

Key ESG Projects and Developments

Q3 2022



Key ESG Projects and Developments for Q3 2022



Environmental responsibility

- During the **VK Fest** music festival, **35,000** kg of mixed waste and **230 kg of recyclables** were collected
- Uchi.Doma and the Russian environmental operator held an **eco-camp for >22,000 schoolchildren**
- VK HR Tech has launched an **HR electronic document management Project** (EDM). More than **3,500** VK employees and more than **100 external companies and projects** have already connected to the system covering more than **500,000** employees in total
- VK launched an **eco-collection** of internal branded merchandise

Social responsibility

- Established **scholarships for students** of Russian universities with a 2022 budget of RUB 30 mn
- Launched the first large-scale **internship program under the VK brand**, with participation from 7 business units and 35 teams covering >30 IT areas in 2022
- Launched 3 programs to develop leadership competencies and strategic thinking for experienced internal managers and other talents
- In September, the Dobro Mail.ru charity service celebrated its ninth birthday, with **240 funds and >3,000 successfully completed fundraising projects** to date
- VK Sport Team now includes **16 corporate teams with 21%** of employees involved in **corporate sports** (+4% QoQ)

Corporate Governance

- VK published the 2021 Sustainability Report. The data was presented in accordance with the International Reporting Standards (**GRI**) and the Sustainability Accounting Standards Board (**SASB**) and **TCFD** to disclose the ESG risks
- Users of VKontakte now receive notifications if their data is found in the databases of leaks in third-party services
- **VK Messenger now warns about suspicious interlocutors** using a special banner in group chats and dialogs
- **More than 40 projects** of VK started to participate in The Standoff 365 Bug Bounty, developed by Positive Technologies

Environmental responsibility



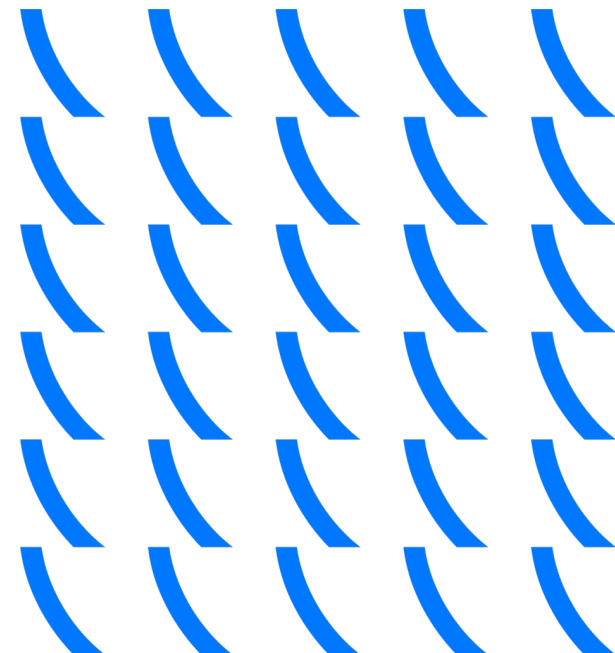
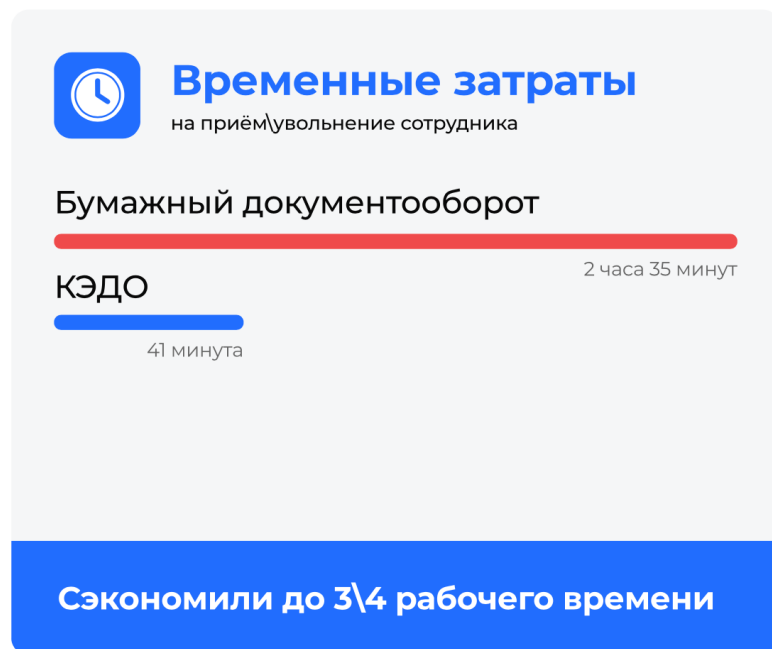
VK Fest ecological initiatives

- During the VK Fest 2022, >50 volunteers, together with representatives of cleaning services, collected **35,000 kg of mixed waste** (fits into 70 trucks), and **230 kg of recyclable materials** such as aluminum cans and PET bottles
- Organizers donated **5,000 kg of materials collected for reuse** to the «Domashny» animal shelter and church parish, which helps people with addictions, as well as the disabled and the elderly who have had a stroke. We also sent **350 kg of waste paper for recycling**
- We placed fountains with drinking water in Moscow. In St. Petersburg, there was a ban on the distribution of printed advertising, and the rules for the participation of food outlets prescribed the allowed material and composition for dishware (one of the safest and most recyclable materials was chosen - polypropylene)
- **VK refrained from using balloons**, which are made from non-recyclable and long-decomposing materials



Electronic document management for personnel in VK

- In 1H 2022, **VK HR Tech** launched a project on **EDM** (HR electronic document management). This tool allows to **manage almost 30 different processes from in paperless form**. For example, it allows to create and sign documents for vacation, documents for hiring and dismissal, applications for changes in personal data and various certificates
- **>3,500** VK employees have already connected to the system, which allows to manage electronically more than 16,000 documents, reducing paper usage by >40,000 sheets per year. This helped to save at least 1 tree in just the first half of this year



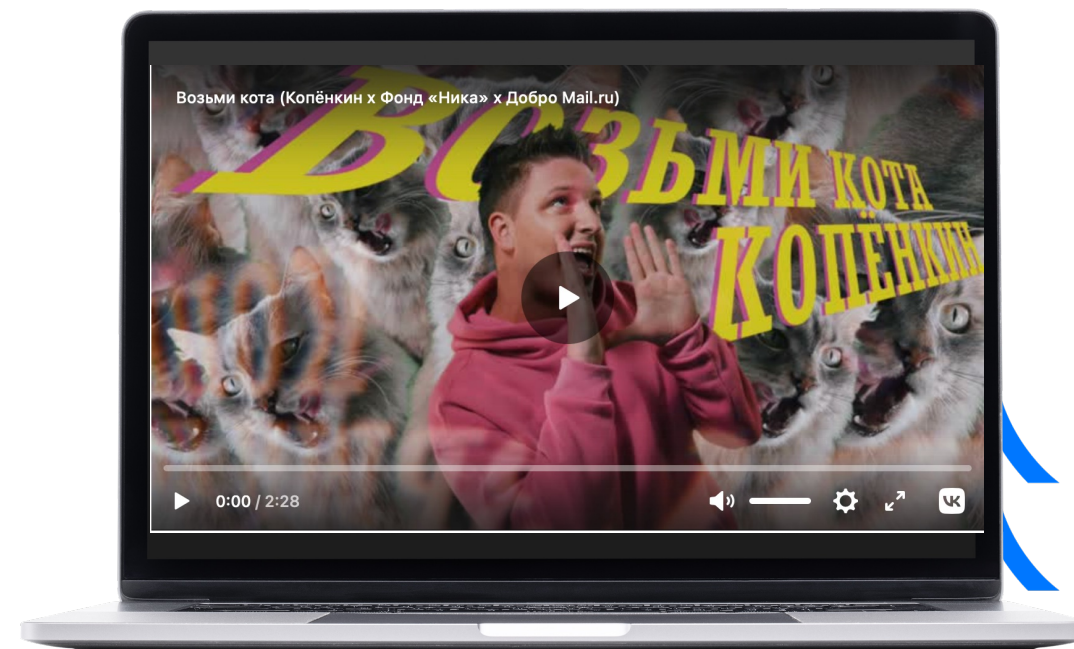
Personnel electronic document management outside VK

- **EDM** is being introduced not only in VK. **>100 external companies and projects** have already become clients of the tool this year
- In total, they employ **>500,000 employees**
- After full connection in all these companies, up to **2.2 mn documents** will be signed in electronic form
- It will save **>5 mn sheets of paper** per year, which will save almost **350 trees**
- We strive to actively increase the number of companies connected to the **EDM** system to further scale this eco-initiative

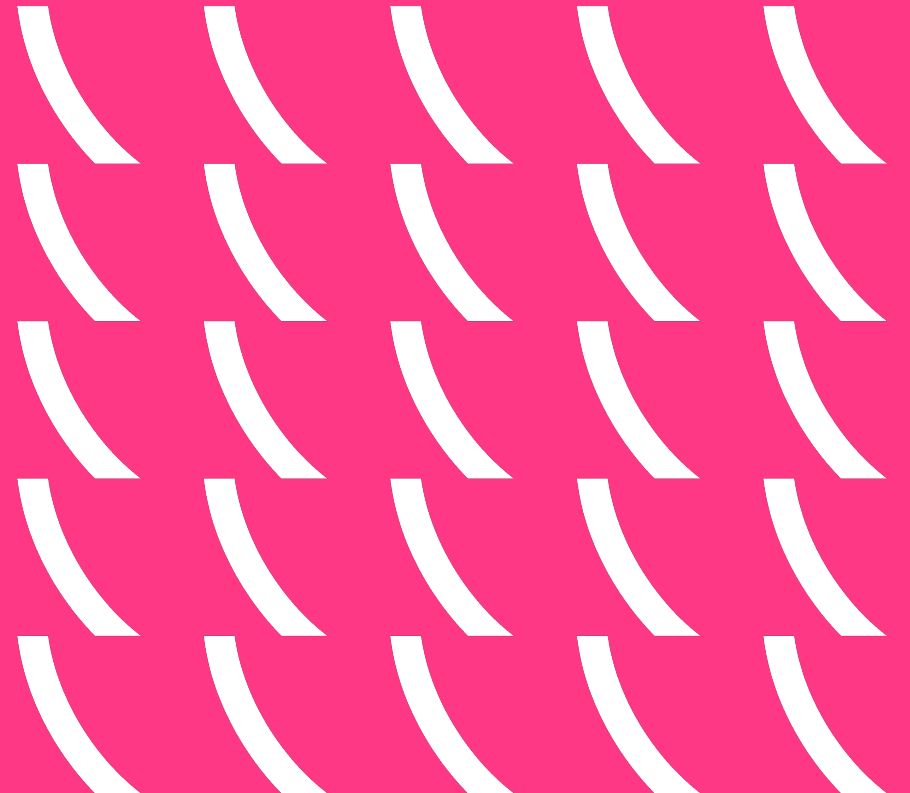


VK environmental education

- **Uchi.Doma and the Russian environmental operator held a summer eco-camp for schoolchildren.** Students in grades 1-11 learned about waste sorting, how to give things a second life, and how to take care of the environment. In total, **>22,000** children took part in the camp
- **Dobro Mail.ru and the “Nika” Charitable Foundation launched a joint activation** — as part of it, the music artist Kopyonkin recorded the song “Adopt a Cat”. The premiere of the video was timed to coincide with the Day of Homeless Animals. Since its launch in August, the video has already accumulated over 720,000 views



Social responsibility



VK Education

- **VK helped schoolchildren celebrate September 1th (Knowledge Day)** by launching various activities: lectures from company experts and photo zones at universities, interactive quizzes and competitions, a thematic service on the VK Mini Apps platform, and challenges in VK Clips
- VK released a video project for the educational marathon of the Russian "Knowledge" Society with the participation of schoolchildren and top managers of VK. **The video project received >1.1 mn views on VKontakte**
- VK and the Ministry of Education, the Ministry of Digital Development have signed an agreement on cooperation in the field of creating and developing **services for convenient interaction between teachers and parents and students**. Among the communication tools are chats and video conferencing
- **VK launched Sferum training profile in VK Messenger**. It will help schoolchildren, teachers and parents combine personal and academic correspondence in one application, as well as make communication safe by protecting it from strangers



VK Education

- **VK has announced the names of the company's ambassadors for the new academic year.** Schoolchildren, students, graduate students and teachers from 31 regions of Russia have become VK ambassadors. **56 people (out of 14,000 applications)** will represent the company in their universities and communities
- VK Education launched an online lecture hall **VK Creative Talks**, which included meetings with representatives of the creative industries
- **VK has opened a new enrollment for free training at the MADE Big Data Academy.** During the year, IT specialists will be able to master one of three specialties - data analyst, data engineer or machine learning infrastructure developer. 110 people were ultimately admitted (out of 4,209 applications)
- **VK supported the artificial intelligence hackathon of the «Digital Breakthrough» competition.** 44 teams reached the final defenses. Participants developed solutions in three case studiesThe teams predicted the inclination of a VK user to charitable activities. According to the results of the hackathon,9 winning teams divided the prize fund of RUB 1,8 mn among themselves



VK Education: schoolchildren

- VK on the basis of the All Cups platform held a **physical and technical control test "Come out to solve!"**. **>60,000** schoolchildren from 73 regions of Russia took part in it
- **VK invited the Participants of the Russian team at the International Olympiad in Informatics for an internship.** All four team members are invited to the VK internship in 2023
- **The online school for preparing for the Unified State Examination and the Basic State Examination Umskul will issue 350 grants for annual education as a part of the "Future of the World" project.** There are 100 places for 9th grade students, 100 places for 10th grade students and 150 places for 11th grade graduates. Umskul also allocated **150 free places for low-income families** as part of the "Horizon of Opportunities" social project
- **Uchi.ru** with the support of the national project "Culture", held a **free Olympiad** in Russian language and Literature for schoolchildren in grades 1-9



VK Education: students

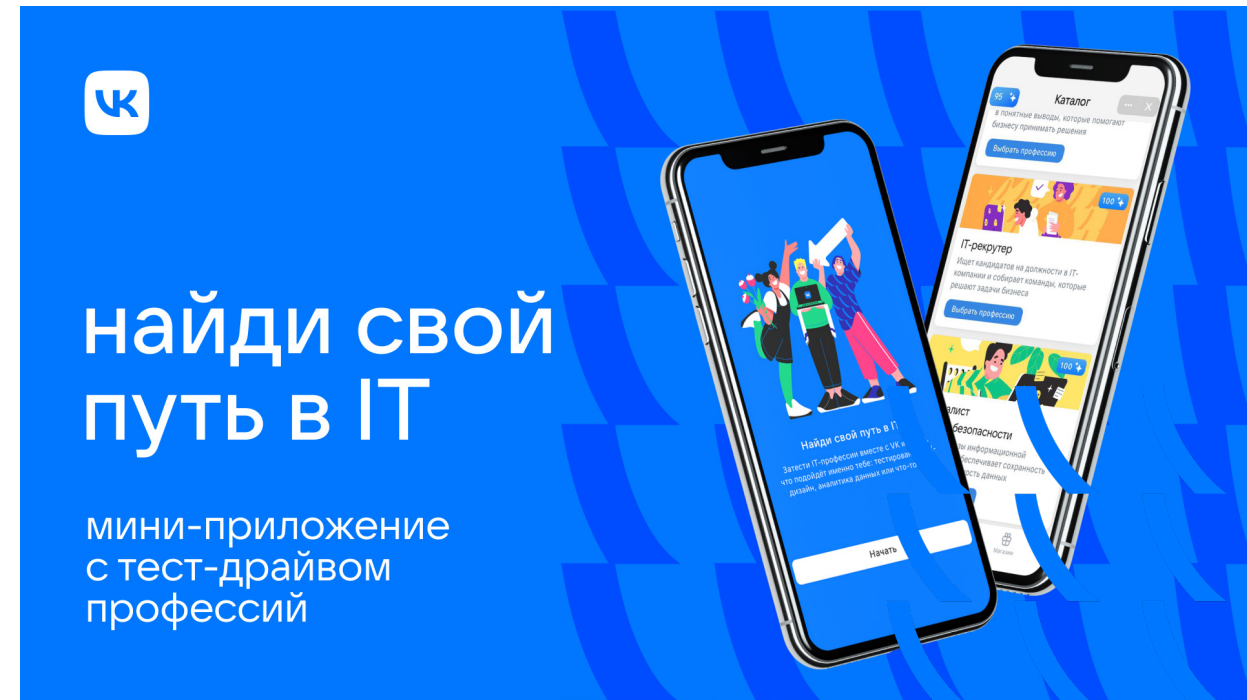
- **VK has established scholarships for students of Russian universities.** In 2022, the program budget will be about RUB 30 mn, and the amount of one monthly scholarship will be RUB 15,000
- **VK Education has launched 3 free programs** for students and graduates
- **VK and the Institute of Information Technology of the Russian Technological University (RTU MIREA)** have created a **game development program** for undergraduate students, it will be launched in 2022, in 2 years about 350 people will study under the program at the same time
- "Sirius" hosted a **VK summer program on mobile development for students.** On the basis of the Sirius University, 27 students from different regions of Russia created their own mobile applications under the guidance of experienced mentors from VK
- VK held the "Smart Route" together with the Russian Society "Knowledge". The participants were 750 students from 5 universities in 5 cities



Career guidance application "Test drive of IT professions"

VK has launched Test Drive of IT Professions, a career guidance application based on the VK Mini Apps platform. The project is aimed at schoolchildren ages 12 to 18. Children will be able to get acquainted with the IT specialties, get basic knowledge and recommendations for training.
>30,000 users have already tried on various IT professions.

- The mini app works as a simulator – a bot colleague contacts user in the messenger. It helps to learn more about the chosen direction and immerse in its specifics, as well as provides basic ideas about the profession, offering to complete thematic tasks, and recommendations on how to get it
- **16 professions are already available** in the mini-app
- Users who successfully pass the test drive of IT professions will receive points. With these points a user can get prizes from VK, the "Drugoe Delo" platform and partners



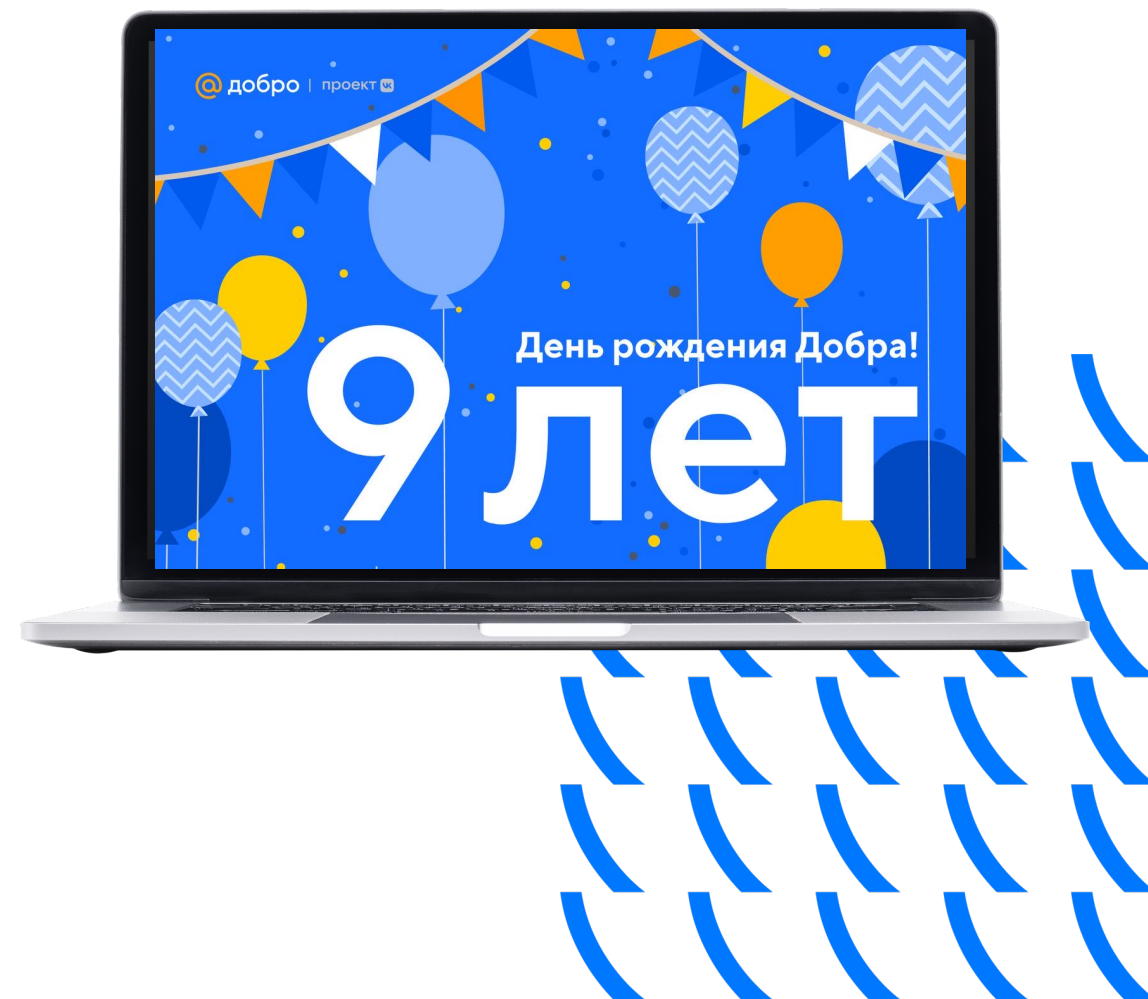
Internship in VK

- **In July 2022, we carried out the first large-scale launch of an internship under the VK brand.** A VK internship is a paid job in the VK team for a period of 2 to 6 months. We give young talents the opportunity to start a career in IT and gain professional expertise
- This year, **7 business units and 35 teams took part in it, and the program includes >30 IT areas** from analytics to machine learning
- Our internships take place **in offices and online**. From the first days, the guys get real product and technology experience, get to know the company, develop their skills and gain experience to start a career in IT. All this under the guidance of mentors and with the support of HR experts
- At the end of the internship, 37 best interns held the final defense of their projects. The best of the interns continued to work in VK



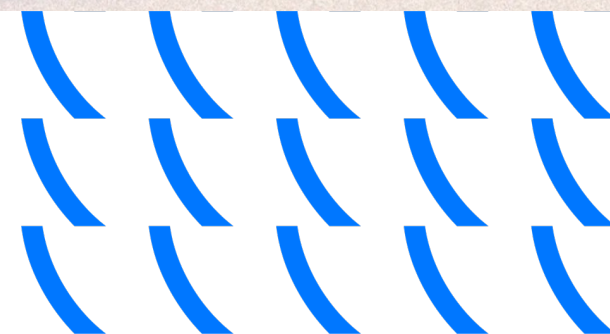
Dobro Mail.ru Birthday

- **On September 14th, the Dobro Mail.ru charity service celebrated its ninth birthday**
- Dobro Mail.ru helps users to participate in charitable projects throughout Russia and makes charitable support easier and more accessible
- **There are currently 240 funds and >3,000 successfully completed fundraising projects** on the platform
- For 9 years of work, people transferred RUB **540 252 440** to charitable foundations through Dobro
- On the eve of the birthday of the Dobro Mail.ru service, Marusya got a new skill: the virtual voice assistant learned to talk and answer questions about charity



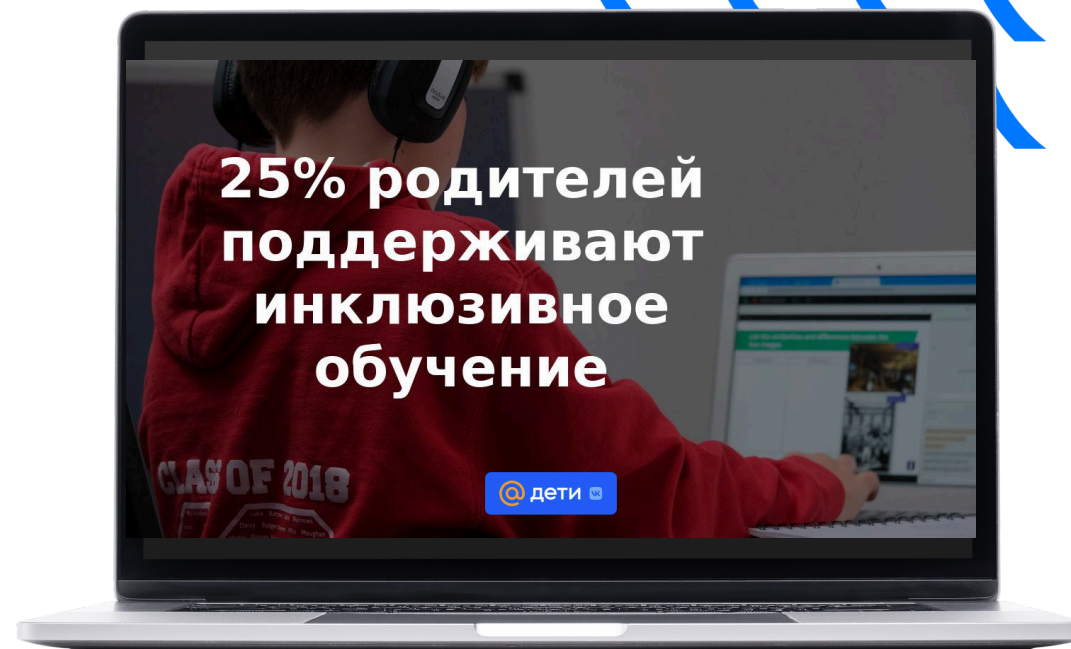
Dobro Mail.ru

- **Dobro Mail.ru and MyOffice** have launched a joint project aimed at accelerating the process of digital transformation of non-profit organizations. As part of the project, 230 charitable organizations registered in the Dobro Mail.ru service received MyOffice Education office software
- **Dobro Mail.ru launched the "We need to talk about checkups" project about how timely inspection helps save lives.** Campaign coverage in the media: >27 mn, in social networks >2.7 mn
- **Cloud Mail.ru and Dobro Mail.ru launched a charity event for Russian foundations.** Starting from August, foundations can apply for additional Cloud space to store documents, photos and videos



Dobro Mail.ru

- **Dobro Mail.ru presented its annual charity rating.** The TOP-5 regions of Russia in terms of donations to the funds with which the project cooperates for the period from July 2021 to July 2022 included: Moscow, St. Petersburg, Moscow Region, Tatarstan and Sverdlovsk Region. **The average donation in Russia amounted to RUB 371**
- Dobro Mail.ru and crowdfunding platform Tooba launched a **joint charity fundraising project** to support schoolchildren
- **Kids Mail.ru and Dobro Mail.ru** projects of VK conducted an annual survey among parents to learn about the attitude of parents **to inclusive education**. As a result, 25% of parents have a positive attitude towards co-education of children, 44% perceive such a process as neutral, 13% found it difficult to answer, and 18% have a negative attitude



VK social projects

- **"Marusya" voiced the wishes of users for the wards of the "Old Age in Joy" fund.** Users sent >1,500 messages with wishes, everyday stories, poems and words of gratitude, which were heard by 9,500 elderly people across Russia
- **VK has launched a charity project with the Moscow Art Theater #Teaterhelps.** With the help of Dobro Mail.ru, viewers can help foundations supported by theater actors



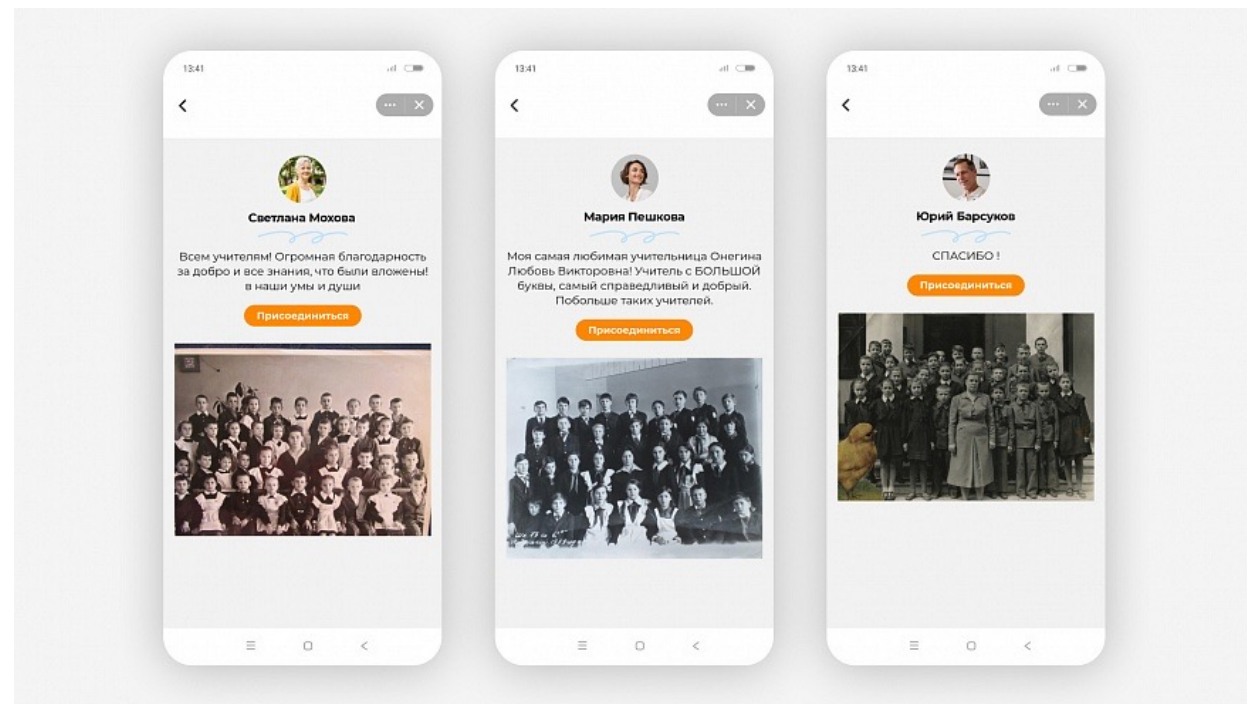
Increasing digital accessibility

- **VK has created an internal corporate dictionary of social terms**, which presents 26 social terms and sets communication standards on sensitive topics. In particular, a recommendation is proposed to adhere to the world standard people-first language (human-oriented language). This is the concept of language, where the person comes first, and not his diagnosis or characteristics
- **The VK blog “Digital Accessibility Team” was launched on the Intranet (VK internal network)** to increase empathy and build internal expertise. In the first 3 months, **>160 employees** from different VK business units have already working on increasing digital accessibility in their products



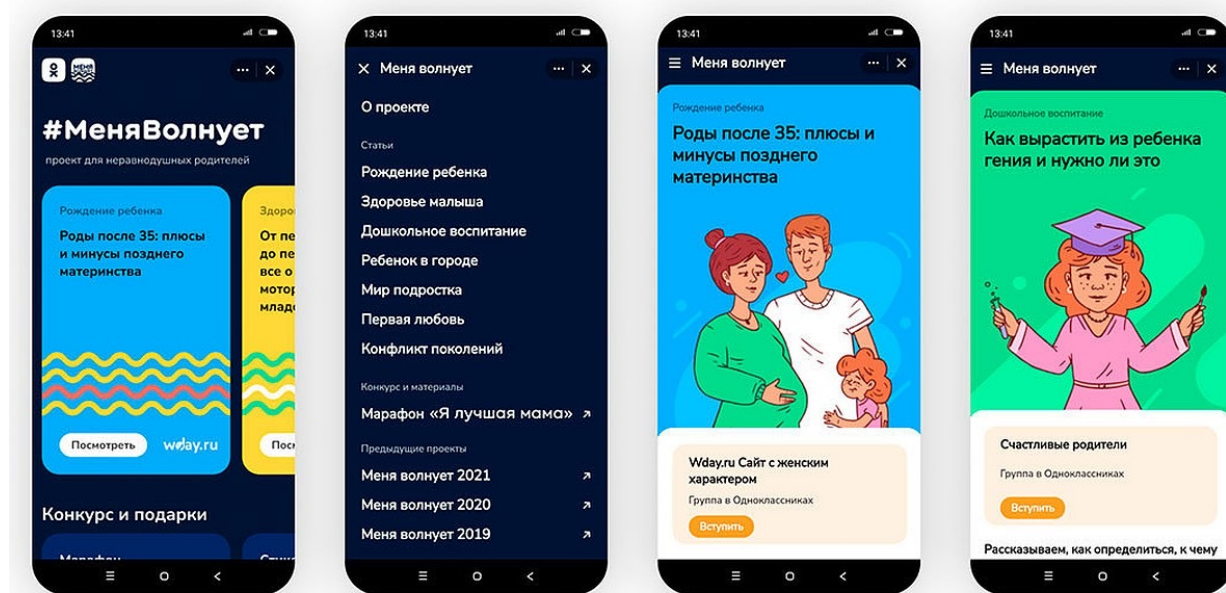
OK social projects

- **OK and "Moscow Longevity"** launched a joint project "Summer Time with Odnoklassniki", which helped the most active residents of the city attend sports training, creative and educational master classes online
- OK launched a **movement of gratitude to teachers** and photo books with the function of coloring school photos
- OK and the Ministry of Emergency Situations of Russia have launched a **project on safety rules**
- **OK supported 15 funds:** they received RUB **15,000** each to promote their collections or initiatives on the social network platform
- OK launched the "Invaluable Lesson" campaign, in which users were able to send grateful messages to teachers in a mini-application. **>600,000 users** used the mini-application during the campaign



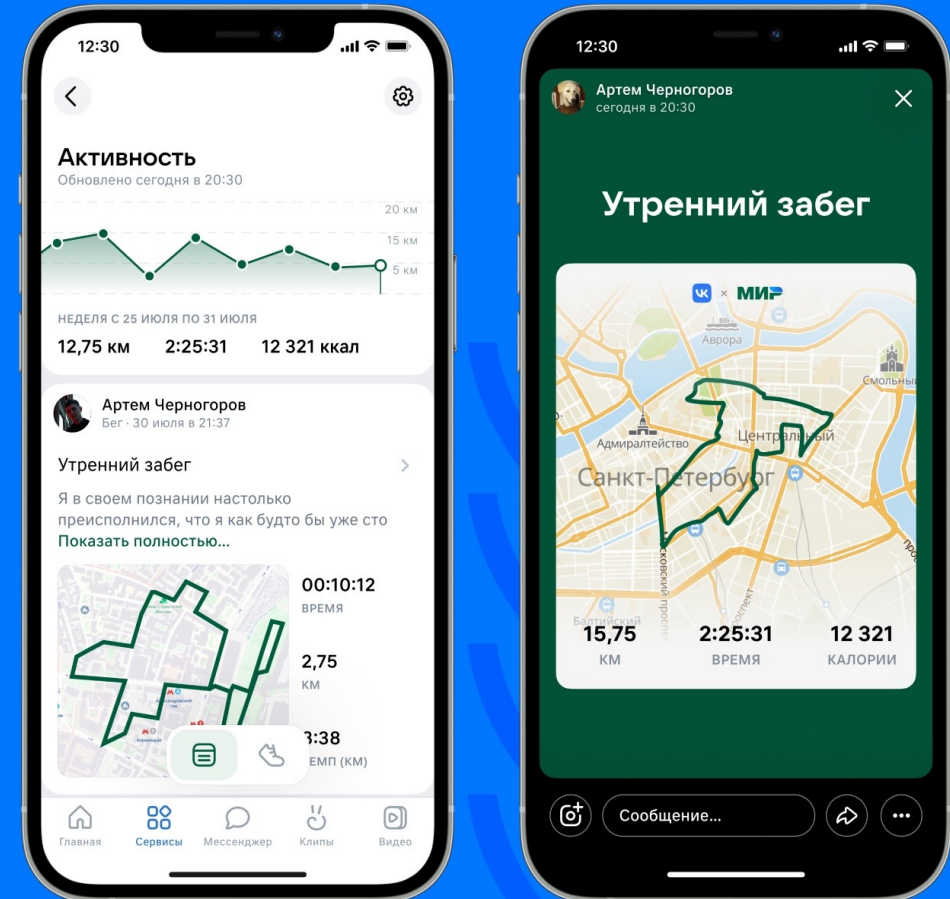
OK social projects

- **Education of the audience is one of the goals** in the social strategy of OK. During the Q3 2022, OK partnered with the Medical Solutions Foundation, regularly broadcast on the topic of oncological diseases. In Q3 2022, the fund held three exclusive broadcasts on OK, that collected **>900,000 views** and **>800 reactions**
- **The Moscow Department of Education**, together with OK, launched a round-the-clock broadcast of a channel dedicated to **education and upbringing**. During the first day, the video stream collected about 150,000 views
- **OK launched the fourth season of the project about conscious parenting #ICare**, where they talked about the various stages of a child's life



VKontakte and health

- **VKontakte launched the "Run" mini-application**, which helps running fans to interact, join interest groups, take part in online competitions and receive rewards from the service
- The application collects all detailed running statistics: distances for different periods, average pace, heart rate and calories burned – so, it is even more convenient for users to monitor their running activity



Donor Day at the VKontakte office

- VKontakte held a **Donor Day, with 40 employees having participated** and almost 10 liters of blood collected
- Employees also donated for the charitable foundation that helps animals and collected RUB 65,600. VKontakte doubled this amount: as a result, RUB 131,200 were transferred to the "Helping Hand for Homeless Animals" fund



Charity at Checkback Fest

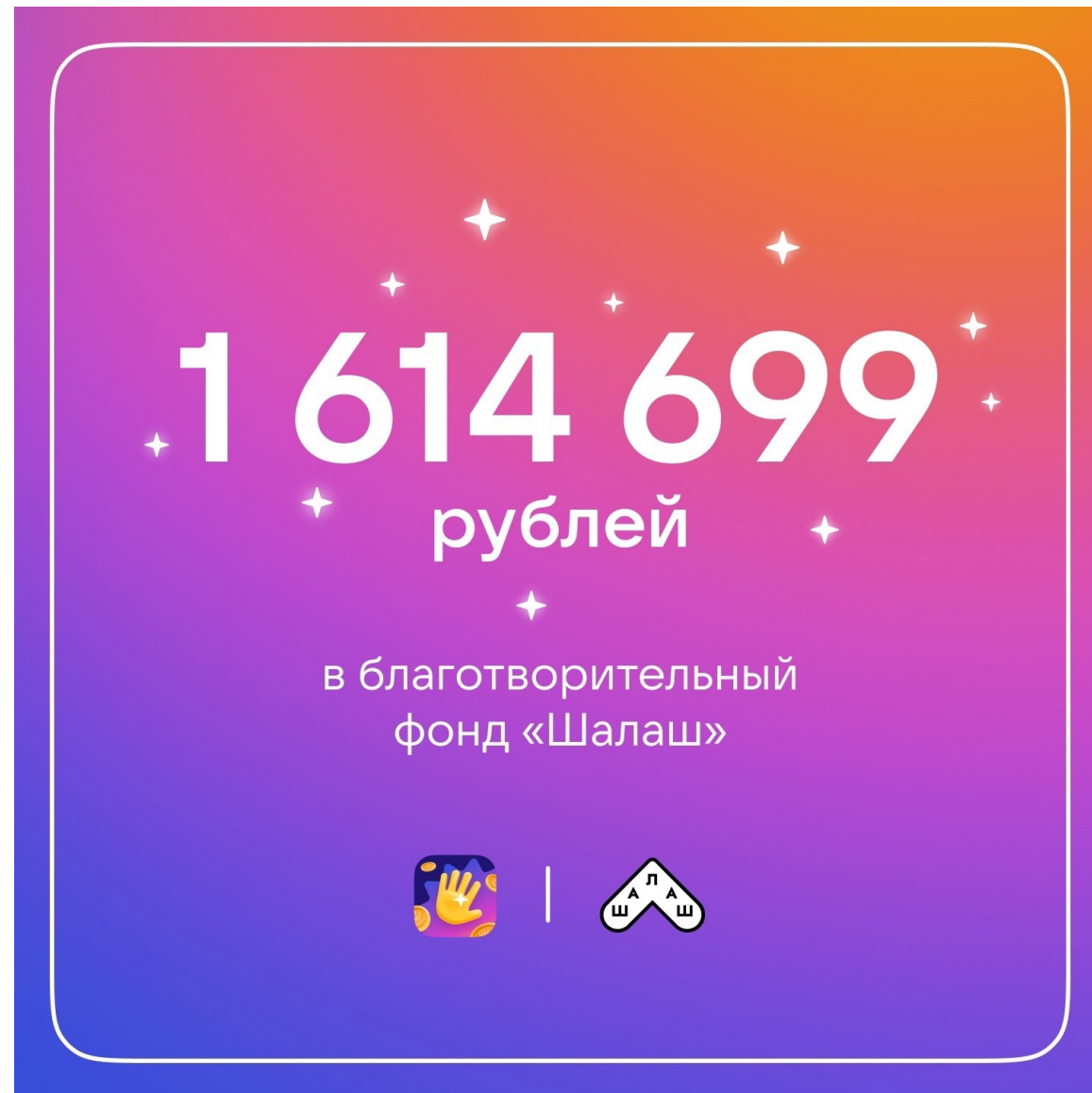
22,320 times

Vkontakte users donated amounts of RUB 30 or more during the month of the campaign. For donations and other tasks, they received game coins and exchanged them for gifts, bonuses, discounts

We collected

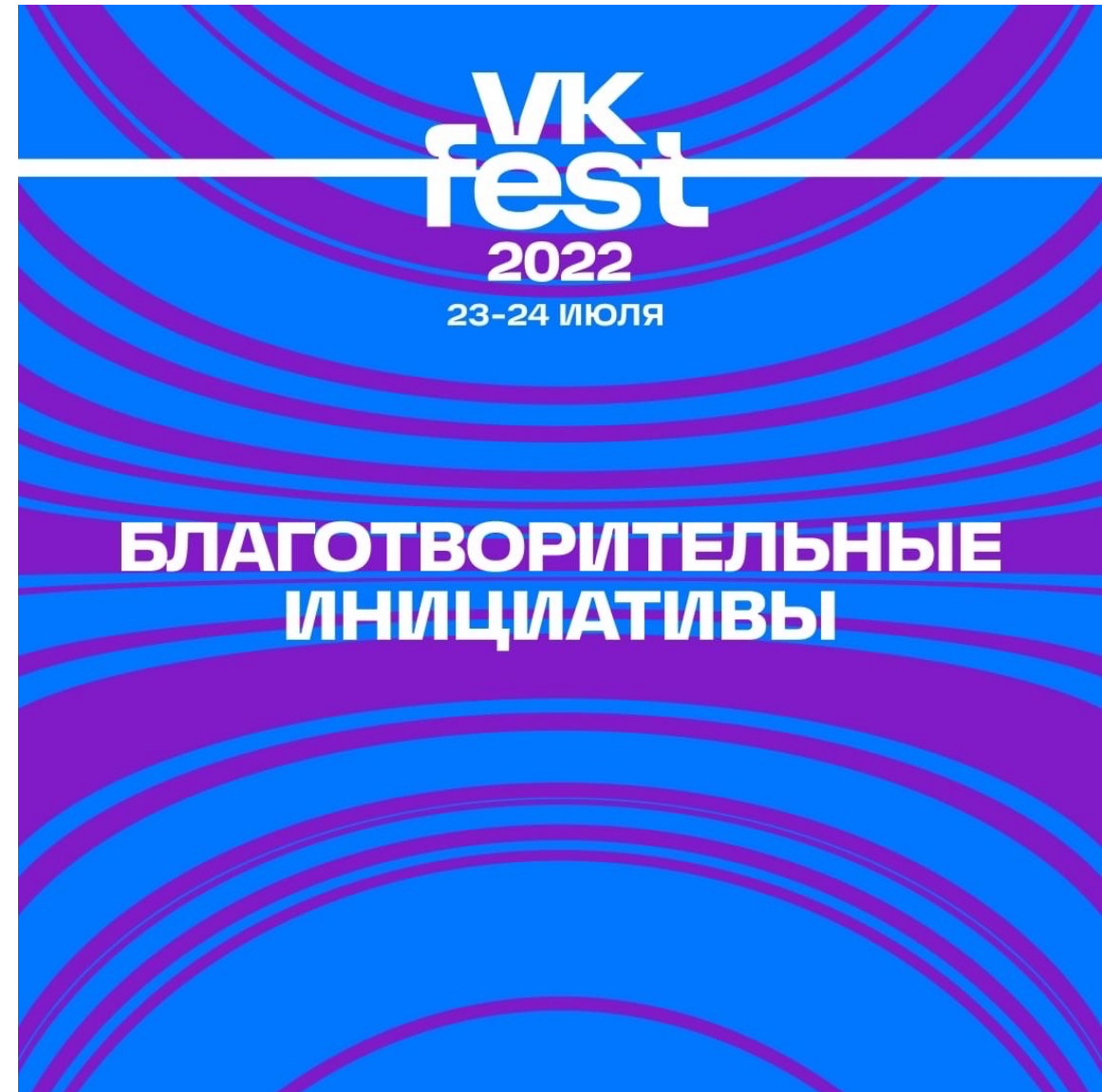
RUB 1,614,699

during the campaign. The funds were transferred to "Shalash" Charitable Foundation: it systematically solves the problem of difficult behavior of children and adolescents



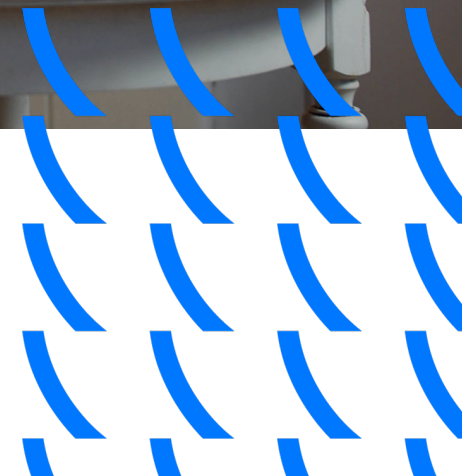
Charity initiatives at VK Fest 2022

- We organized free **anonymous rapid HIV test** in St. Petersburg and Moscow. ORBI Stroke Foundation offered to undergo **an ultrasound of the blood vessels of the neck** and helped to learn how to measure blood pressure and heart rate correctly
- We were **selling charity tickets** for the festival - they were worth RUB 100 more than under the base tariff. VK Fest doubled this donation. As a result, the funds received > **RUB 560,000**
- We organized "Point of Dobro" corners, where guests of the festival could purchase **branded merchandise of charitable organizations**. All proceeds went to support member organizations



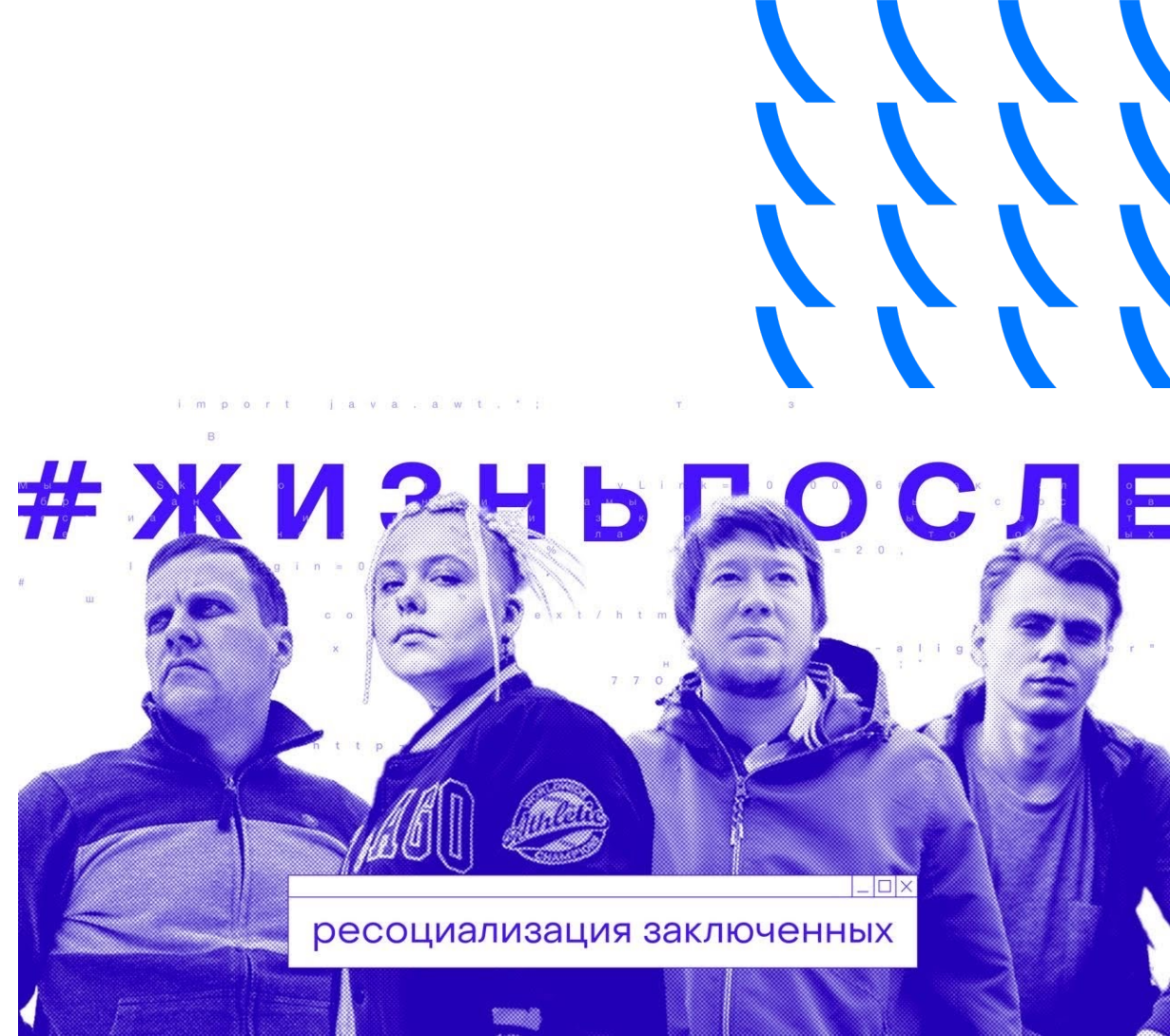
GeekBrains: social initiatives

- GeekBrains and the Ministry of Digital Development of Russia will provide **free additional education in IT professions** for the unemployed and people with disabilities
- In total, >100 courses of professional additional education will be available
- Last year, the project was available to 25,000 people, **in 2022 it is planned to expand this to 50,000 people**, and in 2024 – to at least 113,000 Russians



Skillbox: project #lifeafter

- On July 12th, Skillbox Holding Limited launched the #lifeafter program. Partners are "Zonatelecom" and the Federal Penitentiary Service of Russia
- The project provides **100 grants in the amount of >RUB 12 mn.** They can be used to master 12 most in-demand professions presented on the platform. These are, for example, "Web Developer", "SMM Specialist", "Java Developer" and "Web Analyst"
- After completing 70% of the course, Skillbox career center specialists **will help project participants find a job:** they will prepare for an interview, make a portfolio, teach them to talk about their past at meetings with employers
- Together with the Lipetsk Women's Colony No. 7, **Skillbox launched a pilot project:** 10 people are being trained at Skillbox
- Skillbox released a documentary about the fate of 4 people who were released last year and are now studying on the platform



VK Team



ESG Challenge: a marathon of good deeds

202

Employees took part

555

Good deeds have been done

39

People did 5 or more deeds

- In August, **we held a two-week challenge for employees**, in which they were asked to complete 16 different tasks related to conscious consumption, social responsibility and charity
- Also, for the challenge, **we installed a bin in the head office** for the separate collection of good caps (plastic caps delivered to processing plants), electrical junk and batteries



VK Sport Team

- We started a corporate hockey team in St. Petersburg
- We started a running club for employees in Nizhny Novgorod
- Now VK Sport Team has **16 corporate teams**: football, basketball (male and female), running (Moscow, St. Petersburg, Nizhny Novgorod), squash, karting, hockey (Moscow, St. Petersburg), skiing, table tennis, triathlon, swimming, volleyball
- **21%** of total employees are **involved in corporate sports** (+4% QoQ)
- VK Sport Team gained 12 victories in Q3 (43 since the beginning of 2022)
- We have launched a **motivation program for VK athletes**. Employees can receive sports merchandise as a gift for regular training, participation and victory in competitions as part of one of the VK Sport Teams



VK Talents: Finding Internal Stars

- VK invests in talent development – **155 nominees from 32 business units were evaluated, confirmed their high level of potential** and were enrolled in development programs this year
- The project includes **3 development programs** depending on the level of management. The individual track will be complemented by mentoring with the heads of business units and career coaching
- In addition to the development program, VK is interested in promoting talents inside. Internally identified talented employees would be the first candidates for all management roles of the company, with an advantage in movement within, including transitions from one business unit to another



Employee training and mentor development

- In Q3 2022, **1,331** employees completed trainings and seminars as part of the corporate university
- **We also develop a culture of knowledge transfer between colleagues** - we hold lectures from our internal experts on various topics
- **526 times employees** applied for external training and went to courses on topics: product metrics, Java, analytics. And **263 employees** attended external professional conferences
- We continue to replenish the library on the Study internal learning platform - **>380 materials are available** to employees (132 trainings, 77 video lessons, 104 online courses)
- We have launched a **unified policy for learning foreign languages** at the level of the entire company and launched entrance testing
- In Q3 2022, we prepared **42 mentors** for internships in VK



Developing leaders in VK

- VK actively supports the development of leaders. In July - September, **16** trainings were held and **3** online courses on team management were launched. **142** managers learned new skills
- We held a pilot marathon "Start" for **the future leaders of VK**. The training program allowed 20 future team leaders to prepare for the role and create a plan for the first 100 days of work
- **For young leaders**, we held **5** new groups of marathons to develop managerial skills "Command line. Junior». In 3 weeks, **81** managers mastered the basic cycle of people management
- **For experienced managers and a pool of talents**, we launched 3 programs to develop leadership competencies and strategic thinking: "Command line. Middle", "Blue Sky", "Silver Star". **>220 managers hold training**



Coin Store and Badges

- Employees can earn badges and coins (Coin, VK virtual currency) by contributing to the development of the company and its corporate culture. For example, by speaking at conferences and sports competitions, adapting newcomers, doing charity work, etc.
- **20.5% of employees are involved in the Coin store motivation project**
- 4,876 items have been purchased from the Coin store since the beginning of 2022. Owners of these items become VK brand ambassadors
- 31,176 badges have been awarded to employees since the beginning of 2022

In Q3 2022:

- We launched **an eco-collection of merch**
- The sale of the **sports collection** of merchandise from VK Sport Team started



Family, hobbies and employee support

In Q3 2022:

- **>80 VK employees** came to the start of the Moscow Marathon
- **1,243 employees** took part in the new step-by-step marathon
- There are **5 clubs of interest** appeared: a literature club, a film club, a bowling team, a music club, an esports club
- We organized an **esports tournament** for VK employees
- **The VK team reached the finals of the corporate chess championship**, showing the best result among teams in the telecommunications, media and IT industries
- **We held Donor Day** in VK office
- We launched an employee **care program "Towards Yourself" to support mental health** in turbulent times. **>1,000 employees** took part in the program



VK Vocation

- In September, we held a **career guidance event for the children of employees** aged 12 to 18
- Our employees answered the questions that are relevant for schoolchildren - they spoke about their professions
- The program included more than **12 workshops** and master classes in various areas: design, recruitment, testing, management, community work, PR, game projects, UX research
- The children also learned about the specifics of choosing a university and the VK ambassador program
- The Center for Testing and Development "Humanitarian Technologies" worked at the event, where children could **take career guidance testing** and get expert advice

программа атриум



10:00–11:00 Федор Чемашкин	как выбрать университет мечты?	Как поступить в универ мечты и на что смотреть при выборе? Разберемся в стереотипах и победим страх перед поступлением.
11:00–12:00 Олег Данилов	как реализовать свой потенциал и начать работу в IT	Познакомимся с амбассадорской программой VK и тем, как она помогает в карьере, а также пообщаемся с выпускником программы.
12:00–13:00 Ольга Гнедая	дизайн	Узнаем о профессии дизайнера и основах визуальной коммуникации: цвет, композиция, сетка, шрифт, изображения.
13:00–13:45 Александр Белоцерковский	IT-евангелист как профессия будущего	О технологиях и новшествах. И о том, почему сейчас и в будущем нужны люди, умеющие рассказывать о технологиях понятно.
14:00–14:45 Мария Моргунова Елена Архипова	HR и рекрутмент	Как построить карьеру мечты? И помочь построить ее другим? HR-менеджеры знают об этом все! Поговорим о тех, кто делает сотрудников счастливыми, и научимся проводить интервью.
15:00–16:00 Алина Кочегарова	пиар менеджмент	PR — разберём на реальных примерах: - почему важна эта профессия и какие проблемы решает, - чем помогает бизнесу и любому человеку, - услышим об удачных и неудачных примерах PR-компаний.
16:00–16:30 Константин Волков	кто такой инженер по обеспечению качества	Как работают компании, кто такие инженеры по обеспечению качества и как они влияют на продукты, которыми мы пользуемся. Примеры из жизни и много интерактива.

зал А1

11:00–11:45 Игорь Васильев	день школьника языком программирования	"Программирование — только для избранных, программирование — это очень трудно ..." — такие мысли часто приходят в голову ученику выпускного класса, лишая надежды на специальность, которая ему нравится. А что, если мы уже программируем каждый день? Посмотрим, как бы было, если мы программировали свою жизнь.
12:00–12:45 Андрей Реутов	менеджмент игровых сообществ	Менеджер сообщества — важный специалист в современном IT. Но чем он занимается? Мы расскажем обо всём в подробностях: о плюсах, минусах, подготовке и карьерных возможностях.
13:00–14:30 Анна Черкасова, Полина Адрианова, Анастасия Пушкарева	день из жизни UX-исследователя	Воркшоп подойдет тем, кто хочет работать в IT, но не хочет программировать. Расскажем, чем занимаются UX-исследователи и как ими можно стать.
14:30–15:15 Александр Назарьев	SMM-менеджмент: как можно работать в социальных сетях	О работе в социальных сетях, SMM, рекламе и немного маркетинге. Как создавать красивые ленты в социальных сетях и сделать из этого настоящую профессию.
15:30–16:30 Василина Дрогичинская	менеджер направления инклюзия сервисов	Рассказ о том, для кого, как и что именно создает доступные (инклюзивные) цифровые продукты и сервисы.

online

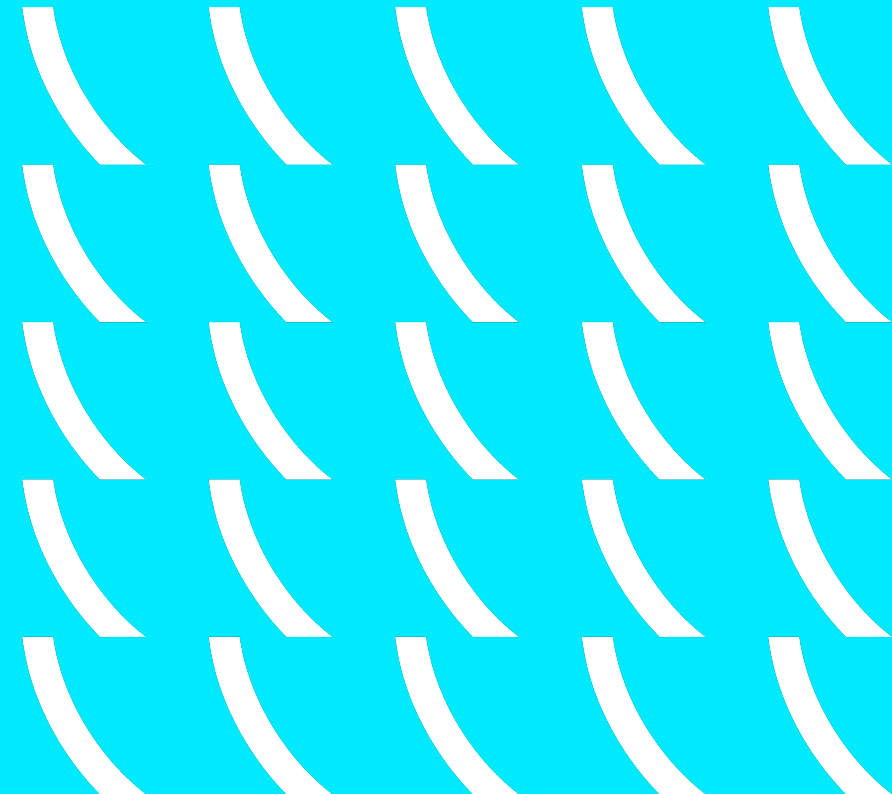
11:00–12:00 Анна Пантелеева	графический дизайнер	На шутках из интернета разберем, чем занимается графический дизайнер, а потом сверстаем свой первый рекламный макет в Фигме- приходи, будет весело!
12:30–13:20 Мария Хусаинова	кто такой комьюнити-менеджер?	Что такое комьюнити-менеджер? Как стать специалистом, чтобы сидеть в соцсетях, играть в видеоигры и управлять людьми и иногда миром? А ещё ездить на игровые конференции, получать крутой мерч от издателей и работать в IT.

Additional benefits for employees

- From Q3 2022, when going on **sick leave for pregnancy and childbirth**, employees will receive a one-time financial assistance from the company - in the amount of one monthly salary
- From September 2022, VK fully pays up to **30 calendar days of sick leave per year** to all full-time employees



Corporate governance



Annual ESG report

- On August 15th, VK published the Sustainability Report for 2021 in **Russian and English**
- Qualitative and quantitative data were presented in accordance with the International Reporting Standards **(GRI)** and the Sustainability Accounting Standards Board **(SASB)**
- To disclose ESG risks, we used the recommendations of the Climate Change Financial Disclosure Task Force **(TCFD)**
- A special ESG portal was also launched, dedicated to the **key events for VK** over the past year in environmental, social and other areas related to sustainable development with quotes from a number of employees of the company about what Sustainable Development means to them



(2-9)

ESG report 2021

Agenda

About this report

About this report	6
Key 2021 ESG highlights	7
CEO (Russia) Statement	
About us	12
Our projects	13
Reporting segments and key products	14
VK - for users	15
Our values	16
Key financial highlights	17
Key operating highlights	19
Rebranding	21

Sustainability approach

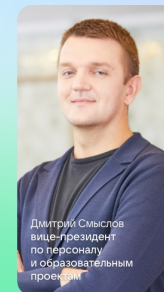
Management of Sustainable Development	23
Sustainable Development Management	24
Stakeholders and stakeholder engagement	25
Material topics	28
Materiality Matrix	29
Changes within the material topics in 2021 vs. 2020	30
UN Sustainable Development Goals (SDGs)	31
Our users	
Our key focus is on privacy and information security	33
Information security	34
VK Protect - updated user data protection programme	35
VK ID Security	36
Preventing potential threats	37
Independent audit of information security	38



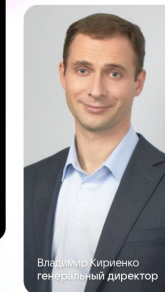
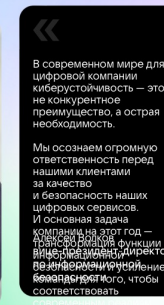
ESG Report 2021

2

Представители VK об устойчивом развитии



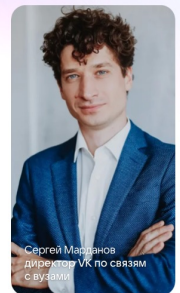
Дмитрий Смыслов
вице-президент
по персоналу
и образовательным
проектам



Владимир Кириленко
генеральный директор



Александра Бабкина
директор социальных
проектов



Сергей Марьянов
директор VK по связям
с аудиторией

Corporate ESG Broadcast

On September 2th, we held a **live VK Demo for VK employees**.

In the format of debunking myths, we discussed the following topics:

- Is there a difference between ESG and sustainable development?
- How is sustainable development related to cybersecurity?
- Where does landfill waste go?
- Is climate change real or a myth?
- Does an individual person influence sustainable development issues?

In addition to the main speakers, two VK employees took part in the broadcast, who spoke about their environmental (separate collection) and social (donation) initiatives. In total, **>500 employees** watched the broadcast



VK Demo про ESG: мифы и реальность

Приходите на встречу с командой
устойчивого развития VK

2 сентября в 15:00
Переговорка А1 и онлайн



Ксения Топоркова написала в Блог Устойчивого развития
Обновлено: 7 сентября 2022 12:43

Отвечаем на вопросы про ESG

В прошедшую пятницу мы провели VK Демо и вместе поговорили про устойчивое развитие: разобрали основные мифы, поделились опытом наших коллег и ответили на популярные вопросы. [Можно посмотреть видеозапись встречи тут](#), а [презентацию здесь](#).

А чтобы закрепить пройденное и помочь узнать что-то новое, в этом посте мы собрали Q&A с учетом полученных от вас в рамках VK Demo вопросов.

Q: Почему бумажный стакан — это плохо? Сейчас делают в России перерабатываемые бумажные стаканчики, без пластика и ламинации?

A: В используемых сегодня в большинстве заведений стаканчиков присутствует специальный слой, из-за которого в состав входит 5% пластика. За год в России на мусорные полигоны попадают почти 42 миллиарда таких стаканов. Слой пластика нельзя отделить от бумажного слоя, поэтому стаканы не подлежат переработке, а значит, такой мусор складывается на свалках тоннами, нанося огромный вред экологии. Как известно, пластик начинает разлагаться только через примерно 450 лет, и к этому времени требуется ещё 50-80 лет на завершение процесса. Иначе говоря, покупая кофе в бумажном стакане, ты проводишь с ним всего 15 минут, пока не допьёшь напиток. А дальше этот стакан переживает тебя, твоих детей и даже внуков.

Updated ESG section of the corporate website

- We moved ESG to a **separate section** of the corporate website - for the convenience of stakeholders
- We collected **relevant policies/codes** within the page, for the convenience of rating agencies
- We combined all the **key ESG results** for 2021 on one page

Policies, Terms & Conditions

Social Responsibility

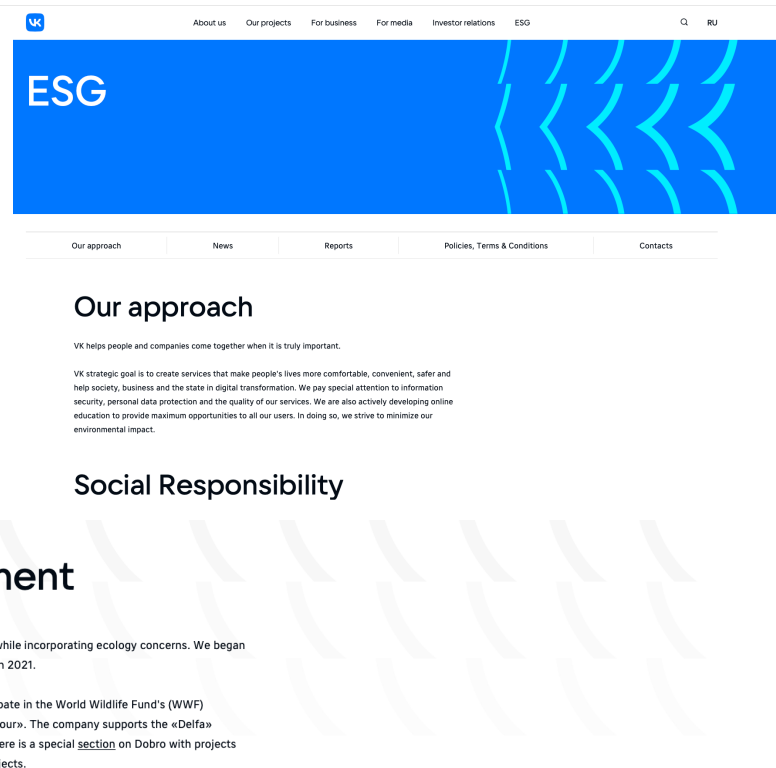
Code of Ethics and Business Conduct

Social Strategy



Corporate Governance

Memorandum of Association and Other Bylaws



1,04

Average annual PUE of an M-100 data center using a liquid cooling system

>3 000

VK employees used HR electronic document management three months after launch

61%

Annual increase in donations for environmental projects on Dobro Mail.ru

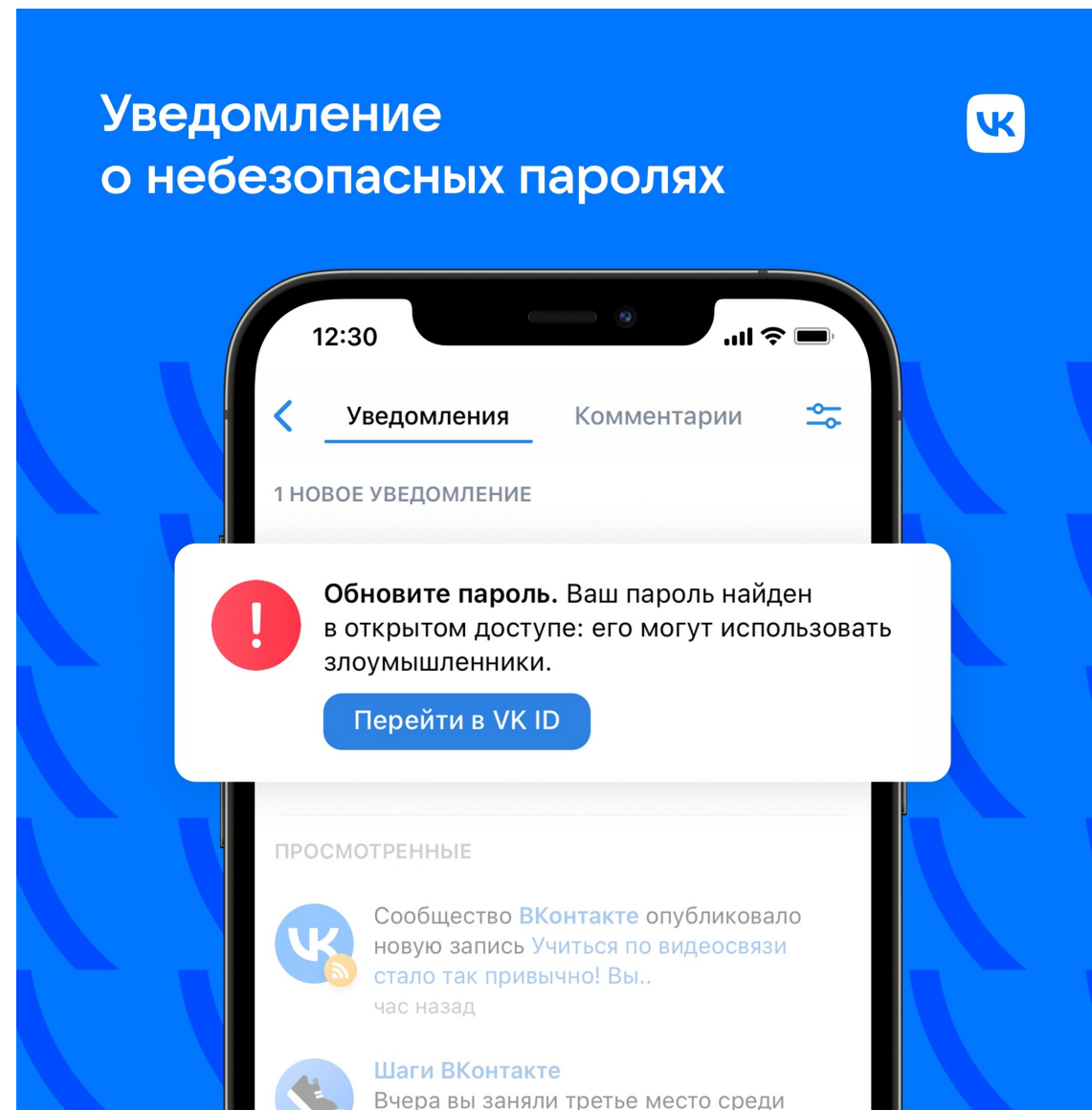
VK and The Standoff 365 vulnerability search platform

- **VK started participating in The Standoff 365 Bug Bounty**, developed by Positive Technologies
- The company has placed a bug bounty program on the platform, which, with the help of external experts, helps to find security flaws and fix them before attackers discover them
- **VK bug bounty program includes more than 40 projects.** In case of detection of vulnerabilities, security researchers will receive rewards from the company from RUB 6,000 to RUB 1.8 mn, depending on the level of threat



Vkontakte and focus on security

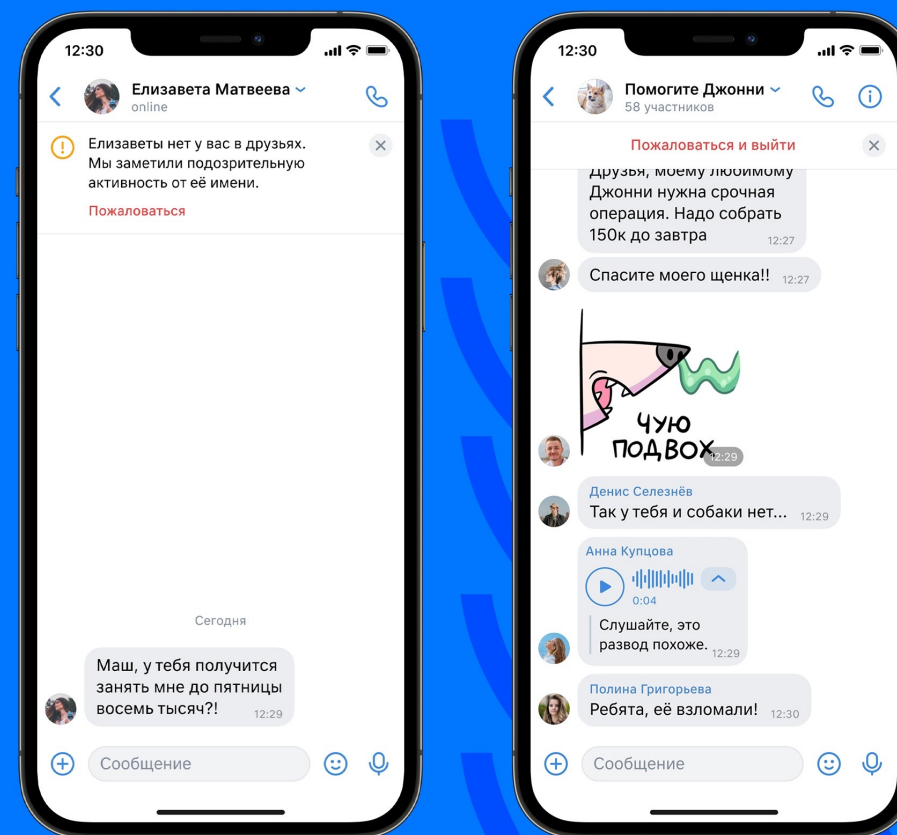
- Now the VKontakte user receives a notification if his data is found in the **databases of leaks of third-party services**. The whole process is fully automated, passwords are checked only in encrypted form
- VK has also **strengthened password requirements**. When changing the password in the VK ID personal account, you will not be able to create a simple password of the same type or use public profile data — you need to come up with a complex combination of different characters. Such a password will better protect users and save them from potential troubles



Vkontakte and focus on security

- Now Messenger warns about **suspicious interlocutors** using a special banner in group chats and dialogs if the algorithms have detected suspicious activity from the user
- Users who encounter such a banner can instantly file a complaint and blacklist the potential scammer. Chat or conversation is removed to prevent its members from clicking on dangerous links
- The function is available in the mobile application
- This update is part of the VK Protect global initiative. It combines technological solutions that provide protection in VK services. Information security is a key priority for VK

ВКонтакте предупредит о подозрительных собеседниках



Disclaimer

Matters discussed in this presentation may constitute forward-looking statements. Forward-looking statements include statements concerning plans, objectives, goals, strategies, future events or performance, and underlying assumptions and other statements, which are other than statements of historical facts. The words "believe", "expect", "anticipate", "intend", "estimate", "forecast", "project", "will", "may", "should" and similar expressions identify forward-looking statements but are not the exclusive means of identifying such statements.

Forward-looking statements appear in a number of places in this presentation and may include statements regarding: strategies, outlook and growth prospects; future plans, expectations, projections and potential for future growth; plans or intentions relating to acquisitions; future revenues and performance; liquidity, capital resources and capital expenditures; economic outlook and industry trends; the impact of regulatory initiatives; competitive strengths and weaknesses; and the strengths of competitors, the expected impact of the coronavirus (COVID-19) pandemic, including, without limitation, the impact on economic and financial markets and the Company, macroeconomic and geopolitical circumstances.

The forward-looking statements in this presentation are based upon various assumptions, many of which are based, in turn, upon further assumptions, including, without limitation, management's examination of historical operating trends, data contained in Company records and other data available from third parties. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond Company's control.

Such risks, uncertainties, contingencies and other important factors could cause the actual results of the Company or the industry to differ materially from those results expressed or implied in this presentation by such forward-looking statements.

Investment in securities, including the GDRs, involve substantial risk. References to future returns are not promises or even estimates of actual returns an investor may achieve. The forecasts contained herein are for illustrative purposes only and are not to be relied upon as advice or interpreted as an investment consultation or recommendation according any legislation, including Russian legislation.

Investing in securities may be restricted by applicable law, and therefore the investor should carefully independently study the possibilities of investing in the Company's GDRs, the restrictions applicable to him and the tax consequences.

The information herein reflects the Company's judgement of the prevailing conditions as of the current date, all of which are subject to change.

This presentation is not intended, and does not, constitute or form part of any offer, invitation or the recommendation to purchase, otherwise acquire, subscribe for, sell or otherwise dispose of, any securities or undertakings or any other invitation or inducement to engage in investment activities, nor shall this presentation (or any part of it) nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision.

The information and opinions contained in this presentation are for background purposes only. No representation, warranty or undertaking, express or implied, is given as to the accuracy or completeness of the information or opinions contained in this presentation by the Company. The Company does not undertake to update the information provided.



For more information, please contact us:
esg@vk.company

