Key ESG projects and events

Q2 2024

Main ESG projects and events for Q2 2024

Environmental responsibility

- VK and INSTASAMKA launched a large-scale environmental **project 'Rich Recycle' to fight plastic pollution**
- News Mail.ru conducted **a survey on the environmental habits of young people**

Social responsibility

- **10 years of the Bug Bounty programme**
- Mail.ru Email Service's anti-spam system **blocked > 7 bn unwanted emails**
- **600,000 views** of OK's digital exhibition of artists with autism spectrum disorder
- **25 mn users** – Sferum summarised the results of the school year

Corporate governance

- VK plans to build **a new data storage and processing centre** in St. Petersburg

Environmental responsibility

VK: environmental project ‘Rich Recycle’

VK and INSTASAMKA launched **a large-scale environmental project 'Rich Recycle' to reduce plastic pollution.** As part of the project, plastic waste will be collected for recycling

7 Russian cities
will take part in plastic collecting
for the 'Rich Recycle' project

The project will continue with the release of a limited-edition recycled collection of accessories by INSTASAMKA. Original jewellery made of recycled plastic will be released in the VK Store. The list of participating eco centres and the rules of the campaign are available on [the project website]



News Mail.ru: eco habits survey

News Mail.ru found out how young readers take care of the environment

The survey was conducted on the project's pages from 1 to 3 June, **with 1,932 respondents** aged 18-35 taking part in it

69% of respondents said that they regularly take care of the environment

VK promotes environmental awareness. For example, people can learn how to take care of the environment in the Greenprint project by the VK Department of Communities Relations

46%

prefer to get to the destination on foot, 45% - by public transport

41%

partially sort waste, 11% fully sort plastic, glass, batteries and other waste

30%

use energy-saving bulbs and smart meters, saving light, gas and water

26%

give clothes to family or friends, and the same number take clothes to a summer cottage or give them to charity

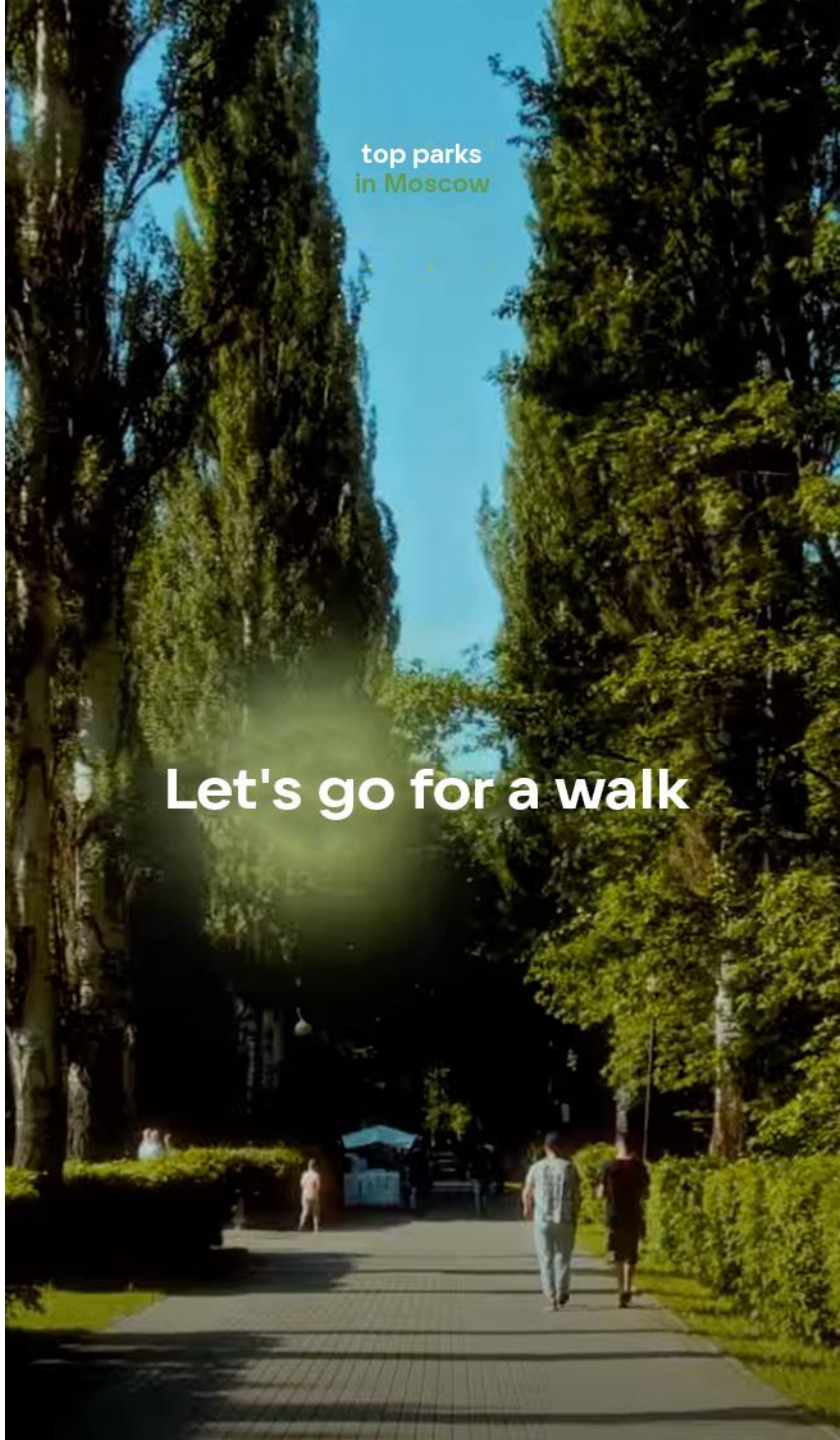
VK Communities: Greenprint

To mark Environmental Day, the VK Department of Communities Relations launched the Greenprint project. As part of the initiative, **> 120 authors from VKontakte, Odnoklassniki, and Dzen** shared their environmental protection lifehacks and published **exclusive reviews of Moscow's eco-centres**. Authors published VK Clips on VKontakte, articles on Dzen and photos on Odnoklassniki

In addition, **an eco-quiz for users** was held in the Prostor community – one of the authors of the project. Three winners received certificates with a nominal value of RUB 50,000 to a bike shop

8 million

was the external media coverage of the Greenprint project

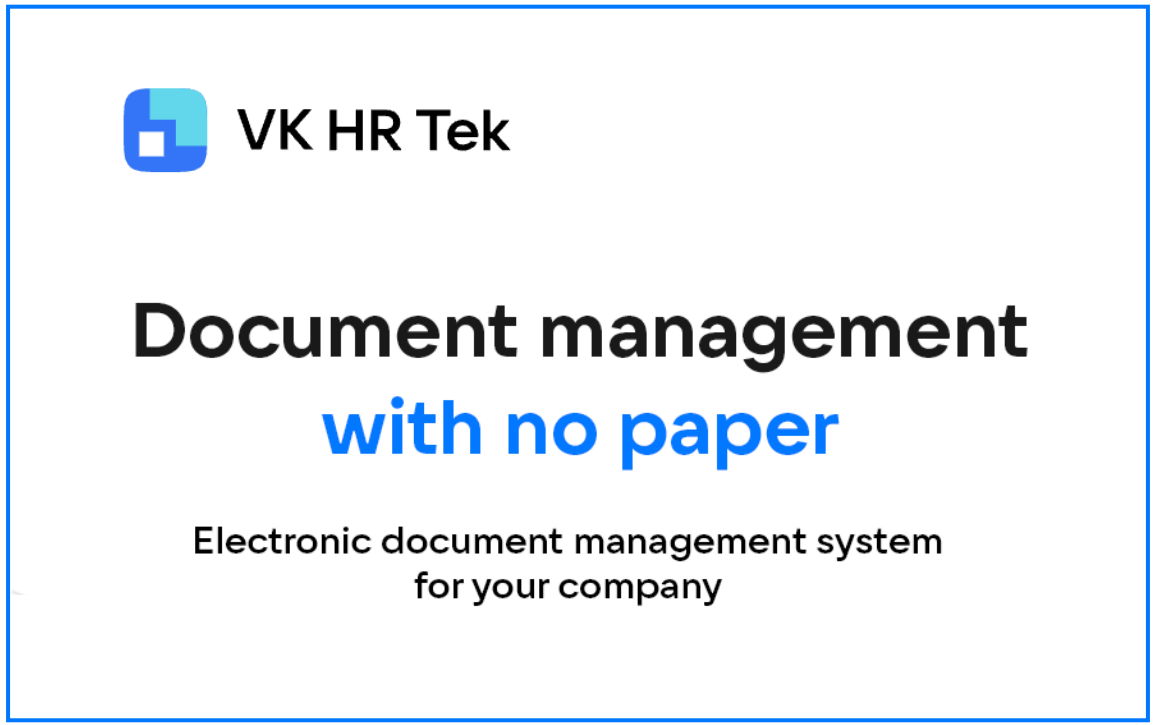


VK Tech: HR EDMS for Severstal

VK services will help Severstal **improve the efficiency of HR processes** and simplify team interaction

The first stage of the partnership will be the introduction of HR electronic document management based on VK HR Tek into business processes. The system will allow Severstal to **transfer the work with all key documents to the online**

EDMS integrates with internal business IT systems and speeds up HR processes, including hiring and onboarding new employees. In addition, EDMS reduces document management costs, minimises the workload on teams and helps to save paper and other printing consumables



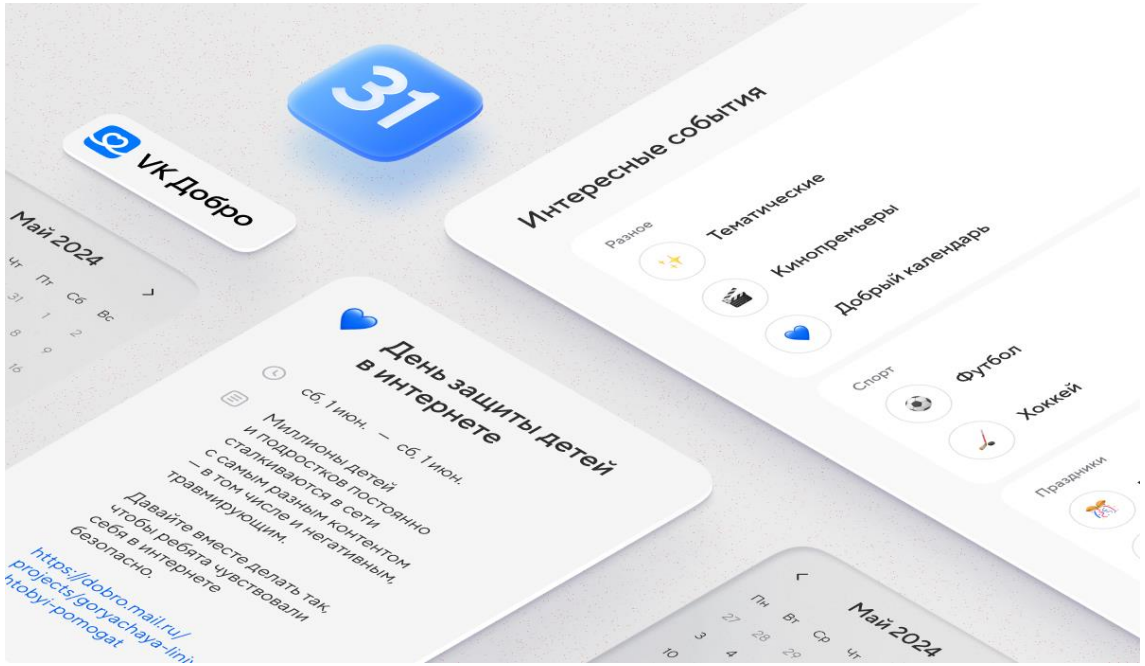
Social responsibility

VK Dobro: ‘Kind Calendar’

Calendar Mail.ru together with the VK Dobro launched the ‘Kind Calendar’ project

Among interesting events, users can now add **socially significant events, holidays, and dates**, such as Children's Heart Day, World Marrow Donor Day, and others. Each event has a corresponding section in VK Dobro, where users can read its description or join the initiative

You can add a ‘Kind Calendar’ in the settings or in the ‘Events’ section by selecting the relevant calendar from the list of available ones. All important dates are automatically imported into the user's schedule without interfering with the main daily events



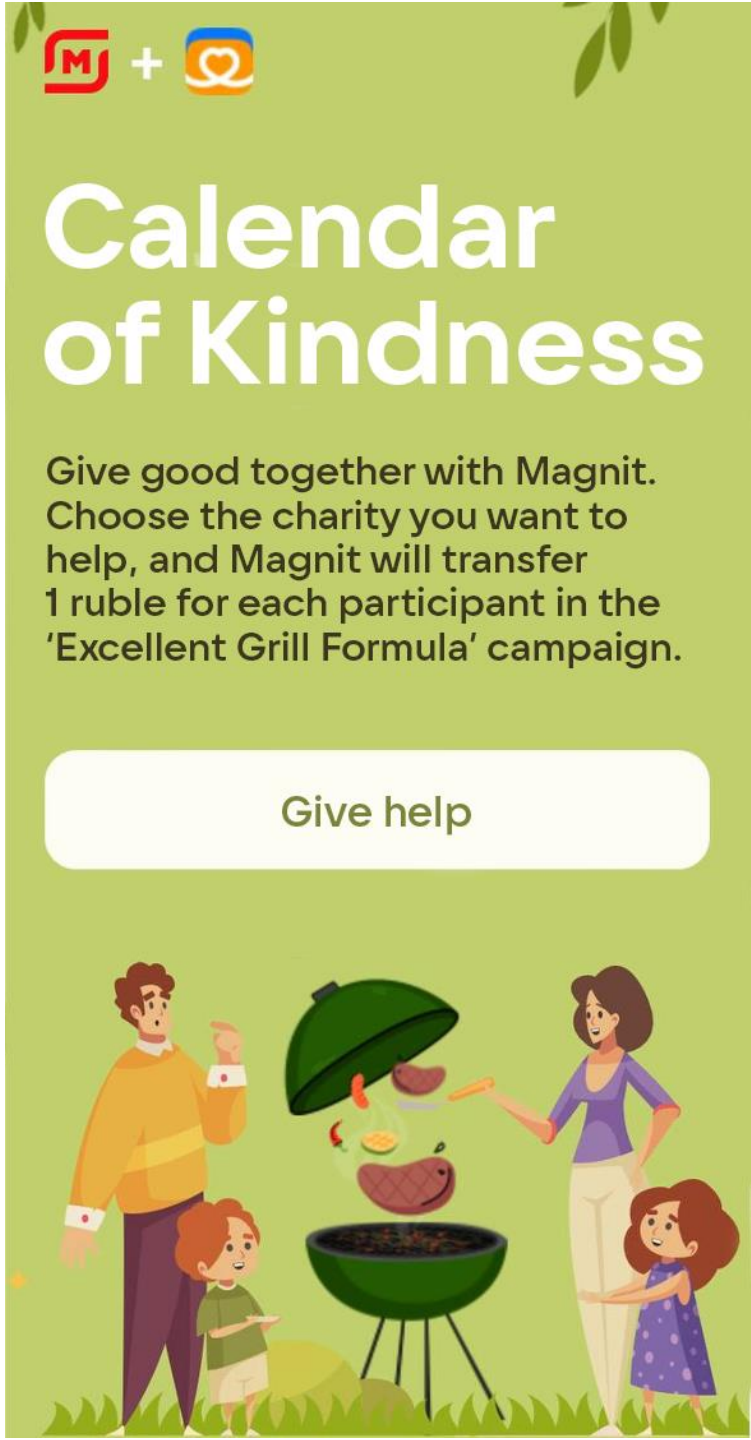
Users are now able to add important dates to their schedule

VK Dobro x Magnit

As part of the joint project 'Calendar of Kindness' with Magnet, there are regular charity campaigns. During the campaigns, Magnet customers can visit the mobile application and vote for one of the verified foundations represented in VK Dobro service. Magnit transfers 1 ruble for each vote in favour of the funds:

- From 24 April to 21 May, the charity campaign 'Excellent Grill Formula' raised **> RUB 1.5 million** for the benefit of 5 foundations: 'Parents' Bridge', 'He Needs You', 'Change One Life', 'Common Children', and 'Solar Circle'

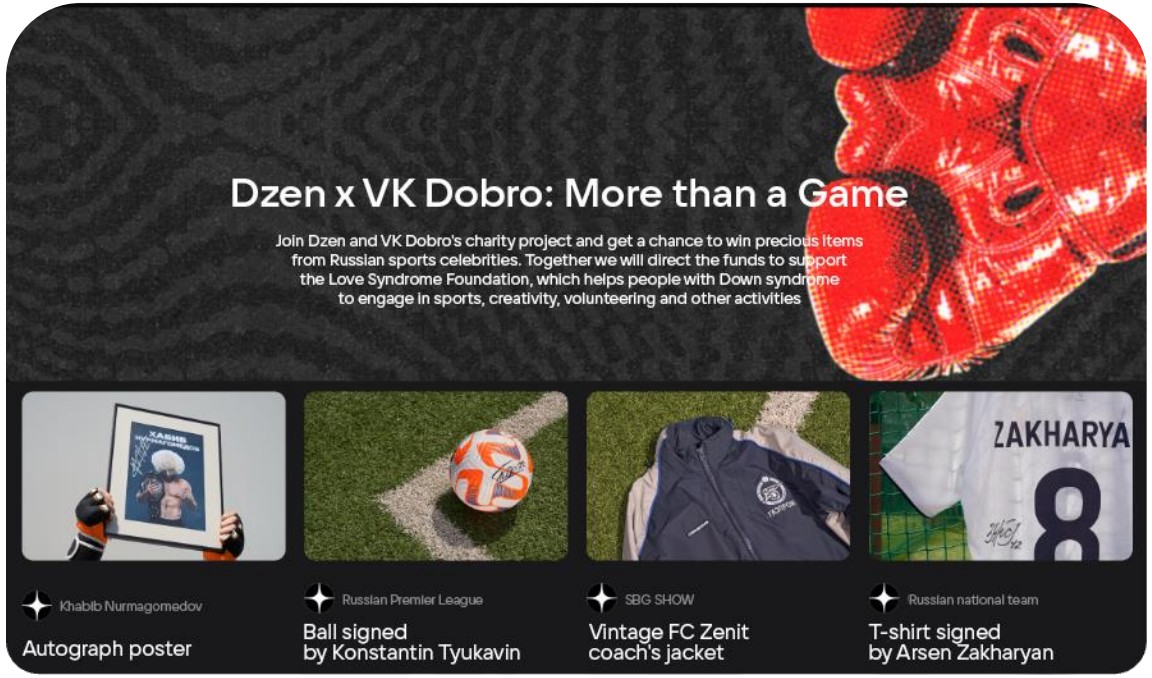
- From 5 June to 6 July, the 'Summer for a Million' charity campaign raised **> RUB 1.8 million** for 5 foundations: 'Code of Good', 'Club of Good People', 'Bureau of Good Deeds', 'Our Children' and "Find a Family"



VK Dobro x Dzen: charity

- Dzen together with VK Dobro launched the charity project **‘More than a Game’**.
  Its participants had the opportunity to win prizes from famous Russian athletes.
  > RUB 230,000 was collected and donated to the ‘Love Syndrome’ fund, which helps people with Down's syndrome to engage in sports, creativity and many other activities

- As part of the joint charity project **#dobrolikes**, every like in Dzen's articles was converted into a real rouble. **> RUB 100,000 were collected** and transferred via VK Dobro to the ‘RAY’ animal charity fund



VK: 10 years of the Bug Bounty programme

VK is one of the first companies in Russia to start paying external security researchers for found vulnerabilities. **VK launched its own Bug Bounty programme on the HackerOne platform in April 2014**

In honour of Bug Bounty's anniversary, VK rethought the industry's common approach to payments and introduced a unique loyalty programme, Bounty Pass, which eliminated the fixed maximum reward for bughunters. The personal achievements of security researchers allow them to receive increased payouts, with no limits on the accumulative bonus

The more you search, the more we pay!



>30

programmes for finding bugs

>18,000

reports received and verified over 10 years

> RUB 236 mn

received by bughunters during the existence of the programme

VK: information security expertise

In April 2024, VK organised its **first closed event for information security specialists** - community for community

This is a new format during which VK information security (IS) experts share their knowledge and experience with the professional community and have an open dialogue with guests in an informal and friendly atmosphere

> 100 IS specialists

took part in the first closed event
VK Security Confab

Experts openly discussed VK's new approaches to infrastructure protection, solutions from AppSec and Red &Purple Team capabilities within the company



VK: cyberliteracy

- VK IS experts took part in educational events in honour of Runet Day and told about safe information, and what users can talk about online
- During the international Technostrelka festival, VK experts gave a lecture to schoolchildren about the risks that can be encountered online and how VK helps to protect users
- From 31 May to 9 June, an online cyberliteracy marathon was held in the Security VKontakte group. Schoolchildren learnt about the basic rules of cyber hygiene and were able to reinforce their knowledge through clips, memos, comics and tasks developed by VK IS experts in the ‘Drugoe Delo’ mini-app. In a special video edition of ‘Cybersecurity in Kids' Language’, children explained how they understand complex IS terms, and cybersecurity experts tried to guess them

> 910,000 users

total media coverage of the online cyberliteracy marathon



VKontakte: transparent charity

VKontakte and the charity association ‘All Together’ launched the Transparent Charity Week. The audience of the social network learnt more about how **the principles of transparent financial charges work**

Users could publish posts with the hashtag #Itrustfunds and share which organisations they support and why. VKontakte prepared prizes for the authors of the best stories and **special grants worth RUB 100,000** for advertising promotion for the foundations they tell about

> 130

non-profit organisations joined
VKontakte's Transparent Charity Week

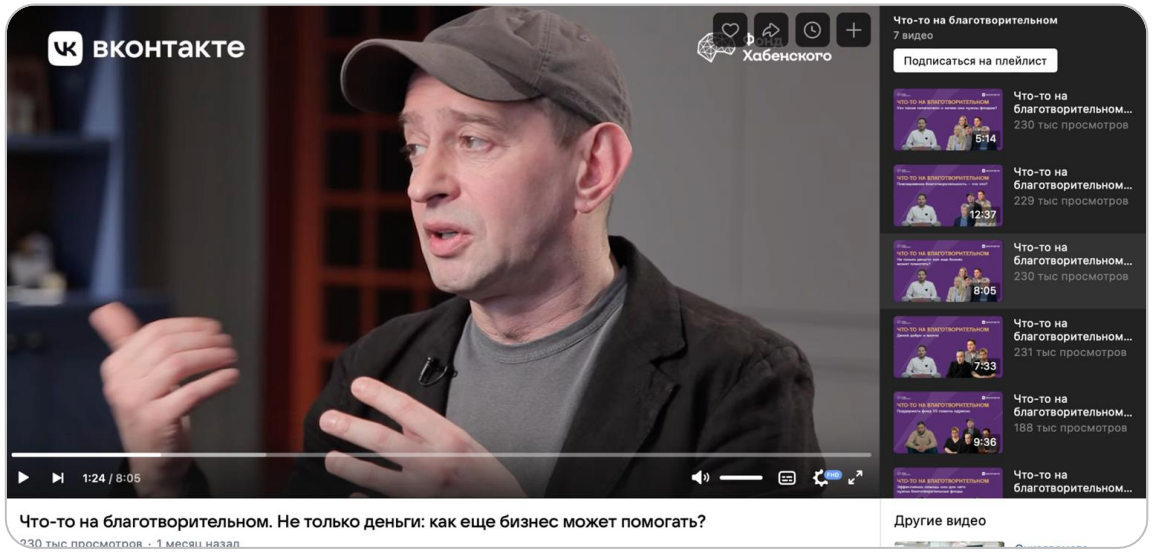


Together with the Khabensky Foundation, the social network also produced a series of educational videos with the participation of celebrities

VKontakte: a project with the Khabensky Foundation

In a series of videos, **famous people** in the film, theatre, business and medicine industries discussed **popular issues related to charity**. Among the participants:

- Konstantin Khabensky, People's Artist of Russia and founder of the Foundation
- Alexey Saprykin, film director and screenwriter
- Alexander Tsypkin, writer and screenwriter
- Anna Melikyan, film director
- Nuta Federmesser, founder of the Vera Hospice Care Foundation
- Gor Nakhapetyan, entrepreneur and co-founder of the Friends Foundation
- Olga Zheludkova, paediatric neuro-oncologist



Users could get information about how the work of foundations is organised and how best to help those in need in the joint project of the social network and the Khabensky Foundation "Something on Charity"

VKontakte: grants for NPOs

VKontakte held **a grant competition** for non-profit organisations. Contestants could be socially oriented non-profit organisations that :

- have been officially registered for at least a year
- have been actively running a VKontakte community for six months or more
- abide by the platform rules
- have transparent financial statements

300 applications

submitted for the VKontakte grant competition for non-profit organisations

As a result of the competition, there were selected 30 winners who received **grants from RUB 25 to 100 thousand** for advertising support of the projects



VKontakte: International Children's Day

On International Children's Day, VKontakte traditionally released a **charity stickerpack**

VKontakte donates all funds received from stickerpack sales to the Change One Life Foundation. The fund helps to place orphans in families and supports foster parents

> RUB 500,000

collected from sticker sales and donated to the 'Change One Life' charity fund

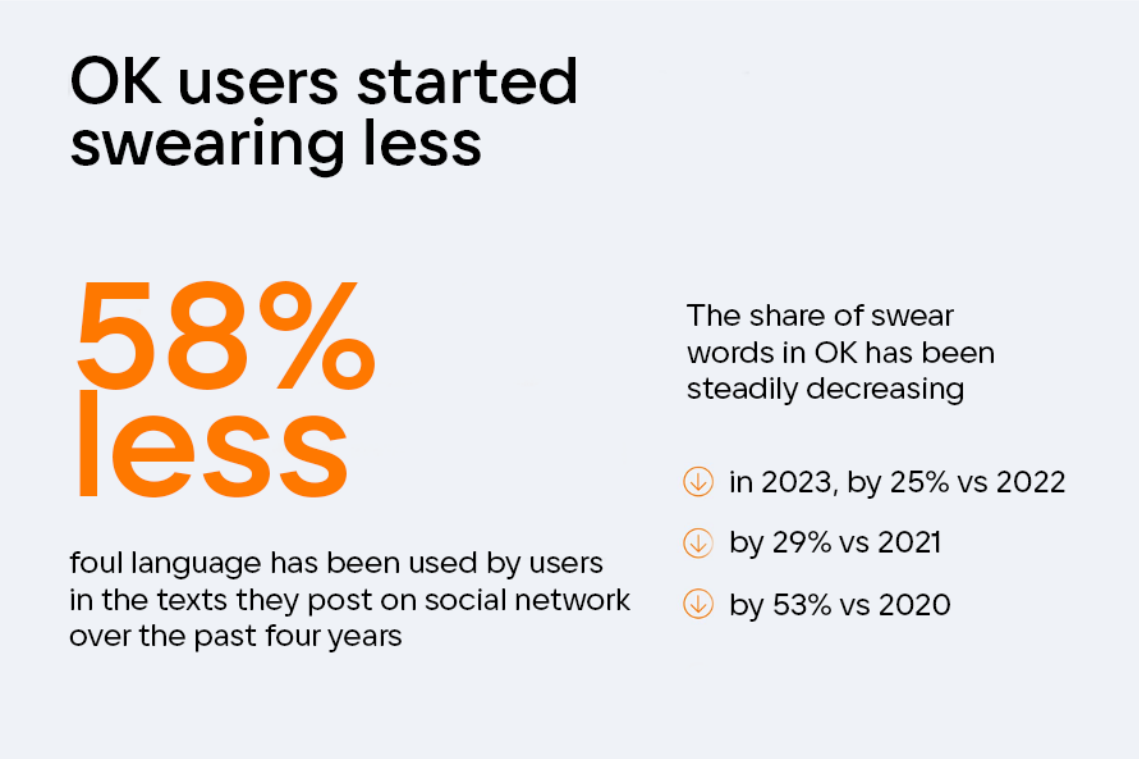


OK: digital comfort

Odnoklassniki has improved the work with swear words - now words recognised by **ML-model as swear words are automatically replaced with asterisks**

Odnoklassniki is actively introducing new technologies to restrict inappropriate content :

- Manual and automatic moderation based on machine learning blurs violent photos, images and GIFs that users consider as erotic
- A machine learning based model that limits intrusive dating and communication with unwanted interlocutors
- Option to hide content in your profile from outsiders



OK: inclusive exhibition

Odnoklassniki, VK Dobro and the Naked Heart Foundation launched a digital exhibition of artworks by artists with autism spectrum disorder. It is timed to coincide with the World Autism Awareness Day, with materials released in the OK Social Projects group from 2 to 9 April

Thanks to the project, users were able **to learn more about this developmental disorder** and get a closer look at the passion of the young people who attend the Naked Heart Family Support Centre

~ 600,000 views

was the cumulative reach of the publications within the digital exhibition from Odnoklassniki



5 artists with autism spectrum disorder took part in OK digital exhibition

OK: cultural and educational projects

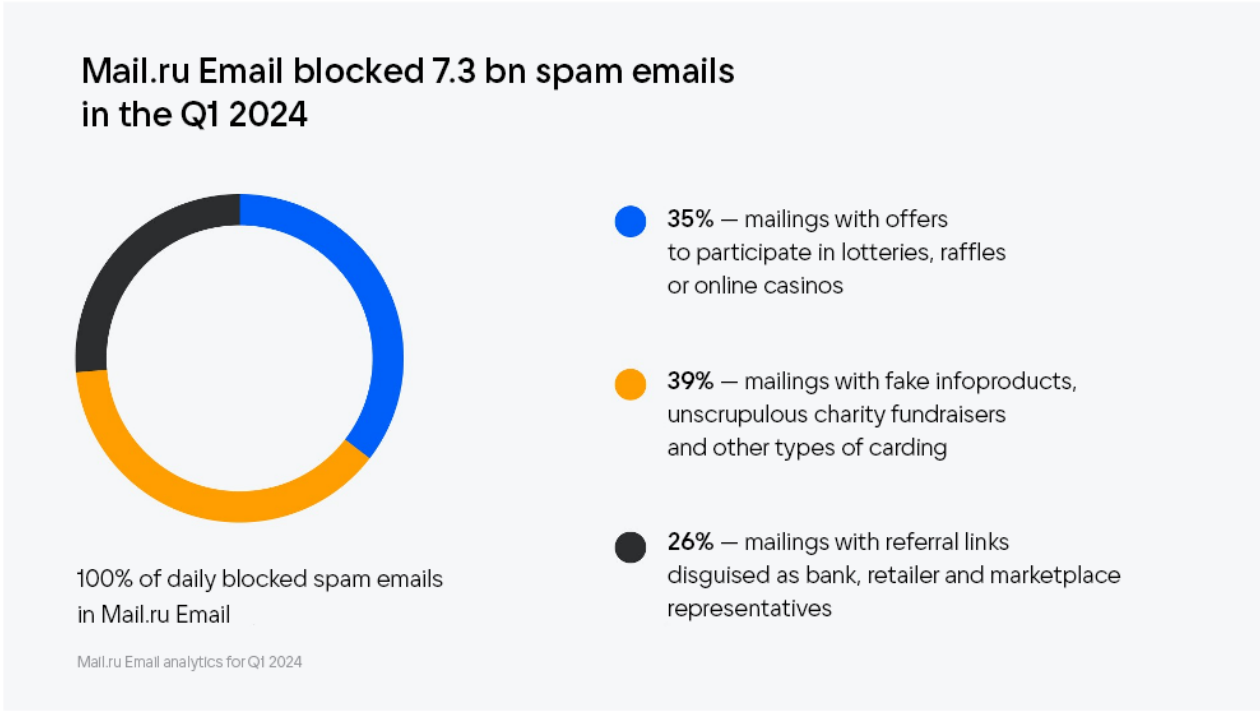
- Odnoklassniki and Culture.ru launched **the educational project 'I speak Russian'**. The project will create an online dictionary of dialectisms from different regions of Russia. OK users have already written **> 3,000 comments** with their contribution to the dictionary
- As part of the online programme for the Night of Museums, **56 broadcasts from 32 cultural institutions** across the country were held in OK, the broadcasts garnered almost **4.3 million views**
- From 3 to 5 April, **OK joined the 'Theatre World' campaign**, under which social network users were able to watch online versions of performances by Russia's leading theatres. The project involved **> 70 cultural institutions, artists and bloggers** on VKontakte, OK and Dzen platforms. Users also decorated their avatars with a themed frame dedicated to Theatre Day for **62,000 times**



Mail.ru Email: anti-spam systems

Mail.ru Email is actively developing security systems for users. Thanks to artificial intelligence, **it managed to block > 7.3 billion unwanted emails** containing various types of spam and fraud in the first quarter of 2024, which is 70% more than in the same period last year

Also, as a result of the development of anti-spam and email categorisation systems in Mail.ru Email, **the number of user complaints about spam has been reduced by 1.5 times**. In the first quarter of 2024, they totalled only 19.9 million, while in the same period in 2023 they totalled > 28 million. Today, the mail service's smart systems automatically filter incoming emails and sort them into folders, preventing spam from reaching the Inbox



AI technology has reduced the number of user complaints about spam by 1.5 times

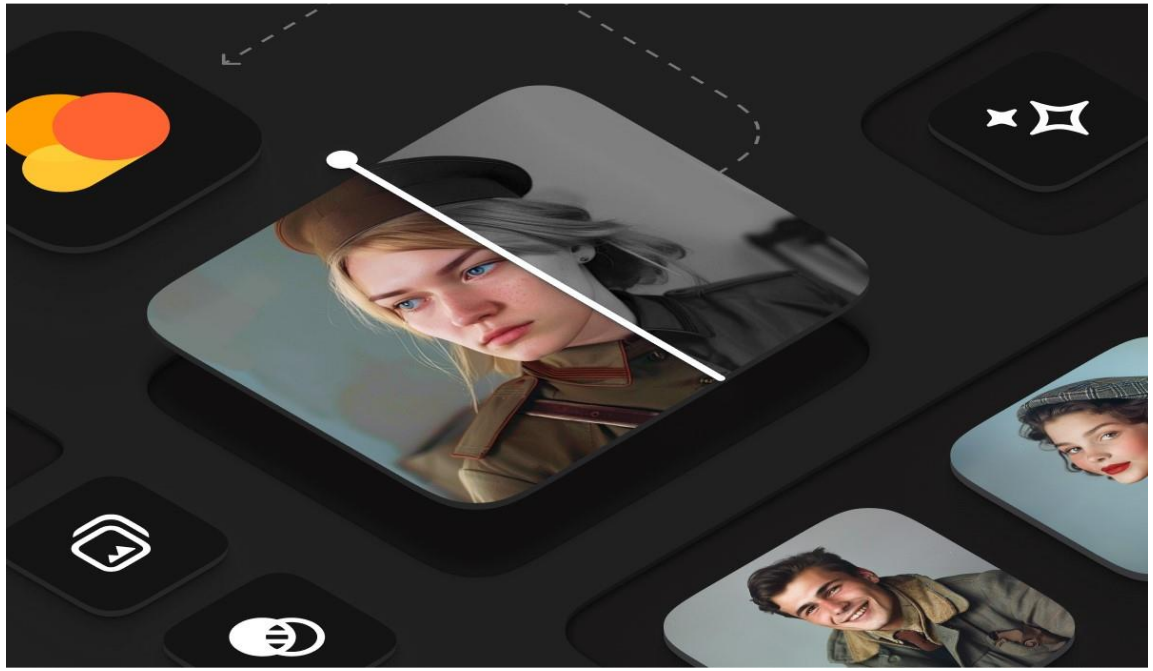
Cloud Mail.ru: artificial intelligence

Cloud Mail.ru now has **a photo restoration feature based on neural network technology** that allows users to restore black and white images or lost elements in old photos

The neural network was trained using publicly published photos and videos. The materials will help to recreate details and colour the pictures more accurately, in accordance with reality

In other services, Mail.ru is also actively introducing AI features available to all users:

- AI texts in Notes Mail.ru and Cloud Mail.ru
- Brief summary of postal emails
- AI greetings in Calendar Mail.ru

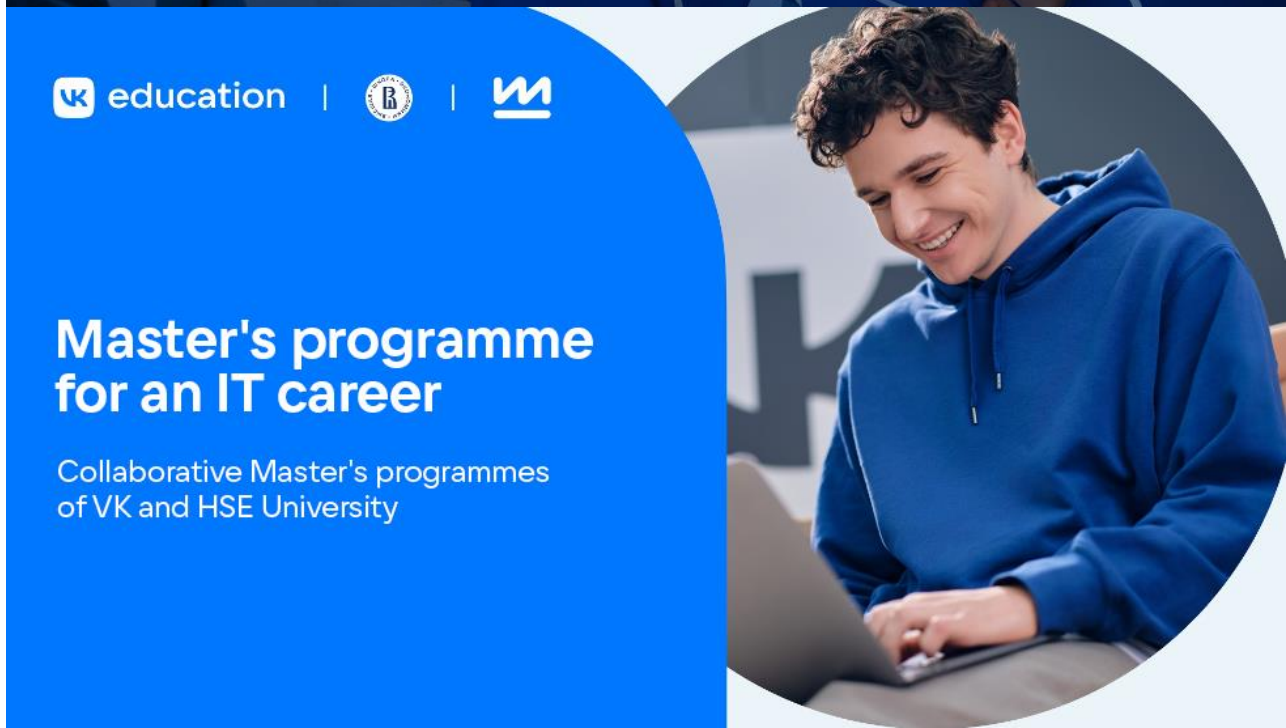


The technology will restore colours and elements in users' photos for free

VK Education

- VK has invited students and young professionals for paid summer internships in technical, digital and creative areas. In the summer recruitment there are vacancies in the teams of RuStore and VK WorkSpace communication platform
- VK has opened enrolment in the Ambassador Programme. In the new season of the programme, participants will be able to master public speaking skills and learn how to create and promote content under the mentorship of popular blogger Tema Pimenov
- VK and MIEM of the National Research University Higher School of Economics opened enrolment for three master's programmes of the School of Engineering and Mathematics. All programmes are practice-oriented - students will work on real tasks and gain experience in designing, developing and implementing in-demand IT products





Sferum: academic year results

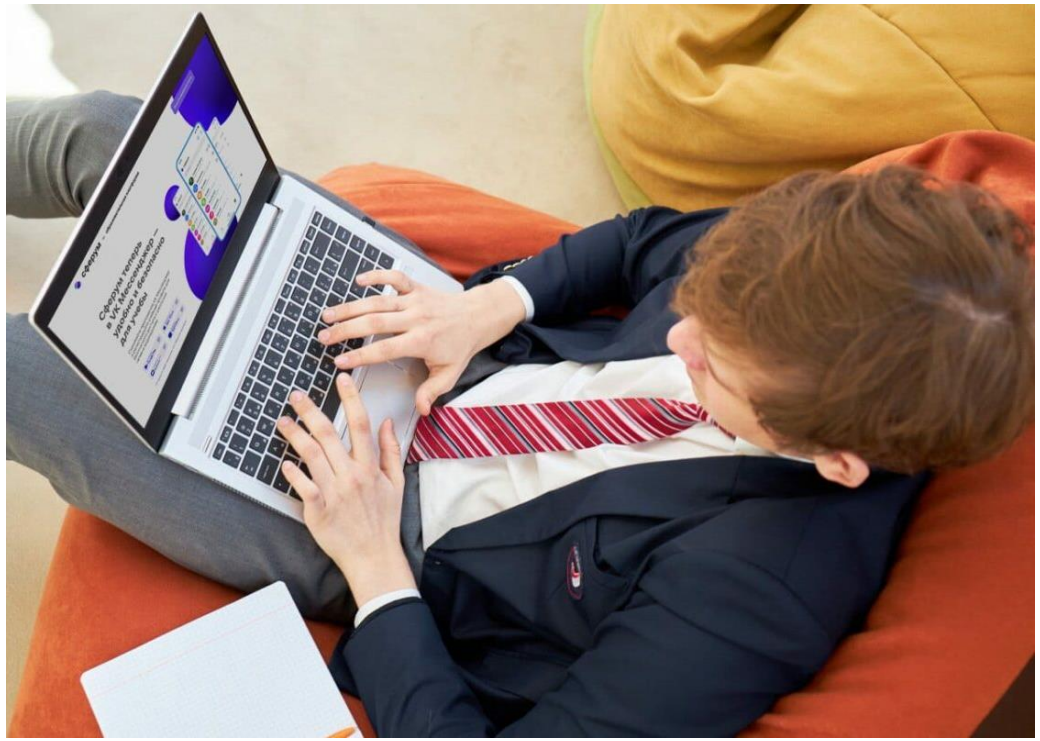
Sferum results for the 2023-2024 academic year

25 million users

total number of educators, students
and their parents using Sferum educational profile

The number of students using Sferum's educational profile in VK Messenger to communicate on academic issues increased by 34% YoY to 11.2 million, while the number of teachers increased by 40% YoY to 2.1 million. Sferum also registered **an increase in the number of connected educational organisations by 25% YoY** to 89.6 thousand

Sferum is actively working on integration with electronic journals and diaries (EJDs) in Russian regions. At the end of the academic year about 3 million users have linked their EJD account with Sferum's educational profile
in VK Messenger



Sferum: support for digital educators

Sferum launched the 'Sferum Leaders' programme to support educators

The programme aims to **create a community of like-minded people who successfully use Sferum in their work** and are willing to share their expertise and experience with other teachers. Programme participants will be able to become speakers at federal and regional events, talk about the service and initiate speaking engagements in their region

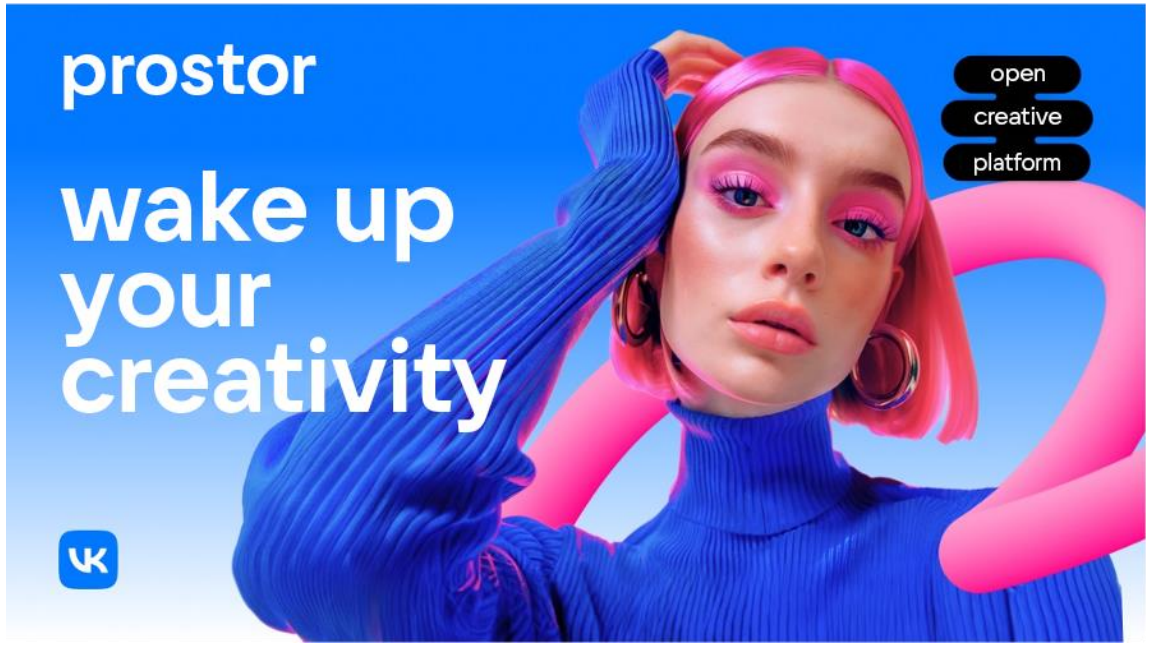
To become a 'Sferum Leader', you need to be an active user of the service and confirm a high level of proficiency in the service. This can be done through a free online course for teachers and then fill in a competitive application form on the programme website



Prostor: free creative programmes

VK's open creative platform Prostor has launched enrolment for free programmes across **six areas**, including three new tracks – Advertising Video, Music Production and Creative Fundamentals

Among mentors, speakers and participants of Prostor's programmes are Tosya Chaikina, SALUKI, Antoha MC, KAZUSKOMA, Toxi$, experts from VK, the School of Design at the National Research University Higher School of Economics, the online Synchronisation platform, the Shcheloch design studio and the Loud Fishes creative agency



Many of the course materials will be available **in an open format for anyone interested** in the Prostor community

VK: educational project ‘In short’

VK launched an educational project ‘In short’ for schoolchildren 9-11th graders with the participation of famous bloggers and artists. The project consists of three parts and covers **49 works of Russian and foreign literature**:

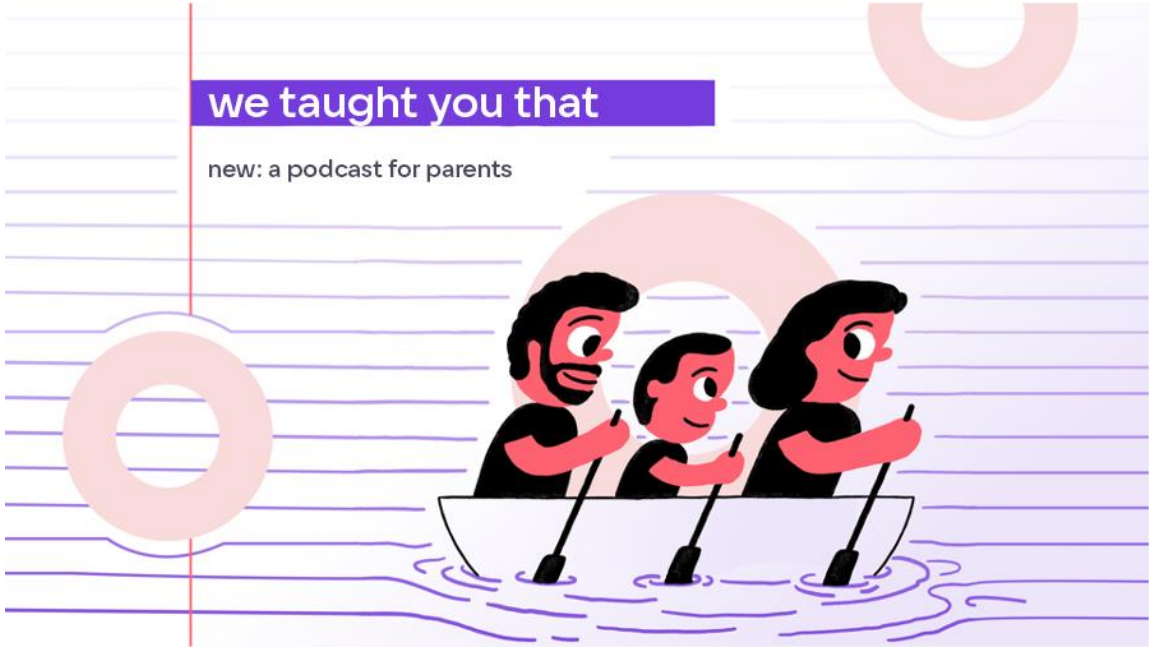
- **Audio episodes.** 20 episodes of VK Music podcast with actor Leon Kemstach and artist Amirchik. In each episode schoolchildren will hear a summary of the works of the compulsory school programme
- **Vertical videos.** For schoolchildren who prefer the format of short vertical videos, there was prepared a series of clips with popular bloggers. Kamila Valieva, Artem Waterfork, Sasha Novikov and others told a summary of 20 masterpieces by Russian classics
- **Animated clips.** Animation lovers have been prepared a ‘In short. Conspectus’, developed in co-operation with the Artemy Lebedev Studio. This is 30 animated clips with a brief retelling of literary works



Uchi.ru: podcast for parents

The online education platform Uchi.ru has launched a podcast for parents called "'We taught you that'

- The podcast focuses on the emotions that adults and their children experience while in school
- The moderator of the podcast, social psychologist and educator Lilia Brynis, talks about the feelings of parents and children during school and analyses these emotions
- The podcast is released once a week in the Books & Shows section of the VK Music app and in the music section of the VKontakte mobile app. The video version is available on the VK Video platform



VK Grants: culture support

VK has opened applications for digital grants for bloggers and cultural institutions

RUB 30 million

will be allocated by VK to promote the digital content of authors and projects in the cultural sphere

Digital Grants is the second stage of VK's Grant Programme aimed at supporting digital content in the sphere of culture and art. The programme launched in early 2024 and consists of two parts: cash grants for content creation and digital grants for promoting content on Vkontakte

The total grant fund of the project in 2024 will amount to > RUB 60 million



VK Communities: safe travelling

VK Department of Communities Relations together with VK Dobro, the POLINA Women's Crisis Centre and the Safe House Foundation launched **the project ‘Not Scared Alone’**. Its goal is to support girls travelling solo and tell them how to act in emergency situations

>100 VK authors

supported the project by sharing their personal and professional experience

As part of the project, specialists from the POLINA Crisis Centre and the Safe House Foundation developed a detailed guide with safety tips. In it, the experts analysed crisis situations in detail and described step by step how to get out of them without any damage



VK team



VK Team Junior

At the beginning of summer, VK Team Junior family event for employees and their children was held in eight cities

The programme included family quizzes, music quizzes from VK Music, reports on AI in voice assistants and even children's job interviews

Incidentally, the position of ‘Peach's assistant’ turned out to be the most popular, ahead of LEGO developer, VK Play game blogger and Master of office chair racing

> 2,000 guests

attended the VK Team Junior event in eight cities





Corporate governance

VK: management system modernisation

VK announces changes in its management structure, which are aimed at the efficient use of end-to-end technologies, accelerating business decisions and introducing innovations in products and services:

- **The Odnoklassniki social network (OK) will be managed by the Management Team,** which will include representatives of VK's Top Management and representatives of OK's Management. The Management Team will be responsible for operational processes, strategic decision-making and development of the social network
- **The music and video services VK Music, VK Video and VK Records have been merged under the leadership of a new Vice President, Nikolay Duksin.** He will be comprehensively responsible for this area, including its product development
- **Advertising technology and ML systems are merged under the leadership of Anton Frolov, Vice President of AI, Content and Recommendation Services**

VK: data centre in St. Petersburg

VK plans to build a new data storage and processing centre in St. Petersburg. It will become **a base for the development of a high-tech cluster in the region**. A partnership agreement was signed at St. Petersburg International Economic Forum by St Petersburg Governor Alexander Beglov and Vladimir Kirienko

A network of own data centres will help maintain high performance and reliability of VK services for users and business. The company plans to use cloud technologies as the basis of its IT infrastructure, which increases the flexibility of computing capacity management and the return on investment in it

The construction of the new data centre contributes to the formation of favourable conditions for the development of IT infrastructure and the creation of **> 250 new workplaces in the region**

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