Key ESG projects and events

Q1 2025

Main ESG projects and events for Q1 2025

Environmental responsibility

- VK Dobro users raised **RUB >407,000 for a charity project** to help volunteers at the site of the oil spill in the Black Sea
- VK organised an **educational lecture on separate waste collection** for employees

Social responsibility

- VK Video **increased the amount of subtitled videos by 10 times**. The technology is useful for people with hearing impairments
- **VK Security Centre** is now available to users
- VK launched **its own security monitoring system**, VK SIEM, which processes >1.5 mn security events per second
- VK ID was successfully **verified for compliance with the international standard** of information security
- Dzen Team raised **RUB 830,000 at a charity sale** of brand merch for employees

Environmental responsibility

VK Dobro: help for the Black Sea

In January, VK Dobro launched a charity fundraiser to help volunteers at the site of an oil spill in the Black Sea

In just three weeks, the service users made 589 donations and successfully closed the fundraiser. Thanks to this, the team of the environmental organisation “RazDelniy Sbor”, purchased protective equipment: respirators, rubber boots and gloves, overalls, protecting outerwear for volunteers



RUB >407,000

collected by VK Dobro users for the project to help volunteers at the oil spill site in the Black Sea.

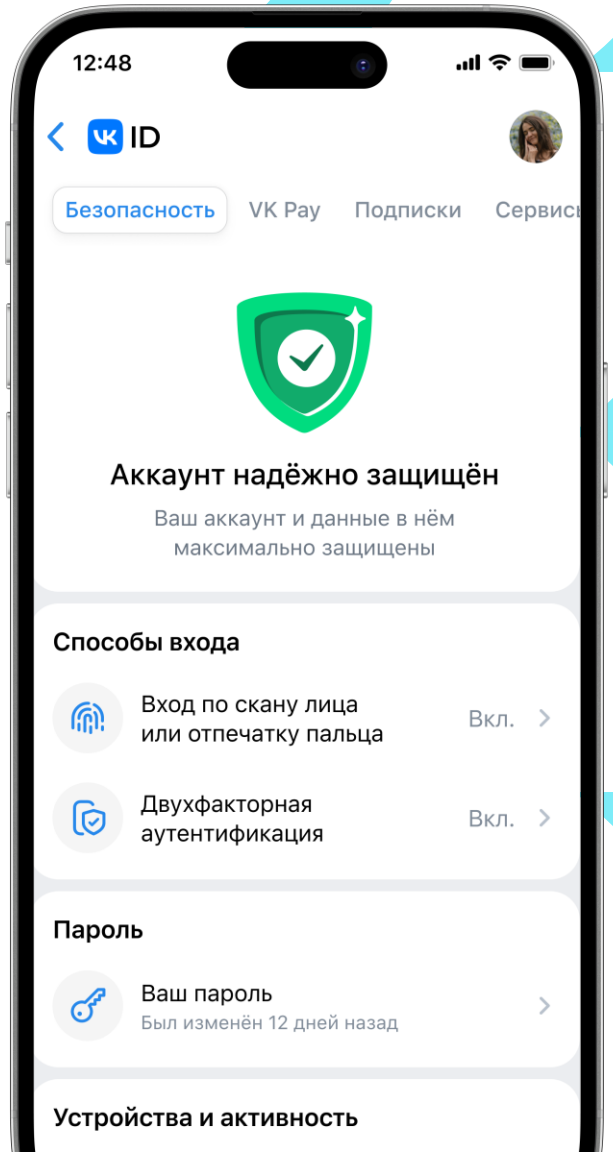
Social responsibility

VKontakte: security tools

VKontakte analysed the tools implemented in 2024 to protect accounts

New features and security measures helped to **reduce the number of account hacking attempts**, malicious bot registrations, and spam mailings **by more than half**. Among the measures:

- Dynamic security status of VK ID account
- Smart security recommendations based on the personal characteristics of a particular user
- Regular verification of passwords that may have become publicly known
- Expanding the pool of users using passwordless login methods



VKontakte: education

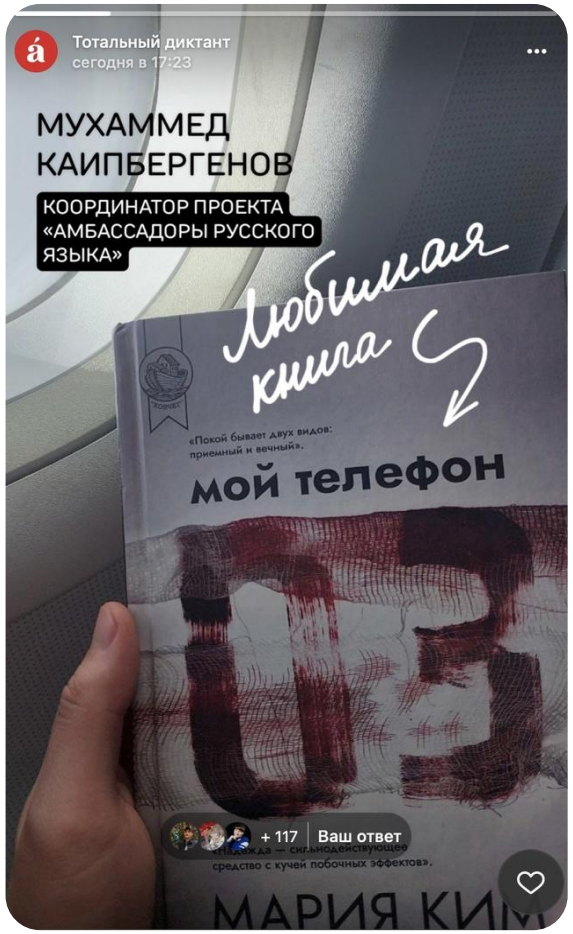
From 10 to 16 February 2025, VKontakte took part in **the Ninth All-Russian campaign "Give Books with Love"**, dedicated to the International Book Giving Day. **>35 book and educational partners of VKontakte** supported the product launch and published stories with their favourite books

VK offices in Moscow and St. Petersburg opened collection points for books written for children up to 16 years old. The books were taken to the Russian State Children's Library to be sent to the regions

>199,000 views

collected VKontakte stories with a special template dedicated to the "Give books with love" campaign





VK Video: Dear Father Frost

In the collaborative social video project "Dear Father Frost" by VK Video and Medium Quality, **celebrities read children's letters and made their wishes come true**

Popular bloggers, comedians and artists tried on the role of "Father Frost" in the project: Garik Kharlamov, Karina Kross, Dima Zhuravlev, Olya Parfenyuk, Azamat Musagaliev, Lyosha Younger, Igor Dzhabrailov, Kirill Mazur, Nadia Dzhabrailova, Varya Shcherbakova and others

The project is available **exclusively on VK Video**. Each of the 10 episodes contains a cut of the funniest and cutest children's letters. As a result of reviewing applications, it turned out that many children are keen on space and science, as well as music and drawing



>200 children

received New Year presents from Russian show business celebrities as part of the "Dear Father Frost" project

VK Video: smart subtitles

VK Video Team **increased the amount of video with subtitles by 10 times** and improved the accuracy of speech transcription processing. Thanks to this, watching videos has become even more convenient – the speaker's speech is formatted into text subtitles in the form of sentences with punctuation marks and capital letters, taking into account the peculiarities of colloquial, highly specialised vocabulary and neologisms

In the user's feed on the home screen, **8 out of 10 videos will have new subtitles**. Automatic subtitles in VK Video are generated by ML-models

The technology is useful for people with hearing impairments and in situations when, for example, it is undesirable to turn on the sound in a video



The AI model makes 30% fewer errors than analogous subtitle generation models in similar services

OK: Anti-Ageism Day

OK supported Anti-Ageism Day, which is celebrated on 13 January. A series of interviews with senior IT specialists was published in the group "OK Social Projects"

In a series of materials IT specialists of "silver age" told how they came to the sphere of digital technologies and what they do now, as well as shared tips to inspire users to develop and achieve their goals. The interviewees proved by their example that IT careers can be built at any age

1.1 mn views

collected the OK project,
dedicated to the Anti-Ageism Day



The aim of the OK project
is to show that work in the IT industry
is available to any generation regardless of age

OK x Moscow Longevity

OK and Moscow Longevity launched a series of collaborative materials **"7 Steps to Longevity"**

The project was launched on 10 March in the group "Moscow Longevity" in OK and was dedicated to healthy hobbies contributing to the active lifestyle of the elder generation

Publications included articles, cards and **video lessons from professional teachers**. Users could also be inspired by the stories of other project participants who had already found new interesting hobbies

1.5 mn views

collected the materials of the collaborative project of OK and Moscow Longevity



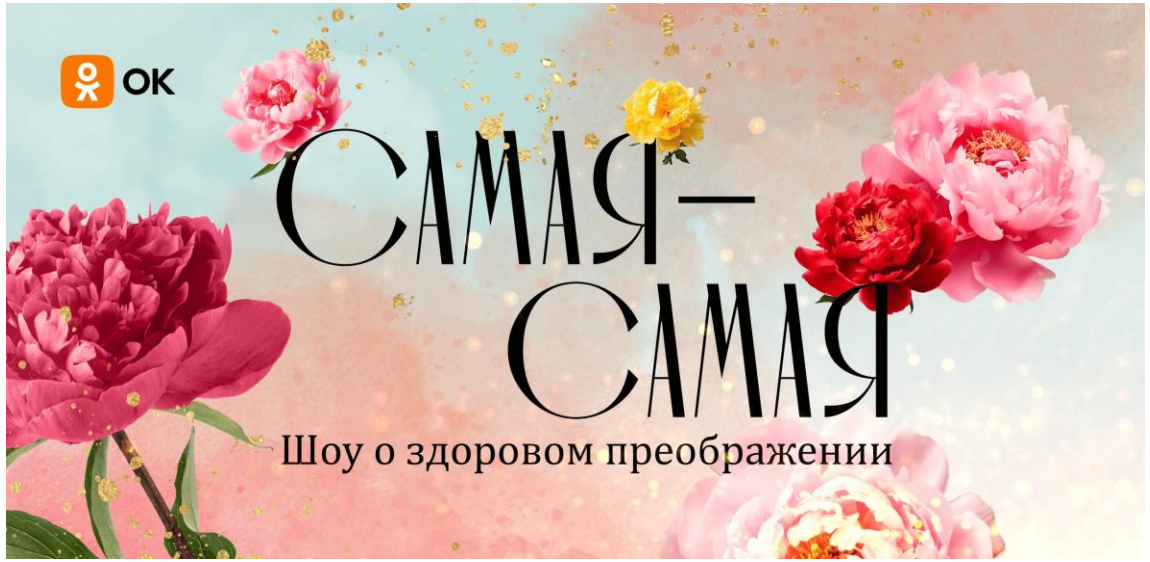
For a two-week period,
OK users learnt how to stay active
and mentally healthy at any age

OK: show about healthy makeovers

OK released the show ''Most-Most''
about self-love and healthy makeover,
dedicated to the 8th of March

The host of the makeover show is Ekaterina Gershuni, OK blogger and stylist, and the heroine of the special episode is an ordinary resident of the capital, who will experience a real transformation – both external and internal – with the help of invited experts

A doctor, psychologist, nutritionist, cosmetologist, make-up artist and stylist gave their recommendations on healthy lifestyle and self-care to the heroine



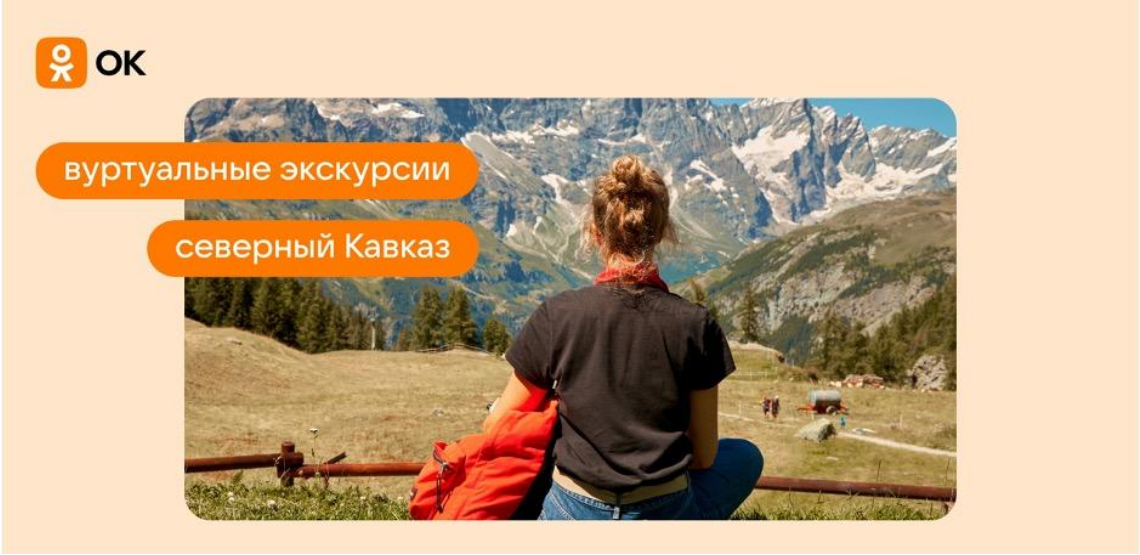
10 mn views

collected a special edition of the OK project ''Most-Most'', dedicated to the 8th of March

OK: cultural projects

- OK and the North Caucasus Development Institute “Caucasus.RF” launched the **project “Travelling across the North Caucasus”.** Users of the social network could make virtual journeys to seven colourful regions: Kabardino-Balkaria, Karachay-Cherkessia, Ingushetia, Dagestan, North Ossetia, Chechnya and Stavropo

- From 29 January to 5 February OK users got free access to materials in honour of Anton Pavlovich Chekhov's 165th anniversary. In the group "Islands of Culture". A virtual excursion to Chekhov's places was organised for OK users



As part of the “Travelling in the North Caucasus” project, OK produced an exclusive series of postcards that can be found at iconic points of resorts

Mail.ru Email: anti-spam systems

In Q1 2025, Mail.ru Email **experts identified several key fraudulent schemes**. The top includes spam emails with fake investments, as well as emails with .cab attachments that contain various viruses and phishing links. Smart algorithms were able to **block 100% of these emails**

>7 bn spam emails

blocked by Mail.ru Email anti-spam systems in Q1 2025

From January to March 2025, Mail.ru Email managed to **reduce the total amount of spam by 35%**



The anti-spam system and ML model in Mail.ru Email impersonally analyses open data about senders and marks them with a green shield

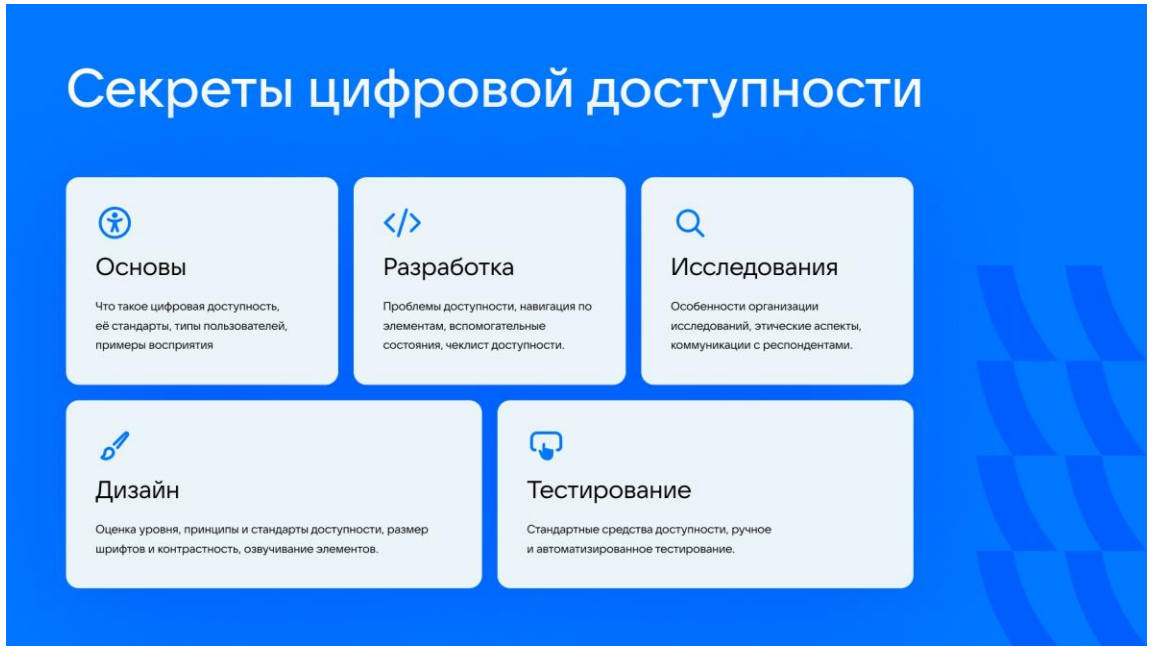
VK: digital accessibility

VK launched the online platform "Secrets of Digital Accessibility" and shared its internal knowledge base on service inclusion

The programme is based on VK's research and practice in this area – for several years, the team has been studying how users with motor and hearing impairments, blind and visually impaired people interact with interfaces

- **>50 video tutorials and practical materials** covering different aspects of accessibility

- **>14 experts** from OK, VKontakte, VK Calls, Mail.ru Email, VK Video, RuStore and other VK Holding products



Video training courses
are useful for IT professionals
who develop accessibility in digital products

VK: Security Centre

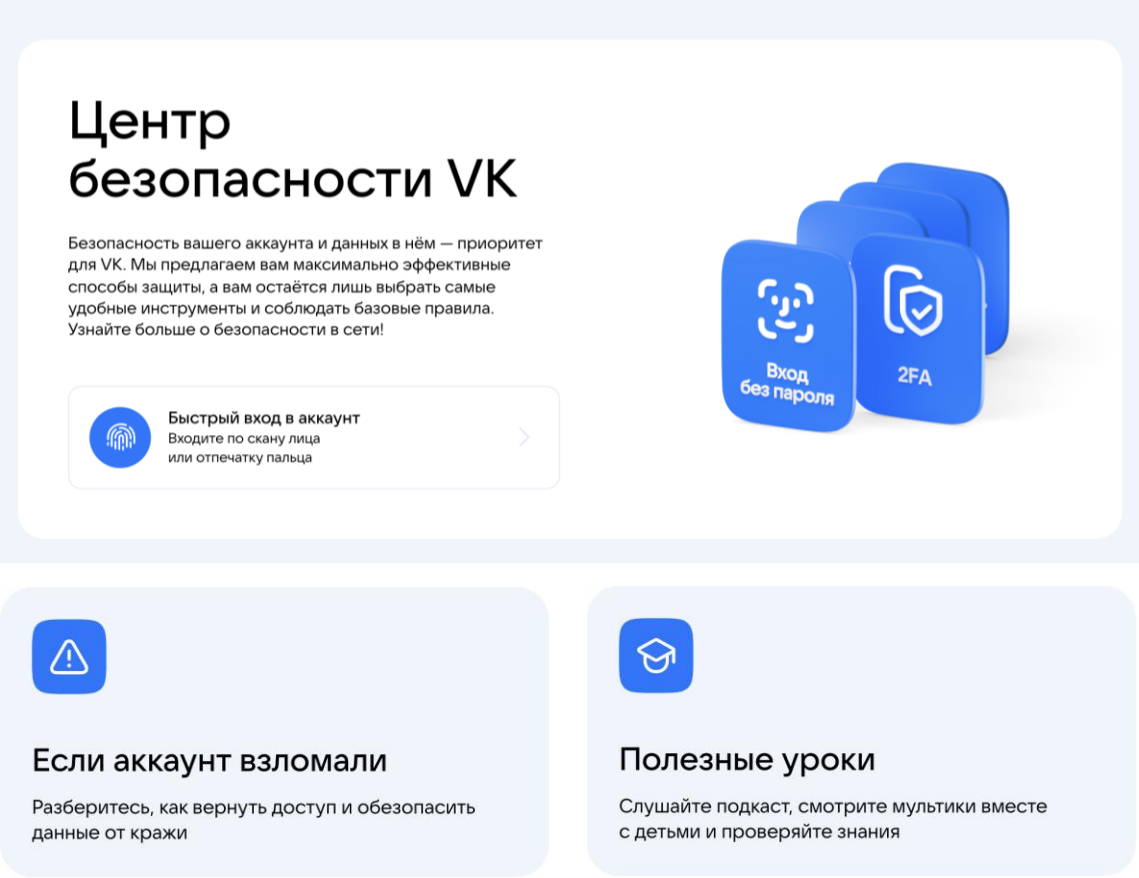
VK Security Centre is now available to users

In VK Security Centre users can learn about VK ID account protection measures, passwordless login technology, scammers' strategies and VK's tools to combat them. Also lectures from security experts for audiences of different ages and a quiz to assess the level of knowledge on the basics of cyberliteracy are available in the section

Centre will be supplemented with up-to-date materials and recommendations

13.2 mn

potential reach of the news about the launch of the VK Security Centre



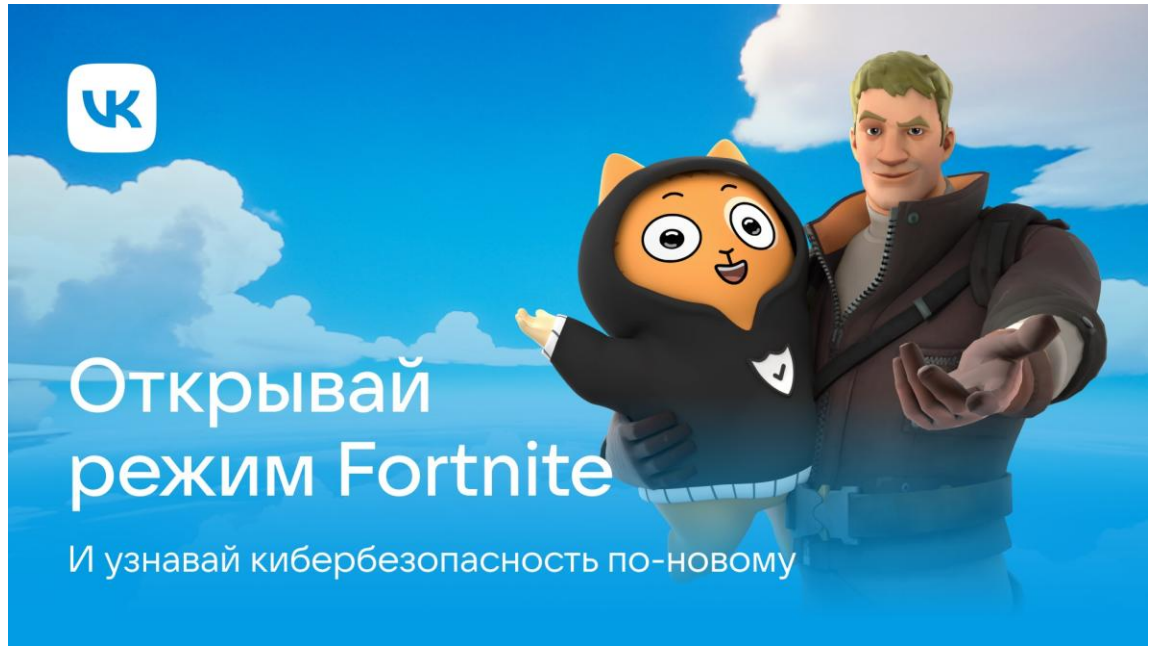
VK: Security Island in Fortnite

VK launched its own virtual world in Fortnite – Security Island. This is a special space where users learn through different stories about protecting themselves online and the technologies that provide it

Two more game portals will be launched later: the first release of the new level is expected on 24 May and will be dedicated to International Video Games Day, while the final one will be unveiled on 1 June on Children's Day

21.6 mn

potential reach of the news about the launch of VK's virtual world in Fortnite





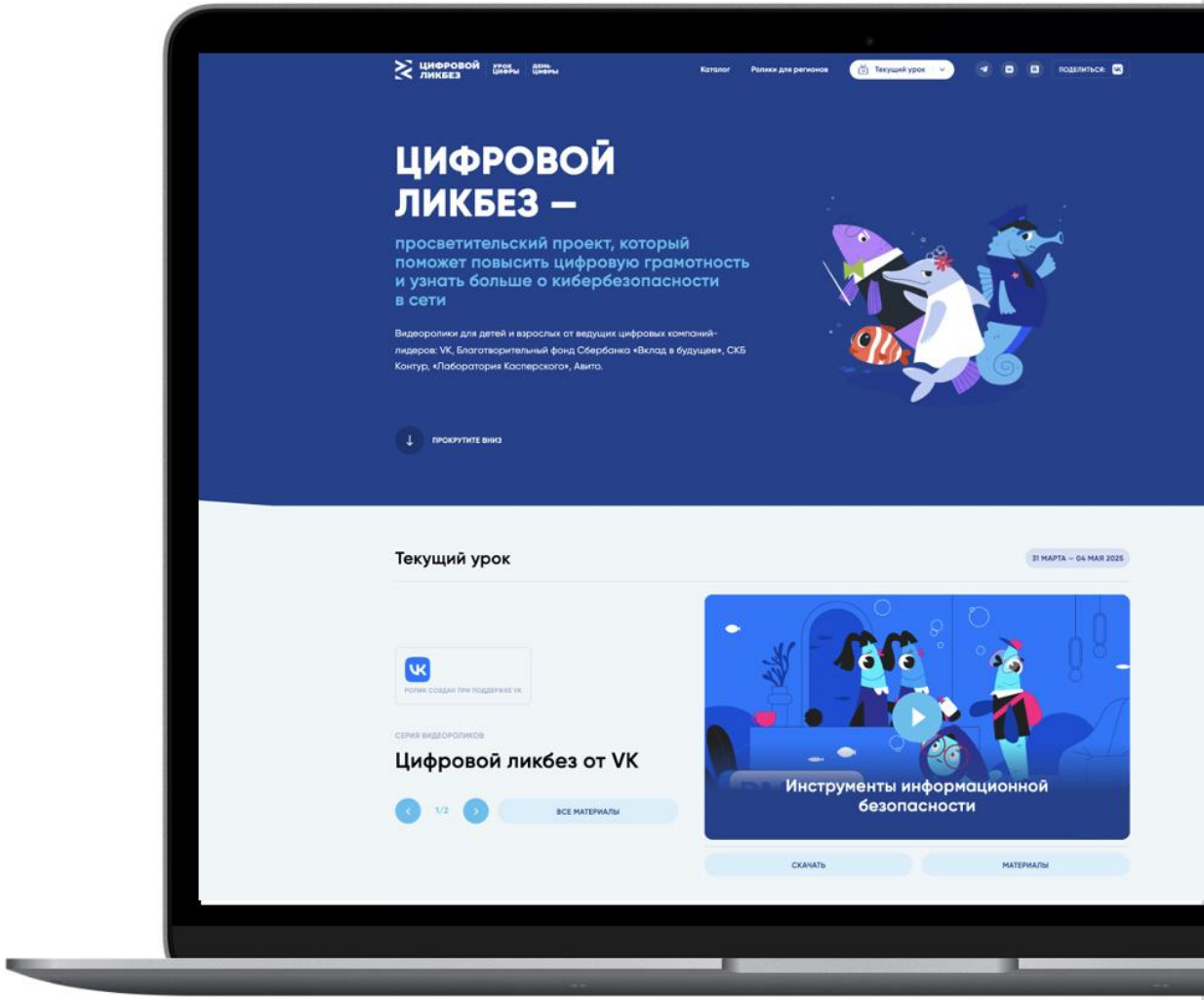
VK: digital literacy

VK and ANO Digital Economy, with the support of the Ministry of Education and the Minkomsvyaz of the Russian Federation, launched a new season of **Digital Literacy**, an all-Russian educational project in the field of digital literacy and cybersecurity

The project uses an interactive format to teach schoolchildren about the basic rules of online safety behaviour. Materials are available on the website

13.1 mn

potential reach of the news about the launch of the new season of Digital Literacy



VK: information security

VK launched its own security monitoring system developed by the company's engineers

VK SIEM (Security Information and Event Management) provides centralised collection, analysis and correlation of the huge amount of security events coming from the company's infrastructure, network devices and applications. Already **processing >1.5 mn events per second** (EPS), the system can scale easily

With the advanced functionality of the in-stream rule correlation engine, **SOC professionals gain in-depth data analytics**, create new rules and react faster to potential incidents, preventing damage from occurring



3.5 mn EPS

estimated throughput of VK's SIEM solution, which can be scaled up to meet business requirements

VK ID: information security audit

VK ID has successfully passed the international information security (IS) standard and received ISO/IEC 27001:2022 certification

The certificate confirms that **VK ID users' data is securely protected**, and information security practices comply with international standards

The audit was conducted by experts from TÜV AUSTRIA Standards & Compliance.
They evaluated service policies and procedures, cryptographic protection principles, vulnerability monitoring and data management processes, secure application development cycles, and other aspects, **>120 parameters in total**



The certificate proves that the VK ID security management system allows to respond quickly to threats and prevent data breaches

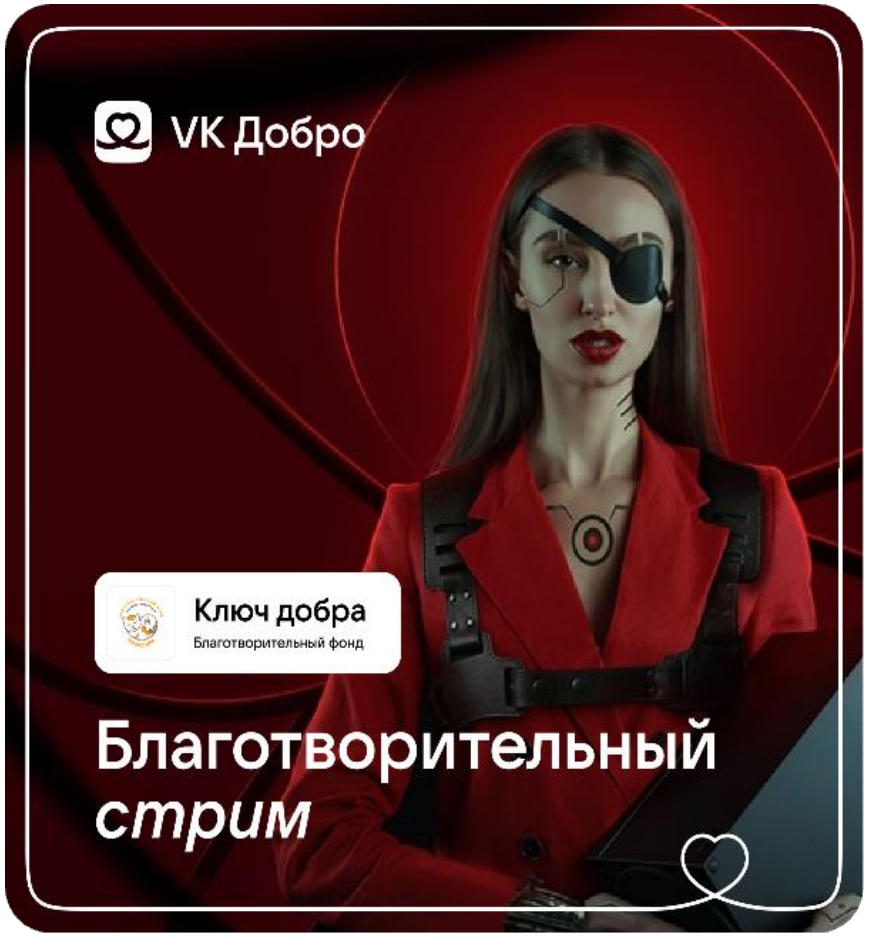
VK Dobro x VK Video Live

Popular Russian streamers – Maya BRM, Glad Valakas, Vika Carter and Slava Buster – held a series of **charity streams on VK Video Live** in support of four foundations featured on VK Dobro

All funds raised during the charity streams were donated to the funds “Laska”, “Children's Heart”, “The Key of Kindness” and “Virta”

RUB 980,000

donated as part of charity streams to the funds presented at VK Dobro



VK Dobro x LOVV66

Rapper LOVV66 in collaboration with VK and menswear designer Gleb Kostin released **collectible toys** about three eras of his creativity for sale

A **charity sale** was organised at the artist's solo concert, with all funds raised going to the “Butterfly Children” and “Diakonia” funds via VK Dobro

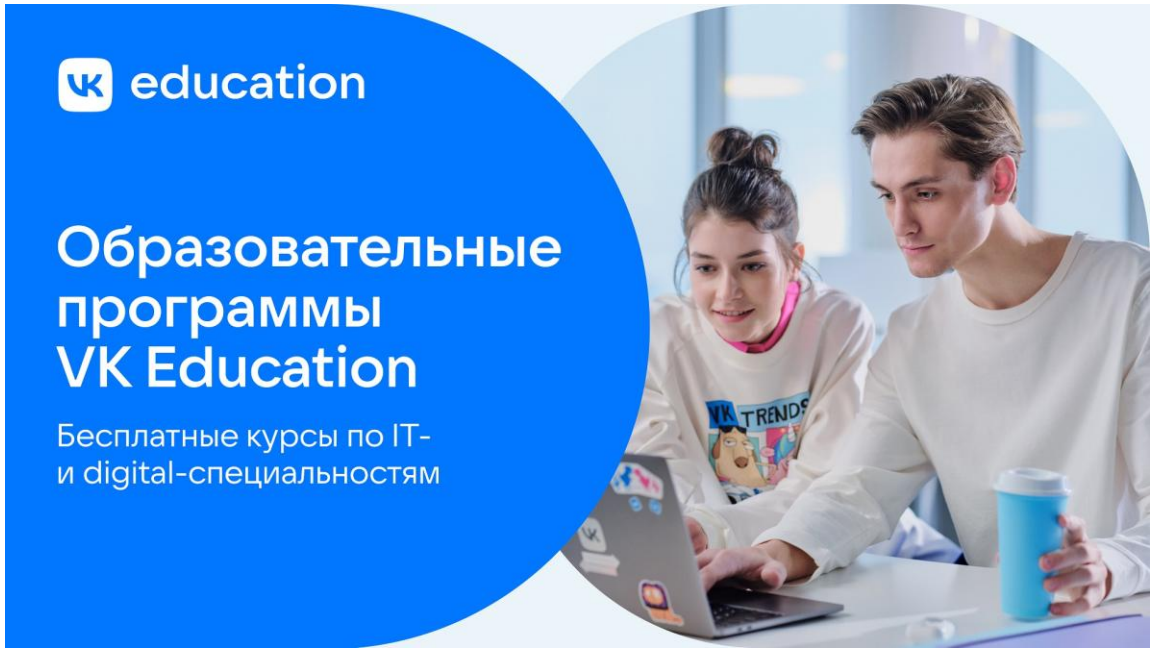
RUB 500,000

donated during the sale to the VK Dobro funds



VK Education: schoolchildren and students

- VK Education launched enrolment for **free educational courses and programmes** in IT, digital and creative professions: open online lectures in VK Video, asynchronous courses for beginners, advanced courses and the VK Education Projects programme
- VK and the HSE University announced the launch of the School of Computer Science, Physics and Technology to train **specialists in the field of artificial intelligence**. Students will be able to solve AI problems and will work on real cases and VK technologies
- VK, MIPT and BMSTU announced the **winners of the 10th season of the Technocup Olympiad**. 1077 schoolchildren met at the 13 venues of the finals. 61 schoolchildren became winners, and 109 more became prize-winners



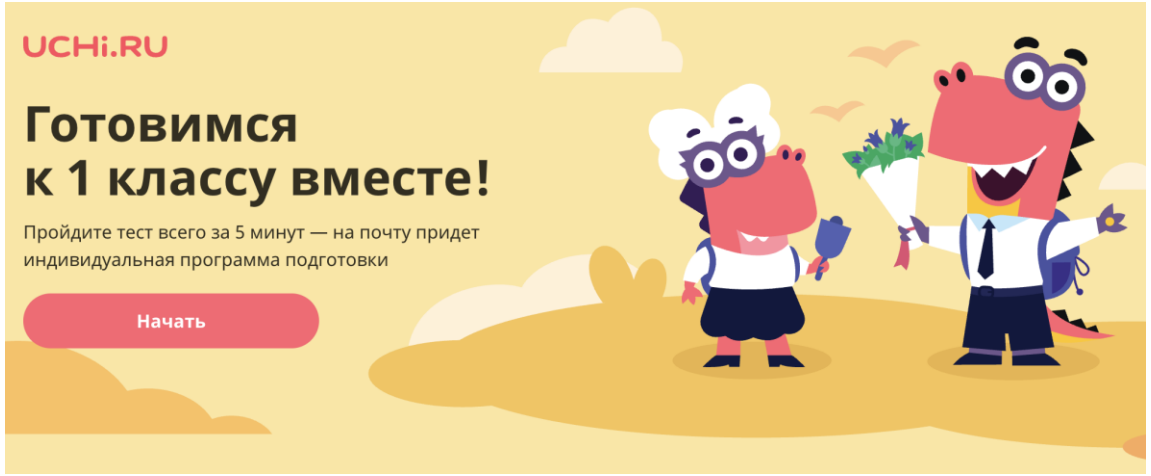
VK Education also opened enrolment for a free course '"Introduction to Information Security Fundamentals'" with translation into Russian sign language

Uchi.ru: preschool education

The educational platform **Uchi.ru entered the preschool education segment** and launched a comprehensive product for school preparation

The programme includes free testing to assess a child's knowledge and skills, as well as an **individual training programme** with courses for all-round development. The goal is to create a basis for the child's all-round development and prepare him/her for school education, considering individual characteristics

The product is aimed at children from 4 to 7 years old. All materials comply with federal educational standards (FGOS) and sanitary norms, which ensures safe and effective education



Помогаем ребенку подготовиться к школе и полюбить учебу

Развиваем логику, креативность и навыки будущего

VK team



Environmental workshop for employees

In January 2025, VK organised an educational **lecture about separate waste collection** for employees. Representatives of EcoLine, a full-cycle solid waste management operator, acted as speakers

Employees could also take part in workshops by Recycle Object to create accessories from recycled materials

>150 employees

took part in eco-events organised at VK offices



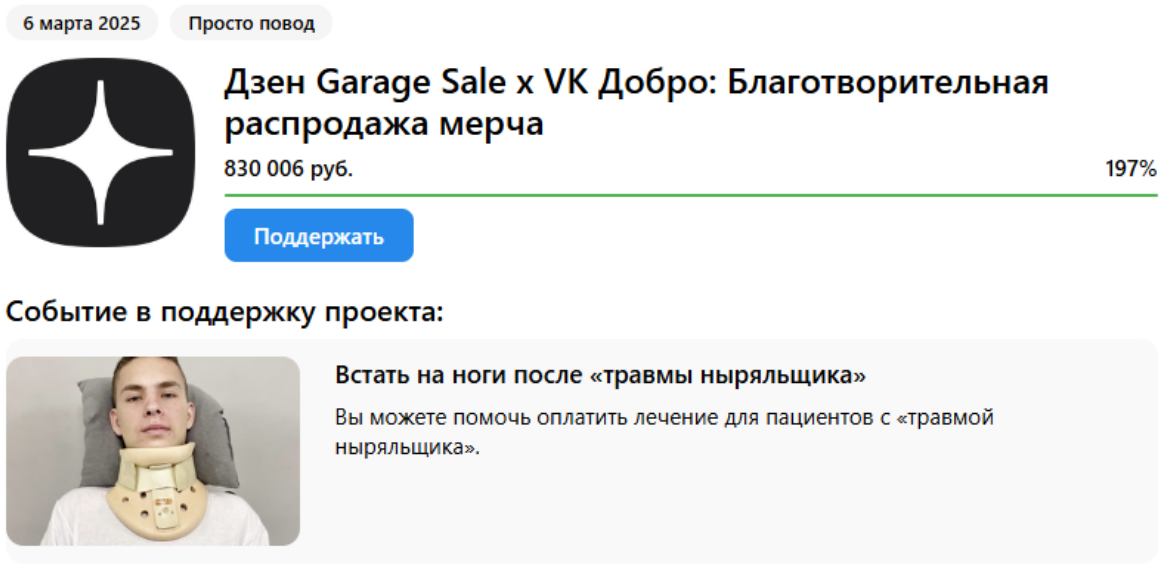
Charity brand merch sale

In March 2025, the **Dzen team organised a charity garage sale** of brand merch. Everything was just like a real garage sale: boxes of merch, handwritten price tags, competition for sizes and a home-like atmosphere

The sale included **2,500 items** from the merch stock – from jeebits and mugs to jumpers and windbreakers. The organisers planned to raise RUB 420,000, as last year, but the **result exceeded expectations almost twofold**. All the money was sent to the “Pravmir” fund

RUB 830,000

raised by the Dzen Team at a charity sale of brand merch for employees



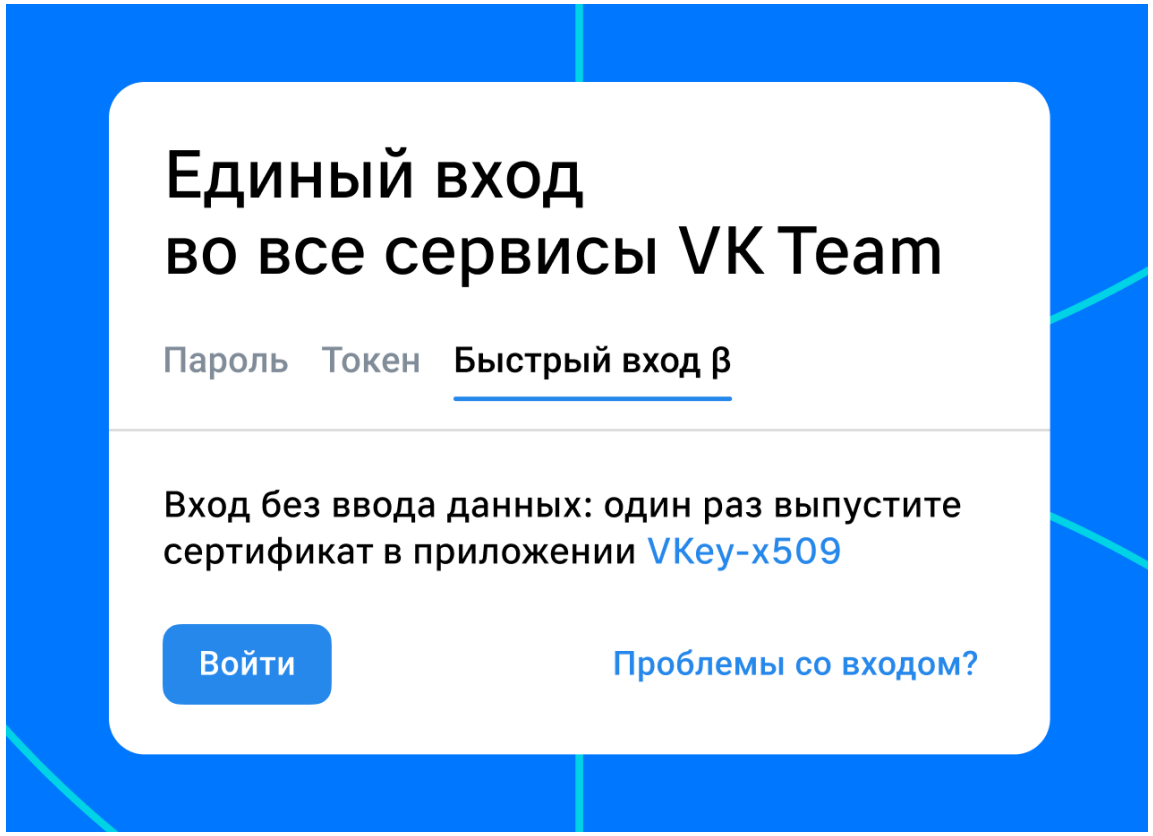
Garage Sale M.⊖2025

VK: passwordless authorisation for employees

VK introduced a new service for passwordless authentication in corporate services and VPN connection

The new VKey service was developed by the company's engineers and provides employees with secure access to corporate networks, cloud resources, admin panels and VPNs **without the use of tokens** (YubiKey/OTP)

The service provides the ability to generate and securely store certificates in the built-in Secure Enclave modules for macOS, Windows and Linux, which all modern laptops are equipped with. This is not just an alternative to tokens – it is a **cryptographically secure way of storing them**



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