

Key ESG projects and events

Q4 2025



Main ESG projects and events for Q4 2025

Environmental responsibility

- VKontakte users raised RUB 380,000 to support endangered horse species as part of the "Lucky Snowballs" project
- The OK project "Save Our World", launched to mark World Animal Day, attracted >2.1 mn views
- MAX messenger app became the guardian of the sea hare named Max at Moscow Zoo

Social responsibility

- The Fandom Fest livestream with Russian sign language interpretation attracted 5.5 mn views
- The MAX messenger served as the technology partner for the nationwide "Christmas Tree of Wishes" campaign
- RUB 6.5 mn was donated to support seven charitable foundations on VK Dobro following a collaborative campaign with Fix Price
- "Cyberbullying Awareness Month" was held with the support of the Ministry of Education of the Russian Federation
- >310,000 students and schoolchildren were taught IT skills through VK Education projects in 2025

Environmental responsibility



VKontakte x VK Dobro

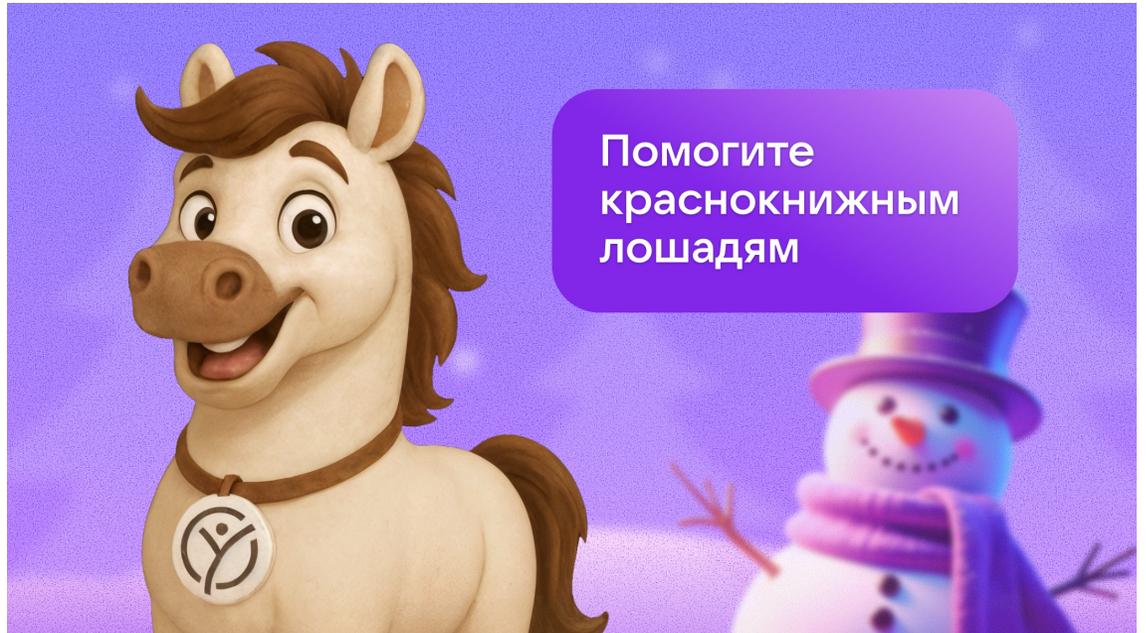
In December, VKontakte launched the annual holiday giveaway "Lucky Snowballs" with grand prizes worth several million roubles

This time, the campaign's **traditional charitable challenge focused on the preservation of Przewalski's horse**, the only species of wild horse that has never been domesticated. For every donation of any amount, participants received a snowball to enter the giveaway

All collected funds were donated to the Orenburg Nature Reserve to support endangered species

RUB 380,000

raised by users through a charity challenge in the "Lucky Snowballs" project on VKontakte



As part of the project, users took stock of the year in a fun way and supported the conservation of Russia's rare animal species

OK x Bank of Russia Museum x The Hermitage

OK launched the “Save Our World” project to mark **World Animal Day**, celebrated on 4 October

At the heart of the project is **a series of educational videos and posts** in which researchers from the State Hermitage Museum’s numismatics department discuss the animals depicted on coins from its collections

Special attention is paid to rare animals: the “Red Book” is a commemorative series of coins featuring images of endangered animals



To mark World Animal Day, a range of [themed stickers](#) and frames released on OK

>2.1 mn views

were generated by materials from the OK, the Bank of Russia Museum and the Hermitage as part of the project

MAX x Moscow Zoo

MAX messenger app became the guardian of the sea hare named Max at Moscow Zoo

Taking on the guardianship of the sea hare was part of a social initiative by MAX messenger aimed at supporting cultural and social institutions, as well as developing educational and entertainment content on the platform

As part of the collaboration, **the Moscow Zoo launched [Max's official channel on MAX](#)**. It is run from the perspective of the sea hare and introduces the audience to the life of Max and other zoo residents



Moscow Zoo and the MAX messenger app also presented a soft toy inspired by a real resident of the zoo

Social responsibility



VK Tech: infrastructure for NGOs

In December 2025, the Live Foundation **migrated an updated version of its main website to VK Cloud** and expanded the project's technical capabilities using the cloud. **VK Tech provided the platform's resources free of charge**

In 2025, the foundation needed to increase the amount of cloud storage to install updates and launch a new version of the website featuring a guidelines section, which includes >30 translations and adaptations of international recommendations

The ever-growing volume of content, including patient stories, photos, videos and documents, required additional resources for reliable data storage



VK Cloud tests and workload analyses showed that the cloud platform meets the foundation's new requirements for high availability, fast page loading and compliance with data protection regulations

VK Mini Apps: winners of VK Dev Grants 2025

VKontakte announced the winners of the VK Dev Grants 2025 grant programme for developers. The cash prize was shared among the creators of mini-apps in the categories "Gaming Services", "Tools for VKontakte Creators" and "Social Services"

For six months, participants in VK Dev Grants 2025 turned their ideas into finished products. Experts assisted them at every stage through Q&A sessions, mentoring meetings and webinars. **200 projects were submitted to the grant programme.** 15 services reached the final, and three winners were selected

RUB 5 mn

was the cash prize for the winners of the VK Dev Grants 2025 programme



The jury assessed the concept, technical implementation, audience engagement and monetisation strategies.

The results of the programme were announced at the VK Apps & Games Dev Night event held at the social network's office in St Petersburg

VKontakte: Fandom Fest

In 2025, VKontakte held its third pop culture fan festival, **Fandom Fest**, continuing to focus on creating an accessible environment for guests with disabilities

The event provided facilities to ensure a comfortable experience for visitors with reduced mobility, including **ramps, a special platform by the main stage, and support from volunteers**

Key performances on stage, in the lecture hall and during broadcasts were accompanied by interpretation into Russian Sign Language

5.5 mn views

were garnered by the Fandom Fest livestream translated into Russian sign language



For the first time at VKontakte's Fandom Fest, tracks by artists performing in Chinese and Korean were translated into Russian sign language

ВКонтакте и МАХ: Культурный огонек

VKontakte and the MAX messenger hosted a New Year's **content marathon entitled "Cultural Spark"**, organised by cultural institutions and figures

The Hermitage's VKontakte community published material on the traditions of celebrating Christmas and New Year at the imperial court. The Leonid Yakobson Ballet Theatre published clips from the ballet "The Nutcracker", and on 30 December, the VK Video channel of the V. V. Andreev State Academic Russian Orchestra hosted a festive concert

>80 authors

and cultural institutions joined the New Year's marathon "Cultural Spark"



All educational content was tagged with the hashtag
#CulturalSpark

MAX x Moscow Longevity

MAX and Moscow Longevity launched a course to introduce the national messaging app

Senior citizens in Moscow had the opportunity to take part in **the "Master MAX" educational programme**, learning how to use group chats and video calls, manage security settings and feel confident while sending voice messages and recording video clips. Active participants in the course received branded souvenirs

The programme consisted of six practical sessions, covering everything from creating a profile and choosing an avatar to organising a group call and appointing chat administrators in MAX



All residents of Moscow aged 55 and over could take part in the training at 11 flagship centres of the Moscow Longevity Programme

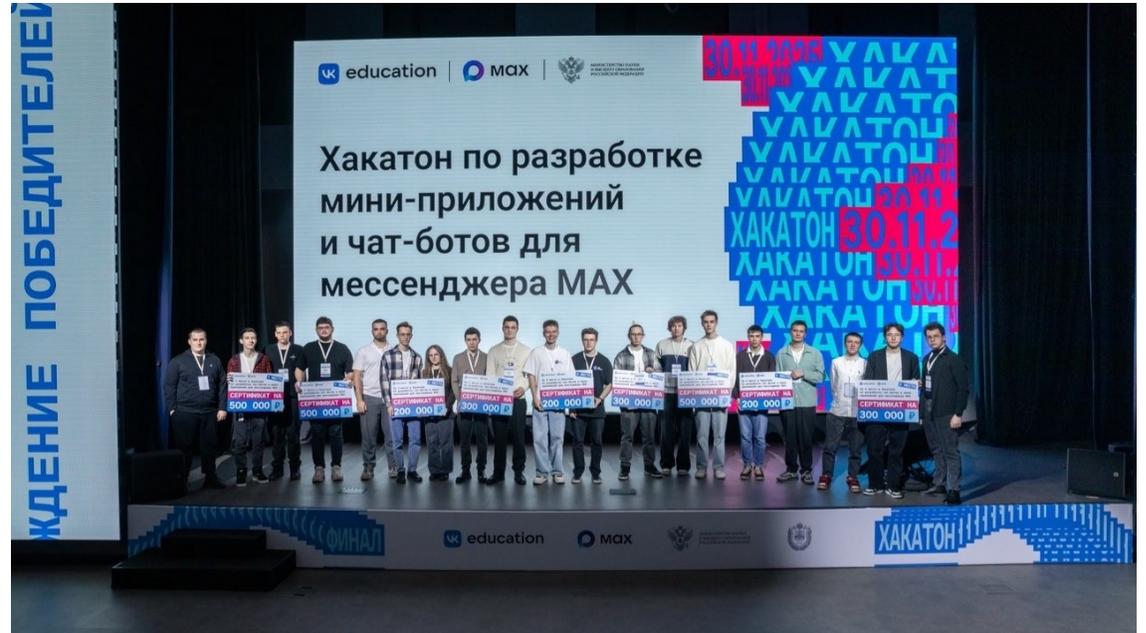
MAX: Student Hackathon

MAX and VK Education, with the support of the Ministry of Education of the Russian Federation, announced **the results of the first student hackathon to develop services for MAX**. The final took place at the Bauman Moscow State Technical University, where **>50 prototypes of chatbots and mini-apps for the national messaging app were presented**

>2,700 students from 286 universities registered for the competition. Participants came from >110 cities. The hackathon jury included experts from VK, MAX, the Ministry of Education and the Ministry of Digital Development, Communications and Mass Media of the Russian Federation

RUB 3 mn

prize fund for the hackathon organised by MAX and VK Education, divided among the nine winning teams



In addition to cash prizes, the winners received support from VK to further develop projects on the MAX platform

MAX x "Christmas Tree of Wishes"

Users of the MAX messaging app took part in the nationwide ["Christmas Tree of Wishes"](#) campaign. **MAX acted as the initiative's technology partner**, and in December a mini-app and chatbot for the project were launched in the messaging app

The "Christmas Tree of Wishes" chatbot on MAX became a convenient and secure channel of communication: participants sent messages, received notifications and tracked the status of their wishes. In a special mini-app, users selected children's dreams, read the children's stories and, with a single tap, became their wish-fulfillers



32,000 users

used a special chatbot for the nationwide "Christmas Tree of Wishes" campaign on the national messaging app MAX

Users followed the latest updates and news about the campaign on the ["Christmas Tree of Wishes" channel on MAX](#)

VK Grants: winning projects

VK Video began publishing the winning media projects from the VK Grants programme.

The platform presented twenty new projects, including:

- "Cosmonaut's Journal" – stories about the mysterious aspects of the universe: from the future of the Solar System to the secrets of the Moon
- "ONE TAKE" – a music project in which stars and young artists collaborate to create tracks in an improvisational format
- "Let's Play Again" – a show where actors improvise, performing their own variations on scenes from famous films

>1,200 channel creators

took part in the VK Grants programme in 2025



Support was granted to projects from St Petersburg, the Republic of Tatarstan, and the Ulyanovsk, Altai, Samara and Sverdlovsk regions, as well as other regions of Russia

OK: Inclusion and Equal Opportunities

In December 2025, OK and the All-Russian Society of People with Disabilities launched a joint project **"Stronger Than Circumstances"**, timed to coincide with **3 December, the International Day of Persons with Disabilities**. The project aims to foster a culture of equal opportunities

Eight people with disabilities took part in the project, all of them successful in various fields, from sport and the arts to science and business, despite health limitations. They shared their stories to prove that people can be stronger than circumstances

>1.5 mn people

reached by the 'Stronger Than Circumstances' project



> 2,000 OK users added themed frames to their profile pictures featuring inspirational quotes

OK x Moscow Longevity

The Moscow Longevity project and the social network Odnoklassniki launched a **new course, "Social Media School", designed to help senior citizens in Moscow understand the features of different platforms, find information that interests them, and create their own posts**

The "Social Media School" included four sessions, with experts from VK acting as lecturers. **Participants were introduced to the basics of three social media platforms: OK, Dzen and VKontakte.** The school's sessions took place at **11 flagship centres** of the "Moscow Longevity" project

~ 700 participants

attended the "Social Media School" course organised by the OK and Moscow Longevity organisations



Course participants learnt how to stay safe online and how to use social media for self-expression: running a personal blog, posting content and taking part in competitions

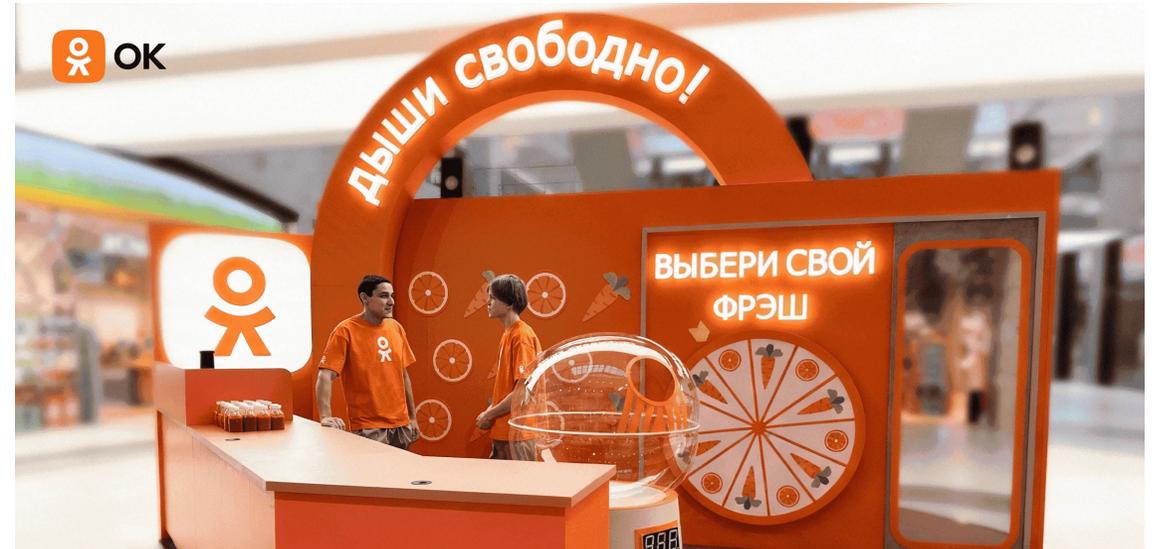
OK: a charitable project

From 21 to 23 November, **branded OK zone featuring a special suspended "Ball of Fresh Air"** was set up at the Metropolis shopping centre in Moscow. Visitors could hand in cigarettes and other smoking paraphernalia, taking the first step towards giving up their harmful habit

The ball was equipped with a special weight scale, and for every 10 kg collected, **OK transferred RUB 10,000 to "Oncologica"**, a charitable foundation providing comprehensive assistance and support to adult cancer patients across Russia

RUB 330,000

were donated by OK to the Oncologica fund following a campaign in support of lung cancer patients



In the "Health in OK" group, users and leading social media authors created a virtual "Ball of Fresh Air", consisting of informative posts about the fight against smoking

OK x Mail.ru News: National Unity Day

Odnoklassniki and Mail.ru News launched a **special project "Made in Russia" to mark National Unity Day**. From 1 to 5 November, Odnoklassniki users took part in a special quiz dedicated to the country's achievements over the past 25 years

The festive activities took place in the "Everything's OK!" group, where selected materials were published. The posts garnered **> 4,000 reactions**. And the festive video created as part of the project was viewed by **> 5 mn people**

>1 mn users

took part in a special quiz organised by OK, dedicated to the country's achievements



Users were actively adding special tricolour frames to their profile pictures: ~ 13,500 people took advantage of this feature

Mail.ru Email: anti-spam systems results for 2025

Mail.ru Email summed up the performance of its anti-spam systems for the Q4 2025. The service blocked 7.3 bn emails containing spam and phishing content. This is **35% more than in the same period last year**

According to analysts, the key trends of 2025 were fraudulent emails containing .cab attachments, fake investment offers, and emails masquerading as notifications from government services

29.6 bn spam emails

were blocked by Mail.ru Email's anti-spam systems in 2025



In 2025, Mail.ru Email trained >20 machine learning models to combat spam and implemented additional reputation filters, thereby improving the accuracy of pre-filtering

Dzen x VK Dobro x the Mother's Soul Foundation

To mark Mother's Day, **Dzen implemented a series of projects to support young mothers** facing difficult circumstances:

- **The series "Mum's Fairy Tales"**, starring mothers who preserve and pass on the traditions of their regions to their children
- **An exclusive jewellery collection** created in partnership with the brand "585*Zolotoy", with proceeds from sales going to the fund
- **A challenge launched by VK Dobro**, under which likes and reactions on Dzen were converted into financial support for the foundation
- **The book "Mum's Fairy Tales"** is a colourful collection of folk tales from various regions



Influencers such as Egor Kreed, Mari Kraimbrey, Ksenia Sobchak, Oksana Samoiloa and Masha Tsigal supported the project

VK Dobro x Fix Price

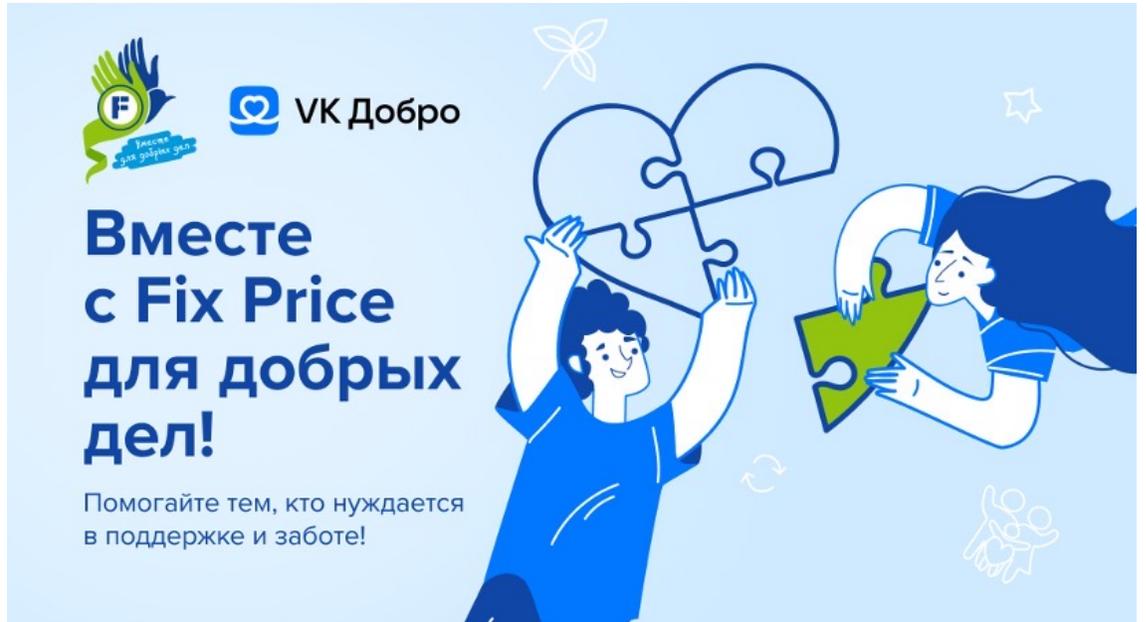
The VK Dobro charity service and the Fix Price retail chain summed up the results of their **joint initiative "Points for Charity"**

Participants in the Fix Price loyalty programme could convert their earned bonus points into donations to VK Dobro's partner charities. The conversion rate was 1 point = 1 rouble for charity

Users also earned points by completing tasks in the chatbot on Fix Price's official VKontakte page

RUB 6.5 mn

was donated by users and Fix Price to support seven VK Dobro charitable foundations following the campaign



>30,000 users took an active part in the project and supported the charity

VK Dobro x Chekhov Moscow Art Theatre

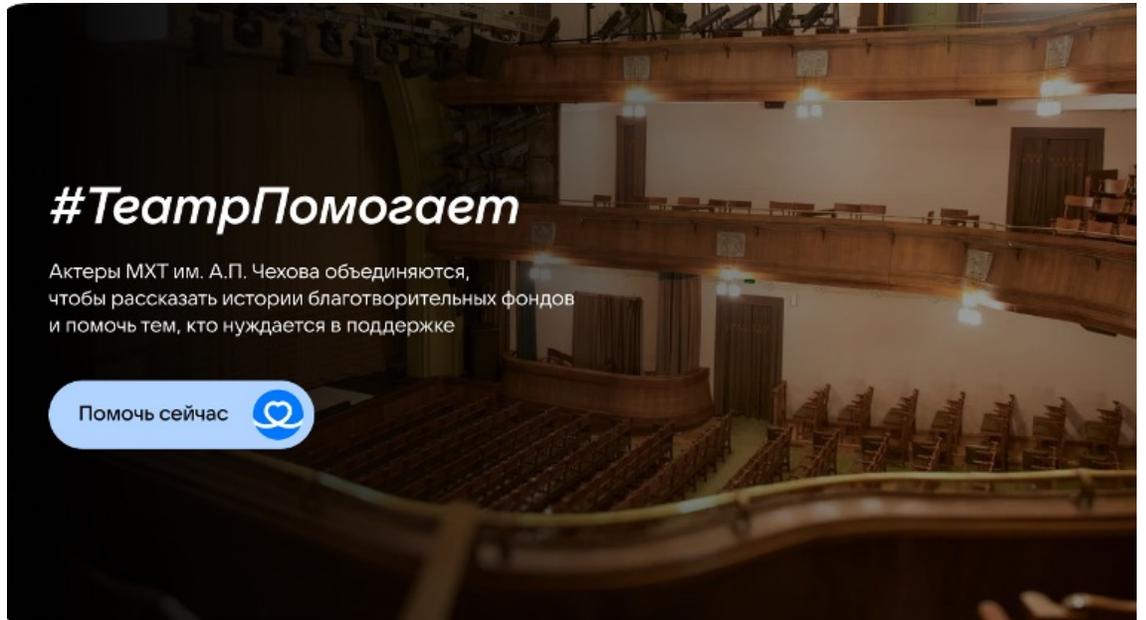
VK Dobro and the Chekhov Moscow Art Theatre announced **the fourth season of the #TheatreHelps charity project**

10 theatre actors became patrons of VK Dobro's partner charitable foundations to share personal stories with audiences and inspire others to do good deeds

10 charitable organisations that help in a wide range of areas, from supporting children to protecting nature, took part in the project

RUB 200,000

were donated by the audience of the Chekhov Moscow Art Theatre in the Q4 2025



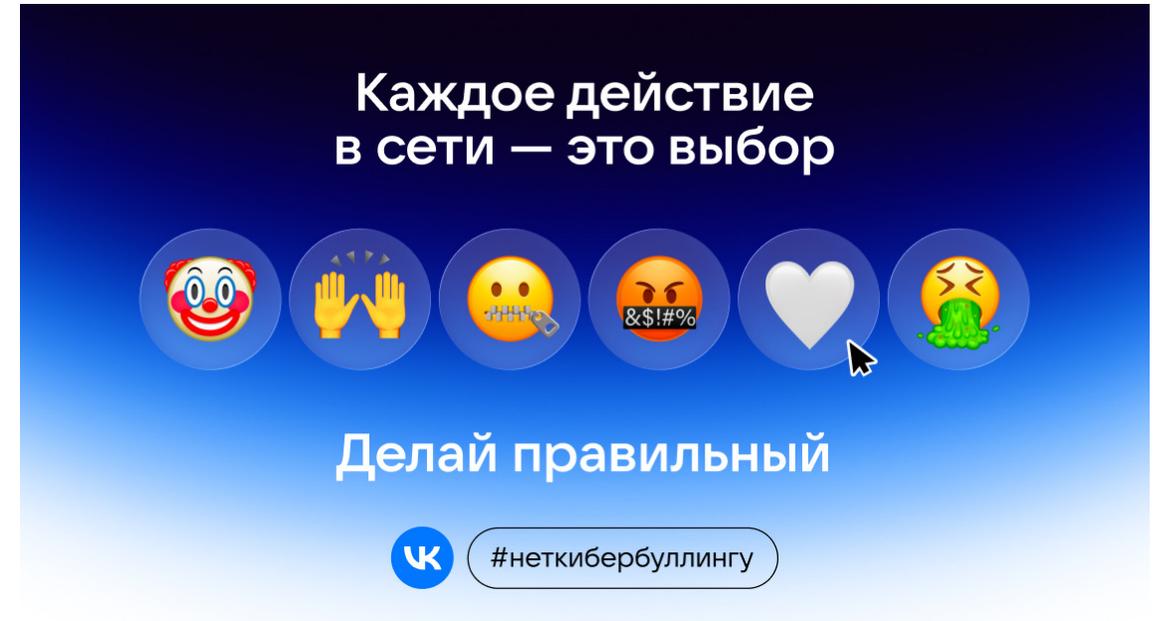
Over the past three seasons,
~ 2,000 people took part in the project

Cyberbullying Awareness Month

Every November, VK runs an awareness campaign aimed at highlighting the issue of cyberbullying

In 2025, the [“Cyberbullying Awareness Month”](#) project, supported by the Ministry of Education of the Russian Federation, achieved the following results:

- A survey was conducted among 31,000 school teachers and extracurricular educators on the topic of cyberbullying in schools
- ~ 2,000 lectures were organised, > 1,400 schools highlighted the initiative on their social media channels
- In collaboration with the charity project "1221", an anonymous chat with free psychological counselling was launched
- A chatbot called “Path Online” with a themed quest for schoolchildren was launched on Sferum



In 2025, as part of a VK survey, 71% of teachers reported having encountered instances of cyberbullying, whilst 28% said they needed teaching resources on the subject

VK Education: results for 2025

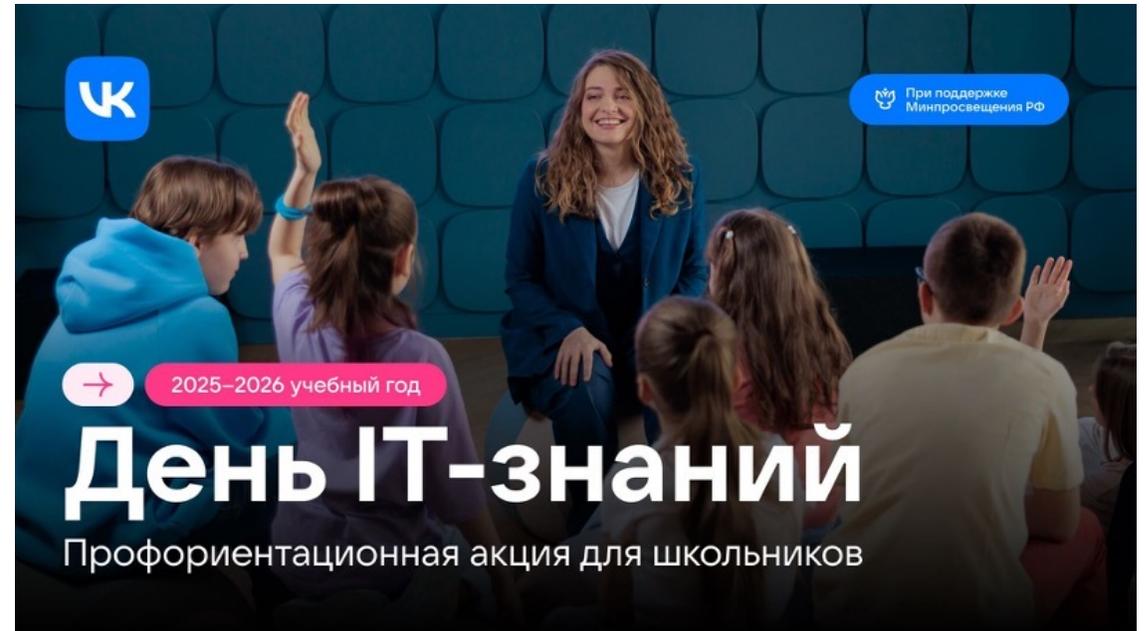
VK Education summed up the results of 2025:

- **258 students joined VK** following completion of VK Education programmes
- **A unified internship programme was launched for students from 11 universities**, enabling **1,200 students** to undertake academic and work placements at the company
- The VK Education Projects practical case study database was expanded to **> 80 project tasks** from VK services, with **~ 5,000 students** taking part in the project work
- **17 academic competitions** were held and supported in the following fields: computer science, mathematics, artificial intelligence, information security, robotics and the creative industries



VK Education: initiatives for schoolchildren

- In October 2025, VK launched the **"IT Knowledge Day"** career guidance project. Throughout the academic year, schoolchildren in grades 7–11 can explore in-demand digital professions, talk to VK experts and learn about starting a career in IT
- In November 2025, VK, the Bauman Moscow State Technical University and the Moscow Institute of Physics and Technology opened registration for the **"Technocup"** programming competition for schoolchildren in grades 8–11. Prize-winners and winners of the competition will be able to enter university without sitting entrance exams or receive 100 marks on the Unified State Examination in Computer Science
- **"Digital Lesson" by VK** on the topic of "Video Platforms" united **2 mn schoolchildren** in grades 1–11. The project enabled pupils to learn how a modern video storage and distribution service works, taking the example of VK Video, Russia's largest video platform



VK Team



“VK Christmas Tree” Children’s New Year’s Party

On 13 and 14 December, the VK team, along with their children and relatives, **attended a family celebration called “VK Christmas Tree”** at the Skazka amusement park in Moscow.

Concerts by influencers, ice shows, quest games and creative masterclasses were held for visitors. The event’s headliners were Zhenya Lizogub, Milana Star, Miroslava and Zlata. A New Year’s fairground was set up in the park, featuring several themed zones. Dancing with Grandfather Frost and the Snow Maiden, festive interactive activities and games took place around the main Christmas tree



7,000 guests

attended the “VK Christmas Tree” family celebration for VK team members and their children in 2025

VK New Year's Charity Fair

On 15 and 16 December, **the annual New Year's charity fair for team members** took place at VK's offices in Moscow and St Petersburg

In exchange for donations made via VK Dobro, employees purchased goods from the following charitable foundations:

- "Code of Good", VK's corporate foundation
- "Simple Things" Workshop
- "RAY" Fund for Homeless Animals
- "Give Food" Project
- "Anton Is Here" Fund

RUB >2,145,000

raised through charity initiatives at the New Year's Charity Fair in 2025



Staff and invited craftsmen from the "AdVita", "Give Me Wings", "Faith. Hope. Love" and "Nastenka" foundations held New Year's masterclasses for VK team



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