

Q2 2022 ESG Highlights



Key Q2 2022 ESG Highlights



Environmental

- 1 More than 915,000 students of grades 1–6 took part in the online Olympiad on ecology and the environment, which was held on the Uchi.ru online platform
- 2 VK Fest took care of the environment: a number of **eco-initiatives were organized at the festival**, such as **separate waste collection, dishware made from recyclable materials, etc.**
- 3 Dobro Mail.ru conducted a **study on eco-habits**: 56% of Russians kept their eco-habits after the pandemic
- 4 Uchi.Doma organized an online camp for students in grades 1–11 with training on **waste sorting, how to give things a second life, and how to take care of the environment in general**



Social

- 1 Mail.ru has **introduced safe Children's mail** with additional protection, with special design and no ads
- 2 Charitable Foundation "The Code of Kindness", created by VK for the development charity in Russia, summed up the results of work in 2021: **over the past year, the fund received RUB 94.8mn, which is almost twice as much as in 2020**
- 3 VK **launched a program to help businesses**: "Quick start in V Kontakte", which includes organic promotion on the social network, advertising discounts, advanced sales tools and priority support in working with the platform
- 4 VK has launched a special video project "The Career Time" on the platform "Russia - the Land of Opportunities". "The Career Time" team talked to young VK employees to find out how it works in the IT industry. The first issue dedicated to game development has already gained more than **600,000 views**



Governance

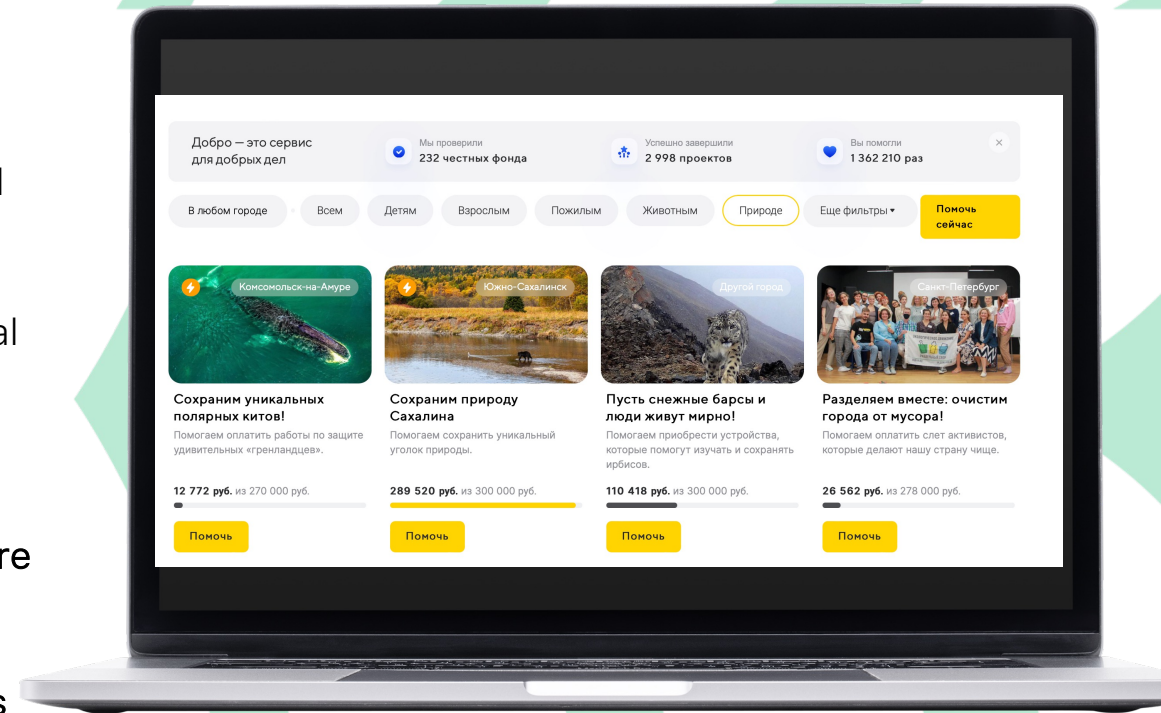
- 1 In anticipation of June 1, VK launched the **information campaign "Children's Day on the Internet"**. Total campaign reach: >20mn
- 2 We held a live broadcast about the **UN Sustainable Development Goals** for employees, and identified priority SDGs for VK
- 3 Ksenia Toporkova, VK Sustainability Manager, and Alexandra Babkina, VK Social Projects Director, gave an **interview about ESG projects and related initiatives and VK strategies**
- 4 VK, Skillbox and leading Russian universities signed a **memorandum on the development of online education and distance learning technologies in Russia**

Environmental



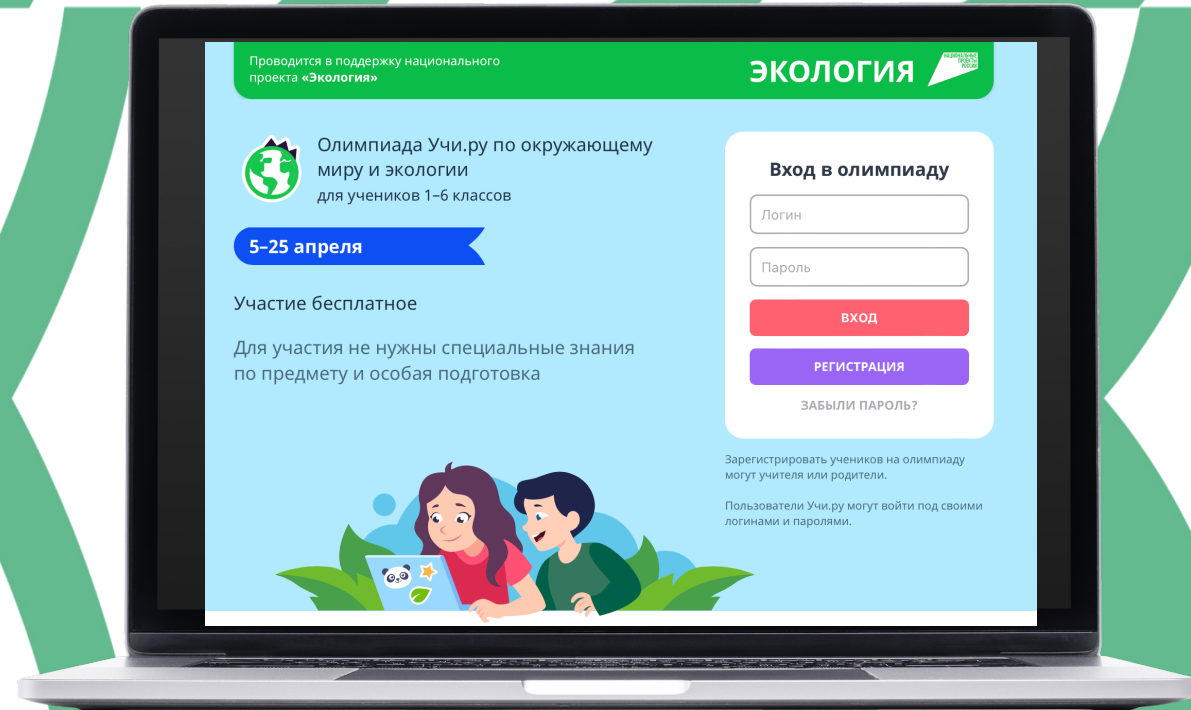
VK Environmental activities

- ✓ Vkfest supported the environment. One of the participants of the festival was the "Separate Collection" movement, which helped organize related activities: containers for separate waste collection appeared at the festival venues in all cities, and volunteers organized collection, sorting and removal of recyclables. Food and drinks at VK Fest were served in dishes made from recyclable materials. Good quality food with suitable shelf life left after the festival went to animal shelters, as well as vinyl banners – they will come in handy for new booths
- ✓ Dobro Mail.ru, together with the ResearchMe agency conducted research on the environmental awareness of Russians. This year, **more than 1,200 respondents** took part in it: the majority of respondents (56%) have retained their eco-habits after the pandemic. And **81%** of those who abandoned eco-activities during the period of coronavirus related restrictions have now returned to them
- ✓ VK Cloud Solutions introduced an updated platform for the Internet of Things – Cloud IoT Platform. On its basis, you can create **applications for smart homes and smart cities**, industrial automation and robotics, connected cars and smart utilities services. **Initially, the system will be free for all developers of IoT services**



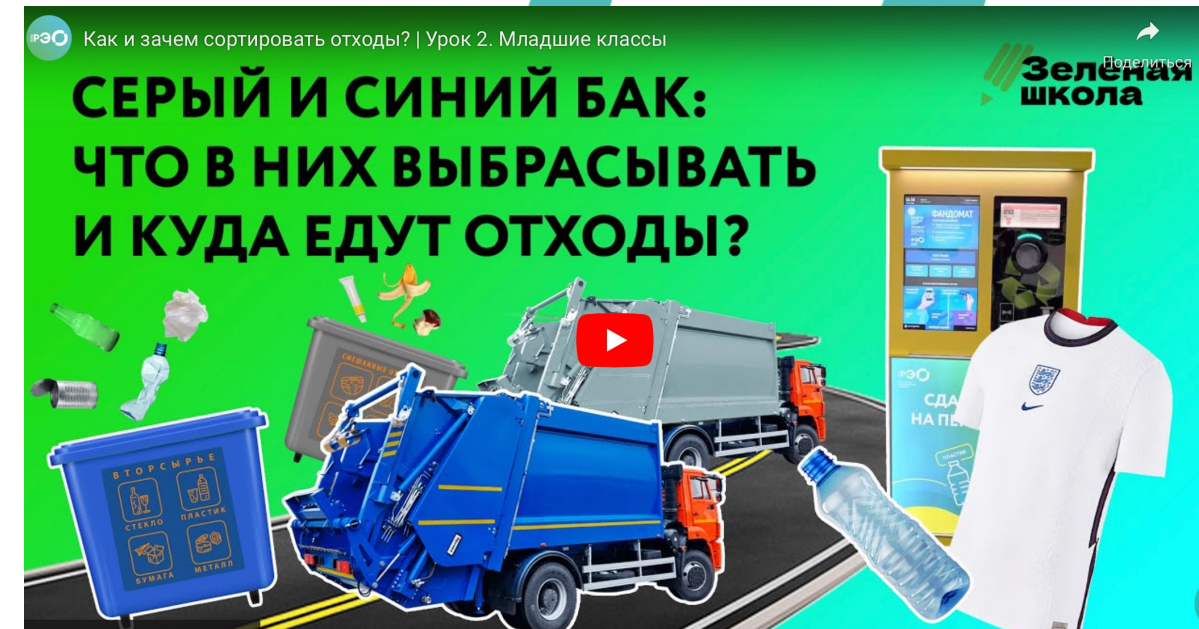
Online Ecology Olympiad on Uchi.ru

- ✓ >915,000 students of grades 1-6 took part in the online Olympiad on ecology and the environment, which was held on the Uchi.ru online platform in the second quarter of 2022 (the number of participants increased by almost 100,000)
- ✓ Most of the participants already knew the basic rules of behavior in nature to prevent fires and protect the forest. More than 55% of students in grades 1-6 coped with tasks on these topics
- ✓ In parallel with the online Olympiad in the regions of the country, >700 offline lessons on ecology, developed by the movement of environmental volunteers "Do!", were held, in which teachers and volunteers told schoolchildren about how a person can reduce the burden on the environment. >22,600 children participated



Eco-initiatives of VK educational projects

- ✓ Uchi.Doma has organized an **eco-camp** for schoolchildren. From June 15th to August 31th, students of grades 1-11 will learn online about waste sorting, how to give things a second life, and how to take care of the environment. The project is being implemented within the framework of the national project "Ecology" with the support of the Russian Environmental Operator and Mospriroda
- ✓ In Q2, together with a paleontologist, a researcher at the State Darwin Museum, a speaker of the course "Evolution of Life on Earth", Skillbox prepared a **memo** about the problem of global warming
- ✓ GeekBrains refused plastic cups in kitchens and bought branded mugs for employees. Previously, an average of 2,000 plastic cups were used weekly. Organized separate collection of waste suitable for recycling, batteries and disposable electronic cigarettes

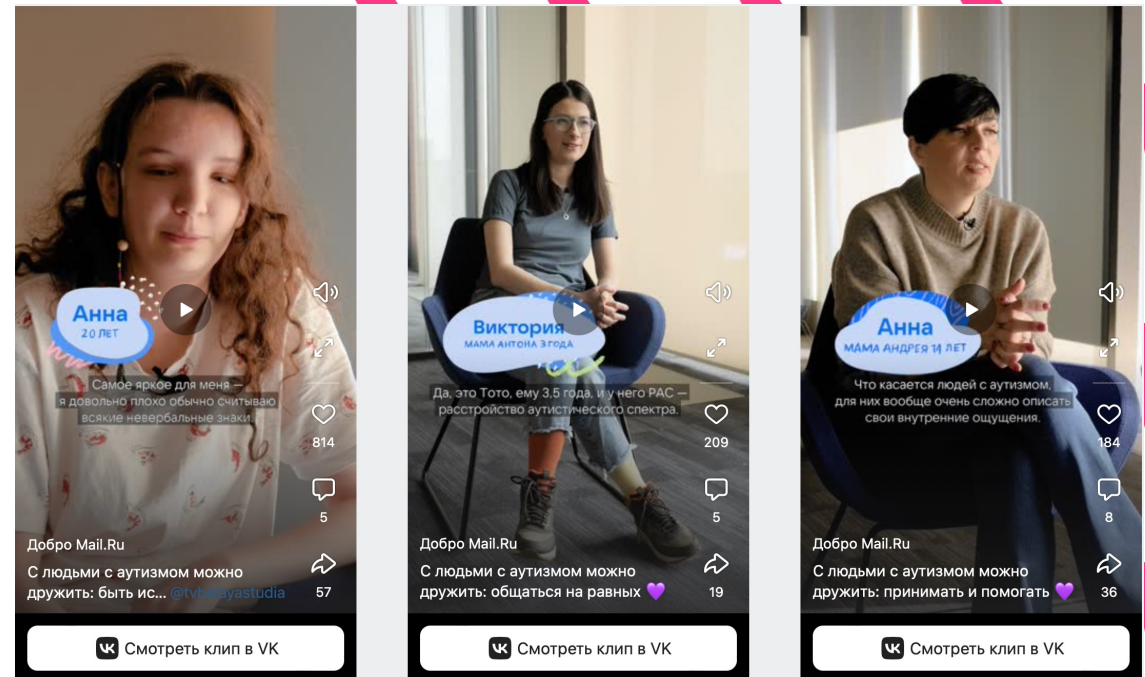


Social



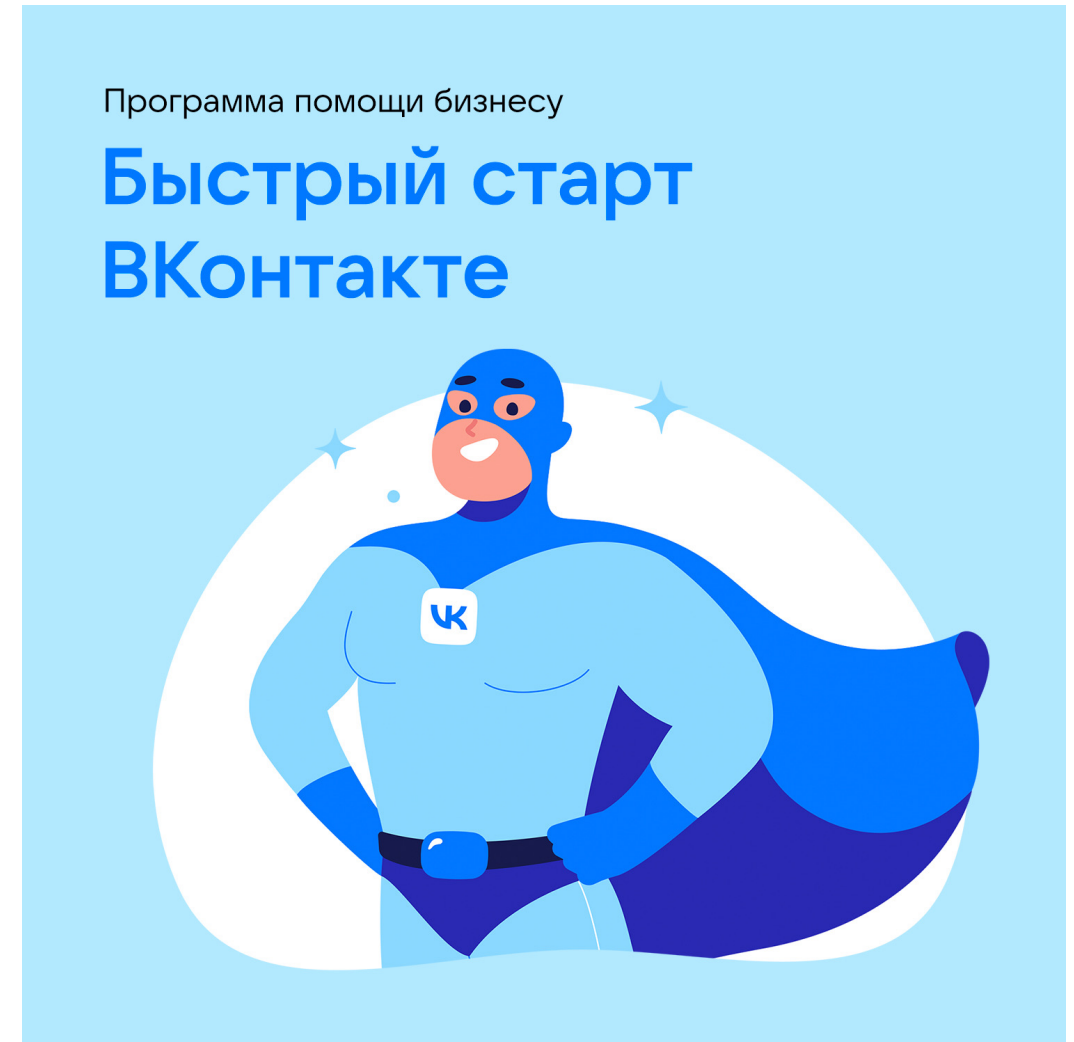
VK and Autism Awareness Day

- ✓ On the main page Mail.ru on April 2, the logo was changed to draw the audience's attention to the problem of autism. There is also a banner with an illustration dedicated to communicating with people with ASD
- ✓ VK Clips, Dobro Mail.ru and the "Naked Heart" Foundation released a **series of videos** where **people with autism answer the most common questions about their lives**
- ✓ The voice assistant Marusya can now **answer various questions about autism**. For example, to tell if it is a disease, if it is true that all people with autism are geniuses and about how to communicate with them
- ✓ Health Mail.ru portal published a special material on stereotypes associated with ASD
- ✓ Odnoklassniki held a **live broadcast about the myths that surround autism**. Also, special frames



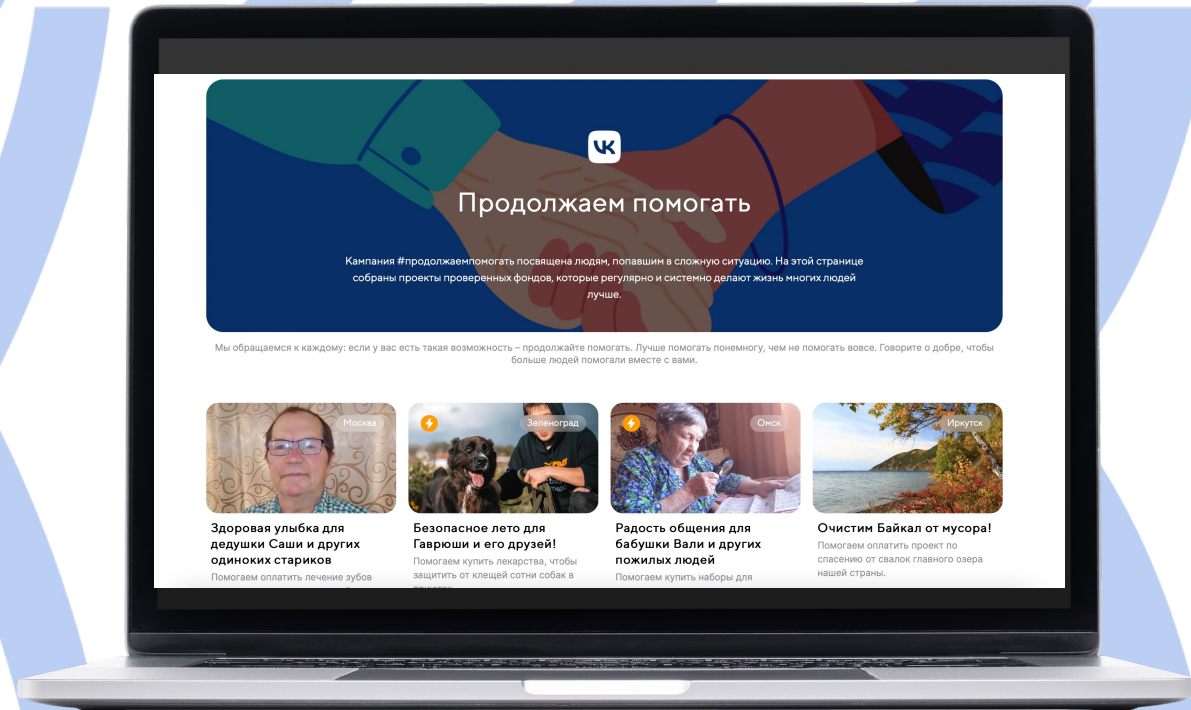
Business support and “Quick start VKontakte”

- ✓ On April 20th VK launched a business assistance program: “Quick Start VKontakte” includes various measures to support SMBs: organic promotion via social networks, discounts on advertising and assistance from specialists in setting up ad campaigns, advanced sales tools and priority support in working with VKontakte. The program serves to help attract customers faster and easier and increase sales
- ✓ VK and the Ministry of Economic Development launched a program to support entrepreneurs throughout Russia. The program will be implemented in 84 regions of Russia based on the results of a successful pilot project in several regions. Entrepreneurs will be able to double their advertising budget for promotion on VKontakte in “My business” centers. Also, VK and “My business” centers across the country will help entrepreneurs use digital tools to launch and develop online businesses. One of the key areas of partnership is **to increase the digital literacy of entrepreneurs** and help them work with technological tools to improve business performance. The VK team will also help staff of the centers to develop expertise in working with social media tools for business



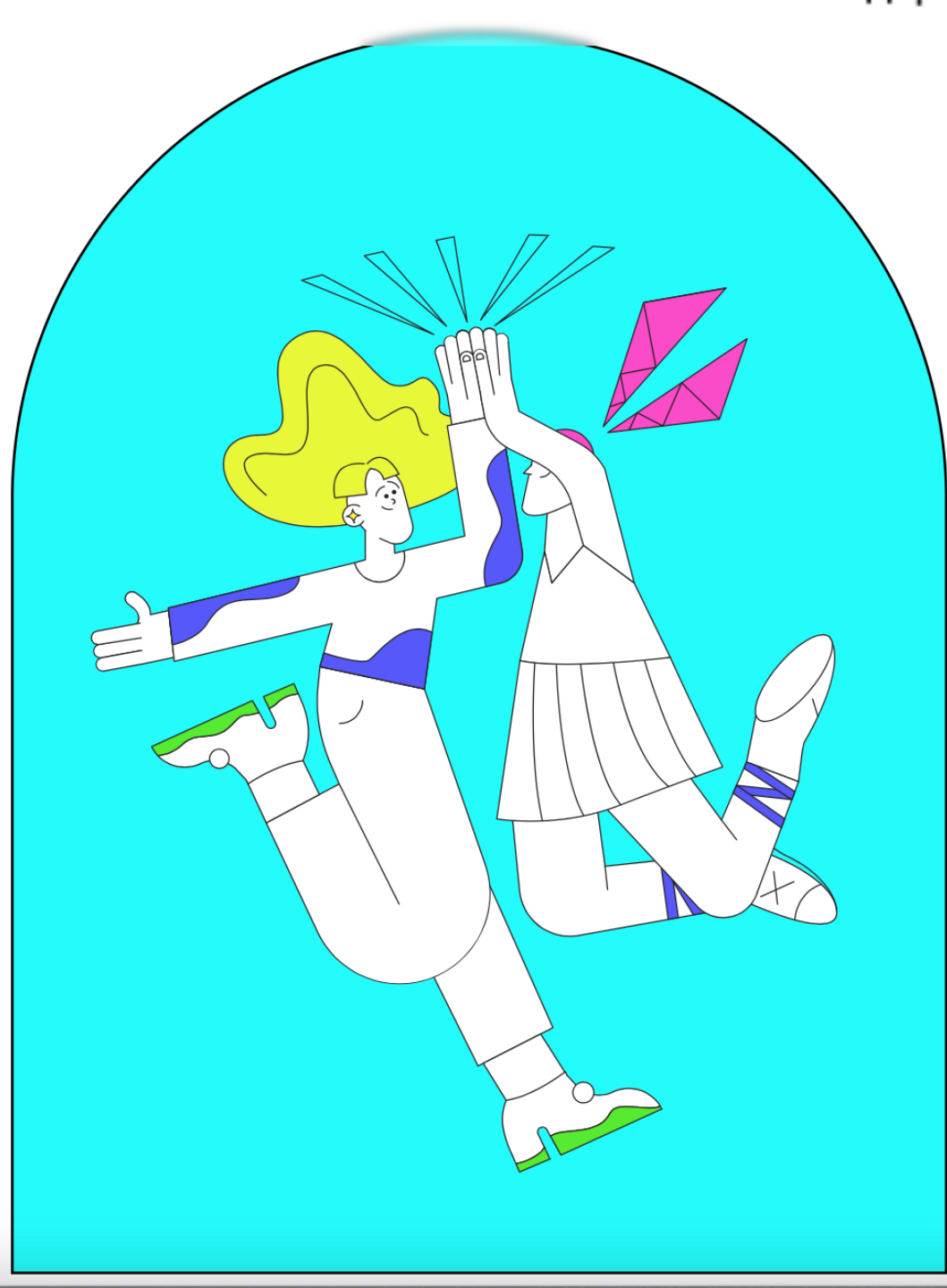
VK via social initiatives

- ✓ In May 2022, VK launched an **information campaign to help the older generation** - **#continuetohelp_theelderly**. Dobro Mail.ru released a selection of urgent projects from foundations that work with the elderly. The campaign reached >1mn users. The thematic frames "I Love Grandma" and "I Love Grandpa" appeared in Odnoklassniki, in order to make it easier for users to share warm feelings for their adult loved ones. Also Dobro Mail.ru held a live broadcast about the **ethics of communication with older people**
- ✓ In May Mail.ru, voice assistant of Marusya and the Old Age in Joy Foundation launched a joint project. Users **could send a letter to the elderly in nursing homes**, and Marusya read them. In the first weeks of the campaign, users sent >1,400 emails
- ✓ VK launched a service for searching people "Find me". The new application on the VK Mini Apps platform helps to find friends, acquaintances and distant relatives if there is little information about them or there are no contacts. The search is available on the profiles of 100mn VKontakte and Odnoklassniki users



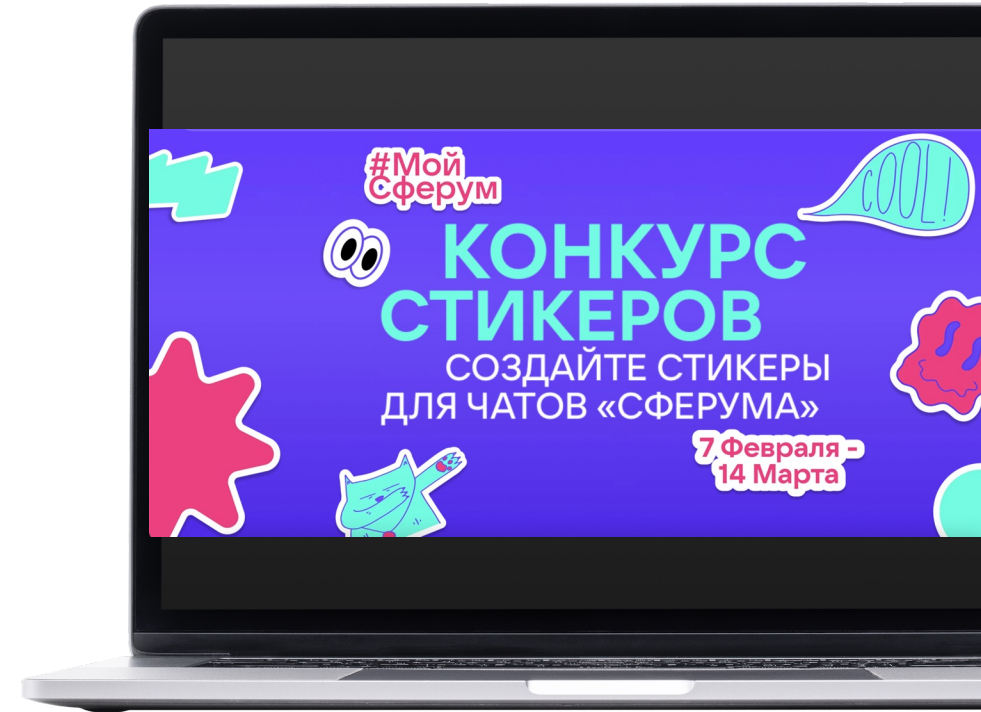
VK Education

- ✓ VK Education and Odnoklassniki launched a series of **offline IT workshops for students**
- ✓ In Q2 2022, Sferum held an **open championship of media projects** among school teams. Participants created creative media projects on topical issues related to socially important problems for the school and its community
- ✓ VK has become the **general media partner of the Moscow International Salon of Education**. Educational platform Uchi.ru became a partner in digital education
- ✓ On July 1, VK began recruiting participants for the **Tarantool student program**. Students will learn about software development techniques and gain experience working on a technology project.
- ✓ VK, in partnership with the Russian Society "Knowledge", has opened a collection of applications for participation in the All-Russian **Educational Games**. These are intellectual and sports competitions for high school students aimed at the **comprehensive development of personality**



VK Education

- ✓ VK has launched a **special video project "Career Time"** on the "Russia - the Land of Opportunities" platform. The first issue dedicated to game development has already gained >600,000 views
- ✓ Sferum and VK summed up the results of the #MySferum creative contest for students in grades 1-11. **The ideas of schoolchildren who are in the top ten will be used to create creative stickers** for Sferum chats
- ✓ VK, MIPT and MSTU N.E. Bauman summed up the results of the "Technocup", a programming competition for schoolchildren. 52 schoolkids became the winners of the "Technocup" Olympiad, 102 more people became prize-winners
- ✓ The VK gaming department held an online meetup The Big Deal PRO: Game Design. The event is designed for professional game designers, community managers and those who are just starting to get interested in the video game industry. The online broadcast of the meetup was watched by **2,775 people**
- ✓ **VK and ITMO presented an online course on cloud technologies.** The course program was developed by VK Cloud Solutions experts. Students will get acquainted with the basics of cloud technologies. Anyone can take the course for free



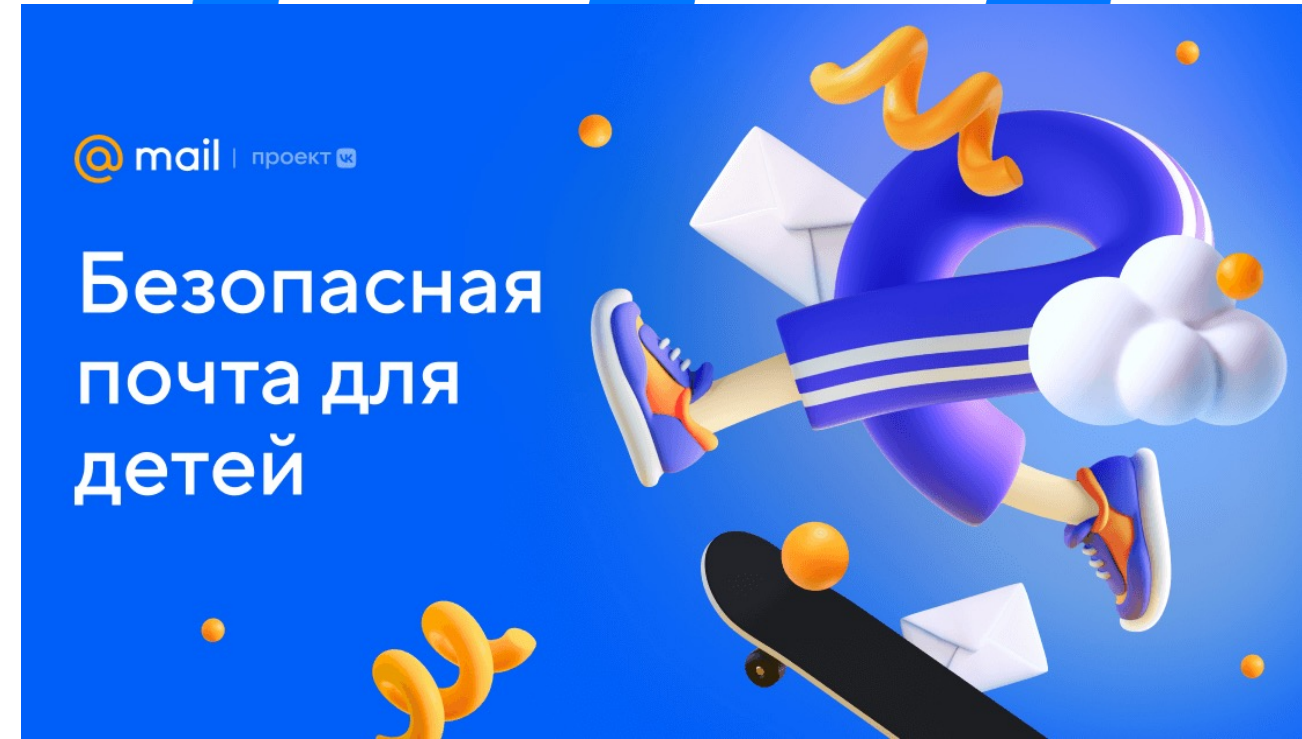
VK Education

- ✓ VK supported the Victory Marathon, which includes various promotions and flashmobs, useful tips that will support the guys during the exam campaign.
- ✓ **The Higher School of Economics in St. Petersburg and VK have become strategic partners.** The first step of the partnership is the creation of the educational program of the Higher School of Economics - St. Petersburg «International Bachelor course in Business and Economics»
- ✓ VK has opened a set of **paid internships for novice developers.** Internship at VK in three areas (game design, game analytics and game content adaptation) will be paid, according to its results, **the best students will be able to join the company's internal studios.** The training will last five months - from June 27 to November 28
- ✓ From March to July 2022, Youla's employees participated in the LioKor Code training course for Bauman Moscow State Technical University and SPbPU students. More than 20 students were trained



Mail.ru and children's safety

- ✓ Mail.ru has introduced **safe Children's mail** with additional protection, special design and no ads. Enhanced anti-spam ensures that children do not receive scams, phishing emails, or emails with inappropriate content





VKontakte and Health

- ✓ From April 4 to April 10, VKontakte and the "All Together" association held a #transparentfunds flashmob. NPO made posts in their VKontakte communities calling on their supporters to tell on their personal pages why they trust the organization. The coverage of the flashmob amounted >5mn views
- ✓ For the International Women's Health Day, VKontakte launched a **social campaign about breast cancer**. The campaign is based on numbers, facts and myths about breast cancer
- ✓ "The Women's Diary" appeared in the VKontakte Health service - a convenient tool that helps to control the menstrual cycle, monitor well-being and plan pregnancy. The new service will help you keep track of all the important indicators of menstruation



МИФ №1

Рак передается по наследству

В действительности наличие ближайших родственников, имеющих рак молочной железы, является фактором риска, но это вовсе не означает, что болезнь обязательно придет.

При этом **90% женщин**, которым поставили диагноз «рак груди», **не имели заболевания в семейном анамнезе.**

dalshefond.ru





VKontakte - notifications and contests

- ✓ VKontakte and the ecosystem of urban services "Digital Petersburg" **launched a competition for programmers "Code of Petersburg"** with a prize fund of RUB 15mn
- ✓ VKontakte and the Erarta Museum selected works for the **"Voice of Cities"** exhibition, which is inspired by the aesthetics of residential areas
- ✓ LizaAlert launched a chatbot in its official community in VKontakte. It will help users learn more about the work of the squad and speed up any communication, including when searching for people. The chatbot will reduce the load on the squad's hotline



"Code of Kindness" Report

"Code of Kindness" charitable foundation, created by VK to develop charity in Russia, summed up the results of work in 2021

- ✓ Over the past year, the fund received RUB 94,804,454, which is almost twice as much as in 2020
- ✓ The total volume of donations to the "Code of Kindness" fund **increased by 57%**
- ✓ The largest donation is RUB 47,730,000
- ✓ In total, 61 non-profit organizations received support from the fund in 2021

Благотворительный фонд «Код добра»

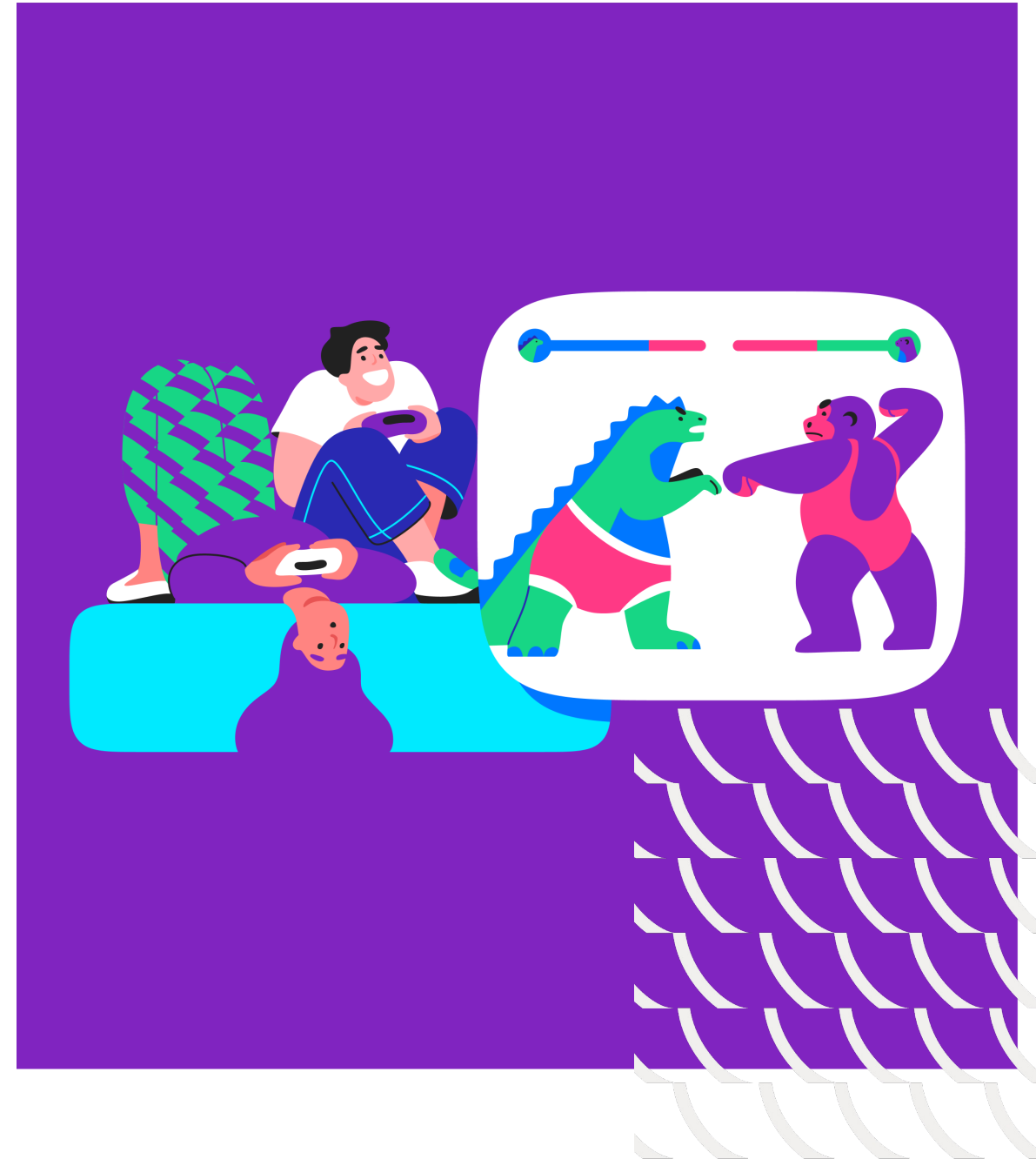
отчет за 2021 год

[код_добра:]



Dobro Mail.ru and Games

- ✓ "Legend" game and Dobro Mail.ru held several charity sales of game elements. The first promotion took place in April and was dedicated to the World Donor Day. As a result of the campaign, RUB 500,000 were raised for the AdVita fund. The money were sent for the development of the bone marrow donor registry and to cover donors' expenses: travel costs, accommodation, examination, genetic analysis. In June, this promotion increased profits by 44%
- ✓ Dobro Mail.ru and VKontakte supported the All-Russian inclusive drawing competition "I am an artist – this is how I see it". The participants of the competition are children and young people with disabilities, as well as their brothers and sisters, aged 6 to 20 years.





Dobro Mail.ru and Games

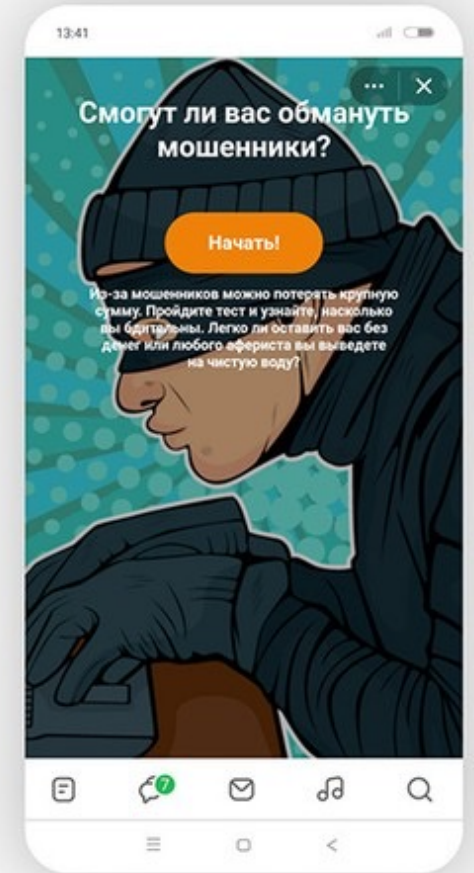
- ✓ VK Play conducted a **study on how Russian parents feel about children's passion for video games** - a quarter of the parents surveyed would like their children to work in the video game industry
- ✓ For the Children's Day, as part of the VK campaign "Protect Children on the Internet", the MMORPG "Legend: Legacy of Dragons" launched a new charity event with the Dobro Mail.ru. All funds raised (RUB 505,000) were directed to the project "Tebe Poveryat» (They'll believe you) which provides professional psychological and legal support to children, teenagers and adults





Odnoklassniki and education

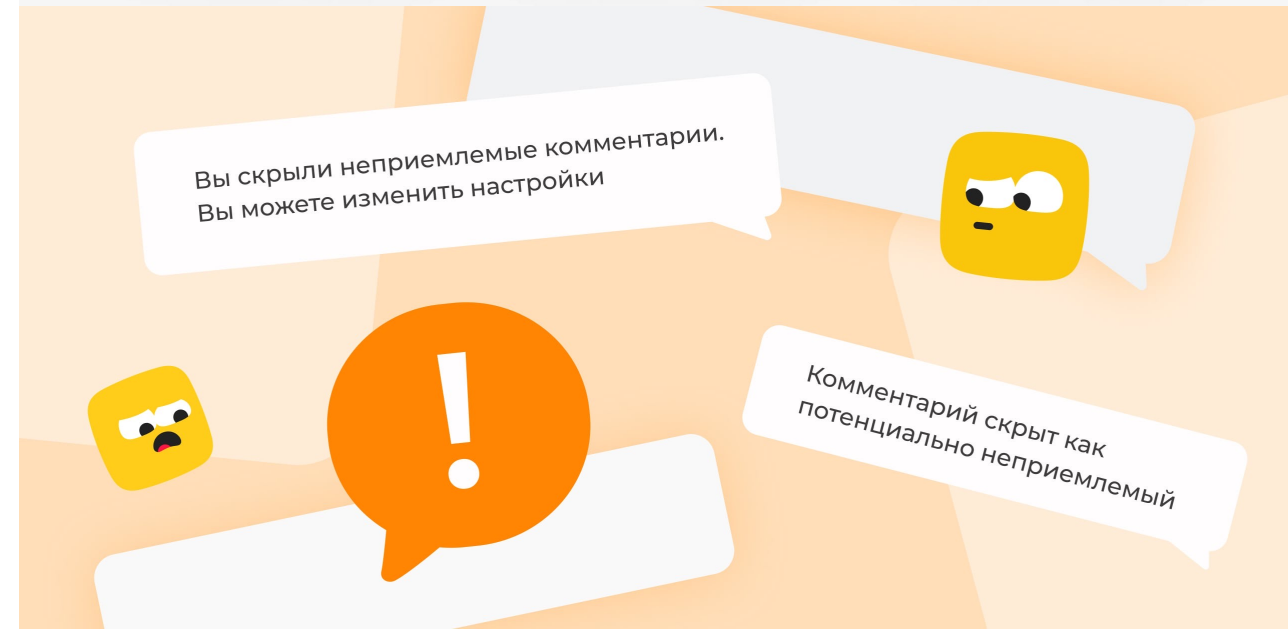
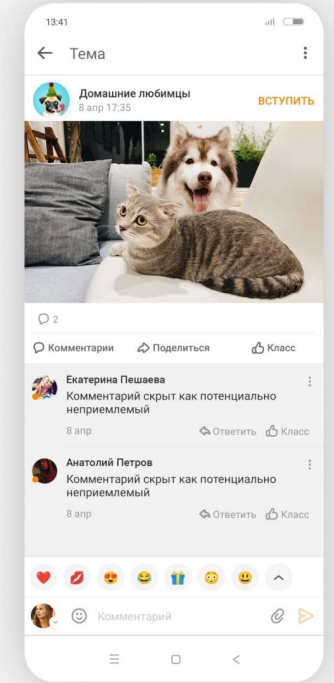
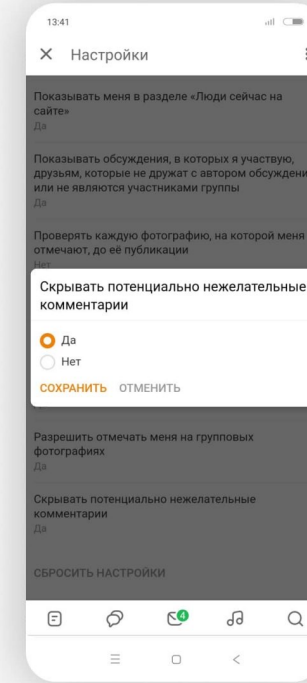
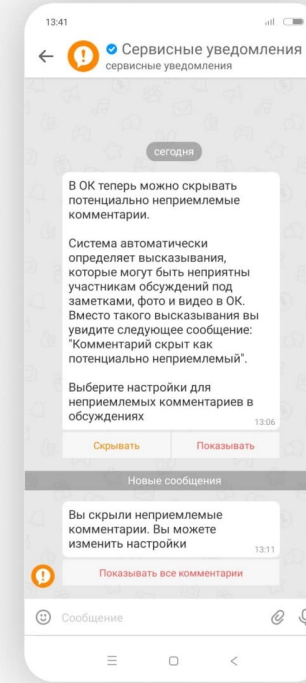
- ✓ OK and the “Financial Culture” project of the Bank of Russia have released a **series of materials that will help people avoid falling for the tricks of financial scammers**. A live broadcast with an expert from the Bank of Russia, educational publications and an interactive quiz introduced users to the most relevant financial fraud schemes and taught how to counter them.
- ✓ OK and Moscow Educational Channel **launched a series of live broadcasts as part of the “Summer on the Moscow Educational channel”**. During the meetings, industry experts talk about future innovations in the educational process and gave advice on how to help the child while preparing for exams. The project continues throughout the summer, its coverage has exceeded 1 million views





Odnoklassniki vs privacy

- ✓ Odnoklassniki launched user suggestions around hiding all the potentially inappropriate comments in discussions under publications, photos and videos
- ✓ All comments that may be unpleasant and offensive to different groups of people are flagged, regardless of nationality, age, gender or social status. Users can also decide whether they want to hide such comments in the privacy settings



Skillbox

Skillbox and social initiatives

- ✓ Skillbox organized a discussion "Social Responsibility of Companies: Challenges of 2022 and New Solutions" as part of the Russian Internet Forum (RIF)
- ✓ "Future without limits" (Skillbox project, created jointly with ROOI "Perspective for Students with Disabilities") took a nomination in the "Sponsorship of Social Projects" category in the "Best Social Projects of Russia" award
- ✓ Between September 2021 and July 2022, 219 applications were received from 85 NPOs to participate in the Skillbox project "Endless Opportunities". The average discount for NPO is 77%. RUB 14,517,813 would be paid by NPOs if they bought courses at full cost

Безграничные возможности Skillbox

Скидки до 90% на курсы Skillbox для сотрудников и подопечных благотворительных фондов

[Подать заявку](#)



GeekBrains and social initiatives

- ✓ GeekBrains became one of the educational providers of the Digital Professions project (organized by the Russian Ministry of Digital Development) as a part of the Digital Economy national project
- ✓ Within the framework of the project, people with disabilities and the officially unemployed have the opportunity to get a profession in IT & digital with 100% funding from the state



цифровые профессии

Минцифры России

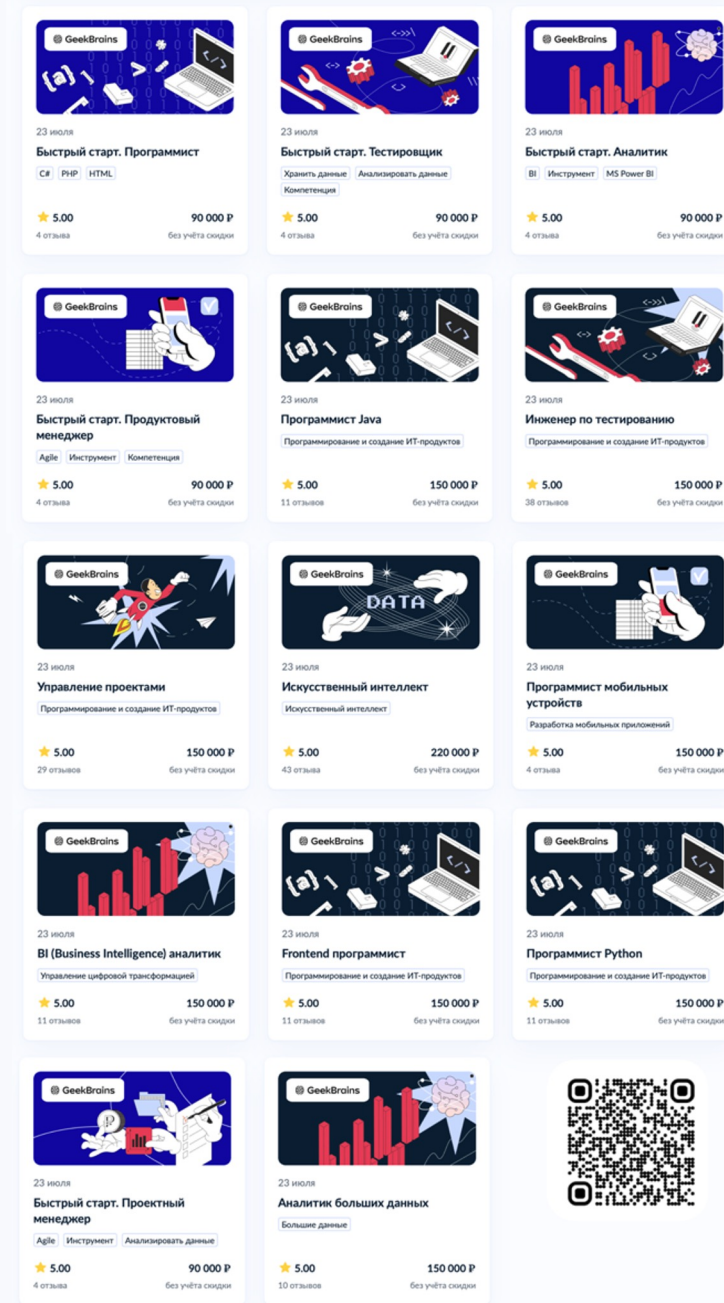
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УНИВЕРСИТЕТ

ЦИФРОВАЯ ЭКОНОМИКА


**УЧИТЕСЬ
СО СКИДКОЙ
до 100%
за счет государства**

КУРСЫ ОТ ЛИДЕРОВ РЫНКА ИТ-ОБРАЗОВАНИЯ

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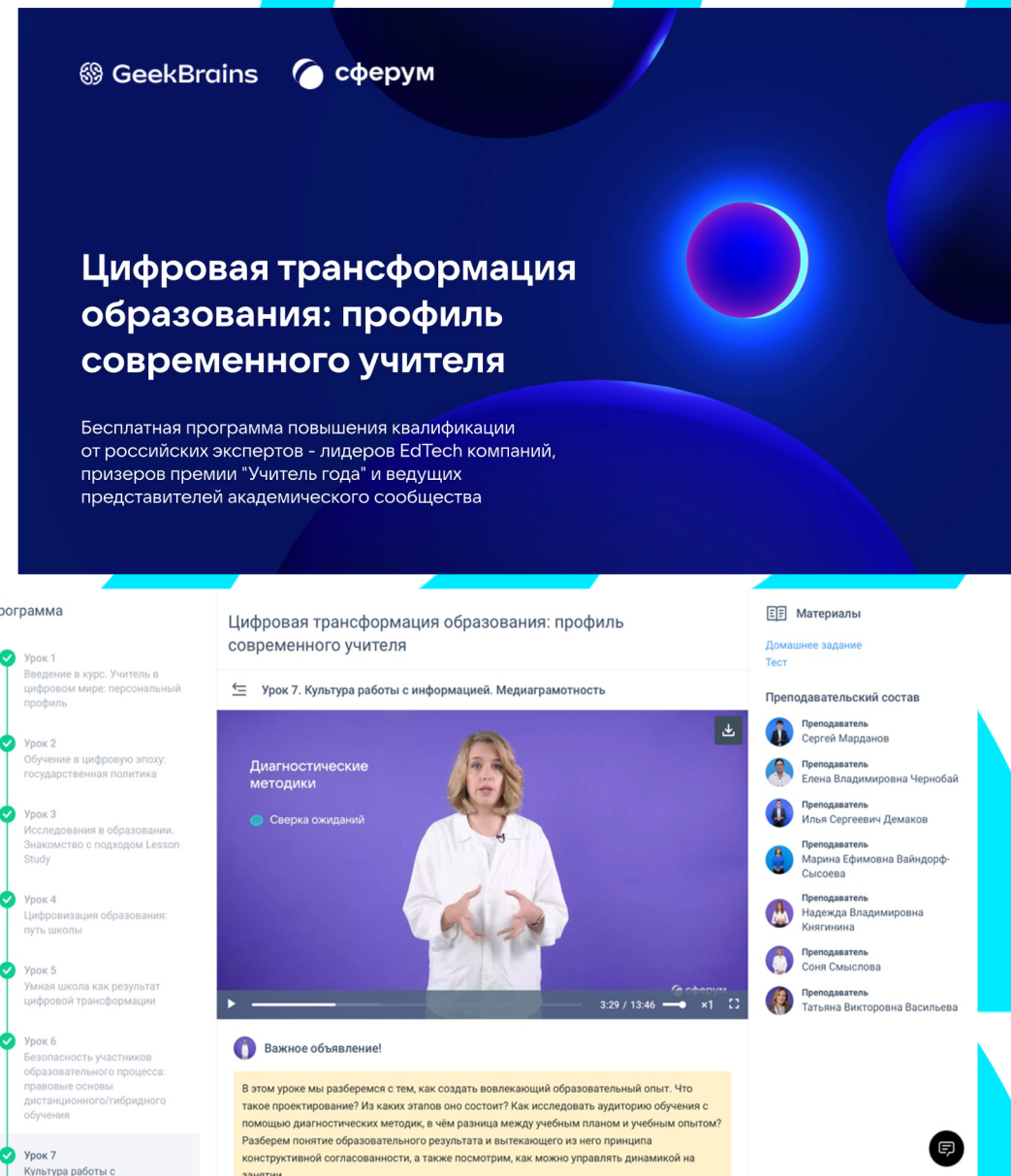


Course Title	Duration	Rating	Price
Быстрый старт. Программист	23 июля	5.00	90 000 Р
Быстрый старт. Тестировщик	23 июля	5.00	90 000 Р
Быстрый старт. Аналитик	23 июля	5.00	90 000 Р
Быстрый старт. Продуктовый менеджер	23 июля	5.00	90 000 Р
Программист Java	23 июля	5.00	150 000 Р
Инженер по тестированию	23 июля	5.00	150 000 Р
Управление проектами	23 июля	5.00	150 000 Р
Искусственный интеллект	23 июля	5.00	220 000 Р
Программист мобильных устройств	23 июля	5.00	150 000 Р
BI (Business Intelligence) аналитик	23 июля	5.00	150 000 Р
Frontend программист	23 июля	5.00	150 000 Р
Программист Python	23 июля	5.00	150 000 Р
Быстрый старт. Проектный менеджер	23 июля	5.00	90 000 Р
Аналитик больших данных	23 июля	5.00	150 000 Р



GeekBrains and educational projects

- ✓ GeekBrains together with Sferum completed a project for school teachers - **a free professional development program "Digital Transformation of Education: Profile of a Modern Teacher"**
- ✓ Project experts - leaders of EdTech companies, winners of the "Teacher of the Year" award and leading representatives of the academic community spoke about the pedagogical, legal, psychological foundations of the digitalization of education, modern pedagogical design and the use of digital resources in the educational process, as well as building a brand of a modern teacher
- ✓ **>35,778 school teachers from all over Russia** took part in the program



The screenshot displays the course interface for "Цифровая трансформация образования: профиль современного учителя" (Digital Transformation of Education: Profile of a Modern Teacher). The header features the GeekBrains and сферум logos. The main title is prominently displayed, followed by a description: "Бесплатная программа повышения квалификации от российских экспертов - лидеров EdTech компаний, призеров премии 'Учитель года' и ведущих представителей академического сообщества" (Free qualification improvement program from Russian experts - leaders of EdTech companies, winners of the 'Teacher of the Year' award, and leading representatives of the academic community).

The interface is divided into three main sections:

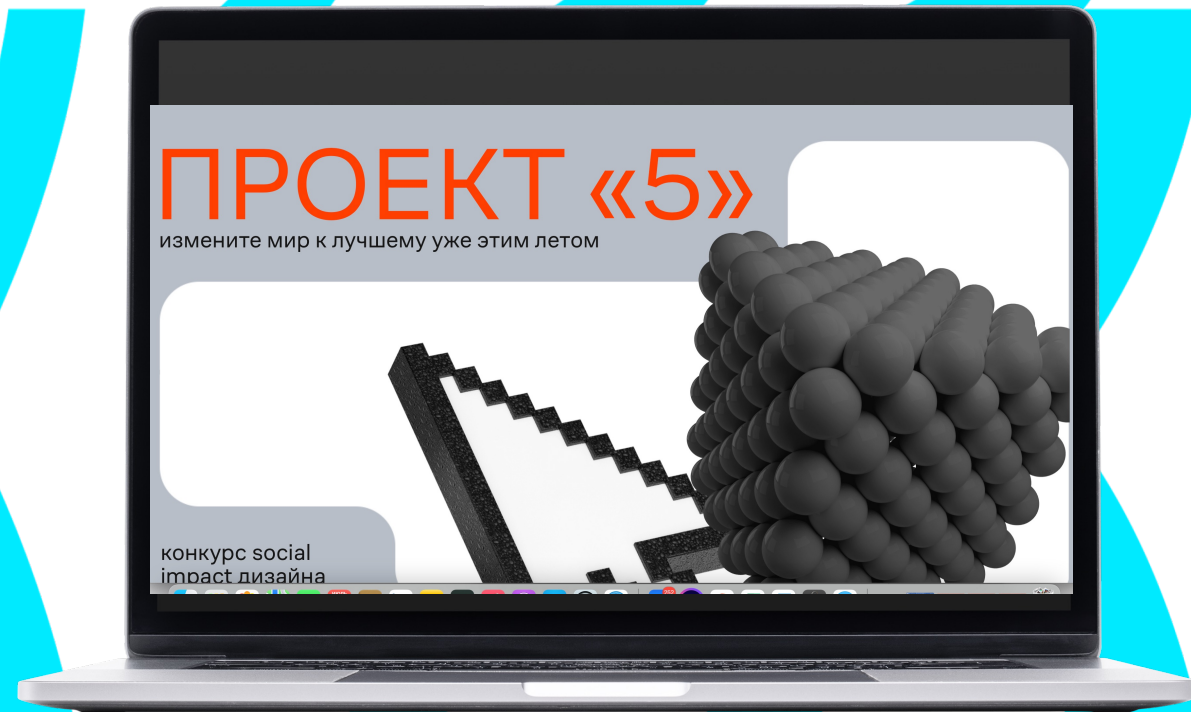
- Программа (Program):** A vertical list of 7 lessons. Lesson 7, "Урок 7. Культура работы с информацией. Медиаграмотность" (Lesson 7. Culture of working with information. Media literacy), is currently selected and highlighted.
- Цифровая трансформация образования: профиль современного учителя (Digital Transformation of Education: Profile of a Modern Teacher):** The main content area showing a video player for Lesson 7. The video title is "Урок 7. Культура работы с информацией. Медиаграмотность". The video content includes a speaker and text overlays: "Диагностические методики" (Diagnostic methods) and "Сверка ожиданий" (Expectation check). A progress bar at the bottom indicates 3:29 / 13:46.
- Материалы (Materials):** A sidebar on the right containing a list of materials, including "Домашнее задание" (Homework) and "Тест" (Test). Below this is a list of teachers: "Преподаватель Сергей Марданов", "Преподаватель Елена Владимировна Чернобай", "Преподаватель Илья Сергеевич Демаков", "Преподаватель Марина Ефимовна Вайндорф-Сысоева", "Преподаватель Надежда Владимировна Книгина", "Преподаватель Соня Смыслова", and "Преподаватель Татьяна Викторовна Васильева".

At the bottom of the main content area, there is a "Важное объявление!" (Important announcement!) section with text: "В этом уроке мы разберемся с тем, как создать вовлекающий образовательный опыт. Что такое проектирование? Из каких этапов оно состоит? Как исследовать аудиторию обучения с помощью диагностических методик, в чём разница между учебным планом и учебным опытом? Разберем понятие образовательного результата и вытекающего из него принципа конструктивной согласованности, а также посмотрим, как можно управлять динамикой на занятии." (In this lesson we will figure out how to create an engaging educational experience. What is design? What stages does it consist of? How to research the learning audience with diagnostic methods, what is the difference between a curriculum and learning experience? We will discuss the concept of educational result and the principle of constructive consistency that follows from it, and we will also see how to manage the dynamics of the lesson.)



SkillFactory and "Project 5"

- ✓ SkillFactory launched a social impact design competition for students and graduates of the Contented design school. The contest is held under the slogan "Make the world a better place this summer"
- ✓ 5 NPOs working on various social issues provided 5 briefs for solving real, relevant tasks to develop different types of design
- ✓ Based on the results of the competition, each NPO will choose the winner, publish his or her work and will definitely use it (this is the main rule)
- ✓ NPO-participants — Teddy Food, WWF, ADVita, "Creation", "Dom s Mayacom"



Lerna vs social projects

- ✓ In June, 17 employees from offices in Uzbekistan, Kyrgyzstan and Kazakhstan took part in the **World Donor Day** and became blood donors
- ✓ Employees of the local office in Kazakhstan visited the "Comes" animal shelter with charitable donations (42,000 tenge)
- ✓ On June 1, the local branch in Baku took part in the **International Children's Day**, organized jointly with the famous writer Bahram Bagirzade, as well as the Baku Metro. More than 150 children aged 8 to 15 took part in Lerna's competition
- ✓ In Q2 2022, Lerna team took part in a charity event organized by Victory Volunteers to help veterans of the Great Patriotic War, in total **120 parcels with provisions were collected**



Marusya and accessibility

- ✓ Marusya voice assistant can now call and write SMS to contacts from the smartphone's address book
- ✓ The function can be useful for users with situational perception features: carrying heavy bags, driving, walking with a pram
- ✓ Marusya can also voice letters from the Mail and read the VKontakte feed on VK smart speakers



B2B initiatives

- ✓ VK provided the medical startup VeinCV with free access to the cloud service of the VK Cloud Solutions platform based on graphics accelerators (GPU)
- ✓ The startup team has developed a non-contact vein imaging system to simplify venous blood sampling and preparation for surgical intervention in the field of phlebology
- ✓ The use of GPU on the VK Cloud Solutions platform made it possible to increase the efficiency of machine learning algorithms and the accuracy of the resulting images, and also accelerated the data processing



IT Leadership Initiatives

- ✓ VK, Skillbox and the leading Russian universities signed a memorandum on the development of online education and distance learning technologies in Russia. The key area of cooperation will be the development of the educational platform and increasing the accessibility of academic education
- ✓ "Technonikol" Corporation and VK became strategic partners and launched the "Digital Academy" training program; its goals are to make digital knowledge more accessible to employees and increase the efficiency of interaction between "Technonikol" teams

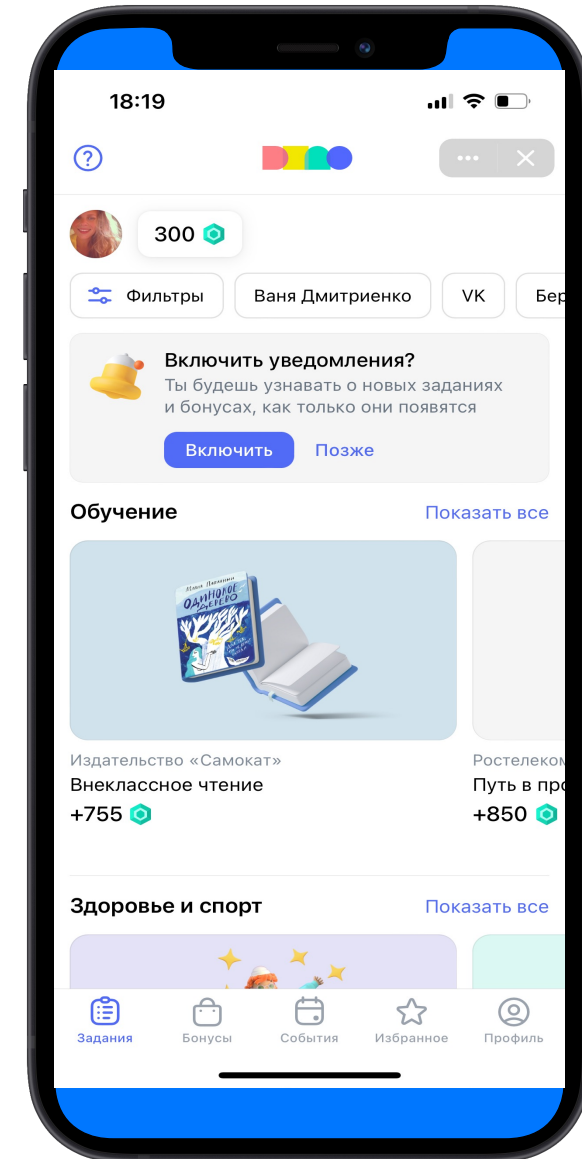




Другое
Дело

VK and "Drugoe Delo" mini app

- ✓ VK launched a "Drugoe Delo" mini app - a platform for socially significant activities within the VKontakte social network
- ✓ Here, any user of the VKontakte social network can choose tasks that are useful for themselves and society from the field of volunteering, culture and art, healthy lifestyle and sports, training and receive points for their performance, which can be exchanged for gifts from partners
- ✓ For Q2 2022, 363,629 people across Russia registered on the platform



Training for communities in Tatarstan and Udmurtia

- ✓ The team of the Department for the Development of socially significant services conducted training for communities in Tatarstan and Udmurtia on the topic "Digital tools for community development"
- ✓ Mentors at the training were 3-time Biathlon World Champion Ivan Cherezov, project partners and VK specialists
- ✓ The participants worked out tools for promoting their projects based on the platform "Another Matter" (digital tools, posters, events, etc.). They developed their communities, communication within regions and skills in working with projects in the field of education, ecology, sports, history, culture, volunteering and others



Top-15

the winning teams independently implemented new projects within the framework of the platform



905

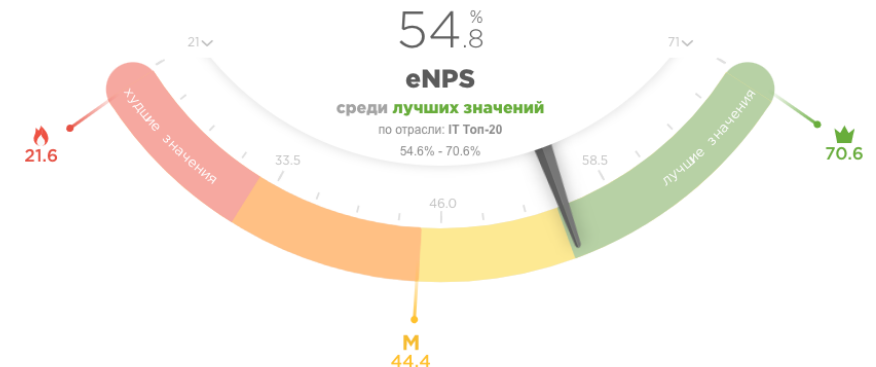
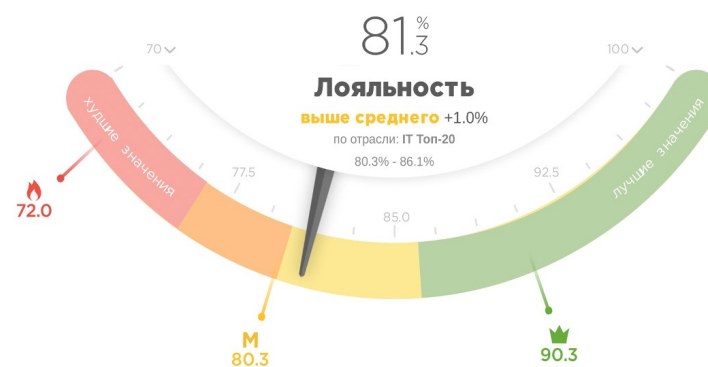
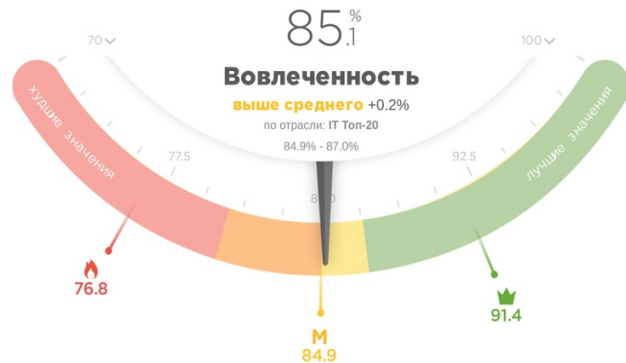
Tasks were completed within the framework of community development



VK Team

VK Team: engagement and loyalty research

- ✓ On June 6 - 27, an engagement and loyalty survey was conducted for all VK employees
- ✓ **7,016 people (71%) took part in the survey** and left 5,653 comments and ideas on how to organize work and processes in the company
- ✓ Engagement Index - 85.2% (above the average by 0.3 pp in the IT industry - 84.9%)
- ✓ Loyalty Index - 81.3% (above the average for the IT industry by 1 pp - 80.3%)
- ✓ eNPS - +54.7% (in the zone of the best values in the IT industry - +44.4%)



VK Team: Corporate sports

- ✓ VK now has **14 corporate teams** in **11 sports**: football, basketball (including women's), running, squash, karting, hockey, skiing, table tennis, triathlon, swimming, volleyball
- ✓ There are currently about **2,500 people** participating across all corporate sports at VK
- ✓ In May, **Squash team** appeared as a new corporate team and already includes 100 employees
- ✓ In June, we opened a running club in St. Petersburg - 150 people have joined since
- ✓ We promote a **healthy lifestyle** among company employees using the VK Health mini-app
- ✓ Between April 25 and May 22, **more than 750 employees** took **214,286 steps** as part of the step marathon



VK Team: Family activities

We celebrated Children's Day (June 4) with the Children's Science Festival "VK Universe":

- ✓ The program included scientific master classes and interactive activities
- ✓ **320 children and 400 adults (250 families)** attended the event

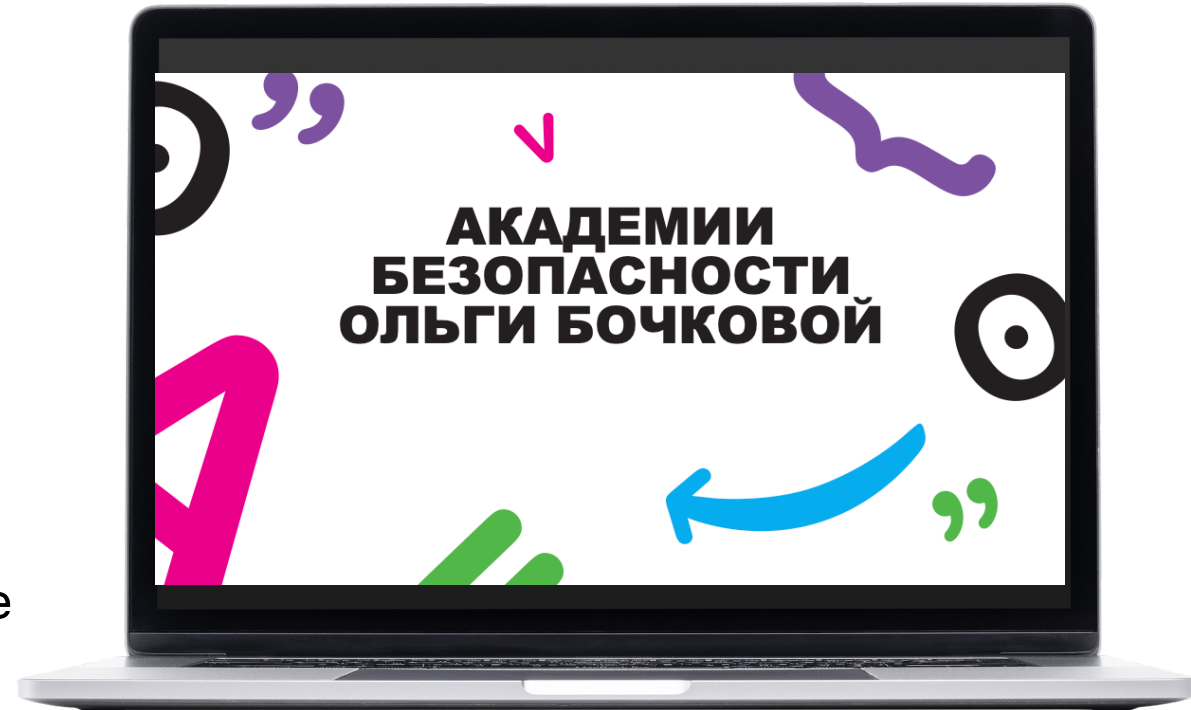
We celebrated the Day of Family, Love and Fidelity (July 9th) with the Musical weekend:

- ✓ The program included educational performances for children and interactive music concerts
- ✓ The event was attended by **105 children of 100 parents (70 families)**



VK Team: Child Safety and Donor Day

- ✓ In Q2 2022, we conducted video lessons from the Safety Academy on various topics of **child safety and mental health**. 7 lessons from April to June were watched by >400 children
- ✓ On June 5, we held the traditional Donor Day, where employees were able to help those in need by donating blood. **66 employees registered for Donor Day**, and 39 of them were allowed to donate



VK Team: An event for the wards of the “Guardians of Childhood” Foundation

- ✓ We held a meeting with the wards of the “Guardians of Childhood” foundation, which helps teenagers from vulnerable groups make a conscious choice around profession and get their first successful work experience
- ✓ VK employees spoke to the guests and talked about themselves, their work, the important qualities of modern IT industry employees, the fight against stress, as well as about VK educational projects and how they can get into VK



VK Team: developing leaders

- ✓ VK supports the development of executives. We conducted **31** team management trainings in April-June
- ✓ **The main topics of training:** motivation, delegation and setting tasks, team development. Most trainings last 2-4 hours, the short format allows to combine training with work - **261** managers have mastered new skills
- ✓ **For young leaders, 5** new groups marathons were held to develop managerial skills "Command line. Junior". In 3 weeks, **97** managers have mastered the basic cycle of people management and are ready to effectively lead teams
- ✓ A high NPS rate of **62%** makes it possible to attract more and more young team leaders to develop their managerial competencies and strengthen VK teams



VK Team: initiatives to support employees in stressful situations

In Q2 2022, we held a series of online meetings for employees on the topics of how to support yourself and loved ones in times of uncertainty, how to cope with emotions and be able to control them, how to find support in the absence of external support.

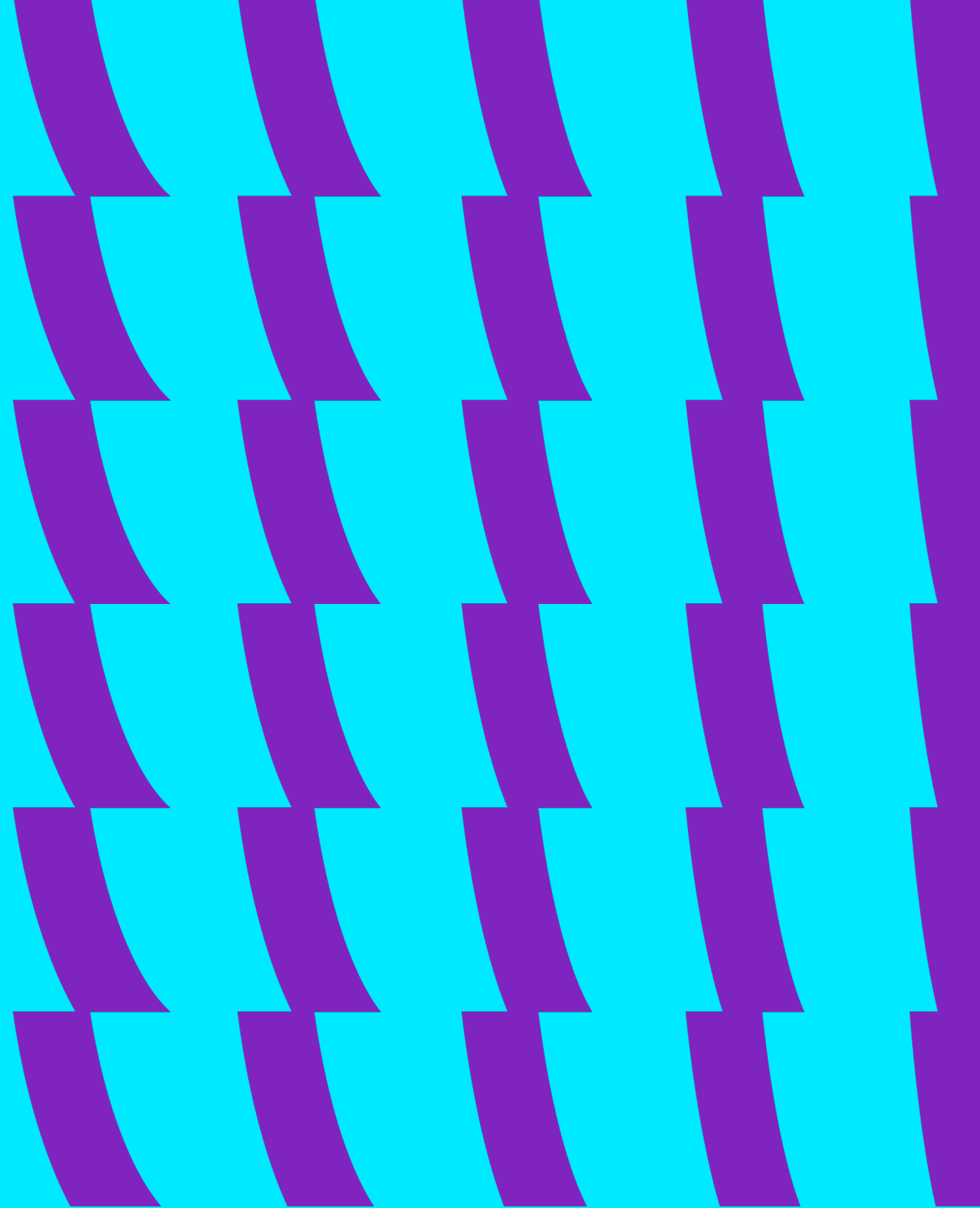
Number of participants: 140 people

We posted 5 video courses on the topics:

- ✓ "Resources for resilience. Existential Challenges"
- ✓ "Mindfulness is a key resource for resilient behavior"
- ✓ "Flexibility of behavior and thinking"
- ✓ "Volitional resource of the individual"
- ✓ "Resilient attitudes"



Corporate Governance



Live broadcast about sustainable development in VK

- ✓ We held a live broadcast about sustainable development inside the company and discussed the UN Sustainable Development Goals (SDGs)
- ✓ After the live broadcast, we conducted a survey of employees on priority SDGs and **>200 employees** together chose 5 priority goals for VK



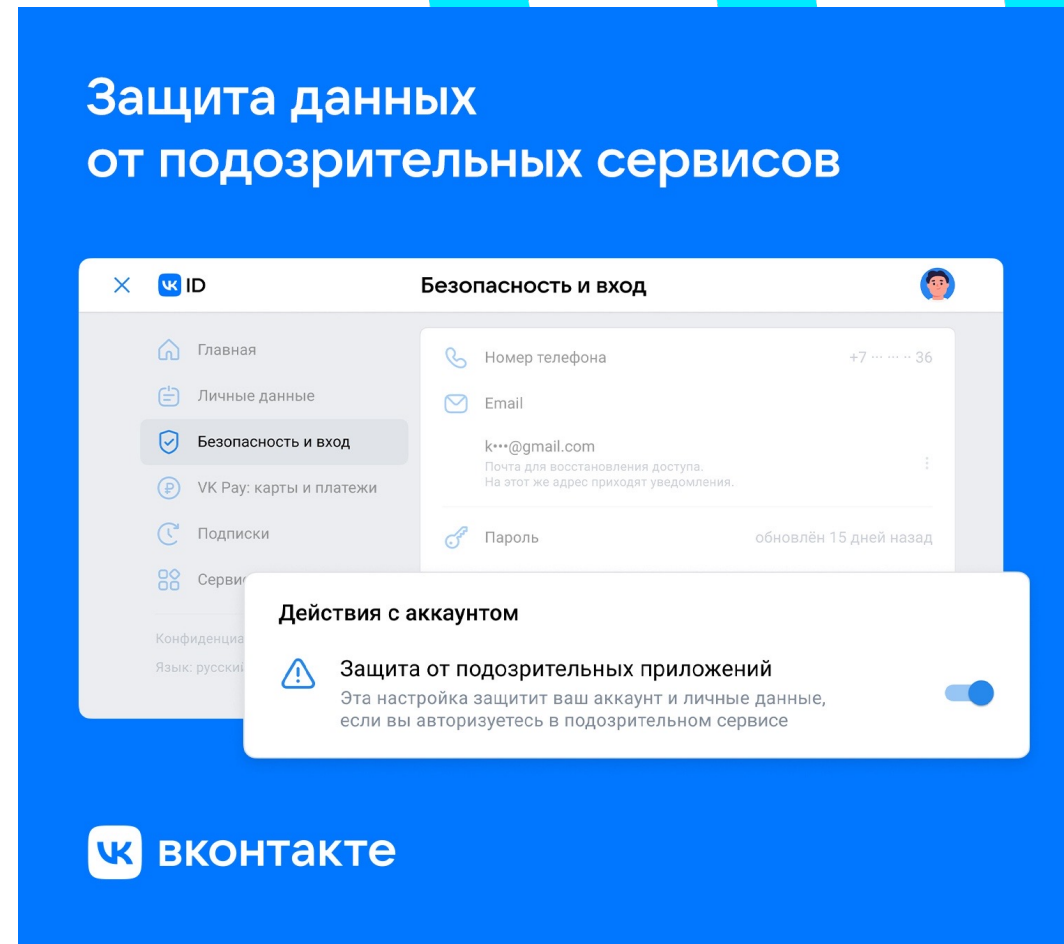
Children's Protection Day on Web

- ✓ Before the June 1, VK launched an information campaign "Children's Protection Day on Web". Total campaign reach: >20mn
- ✓ The central event of the project was a study by Dobro Mail.ru and Children Mail.ru on the attitude of parents to teenagers spending time online
- ✓ VK products and services have launched special projects on cybersecurity for children during the summer holidays. **Vkontakte** released a special set of stickers, **Odnoklassniki** launched a quiz for parents about the safety of children on the Internet. **The Mail.ru Portal** tested users' knowledge of cybersecurity using the test-game "Help children not get caught on the net"
- ✓ **DonationAlerts** and **Children of Mail.ru** aired on OK about safe and healthy streams
- ✓ **VK Education** and **Uchi.ru** learned from schoolchildren and their parents how they feel about studying and using gadgets during the summer holidays, in what ways children gain knowledge during this period, and why they need to study in summer
- ✓ **VK Play** released a study in which they studied the attitude of

**1 июня — день защиты
детей в интернете**

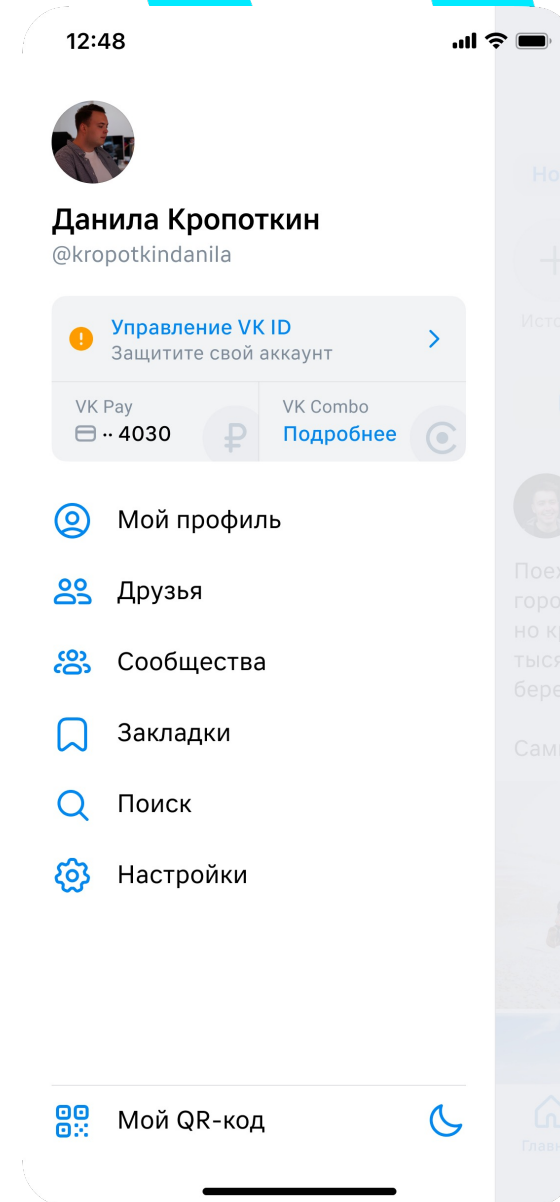
VK Protect and safety

- ✓ As part of the VK Protect global data protection program, VKontakte has implemented a **special feature to protect user accounts** and personal information from unscrupulous third-party application developers
- ✓ The innovation will help protect personal data from unscrupulous and leaks, as well as prevent hacking of profiles through potentially dangerous applications that can be used for malicious activities, spamming and collecting confidential information
- ✓ For security purposes, the protection feature will be enabled by default for VK users on Android devices



VK Protect and trust

- ✓ We began to notify users about the availability of **recommendations to protect their profiles**. The number of users who increased the protection of their account through the feature is 2.5mn
- ✓ We started **tracking the perception** of VK ID users:
 - 73% trust VK ID,
 - 70% are sure that their information is protected,
 - 62% of users solve the problem with which they come to their personal account
- ✓ Improved the 2FA flow by adding an additional validation factor on shutdown (phone validation)





For more information,
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