Key ESG projects and events

Q1 2023

Key ESG projects and events for Q1 2023

Environmental responsibility

- VK HR Tek has released a **free application** for employees
- **The Water Footprint Calculator** mini-application is now on the VK Mini Apps platform, which calculates how much water a person spends daily
- **Dzen** created a collection of unisex clothing made from sustainable materials
- VK launched the **"Digital Subbotnik"** social project, a social campaign that will help Russian users cope with the problem of digital garbage and teach them to be conscious about files in the digital space
- Uchi.ru hosted the **All-Russian Olympiad on the world around and ecology for students in grades 1-9**. In 2023, the number of participants in the Olympiad reached 1.4 mn schoolchildren

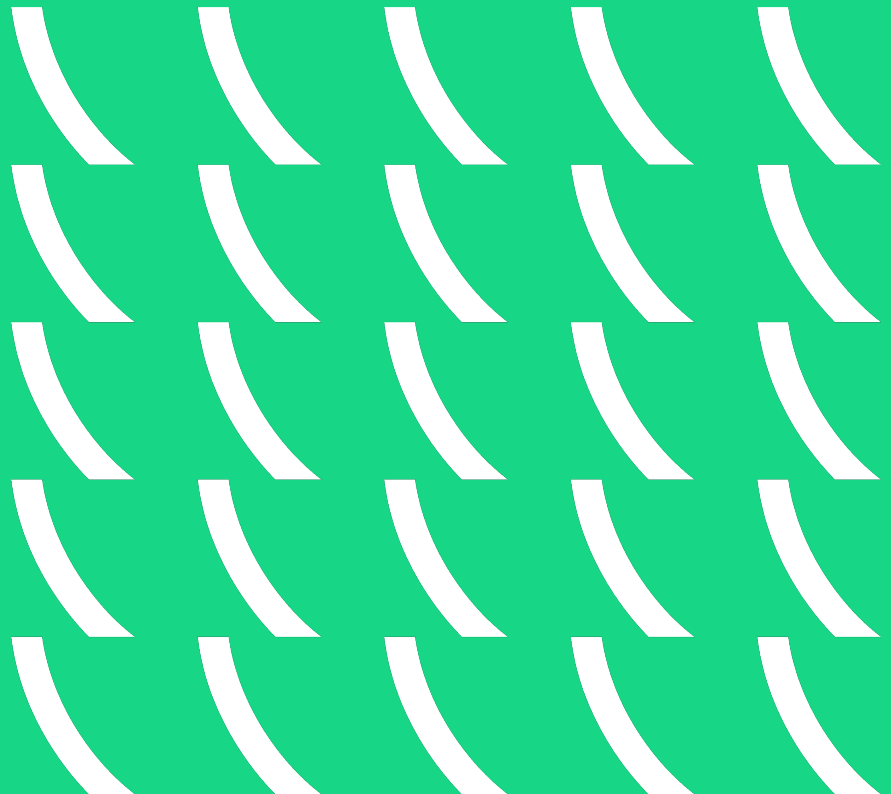
Social responsibility

- VKontakte together with the Leukemia Foundation, launched the **#againstcancertogether** campaign. The coverage of the company was **>4 mn**
- 1.9 mn schoolchildren took part in the **All-Russian Olympiad on financial literacy and entrepreneurship** on Uchi.ru
- The "Code of Kindness" Foundation summed up the results of work in 2022. Over the past year, the fund received > RUB **81 mn**

Corporate Governance

- For International Safe Internet Day, OK launched **User Security Center**
- VK became the first company in Russia to place its program **on all existing platforms for finding vulnerabilities**: the company had already announced cooperation with the Standoff 365 and BI.ZONE Bug Bounty platforms
- VK has doubled the maximum bug bounty payouts for researchers on all three platforms.
- VK and ANO "Digital economy" launched a new season of the **educational project in the field of digital literacy and cybersecurity "Digital educational program"**

Environmental responsibility

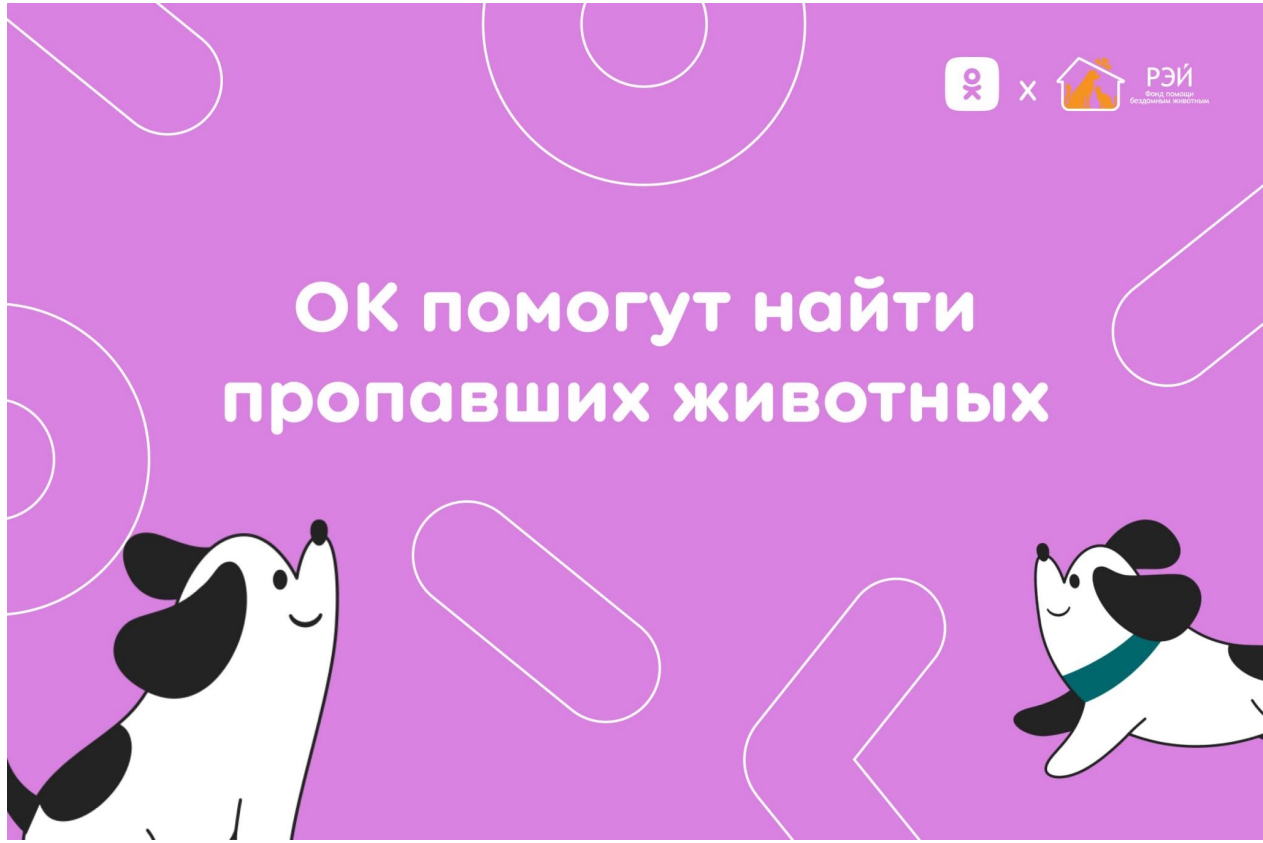


OK: animal care

- OK launched a **project to find pets**. From December 29 to January 15, users of the social network could receive up to RUB 5,000 to promote the announcement of the loss of a pet through the advertising account of the social network

- In order to help pet owners prepare for the noisy holidays, OK, together with the RAY Foundation, prepared cards with recommendations. In these cards you can find key rules that you should follow in order to avoid the loss of an animal, as well as learn how to help your pet to deal with this stress

- Project materials received **more than 170,000 views**



Dzen: sustainable clothing collection

- **Dzen** has created a collection of unisex clothing made from sustainable materials. Its design is inspired by the film "Exit" directed by Maxim and Evgenia Arbugaev, nominated for an "Oscar" in 2023.
- All products are made from **safe fabrics** produced without harmful chemicals, which is confirmed by the Oeko-tex 100 certificate
- **The authors of Dzen talked with Maxim Arbugaev** about the problem of climate change and the extinction of species
- The new merchandise collection will be available on the "Code of Kindness" charity shelf at Lamoda. **All proceeds from the sale will be used to support Russian NGOs that help nature**



VK HR Tek: EDM

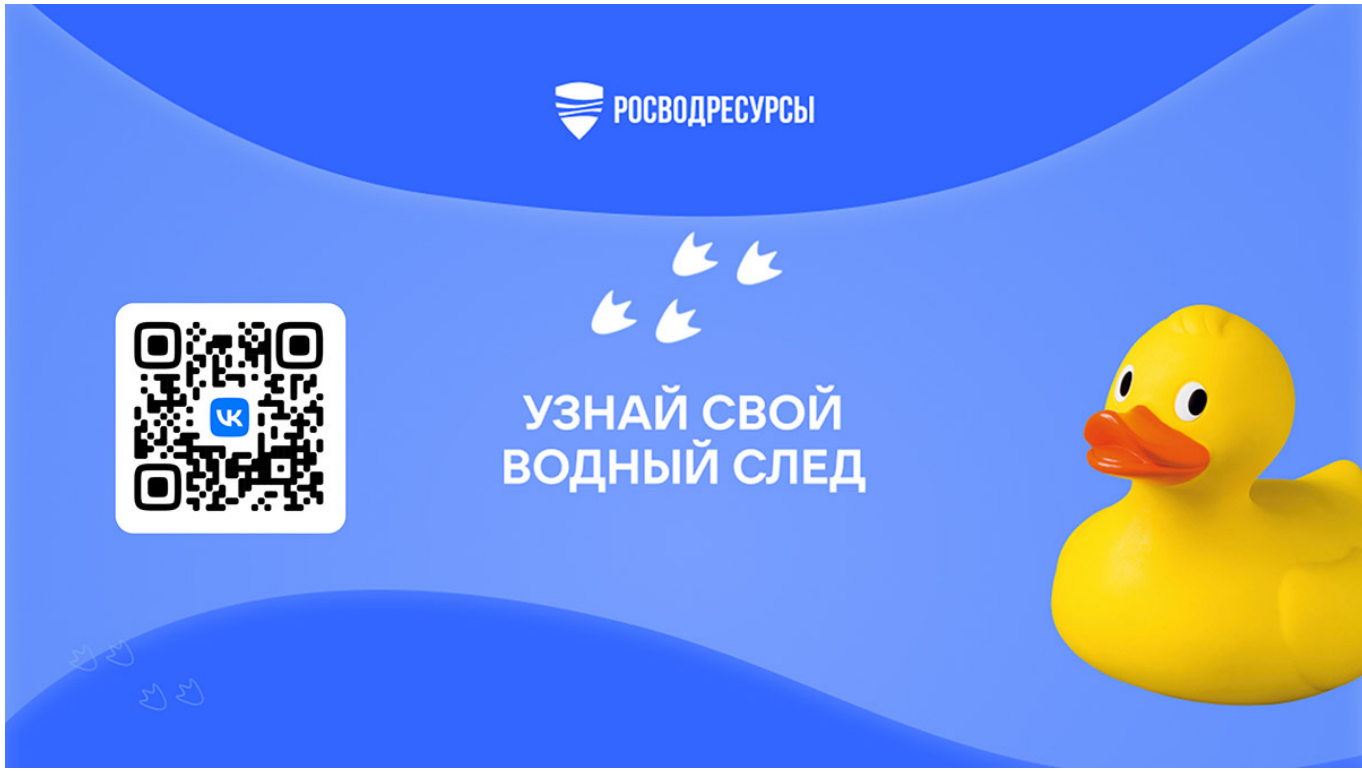
- VK HR Tek's HR electronic document management service (EDM) now has a "Candidates" module. With its help, a business can optimize the registration of employees by transferring this process completely online. The "Candidates" module not only speeds up the registration of employees, but also integrates it into the process of electronic document management
- Also in Q1 2023, VK HR Tek released a **free app** for employees. In this app, you can request, approve and sign certificates, statements and other documents in a few clicks



VK and Water Footprint Calculator

- The **"Water Footprint Calculator"** mini-application is now on the VK Mini Apps platform, which calculates how much water a person spends daily. The app also gives tips on how to make life more environmentally friendly

- To find out your "water footprint", users are asked to answer 20 questions that affect various areas of everyday life: from printing paper to methods of transportation. All issues are related to direct or indirect waste of water. **13,000** users counted their "water footprint"



VK and receipts without plastic bags

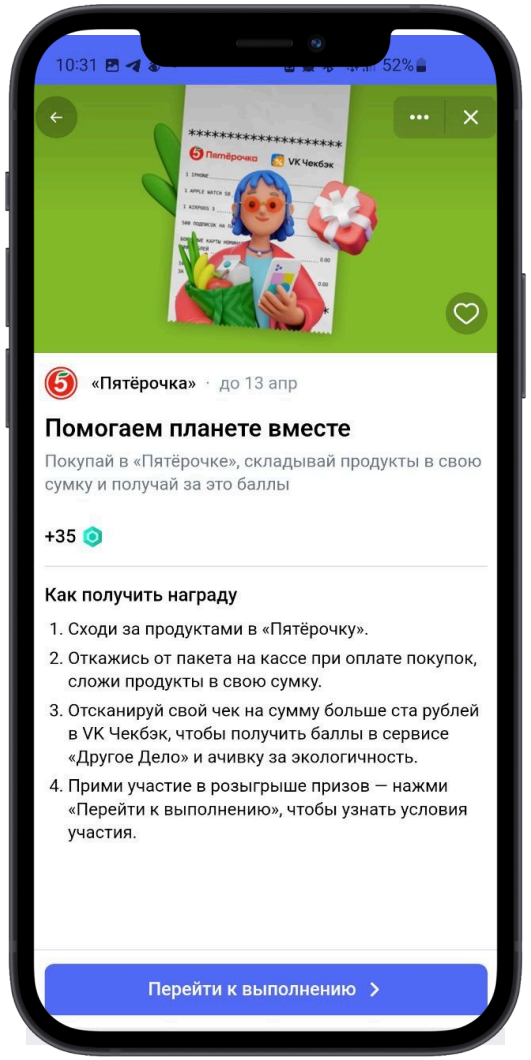
- **VK Checkback**, "Different matter" and the "Pyaterochka" retail chain launched an environmental campaign "receipts without plastic bags"
- The promotion was held in all stores of the network from March 6 to April 13, 2023. Users could scan receipts without plastic packages from the Pyaterochka retail chain via VK Checkback, receive points from the "Different matter"service and participate in the prize draw

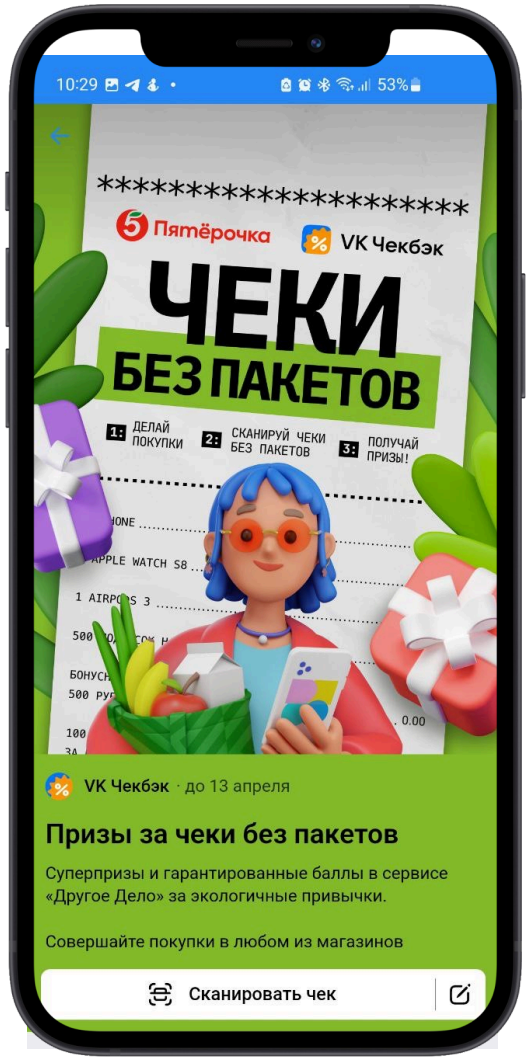
  >46 mn reach

  474 000 receipts without plastic bags scanned
- Save nature from

  >6,5 tons of plastic

  >2,8 tons of greenhouse gases

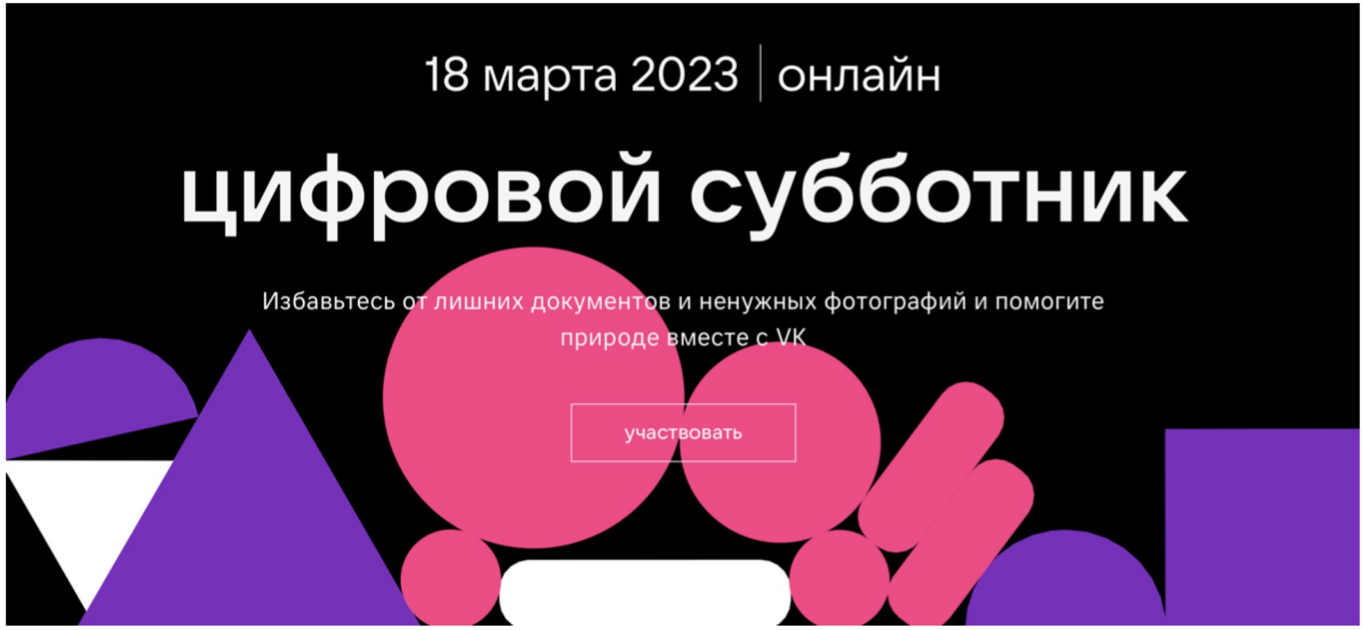


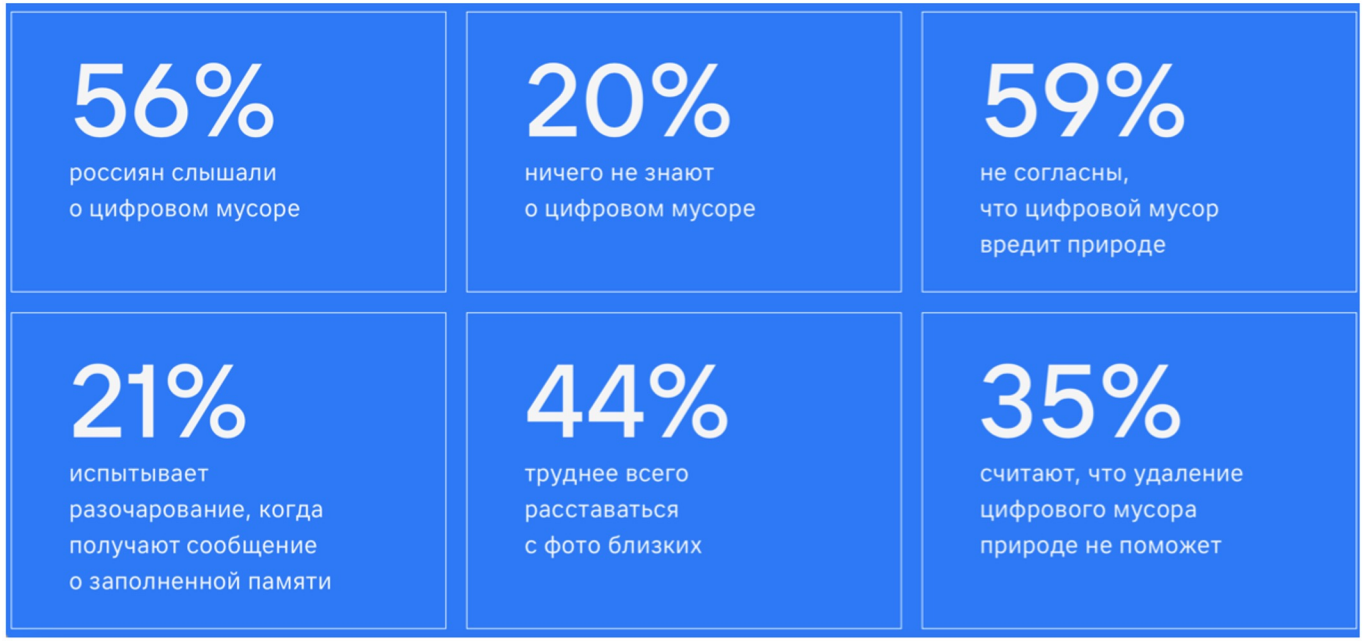


Digital subbotnik

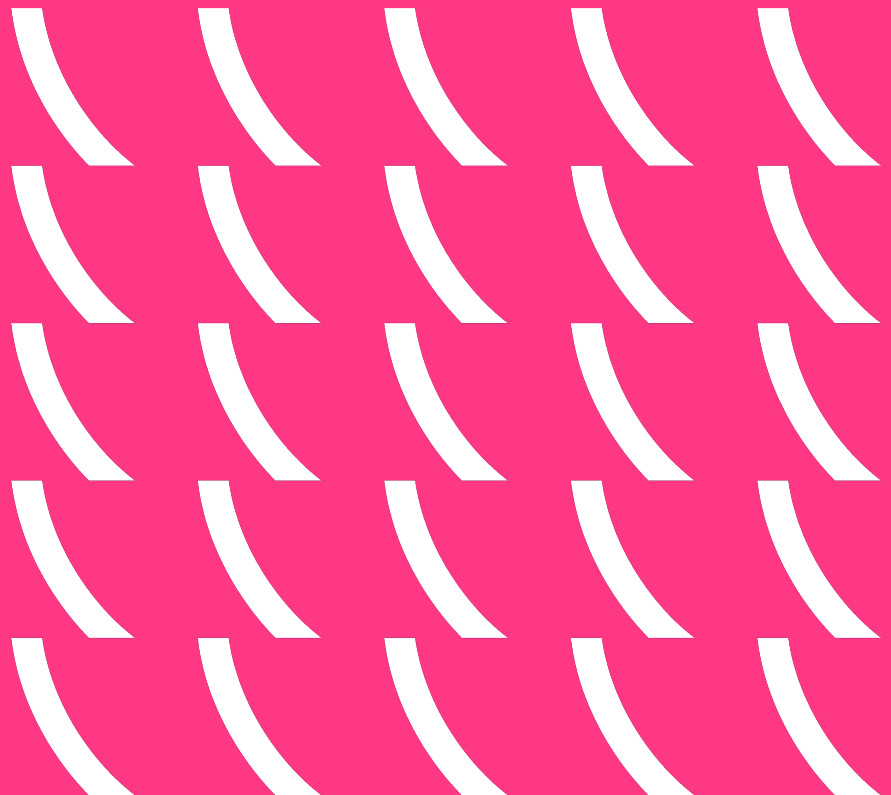
- VK launched the **"Digital Subbotnik"** social project, a social campaign that will help Russian users cope with the problem of digital garbage and teach them to be conscious about files in the digital space

- On the subbotnik.vk.company website, experts have prepared recommendations and tips that will help Russian users to clean up their gadgets, computers, cloud storage and social networks, as well as protect themselves from phishing emails





Social responsibility

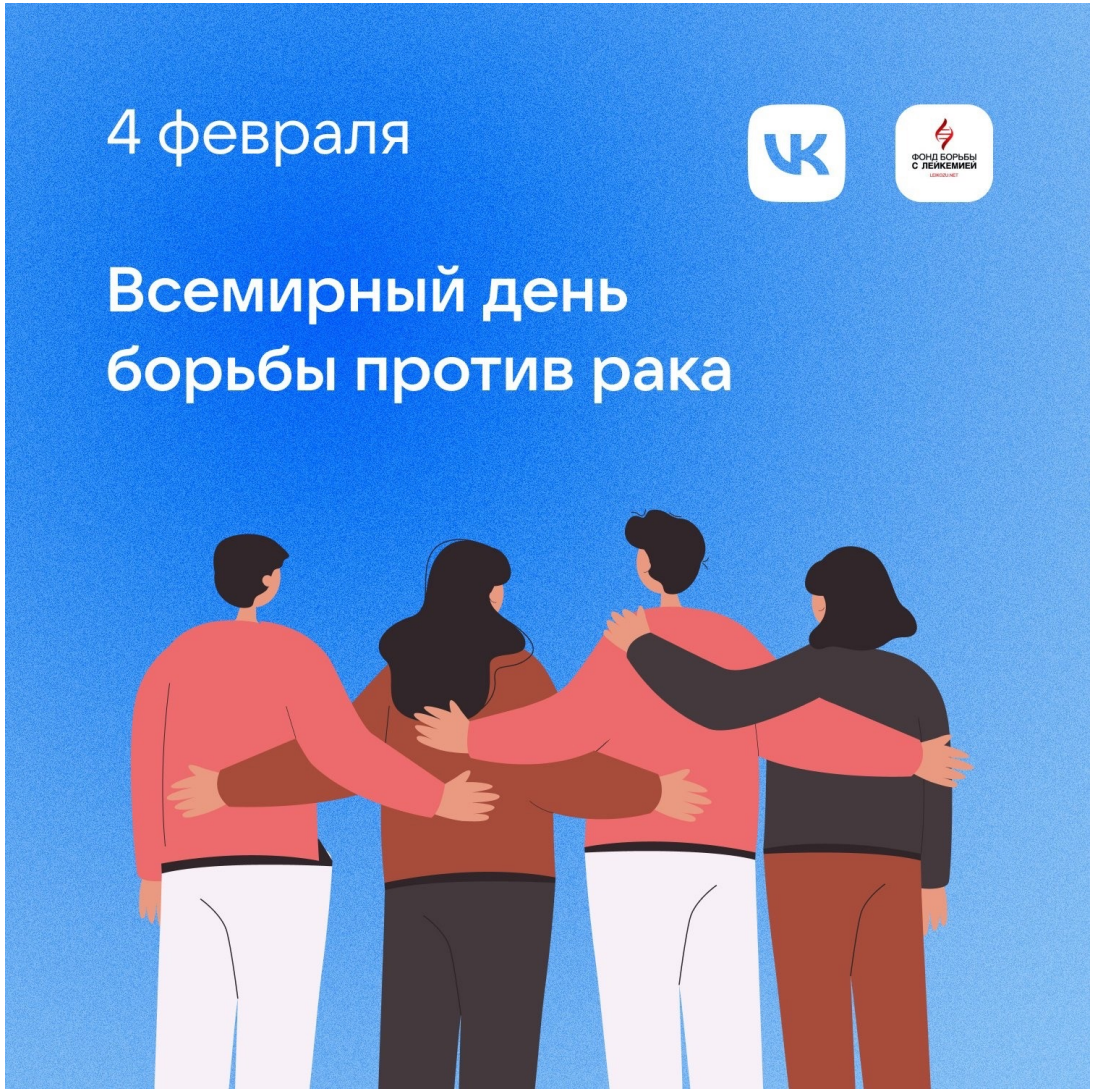


VKontakte and charity work

- Vkontakte together with the Leukemia Foundation and other charitable foundations, launched the **#againstcancertogether** campaign dedicated to World Cancer Day

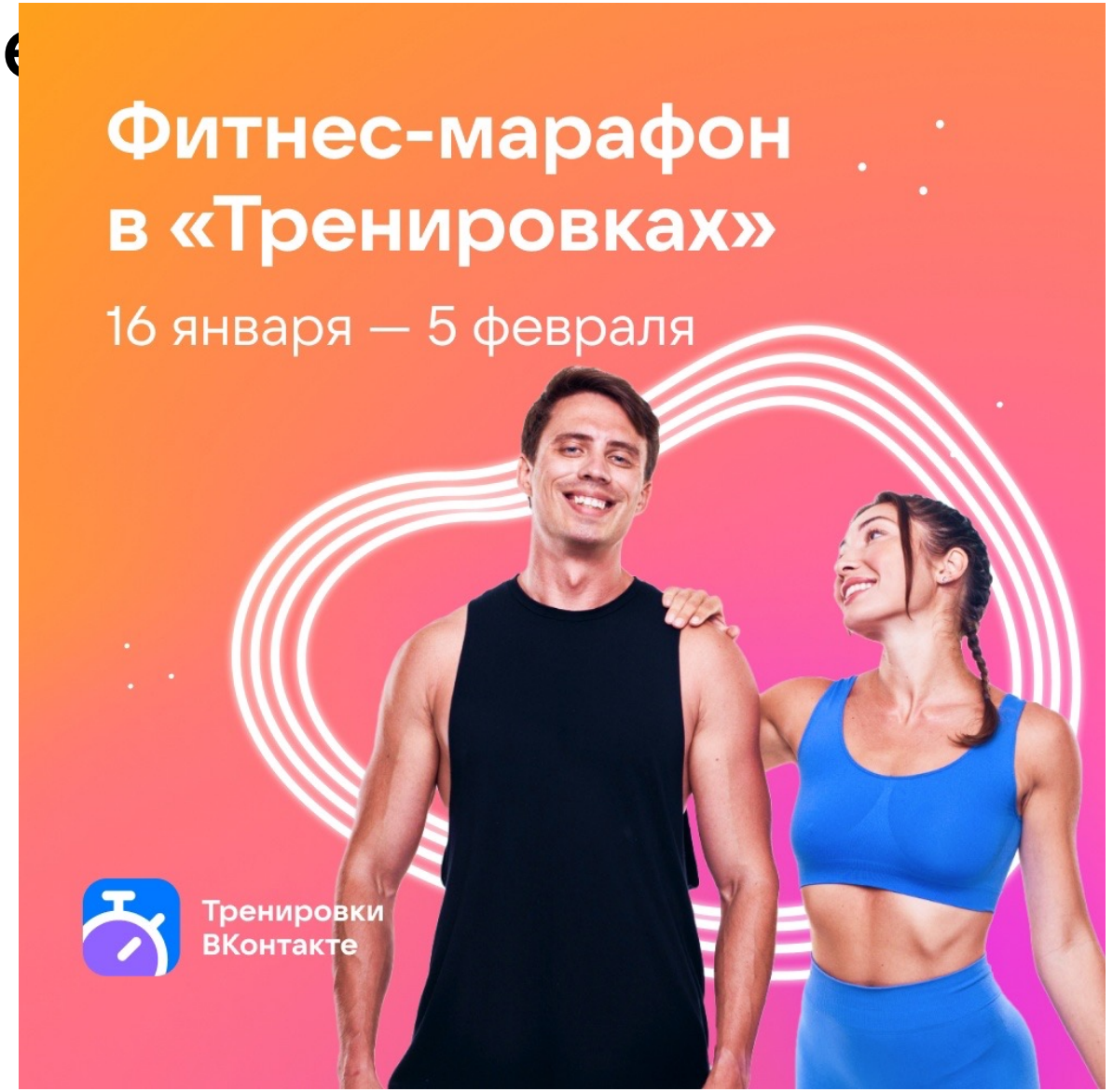
- The purpose of the campaign is to draw attention to the problem of helping adults who need treatment. In their social networks, the foundations told why it is important for adults to help, and encourage the audience to spread the word and make donations

- 9 key charitable foundations in the field of helping adult cancer patients took part in the campaign. The total coverage of the campaign amounted to >**4 mn** users



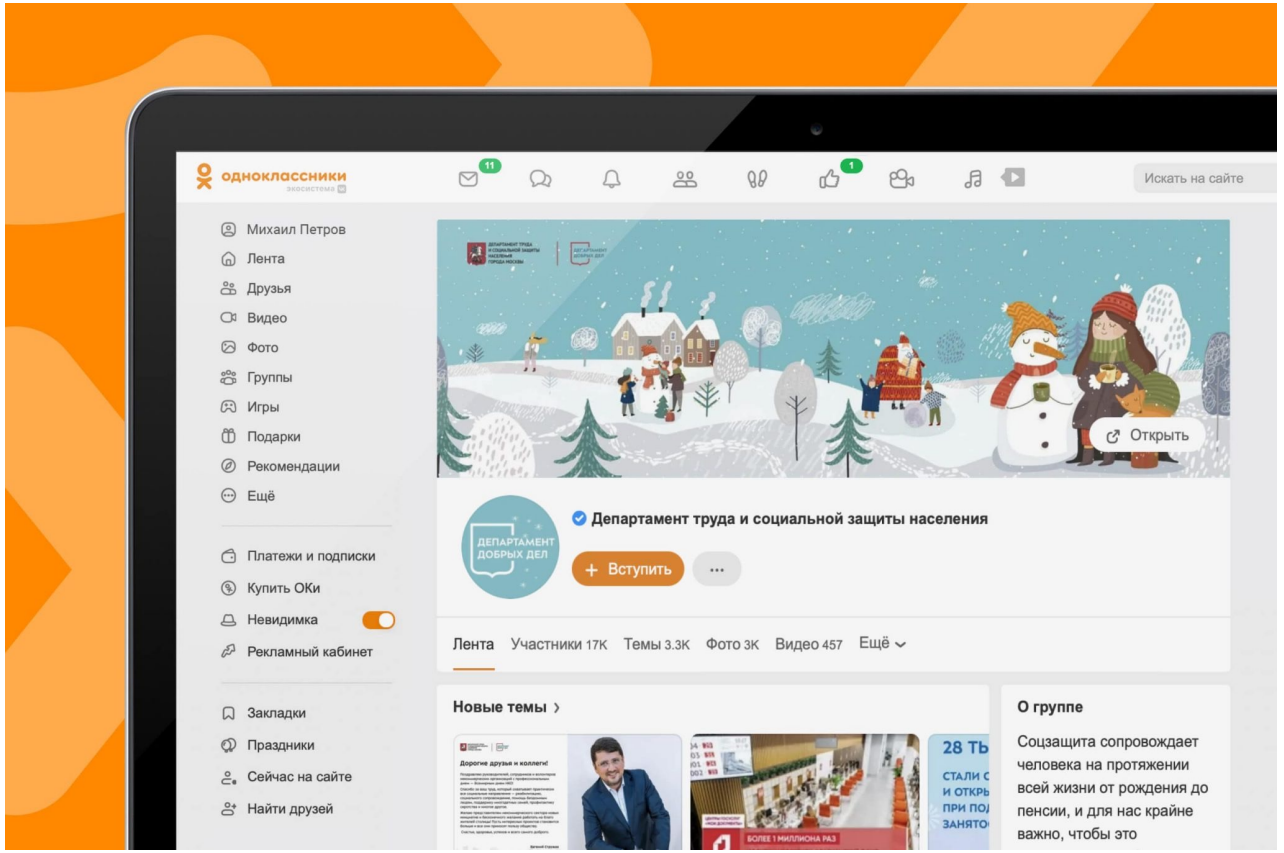
VKontakte: healthy lifestyle

- VKontakte launched **fitness marathons to form healthy lifestyle habits**
- The “VKontakte Workouts” service has introduced a new format of self-care — a comprehensive marathon that includes a system of training, nutrition, psychological support and motivation from the community
- Fitness marathons last at least 3 weeks and help create healthy habits: participants improve their shape without unnecessary stress, due to the constancy and balance of all workouts
- Fitness marathons in VKontakte are free for users, and they offer prizes for completed workouts as motivation. >**50,000** users trained on the platform in the Q1 2023



OK: educational initiatives

- OK and experts from the “Professional” training center have prepared video tutorials for those who plan to master a new profession or reach a new level of professional skills
- From February 27 to March 17 users got acquainted with the rules of digital etiquette, and also learned about the competencies necessary for the career development
- All project materials are collected in the group of the **Department of Labor and Social Protection of the Population** in OK
- Project videos have **collected >540,000 views**

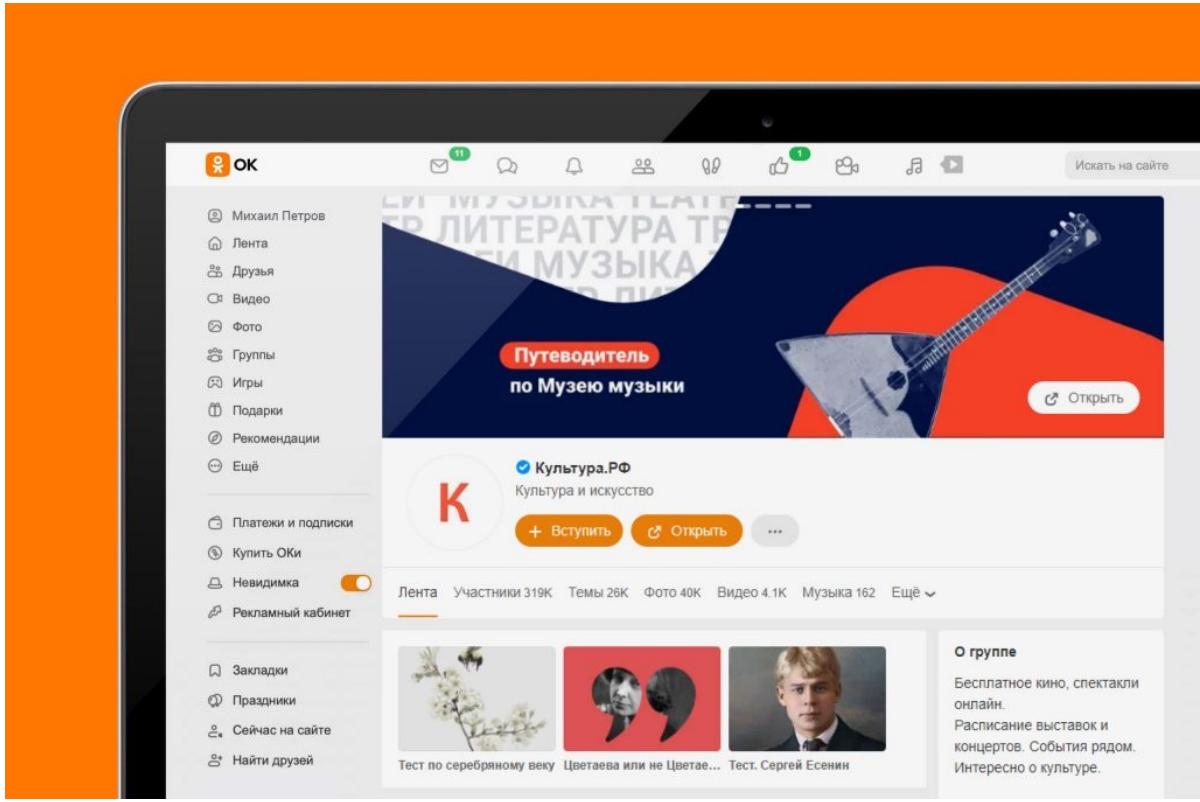


OK: educational initiatives

- OK together with the "Culture.RF" website, prepared a series of activities dedicated to Poetry Day

- Users were able to hear the works of famous poets performed by Yevgeny Yevtushenko, Sergei Yursky and Mikhail Kozakov, as well as test themselves in an interactive quiz dedicated to the poems of Russian classics. About 25,000 users took part in the quiz

- All project materials are collected in the **Culture.RF** group in OK

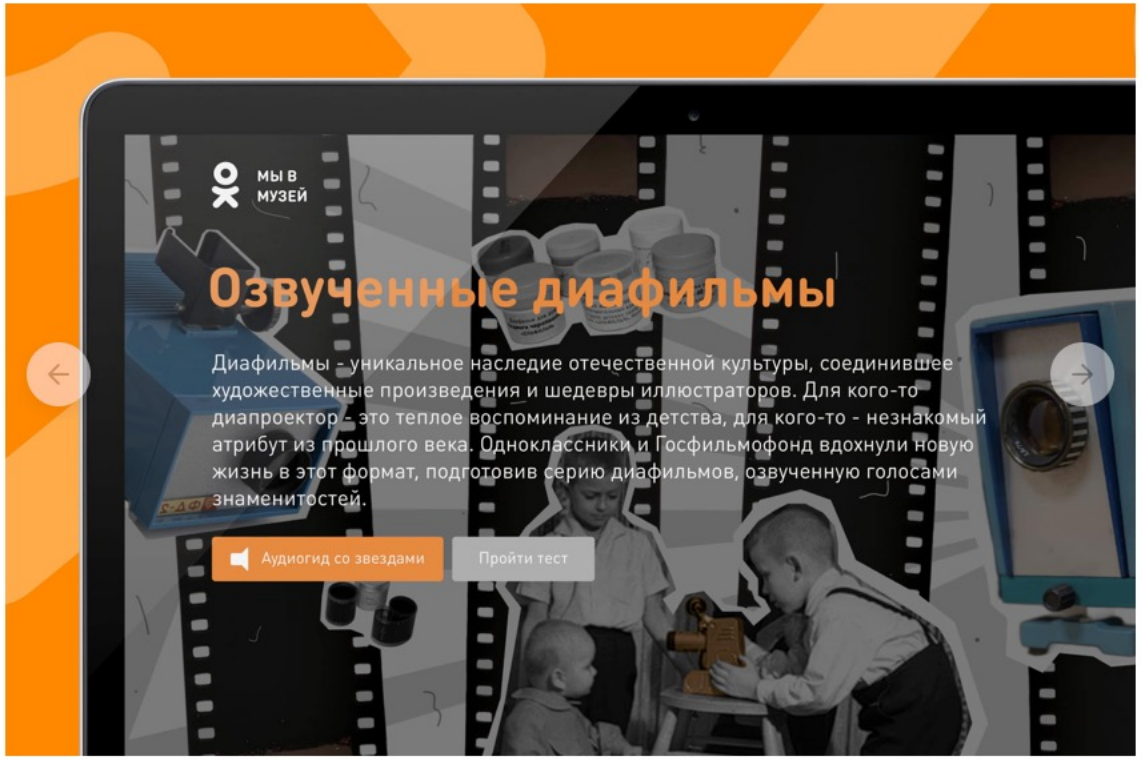


OK: social initiatives

- OK and Gosfilmofond of Russia rethought the format of filmstrips: users got the opportunity to hear popular works dubbed by stars and join filmstrips in a modern format on the website of the OK project "We are in the Museum”

- All materials of the project are collected on the landing page **"We are in the Museum”**

- Totally voiced filmstrips collected **>1.3 mn views**



Dzen and the fight against toxic behavior online

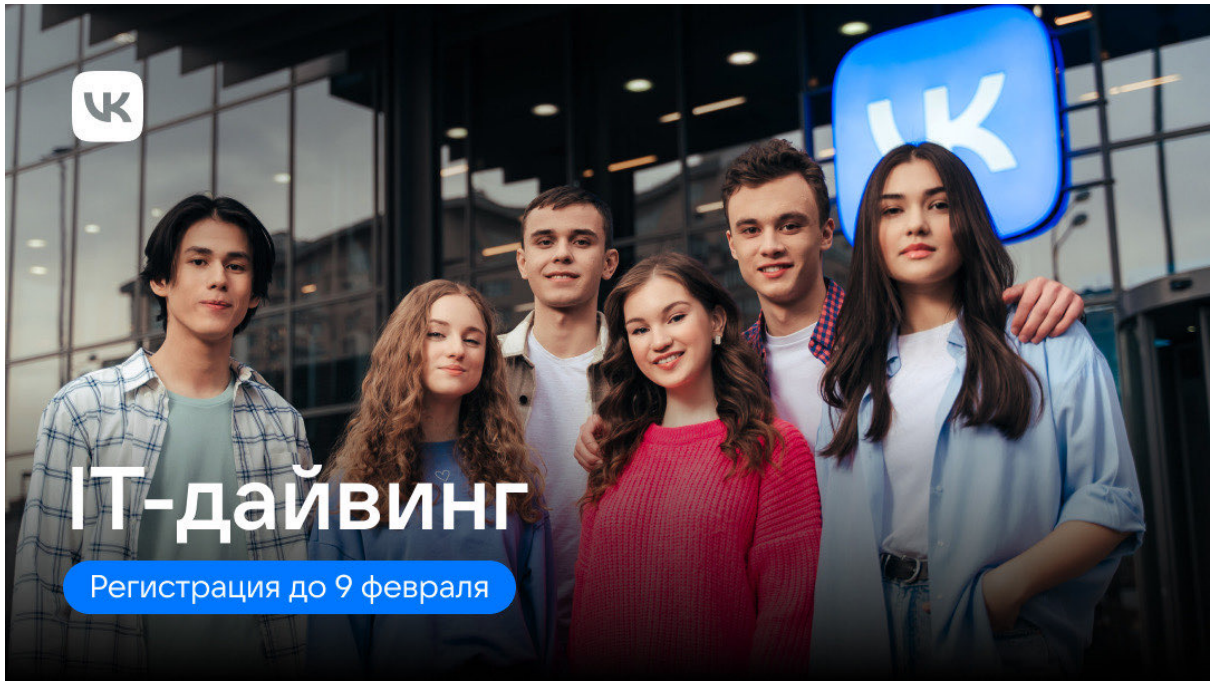
- Dzen and SRSLY released sci-fi book on **non-toxic online communication**
- The book is based on Dzen's research on the demonstration of toxic behavior in Runet. According to the platform, 92% of users have come across toxic publications and comments
- "Non-Toxic Online Communication" is a guide on how to recognize irrational online behavior and understand why even kind and nice people can offend others with their words.
- The illustrations for the book were created by the popular Dzen authors **Gudim**, "**precolour!**" and **blablacomics**
- "Non-Toxic Online Communication" is available for free to download at zenabout.ru



VK Education: schoolchildren

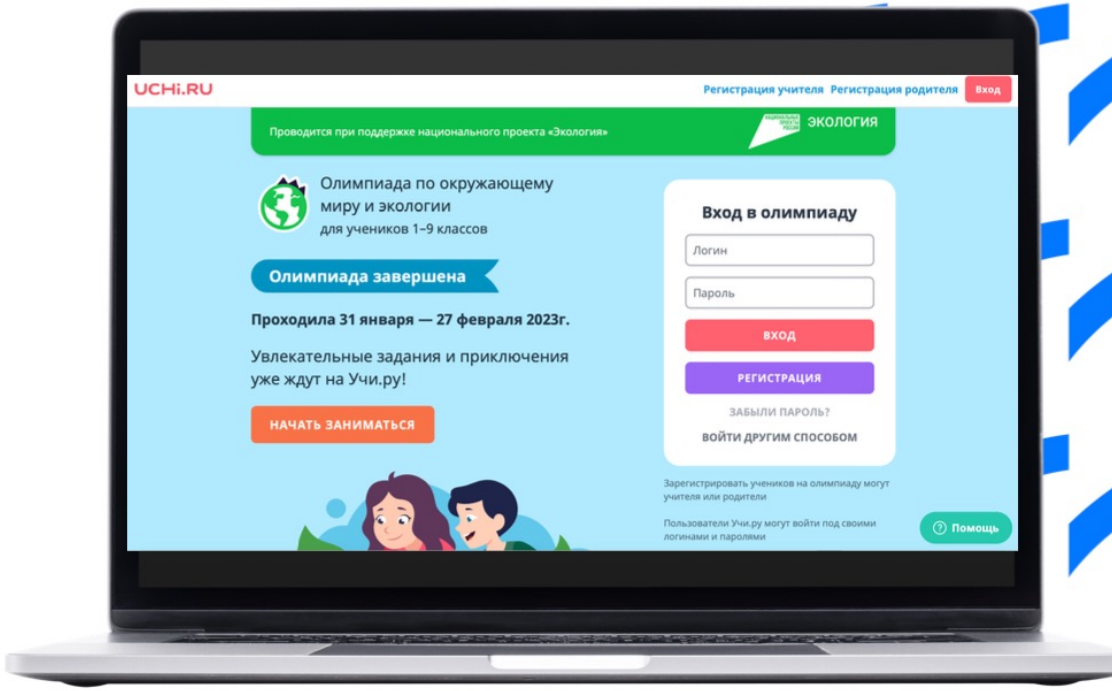
- VK launched the IT diving **program**, an online practice in **promising specialties in the field of technology** for high school students and undergraduate students. Students can get acquainted with 6 areas - from development to information security - and have a try. 4,000+ participants from 60+ Russian cities took part in the project

- VK Education, Russian Railways and the Foundation for Humanitarian Projects, the operator of the federal project “Ticket to the Future”, have **launched joint career guidance projects for schoolchildren**, including vocational tests, a career guidance marathon and other events. Ticket to the Future festival brought together 4,000 offline participants



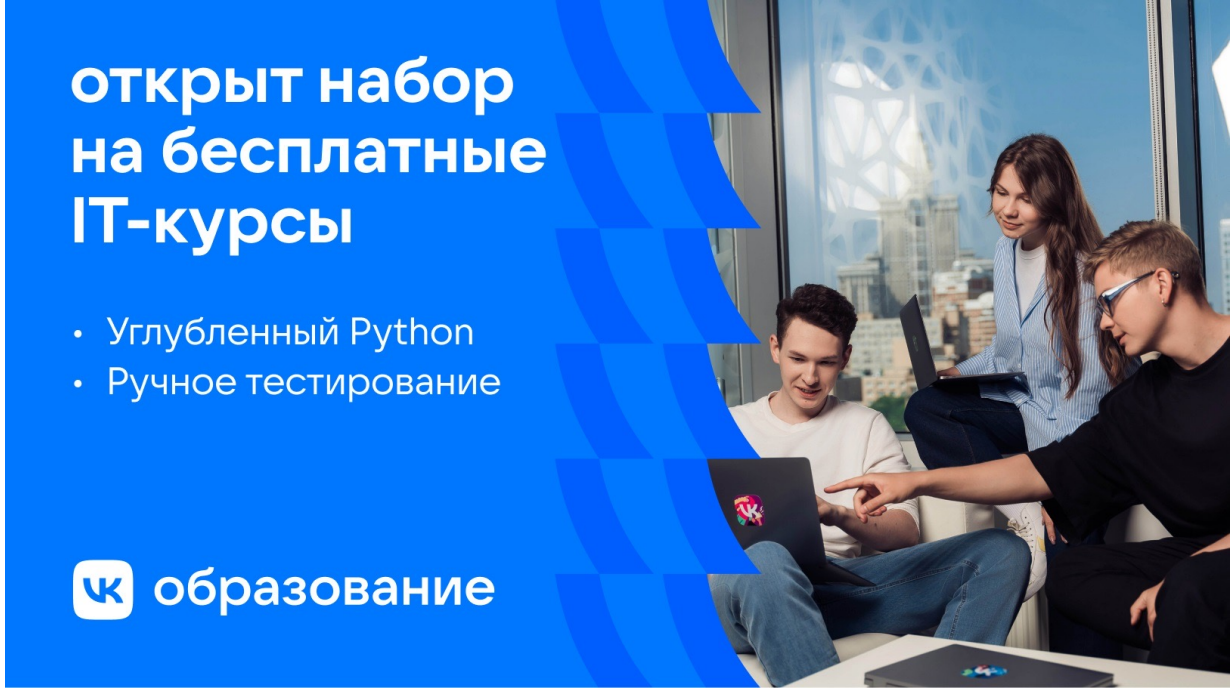
Uchi.ru: schoolchildren

- From January 31 to February 27, 2023, Uchi.ru hosted the **All-Russian Olympiad on the world around and ecology for students in grades 1-9**. The Olympics raises important topics: the impact of man on the world, the protection of forests, and the prevention of fires. The tasks of the online competition also introduce children to the basic concepts of ecology, biology and zoology. In 2023, the number of participants in the Olympiad reached 1.4 mn schoolchildren
- In March 2023, Uchi.ru **hosted the All-Russian Olympiad on financial literacy and entrepreneurship** for schoolchildren from grades 1 to 9. The purpose of the Olympiad is to introduce children to the basic concepts and principles of financial literacy. The number of participants in the Olympiad is growing year by year: in 2021, more than 800,000 schoolchildren took part in it, in 2022 - >1.6 mn, and in 2023 - already 1.9 mn schoolchildren.



VK Education: students

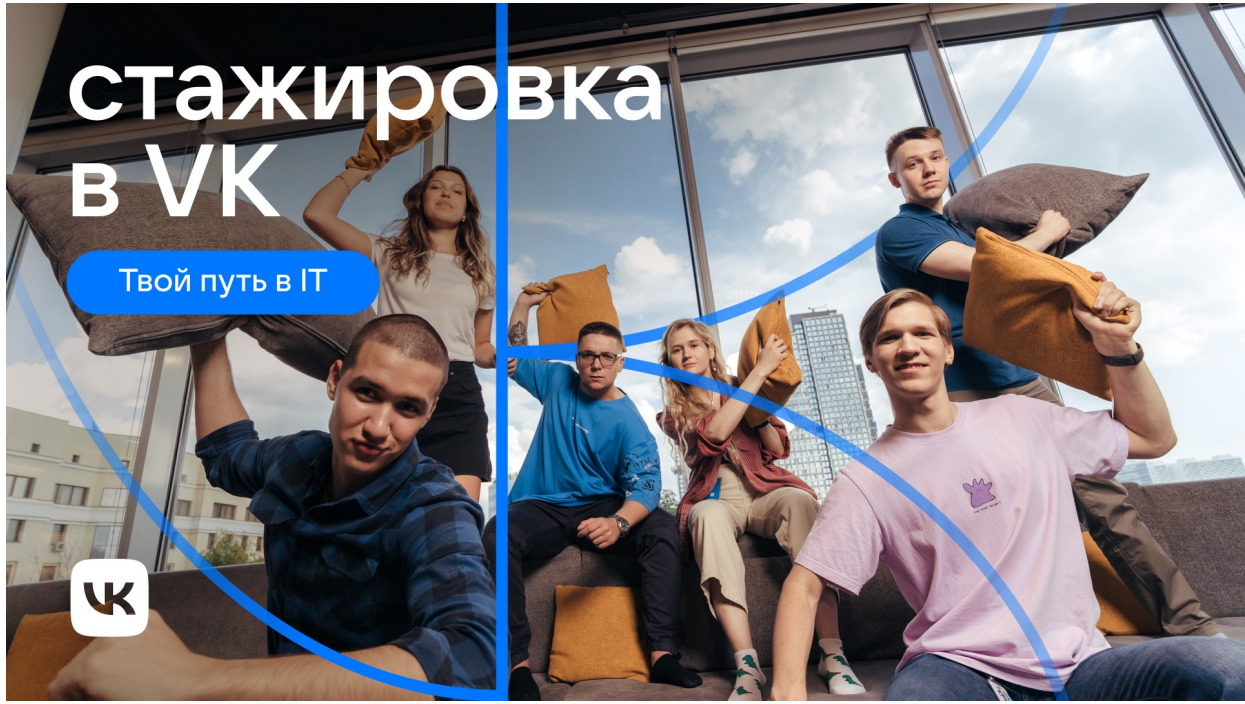
- VK has launched an **educational course on game design** at ITMO and RTU MIREA universities. The course was developed in cooperation with the VK Play playground.
- VK has launched a **free educational project Digital Camp** in three areas: “UX research”, “Product and project management in IT”, “Marketing, communications and creativity in IT”. 212 students joined the Digital Camp, 1,000+ people became listeners of the open lectures of the project
- VK Education has launched a set of **free educational programs** for senior students and graduates of Russian universities. 6,100+ students applied for selection to programs
- Students from Vladivostok got acquainted with the company's technologies and capabilities as part of **VK Day at FEFU**. More than 1,300 students were guests of the event. The broadcast in VKontakte watched more than 224,000 people.





VK Internship

- VK implements a **paid internship program for students in popular areas** - from development and design to information security
- In 2023, the company will conduct an extended internship for the first time: it will be held in two waves - in spring and summer
- **50 interns in 4 cities** (Moscow, St. Petersburg, Perm, Nizhny Novgorod) taking part in the spring internship
- The VK internship takes place in 14 business units of the company (Ecosystem Projects Department, VKontakte, Media Projects, Mail.ru, VK Play, United Video, VK Education, Advertising Technologies Department, etc.)

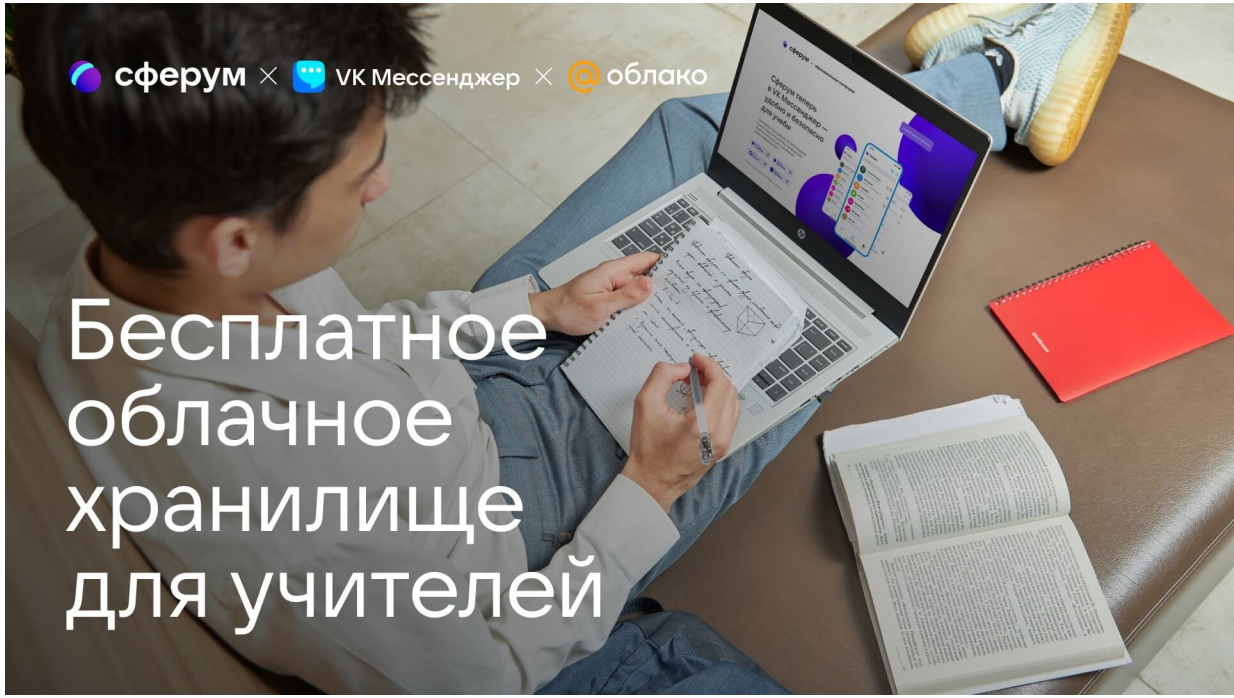


VK Education

- VK Education has published **free lectures, master classes and intensive courses about music, design, media art, creating clips and sketches.** Users have access to additional materials and practical tasks to consolidate knowledge in the field of creative industries from the open creative platform Prostor

- Sferum and Mail.ru Cloud presented Russian teachers with **32 GB of free storage**. In the cloud, teachers will be able to store educational materials for free and share them with their students.

- VK Education, Uchi.ru, Sferum and the Department of Education and Science of the city of Moscow held a free conference on the topic of "How to behave on the Internet: the main recommendations for online security." The online conference gathered 300,000 views on social networks VKontakte and OK

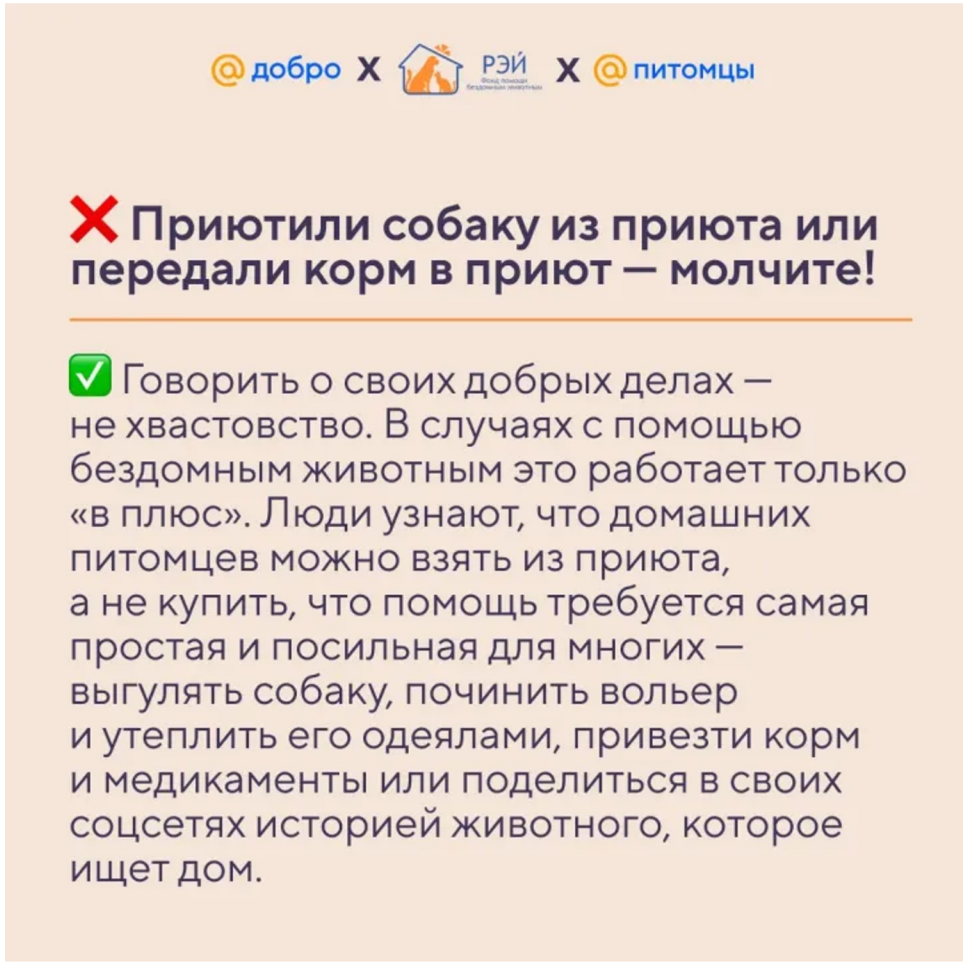


Dobro Mail.ru

- Dobro Mail.ru helped make the Nochlezhka charitable organization's Multifunctional Social Worker's **CRM system more accessible to specialized regional NGOs.** The platform was created in order to keep a record of customers, take into account services and collect statistics

- February 17th is the International Day of Spontaneous Kindness. In honor of the holiday, "Mail.ru Pets" project, "Dobro Mail.ru" service, together with the "Ray" charitable foundation, **developed cards with "harmful" advice on how to properly help homeless animals**

- Mail, Dobro Mail.ru and Marusya on the 8th of March eve launched a project to help women. A **special section** on Dobro Mail.ru contains stories of women - wards of foundations who find themselves in a difficult situation



"Code of Kindness": results of 2022

- The “Code of Kindness” Foundation, created by VK to develop charity in Russia, has summed up the results of its work in 2022. Over the past year, the fund **received > RUB 81 mn**

- The ammout of the largest donation is **> RUB 5 mn** , the average donation is RUB 229,053



VK Team



Developing VK’s top management

- VK actively supports the development of leaders. In January - March, held **15 management trainings**. Main topics of study: methodology for setting annual goals, feedback practices, motivation

- Trainings are held in a convenient format: the duration is 2-4 hours, participants get acquainted with the theory before the event at a convenient time for them. This format allows to focus on developing skills during classes

- In Q1 2023, 170 managers learned new skills to help manage teams more effectively. For beginners and future leaders, VK held training marathons “Start” and “Djune”



Employee training

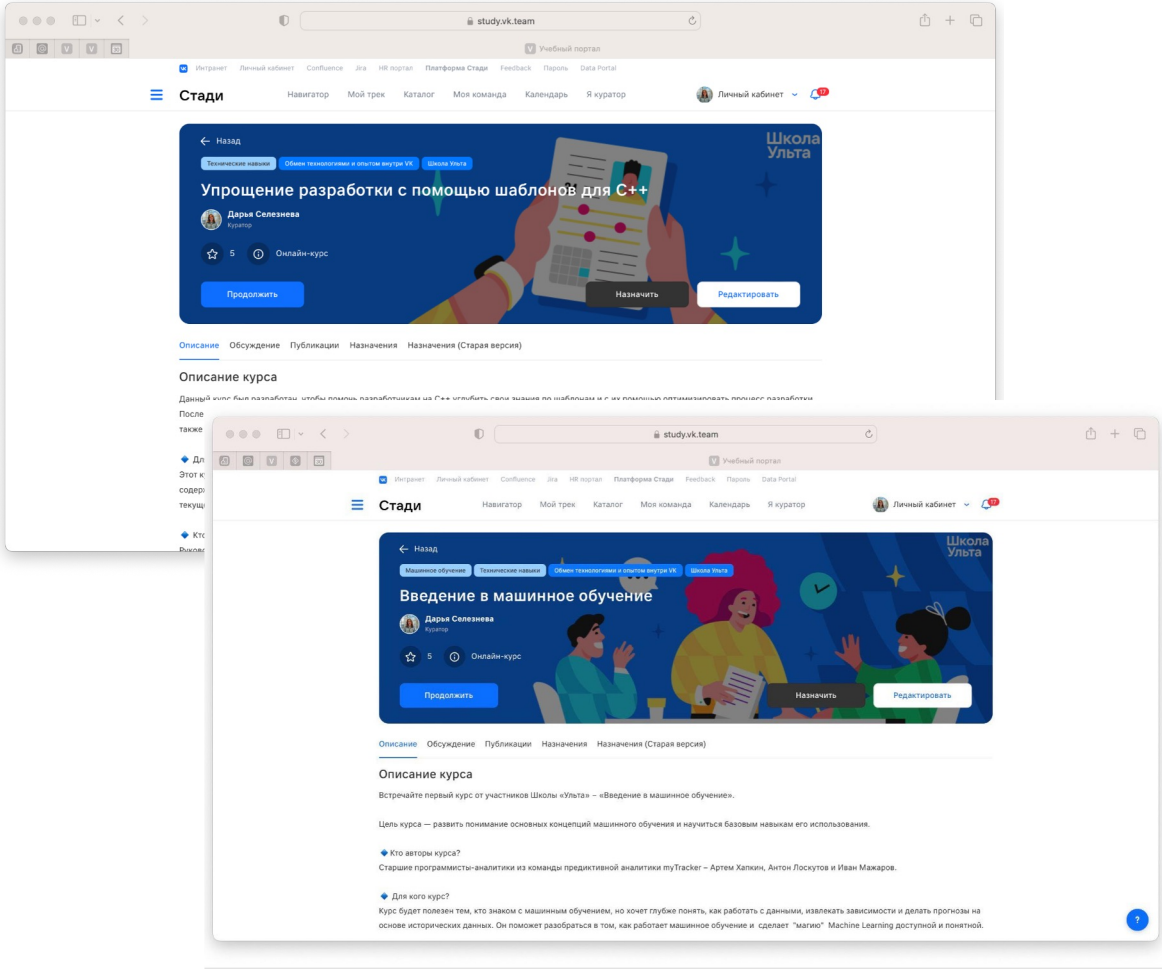
- In Q1, 794 employees completed trainings and seminars within the framework of the corporate university
- We also develop a culture of knowledge transfer between colleagues, had a lecture from an internal expert on the topic: “With love from users: what is UX research and how it helps to develop a product”
- We launched a new project management community - already more than 100 participants, held 3 open meetings to exchange experience
- More than 100 employees turned to VK mentors. Mentee rated the benefits of individual consultations with experienced colleagues, NPS was 90%
- 489 employees applied for external training and went to courses on topics: project management, product management, analytics, Java
- 349 employees attended external professional conferences



School of self-learning teams Ulta

The goal of the school is to create a space and give knowledge that will help employees prove themselves: help less experienced colleagues solve a problem and share experience, share knowledge with colleagues by creating cool courses and lectures, teach technical skills to colleagues, students and future VK ambassadors, be at the forefront of modern trends in education.

- 31 employees completed training for internal teachers, another 14 are already studying in the second stream
- 3 courses already published for employees: Introduction to Machine Learning, Python: Habitat, and Simplifying Development with C++ Templates
- 25 mentors completed certification training



Initiatives to support employees in stressful situations

In March 2023, VK held a series of online meetings for employees on the following topics: 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 ones.

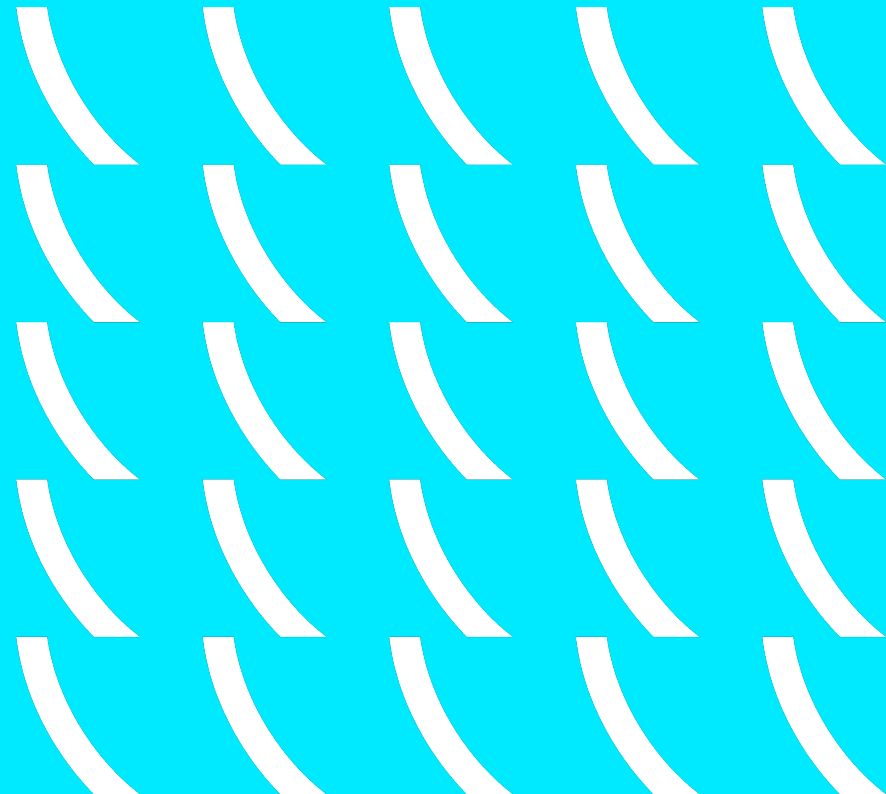
140 people attended the meetings

Posted 5 video courses on these topics:

- Flexibility of behavior and thinking
- Volitional resource of personality
- Resilient installations
- Mindfulness is a key resource for resilient behavior
- Resilience resources. Existential Challenges



Corporate Governance

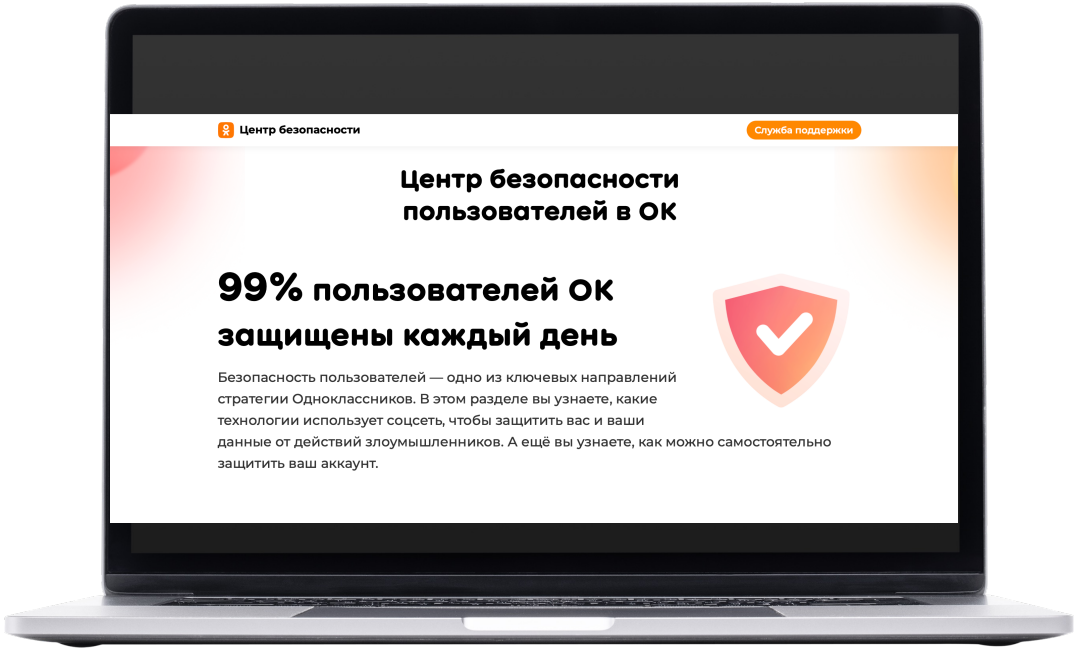


OK: security

- For the International Safe Internet Day, OK launched the **User Security Center**, which contains recommendations on how to protect your profile, avoid unwanted communication and protect yourself from scammers

- In the new project, OK provided complete information on how the social network processes profile data, protects against spam and fights inappropriate content

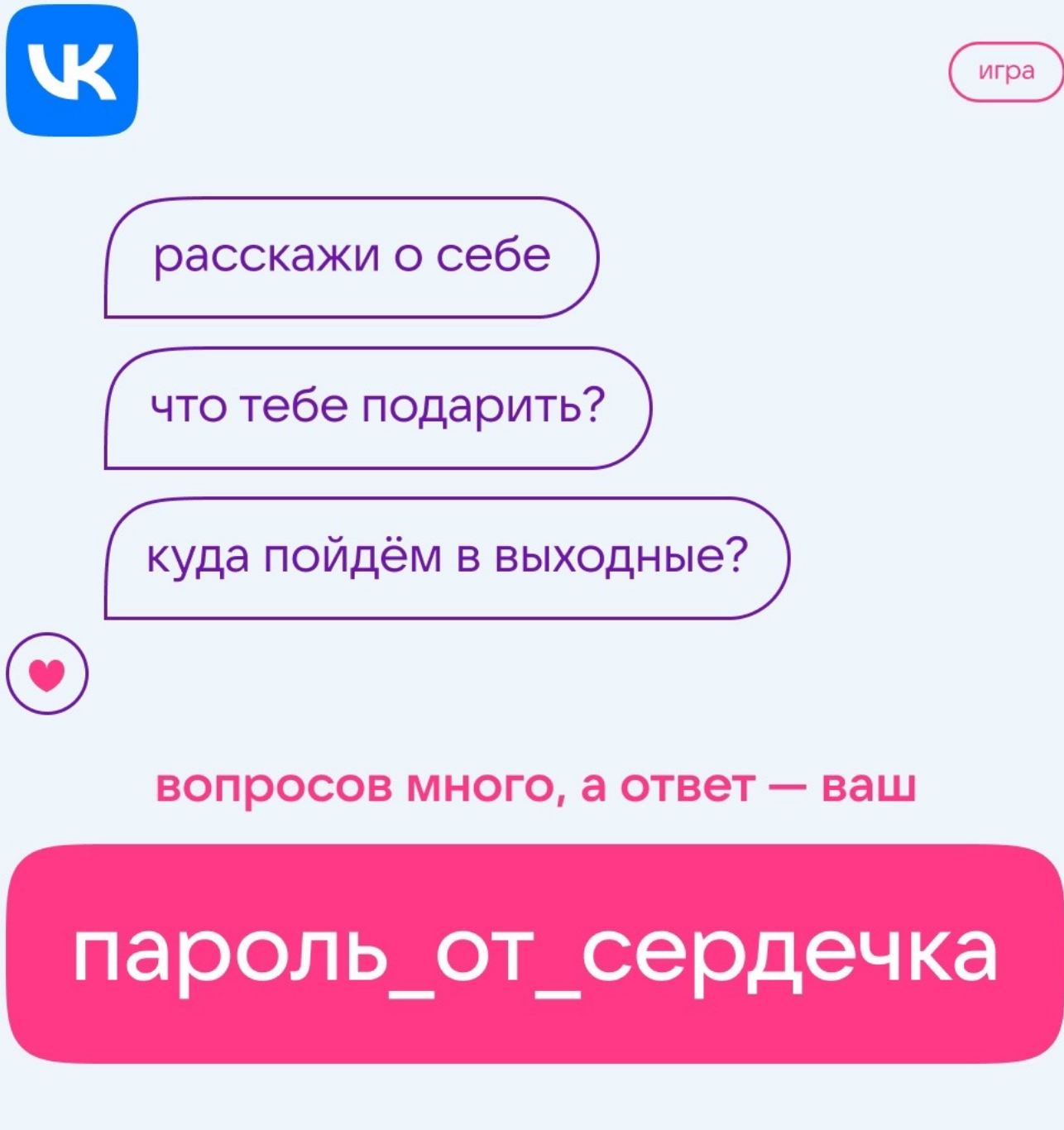
- In addition, the social network, together with the VK research team, conducted a user survey about online safety. The research materials are available on the OK official blog **on the link**



VK and increasing cyber literacy

VK continued to develop initiatives to protect VK Protect users:

- Rebranding and additional promotion of the official VK information security channels on VKontakte, Dzen and OK, aimed at improving the overall cyber literacy of VK service users, made it possible to increase the total audience coverage to 19.3 mn
- Interactive project for Valentine's Day "Password from my heart" and 7 golden rules for a strong password
- Special project attracting young audience in VK clips "Scary Stories" on security with bloggers



VK and Bug bounty

- VK has placed its program for finding vulnerabilities (bug bounty) on the BugBounty.ru platform

- VK became the first company in Russia to place its program on all existing platforms for finding vulnerabilities: the company had already announced cooperation with the Standoff 365 and BI.ZONE Bug Bounty platforms

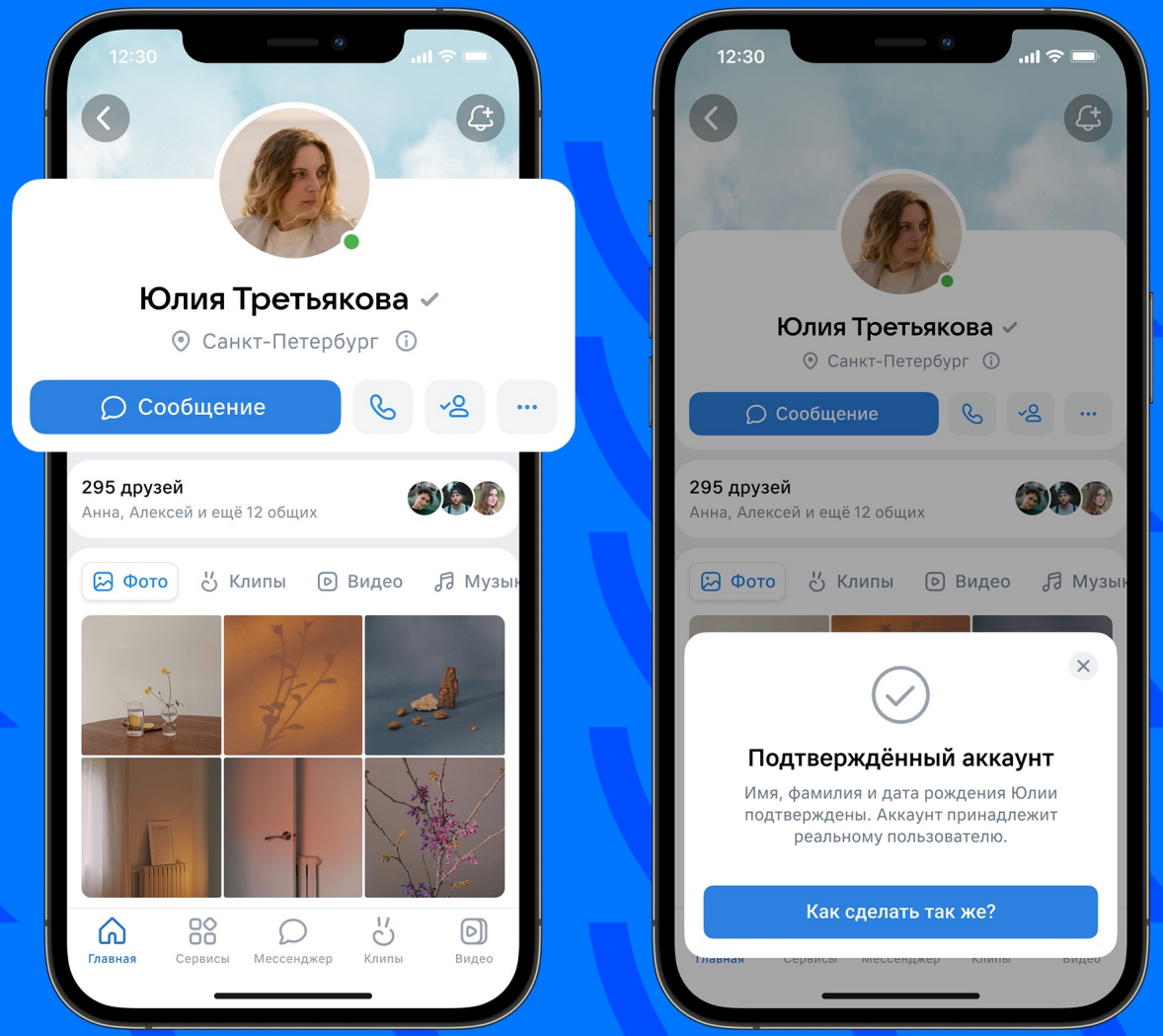
- VK has doubled the maximum bug bounty payouts for researchers on all three platforms. Now you can get up to RUB 3.6 mn for finding vulnerabilities in 36 VK projects



VKontakte and security

- VKontakte is developing a **trusting digital environment**: the social network has an opportunity to confirm account details. Users can confirm their VK ID account details and receive a special checkmark in their VKontakte profile. The function is optional
- The tool will help the interlocutors to be sure that the owner of the profile indicated the real name and there is a real person behind it. This contributes to the maintenance of a comfortable space for communication, the development of a personal brand, and helps users to form a trusting circle of communication
- The new opportunity will be especially relevant for community owners and business representatives

Комфортная среда: подтверждение аккаунта

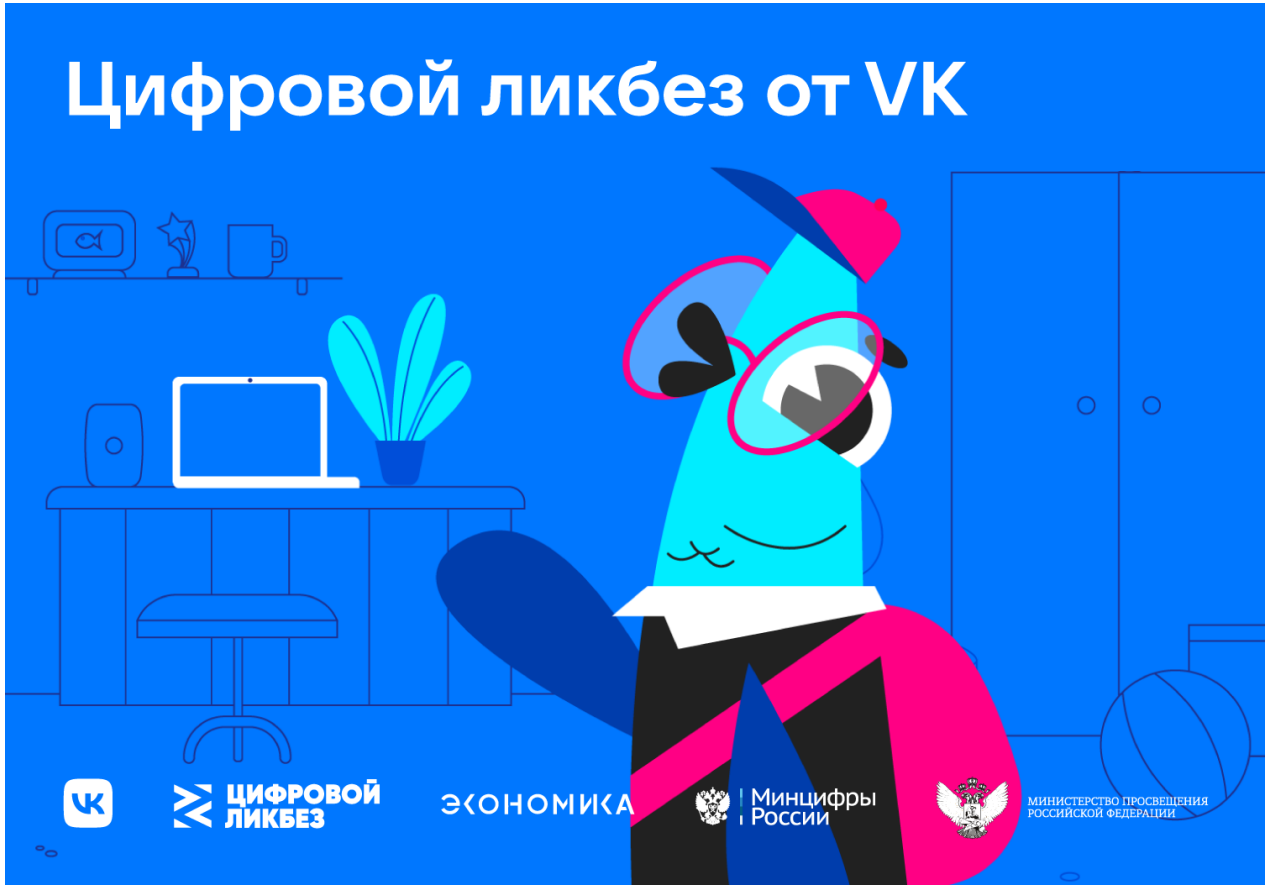


VK: cyber security education

- VK and ANO "Digital economy" launched a new season of the educational project in the **field of digital literacy and cybersecurity "Digital educational program"**

- The project tells the younger generation in an interactive format how to behave safely on the Internet. The project is intended for children from 6 years old, recommended for viewing with parents or teachers

- "Digital Educational Program" will teach schoolchildren the basics of digital literacy and the rules of cybersecurity in the modern world with the help of educational videos. The videos have collected >822,000 views



Disclaimer

Investment in securities, including the GDRs, involve substantial risk. Returns from prior periods do not guarantee future returns. References to possible future returns are not promises or even estimates of actual returns an investor may achieve. The information contained herein is for illustrative purposes only and is 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, applicable restrictions and 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.

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