Key ESG projects and events

Q3 2023

Key ESG projects and events for the Q3 of 2023

Environmental responsibility

- “Kind Cupsharing” worked for the first time at the VK Fest in Moscow. The initiative raised RUB >200,000
- For the first time, VK organized a swap party in the Moscow office. **>100 employees donated 575 items** of clothing, accessories and house decor to be swapped
- VK organized the **VK Star Market** charity sale. RUB > 960,000 were raised and donated to the Second Breath Charity Fund via the VK Dobro service

Social responsibility

- VK Fest **will donate RUB 2.5 mn** to charitable organizations as a result of the purchase of Good Tickets
- VK Education has launched a subscription - **a scholarship program for students**
- VK received an award from the “Friends” Foundation and the ProCharity platform for the largest number of **intellectual company volunteers** in 2022

Corporate governance

- VK has incorporated environmental and social parameters into the Code of Responsible Sourcing

Environmental responsibility

VK Fest: ecology

- “Kind Cupsharing” was organized at the festival in Moscow for the first time. For a donation, guests received a reusable cup with the VK Fest logo, thus reducing the amount of disposable plastic used. There were also several special offers at the food court for guests with the cup

RUB > 200,000

donated by guests for Kind Cups to Moscow charity funds-partners of the festival

- Separate waste collection was organized at the VK Fest in Moscow and St. Petersburg. The ”Razdelniy Sbor” (Separate waste collection) team helped festival guests, talked about recycling and clearly showed what comes out of recycled materials



VK Star Market

VK held a charity sale **VK Star Market**. At the event, guests could purchase clothes and accessories from celebrities such as Klava Koka, Philipp Kirkorov, Vlad A4, VALYA CARNAVAL, Artemiy Lebedev, INSTASAMKA and others

RUB > 960,000

collected and donated to the “Vtoroe dykhanie” (Second Breath) Charity Fund via the VK Dobro service

VK STAR MARKET SALE

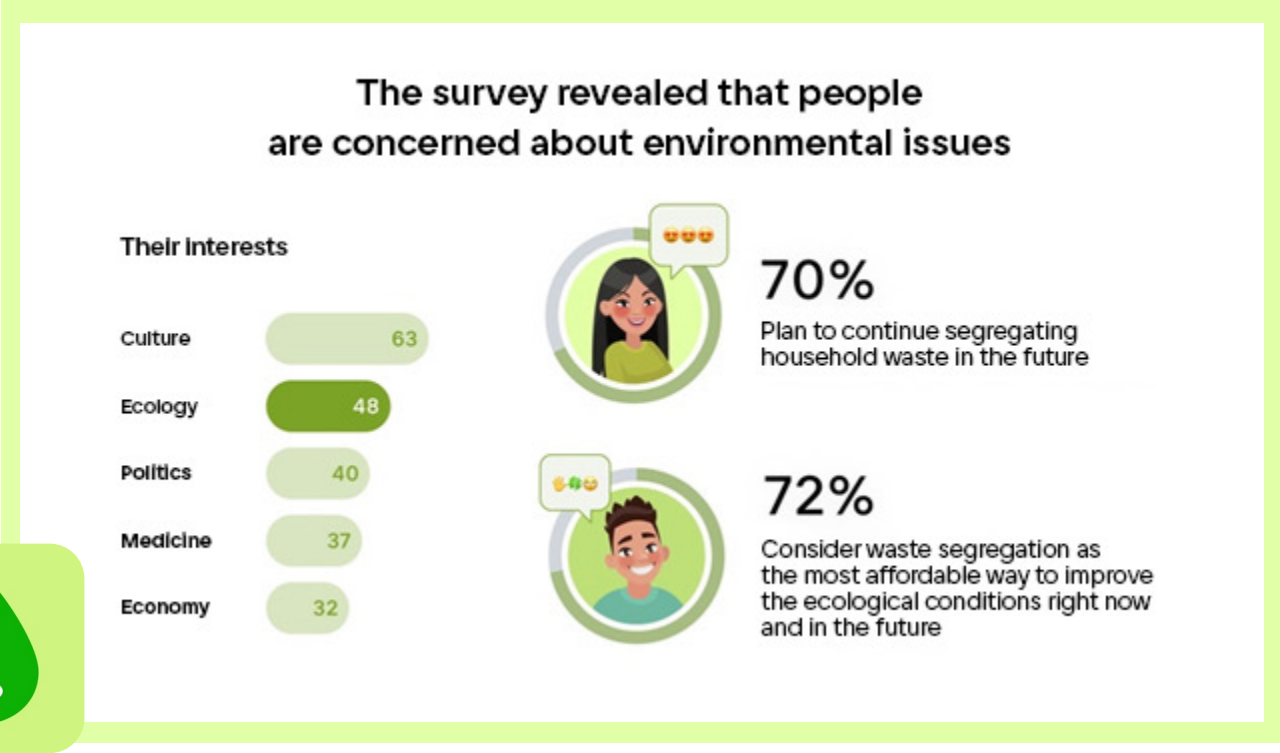
Especially for the market visitors, experts from the “Vtoroe dykhanie” (Second Breath) Foundation held a thematic lecture where they explained how to give a second life to their favorite clothes



VKontakte: ecology

The VKontakte team presented the [results of the study] of conscious consumption and environmental practices among users of the social network

- **56%** are familiar with the concepts of environmentally friendly and conscious consumption
- **44%** practice separate waste collection
- **95%** of users consider environmental issues important and require attention



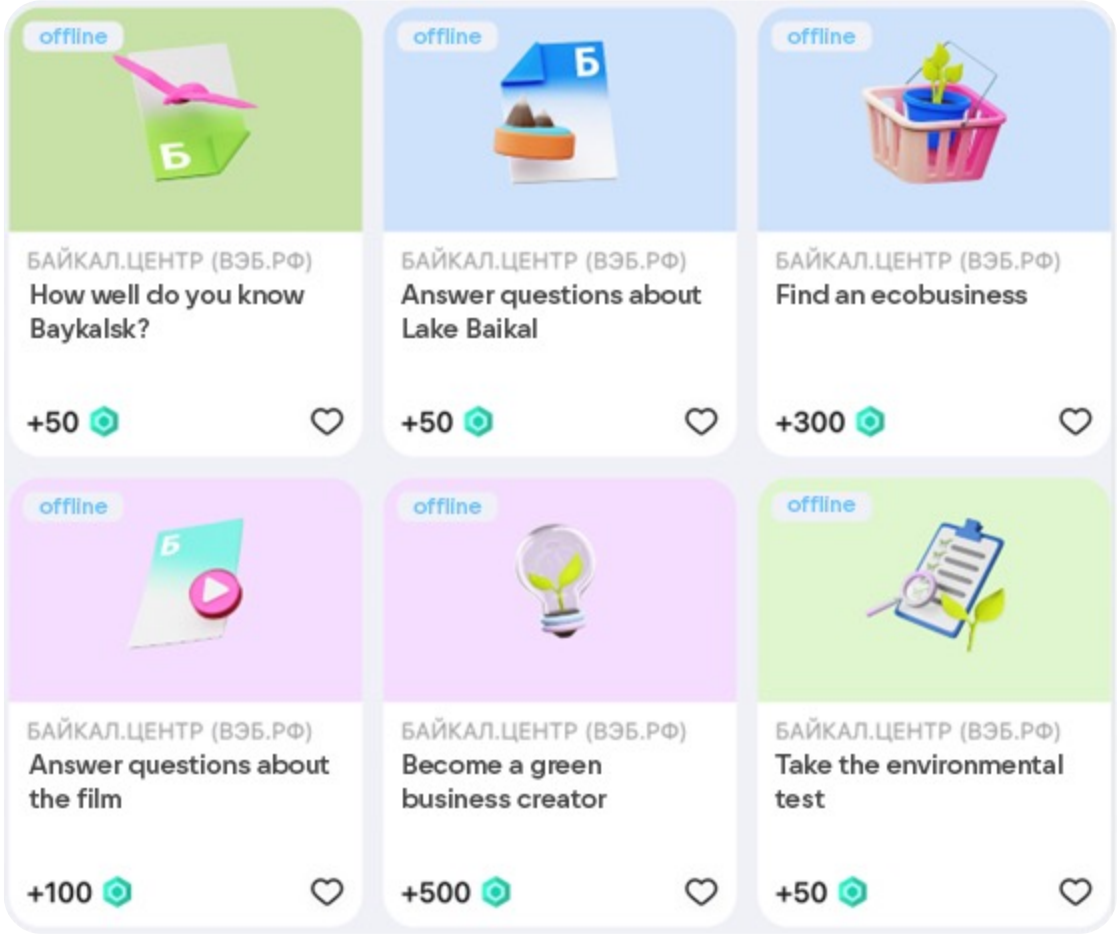
Responding to the requests and needs of the eco-audience, VKontakte launched the [”Ecoholic”] mini-app. The new service helps to develop ecological habits and take care of the environment

Другое Дело

Drugoe Delo x Baikal.Centre

Online **18 September - 2 October, Russia**

Users took part in the “With Baikal in the Heart” event, during which they participated in 10 activities on environmental topics: they learned about global environmental challenges and environmental projects in Russia, shared ideas for “green” business in the eco-city of Baikalsk, and watched film “By the Lake”, looked for eco-business in their city and answered questions about Lake Baikal



>12,200 tasks

performed by participants as part of the event “With Baikal in the Heart” in the service

>7,500 people

– unique users took part in the environmental activities

GeekBrains: urbanism

The educational platform GeekBrains, in partnership with the Institute of Urban Development of Tatarstan, held the open final of the “NeuroHackathon”

Among the key cases of the event, which participants will carry out using neural networks, are identifying locations and drawing up tourist routes in the Republic of Tatarstan, identifying illegal logging, planning landscaping in the region and developing a dog-friendly environment



>8,000 participants

offline from all over the world

>76 mn media coverage

50 publications

Lerna: ecology

- Lerna's local offices joined the World Cleanup day (17 September) and held a cleanup day in the areas of the “Bolshaya Almatinka” River in Kazakhstan, the park near "Cosmonauts" in Uzbekistan, the ”Ala-Archa” National Reserve in Kyrgyzstan, the "Old Orhei" historical zone in Moldova, and the “Caspian” coastal zone in Azerbaijan

- Lerna launched an ecological week of waste paper collection together with BC “Regus” in Tajikistan and BC “Asrtek” in Uzbekistan. The campaign is aimed at preserving forest resources





Lerna

Skillfactory: AgroTech

As part of partnership with Rosselkhoz bank, Skillfactory held a cross-functional hackathon, which resulted in students developing an interactive game for a partner on agricultural topics

The goal of the hackathon was to promote the idea of modern AgroTech and attract the attention of the younger generation to the industry



>100 Skillfactory students

of various specialties in the gaming industry took part in the hackathon

SKILLFACTORY

Skillfactory x Moscow Zoo

Skillfactory students at a joint hackathon with the Moscow Zoo developed a telegram-bot that helps promote the partner care program. In the bot you can find out your totem animal, and also learn more about the animal care program - “Friends Club”



SKILLFACTORY

Conscious consumption in the VK team

VK organized the first swap party in the Moscow office together with the “Vtoroe dykhanie” (Second Breath) Charity Fund

>100 employees donated 575 items of clothing, accessories and house decor for swap. The items that were not picked up at the swap were donated to the foundation and distributed to large families, low-income people, pensioners and people with disabilities

Employees could also buy rare merch from VK business units. The proceeds were donated to charity

RUB 20,000

collected from the sale of rare VK merchandise and donated to the “Vtoroe dykhanie” (Second Breath) Charity Fund

ВТОРОЕ ДЫХАНИЕ

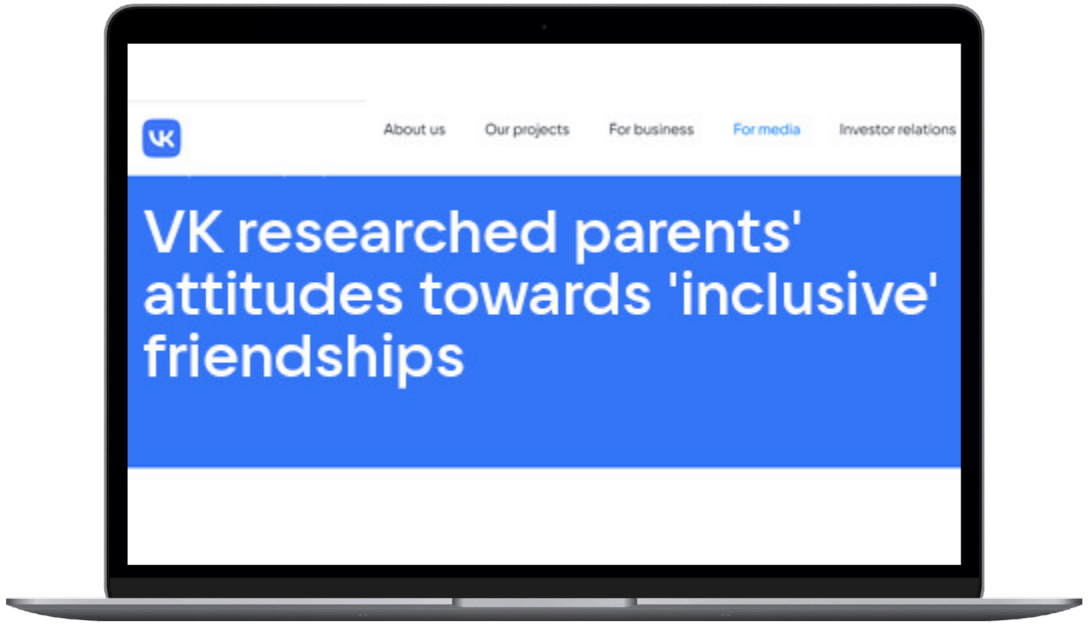


Social responsibility

VK: research on inclusive friendship

By September 1 (Knowledge Day), VK surveyed **1,400 parents from large and medium-sized cities** and found out how they feel about the “inclusive” friendship of their children

- **31%** of normotypic and non-disabled children from 4-14 ages are friends or acquaintances with children with disabilities
- **57%** of parents believe that this friendship is no different from friendship with children without disabilities
- **34%** of parents are confident that such communication is helpful for all participants



The vast majority of parents agree with the importance of widespread information about how to properly communicate with children with disabilities, and consider the lack of such knowledge to be the main problem in children’s interaction (41%)

VK Fest: charity

- VK Fest guests could buy a “Good Ticket” from VK Dobro and help local funds from the cities where the festival was held. The “Good Ticket” cost only RUB 100 more than usual, and VK doubled the guests’ contribution to charity. As a result, **VK Fest will transfer RUB 2.5 mn to charitable organizations**
- VK Dobro partner foundations worked at the festival, where it was possible to take care of your health, undergo rapid testing for HIV and ultrasound of neck vessels, and also become bone marrow donors
- During all days of the festival, >800 people were tested for HIV, >400 guests were diagnosed for the risk of stroke. Also, >200 guests have become potential bone marrow donors



VK Fest: inclusion

The festival team helped guests with disabilities to enjoy the festival atmosphere:

- The official VK Fest website was adapted for blind people. Festival grounds were checked for accessibility by wheelchair testers and volunteers. Podiums for people with disabilities were set up on the festival grounds in all cities
- Guests with disabilities (disability groups I and II) were admitted to the festival free of charge, having applied in advance. In total, VK Fest was visited by about 900 people with disabilities in all five cities
- For people with hearing disabilities, specialists translated the live broadcast of VK Fest into Russian sign language. The VK Fest broadcast in sign language was watched by >8 mn people
- Before the start of the festival, the organizers gave instructions to volunteers and security staff on how to communicate with people with disabilities

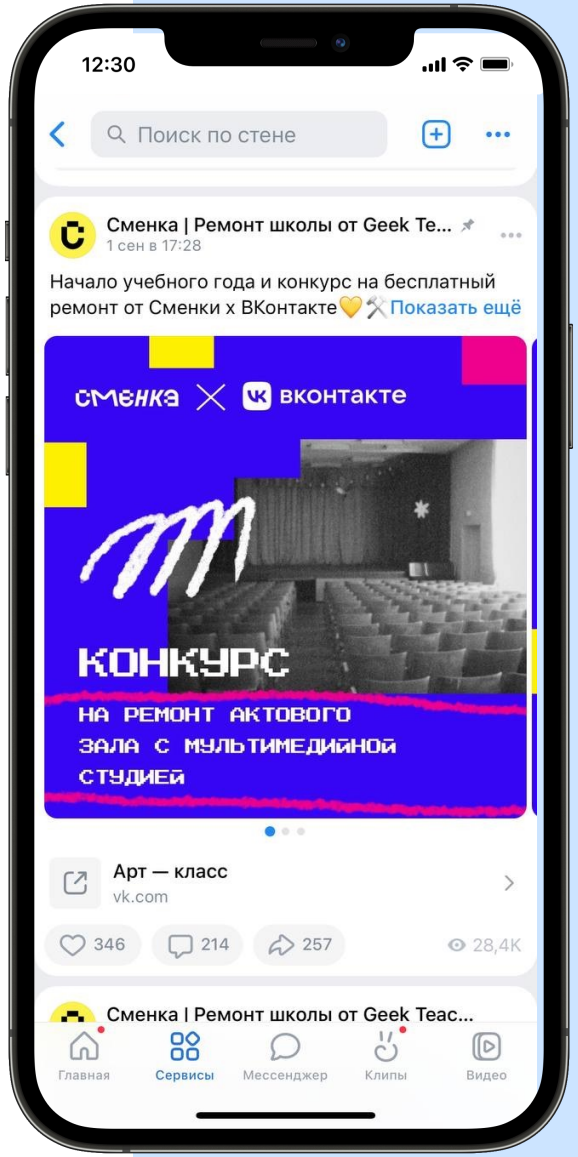


VKontakte: social project

VKontakte together with the social movement “Smenka” launched a competition for schoolchildren. The winners will receive a renovated assembly hall free of charge, which will become a multimedia studio and a platform for content generation

Acceptance of applications began on 1 September and lasted until 1 October. Creative works should be published in a special VKontakte service and then shared in your profile in the social network. The most active participants will pass to the second stage, where they will be interviewed by Smenka experts. Based on the results of communication, the winner will be determined - the leading school will receive free renovation and will be included in the Smenka show, which will be published in the project's VKontakte community

Singer and blogger Yulia Gavrilina will come to the school for the opening of the creative studio



VKontakte: comfortable digital environment

- VKontakte users now have the ability to hide obscene language in posts and comments. The user can enable the corresponding filter in “Settings”. At the user's choice, the statement can be displayed in its original form

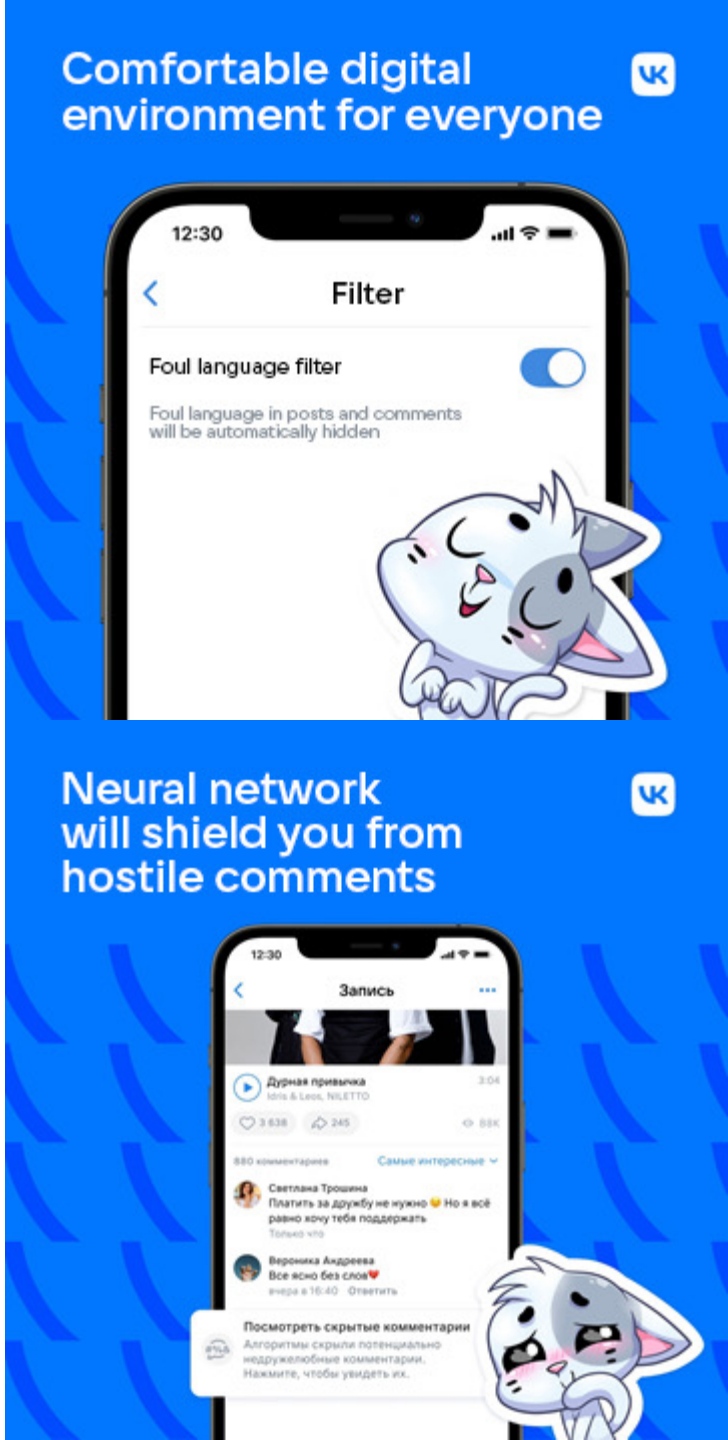
- The VKontakte team has developed a unique neural network that can automatically recognize toxic content in comments. Special algorithms based on machine learning now identify unfriendly comments and hide them under a special tag. The user can independently choose whether to read these content. The launch was part of VKontakte's strategy to provide a comfortable digital space

149,527 times

VKontakte users switched on the obscene language filter during Q3

>98.6 mn

toxic comments and replies have been hidden using a neural network since the launch



VKontakte: charity

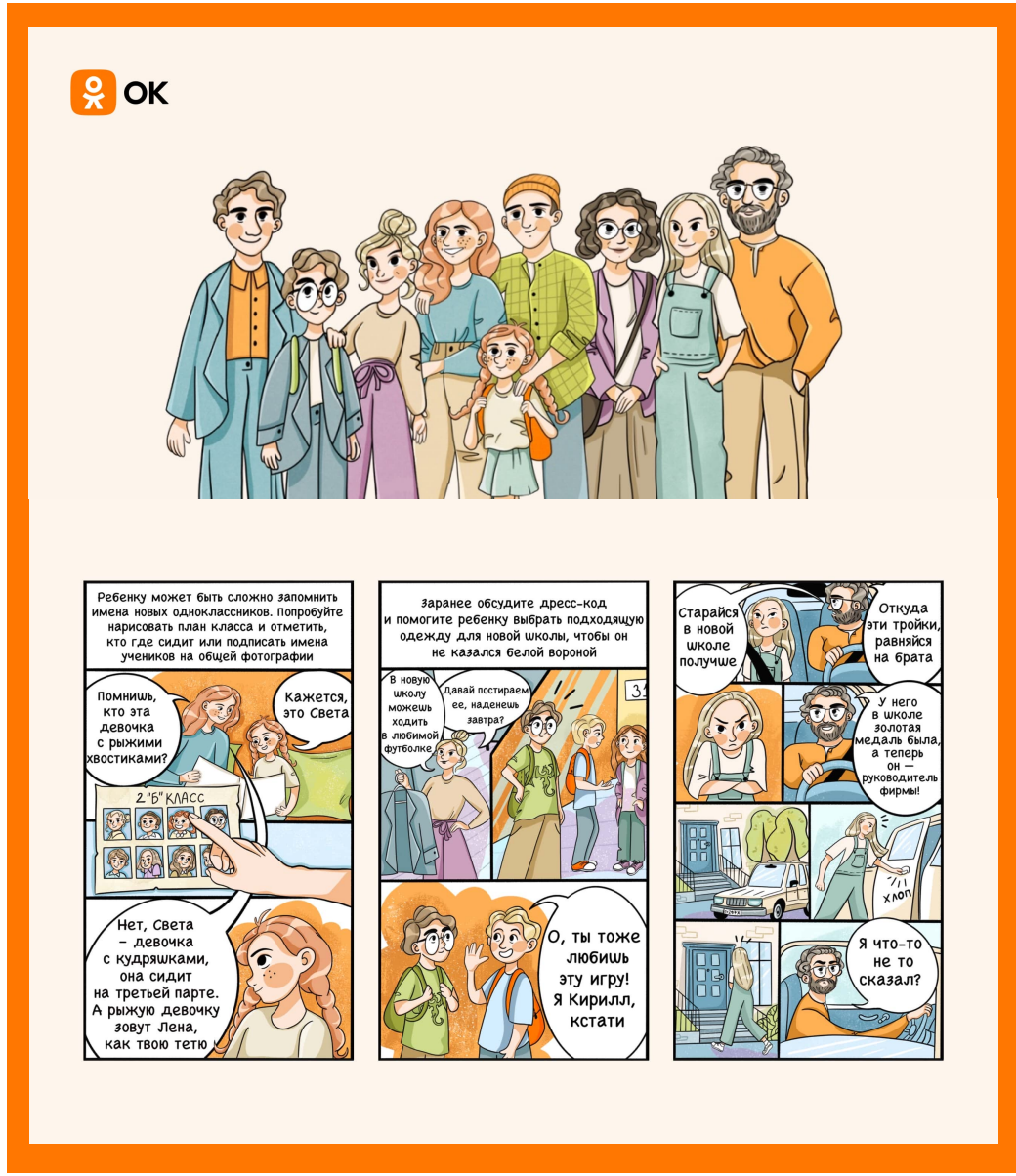
- In the “Festival of Gifts” service, dedicated to VK Fest, users collected RUB >4.8 mn for the “Nika” fund helping stray animals
- Since the beginning of June, participants of the “Festival of Gifts” performed tasks in VK Checkback and took part in the prize draw. A total of 66,036 charitable donations were sent
- A live broadcast about bullying on the Internet was organized with the “Shalash” Charitable Foundation. The program received 250,000 views
- To mark Stray Animals Day, together with the ”Nika” Charitable Foundation, organized a marathon in the Steps service. 78,067 participants joined the challenge, some of them not only supported the challenge, but also donated money to help stray animals



ОК: social project

OK with the support of the “Arithmetic of Good” charity fund, launched a mini-application dedicated to children's adaptation to a new school. It contains advice from psychologists in the form of comics starring schoolchildren. **>6,000 users downloaded the comic**

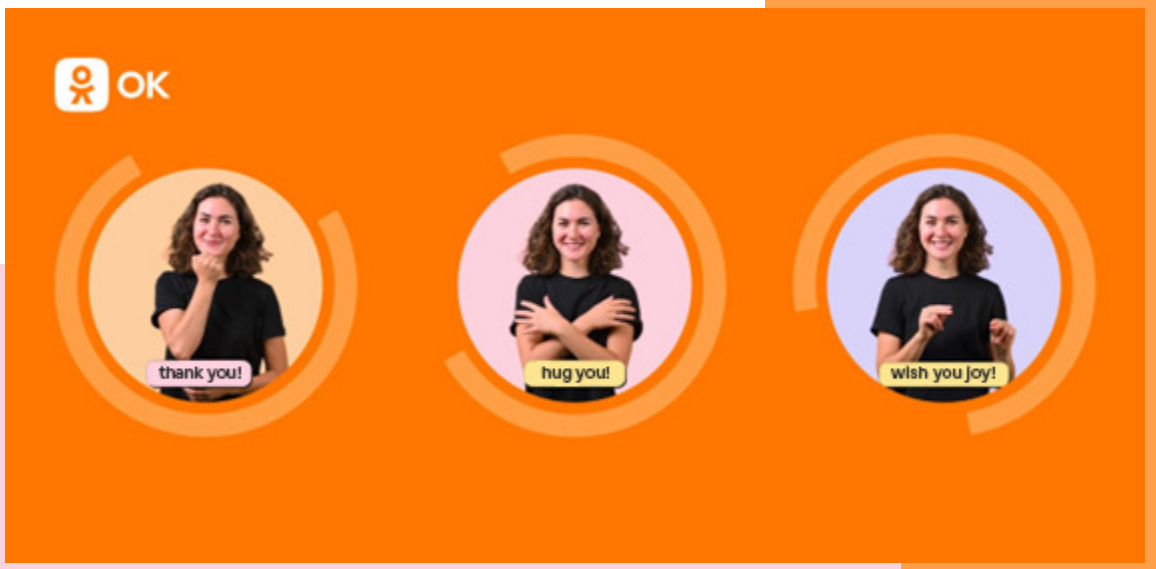
In addition to the advice in the comic book, the official group “Social Projects OK” also published a series of other recommendations from the Foundation's experts. Among them are tips on how to help children from foster families to adapt to a new school, what to do if difficulties start in a new school, and tips on parental support. **>150,000 users viewed the expert advice**



OK: inclusion

OK together with Surdoclass, an educational platform for the hearing impaired, released a series of video wishes with sign language interpretation

Users were able to learn how words of gratitude, compliments and other phrases look like in sign language. The video wishes are free and available in the gifts section



>255,000 gifts

were sent in total by users across all OK platforms

The aim of the project is to draw the attention of OK audience to the International Day of Sign Language, which is celebrated on 23 September

VK Dobro: 10 years of service

VK Dobro charity service celebrated its tenth anniversary and summarized preliminary results of their work:

RUB > 870 mn

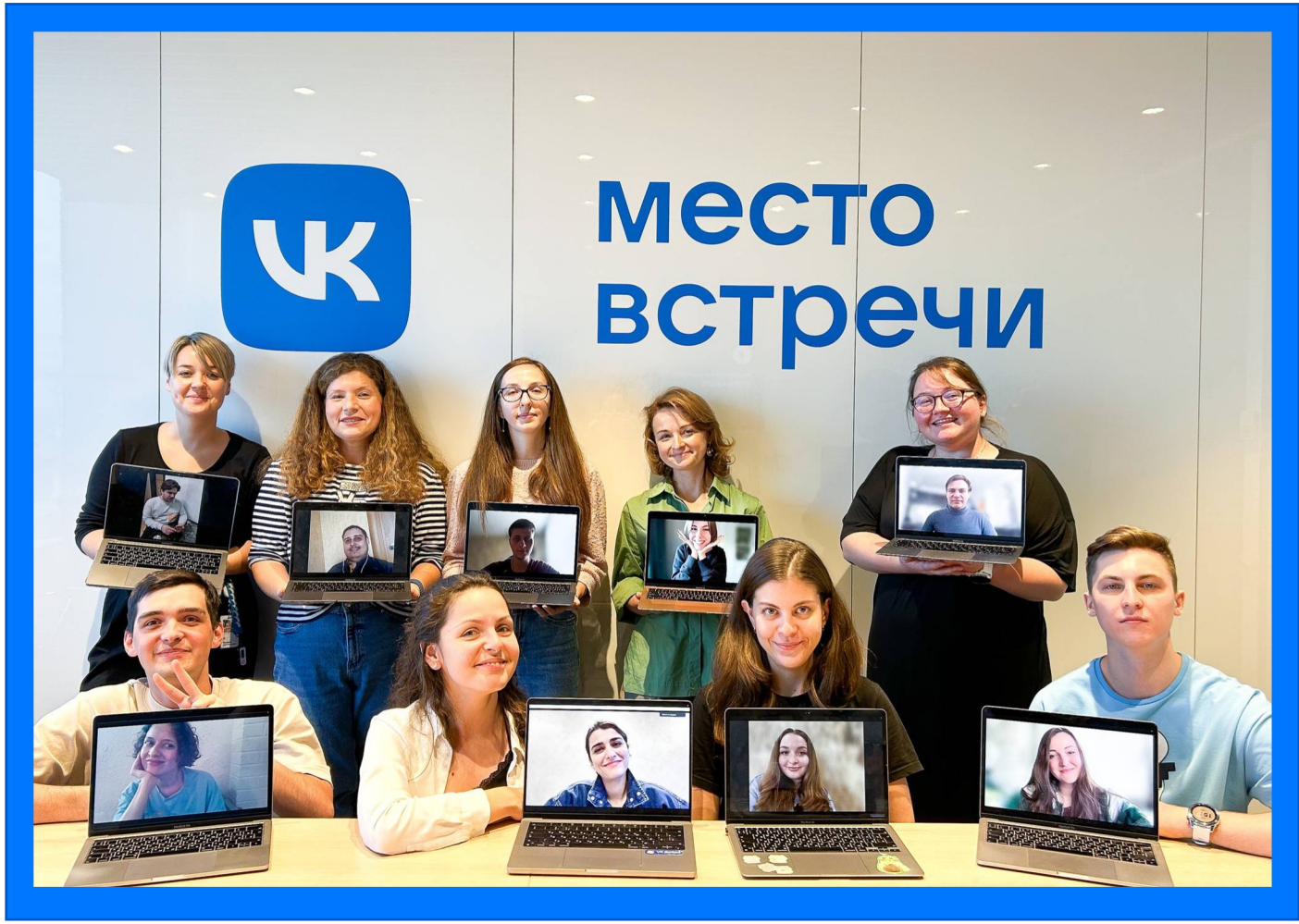
users of the platform have donated to charitable foundations over 10 years

2,644 collections

of assistance to charitable foundations have been closed by VK Dobro users for 10 years

271 funds

were tested and became a partner of the VK Dobro charity service



VK Education: schoolchildren and students

- VK Education launched career guidance activities in IT and digital areas for schoolchildren. New professions are now available to children in the “IT Profession Test Drive” service - **>93,000 users** tried their hand at the career guidance simulator
- The VK Education platform started enrollment for free courses in GO, Python and technical support. **>8,000 students** applied for the courses, of which **400 students** were enrolled
- VK Education and ITMO University launched a new master's program “Distributed Web Services”. **>200 students** applied for the program
- VK Education in partnership with the Skillbox platform and the “Meganom” Academy of Creative Industries opened enrollment for a free educational program dedicated to creating and developing a strong personal brand**. 70 people** completed training



Try out IT professions

In chat with real VK employees

education

VK Education: subscription

VK Education launched a subscription - a scholarship program for full-time students of any Russian university studying technical specialties

The subscription includes monthly payments (RUB 15,000 or 20,000) and opportunities for professional growth and career start in IT. The program's budget for the current academic year will be **RUB 45 mn**

>4,500 students

applied for a scholarship program from VK Education

Applications were received from students from NIU HSE, Bauman Moscow State Technical University, MIPT, ITMO University, RTU MIREA, MEPhI, Lomonosov Moscow State University, SPbSU, SPbPU, MAI and other universities



Skillbox: social project

- On 23 June 2023, Skillbox launched the first Russian EdTech social project “Step Up” for career guidance and vocational training of orphanage graduates in in-demand digital and IT professions with further assistance in finding employment. The project was implemented jointly with “Our Children” charitable foundation. A total of 28 participants were selected for the project

- Every month Skillbox offers non-profit organizations preferential access to any courses and professions. Twenty-four applications were received from NPO employees. NPOs would have paid **RUB >3.1 mn** if they had bought courses at full price





Skillfactory x Motorika

Skillfactory together with the partner Motorika, a Russian developer of bionic prostheses, held a hackathon for the school students

Participants developed a prototype of a game to restore mobility. The game will help people train their hands to control bionic prostheses

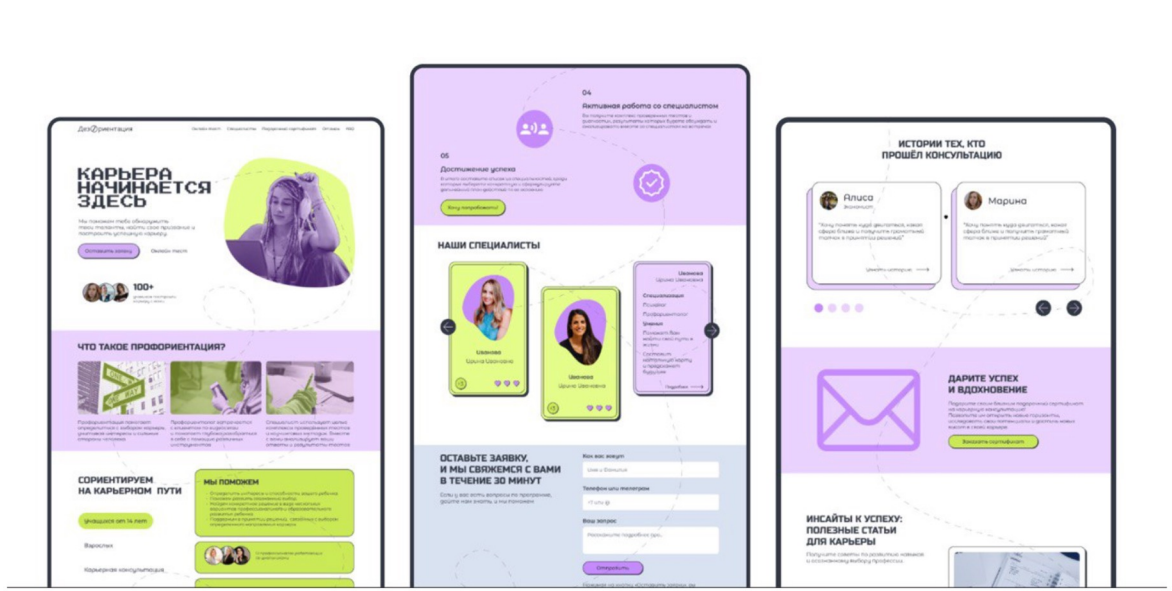


SKILLFACTORY

Skillfactory: Megahackathon for students

- In August, the Skillfactory and Contented team organized a megahackathon for design students, one of the partners being the Inclusion Development Territory project. The **students developed an app design and logo** for the “Motivation to Live” charity project

- Another partner of the megahackathon was the online career guidance and career consultation service Disorientation. The students developed a UX website design and a new identity for the partner



SKILLFACTORY

Lerna x Sovcom bank: “Technologies for Good”

As part of the federal project “Technologies for Good”, aimed at supporting and digital development of socially oriented non-profit organizations and charitable foundations, Lerna provides access to training on a free and preferential basis

This will allow Russian non-profit legal entities, engaged in the social field to facilitate their operational activities



Lerna

VK and increasing cyber literacy

- VK cybersecurity experts took part in the work of the first Star Parent Committee from the First Movement, where they conducted a master class on the topic of cyber literacy for schoolchildren

- VK became a partner of the II International School of Internet Security for Youth: VK information security experts developed special case assignments for participants “A world without passwords is safe” and “Everything safe is for children,” held a lecture-workshop on cyber literacy and awarded the most active participants

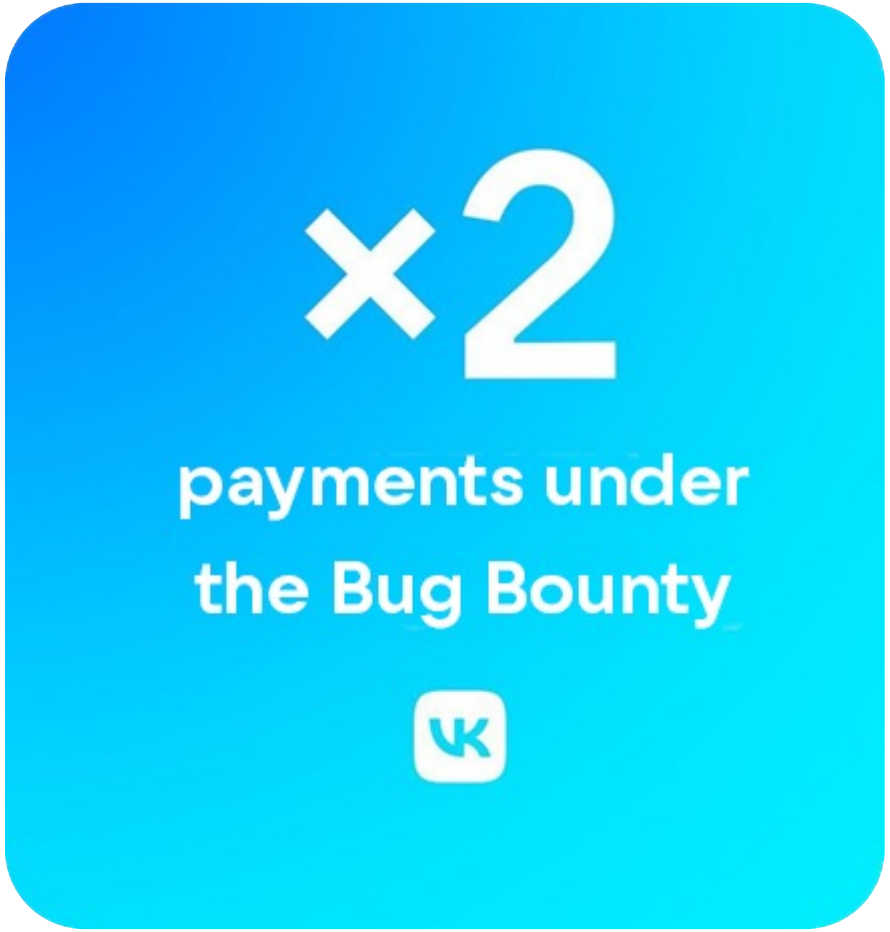


VK and Bug Bounty

VK continues to drive the community of independent security researchers:

- The company took part in the second closed Bug Bounty marathon in Russia from the Standoff 365 platform. During two weeks, 35 best bughunters explored the previously inaccessible VK scope

- VK held special events to double the maximum payouts to researchers on Bug Bounty programs. In July, on all Russian platforms under the Mail, Cloud and Mail.ru Calendar program, the maximum possible reward was **RUB 7.2 mn**



VK team



VK Fest for employees

A special venue has been organized for the large VK team at festivals in Moscow and St Petersburg.
During the two days of the festival it was visited by:

- **5,526** — employees, friends and relatives in Moscow
- **2,772** — employees, friends and relatives in St. Petersburg

VK organized fun not only for the grown ups, but also for the younger ones. Animators, face painting, creative master classes, soap bubbles, coloring and other fun activities entertained the children of VK employees

The team closed the first day of VK Fest with a noisy party! Almost **2,400 employees and their guests in Moscow and 2,300 in St. Petersburg** rocked the dance floor, sang and filled each other with positivity





Charity

In Q3, VK hosted charity swaps organized by employees from different departments:

- OK and VK Dobro raised **RUB >400,000** for the “INGO” women's crisis center by selling merch with the old OK logo and Dobro design at offices in Moscow, St. Petersburg and Nizhny Novgorod
- The VK Education team held a charity retro merch swap and raised **RUB 88,000** for the “Not in Vain” and ”Noon” funds
- The charity book market “Fonar” x OK in Moscow and St. Petersburg raised **RUB >72,000** for the “Perspectives” Foundation





Corporate volunteering

In 2021, VK launched the VK Charity Task intellectual volunteering project, under which employees help charitable organizations with their knowledge and skills

In the Q3, the project received an award from the “Friends” Foundation and the ProCharity platform for the largest number of intelligent company volunteers in 2022

>120 tasks

completed by VK volunteers on the ProCharity platform for 2022

The VK team also actively participates in ProCharity webinars and shares its expertise with funds



Office Comfort

Parents’ room was opened in VK's Moscow office. In the room you can feed your baby, change its clothes or simply calm down and be alone together in a private place

The room is available to employees 24 hours a day and is equipped with a comfortable highchair, changing table and baby mat



Corporate governance

VK Supplier Code of Conduct

VK has developed the VK Supplier Code of Conduct - a set of principles of business conduct that should be followed when working with VK

The Code is intended for all VK suppliers who supply our company with goods, perform work, or provide services (including contractors, consultants, intermediaries, distributors, agencies, etc.)

VK highly values our suppliers and expects them to share the company's values and our commitment to responsible and ethical business conduct

10 principles

contains and declares the VK Supplier Code of Conduct



Disclaimer

Investment in securities, including the shares, 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 shares, applicable restrictions and tax consequences.

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