Key ESG projects and events

Q3 2024

Main ESG projects and events for Q3 2024

Environmental responsibility

- **VK Fest summarised the results of environmental initiatives**
- VK installed **RE:BOOKS book bins** in two offices
- VK launched **food waste disposal** for composting

Social responsibility

- For the Day of the Deaf, **VKontakte has created an inclusive project** “Quip in the City of the Deaf”
- Bounty pass#2: Olymp received 550 vulnerability reports, total payout **> RUB 26 mn**
- VK Star Market 2024 raised **RUB 1.4 mn** in favour of charity funds
- **VK Dobro turned 11 years old**
- **OK web version was adapted for blind users**

Corporate governance

- VK presented a new, illustrated version of the **Environmental Policy**

Environmental responsibility

VK Fest 2024

- **Separate waste collection** was organised in all 5 cities of the festival. A total of **30.8 tonnes of recyclable materials** (plastic, aluminium cans and cardboard) were collected and handed over for recycling

- After the dismantling, **27.5 tonnes of construction** and festival decorations have been donated to animal shelters and foundations. Banners, carpeting, chipboard, plywood and other materials will be used there for territory improvement

- **For the second year in a row, capsharing worked in Moscow**: festival guests bought reusable cups, which allowed to reduce the use of disposable plastic at the festival, as well as to get discounts on drinks. In 2024, guests bought 3,174 reusable cups – **this is 3 times more than a year earlier**



VK x RE:BOOKS

In August, **VK installed RE:BOOKS containers** in two offices in Moscow and St. Petersburg

Employees can bring books, textbooks and periodicals to the container. Collected books are sorted into two categories:

- The first part goes on sale at a price well below the cost of new editions, so that everyone has the opportunity to receive quality literature
- The second is to rural libraries so that they can add new books to their collections and thus make literature accessible

> 150 books

brought by employees into the RE:BOOKS container in the first two months



VK x FoodWaster

In September, VK, together with the social and environmental project FoodWaster, launched **the removal of food waste from the fresh bar of VK's Moscow office for industrial composting**

All waste will become fertile soil, supporting the development of a closed-cycle economy

> 1,000 kg

of food waste was transferred to composting in September



Separate waste collection

Since 2023, VK has had a separate waste collection point where a large number of different fractions are collected

In August 2024, 5 new factions were added:

- Polypropylene
- Polystyrene
- Electronic cigarette
- Dispensers
- Printing and thin cardboard

> 2,000 kg

f recyclable materials were collected and transferred for recycling in Q3 2024



Social responsibility

VKontakte: Fandom Fest

In September, VKontakte organised the second Fandom Fest, where a number of ESG initiatives were arranged:

- **Free tickets** for 200 children from orphanages, mentees of foundations and people with disabilities
- **Special ramp** that provided easy viewing of the stage for guests in wheelchairs
- **Speeches on stage and live on air were translated into Russian sign language (RSL).** The broadcast with RSL was watched by > 8.1 mn people
- **Volunteers worked at the event** and helped guests with disabilities
- At Fandom Fest there was a **vending machine for separate waste collection**
- **The materials from the dismantled construction were donated to the animal shelter** and were used to to warm the cages for the winter



VKontakte: Quip in the City of the Deaf

September 29, the Day of the Deaf, VKontakte created **an inclusive project** with a charity sticker set “Quip in the City of the Deaf”

Users were able to learn several phrases in Russian sign language thanks to video tutorials and exercises in a special chatbot. After completing the tasks, users were given the most popular charity sticker pack with Quip the chipmunk who speaks Russian sign language

> 12,000 people

successfully completed all tasks and received a full pack of Quip stickers



Especially for the event, the stickerpack was supplemented with slang expressions in sign language – “You're my crash”, “Cringe”, “100% understanding” and others

VK Clips: Sign Language Day

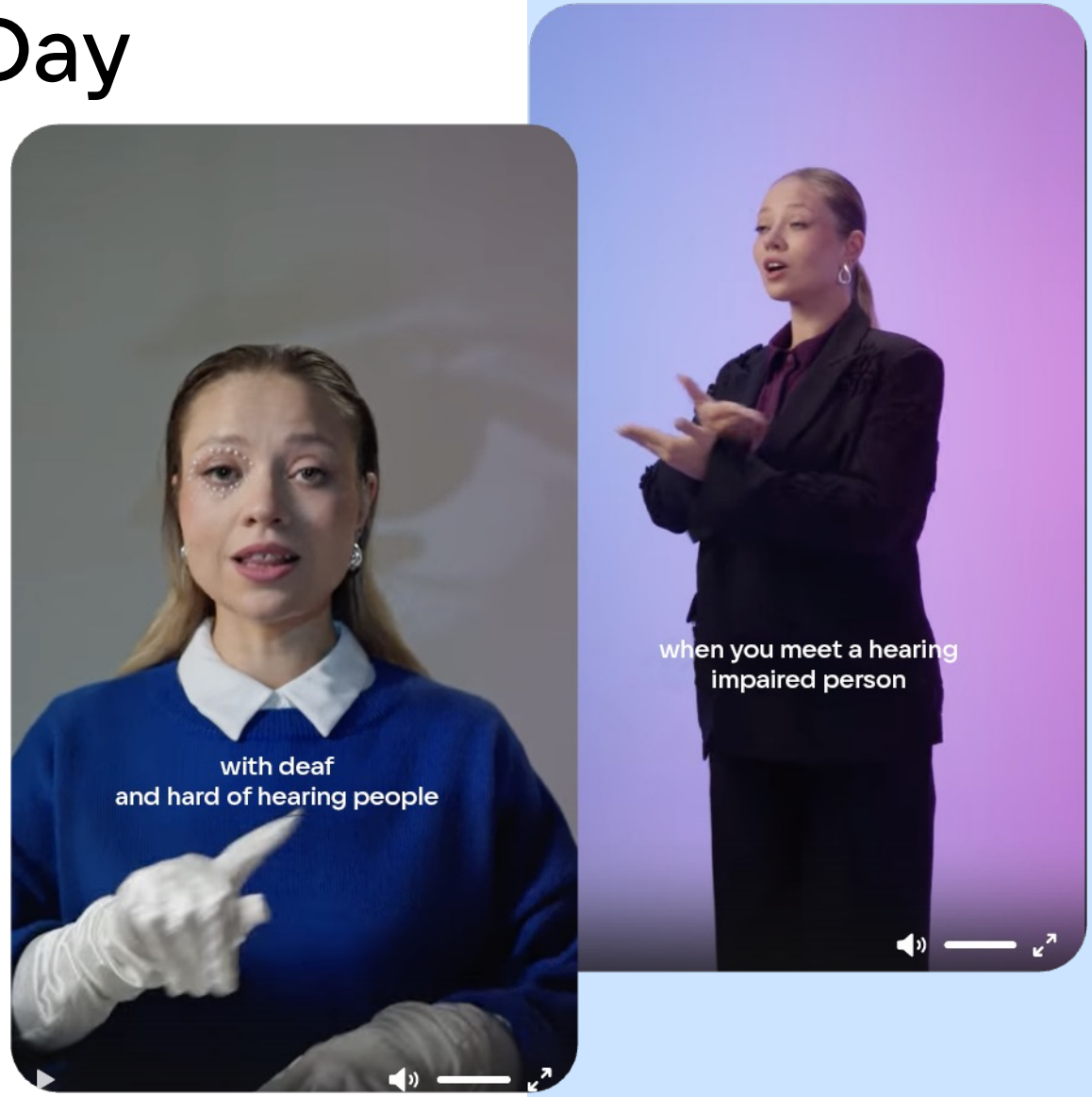
The VK Clips team has prepared a series of short **videos about proper communication with deaf and hard of hearing people**

Each video is dedicated to key aspects that make communication pleasant and comfortable. For example, users will learn about correct terms, eye contact and articulation.

Speakers team included Russian sign language interpreter Margarita Startseva

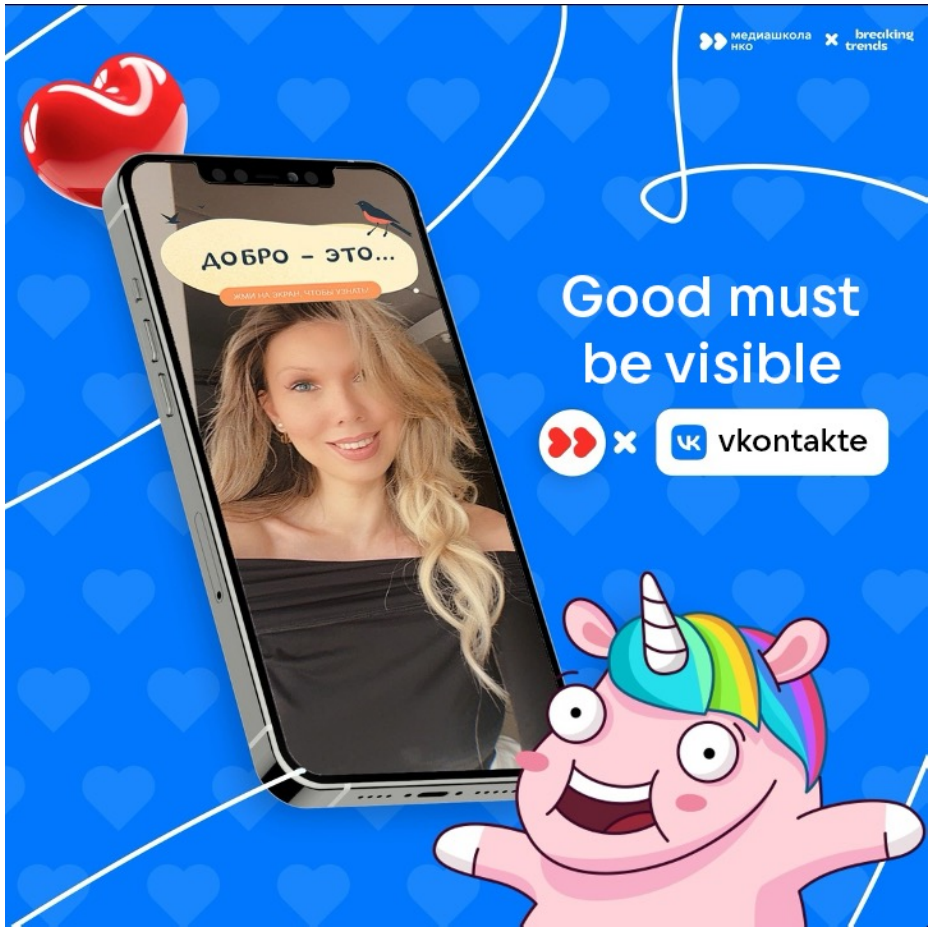
> 221,000 views

collected videos for Sign Language Day in VK Clips



VKontakte: charity

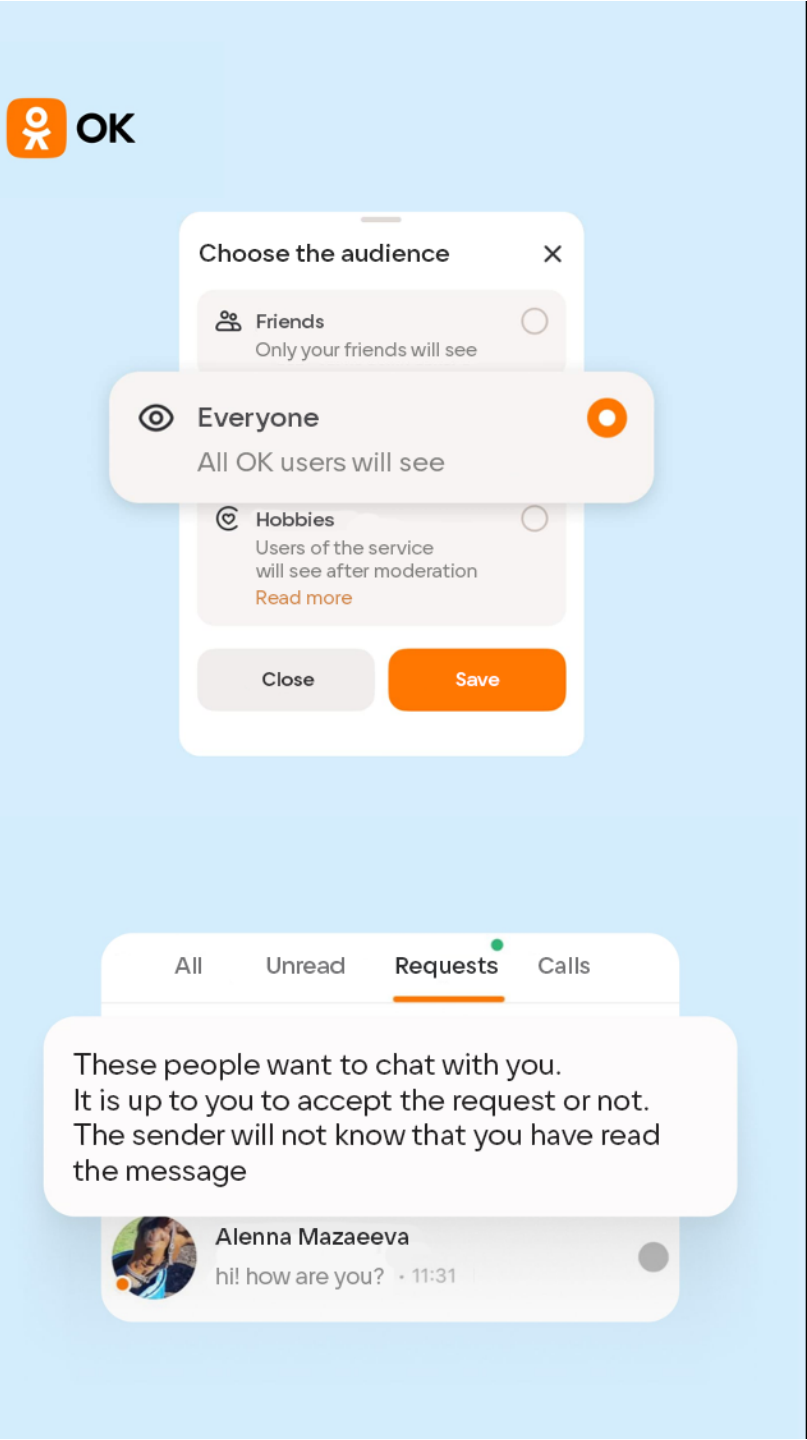
- In July, VKontakte held a contest for grant support for non-profit organisations. VKontakte's **advertising campaigns were launched for 30 organisations for a total of RUB 1.5 mn**
- VKontakte supported the Subscription by Love campaign, a global campaign promoting systemic assistance to non-profit organisations. **VKontakte campaign coverage totalled 2.5 mn users**
- In August, VKontakte held Homeless Animals Month. **A marathon in VK Steps in support of the Nika Foundation attracted ~500,000 users**. The total reach of the campaign was > 15 mn people
- For the International Day of Charity, VKontakte organised a campaign **#GoodMustBeVisible** – users had access to a special mask that helped them to talk about the good deeds they do together with foundations. **The campaign was supported by 13 non-profit organisations, with a reach of 2 mn users**



OK: privacy

- Odnoklassniki has updated the publication privacy system. Now users **can choose who will see the publication on the page**: only friends, all users of the social network, or the audience of the “Hobbies” service. The new system allows to restrict the access of strangers to individual posts and reactions to them - even with an open profile

- Odnoklassniki has moved requests for chats from strangers to a separate section and added a setting that prohibits strangers or anyone within the social network from adding a user to group chats. The updates are intended to **protect people from unwanted and intrusive communication** and minimise the likelihood of contact with spam



OK: digital accessibility

The web version of Odnoklassniki is now adapted for blind users

The service has successfully passed external certification with the participation of the VK Digital Accessibility Group

Now the web version of OK supports work with special screen access programmes, or screen readers. With the help of a screen reader, users can, for example, read feeds, post reactions, exchange private messages, and comment on publications



Earlier, OK became the first social network application in Russia accessible to blind users

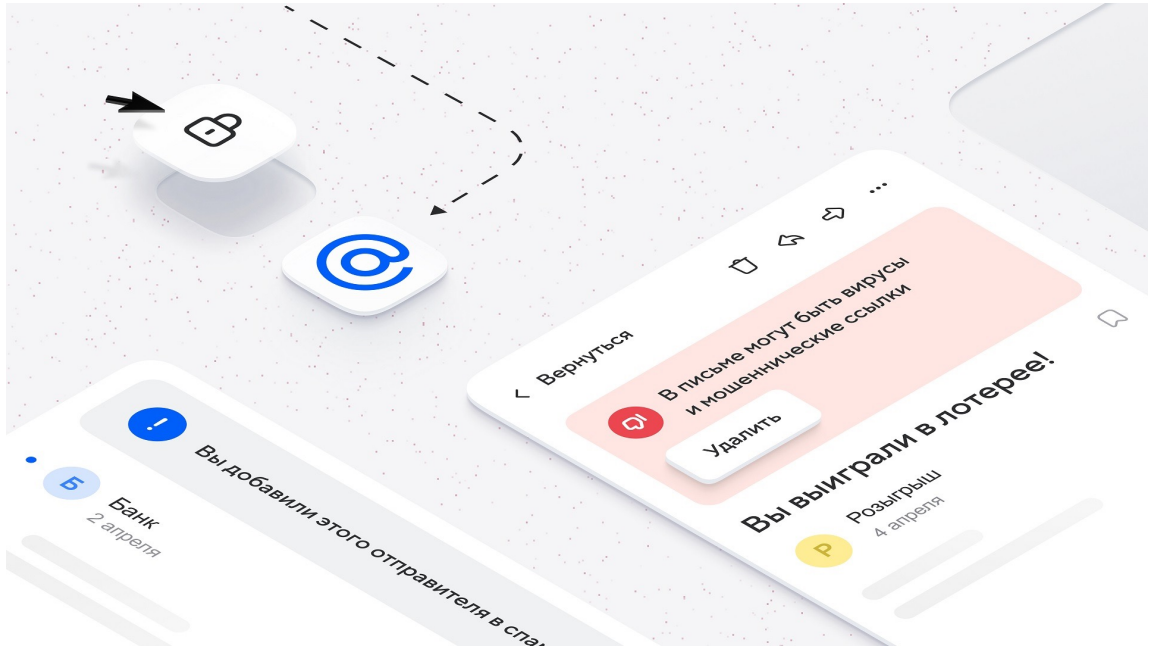
Mail.ru Email: anti-spam systems

Mail.ru Email has summarised the results of its anti-spam system in the second quarter of 2024.
AI helped block >6 bn fraudulent and spam emails, which is 1.2 times more than in the same period last year

> 65 mn spam emails

blocked by anti-spam systems every day in Q2 2024

In addition, in this period of 2024, the number of user clicks on the “Spam” button was only 16.8 mn, compared to > 25.2 mn in the same period of 2023.
Thus, the number of user complaints was reduced by more than 33%



AI has helped reduce user complaints about spam by 33%

VK Fest 2024

- **In all 5 cities of the festival areas were adapted for people with disabilities,** in total ~ 1000 people with disabilities visited the festival

- On the Blue Stage and in the broadcast of the festival, the largest-scale translation of artists' performances into Russian sign language was organised. In total > 150 performances were translated. **The broadcast with translation into Russian sign language was watched by 4.5 mn users**

- VK Fest guests could support charitable organisations by purchasing “Kind Tickets” – they were RUB 100 more expensive than regular tickets. VK Fest increased the contribution of visitors to charity – as a result, **RUB 2 mn was raised for charitable projects**



VK: search for bugs

The VK Bug Bounty programme turns 10 years old in 2024, and to mark the anniversary, VK has prepared a series of engaging events for bughunters throughout the year

The main event of the year is the launch of Bounty Pass, VK's unique loyalty programme for independent researchers. With each new vulnerability report, bughunters accumulate a personalised bonus, increasing the size of their reward. For the first time in the history of Bug Bounty, the principle of maximum reward limit was cancelled

Bounty pass#2: Olymp took place from 22 July to 21 October. Bughunters continued to accumulate bonuses with each new report, competed in the individual competition for unique merch and an additional cash bonus for the whole year. In the end, 550 vulnerability reports were received and 218 of them were paid.
The total amount of payments exceeded RUB 26 mn



VK: cyberliteracy

- VK's Information Security Team took part in the nationwide **Digital Dictant** event, where specialists prepared questions for all age groups and shared their expertise at offline events

- Conducted a summer special project and launched **a promotional campaign to promote technological methods of account protection together with VK ID**, with > 80,000 users setting up account protection

- Together with the RMCY “Movement of the first”, VK organised **a cyberliteracy month**. > 30,000 people increased their knowledge of cyber hygiene



- VK created **a new system to notify users about the security status of their VK ID account** under different scenarios and types of users. Recommendations and password compromise checks were updated

VK Star Market 2024

VK Star Market 2024, a charity project of VK and the “Second Breath” Foundation, took place on 7 September. The event featured items and accessories from influencers, including Anton Shastun, Nurlan Saburov, Timati, Basta, Big Russian Boss and others

RUB 1.4 mn

collected from the sale of clothes in favour of three charitable foundations on VK Dobro

137 influencers took part in the project, and the event was attended by > 19,000 guests

All the money raised was sent to the “Second Breath” and “Nika” foundations, as well as to the social project "Everything will work out!" on VK Dobro

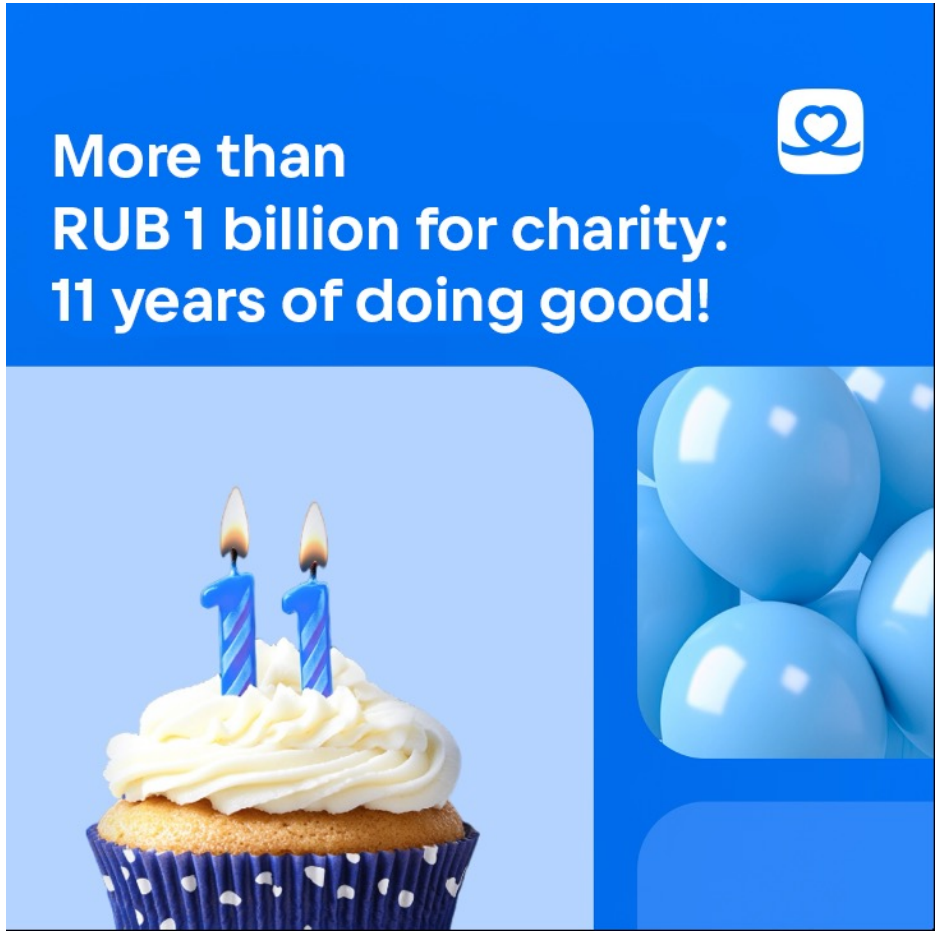


VK Dobro: 11 years old

Over 11 years, VK Dobro has become a key service for the development of charity technologies, the most important area of VK's social strategy

- **> 300** verified foundations
- **> 4,000** successfully completed projects
- **> RUB 1 bn** of donations

During this time, VK Dobro has launched many social campaigns across the country, helping to achieve important changes (e.g. Anti-Cyberbullying Day, Need to Talk). Also, VK Dobro has created dozens of social projects together with commercial companies, helping businesses increase their contribution to the development of systemic charity in Russia



VK Dobro: partners

- VK Dobro summarised the results of the joint project with Fix Price – "Time of Kind Deeds" for August and September. In September, **RUB 1,003,900** was collected for the "Love Syndrome" Centre. In August – **RUB 1,000,543** for the "Touch" Centre

- As part of the joint project #TheatreHelps with the Moscow Art Theatre, the theatre audience supports those who are helped by their favourite actors. The sum of collections for the season totalled **RUB 625,438** in favour of funds from 650 donors

- Charity campaigns are regularly organised as part of the joint project "Calendar of Kindness" with Magnit. The charity campaign "Summer for a Million" from 5 June to 9 July raised **RUB 1,809,000** in favour of charitable foundations, and the charity campaign "Slow Down Clear Days" from 31 July to 3 September raised **RUB 1,534,000**



VK Education

- VK Education launched an enrolment of students for **31 free educational programmes** in IT and digital specialities. The number of programmes has doubled compared to the spring enrolment period
- VK Education announced the VK Education Projects programme for students. It will help students and teachers to implement project and study activities. Moscow State University, HSE University, Bauman Moscow State Technical University and Kosygin Russian State University have already joined the programme. **The programme has collected more than 1,300 registrations**
- VK Education introduced the Moscow Music School grant programme for music managers and producers
- VK Education opened enrolment **in free career guidance programmes** on IT and non-tech professions for schoolchildren – dreamlab and IT-diving





Sferum

- For the new academic year, Sferum has prepared **new features for teachers, parents and students**: a mini-application “Student Assistant”, updated chats and channels, expanded call capabilities, new digital rewards and other formats

- Sferum, with the support of the Ministry of Education of the Russian Federation, has launched **a new free online course for educators** ”Educator of the Present: How to Teach and Learn in the Modern World”. After completing the course, teachers will be able to receive a certificate of professional development



VK Tutoria

VK has launched **a new free service** for organising the work of tutors and students – VK Tutoria

On the online platform, users can hold classes, manage their schedules, store and share learning materials, and use **a wide range of tools for productive work**: Calendar, Notes, Cloud data storage, a built-in interactive whiteboard for collaboration, and key communication tools – VK Messenger and VK Calls

Classes can take place in both mobile and web versions of the service



VK Tutoria is an online platform for tutors and students with a range of productivity services and a convenient personal account

VK Cloud

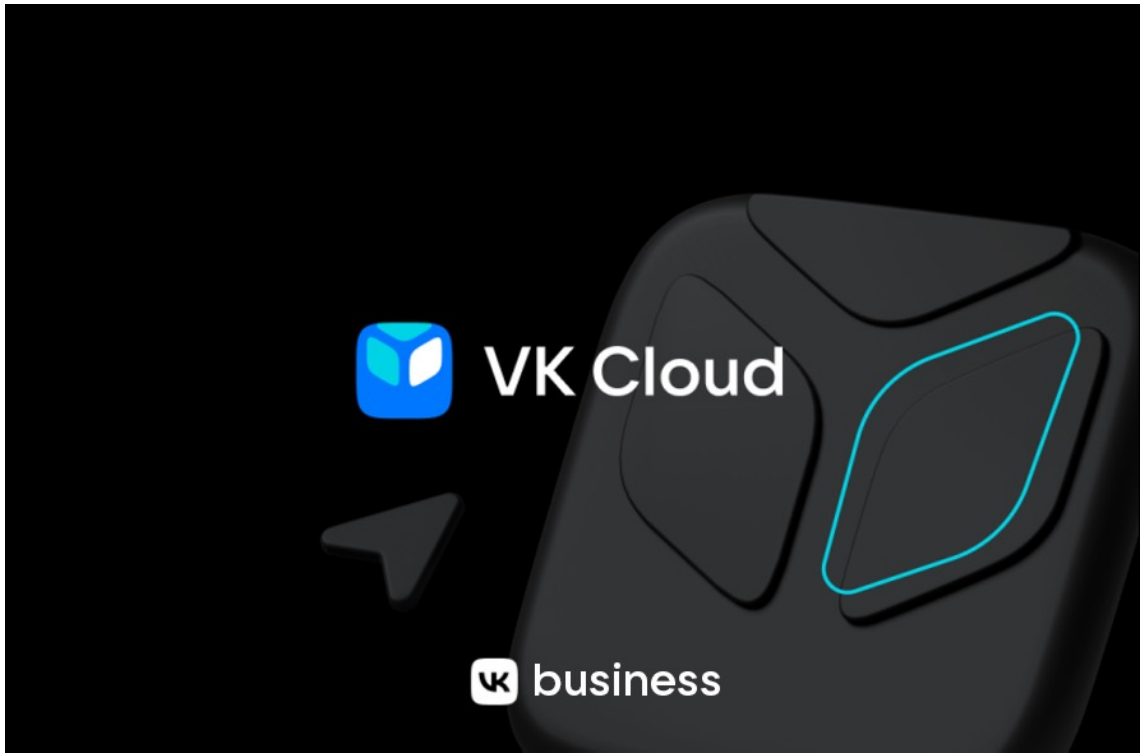
VK has extended its programme to support startups and developers of digital products

Programme participants will be able to receive **resources from the VK Cloud platform**: databases, development environments, and a solution for creating and testing ML models

up to RUB 2 mn

will be given to participants to use VK Cloud resources to develop their own projects

Participants will also receive special conditions for using the VK WorkSpace platform (mail, calendar, video calls, file storage and corporate messenger) and VK Ads tools to attract customers



VK team



VK Tech: charity swap

July 30, VK Tech held its **first swap party** at the Alcon office

VK employees bought some of the items by donating to the “Second Breath” fund on VK Dobro. All unsold items were donated to the charity

- A total of 84 kg of items were collected
- RUB 24,700 was raised for charity from the sale of the items
- 236 items were sent for recycling



VKontakte: Donor Day

The VKontakte Team gathered for Donor Day in the office near the Red Bridge in Saint Petersburg

Employees donated blood for hospitals and participated in a collection for the furry mentees of the “Fidelity” organization

- 42 people volunteered to become donors, **34 of them were able to donate blood** for medical reasons
- In total, **15 litres of blood** were collected
- **RUB 30,000** were collected to help animals from the shelter



Corporate governance

VK Environmental Policy

VK has introduced a new, illustrated version of the Environmental Policy

Now the company's important principles and objectives in the areas of environmental impact reduction and climate change, environmental safety and environmental management have become even clearer and more accessible

The updated document presents VK's main environmental principles, objectives and areas of work to reduce negative environmental impact

The full text version of the Environmental Policy is available here

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