Key ESG projects and events

Q4 2023



Main ESG projects and events for the Q4 of 2023

Environmental responsibility

- Drugoe Delo service has developed an environmental project that teaches users how to **sort waste correctly**. The service's users completed >1.4 mn tasks
- Mail.ru Mail and Cloud received an update - users now have access to **quick deletion of unnecessary files**

Social responsibility

- VK organized the fifth **Day against cyber bullying,** which was attended by >2.5 mn users
- VK Education organized an “IT Knowledge Day” career guidance event dedicated to launching young people's careers in the IT and digital areas. >220,000 schoolchildren **learnt about careers in IT** during the event
- The #LifeAfter social project received **8 awards at federal social responsibility awards**

Corporate governance

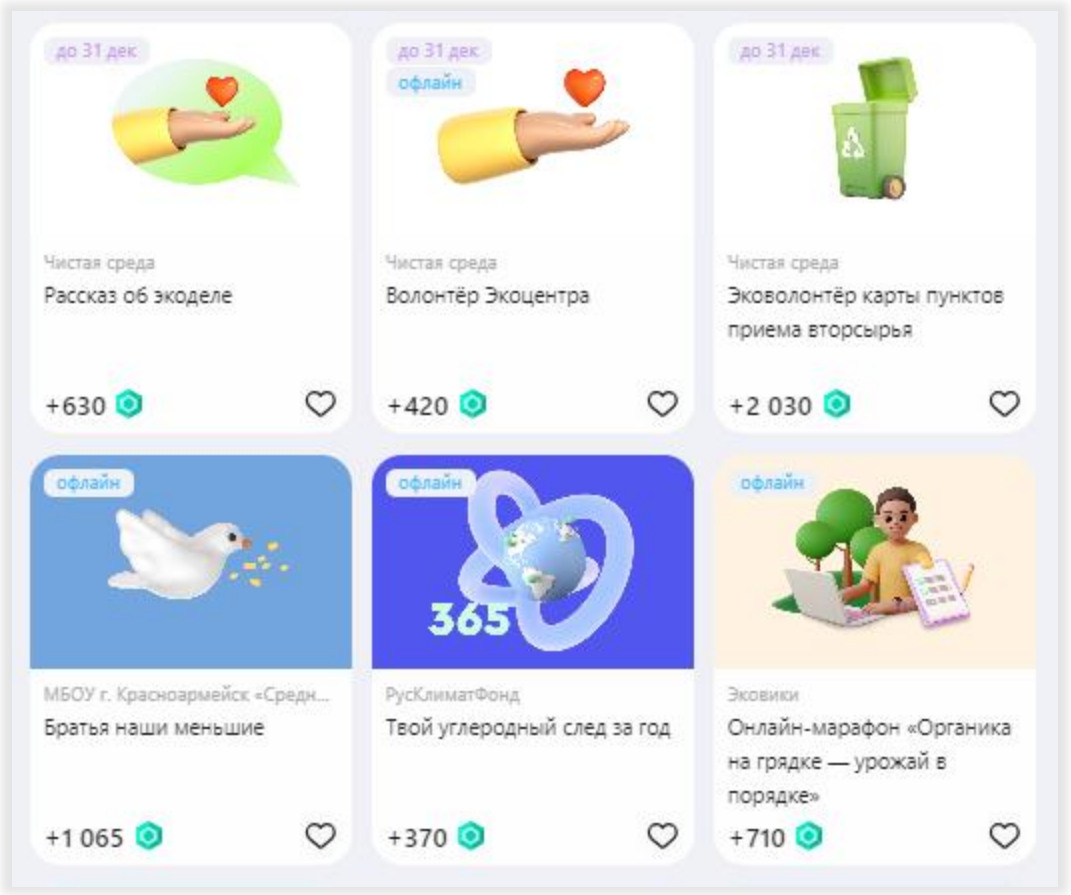
- Kseniia Toporkova, Head of Sustainable Development at VK, was one of the participants in the session of the Third Global Financial Forum **"The Role of Women in Sustainable Development"**

Environmental responsibility

Drugoe Delo service

Offline Online

In Q4 2023 users of the Drugoe Delo service carried out useful tasks on ecology, volunteering, training, culture and sports



1 485 257

useful tasks completed

Drugoe Delo: ecogame

Online Offline

Drugoe Delo service together with VkusVill and SYNERGETIC developed an ecological project, in gamification format it teaches users how to sort waste correctly

The more users sort virtual waste, the higher the chance to get prizes. In order to increase chances and get additional points it is necessary to fulfil ecological tasks. For example, donate plastic caps to the VkusVill eco-exchanger, use refill stations, and donate recyclable materials to eco-centres or the SYNERGETIC eco-mobile



8.7 mn reach

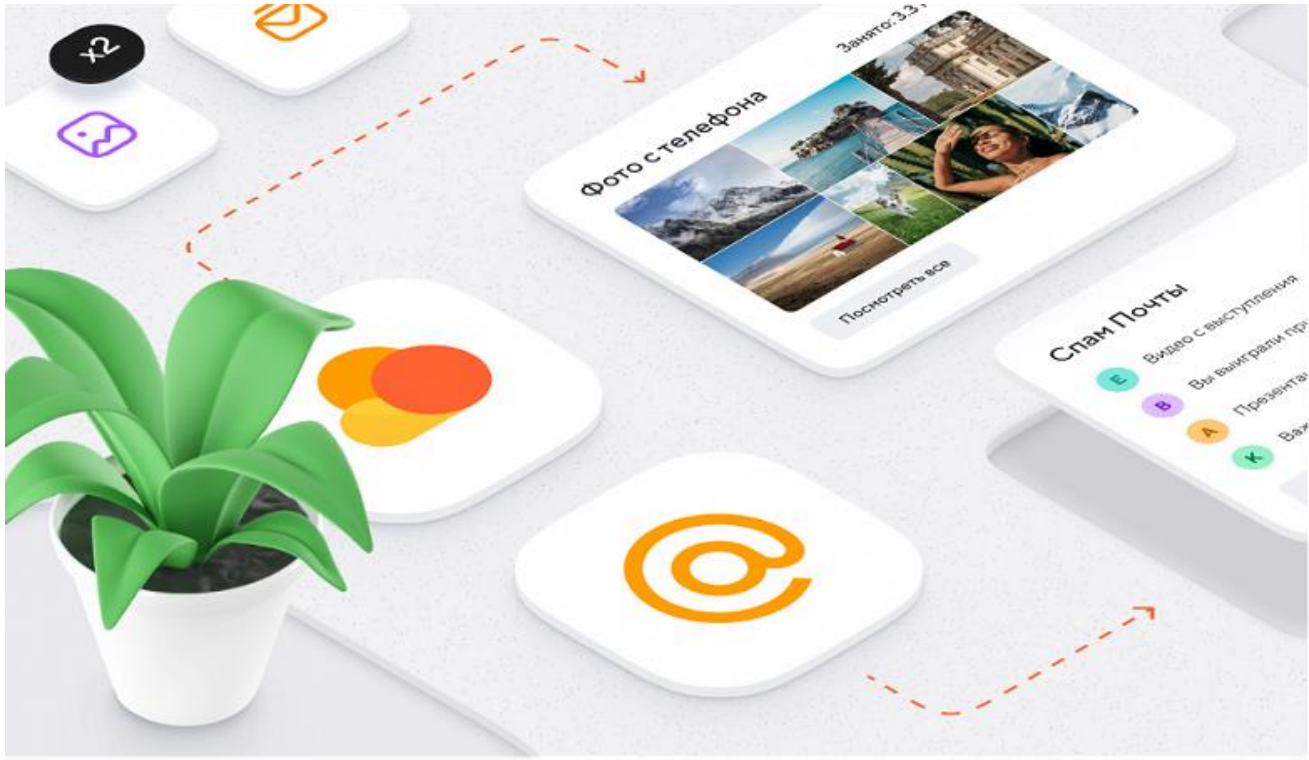
60,000 participants

Mail.ru: quick deletion of unnecessary files

Mail.ru Mail and Cloud received an update in November 2023 - users now have access to quick deletion of unnecessary files

The new feature helps to get rid of digital rubbish and delete up to 200 unnecessary files at a time

Before deleting, the user is offered a preview and detailed analytics of each section to avoid accidentally deleting necessary emails or files



Social responsibility

VK: cybersecurity

VK presented the results of the year in terms of cybersecurity

- In 2023, the number of VKontakte users who enabled two-factor authentication grew by 21%. In OK - by 15% over the same period
- Two-factor authentication is provided in VK's services, as well as those of the company's partners, through a unified login system VK ID
- In 2023, OK launched a neural network that limits communication between cyberstalkers and their victims online. The number of complaints about intrusive attention from unfamiliar accounts dropped by 25%
- Since the beginning of 2023, Mail.ru has secured up to 1.4 mn users from hacking using its own developed Taneleer system

16 mn users

strengthened their account protection by setting up two-factor authentication

91 mn users

- monthly active VK ID audience in Russia in 2023, up 14.6% YoY

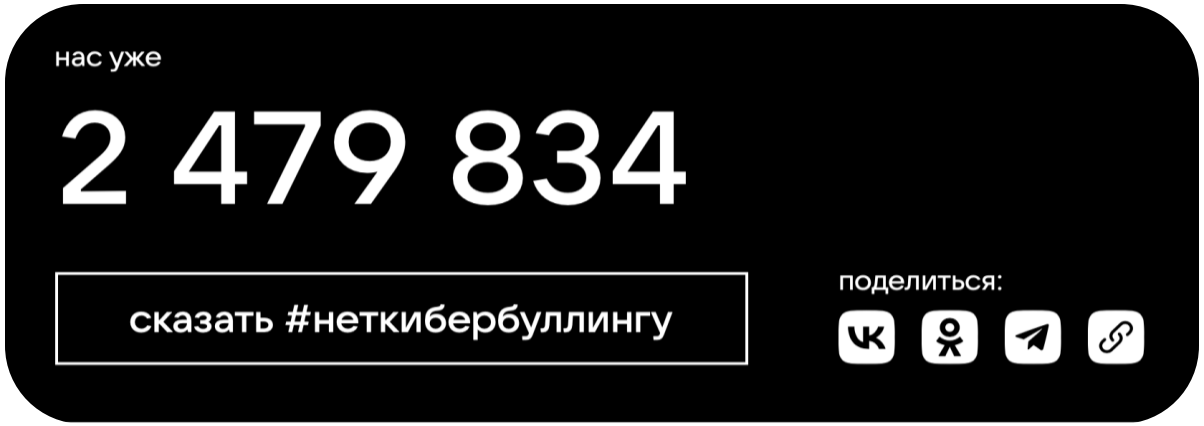
>39 mn

reached the total amount of payments to security researchers in the Bug Bounty program, which is 3 times more than a year earlier

Day against cyber bullying

On 11 November 2023, VK held its fifth Day against cyber bullying and presented the results of a study on the topic:

- 57% of users experience cyberbullying
- 58% believe that cyberbullying is no less dangerous than offline aggression
- 33% have been victims of online bullying



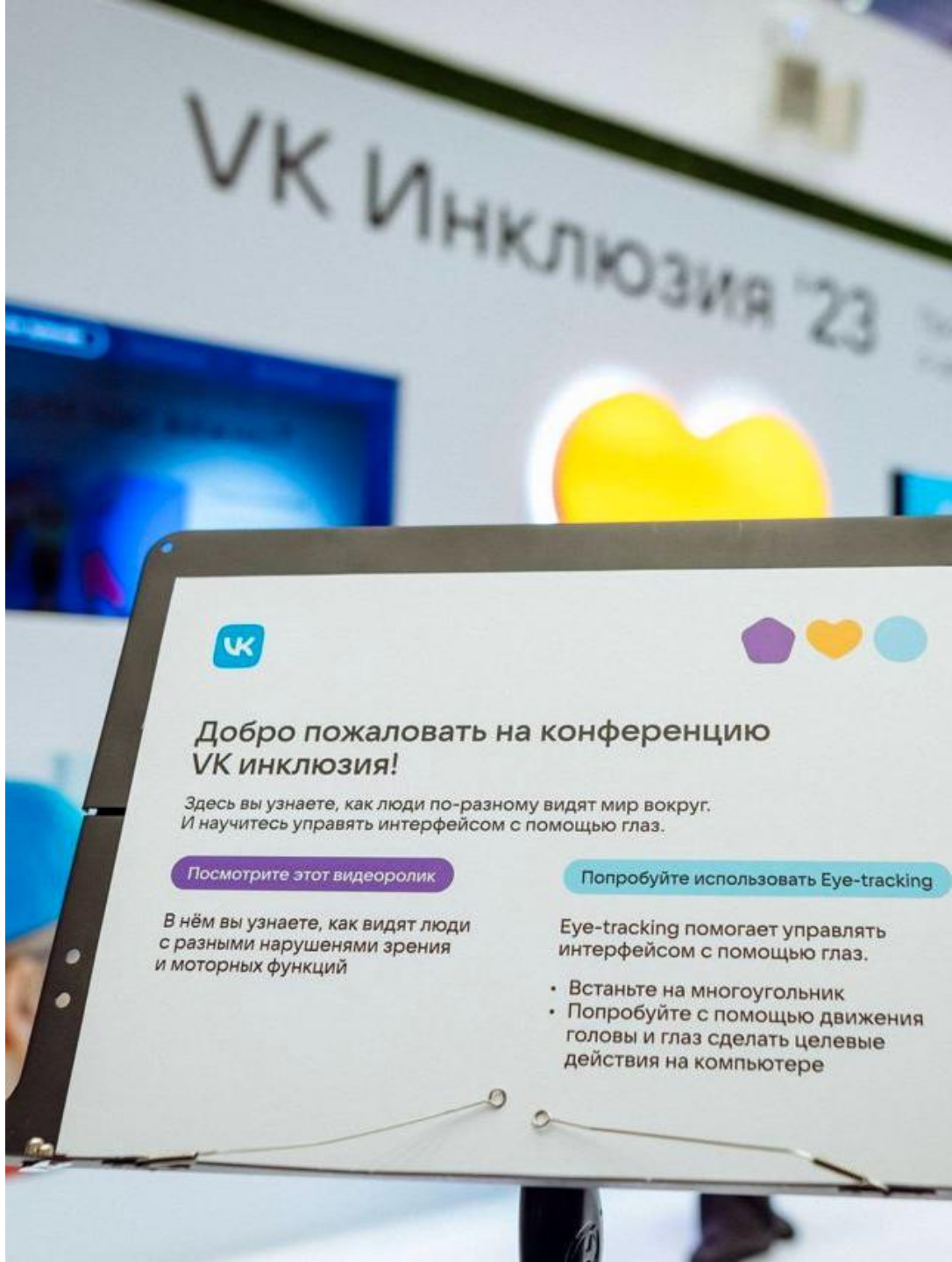


VK Inclusion '23

On 27 October 2023, VK held Russia's first offline conference on digital accessibility, VK Inclusion '23, it gathered >250 guests at company's Moscow office

- The design and the event's website were customized to meet the different perceptions of the audience
- A team of translators simultaneously translated the speakers' speech into Russian sign language
- The main stage was located on the ground floor with barrier-free access, and the thresholds in the conference area were equipped with ramps.
- Several volunteers were present in each zone to help with orientation and other necessary assistance....

...and much more



VK: digital accessibility

In Q4, VK continued its active work to improve digital accessibility in its services and applications:

- VK found out whether Russians are familiar with the concept of digital accessibility and whether they use those special settings in their daily lives. >7,000 users took part in the survey
- The RuStore app store has been adapted for blind users, as well as for people with visual and motor impairments
- VKontakte introduced updates to the mobile version of the social network, VK Calls and VK ID that make them more accessible for blind users
- Mail.ru app solves about 60 problems to improve non-visual accessibility



Accessible VK Fest: Visionaries Award

At the award "Visionaries. Management of Changes" VK became the winner in the nomination "Society. Large Business"

This award was given to the festival for increasing the accessibility of VK Fest '23 for festival guests and spectators with different types of disabilities

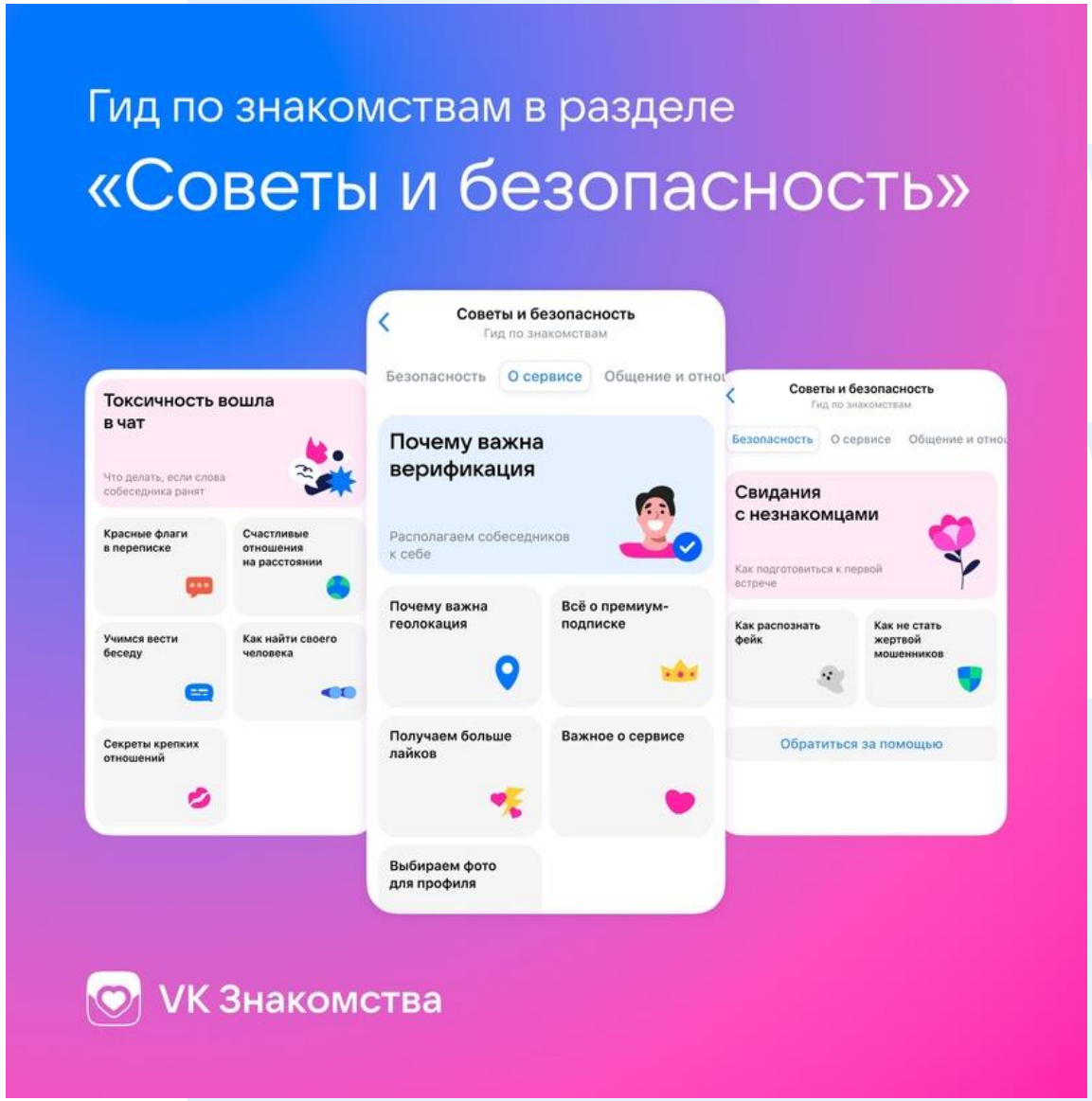
At all five VK Fest venues, infrastructure was created for guests with visual and mobility impairments, special elevated podiums were built, VK Fest broadcasts were translated into Russian sign language, and much more



VK Dating: safe dating

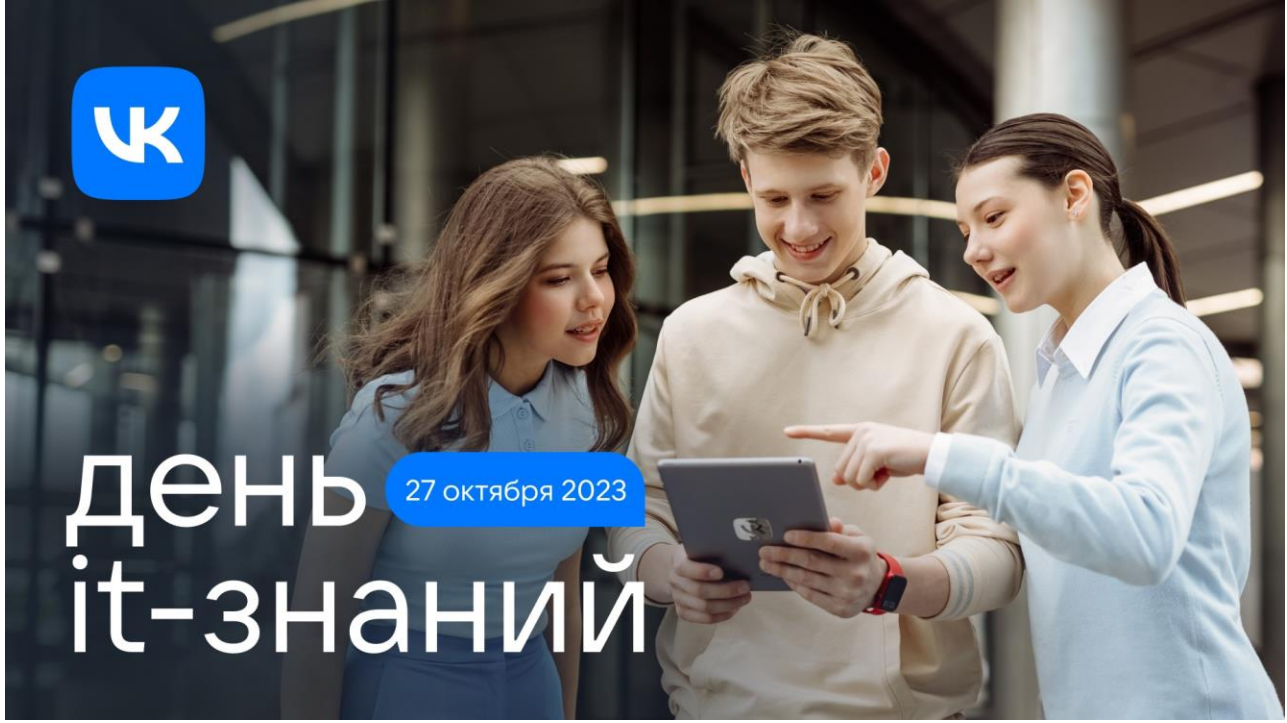
VK Dating service has launched the Dating Guide - a section "Tips and Safety", which is dedicated to effective and safe dating

The new section can be accessed from the mobile app or the VK Dating service. It contains longreads, for easy navigation they are divided into **several thematic blocks**: Safety, Communication and relationships, About the service, Mental health



VK Education: career guidance

- VK Education held a career guidance event called “IT Knowledge Day”, dedicated to the start of young people’s careers in the IT and digital sphere. From VK experts, schoolchildren learned what professions are in demand today in the technology industry and how to become part of it
- VK Education has opened enrollment in the DreamLab career guidance laboratory for schoolchildren. High school students will be able to get acquainted with in-demand digital professions in master classes
- VK united schoolchildren, parents and teachers from all over the country at the “Digital Lesson”. Students in grades 1-11 learned about messenger technologies using the example of the Sferum educational profile in VK Messenger, as well as about in-demand professions that are responsible for the creation and development of modern communication services



> 220,000 schoolchildren
learned about a career in the IT field during the “IT Knowledge Day” campaign from VK

> 600 residents in 12 cities
attend classes at the DreamLab career guidance laboratory

> 3.1 mn schoolchildren
got acquainted with messenger technologies at the “Digital Lesson” from VK

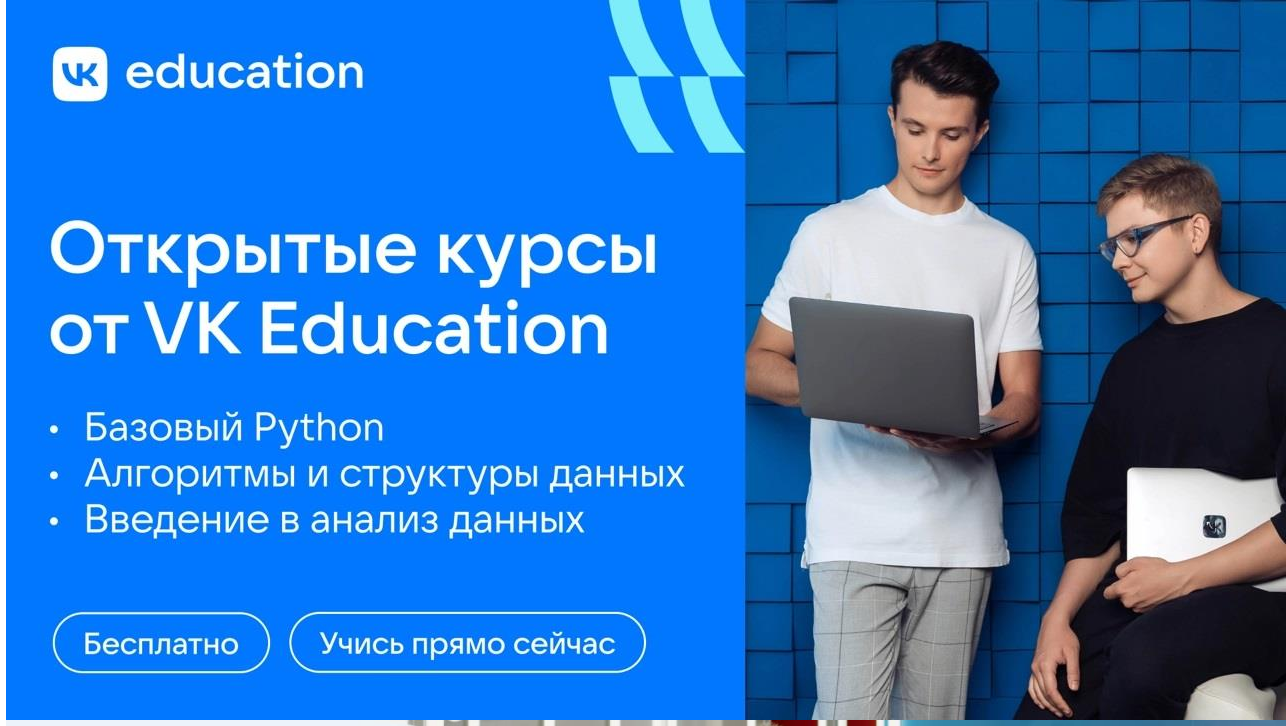
VK Education: courses and scholarships

- VK Education has launched free educational programs for working with data and Python. The courses were launched for the first time in an asynchronous format - participants will be able to take training at any convenient time

> 16,700 people

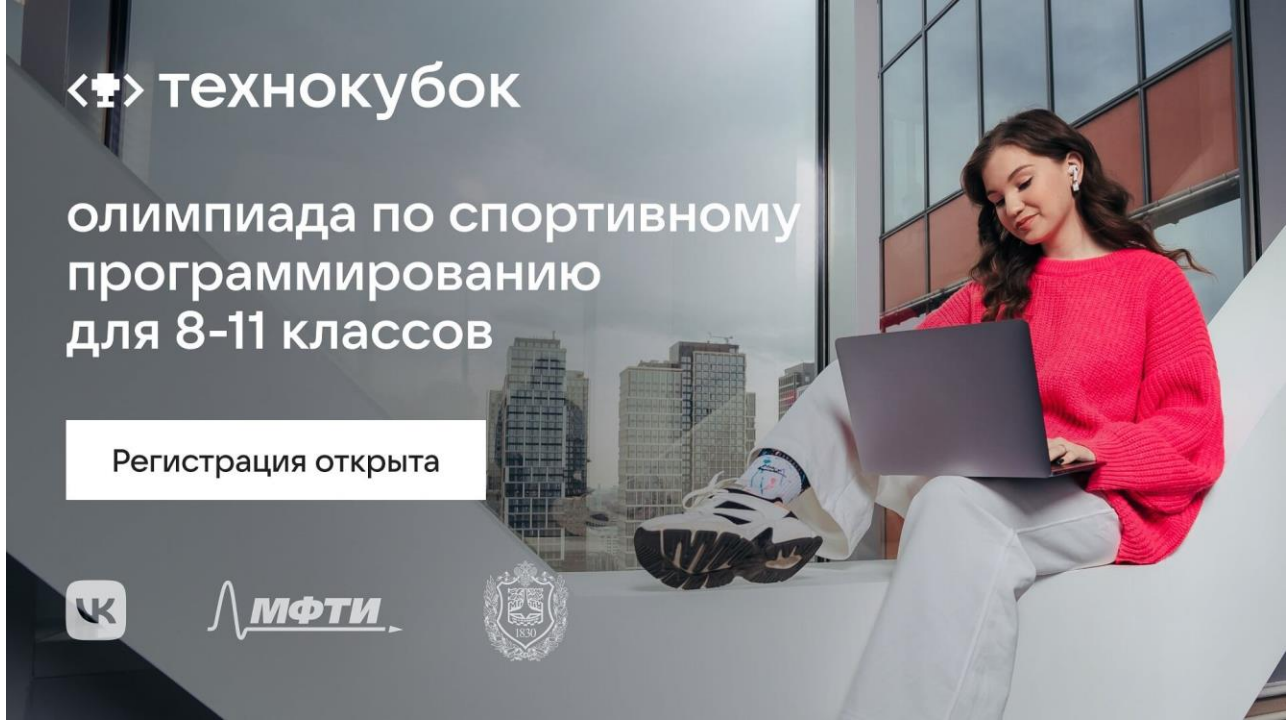
registered to participate in VK Education programs in Q4 2023

- VK Education announced the results of recruitment for a subscription from VK Education, a scholarship program for students of technical specialties. 273 undergraduate and specialist students became subscription holders in the 2023-2024 academic year. In total, about 4,800 applications were submitted from students from >300 universities in 160 cities of Russia





VK Education: “Technocup” Olympiad



VK, MIPT and MSTU named after N. E. Bauman opened registration for the "Technocup" sports programming Olympiad for schoolchildren

In the 2023-2024 academic year, the Olympiad is organized with the support of Peter the Great SPbPU, MIET and VSU and will be held on VK's All Cups online platform

Winners and runners-up will be able to enter university without exams or get 100 points for the USE in computer science, as well as qualify for a subscription from VK Education in the future.

> 30,000 participants

of the “Technocup” Olympiad since 2015

> 7,300 participants

from 814 cities in the 2023-2024 school year

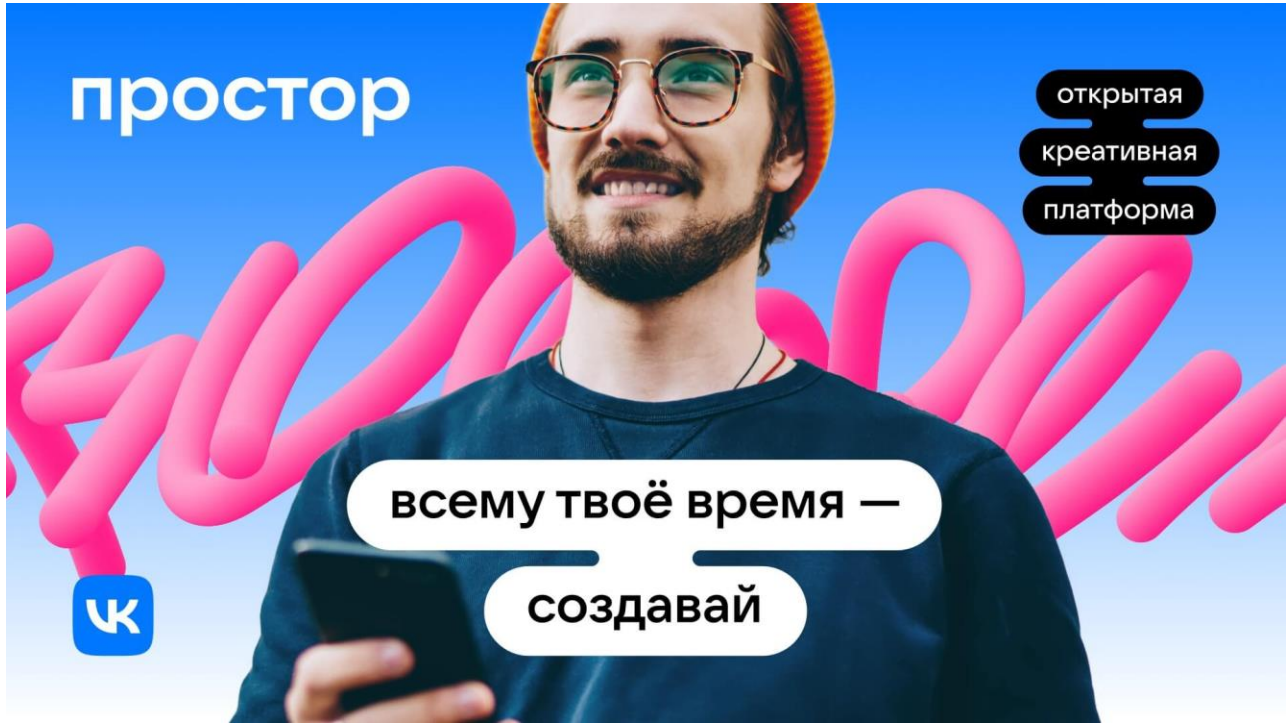
Prostor: free education

- VK's open creative platform Prostor opened enrollment for free training programs on design, clip making and entertainment shows

- Supervisors, speakers and partners of the Prostor programs are participants of Medium Quality and ClickClack projects, experts from VK's brand team, VK Video, design studio Shcheloch, Suprematika and FMT.JETLAG agencies

> 160,000 members

of the Prostor community in Q4 2023



VKontakte: culture and art

As part of VK's "Meeting Place with Art" campaign for World Ballet Day, VKontakte showed a series of interviews with Bolshoi Theatre stars and behind-the-scenes of theatre life



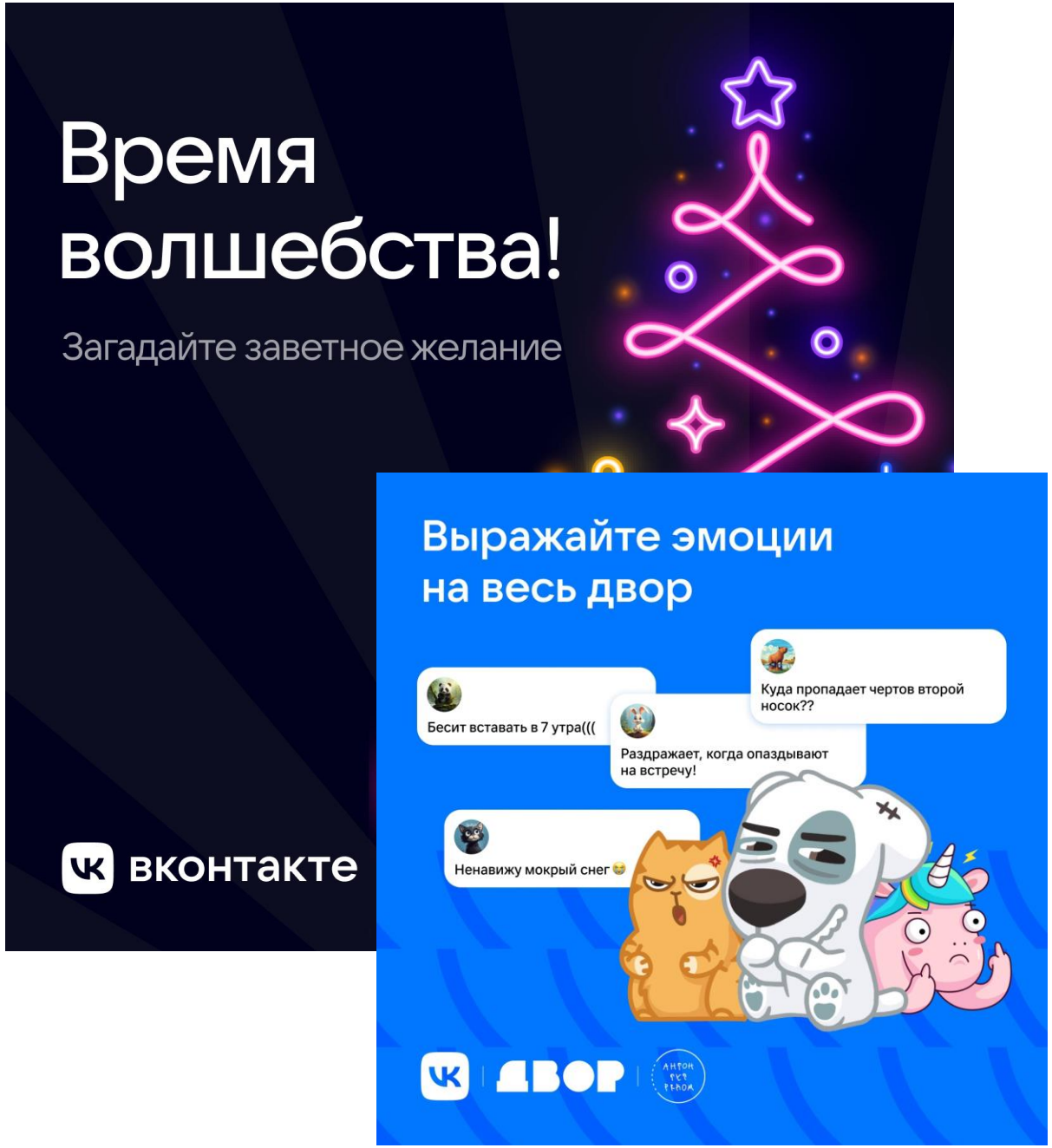
In honour of World Ballet Day, VKontakte launched a special project "Big Talks. Ballet" with the Bolshoi Theatre: ballet stars told users about their creative path and answered questions. Other performance venues also joined the celebration - on 1, 2 and 3 November, 40 cultural institutions from all over the country presented their own exclusive broadcasts of performances

From 13 October to 12 November, the Erarta Museum of Contemporary Art hosted an exhibition of the winners of the Generating Art of the Future competition. The winners of the competition were non-professional artists who underwent a thorough selection process: the organisers reviewed >1,000 works in various techniques. Thus, >70 authors from different regions of Russia took part in the exhibition

VKontakte: freedom of emotions in chatbots

- For the New Year, VKontakte launched a festive chatbot with which users could share their wishes. Users said that they dreamed of finding a soul mate or friend, building a strong family, and adopting a healthy lifestyle. Vkontakte users could publish your dreams in a special section and see the wishes of other people

- Together with the "Anton Is Near" Foundation and the "Yard" project, VKontakte launched an initiative called "For the Whole Yard". A chatbot is available to users, they can write about their emotions and receive support in response from the chatbot. The bot sent each author a postcard with motivational wishes from the "Anton Is Near" Foundation's wards

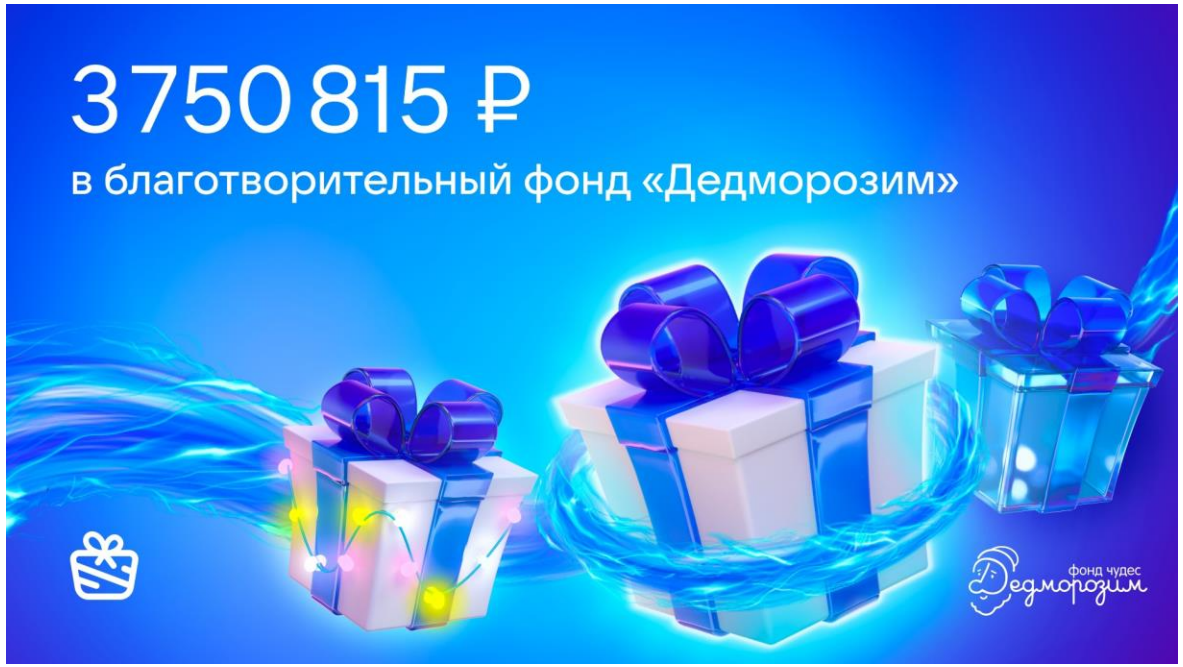


VK Checkback: charity in the “Festival of Gifts”

VK Checkback users completed festival tasks, including one charitable task: donate from RUB 30 to 100 to the “Dedmorozim” Foundation. For completing the task, users received gifts - emoji status, profile cover, discount coupon

Users sent **49,492** contributions, thanks to this activity, they managed to raise **> RUB 3.7 mn** for the "Dedmorozim" Foundation

With the money raised, the Dedmorozim Foundation can pay for the work of specialists who help children across Russia to receive education, fight serious illnesses and find a new home

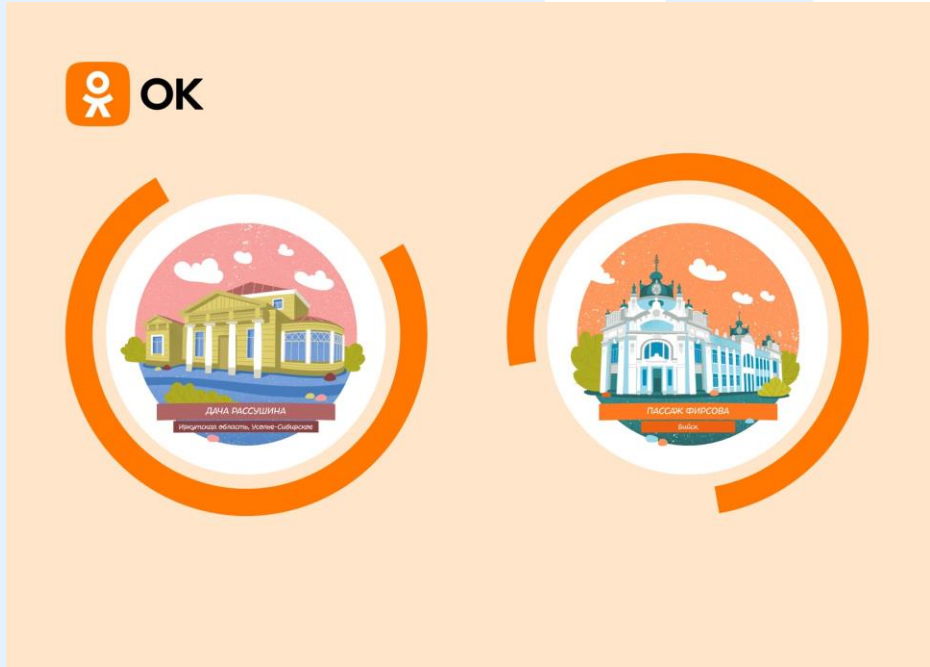


OK: culture and art

- OK together with the Russian State Library and the Kultura.RF portal launched a cultural educational project for the 220th anniversary of F.I. Tyutchev's birth. Russian celebrities joined the greetings marathon - they recorded a video with the poet's poems. The project reached >600,000 views

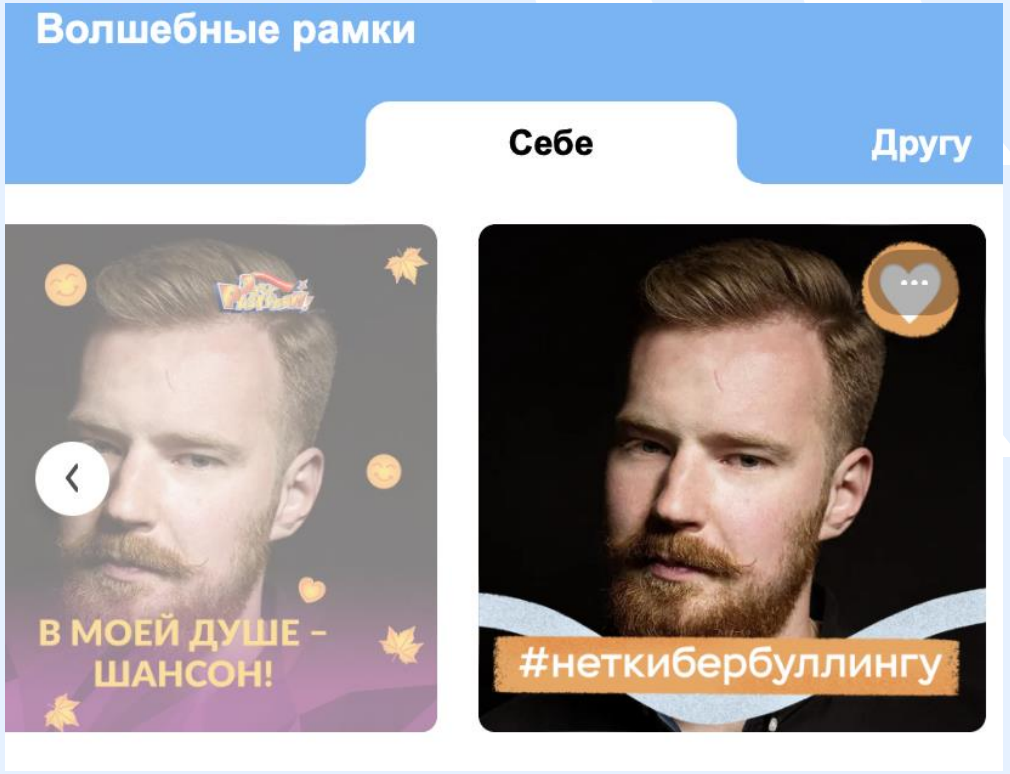


- OK launched the third series of the project "Architectural Periscope", within the framework of which seven new sites were added to the map of endangered cultural heritage, accompanied by audio tours. A study was also released on how aware Internet users are of significant objects in their regions. In total, the project received > 200 publications in the media and social networks



OK: educational and social projects

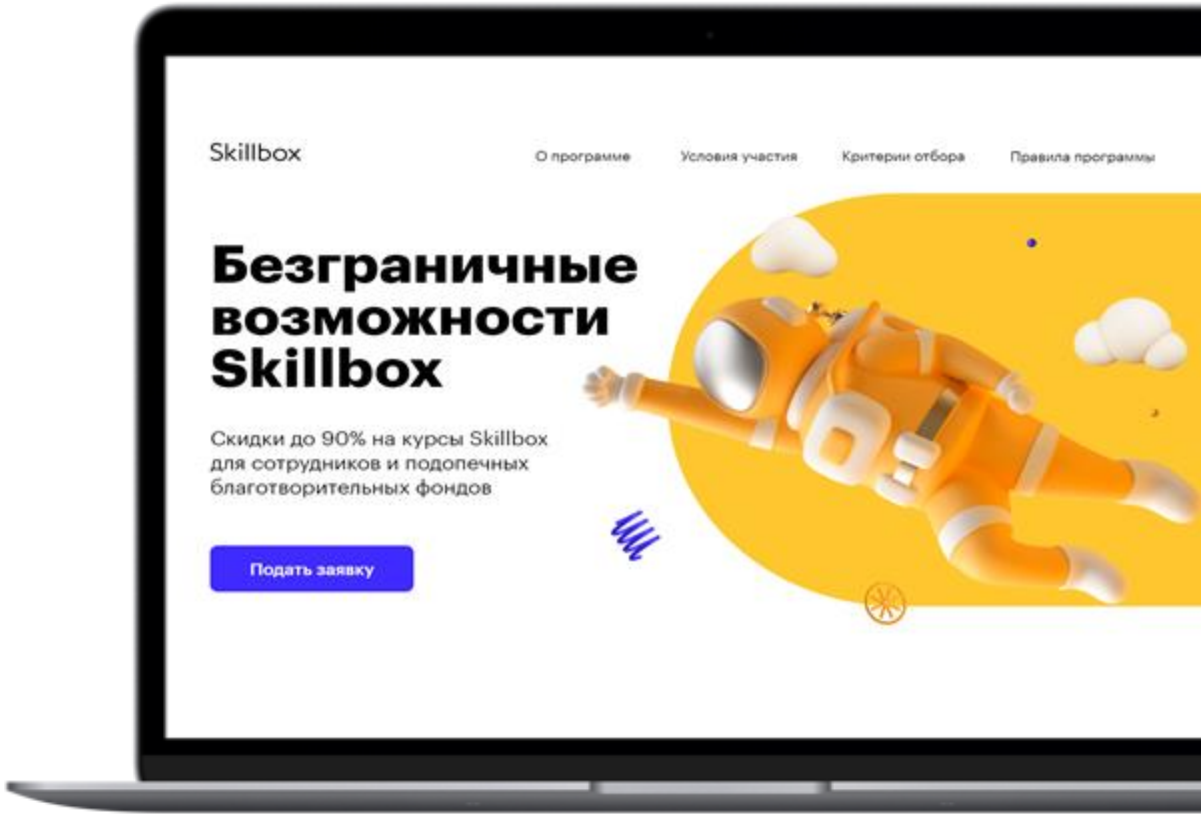
- OK joined the Day against cyber bullying campaign. The campaign had a cumulative **reach of >800,000 views**. Another 60,000 users installed themed avatar frames against online bullying
- In November 2023, OK and the "Loyal Heart" shelter held a "Catwards" campaign: the number of visitors to the shelter increased by 20% and the number of completed questionnaires of future owners increased by a third. Frames and a marathon were used as tools in OK, and >150,000 users decorated their avatars with the project's symbols
- As part of the "Priceless Lesson" campaign, about 15,000 OK users expressed their gratitude to their teachers and congratulated them on Teacher's Day



Skillbox: unlimited possibilities

Every month, Skillbox gives non-profit organizations preferential access to any courses and professions. Russian charitable foundations and non-profit organizations that are already collaborating or are ready to undergo a simplified verification of the **“VK Dobro”** service can participate in the project. Based on the results of 2023:

- 335 applications during the period of work from 136 NPOs
- RUB 26,371,557 saved by NPOs thanks to the project's work
- 78% - average discount



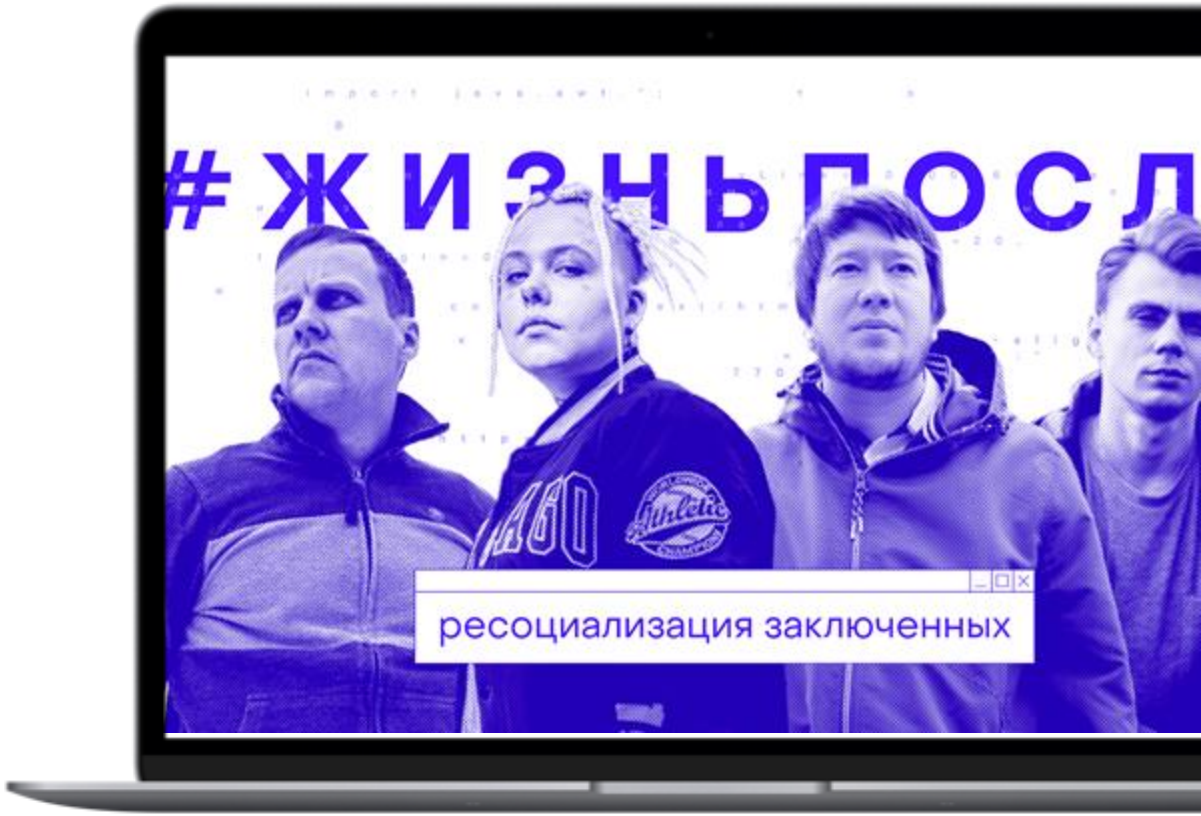
Skillbox: #lifeafter

The social project #LifeAfter, the goal of which is to help former prisoners and those still in prison undergo resocialization, received **8 awards at federal rewards** for social responsibility:

- 3 gold awards and one silver at the E+ marketing festival
- “Best Social Project” of Russia 2023 Award
- Grand Prix at the “Silver Mercury” creative festival
- Gold at the Red Apple festival

Campaign results:

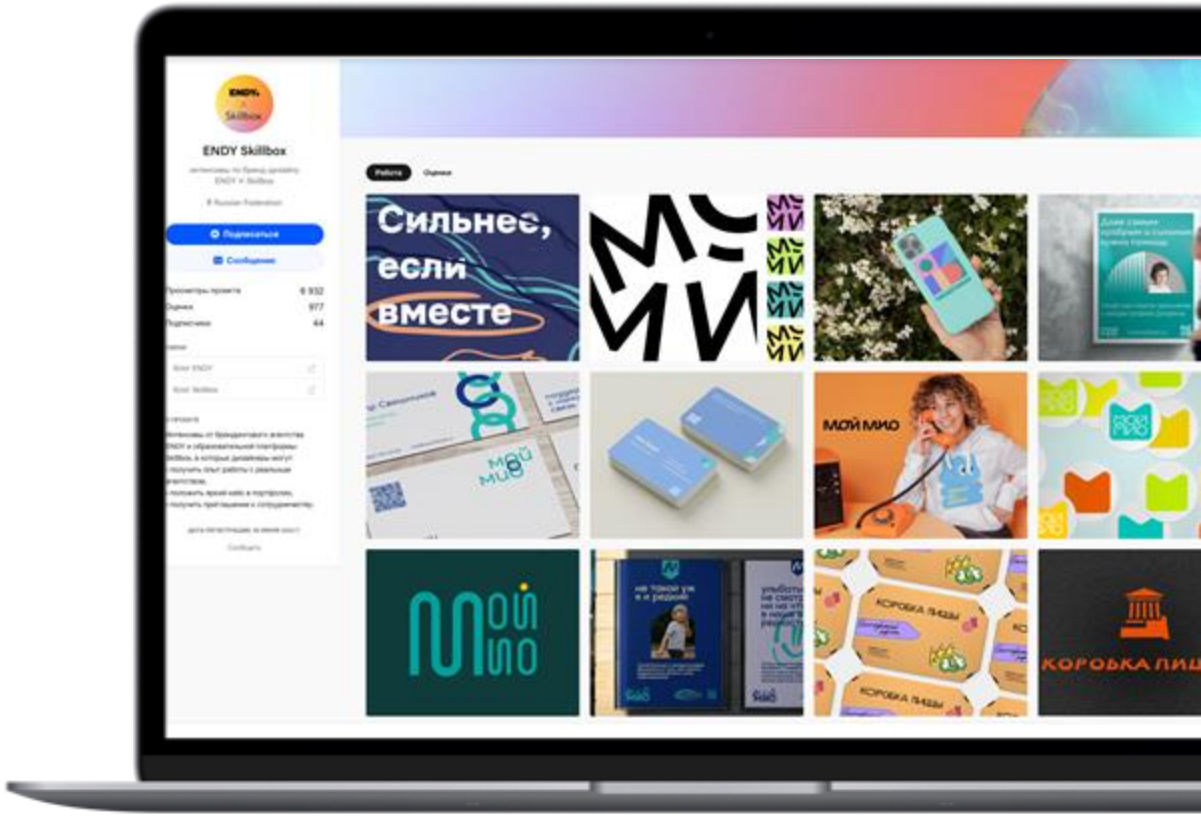
- 98 grant applications
- 49 people started training
- Popular areas of study: "programming", "design", "marketing"



Skillbox: educational practice

Skillbox students, as part of an internship program during their studies, developed a new branding for the “MyMio” charity foundation, which helps boys with Duchenne muscular dystrophy (DMD). The project was implemented jointly with the Endy agency

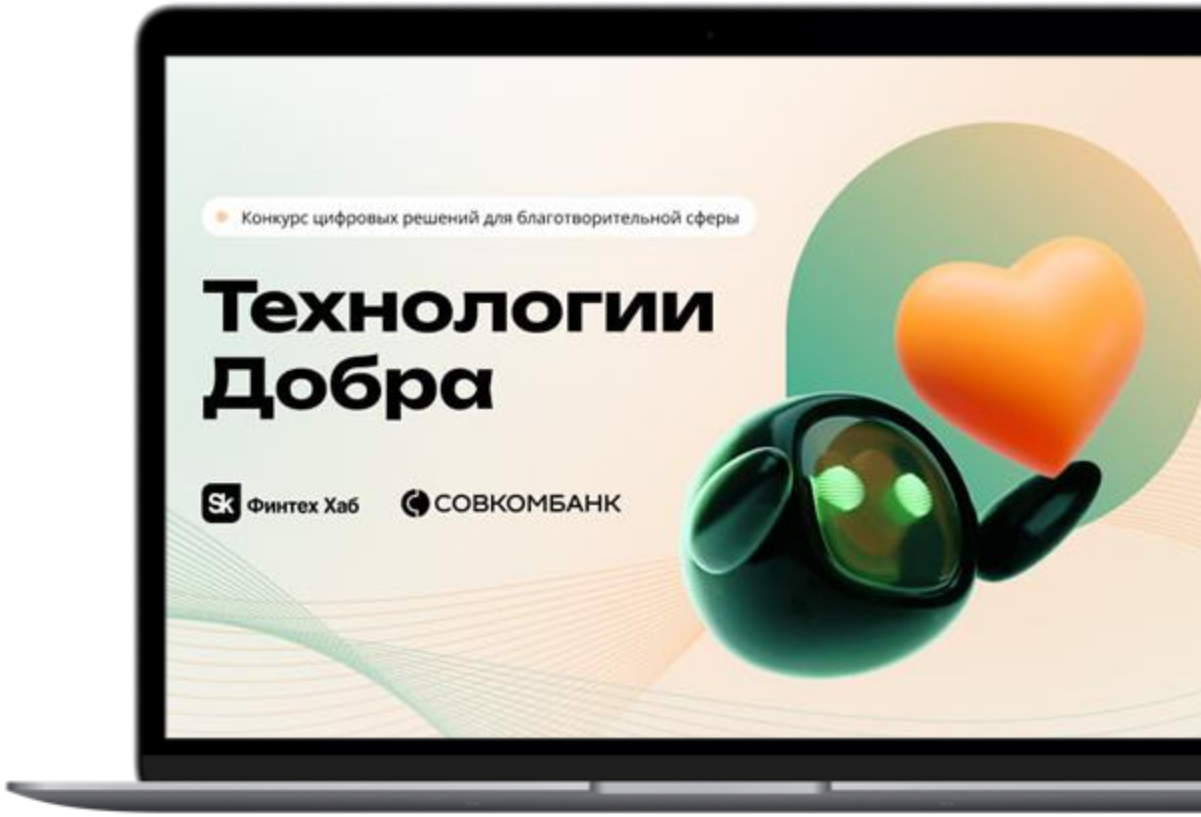
- The author of the new design was Ulyana Lebedeva, a student of the "Digital Design" department at Skillbox
- The new slogan of the foundation is "Rare boys must be seen". And the new logo symbolises a window in which, according to the author, "letters frolic like cheerful boys"
- The rebranding is intended to attract as much attention as possible to the problem of rare diseases



Lerna: "Kind Technologies" project

Lerna provides access to Skillbox courses on a preferential basis as part of the federal project ”Kind Technologies" aimed at supporting and digitally developing socially oriented non-profit organizations and charitable foundations. The training enables Russian non-profit legal entities engaged in the social sector to facilitate their operational activities

- >500 people from 187 charitable foundations started training
- Foundations include: "Thread of Kindness", "Ufa Hospice", "Dobroe Delo", ANO "Let's Win Cancer", "Vector of Life", and "Children without Mums" foundation



VK Team



Charity

VK organised a pre-New Year charity campaign “Really Needed Gifts” among employees

As part of the campaign, VK collected useful gifts **in 5 cities:** Moscow, St. Petersburg, Sochi, Kazan and Nizhny Novgorod

As part of the campaign, the company's employees brought warm clothes, blankets, New Year’s pillows and mugs, sweets, as well as pet food and accessories to the company's offices

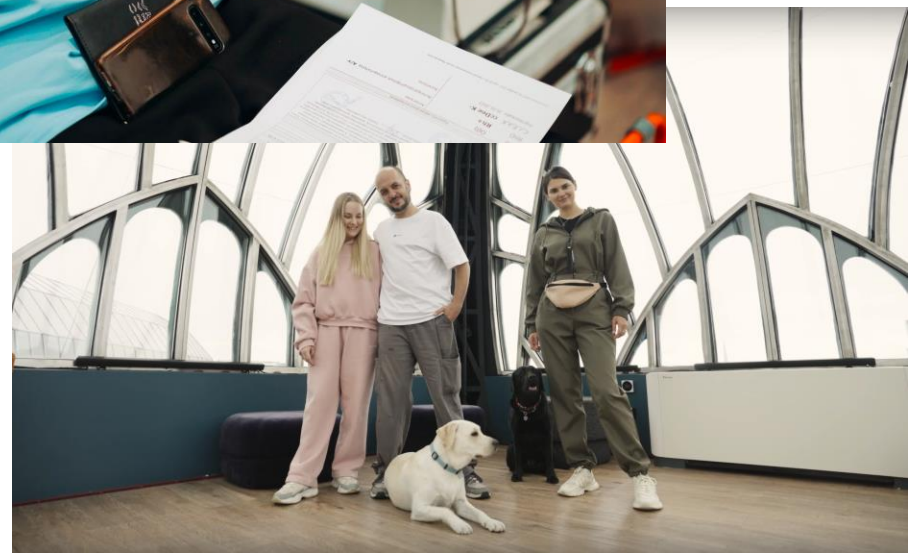
The collected items were donated to the **trusted charitable foundations** "Nochlezhka", "RAY", "Help for Homeless Dogs", "Vera" and "Old Age in Joy"



Charitable activities in VKontakte offices

- The VKontakte team **donated blood**: on traditional donor days, they managed to collect 28 liters of blood, and the amount of donations for the funds, taking into account the doubling from VKontakte, amounted to **RUB 176,000**
- On New Year's Eve, a **charity fair** was held at VKontakte's office near the Red Bridge. At the fair, people could buy goods for the benefit of the AdVita Foundation's wards, which were provided by the charity shop Legko-Legko, as well as gifts from the “Anton Is Near” Centre and the “Simple Things” workshops
- In honor of International White Cane Day, the VKontakte office was visited by partners from the “Assistance Dogs” training and canine center and the future guide dog Waffle. A VKontakte employee adopted Waffle into his family this year. Soon the pet will become a real assistant for visually impaired and blind people

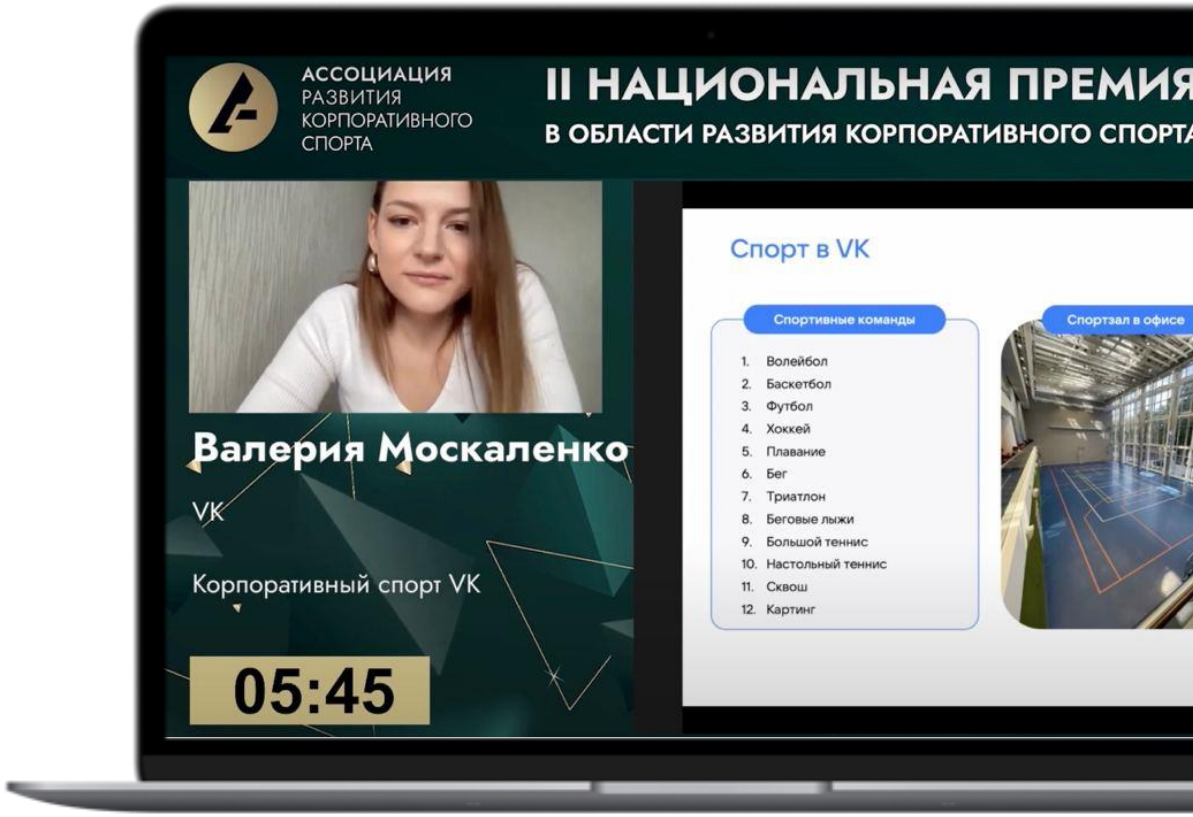




Sport VK

VK **reached the finals** of the National Corporate Sports Development Award in the category "Best Program for Employee Involvement in Corporate Sports and Healthy Lifestyle in Companies with >5,000 Employees" by highlighting the achievements of its employees:

- 37% of employees are involved in sports programs and healthy lifestyle culture
- >90% win rate of VK teams
- >1,500 employees participate in internal sports challenges
- >100 applications in the internal nomination VK Sport Awards



Corporate governance

Priority areas of ESG VK

Ksenia Toporkova, Head of Sustainable Development at VK, was one of the participants in the session of the Third Global Financial Forum **"The Role of Women in Sustainable Development".** The topic of her presentation was women in IT

During the interview, Ksenia also spoke about the holding's ESG priorities and the role of women in IT

Among them: supporting women with IT specialties, gender equality, fighting cyberbullying and digital rubbish



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