Key ESG projects and events

Q3 2025

Main ESG projects and events for Q3 2025

Environmental responsibility

- **VK Tech unveiled an updated version of VK HR Tek** platform based on a modular architecture that promotes the digitalisation of HR processes and reduces the environmental impact of business

Social responsibility

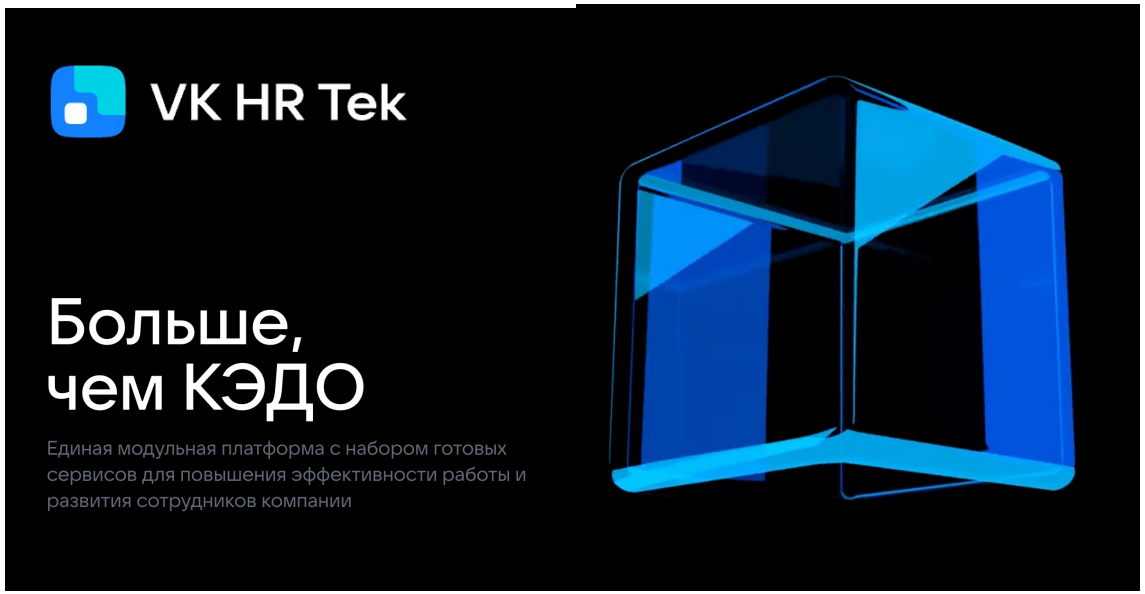
- **VK Music launched a "Kids" section**
- **1.6 mn people** listened to folk tales of Russia's small ethnic groups as part of the "As in a Fairy Tale" project by OK
- VK Dobro presented an updated **year-round verification system for charitable foundations**
- VK Star Market raised **>2.25 mn RUB for charity**
- The maximum payment reached **>5 mn RUB to one of the independent researchers of VK Bug Bounty** in Q3 2025

Environmental responsibility

VK HR Tek

VK Tech presented an updated version of the VK HR Tek platform based on a modular architecture promoting the digitalisation of HR-processes and reducing the environmental impact of business

The flexible architecture of the solution supports not only typical scenarios, but also complex corporate processes, including SDK for embedding EDMS interfaces into other corporate systems. This **enables companies of any size to minimise paper-based document flow**, saving resources and reducing carbon footprint



The platform combines key HR management functions: an electronic document management system (eDMS), holiday schedules, business trips, working with self-employed individuals, advance reports, and much more

Social responsibility

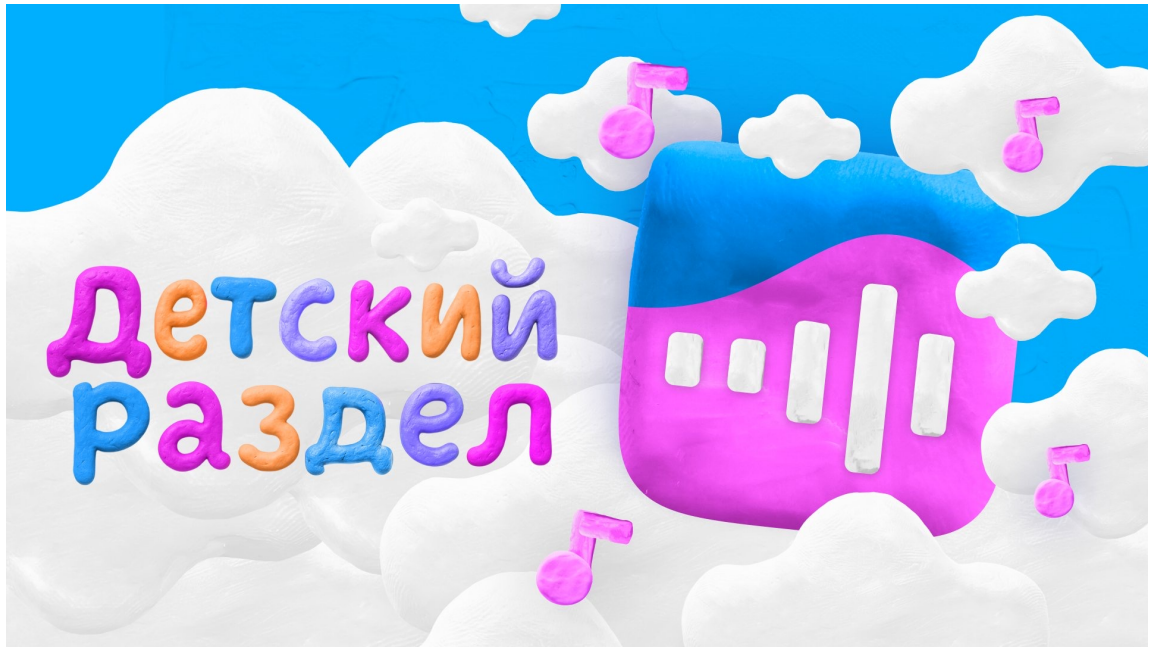
VK Music: “Kids” Section

VK Music launched a “Kids” section

The catalogue of the new section includes a variety of selections of children's songs, fairy tales, audiobooks, audio plays, and podcasts. A separate category is dedicated to melodies for quiet hours — lullabies, nature sounds, and white noise, which are among the top search queries on VK Music. The section also has content for parents — popular audiobooks and podcasts about parenting

According to a marketing study* conducted in collaboration with VK Music, parents need high-quality audio content for their youngest children. Therefore, the "Kids" section is primarily designed for preschoolers in terms of both visuals and content

ARMI-Marketing Business, December 2023 - February 2024



Safe search in this section only works with the children's catalogue, excluding adult content

VKontakte x ICCF

VKontakte became the official social network of the 4th International Children's Cultural Forum (ICCF), which took place on 21-23 August in Moscow

All official content from the event was broadcast on the VKontakte Forum community, with posts announcing live broadcasts and key events. Forum participants joined in completing tasks on the "Drugoe Delo" service. Participants with the fastest and most accurate answers received prizes from the organisers and VKontakte

51 articles about the partnership were published in leading federal media outlets

>5.8 mn views

were gained by broadcasts of official ICCF event content on the VKontakte community



OK: Alzheimer's Disease Awareness Day

On 21 September, World Alzheimer's Day, OK launched a project aimed at preventing memory loss

In collaboration with Alzrus, a charitable foundation that helps people with dementia and their families, and the search and rescue team LizaAlert, OK created a catalogue of special games with exercises to stimulate brain activity. These will help elders and their families learn to recognise the early warning signs of dementia

In OK groups, experts discussed the signs of dementia, early diagnosis and prevention of the disease, caring for people with Alzheimer's disease, searching for missing persons, and what to do when encountering a lost person



>800,000 people

took part in activities organised by OK to mark Alzheimer's Disease Awareness Day

OK: Fairy Tales of the Indigenous Peoples

On 9 August, the International Day of the World's Indigenous Peoples was celebrated worldwide. **The joint project of OK and the Culture.RU portal titled "As in a Fairy Tale" was designed to showcase to social network users the ethnic diversity of Russia**, introduce them to the fairy tales, culture, and traditions of indigenous peoples — and through these, help them better understand and appreciate the country

In the "Culture.RU" group on OK, users had access to 15 folk fairy tales for listening. The group featured publications with cards describing the traditions and culture of indigenous peoples

1.6 mn people

listened to the folk fairy tales of the indigenous peoples of Russia as part of the "As in a Fairy Tale" project



Social network users could learn who the Mari, Karelians, and Mansi are, what the main holiday is for the Tatars, what the Khanty believe in, what the dwelling of the Eskimos looks like, and many other interesting facts

OK: "Silver Age" author support programme

OK introduced a new "Silver Age" author support programme. It is designed to unite and support everyone who creates high-quality and useful content that is in demand among users aged 55+

After joining the programme, **authors will receive additional promotion from the platform**, which will allow them to expand their reach on OK and attract new subscribers

The programme is open to authors, including those who are just planning to develop on OK. At the same time, those **who regularly publish content and have an existing subscriber base can expect to advance to the second level of the programme** —with multiple growth in reach and additional priority for their content in the platform's recommendations



>200 applications

were submitted by authors to participate in the "Silver Age" support programme from OK

OK x Bank of Russia

OK and the Bank of Russia launched a joint project “Money Under Protection”, aimed at helping the older generation navigate the modern financial landscape

Users had access to **nine video lessons and cards with key information from each lecture** to reinforce their knowledge

In an accessible format, listeners were told how to manage personal finances, choose banking and insurance products, wisely allocate their pension, minimise risks when paying by card, and protect themselves from fraudsters — with an analysis of real schemes



1.6 mn people

read materials of the “Money Under Protection” project from OK and the Bank of Russia

Mail.ru Email: anti-spam systems

In Q3 2025, Mail.ru Email **blocked >7.6 bn emails containing spam or phishing**, which exceeded the figure for the same quarter of the previous year by 9%

During the same period, the number of user clicks on the "This is spam" button decreased by 10% — **malicious emails began to be blocked more often before reaching the "Spam" folder**. This was influenced by the fact that, on average, specialists conducted **>100 additional training sessions per day in the Q3 2025 to teach the systems to recognise the most modern types of spam** and phishing

>4,500 domains

blocked using "reputation filters" that block IP addresses and domains with low ratings



In Q3 2025, scammers most often posed as well-known retail brands, sending emails with information about a major prize draw on the marketplace and promotional codes for electronics stores

Mail.ru Email: "Trusted Sender" Status

In Mail.ru Email, **>270 domains** belonging to major companies, government bodies (Gosuslugi portal, Federal Tax Service, municipal service providers, etc.), retailers, banks, and other verified organisations **received the "Trusted Sender" badge**

When receiving an email from such a sender, the recipient sees a "green shield" icon and the label "Trusted Sender". The system was developed specifically to combat fraudsters and provide additional protection for users

This mark serves as an extra guarantee that the message came from a verified source and can be trusted



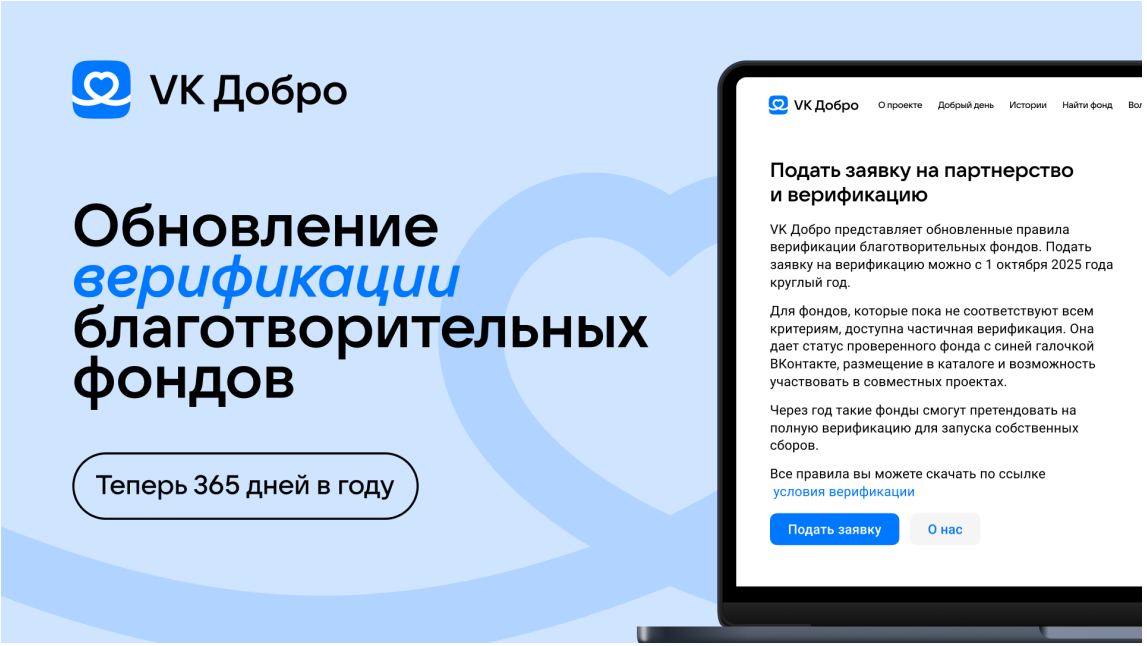
More than a third of emails in Mail.ru Email come from verified senders

VK Dobro: Year-Round Verification

VK Dobro introduced an updated verification process for charitable foundations: from 1 October 2025, applications are accepted 365 days a year

Foundations that do not fully meet the requirements for full verification can undergo partial verification. They appear on the official VK Dobro page in the “Find a Foundation” section but cannot launch fundraising campaigns

Trusted charitable foundation status allows foundations to implement joint projects with VK Dobro. In addition, they gain the opportunity to obtain verified foundation status on VKontakte: official pages receive a special blue tick in the social network



One year after receiving partial verification from VK Dobro, charitable foundations can apply for full verification provided they meet all requirements

VK Dobro Conference

VK Dobro held a conference for charitable foundations and non-commercial organisations

At the conference, which took place on 26 September in Moscow, **VK Tech announced the launch of the joint charitable project “Technologies for Those Who Help Others”.** Under this initiative, developers and foundations can connect free of charge to the ecosystem of products from the Russian developer: from communication tools and cloud storage to instruments for automating volunteer management and reporting



>180 representatives

of verified charitable organisations attended the VK Dobro conference

VK Dobro: Knowledge Day Project

To mark the start of the new academic year, VK Dobro launched the charitable project [“Let’s Pack a Schoolbag Together”]

The aim of the campaign was to support children facing difficult life circumstances. Users could donate towards the most essential and needed school gifts: uniforms, exercise books, arts and crafts sets, and specialist services

>670,000 RUB

raised through the themed project for the benefit of six VK Dobro charitable foundations

All funds raised went to foundations verified by VK Dobro to purchased everything on the list of charitable school supplies



Support from users was received by children under the care of foundations from different regions of the country: Bolshaya Peremena, Ulitsa Mira, Chuzhikh Deti Ne Bytet, Aistenok, Zhenshchiny za Razvitie, and Schastye Detyam.

VK Star Market 2025

On 23 and 24 August, VK and the “Second Breath” Foundation held their annual charity project, VK Star Market 2025

The market featured items and accessories from influencers, including Valya Karnaval, ZOLOTO, Ksenia Dukalis, Antoha MC, and others

>2.25 mn RUB

raised from the sale of items and accessories
for the benefit of three VK Dobro charitable foundations

The project involved **195 influencers**, and the event attracted **>26,000 guests**. All proceeds went to the “Second Breath”, “Gordey”, and “Betrayed Heart” animal shelter foundations



Inclusive Office Tours at VK

In Q3 2025, **VK organised six tours to the company's offices in Moscow and St. Petersburg specifically for deaf and hard-of-hearing guests**. Each event was accompanied by professional interpretation into Russian sign language

Such tours help make VK's corporate culture more open and accessible. Guests familiarise themselves with the company's workspaces, learn how VK products are created, and have the opportunity to ask all their questions about how VK incorporates principles of inclusion and digital accessibility into solutions

>50 guests with hearing impairments attended the tours aimed at developing an accessible environment within VK



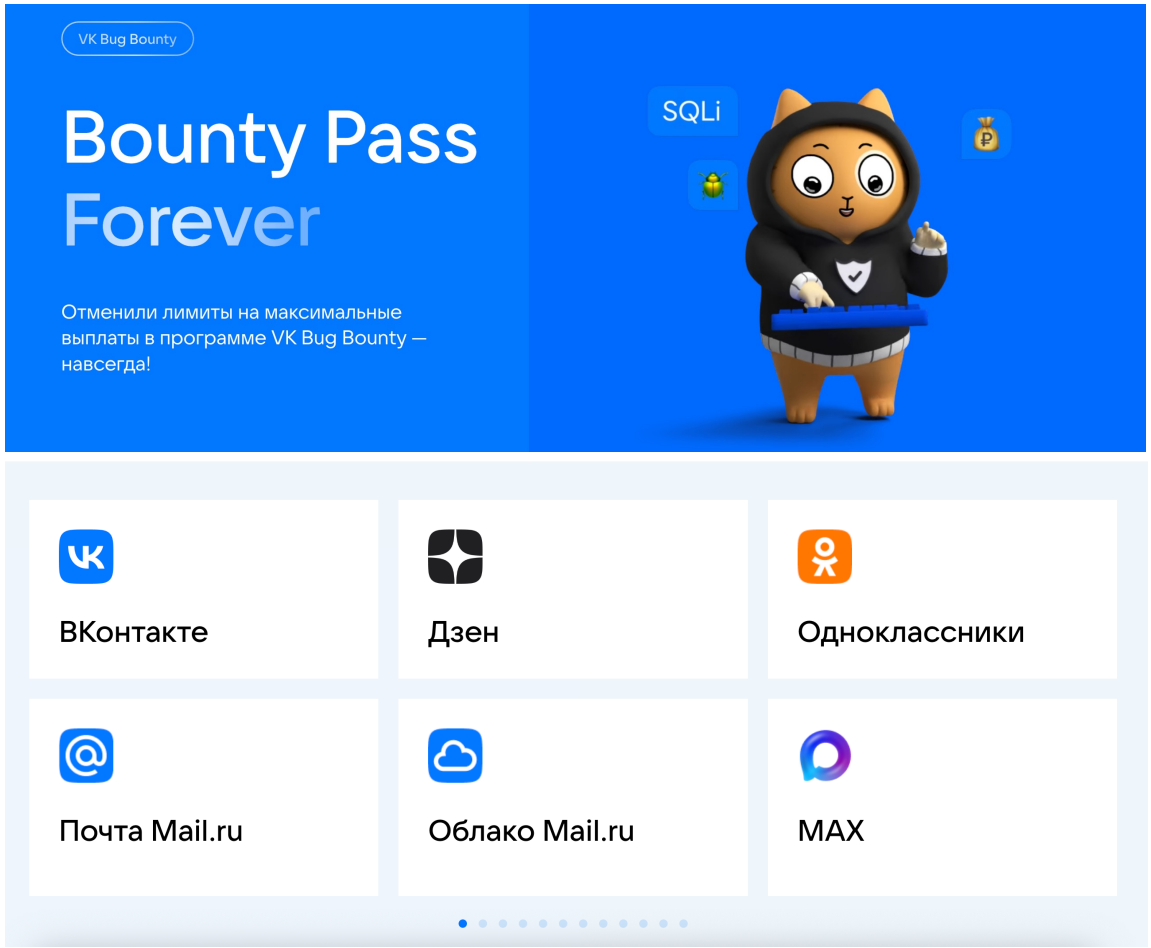
VK Bug Bounty

VK Bug Bounty participated in the private programme Bugs.Zone 5.0, where participants recognised the high level of security of VK services

In addition, the VK Bug Bounty team took part in KazHackStan, the largest cybersecurity conference in Kazakhstan and Central Asia, as well as the anniversary VolgaCTF, the annual open competition in information security

>5 mn RUB

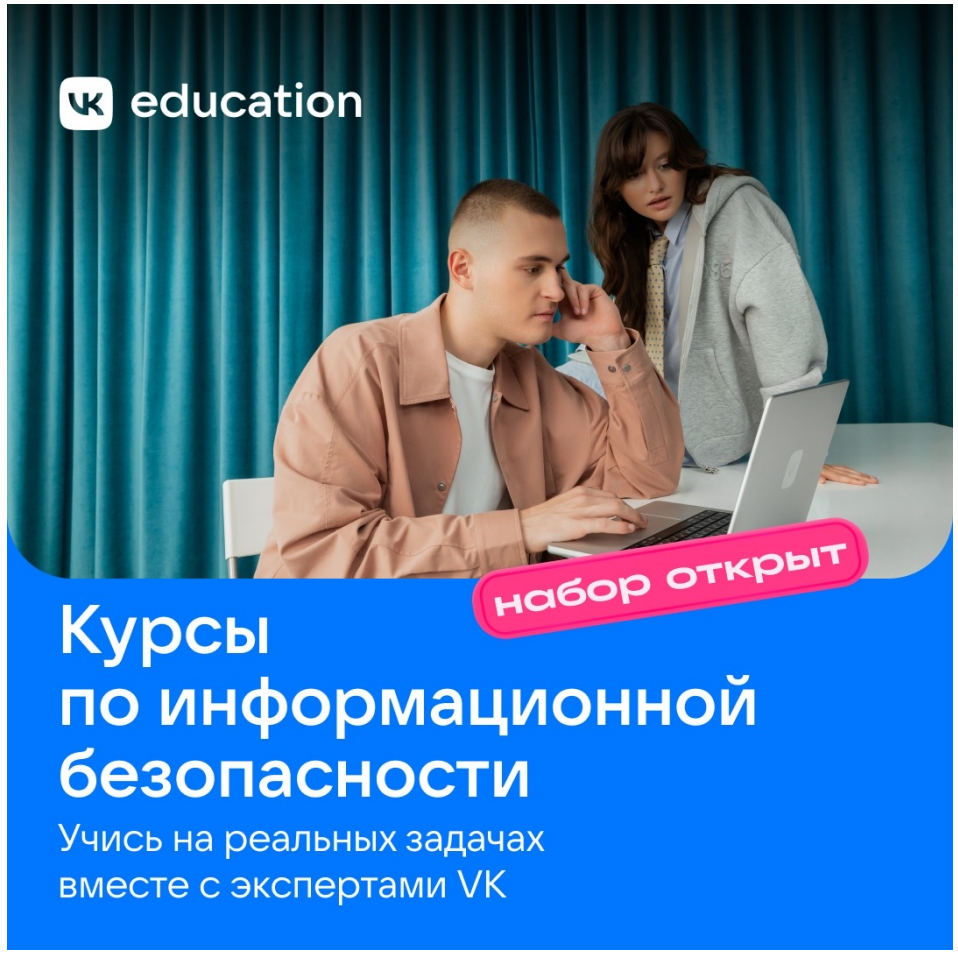
reached the maximum payout to one independent researcher under the VK Bug Bounty programme in Q3 2025



VK Education x VK Security

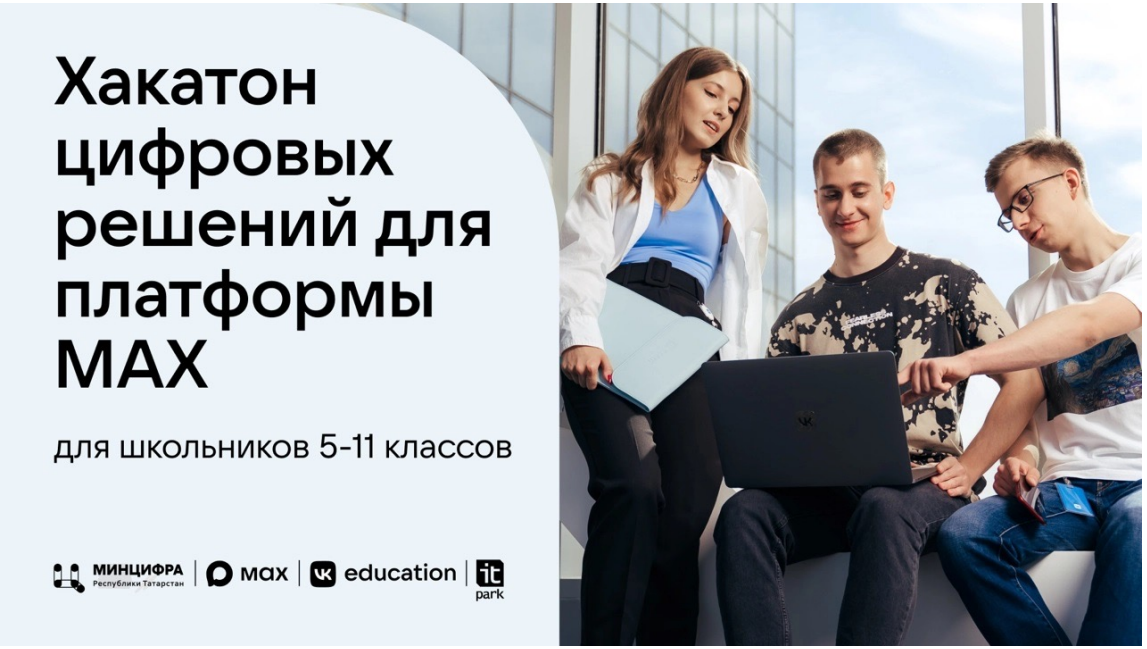
VK Education and the VK Security Team launched new free courses for students in technical fields:

- **Introduction to Information Security:** essential skills for starting a career in information security
- **Cross-campus "Application Security" course** for students of relevant disciplines at Bauman Moscow State Technical University, Moscow State University, Saint Petersburg State University, Saint Petersburg Polytechnic University, National Research University Higher School of Economics, Moscow Aviation Institute, and Ural Federal University. Online lectures and offline seminars in Moscow and Saint Petersburg are conducted by VK specialists
- **"Web Application Security" course** at Bauman Moscow State Technical University, developed as part of an extensive web development programme. Lectures and seminars are delivered by VK experts



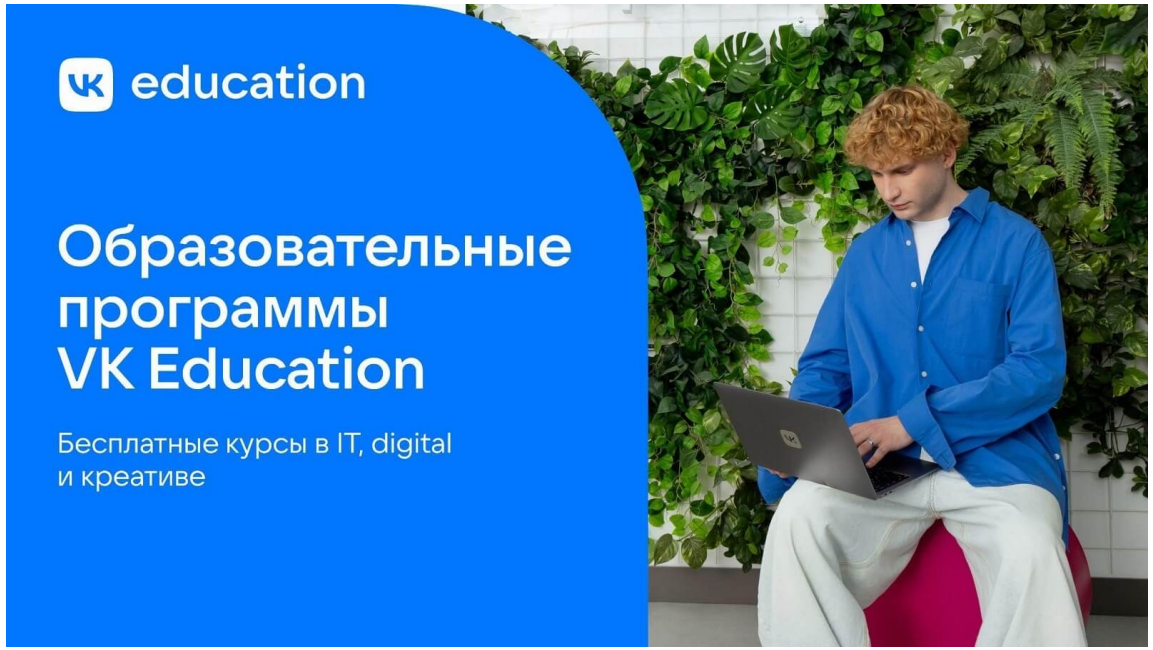
VK Education: schoolchildren

- **A school hackathon for digital solutions on the MAX** platform took place in Tatarstan. **>1,100 schoolchildren** from 45 districts of the republic participated. **200 participants reached the final**, and 10 authors of the best solutions became winners. The hackathon was organised by the Ministry of Digital Development of the Republic of Tatarstan together with the MAX platform and VK Education
- **VK opened registration for the All-Russian AI Olympiad** for schoolchildren in grades 8–11. The Olympiad consisted of three stages on the All Cups online platform
- **VK invited Nadezhda Yashmolkina, a graduate of Moscow School No. 1514 who scored 400 points in the Unified State Exam, for an internship with the MAX platform team.** The school graduate met company experts and learned about development opportunities in the IT sphere through VK Education



VK Education: students

- VK Education opened applications for free educational programmes in IT, digital, and creative professions. Students gained access to **22 courses across five tracks**: AI and data analysis, creative industries, development, information security, and non-tech
- VK Education expanded the range of applied tasks — in autumn 2025, new product cases became available to students. The VK Education Projects programme offered students **>70 projects across five tracks**: AI and data analysis, development, information security, product, and creative industries
- In autumn 2025, training started on **>40 VK Education programmes at partner universities**, including Lomonosov Moscow State University, Saint Petersburg State University, Bauman Moscow State Technical University, HSE University, MIPT, and many others



Information about registration deadlines, programme duration, and required preparation level is available on the VK Education courses page

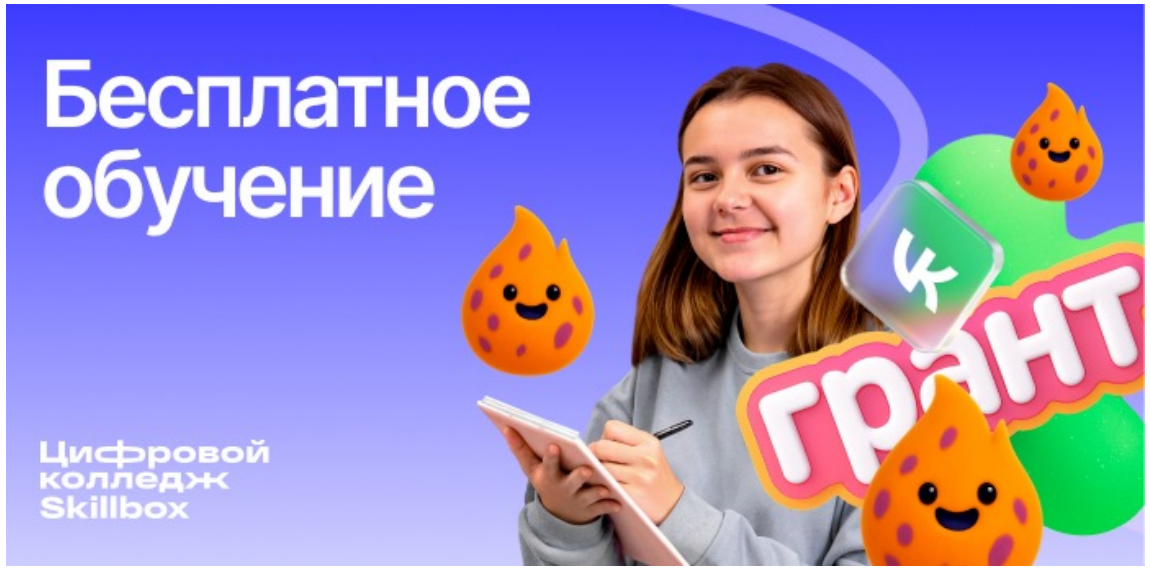
Skillbox: Grant Programme

Skillbox Digital College launched a grant programme for free education. The grant competition is supported by VK — the company covers the full cost of education for participants who demonstrate the best results during the selection process

Grants fully cover tuition fees and allow recipients to choose one of two tracks: Web Development or Graphic Design. Graduates of grades 9 and 11, as well as anyone holding a certificate of basic general or secondary general education, can take part in the competition

20 grant places

provided by the Skillbox Digital College grant programme



Skillbox Digital College is the first fully online college in Russia, created with the support of the Ministry of Digital Development of the Russian Federation

VK team



Lectures on Bone Marrow Donation

On 3 September at the VKontakte office in Zinger House and on 19 September at the central office in Moscow, **open lectures on bone marrow donation took place for employees**

Experts from the Bone Marrow Donation Development Centre performed with lectures in St. Petersburg, and officials from the National Bone Marrow Donor Registry gave lectures in Moscow. Speakers explained what bone marrow is, how to join the registry and what criteria must be met, and also dispelled popular myths

19 people attended the lectures, 3 of whom joined the registry



VKontakte: Donor Day

The VKontakte team traditionally gathered for Donor Day

Employees donated blood for medical institutions and raised funds for beneficiaries of charitable organisations

This time, **RUB 15,686** were collected and transferred through VK Dobro to the Virta foundation, which helps homeless animals

- **54 employees** volunteered to become donors
- **36 employees** were able to donate blood based on medical clearance
- **13 employees** joined the bone marrow donor registry
- **12.6 litres of blood** were collected



Disclaimer

Investments in securities, including shares, involve significant risk. Previous earnings do not guarantee future earnings. Statements of possible future returns are not promises or even estimates of actual returns that an investor may achieve.

The information contained in this document is provided for informational purposes only and should not be construed as advice or interpreted as investment advice or a recommendation under any law, including Russian law.

Investments in securities may be limited by applicable law, and therefore the investor should carefully consider the possibilities of investing in the company's shares, the restrictions applicable to it and the tax consequences.

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