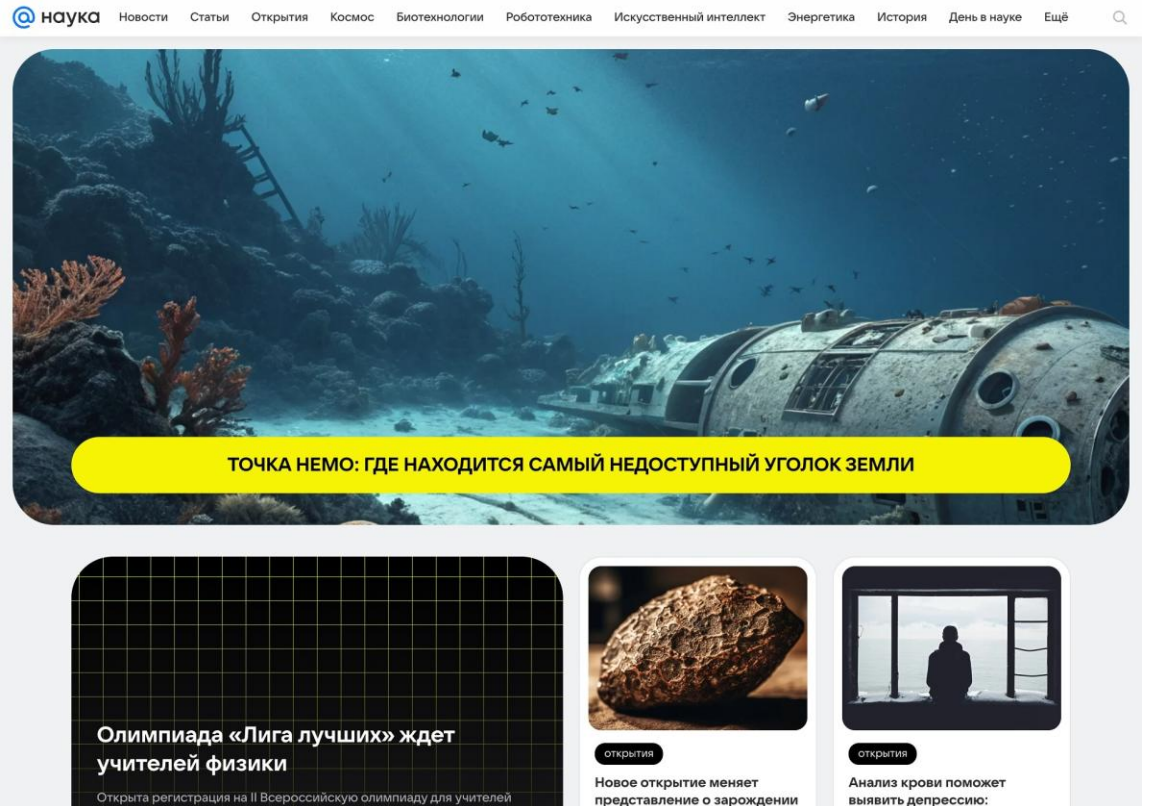
donated during the festival to verified VK Dobro funds, that help stray animals

# VK: Media project Science Mail

VK launched a media project [Science Mail](#), which aims to popularise science and increase interest in scientific research topics

Readers have access to cutting-edge research and developments from news articles, expert columns, and special projects on space, artificial intelligence, energy, and biotechnology. In addition, users of Science Mail can be the first to learn about the scientific activities of Russia's leading universities and research institutes

Renowned scientists and developers, employees of leading Russian universities and research centres, as well as representatives of the industrial sector are involved in the creation of editorial content for the media project





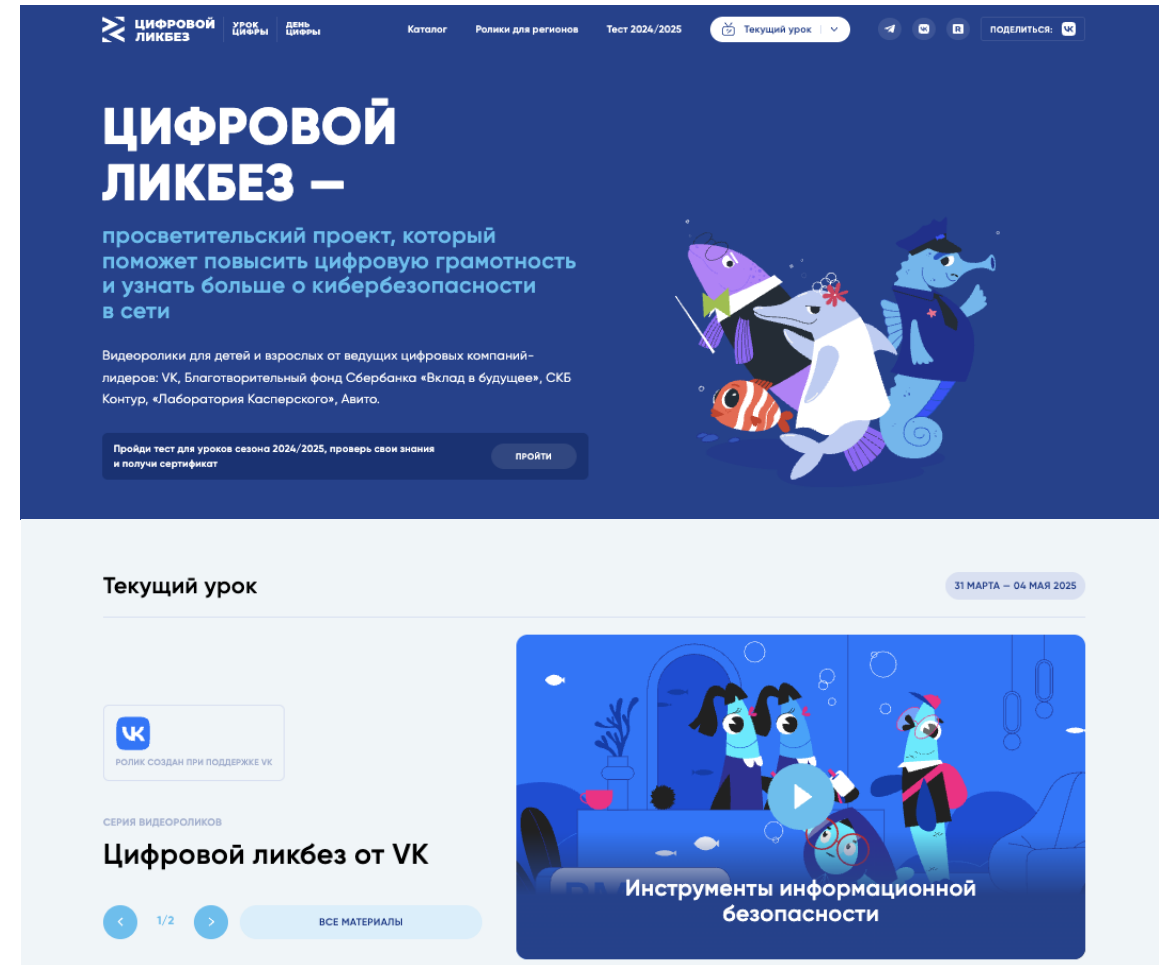
# VK x Digital Literacy

VK and ANO Digital Economy, with the support of the Russian Ministry of Education and the Russian Ministry of Digital Development, held **a season of Digital Literacy**, an all-Russian educational project the field of digital literacy and cybersecurity

- **441,000 students** studied lessons on Digital Literacy from VK
- **28,900 teachers** downloaded materials
- **26,500 students** received certificates
- **11,000 users** downloaded video materials

**+15% of teachers**

used materials from the VK educational project in 2025 compared to 2024



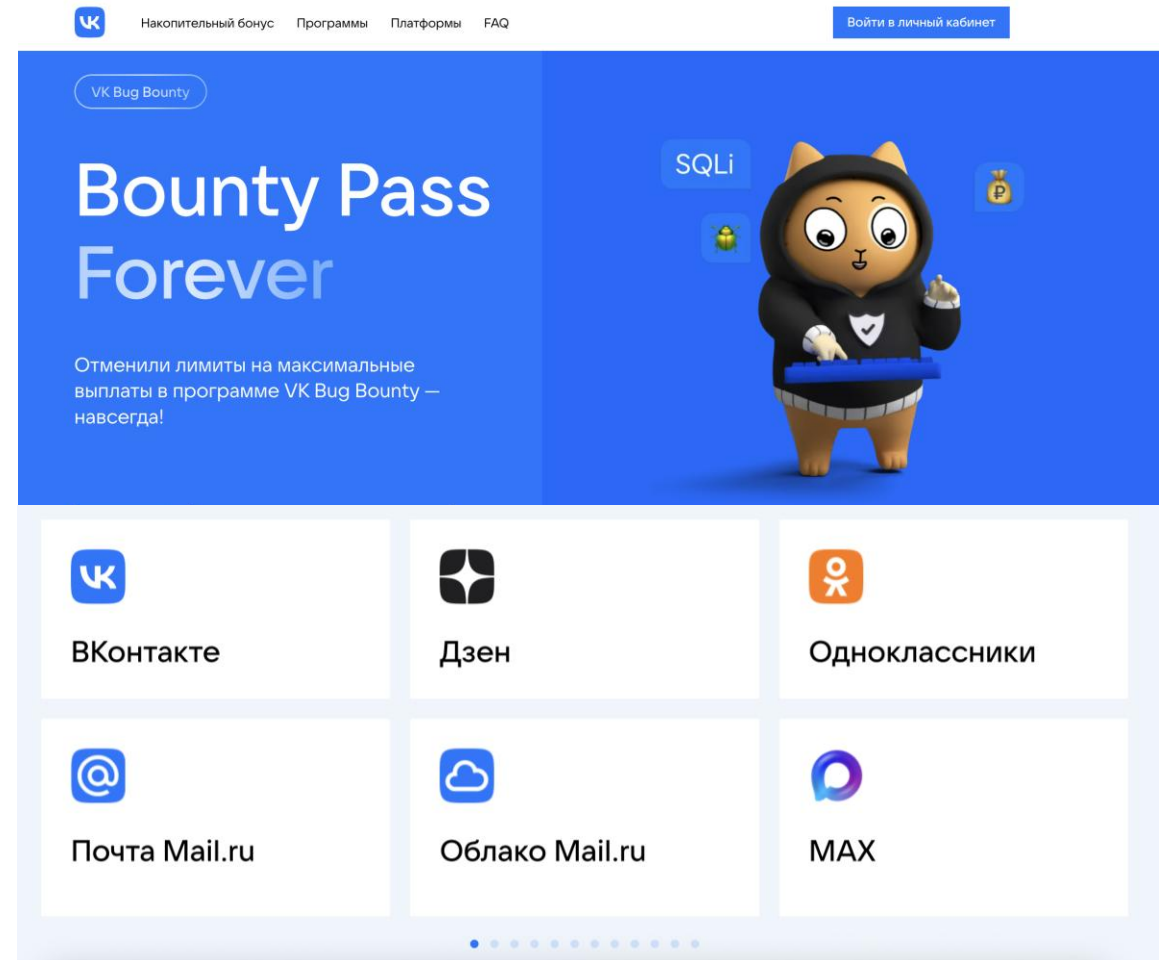
# MAX x VK Bug Bounty

**MAX joined VK's public programme for finding vulnerabilities, Bug Bounty**, with a focus on protecting user privacy

Independent researchers can search for vulnerabilities in the mobile app, web and desktop versions of the platform without limiting the search area. **The new project is available on all platforms where the VK Bug Bounty programme is hosted.** Special categories of vulnerabilities were introduced for the first time, with a focus on user data security and increased payouts

**RUB 5 mn**

maximum reward under the MAX programme  
in Bug Bounty



# VK Bug Bounty: the first private programme

## VK held its first private programme for independent researchers at Bug Bounty

31 bug hunters from the Standoff and BI.ZONE Bug Bounty platforms were invited to participate in closed testing of two VK products: Uchi.ru and VK Process Mining. Over the course of two weeks of testing, **141 reports of vulnerabilities were received**, of which 93 were identified as useful

All participants were invited to an offline event at the VK office in Zinger

**RUB 3.6 mn**

paid to independent researchers during the private programme



# VK Security: Initiatives for Students

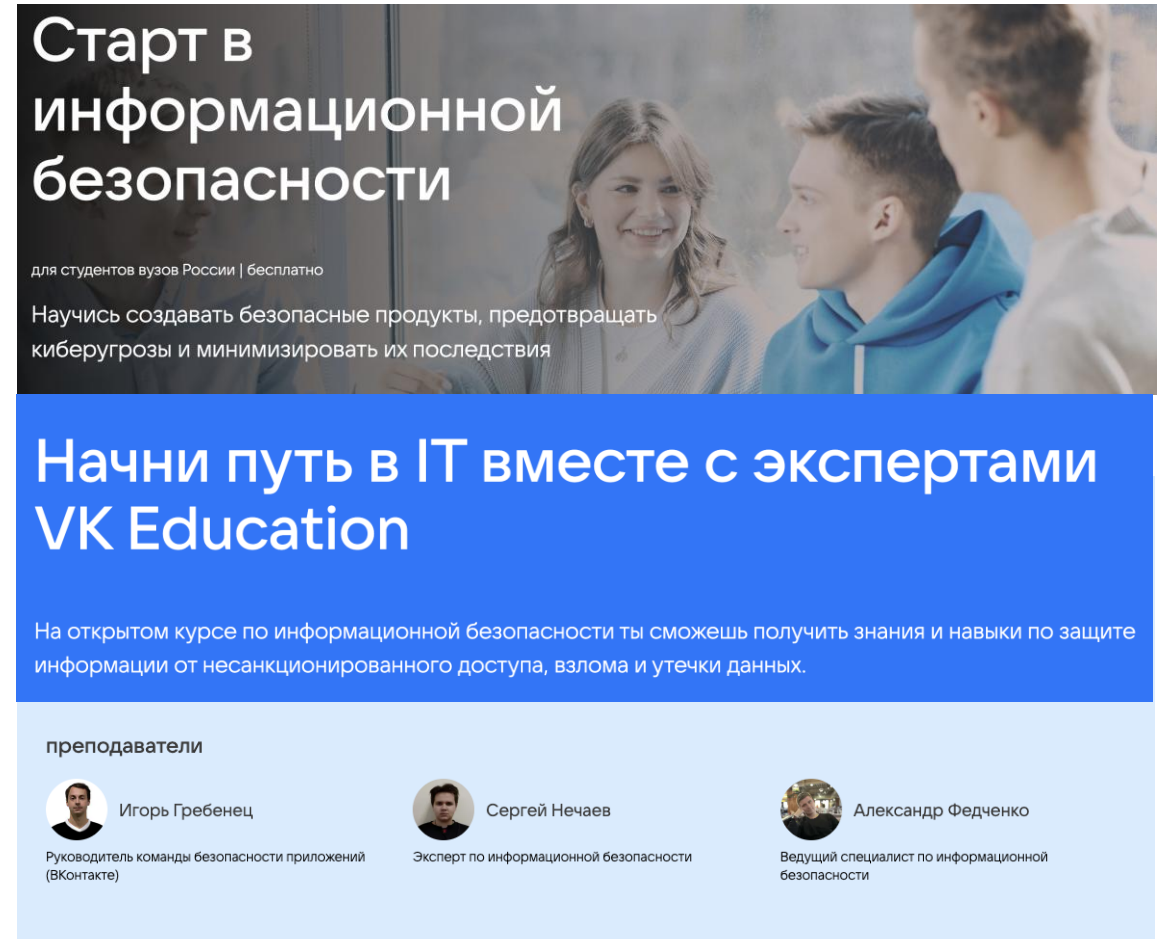
Experts from VK's Information Security Team conducted **a nationwide synchronised course entitled "Start in Information Security"** (spring semester), which attracted **>960 applications for participation**

The course consisting of seven lectures on the basics of secure development was highly rated by students: overall SCAT(CSI) – 98.3 (average rating 4.8)

Based on the results of the course, 10 students were selected as candidates for an internship in the VK Application Security department

**NPS 53%**

only grades above 7.0 were given by students of the course

A promotional poster for the 'Start in Information Security' course. The top half features a photo of three students (two men and one woman) smiling and talking. The text is in Russian. The bottom half has a solid blue background with white text.

**Старт в информационной безопасности**




для студентов вузов России | бесплатно

Научись создавать безопасные продукты, предотвращать киберугрозы и минимизировать их последствия

**Начни путь в IT вместе с экспертами VK Education**

На открытом курсе по информационной безопасности ты сможешь получить знания и навыки по защите информации от несанкционированного доступа, взлома и утечки данных.

**преподаватели**

 Игорь Гребенец Руководитель команды безопасности приложений (VKонтакте)	 Сергей Нечаев Эксперт по информационной безопасности	 Александр Федченко Ведущий специалист по информационной безопасности
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# VK Dobro: "Dobro in Action"

**VK Dobro, in collaboration with the Fix Price brand, launched the "Dobro in Action" project**

According to the project concept, users perform simple game actions and earn special points, which are then converted into rubles

Users also have the option to transfer accumulated loyalty programme points to verified VK Dobro charity funds

**1 month = 1 fund on VK Dobro**

**>900,000 RUB**

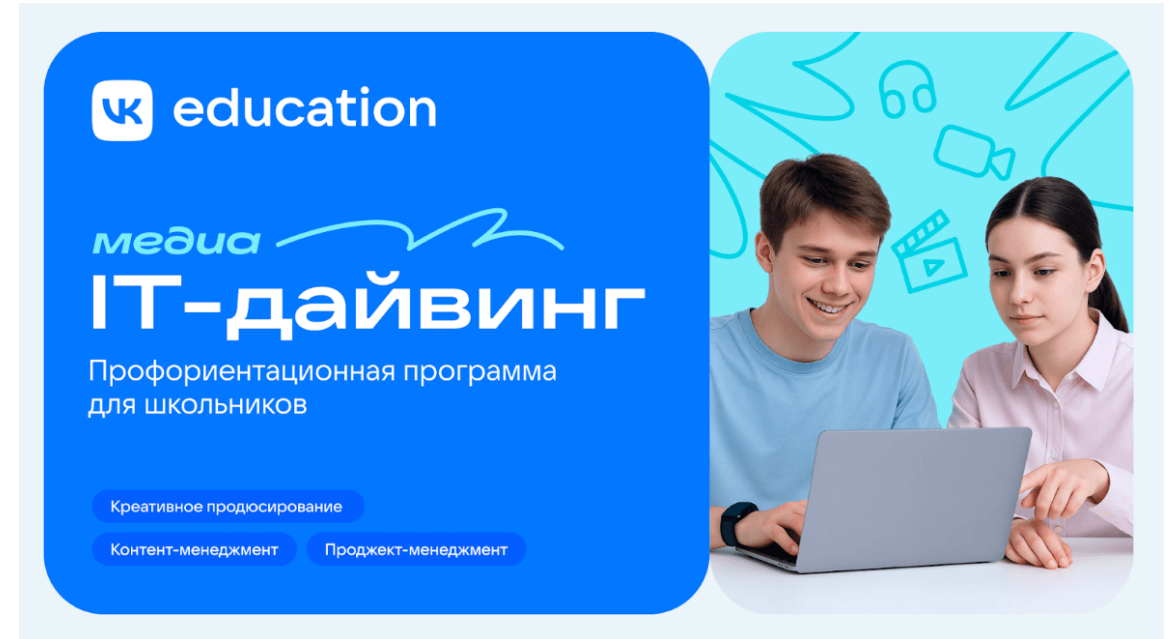
donated jointly by Fix Price and users during the first month of the "Dobro in Action" campaign





# VK Education: schoolchildren and students

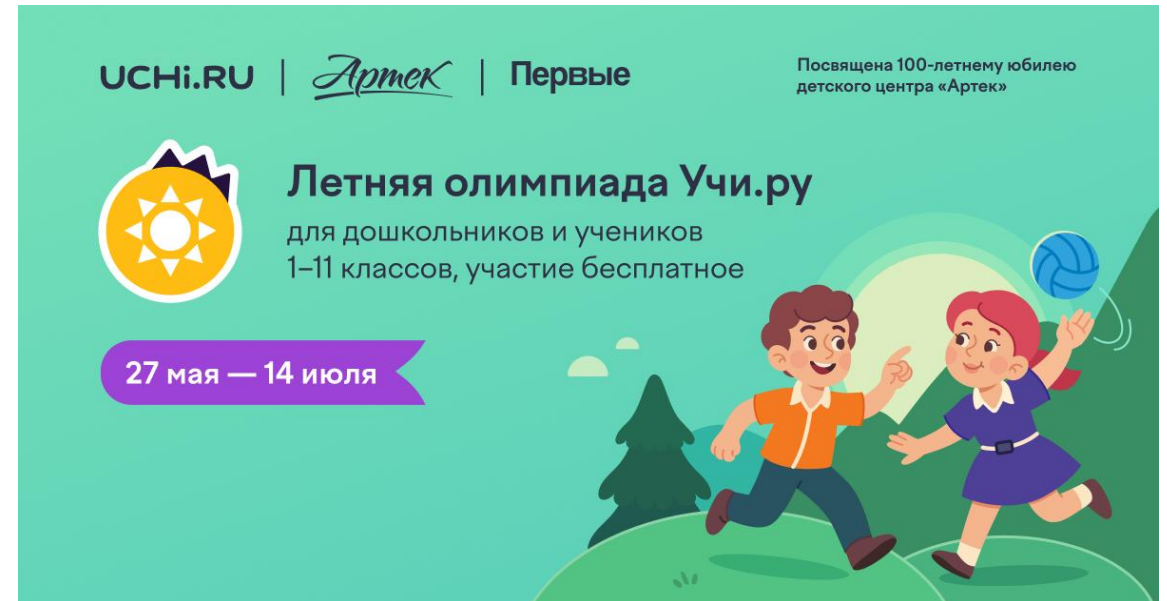
- VK Education launched a unified internship programme, [VK Education Practice](#), which will enable a thousand students from 11 Russian universities to undergo training and work experience at VK and gain experience in solving real business issues
- In September 2025, VK and MIPT will launch a master's programme in Artificial Intelligence and Social Media. VK Education will help applicants prepare for admission — students will be able to join a free training course, test the programme, and gain an advantage in the selection process
- VK Education and the Moscow Film School opened enrolment for a joint educational programme called ["Creative Producer of Digital Shows"](#). Students will learn how to create entertainment shows and will have the opportunity to launch personal projects under the guidance of experts from VK and the industry



*VK Education launched a career guidance programme  
in the media field for schoolchildren  
called ["IT Diving: Media"](#)*

# Uchi.ru: Olympiads and Projects for schoolchildren

- **All-Russian Olympiad 'Science Around Us'.**  
**Almost 1 mn schoolchildren** learned more about natural sciences and developed unconventional thinking. The project was supported by the national project "Youth and Children"
- **All-Russian Olympiad "Safety Begins with You".**  
**>1.8 mn schoolchildren** developed safe behaviour skills in various life situations. The project was carried out in collaboration with the Russian Ministry of Emergency Situations
- **The educational project "Safe Roads in Summer",**  
dedicated to Children's Day and helping to improve safety awareness on the streets, in courtyards and when riding bicycles or scooters. The project was organised jointly with the National Priorities Autonomous Non-Profit Organisation and the Main Directorate for Traffic Safety of the Russian Ministry of Internal Affairs



*>233,000 participants completed the tasks of the All-Russian "Summer Olympiad" of Uchi.ru, dedicated to the 100th anniversary of the Artek International Children's Centre*



VK team





# VK: Electro Spring

## VK held its annual Electro Spring campaign for employees

The collection of electrical and electronic devices took place **in four regions and nine VK offices**. During the campaign, employees collected:

- **153 kg** – in Moscow offices
- **12.6 kg** – in St. Petersburg offices
- **28 kg** – in Kazan office
- **17.3 kg** – in Nizhny Novgorod office

**>210 kg**

of electronic waste was collected by employees for recycling during the “Electro Spring” campaign



# VK Team x VK Fest

**At VK Fest in Moscow, Saint Petersburg, and Kazan, special areas were organised for the VK Team**

In addition to photo stations and a beauty bar, employees and their children could take part in various master classes, including **an ecological master class on creating keychains from recycled plastic**

**>9,500 employees**

visited the special VK Team space at VK Fest 2025  
in Moscow, St. Petersburg, and Kazan

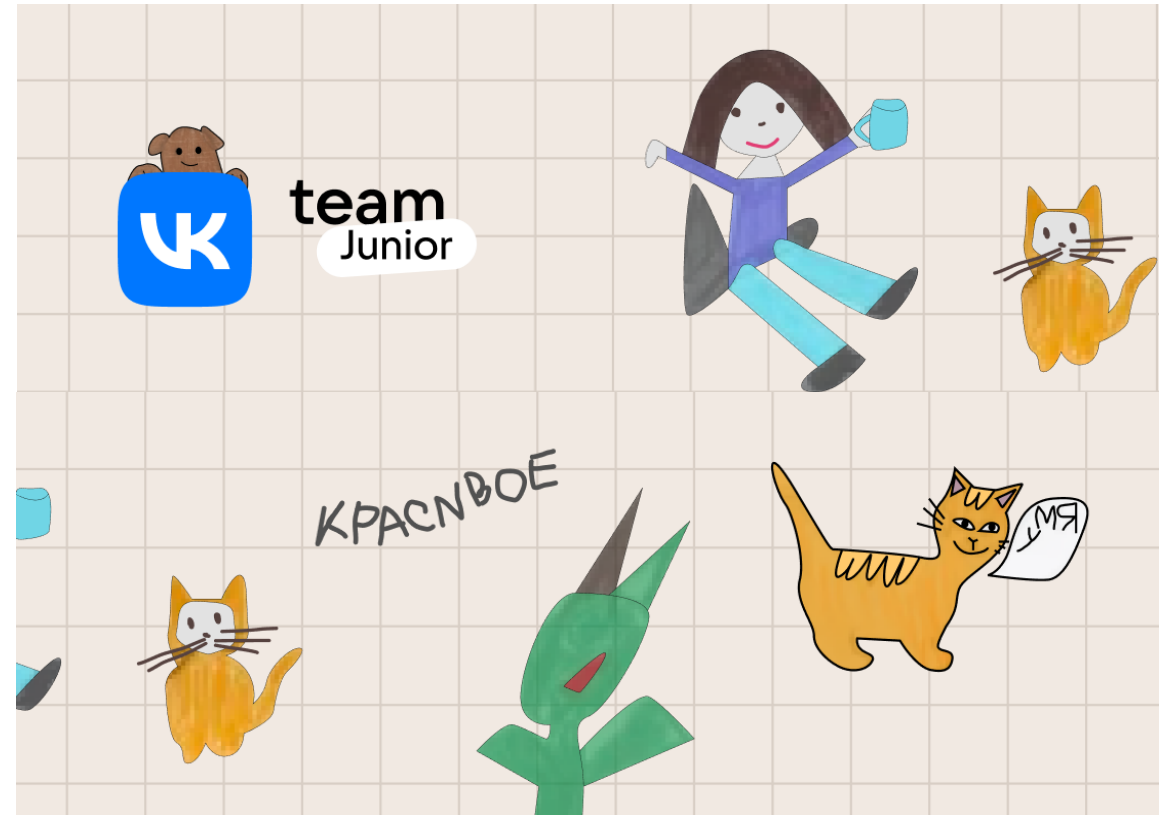


# VK Team Junior

**On 1 June, VK offices became a veritable city of professions for one day.** Instead of deadlines, there were master classes; instead of conference calls, there were quizzes; and instead of the usual reports, there were drawings made with pencils and markers

**For the employees' children, the following were organised:**

- master classes by VK Dobro
- lectures on professions and office tours
- quizzes and competitions
- Gifts from VK Education, Uchi.ru, VK Play, and RuStore
- mini cinema by VK Video





# VKontakte: Donor Day

On 5 June, VKontakte held a **Donor Day for employees** at the Zinger House office

This year, **42 people joined the campaign**, and 34 of them were able to become donors based on medical criteria. For eight participants, it was the first experience of blood donation

At the same time, the office held a fundraiser for the 'Devoted Heart' Shelter, which helps homeless animals. In total, donations amounting to >21,000 RUB were collected

**15.5 litres**

of blood were donated by VKontakte employees as part of Donor Day on 5 June at the Zinger House





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The information contained in this document is provided for informational purposes only and should not be construed as advice or interpreted as investment advice or a recommendation under any law, including Russian law.

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