Key ESG projects and events

Q1 2024

Main ESG projects and events for Q1 2024

Environmental responsibility

- VK's central office now has **containers for collecting badges and lanyards** after events

Social responsibility

- VK Dobro and Skillbox summarized **social results of their work in 2023**
- VK held its first technology conference, VK JT, making it **inclusive**
- VKontakte introduced **the Center for Digital Comfort**

Corporate governance

- In March 2024, VK approved **the Environmental Policy**

Environmental responsibility

Ecology in VK

VK's central office in Moscow often becomes a venue for various events where badges are an indispensable attribute

That's why VK Central Office now has **containers for collecting badges and lanyards** (ribbons for badges). The containers are installed on the 1st floor and are available for all guests of the office

The collected **badges will be recycled**, and the ribbons will be used for crafts and woven items as part of VK's special projects



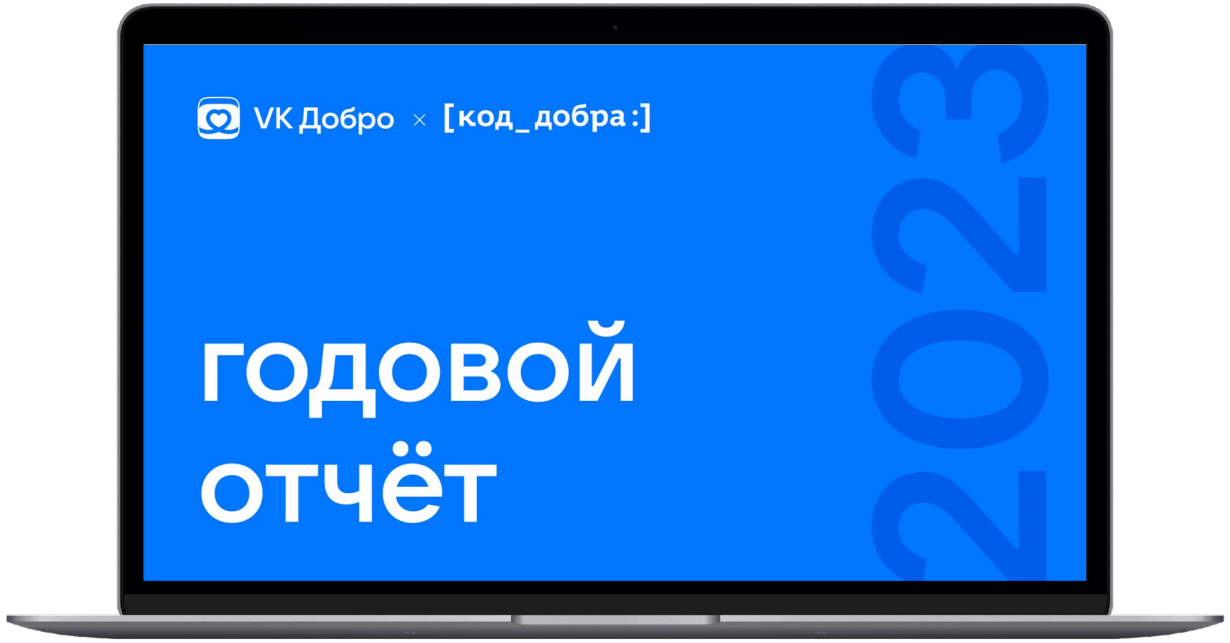
Social responsibility

VK Dobro: results of work in 2023

VK published the consolidated annual report of its charity service VK Dobro and its corporate ‘Code of Good’ fund

> RUB 114 mn

transferred to Russian charitable foundations through VK Dobro and ‘Code of Good’ fund in 2023



- The amount of regular donations and the number of connected autopayments increased by **31.6%**
- The amount of donations for projects to help the elderly increased by **15.4%**, and the amount of donations to help animals increased by 5.5%
- The average donation check on the service increased by **3.3%,** now it is RUB 384

Today, **274 charitable organizations** from more than 50 regions of Russia operate on VK Dobro

A day of spontaneous kindness

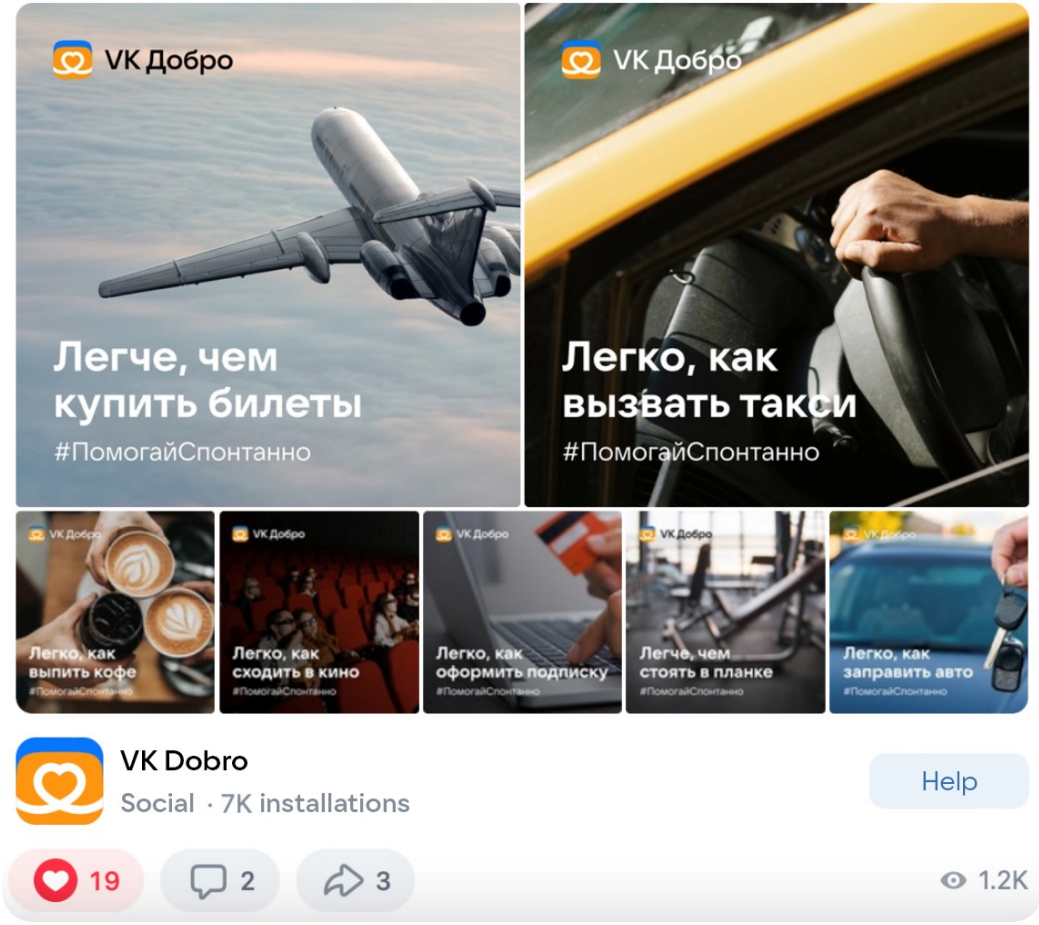
The VK Dobro service launched a charity campaign ‘Spontaneous means easy’, dedicated to the Day of Spontaneous Kindness

The goal of the campaign is to once again show users of the social network Vkontakte that it is actually very easy to do good deeds and make donations to charitable organizations

The campaign was supported by:

- Lokomotiv football club
- Dodo Pizza pizzeria chain
- VK Play Live streaming platform
- Drugoe Delo developmental tasks service

On their social media pages there were stories about certain charitable funds that can be supported



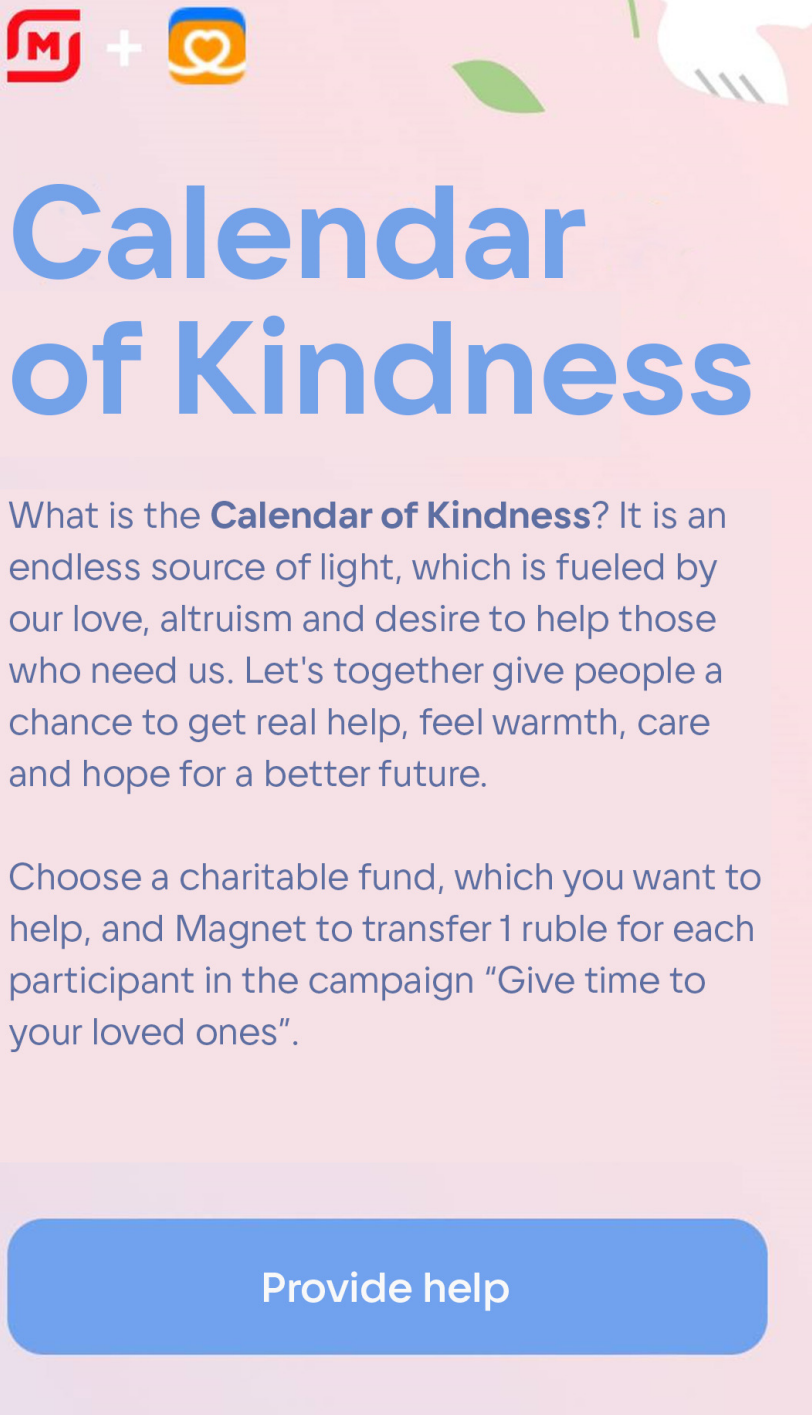
Calendar of Kindness

VK organized a charity campaign as part of the annual ‘Calendar of Kindness’ project with Magnit

During the campaign, Magnit customers could go to the mobile application and give their vote for one of the verified funds represented in the VK Dobro service. Magnit transferred 1 ruble for each vote in favor of the funds

RUB 2 mn

collected and donated to 5 charitable funds - participants of the "Calendar of Kindness" campaign

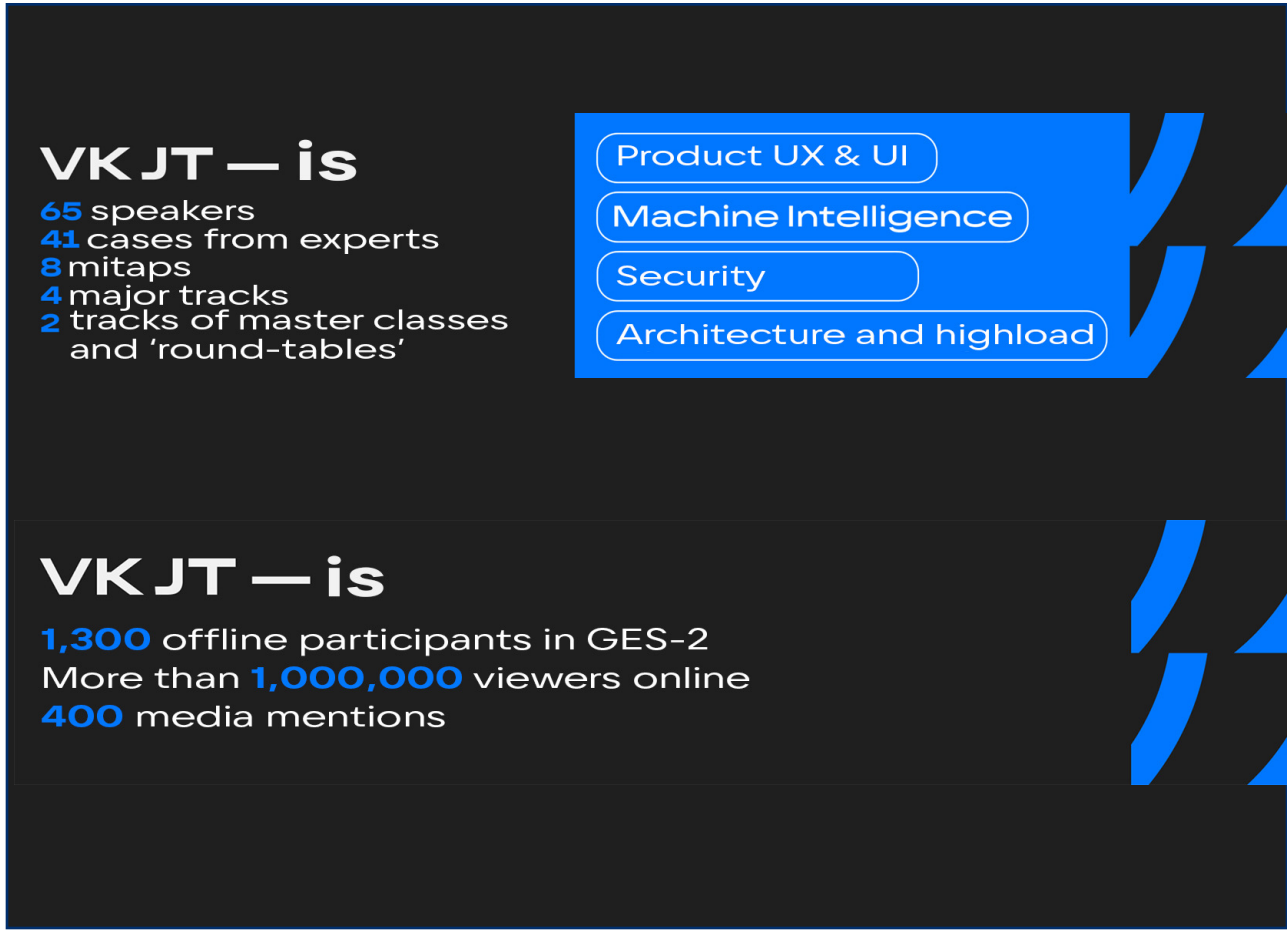


VK JT Inclusive Conference

On 6 March, VK held its **first technology conference**, VK JT, where it explained in detail how the company works from the inside. During the conference, speakers and guests talked about security, architecture, user experience and product interface, and machine intelligence

The conference was held in the GES-2 space. It is one of the oldest power plants in Moscow and has become a cultural centre. Its area is 50,000 sq. metres. **The platform was adapted for people with different disabilities**

All reports and speeches were accompanied by **parallel translation into Russian sign language**



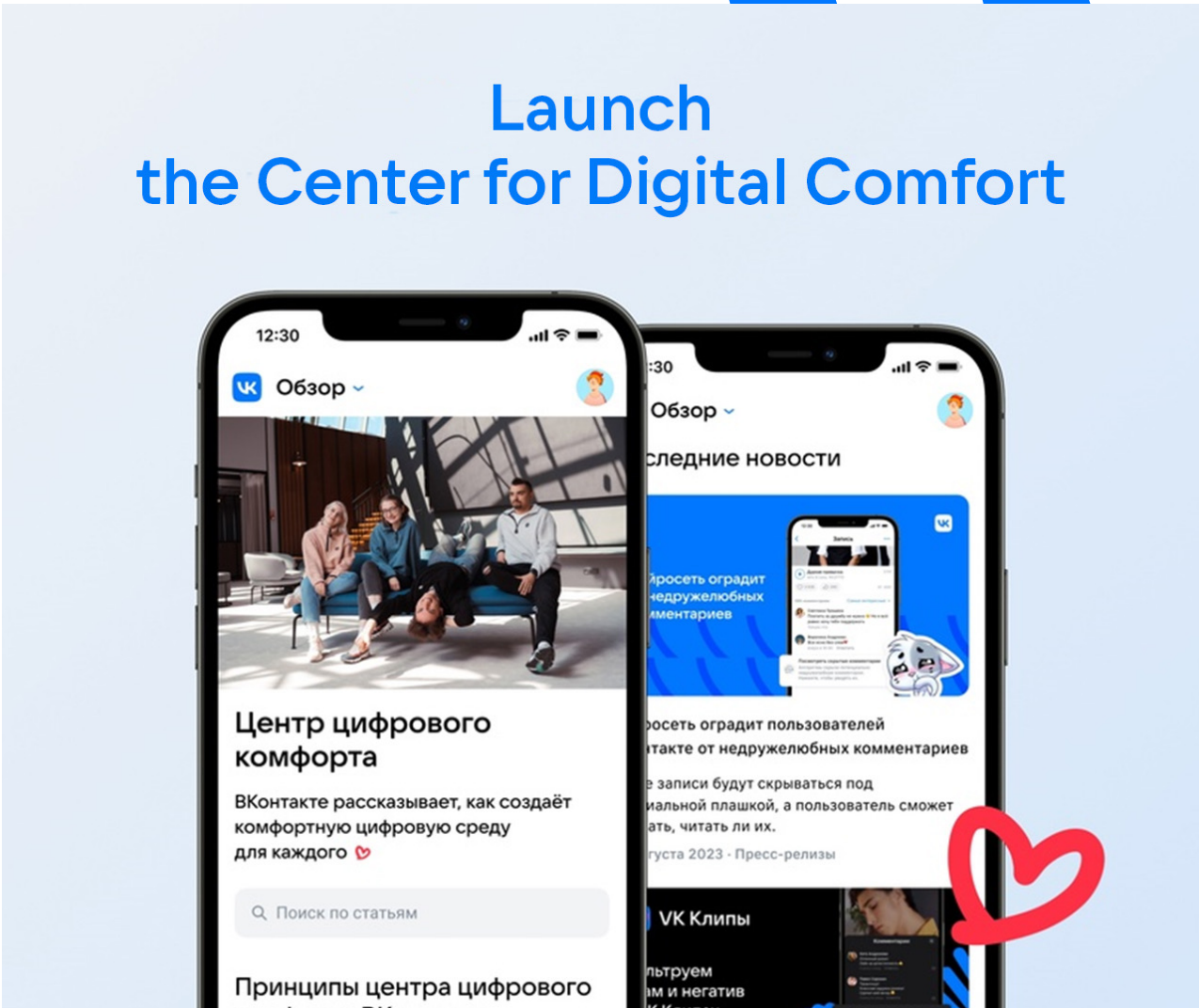
VKontakte: Center for Digital Comfort

VKontakte introduced the Center for Digital Comfort

The project contains tips on trustworthy online communication for adults and children, useful materials to support psychological health, and thematic news from the social network. The launch was **part of VKontakte's strategy to provide a comfortable digital space** for users

The project consists of five sections:

- ‘Recommendations for Children’
- ‘Recommendations for parents’
- ‘Countering hostility and bullying’
- ‘Countering Abusers’
- ‘Digital Comfort’



Charitable gift VKontakte

The charity gift ‘Dragon Snowflake’ brought a **record of RUB 2,445,000** to the foundations. This is more than in previous New Year campaigns

The funds raised were divided equally between three charitable organizations: ‘He Needs You’, ‘Dogs Who Love’ and ‘Light in Hands’

Money helped to support the funds' beneficiaries: orphans and foster children with special health needs, homeless animals, and parents in crisis situations

~ 70,000 times

a charity gift ‘Dragon Snowflake’ was sent by VKontakte users



VK Messenger's research about ghosting

VK Messenger conducted a survey and studied the attitude of young people to the problem of ghosting - abrupt interruption of contacts with the other person

91% of young Russians have faced the problem of ghosting, 82% of respondents admitted that they subjected other people to ghosting. Almost half of the victims of ghosting feel surprize and disappointment, and every sixth feels anger

The research was conducted by online survey of **1,200 Russian residents** between the ages of 14-35



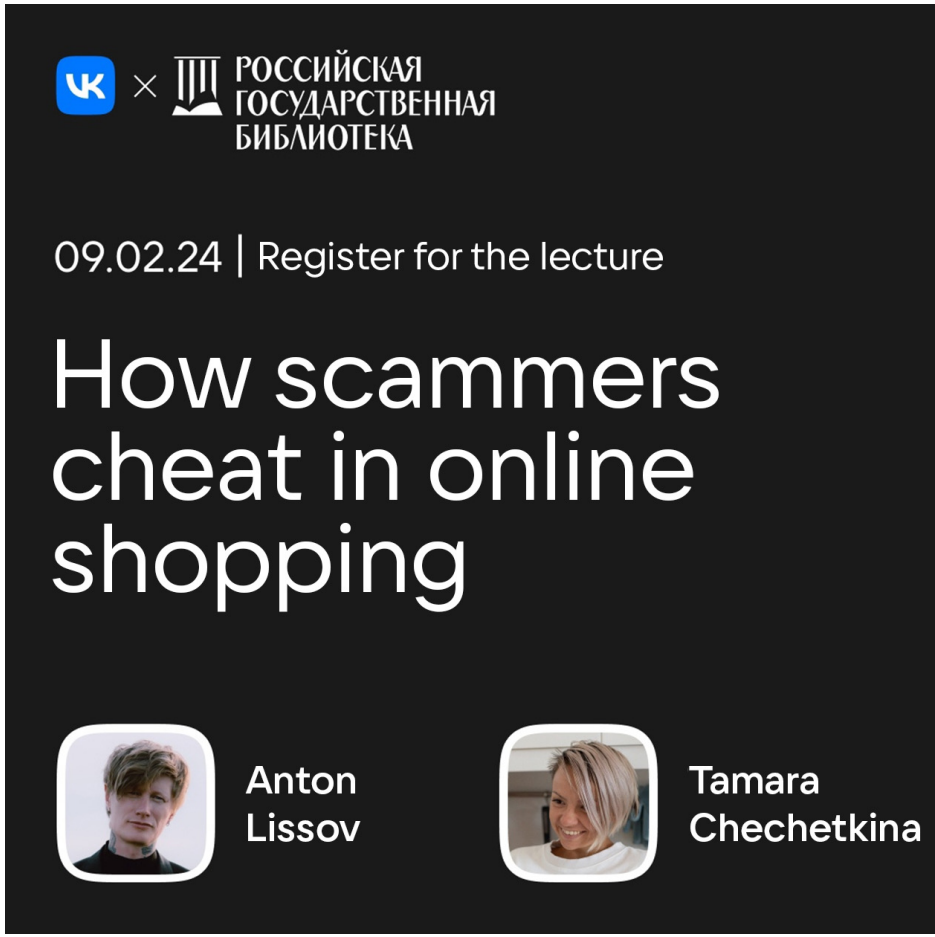
Cybersecurity lectures

VK and the Russian State Library launched the **educational project ‘How to Protect Yourself Online’**

In a series of lectures, VK cybersecurity experts together with popular bloggers spoke about how to protect yourself in the digital space, avoid being tricked by scammers, make online purchases, and other rules of safe online activities

> 5 mn viewers
watched the project's lectures

> 1,500 people
total number of registrations for offline lectures



VK: digital literacy

In March, VK and ANO Digital Economy, with the support of the Minobrnauka of Russia and the Minkomsvyaz of Russia, launched a new stage of the **all-Russian educational project** in the field of digital literacy and cybersecurity ‘Digital Literacy’

In the new season, VK introduced schoolchildren in grades 1-11 to secure authentication methods and other technologies that **help to protect data online**

The project includes ‘Secure Ways of Authentication’ teaching materials for teachers, which vary in complexity level for grades 1-4, 5-11. The lessons are prepared by the leading VK security experts



VK: a podcast about hackers

At the end of 2023, VK launched a **podcast called ‘Dragged into Trouble’** about the most notorious cybercrimes of the computer era

From November 2023 to February 2024, 10 episodes were released, in which VK security experts analysed the stories of famous hacker attacks and explained in simple language how anyone can prevent them

> 50,000

total number of times played on major streaming platforms



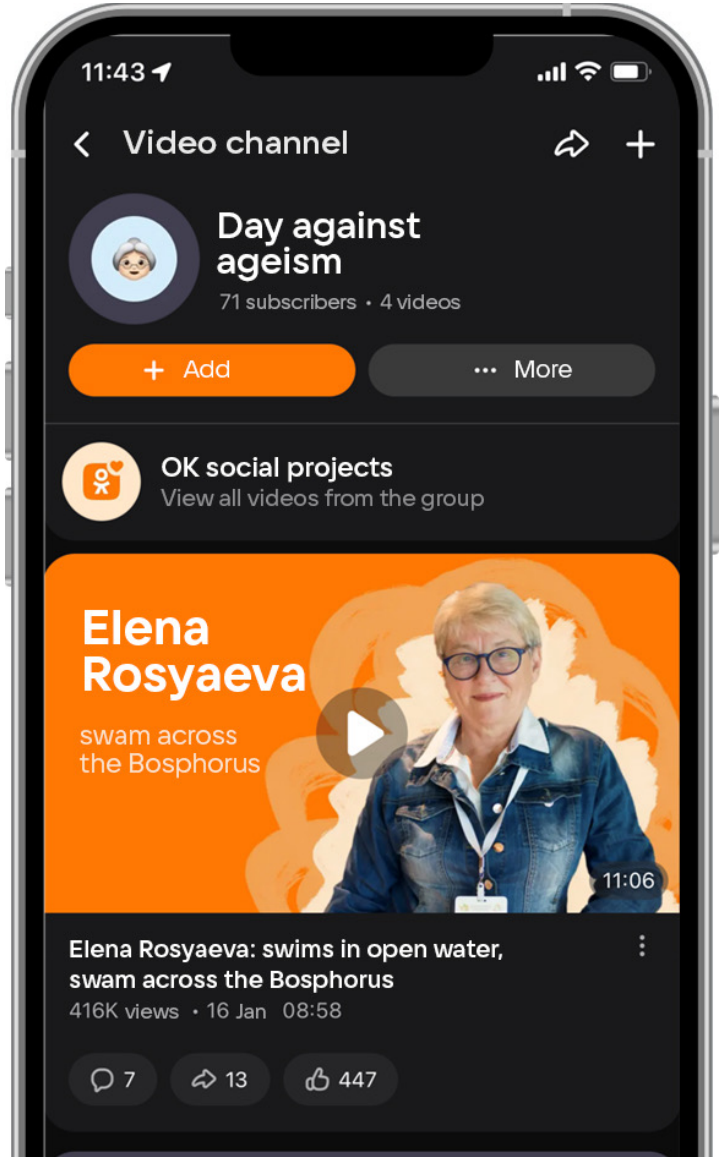
OK against ageism

OK and Young Old Lab introduced a joint project about elder people with unusual hobbies on the Day against ageism, which is celebrated on 13 January. **The aim of the campaign is to show that there is no ‘right age’ for a hobby**

The project was attended by Mikhail Panov, who at the age of 63 became a bungee jumper and entered the Russian Book of Records six times; Elena Lozhkina, an older model who does photoshoots and walks the catwalk; Alexander Gladkov, who at the age of 73 opened an art gallery of his works; and Elena Rosyaeva, who at the age of 63 started swimming in open water and swam across the Bosphorus

> 1,5 mn views

collected by the OK Project's video for the Day against ageism



VK Education: students

- VK Education has launched a **free enrolment for programmes and courses** in fourteen in-demand technical and non-technical fields. The best students of the programmes will be able to apply for positions in the staff or an invitation to an internship
- VK has expanded its **paid internship programme** for young people. This year, the company has tripled the number of internship positions. For the first time, the programme will run throughout the year.
  At the end of the internship programme, the best participants will have the opportunity to continue working in the VK team
- VK Education and ITMO have opened enrolment for a **programme for future web service developers.** In 2024, the programme will offer 20 funded and 5 under contract places





Skillbox: social performance results in 2023

Skillbox published the results of social projects for 2023:

- Skillbox launched the 'Next Step' project, where >50 orphanage graduates are already being trained in in-demand professions
- Skillbox organized the 'Skillcats' campaign: students' completed homework was exchanged for funds for a cat shelter. During the campaign >300,000 homeworks were processed, that's >200kg of food for kitties – 2 months of maintenance for the 'Murlyka'
- Skillbox created the #LifeAfter project to help people with a criminal record to find themselves in society. As a result of the project, ~100 grant applications have been collected and ~50 people are already being trained



- Skillbox develops the 'Unlimited Possibilities' project and helps develop the charity sector through preferential access to the platform's courses - for the professional development of NPO staff and mentees. At the end of 2023, 335 applications were received over the period of work from 136 NPOs. Due to the work of the project, NPOs saved 26,371,557 RUB

VK: culture support

VK has expanded its grant support programme for cultural institutions. Grant recipients will be able to use the funds for content creation or advertising promotion on VKontakte

RUB 60 mn

total amount of digital and cash grants in 2024

As part of the programme, VK offers applicants two types of grants - monetary, for content creation, and digital, for the promotion of VKontakte content

Museums, theatres, philharmonics, cultural portals, planetariums, exhibition centres, circuses, cultural houses, art spaces, cultural media, bloggers, authors and other cultural projects can apply for this assistance



VK team



Donor Day at VKontakte team

Traditionally, VKontakte employees **donate blood and collect donations** for charitable organisations. This time, funds were collected in favour of the ‘Helping Hand for Homeless Animals’ fund

47
volunteers wanted to donate blood

38
employees became donors after an examination

14
litres of blood and 18,133 RUB were collected

10
people entered the bone marrow donor register



Corporate governance

VK’s Environmental Policy

In March 2024, VK approved the Environmental Policy, a public document that defines the principles, goals, objectives and key areas of the company's activities in the field of environmental impact mitigation and climate change

VK has identified a **number of areas for mitigating its environmental impact:**

- environmentally safe technologies for the transmission, storage and processing of information and personal data
- energy and resource saving technologies
- developed environmental management system
- preservation of biodiversity through support of educational and non-profit projects and organizations

and others



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