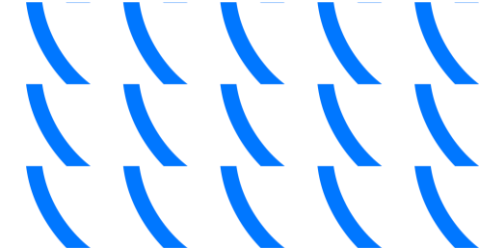# Key ESG projects and events

Q4 2024

Main ESG projects and events for Q4 2024

Environmental responsibility

- **VK Clips took official guardianship of a family of capybaras** at the Moscow Zoo

- VK disposed **> 15 tonnes of food waste for composting**

- VK equipped **70 coffee points in the offices with dual-stream bins** for separate waste collection

Social responsibility

- **2.2 mn people visited the official website kiberbulling.net** during the "Anti-Cyberbullying Month" campaign

- VK organised a **professional conference about inclusion and accessible environment VK Inclusion '24**

- VK Education reached **>220,000 students** in education courses and intellectual competitions in 2024

- The project "The Kind Gift Fair" by VK Dobro **raised RUB > 1.1 mn for charitable foundations**

Environmental responsibility

VK Clips x Moscow Zoo

VK Clips became the official guardian of the Moscow Zoo's inhabitants – a capybaras family

The animals received food for a whole year and gifts making their life more comfortable and safe

For the start of the guardianship VK Clips together with the Moscow Zoo launched the project ''Capyhouse'' – a series of short videos in which the animals acted as bloggers. Visitors learnt interesting facts about capybaras, took part in a quiz and received unique emoji statuses and VKontakte stickers
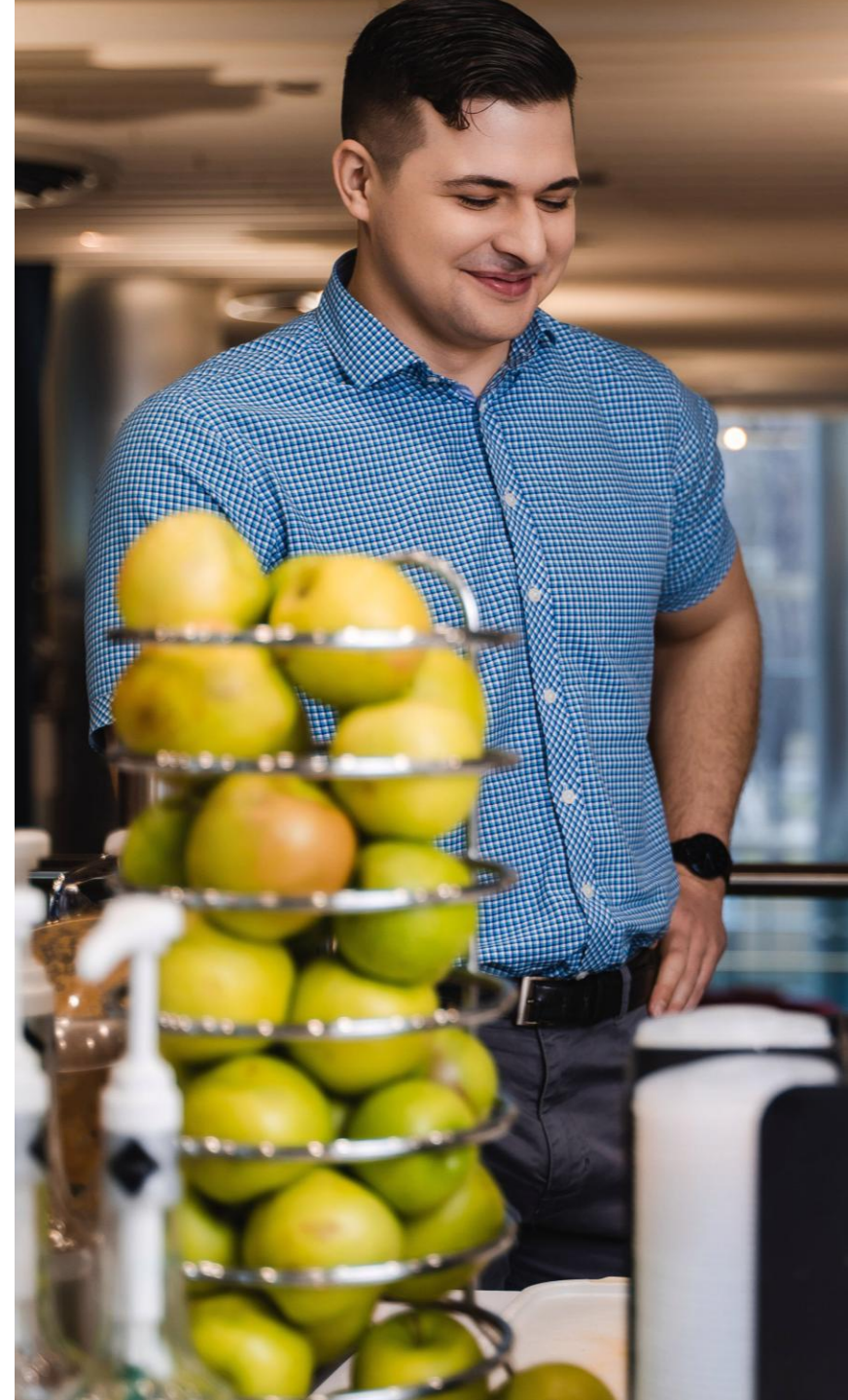
VK x FoodWaster

VK continues to **dispose of food waste from the fresh bar at VK's Moscow office for industrial composting** in partnership with the FoodWaster social and environmental project

All waste becomes fertile soil, supporting the development of a closed-cycle economy

> 15,000 kg
of food waste was transferred to composting in Q4 2024

Separate waste collection

VK is actively implementing dual-stream waste collection infrastructure in offices to facilitate further sorting of waste by regional operators

Visual sorting instructions are placed next to the bins to help VK employees follow the separate collection process

70 coffee points
were equipped with dual-stream bins in offices in Moscow, Nizhny Novgorod and Kazan in Q4 2024

Для стекла

1 открутить крышку
2 вымыть
ъ выбросить

Social responsibility

VK: Anti-Cyberbullying Month

According to VK research, **one in three online users (33%) is a victim of cyberbullying**. The goal of the 2024 campaign was to spread the message that cyberbullying affects everyone. And if not everyone personally, then certainly someone around them

The project involved **> 350 partners,
> 30 influencers** supported the project in their social networks, and **212 media publications** were published during the month

2.2 mn people
visited the official website kiberbulling.net during the "Anti-Cyberbullying Month" campaign

The awareness campaign of the social project "Anti-Cyberbullying Month" was held for the sixth time and covered throughout November
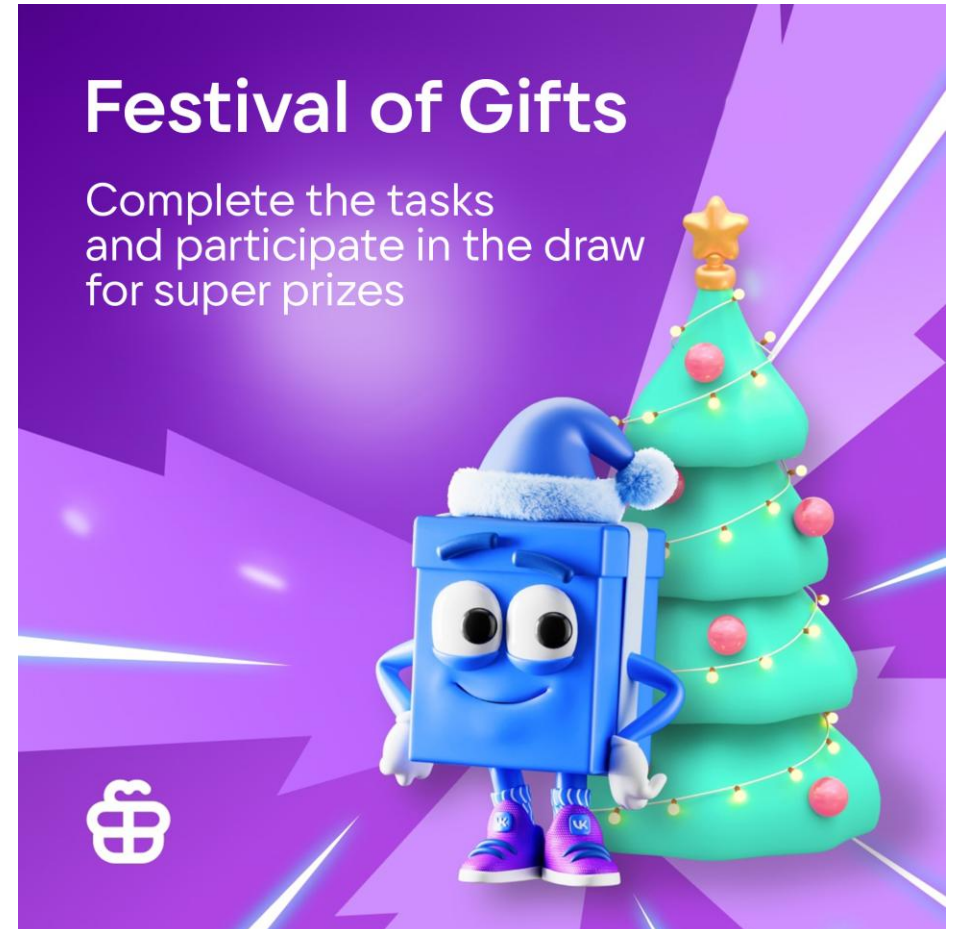
VKontakte: Festival of Gifts

From 17 December to 21 January, users of the "Festival of Gifts" service performed various tasks and good deeds, and received prizes and emoji statuses in return

One of these tasks was **a donation to the AdVita charity fund**, which helps children and adults with oncological, haematological and immunological diseases.
The foundation makes advanced cancer treatment possible for all patients

RUB 714,000

собрали суммарно в пользу фонда AdVita за время новогоднего «Фестиваля подарков»

Festival of Gifts

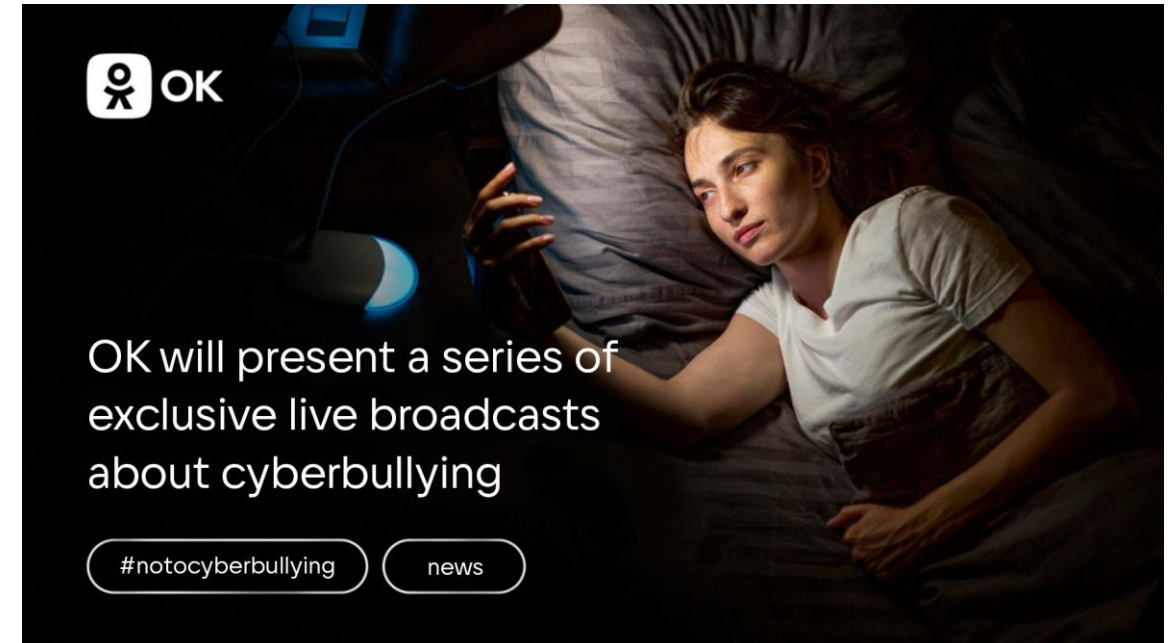Complete the tasks and participate in the draw for super prizes

OK: social projects

In November 2024, **OK joined the Anti-Cyberbullying Month**. The main topic of discussion was how to deal with this problem in public and professional life

In a series of live broadcasts organised in cooperation with the Companies for All Ages project, **OK invited experts from various fields** – from business to psychotherapy – and talked about "How to keep the Internet safe for yourself", "Bullying in the workplace", "Self-diagnosis: how to recognise an aggressor in yourself", "How to help your grandchildren if there is bullying at school?", "Non-violent communication in everyday life"

1.2 mn views
collected project broadcasts dedicated to the Anti-Cyberbullying Month in OK

OK

OK will present a series of exclusive live broadcasts about cyberbullying

#notocyberbullying   news

Users could decorate their profile

with a themed mood and avatar frames

dedicated to Anti-Cyberbullying campaign

OK: social projects

To mark the International Day of Older Persons, OK, the Baba-Deda portal, the Dobro.ru Association and the Not in Vain Foundation launched **a series of special projects dedicated to an active and healthy lifestyle after the age of 50**:

- **Articles and advice from doctors** on skin care, physical activity, nutrition and cardiovascular and sexual health care

- **Inspiring stories of people** who have found new hobbies or changed careers in adulthood

- **Training from OK and Dobro.ru Association** for people who want to help and become volunteers

OK

International Day of Older Persons

taking care of yourself, studying and discovering new horizons is possible at any age

longevity   care

2.7 mn views
collected project materials
for the International Day of Older Persons in OK

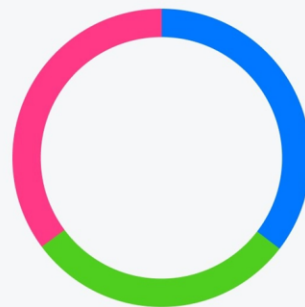# Mail.ru Email: anti-spam systems

In Q4 2024, Mail.ru Email spam analysis experts noted a trend towards mailings containing offers for various lotteries, raffles and online casinos. According to statistics, the share of such messages accounted for > 36% of daily blocked emails

> 6.1 bn spam emails

blocked by Mail.ru Email from October to December 2024 thanks to AI

In this 2024 period, Mail.ru Email succeeded in **reducing the total amount of spam by 43.5%** and the number of user complaints about spam by 36.9%

Mail.ru Email blocked 6.1bn spam emails in Q4 2024

- 36% — emails offering to take part in lotteries, raffles or online casinos

- 33% — emails with fake infoproducts, unscrupulous charity fundraisers and other types of carding

- 31% — emails with referral links disguised as representatives of banks, retailers and marketplaces

100% of unwanted emails blocked in Mail.ru Email on a daily basis

Using anti-spam systems and ML-models, Mail.ru Email anonymously analyses open data about senders and marks them with a green shield
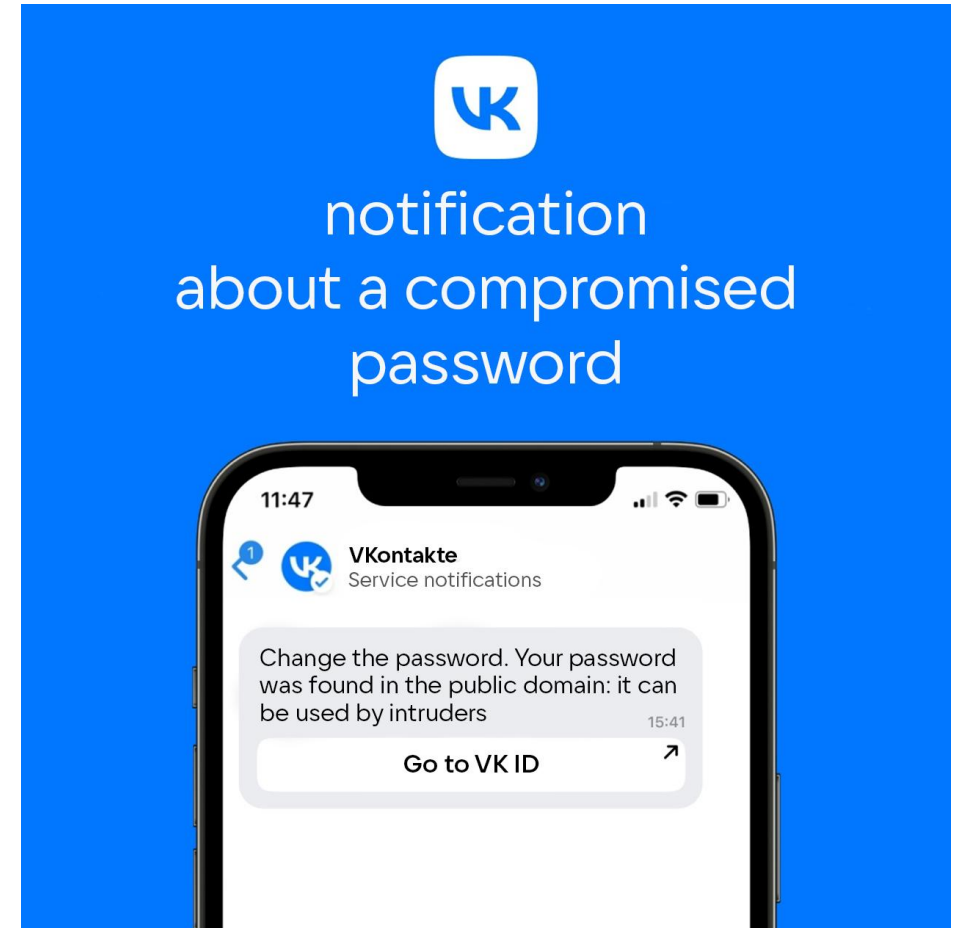
VK: user security

VK ID started **checking for compromised passwords** in the background mode and updated **the system of security recommendations**. If a password is found in the leaked databases, the user will immediately receive a notification with personalised recommendations for protecting the account

New services were connected to **protect against brute-force attacks** and malicious bots, as well as limited requests for number validation from attackers. Comprehensive security measures made it possible to reduce the number of attempts to hack into VKontakte accounts and send spam more than twofold

61% of users
who switched to VK ID from the compromise notification changed their password or chose other login methods

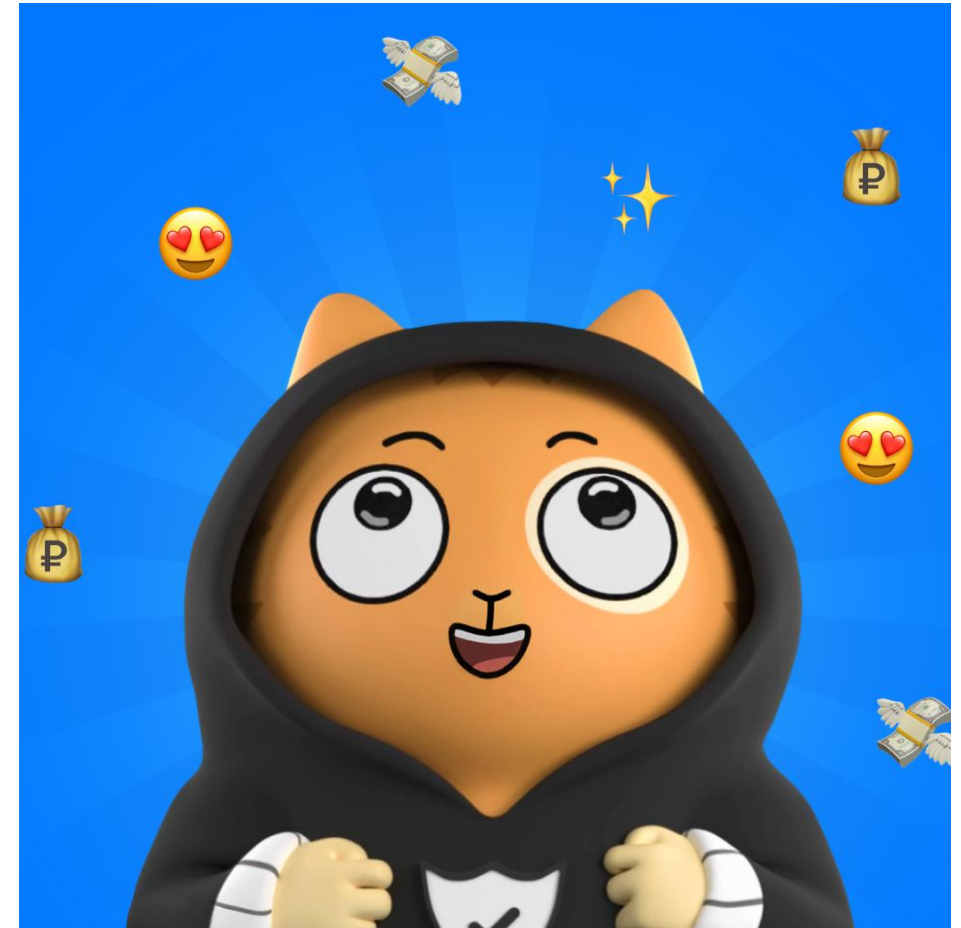notification about a compromised password

VK: search for bugs

The final activation of Bounty Pass#3: Advent took place from 22 October to 19 December, during which bughunters collected Advent gifts and accumulated bonuses for future payments. **The unique loyalty programme for bughunters Bounty Pass is now forever**, but under new conditions

GeekBrains, ADO, Portal and OK have increased their rewards, and from 29 November double payments for all IDOR bugs found were valid for a month

Due to the active development and growing popularity of the **VK Video service was separated into a new project** of the VK Bug Bounty programme

~ RUB 18 mn

paid for bugs found in the VK Bug Bounty programme in Q4 2024

VK: information security expertise

On 11 December, the first **VK Security Confab Max**
practical security conference was held
at the VK office:

- **18 technical lectures** from leading industry
  and VK experts
- **> 350 вexternal guests** of the event
- **> 1,000 viewers of the online broadcast**
  on the conference [website](#)

~ 30,000 views

collected the recordings of lectures from the practical
security conference VK Security Confab Max

VK Inclusion '24

On 15 November, VK held a **VK Inclusion '24 professional conference** on inclusion and accessible environment

Representatives of business, cultural institutions, NPOs, media and people with disabilities came together for an open dialogue and exchange of best practices in the field of inclusion to jointly influence changes in society

- **> 60 speakers** in 10 panel discussions, 3 masterclasses and 2 TED-style talks
- **> 300 offline guests** at VK headquarters in Moscow
- **4,500 live streaming views** on the day of the conference
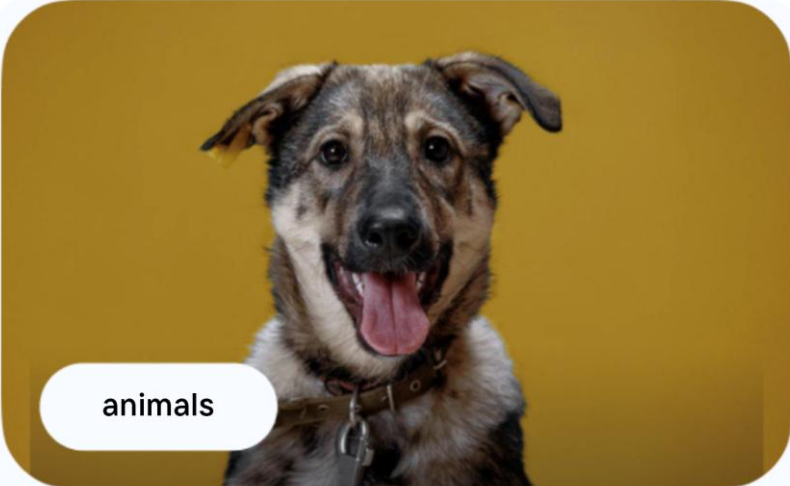- **> 10 million total views** of individual session recordings in the VK Team community playlist

VK Dobro: "The Kind Gift Fair"

In December, VK Dobro launched the annual project
"The Kind Gift Fair", where everyone could make the most
necessary and valuable gift – a donation to one of Russian
verified charitable organisations

The amounts of gifts are fixed, and the gifts are exactly
what the wards of the foundations across the country
need: food for the elderly, feed for homeless animals,
a master class for a person with a disability,
and much more

> RUB 1.1 mn
donated by project participants to verified
charitable foundations

animals

Little life

A safe home
for stray animals

Paying for the construction of a shelter for stray dogs

Choose a gift from RUB 91

VK Education

- VK Education <u>launched</u> a free educational programme **"Programming for Schoolchildren"**. The programme includes online training courses and an interactive simulator on the All Cups platform. 1,400 schoolchildren attended the training course

- VK Education, MIPT and Bauman Moscow State Technical University <u>opened</u> registration for the 10th anniversary season of the **Technocup programming olympiad for schoolchildren**. The olympiad takes place on VK's All Cups technology platform

- VK Education <u>organised</u> a **paid internship for schoolchildren** over the age of 14. The internship lasted for two months and included five areas: machine learning, frontend and backend development, manual and automated testing

VK Education: 2024 results

VK Education summed up the results of the year:

- The platform reached **> 220,000 students** in education courses and participants in intellectual competitions, +16% YoY

- The number of schoolchildren joining career guidance programmes **rose 12% YoY to 3.8 mn**

- The number of VK Education educational programmes increased to 120 and the number of partner universities to 37

- **~ 2,000 students** used practical cases from the VK Education Projects database for project activities

- **> 1,000 experts** were involved in VK Education programmes and other formats of educational activities

Sferum: 2024 results

Sferum summed up the results of the year:

- The number of service users exceeded 30 mn, including about **20 mn students** of all types of educational organisations, **2.1 mn teachers** and **8 mn parents**

- **~ 80,000 educational organisations** are connected to the service

- Sferum launched **a number of socially significant projects**. Sferum users can now choose cultural events as part of the Pushkin Card programme

VK x "Digital Lesson"

[VK's "Digital Lesson"](#) on the topic "App Store" was attended by **> 3 mn students** from Russia and other countries

- Thanks to the project, students learnt how to create and develop digital products, and how to manage an app store on the example of RuStore, the largest Russian platform

- Experts from VK Education, RuStore and Uchi.ru held open lessons for schoolchildren in various regions

- As part of the project, VK launched a special VKontakte mini-application for taking a lesson. **> 5,000 users** took advantage of the training simulators within the service

Uchi.ru: All-Russian IT Hackathon

The educational platform Uchi.ru has opened the application process for the **IT hackathon "The Future in Code"**.
The competition is supported by the national project "Data Economy"

The hackathon has become a starting point for schoolchildren in grades 5-8 interested in programming, robotics, and the development of smart devices. **The hackathon partner is VK Education**

- **> 3,000 participants** have already registered
- The competition will run until 25 May 2025

The jury will determine the winners in three nominations: "Creative Approach", "Best Idea Realisation" and "Best Project", etc. The winners will receive diplomas and useful prizes, while all participants and mentors will receive certificates. The results of the hackathon will be announced in May 2025

Uchi.ru: olympiad activities

Uchi.ru olympiads are free intellectual competitions for schoolchildren of all ages. They cover relevant and socially important topics, help identify talented students and realise their potential

In 2024:

- **9 olympiads**, including "Safe Roads", "Financial Literacy and Entrepreneurship", "Safe Internet" and others
- **> 9 mn participants**
- The "Safe Roads" olympiad has become one of the most popular in Russia: **one third of Russian schoolchildren took part in the competition**

The olympiads are supported by ANO National Priorities, federal ministries and large companies

Safe Roads — 5.5 mn participants (+10% YoY), Sept – Oct

Safe Internet — 2.4 mn participants (+1% YoY)

Culture around us — 1.3 mn participants (+12% YoY)

Financial Literacy and Entrepreneurship — 2.4 mn participants (+20% YoY)

VK team

Charity Fair for VKontakte team

On 17 and 18 December, a Charity Fair was held at VKontakte's headquarters in the Zinger House

Representatives of charity foundations whose members create items for the home, interior and everyday life came to visit. The fair's visitors bought gifts for themselves, their relatives and friends and at the same time took part in a good deed

Participants of the Charity Christmas Fair included the inclusive workshops ''Simple Things'' and ''Anton's Right Here', as well as the charity shop ''Easy-Easy'' with goods in favour of the AdVita Foundation

RUB 287,000
was raised in favour of foundations
at VKontakte 's Christmas Charity Fair

Donor Day at VKontakte team

On 6 December, VKontakte employees held a
traditional donor day at the Zinger House

- **57 people** volunteered to become donors

- **43 people** were able to donate blood for
  medical reasons

- **20 litres of blood** donated

- **26 people joined National Bone Marrow
  Donor Registry**

RUB > 21,000
collected by employees to help animals
from the shelter "Dogs Who Love" on VK Dobro

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