Key ESG projects and events

Q2 2023

Key ESG projects and events for Q2 2023

Environmental responsibility

- VK organized a **campaign to collect old equipment "Electrovesna"**. During the week, VK employees managed to collect and recycle **>117 kg of electrical junk**
- Users of the "Drudoe Delo" service completed >8,000 environmental tasks

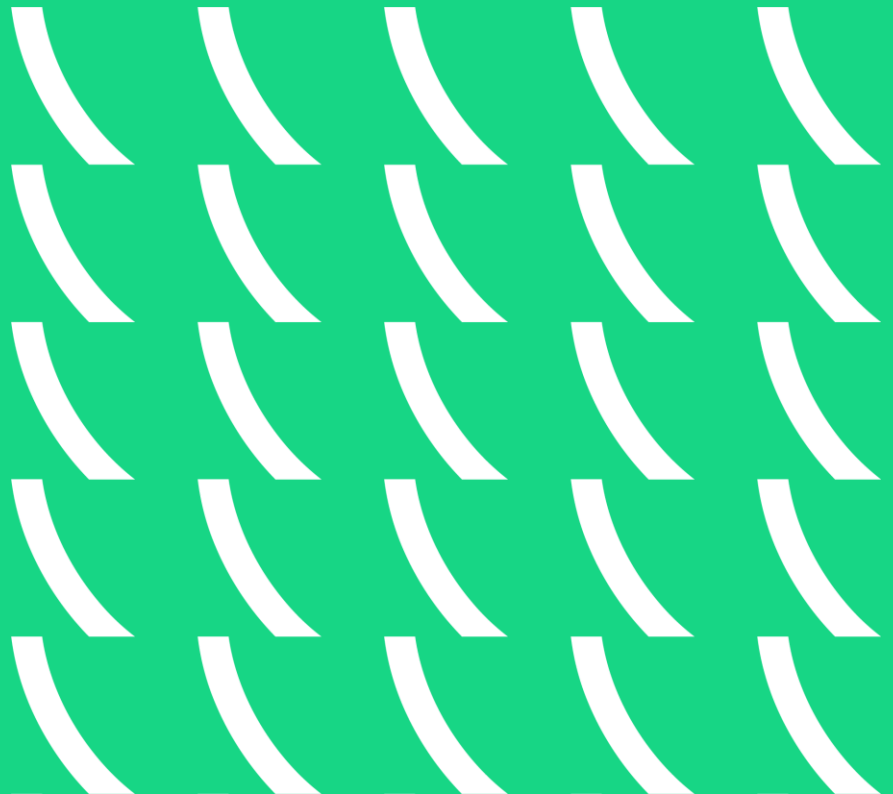
Social responsibility

- Spotty the Dog from the first charity NFT collection VKontakte CryptoSpotty helped raise **RUB 2.7 mn**
- VK launched the annual **social campaign** "Children's Day on the Internet". PR coverage - >32 mn
- An internal course on digital accessibility for VK developers was launched

Corporate governance

- 166,000 users enabled a filter **allowing to hide obscene words** in posts and comments
- Started testing the OnePass function **for passwordless authorization** in VKontakte, VK services and partners.

Environmental responsibility

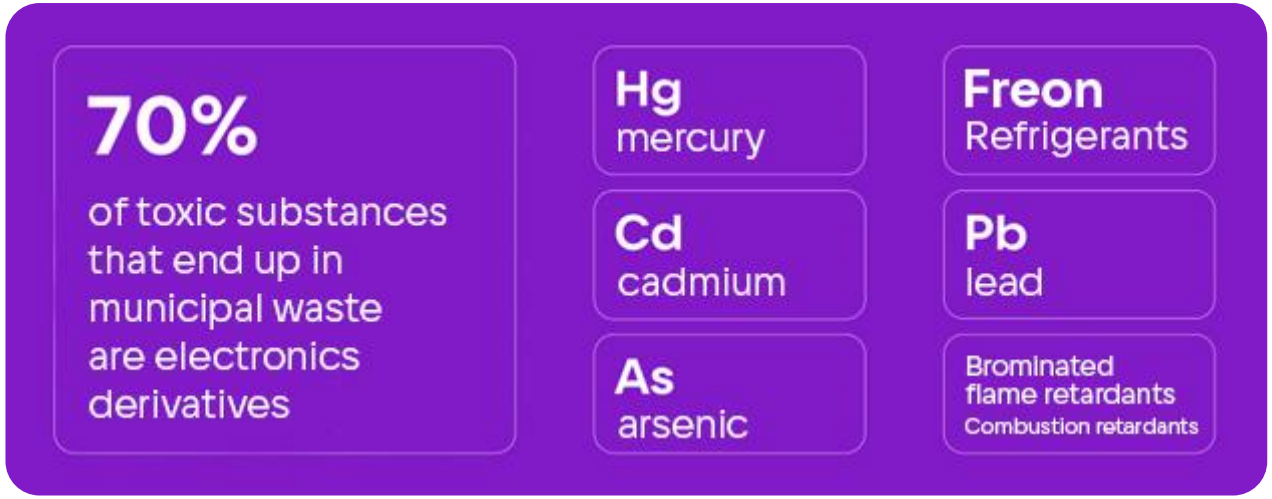


“Electrovesna” campaign in Skylight

- In May 2023, VK launched a traditional **"Electrovesna" campaign for employees to collect old equipment**. Any employee could take part and hand in a hairdryer, iron, phone, player and other electronics at the company's head office

- During the week, VK employees managed to collect and recycle **>117 kg of electrical waste**





Drugoe Delo: environmental care

Drugoe Delo

Offline Online

1 April – 30 June, Russia

In Q2 2023, users of the "Drudoe Delo" service donated materials for recycling, participated in eco-activities, held clean-up days, planted trees and used the water footprint calculator to calculate their impact on the environment



RECYCLE♻RZN
Container for lids
+515



RECYCLE♻RZN
#ECODUTYDAY
+1 185



Sberbank Life Insurance IC LLC
Plant a tree — save a life
+450

8,000 tasks completed

4,200 unique users



ROUND!
Seed
+440

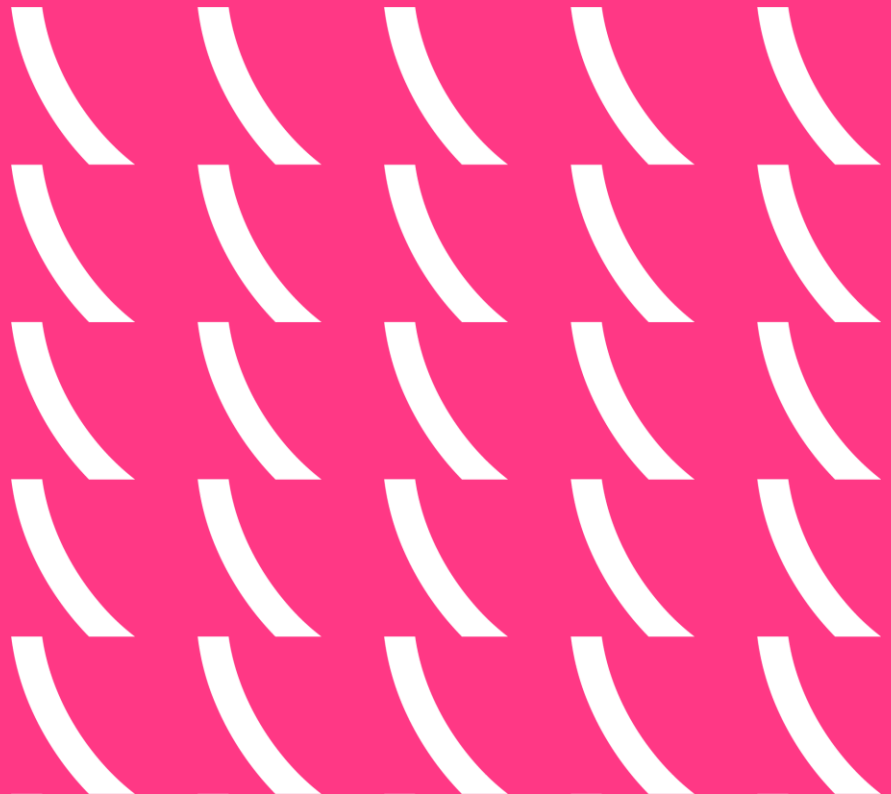


ROUND!
Water purification
+145



"Ecotorium" Environmental Education Center
Cleanup Day is a good thing
+4 000

Social responsibility



VKontakte: social projects

RUB 2.7 mn

helped attract Spotty the Dog from VKontakte's first charity NFT collection CryptoSpotty

- 90% of NFT tokens were sold out in half an hour, and the entire collection of 8,000 CryptoSpotty tokens sold out in less than an hour. >3,000 people became owners of their own tokens with the legendary mascot
- The company will donate the proceeds to the “Attention” charity fund to restore Buck's house in St. Petersburg



VKontakte: education



Together with the Ucheba.ru service, we organized a free online marathon for graduates. Future students were able to get acquainted with the leading educational institutions of the country and choose a university or college to study at. Communication was conducted via VKontakte chatbot

198

publications in federal and industry media. A total of >1.3 mn people took part in the campaign

VKontakte: culture

For the 150th anniversary of Rachmaninoff, the leading federal and regional philharmonic societies were united.

>9 mn performance views

Once again, museums from all over the country were united on the platform. The special VK Video and VK Clips section featured lectures, concerts, excursions, and masterclasses from >50 institutions.

>5 mn views,
145 media publications



VKontakte: charity

- Received an award for the company's contribution to donation from the Blood Transfusion Centre
- Participated in the Better agency's research with trends and recommendations for NPOs on sustainable brand development
- For Children's Day, we released a charity stickerpack highlighting the role of mentoring for children from difficult families and supporting the Big Brothers Big Sisters Foundation. >50,000 people helped the foundation
- Participated in several conferences on social topics: White Nights of Fundraising, NPO Media School and others



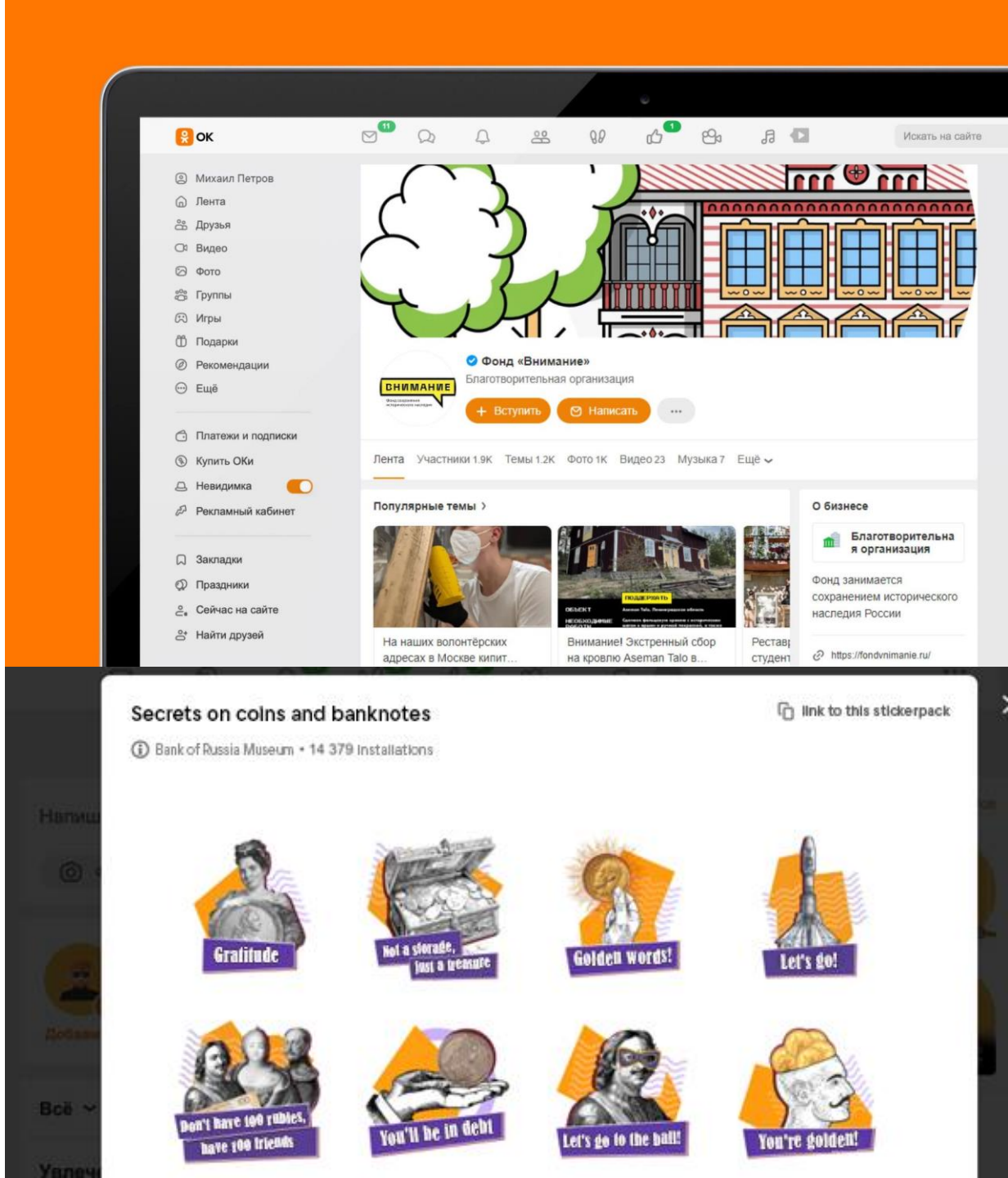
VK Music

- VK Music together with the podcast studio "Storm" launched a new season of the popular art podcast "Muses"
- In the episodes viewers learnt about the lives of women who remained in the shadow of their famous men, but played a key role in their formation
- The episodes are voiced by Olga Seriabkina, Suzanne, Mary Gu, Lolita Milyavskaya, Dead Blonde, Elena Pinskaya and other famous women, whose voices tell unusual stories of the lives of the companions of great people



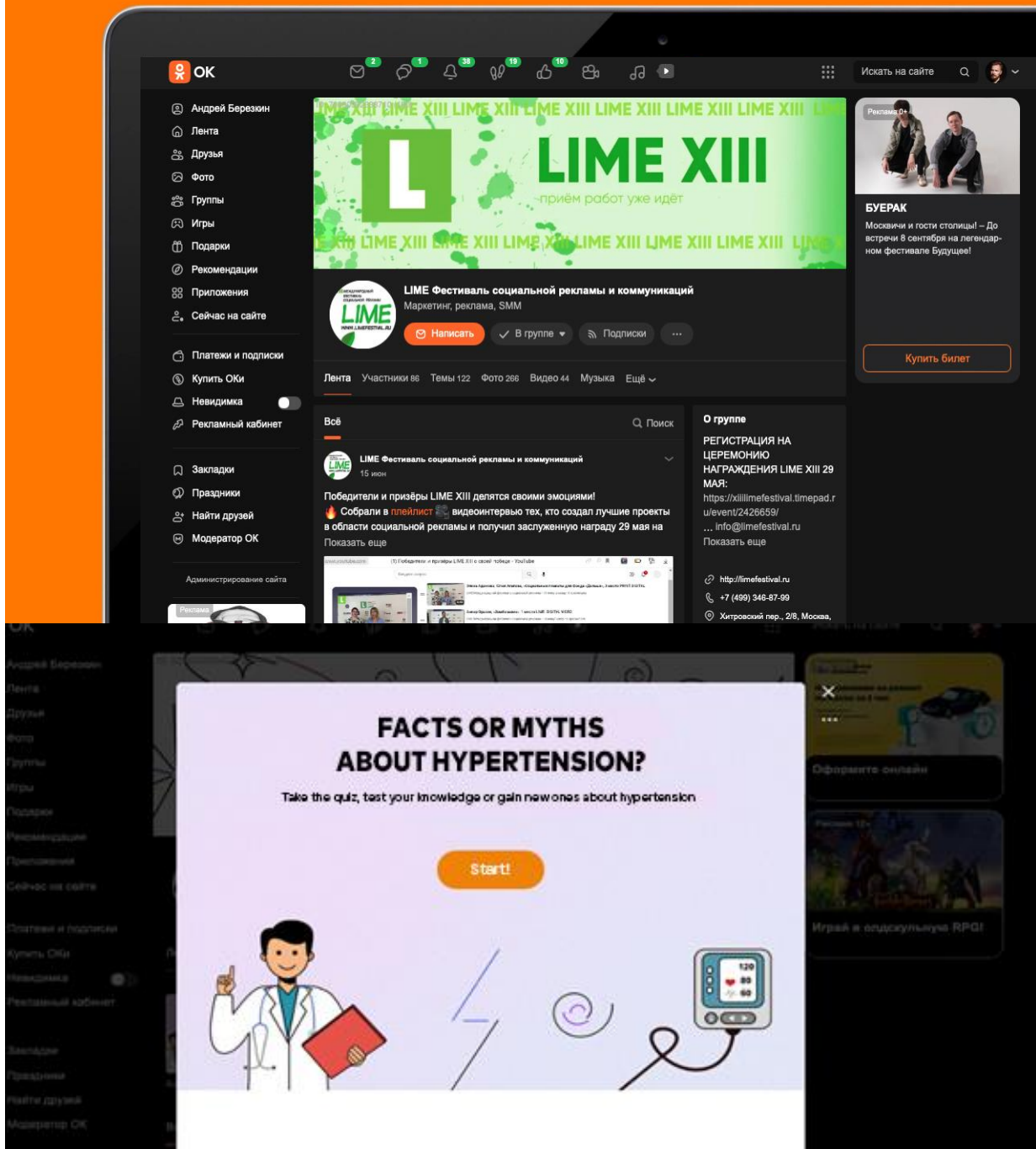
OK: cultural projects

- OK and the “Attention” Foundation launched a special project "Cultural Heritage Month" to mark the International Day for the Protection of Monuments and Historic Places. The publications reached **600,000 views** and **36,000 times** users decorated their avatars with the thematic frames of the project
- OK together with the Museum of the Bank of Russia launched the project "Secrets of Money: from History to Modernity", which told users about the evolution of money. The airings and posts reached **>800,000 views** and thematic stickers were installed **>14,000 times**
- OK together with the **Museum of Cosmonautics** prepared a series of popular science lectures from famous scientists, and a thematic vertical with videos from the **Museum of Cosmonautics and Roscosmos** was launched in the hobby service, which was used by **40,000 users**



OK: social projects

- **11 foundations** won a grant competition and were given the opportunity to further promote their projects on the OK platform
- OK together with the **ORBI Stroke Foundation**, launched a series of useful materials on hypertension. The coverage of the publications reached **>150,000 views**, and **>15,000 users** took part in a thematic quiz aimed at raising awareness of the problem of hypertension
- OK were a partner of the **international festival of social advertising Lime**, and the winning videos of the festival received a total of **>900,000 views**



VK Education: schoolchildren

- VK, MIPT and Bauman Moscow State Technical University organized the **"Technokubok" sports programming Olympiad**. This year 64 people became the winners of the "Technokubok", 170 people took prize-winning places. All stages of the Olympiad were held on the All Cups platform
- VK was a **partner of the All-Russian Olympiad of Schoolchildren in Informatics**. 27 finalists were the winners and 132 participants were runners-up
- VK supported the **All-Russian Mathematics Olympiad**, the final stage of which was attended by 487 students from different regions of Russia. The company rewarded three participants in a special nomination from VK



Uchi.ru: schoolchildren

- On International Children's Day, Uchi.ru opened full access to the platform to children from large low-income families as part of its annual charity campaign. 1,062 families took part in the campaign
- **The "Discover St. Petersburg" quiz** was launched on the Uchi.ru platform, dedicated to the 320th anniversary of the Northern Capital and aimed at familiarizing schoolchildren with the history and modern development of the city. >350,000 schoolchildren took part in this quiz
- Uchi.ru **hosted the quiz "Discovering the Perm Region"** in honor of the city's 300th anniversary. The quiz is aimed at familiarizing schoolchildren with the cultural and historical heritage of the region. It was attended by >230,000 schoolchildren



Sferum

- As part of the Year of the Educator and Mentor, **Sferum announced a nationwide online competition for students and teachers, Faces of Sferum 2023**. This is an opportunity to exchange experience with the country's best teachers and mentors and share knowledge on how to use digital technologies in education

- Sferum launched **the #MySferum creative competition for school and college students**. Schoolchildren across the country had the opportunity to try their hand at creating stickers for Sferum's VK messenger profile chat rooms. The authors of the best works will receive prizes



VK Education: students

- **VK Day** was organized in Primorsky territory, with >1,300 students from FEFU and other universities and colleges of Vladivostok joining in person, and the VKontakte broadcast was viewed by >224,000 people
- VK has launched enrollment for a **summer paid internship**. Internships are available in more than 30 in-demand IT and digital areas.
- VK Education has allocated **grants for students of the Higher School of Business** of the National Research University Higher School of Economics. The grant program is intended for students enrolled in 2023 in the Bachelor of Digital Innovation in Business Management. VK will pay for a semester of study for the best students

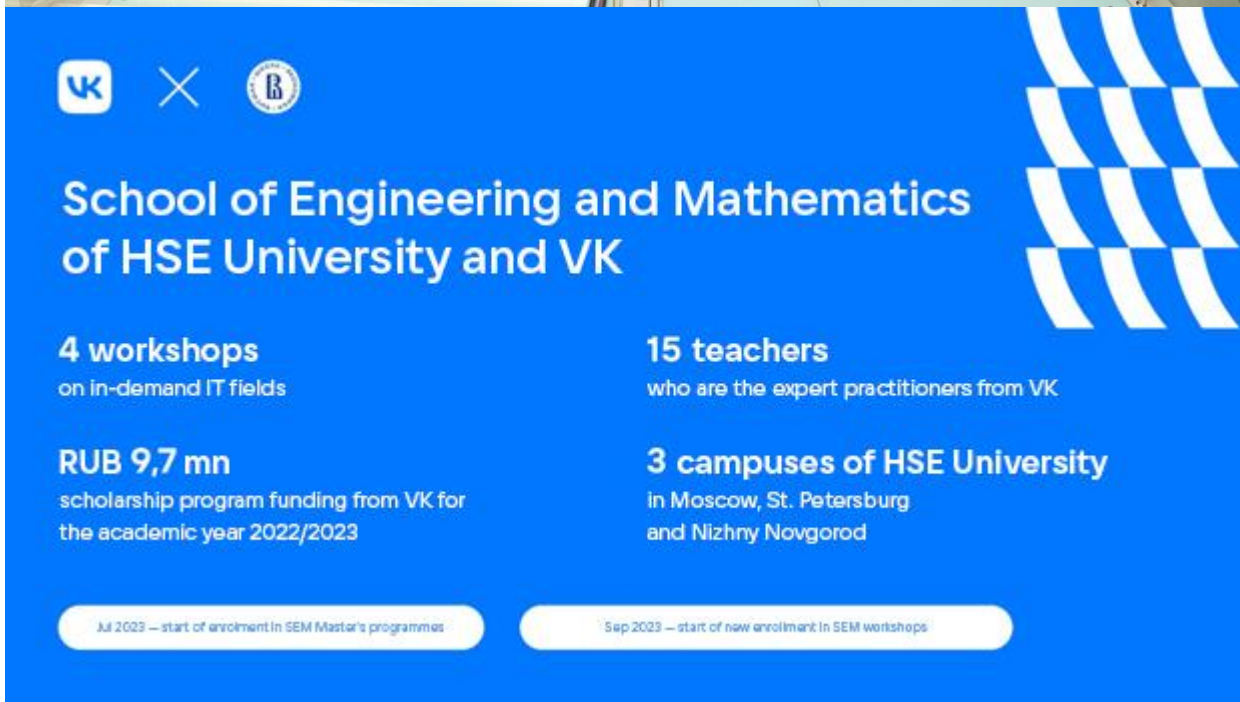




VK Education: students

- VK Education and ITMO launched the enrolment of students for the **master's program "Distributed Web Services",** under which experts and teachers will train specialists to create and maintain web services
- VK Education and the National Research University Higher School of **Economics summarized the results of the first year of work of the School of Engineering and Mathematics.** For two semesters, 40 students of the School developed projects in four workshops
- An updated location of **VK educational center was opened in RTU MIREA**. Now students and teachers of the university have all conditions for convenient work, study and educational activities in a new stylish and technological space





VK Education: programs and communities

- As part of the Year of the Teacher and Mentor, VK launched the **Digital Teachers Map**, a service that helps teachers share their experience and develop the educational industry. **>3,000 teachers have already joined** the Digital Teachers Map
- VK launched a **new season of the Ambassadors program**. Its participants will be promoting technology in schools, universities, local communities and other venues. VK experts will also provide training for ambassadors on content creation, community and personal brand development
- VK together with Skillbox launched a free educational **program "School of VK Authors".** The project is aimed at authors and bloggers developing VKontakte communities



VK Education: events

- VK Education, Uchi.ru and Sferum with the support of the Moscow Department of Education and Science organized a **free conference** on "How to behave on the Internet: main recommendations **for online safety**". The conference was broadcasted on VKontakte and Odnoklassniki and **received 300,000 views**

- **> 45,000 people visited the VK space at the All-Russian Festival of the Movement of the First** in Moscow and Stavropol. Festival guests took part in summer projects and activities of VK Education, Uchi.ru and Sferum's educational profile in VK Messenger



Prostor

- VK has launched a **new season of the Prostor creative platform for content creators**. The project combines five areas: design, media art, digital fashion, music video and web series creation. Finalists will be able to create projects in collaboration with creative industry experts

- Prostor together with STUDIO 21, VK Music, VK Records and FMT.JETLAG **launched "Force", a project to support young talents in the hip-hop industry**. Finalists with the support of VK Records will be able to record their own hits



Dreamlab Youth Laboratory

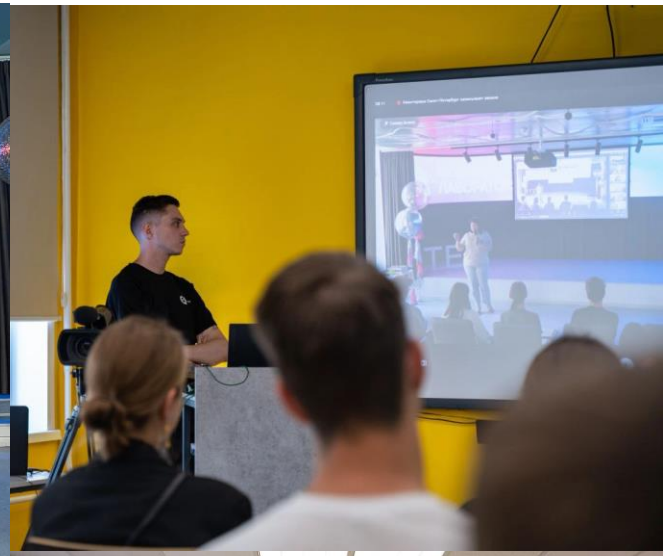
Offline Online

- **5 new laboratories were opened in 4 cities: Moscow, St. Petersburg, Krasnoyarsk, Novosibirsk. The flagship laboratory continues its work in Kazan**

- Youth Services Development Lab, where talented teenagers from 14 to 18 years old, after receiving training from VK experts, create content, test services and implement ESG projects through the “Drudoe Delo” service together with partners

>300 residents



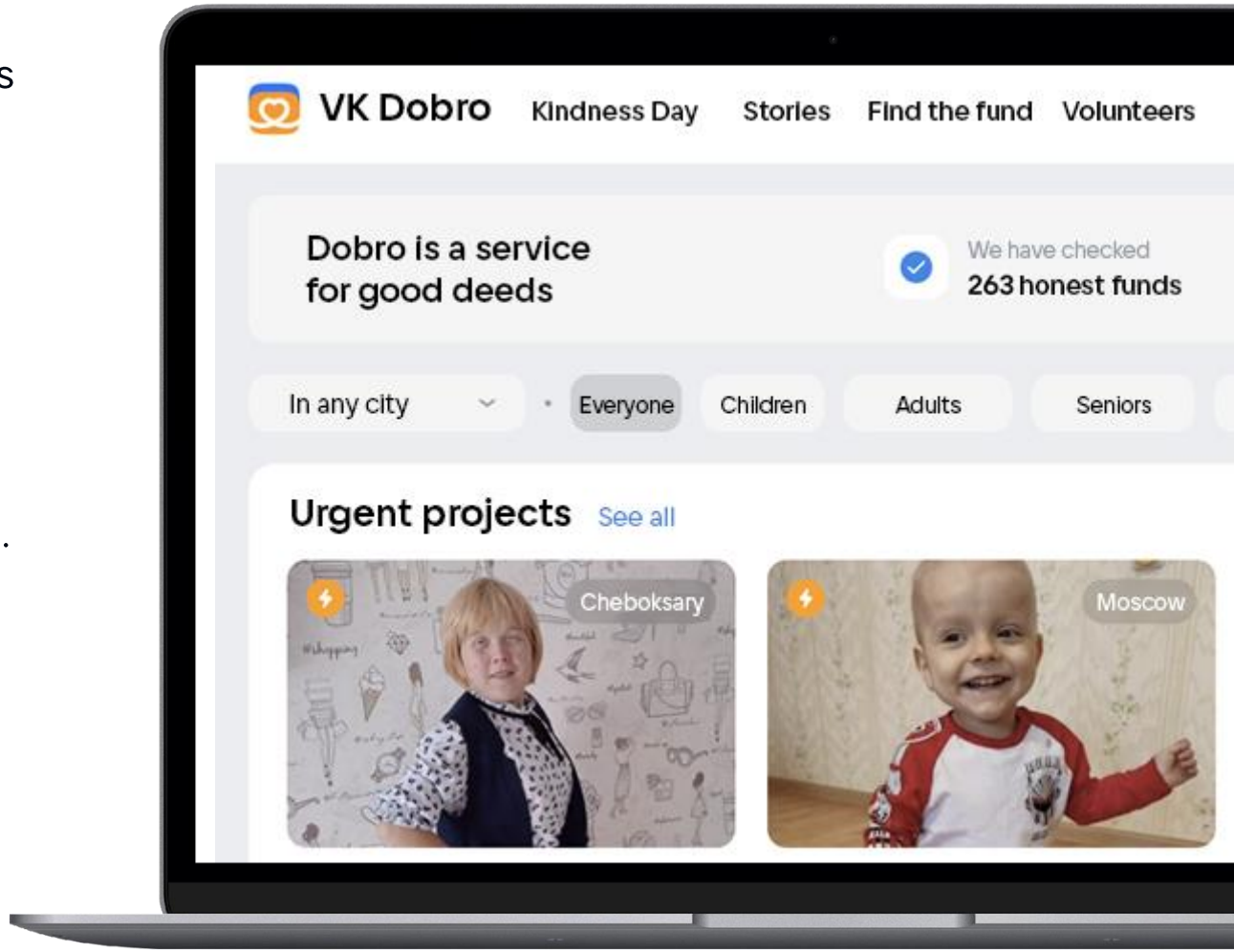






VK Dobro

- VK announced that Mail.ru's Dobro charity service has been updated. The platform is now called **VK Dobro**, and the service has changed its name and logo
- On 2 April, World Autism Awareness Day, Dobro Mail.ru continued the **" #Itspossibletomakefriends with people with autism" info-campaign**. Together with the Naked Heart Foundation, Dobro Mail.ru released a new series of short videos in VK Clips, in which people with autism answer common questions. The campaign has a PR reach of >10 mn
- Dobro Mail.ru users now have access to a new payment method - the Quick Payment System (QPS)



VK Social projects

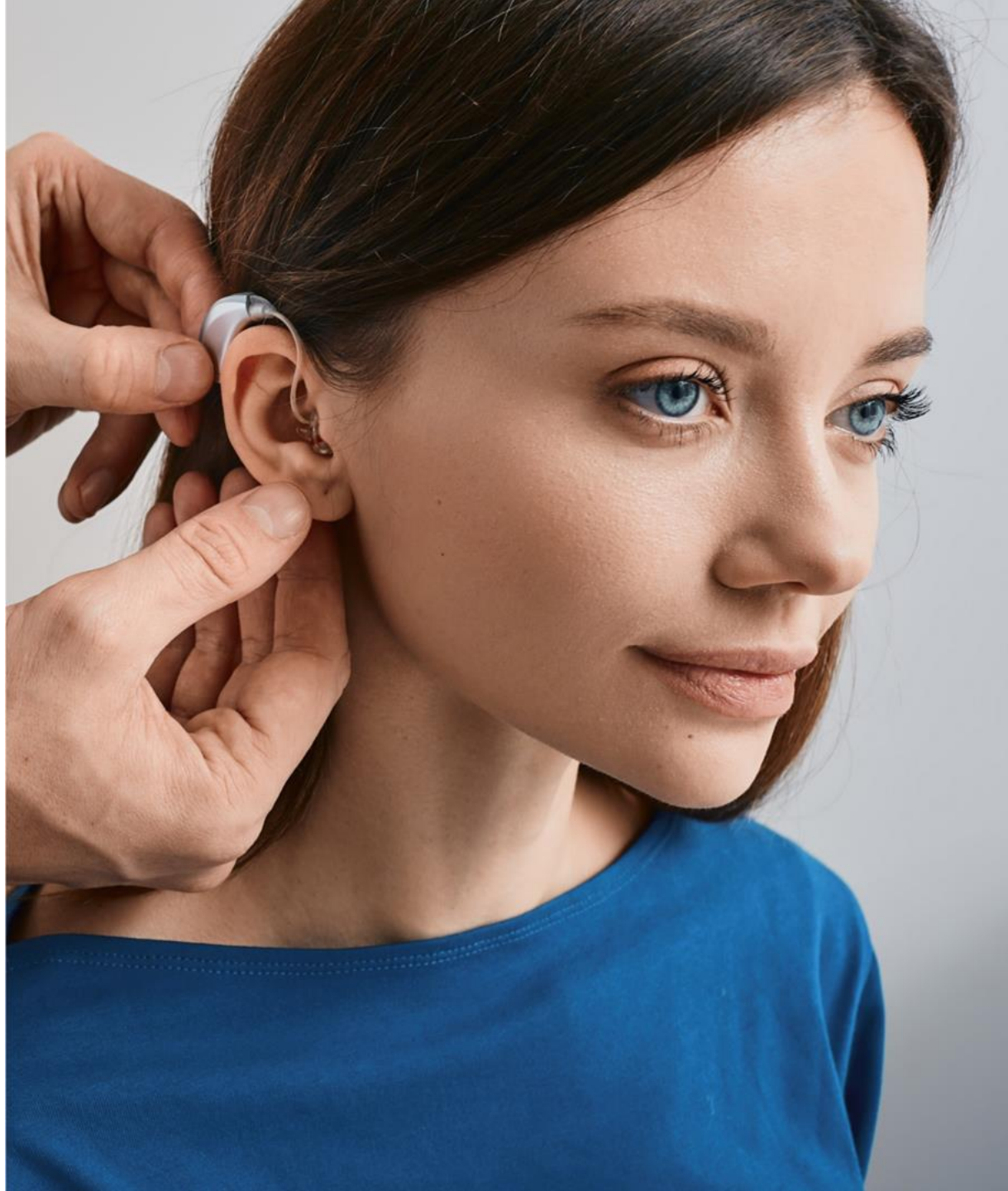
- VK Dobro launched a new initiative - "Dobro for Business" **free consultation meetings** where experts will help companies develop a social or charitable project that will not only have a positive impact on the brand image, but will also help solve a social problem and bring positive impact

- Experts from the “Anti-Cyberbullying Day project” (VK project) and the hh.ru service asked HR specialists about their attitude to candidates' involvement in cyberbullying and learnt about the potential impact of bullying on the careers. A special lecture on the topic was organized on Skillbox, as well as a thematic podcast "Life after work", and media materials were published



VK: content for everyone

- 18 May is the **Digital Accessibility Awareness Day** around the world. In honor of this day, VK conducted a social campaign that social networks and the Internet should be a place of comfortable communication for users
- According to the research conducted in VK the day before, every fourth (24%) user has ever encountered content created by people with disabilities on the Internet, and more than half (52%) are willing to watch content by authors with disabilities
- The heroes of the project were **bloggers with disabilities** and perception peculiarities: they filmed their VKontakte clips and told the stories of their blogging journey



VK and "Children's Day on the Internet"

VK launched its annual social campaign "Children's Day on the Internet" on the eve of 1 June. This year's project is dedicated to the support of kid bloggers. Psychologists from the "Travli NET" program became experts. There were >100 news items with research figures in the media, PR coverage - >32 mn

- **VK safety experts** prepared a playlist with videos about child safety in the VKontakte group
- Educational platform **Skillbox** launched a free course for parents "Safety and development of children on the Internet"
- **OK** together with the "Naked Heart" Charitable Foundation launched a series of publications for parents of children with autism
- **Dzen** has collected a selection of information that helps teenagers to better understand blogging
- **The RuStore app store** has collected a selection of apps that will help children create content



VK: digital inclusion course for employees

- On 16 May, an internal course on digital accessibility for VK developers was launched
- In fact, it is even three separate courses for specialists in the areas of Web, Android and iOS. The introductory part of the course is universal and suitable for everyone without exception
- VK employees, as well as internal and external experts with different perception peculiarities: visually impaired, blind specialists in the field of digital accessibility, as well as a speaker with impaired motor functions participated in the creation of the educational program
- In the first month, >40 participants were trained, 10 of which are already implementing accessibility principles in their products





VK team



Initiatives to support employees in stressful circumstances

In May 2023, VK held a series of online meetings for employees as part of the “Towards Yourself” program.

>100 people participated in the meetings

The program included:

- Yoga and breathing practices (online and offline)
- Meditative practice with Tibetan bowls (offline)



Sports initiatives

VK continues to actively **support sports initiatives for employees**. In Q2 2023, initiatives were implemented:

- Formed 6 teams of 60 employees to participate in the "Hero Race". Regular training sessions are organized
- Launched an internal step marathon, in which 946 employees participate
- Conducted integration into the Moscow Half Marathon
- Won prizes in volleyball, swimming, go-karting, basketball, football, squash, table tennis and table tennis competitions





Donor Day

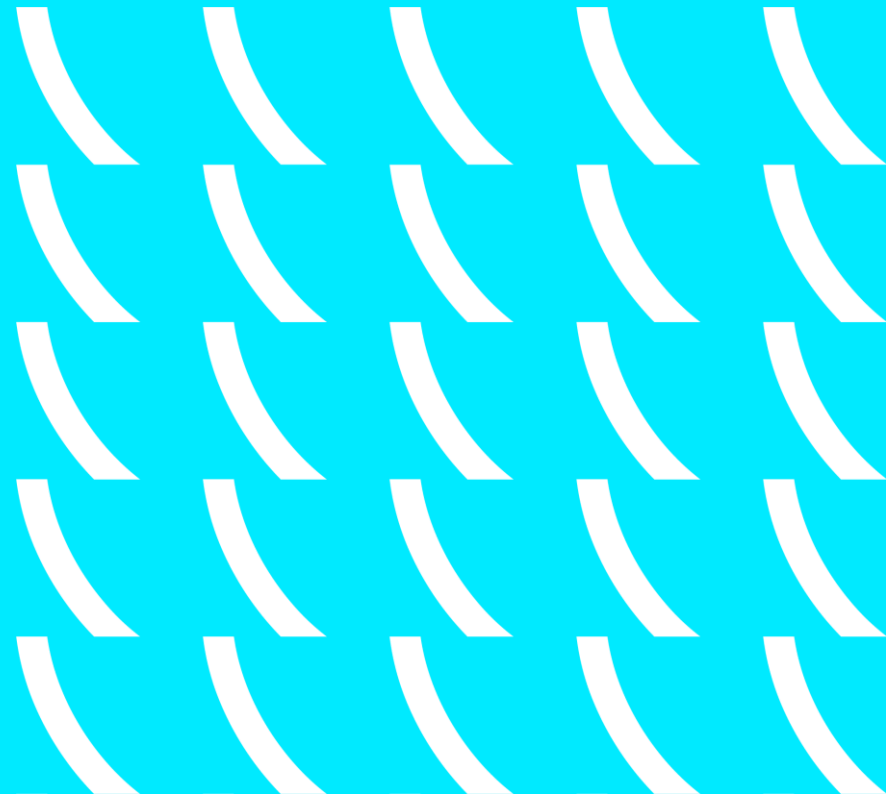
- Donor Day at VK is a good tradition. At the end of June in Moscow and St. Petersburg, we organized blood donation points right in the company's offices

- **105 employees donated blood**:
  47 in St. Petersburg and 61 in Moscow





Corporate governance



VKontakte: safety



166,000

users enabled a filter to hide obscene words in posts and comments

- Together with popular authors, launched an educational project "The Art of Safety". The artists created comics that tell users about the basic principles of safe online behavior. **>2 mn** users saw comics and positively evaluated the project
- Started testing the OnePass function for passwordless authorization in VKontakte, in VK services and partners. The news received wide publicity in the information field. 131 media wrote about the launch, including all major federal publications in the country

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