Key ESG projects and events

Q4 2022

Key ESG projects and developments in Q4 2022

Environmental responsibility

- Since October**, separate waste collection has been launched** in the test mode at the head office of VK
- VK helped Gemotest and LUKOIL switch to **personnel electronic document management**
- OK and Animal Protection Media "KOT" launched a mini-series about people who have **devoted themselves to the care and rescue of animals - zoo volunteers**

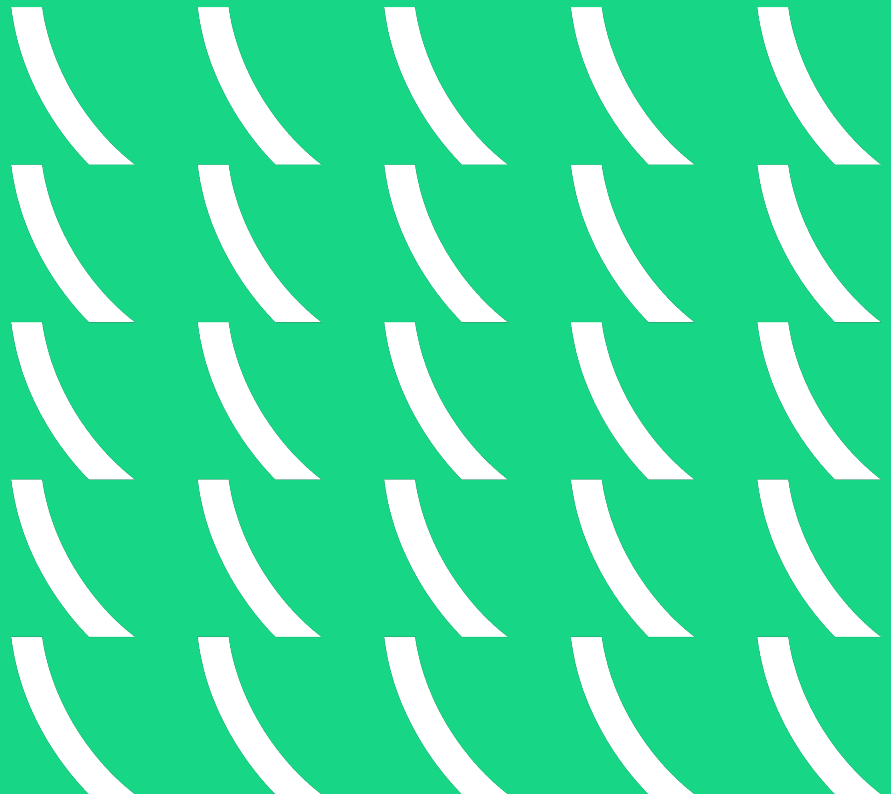
Social responsibility

- >350,000 Russian schoolchildren from **6,700** schools from **3,500** settlements took part in the annual **IT Knowledge Day**
- VKontakte users collected RUB **>54 mn** in donations year-to-date
- OK became **the first social network app available for blind users in Russia**
- VKontakte launched **its own charitable service** with verified funds and a subscription for donations
- The Mail.ru mobile application (Android) has passed the **test of the voluntary certification system of the Everland inclusive project**

Corporate Governance

- The number of users of the company's services who strengthened the protection of their account by connecting two-factor authentication **increased by 5 mn**
- Mail.ru has launched a series of **security updates**, including checking for compromised user passwords and warning about leaks from other services
- VK received **300 company vulnerability reports** from external experts in three months of running a bug bounty program on the Standoff 365 Bug Bounty platform

Environmental responsibility

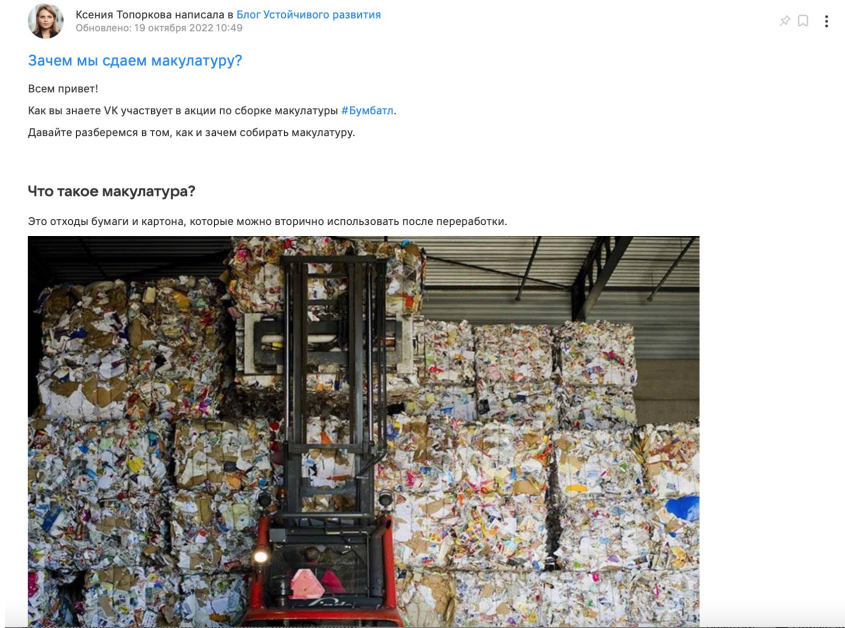


Green office in VK

- Since October, we launched **separate waste collection in the test mode** at the head office of VK
- Related containers are located at the coffee points on floors 2, 3, 9 in tower A and 3 floor in tower B
- We have also relaunched the **Sustainability channel** in the corporate messenger VK Teams, making it possible for company employees to write their questions and comments in it, and launched a **series of posts about separate waste collection.**






Ксения Топоркова написала в Блог Устойчивого развития
Обновлено: 19 октября 2022 10:49

Зачем мы сдаем макулатуру?

Всем привет!

Как вы знаете VK участвует в акции по сборке макулатуры #Бумбатл.

Давайте разберемся в том, как и зачем собирать макулатуру.

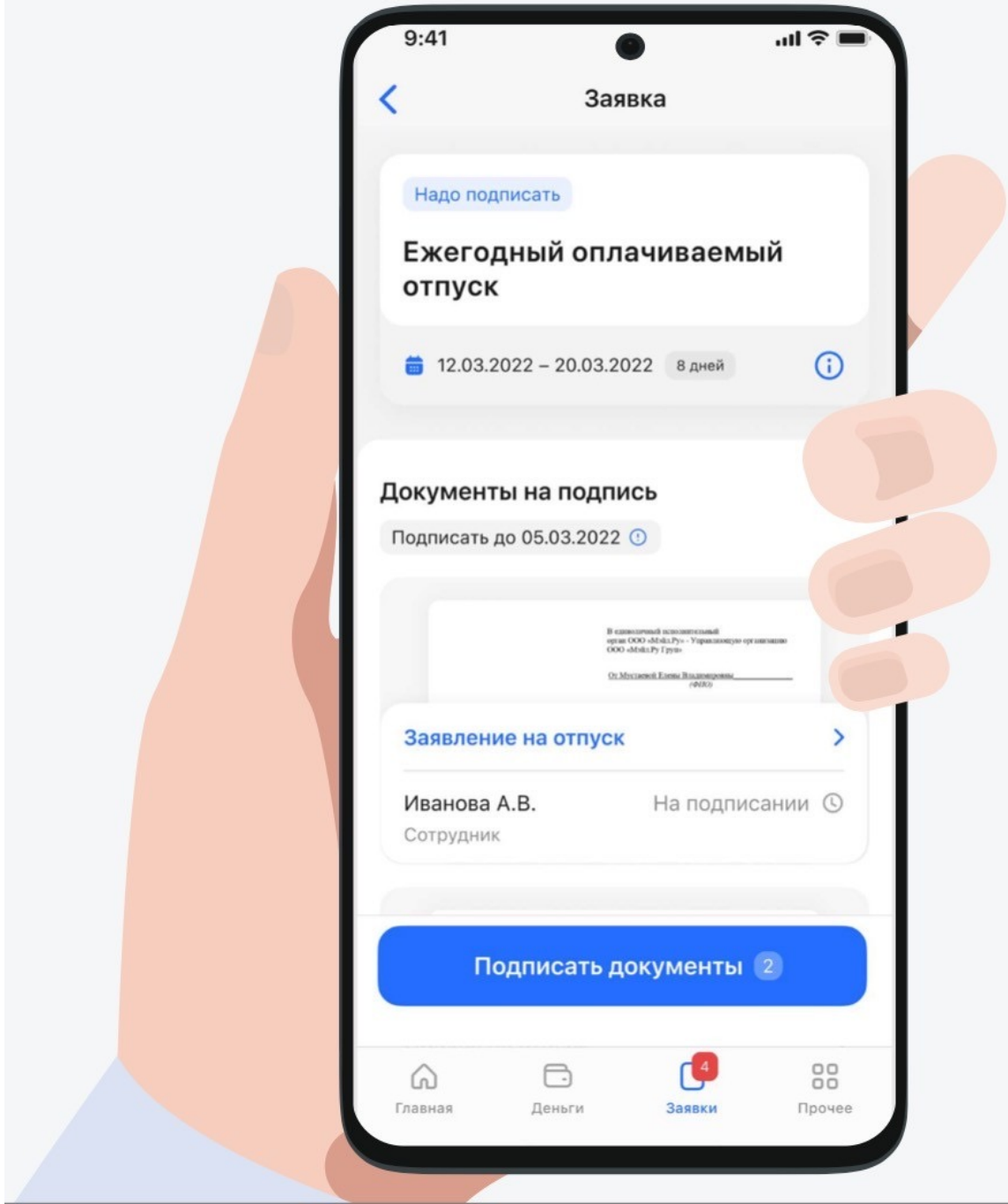
Что такое макулатура?

Это отходы бумаги и картона, которые можно вторично использовать после переработки.

VK Tek: HR Electronic Document Management

- VK helped Gemotest switch to **HR electronic document management** (EDM) based on the VK HR Tek solution. The system allows the exchange of documents between employees of the HR department, team leaders and employees in a remote format across all the 1,800 laboratories, where work >6,000 people

- Also, Lukoil employees switched to EDM from VK HR Tek. The main goal of the project is to optimize the time spent by employees on the execution of standard personnel procedures. Also, the automation of the personnel process will allow to obtain a comprehensive environmental effect from a significant reduction in the amount of paper consumed, consumables for office equipment and energy savings.



Dobro Mail.ru - promotion for the day of recycling

- The Sustainability and Dobro teams raised an important topic — **bullying of eco-activists**, those who care about the fate of the planet

- “You are doing nonsense”, “You can’t help nature in any way”, “Why do you bother so much with your awareness”, - almost every eco-activist has come across such comments. All this is a manifestation of passive aggression, the purpose of which is to make a person feel guilty, powerless and wrong

- Together with Anastasia Kuvshinova, media coordinator of the "Separate Collection" environmental movement, and eco-blogger Boris Lorer, we have released thematic cards **that teach users to respond to passive-aggressive comments**

Ты все равно ничего не исправишь, зачем этим заниматься

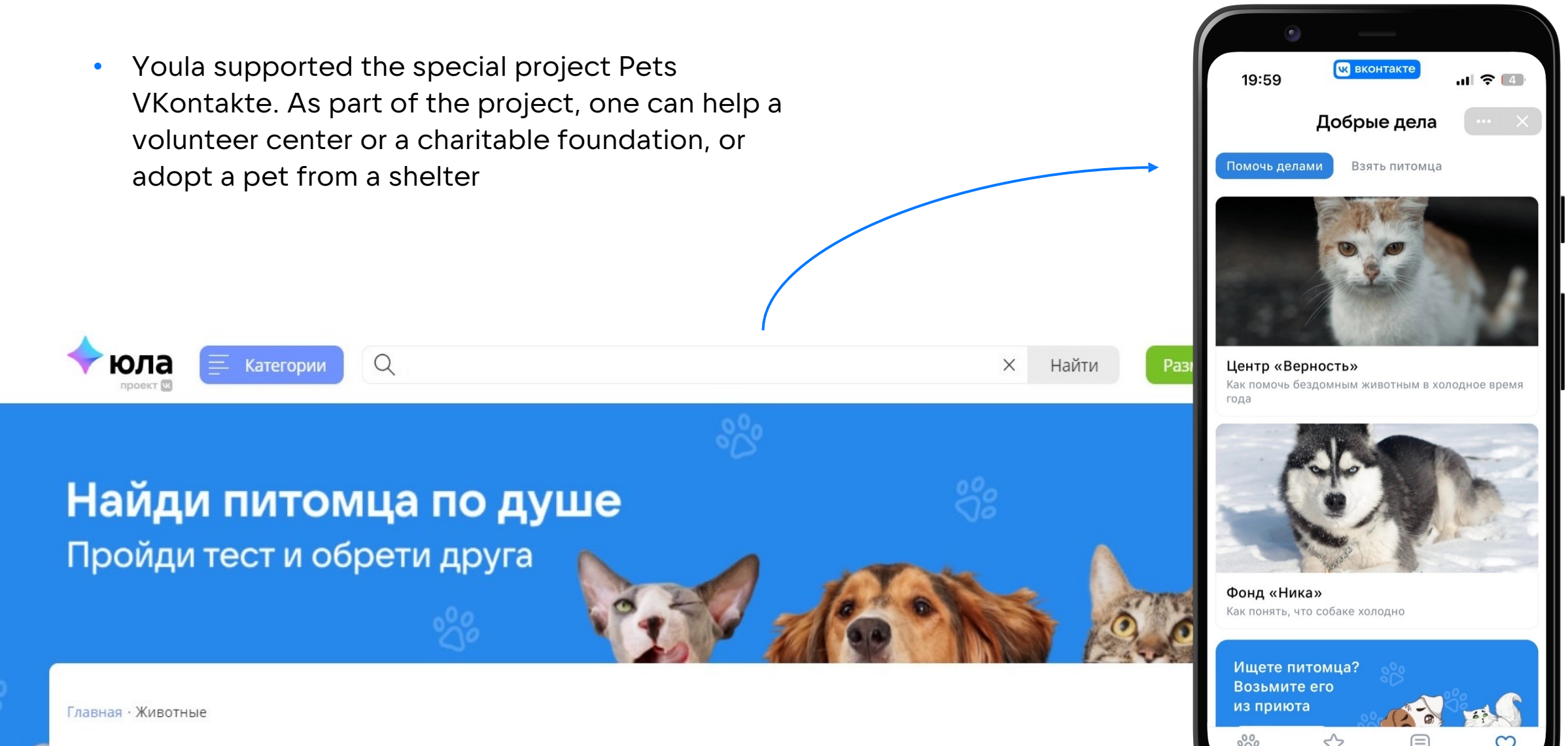
Кто ничего не делает — тот, конечно, ничего не исправит. Мы вот занимаемся темой отходов чуть больше 10 лет, и уже за это время стали видны изменения: контейнеров во дворах стало больше, люди гораздо лучше знают, что экологично, а что — нет (и готовы выбирать именно экологичное).

На экологии сильно не заработаешь

Волонтеры, занимаются проблемами не ради денег, а ради помощи планете. А если все-таки говорить о деньгах, то стоит спросить менеджеров по устойчивому развитию, экоконсультатов, экологов, много ли они зарабатывают. Экоповестка сейчас актуальна, за знания в этой сфере всё больше платят, если ты готов в этом развиваться.

Youla

- Youla supported the special project Pets VKontakte. As part of the project, one can help a volunteer center or a charitable foundation, or adopt a pet from a shelter



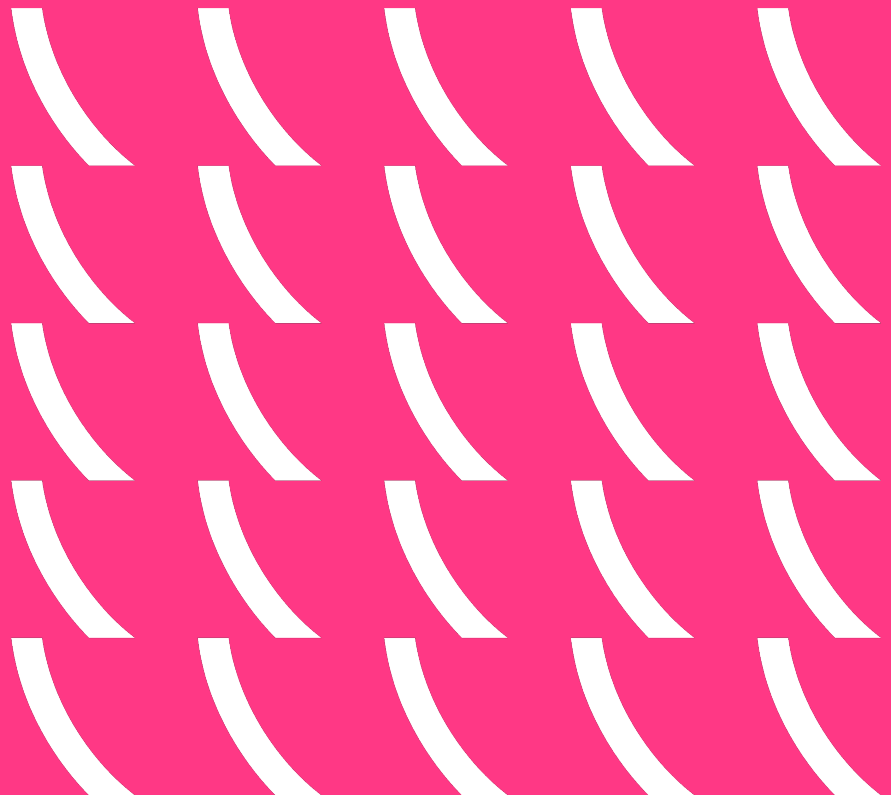
Odnoklassniki: environmental initiatives

- OK and Animal Protection Media "KOT" launched a mini-series **about people who have devoted themselves to the care and rescue of animals - zoo volunteers**
- The series "CAT: STORIES" in the format of interview-monologues of the main characters includes five episodes in which OK users learned about the importance of volunteer work and responsible attitude towards animals
- OK and the World Wildlife Fund **have launched a series of pre-New Year activities** as part of the flash mob #I'm calling in for support of endangered sea otters
- OK **expanded the list of reserves, national, natural parks and reserves on the interactive map les.ok.ru**. The new ten points have become a continuation of a joint project with the agency "Les" and focus on nature reserves, sanctuaries, especially attractive in winter.





Social responsibility



VK was ranked as the best educational company in 2022

- VK was recognized as the best educational company in 2022 according to the Russian «Knowledge» society

- As part of its educational activities, VK organizes its own educational and educational events for young people, and also integrates into landmark federal projects: Night of Museums, Theater Day and many others.





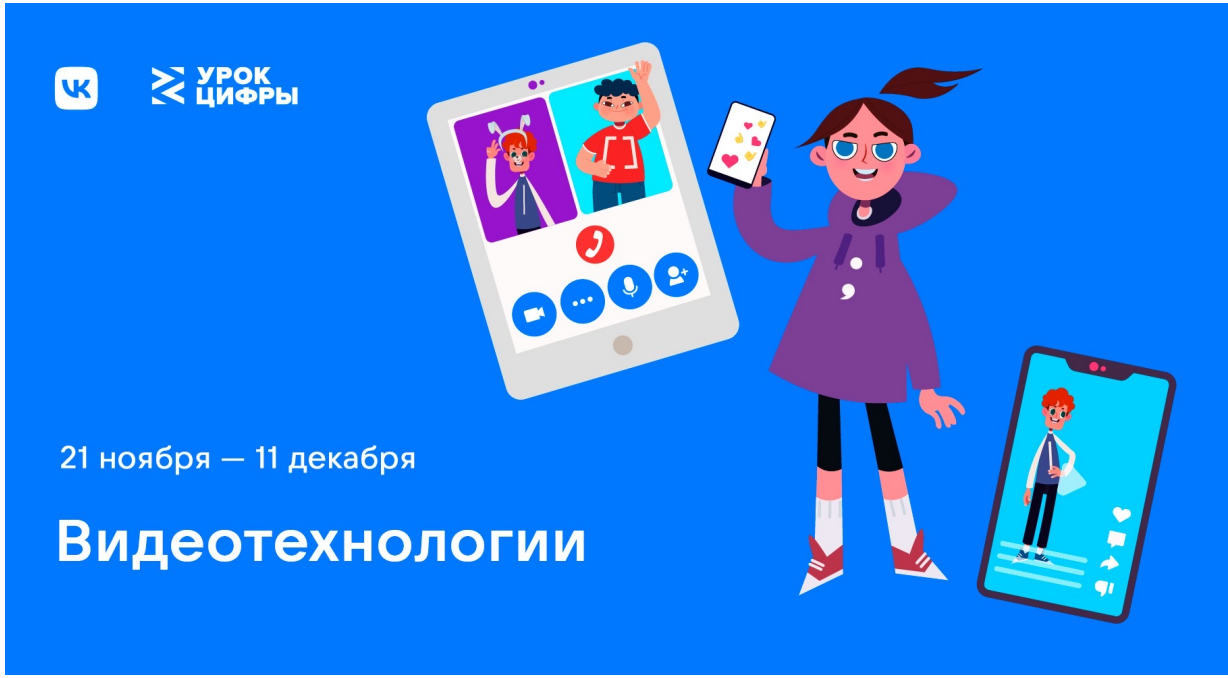
VK Education: schoolchildren

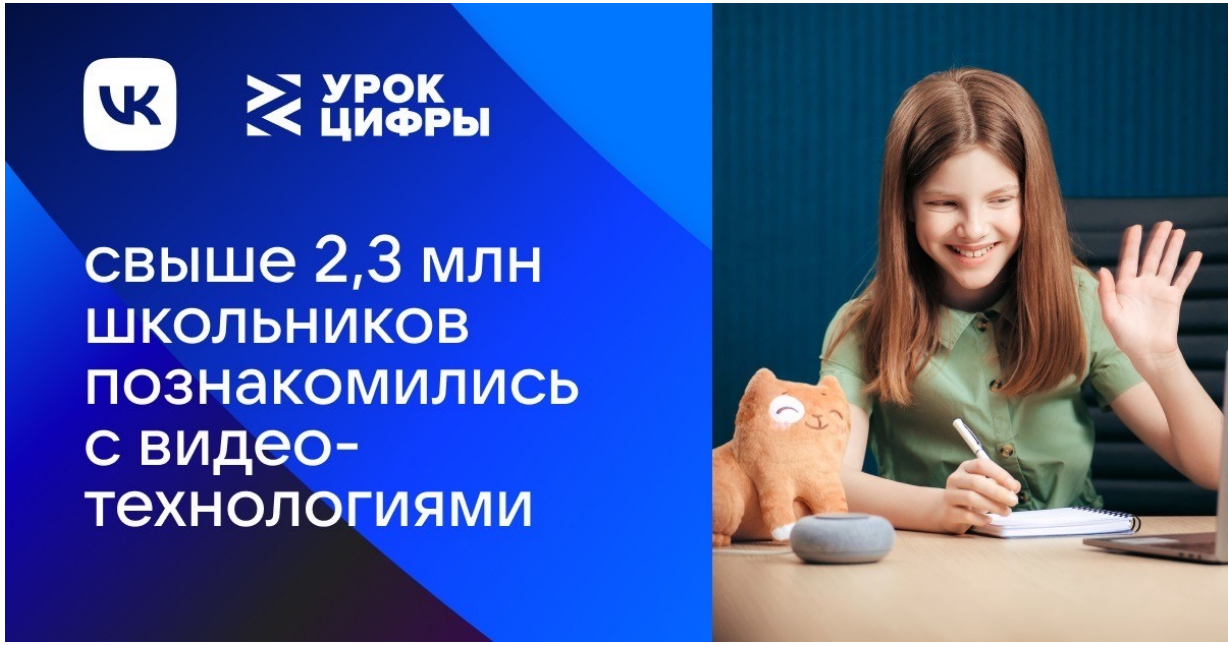
- >350,000 Russian schoolchildren from **6,700** schools from **3,500** settlements took part in the annual **IT Knowledge Day** event. >350 experts from VK and other IT companies spoke about video technologies as part of the **IT Knowledge Day campaign**. Lessons were held offline and via video link using VK Calls. in 2022, IT Knowledge Day covered more than **3 mn broadcast viewers**

- From November 21 to December 11, a new stage of the All-Russian educational project "Lesson of Numbers" was held in Russian schools: the topic of the lesson from VK was video technologies. The lesson was attended by **>2.5 mn schoolchildren**

- VK, MIPT and MSTU N. E. Bauman launched a **programming competition for schoolchildren**. The first stage takes place remotely on the All Cups platform

- VK, the Ministry of Education of Russia and the Russian "Knowledge" society launched the platform "Magic of Knowledge: History of Russia", which introduces schoolchildren to important historical events and heroes. 20 schools participated in testing the product, the platform is available on three sites: the web version of magicknowledge.rf, VK Play and RuStore.

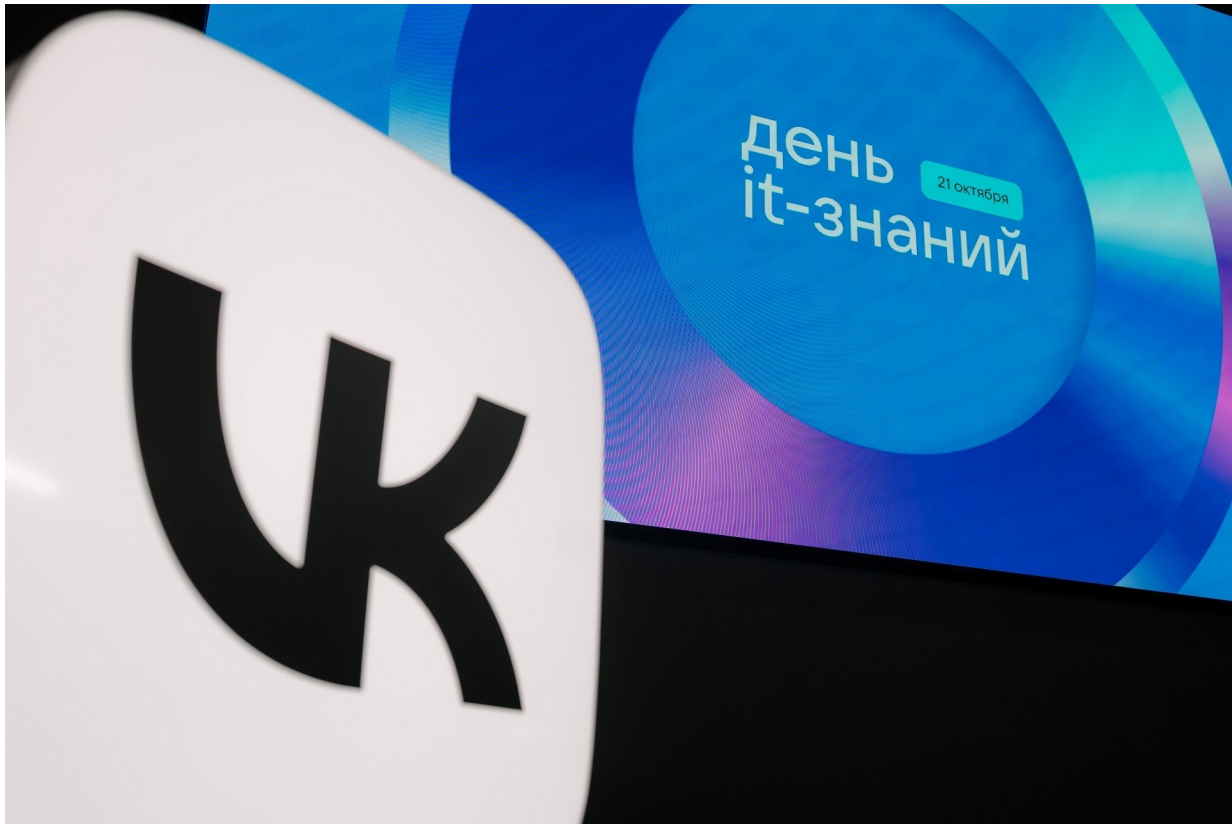




VK Education: students

- On the basis of Sirius University, 27 students from different regions of Russia **created their mobile applications under the guidance of experienced mentors from VK**. Beginning developers got acquainted with the product approach, mastered the basics of UX / UI design and mobile development on iOS and Android. In the teams, guys created eight mobile applications

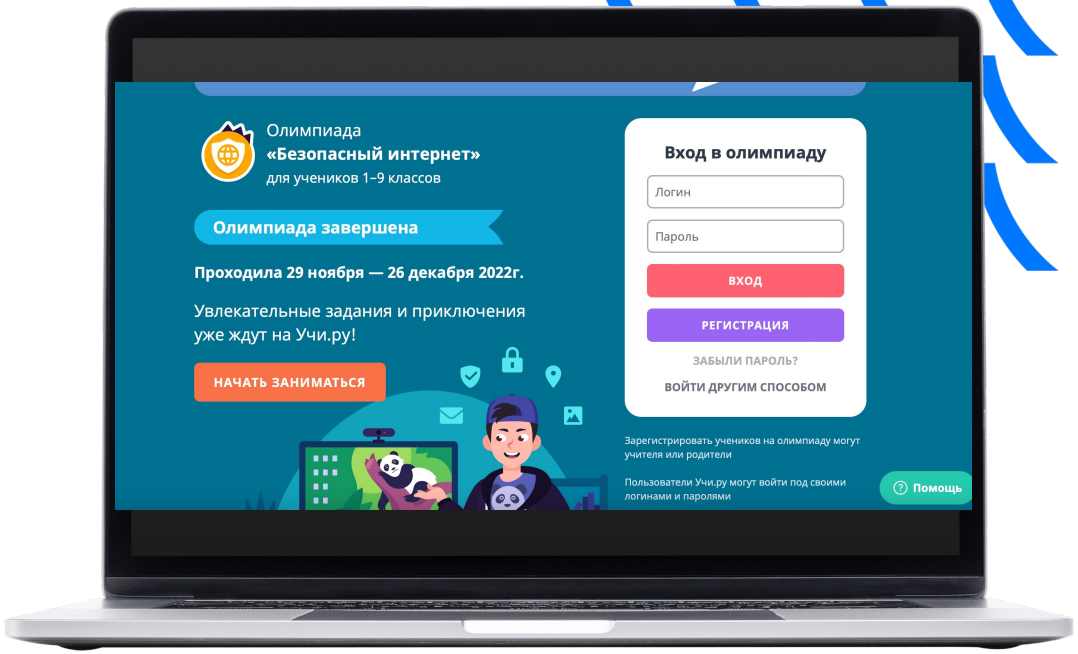
- VK and the Higher School of Economics have opened the first enrollment for a new joint educational project — the Engineering and Mathematics School. As part of the **project, more than 100 HSE students** applied for free training in workshops in the most popular areas of IT. **26 IMS students** receive a monthly scholarship from VK in the amount of RUB 40,000.



VK Education

- VK Education and Uchi.ru conducted a **survey on the problem of online bullying among teachers and schoolchildren**. 821 teachers and 988 students from grades 1 to 9 took part in the online survey

- VK and Uchi.ru held an **Olympiad for schoolchildren on safe behavior on the Internet. Almost 2 mn schoolchildren** in grades 1-9 improved their digital literacy at the Safe Internet Olympiad



Sferum

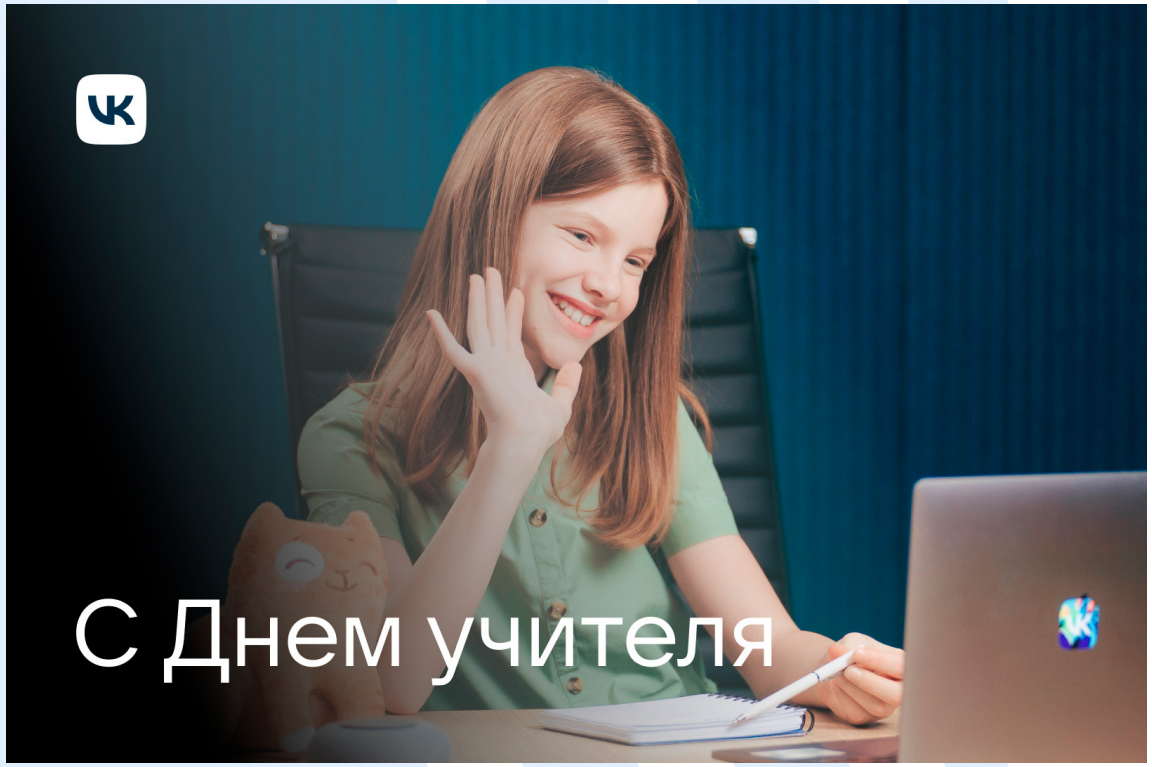
- We launched **a workshop for psychological support for teachers** “To Myself” on the Sferum platform

- VK Education, Uchi.ru, Sferum and the Moscow Department of Education and Science **held a free conference on cybersecurity** for teachers, students and their parents as part of the “Other Lessons” project

- Sferum **announced the winners of the first stage "Communication Marathon" for teachers**. The Belgorod region became the most active region. 550 educational organizations of the region received a smart speaker VK Capsule Mini with a voice assistant Marusya



VK and teacher's day



- From October 1 to October 4, bloggers in the special mini-application "Priceless Lesson" in OK published gratitude to their favorite teachers and school photos
- Students were able to send thematic greeting stickers to teachers with the hashtag #ThankyouTeacher through **VK Messenger**
- **VKontakte** prepared a quiz mask with different cases from school life, as well as a thematic sticker pack
- In **VK Clips**, from October 5 to October 12, the "Let's Start the Lesson" project was held: blogger teachers published educational clips for children on school subjects

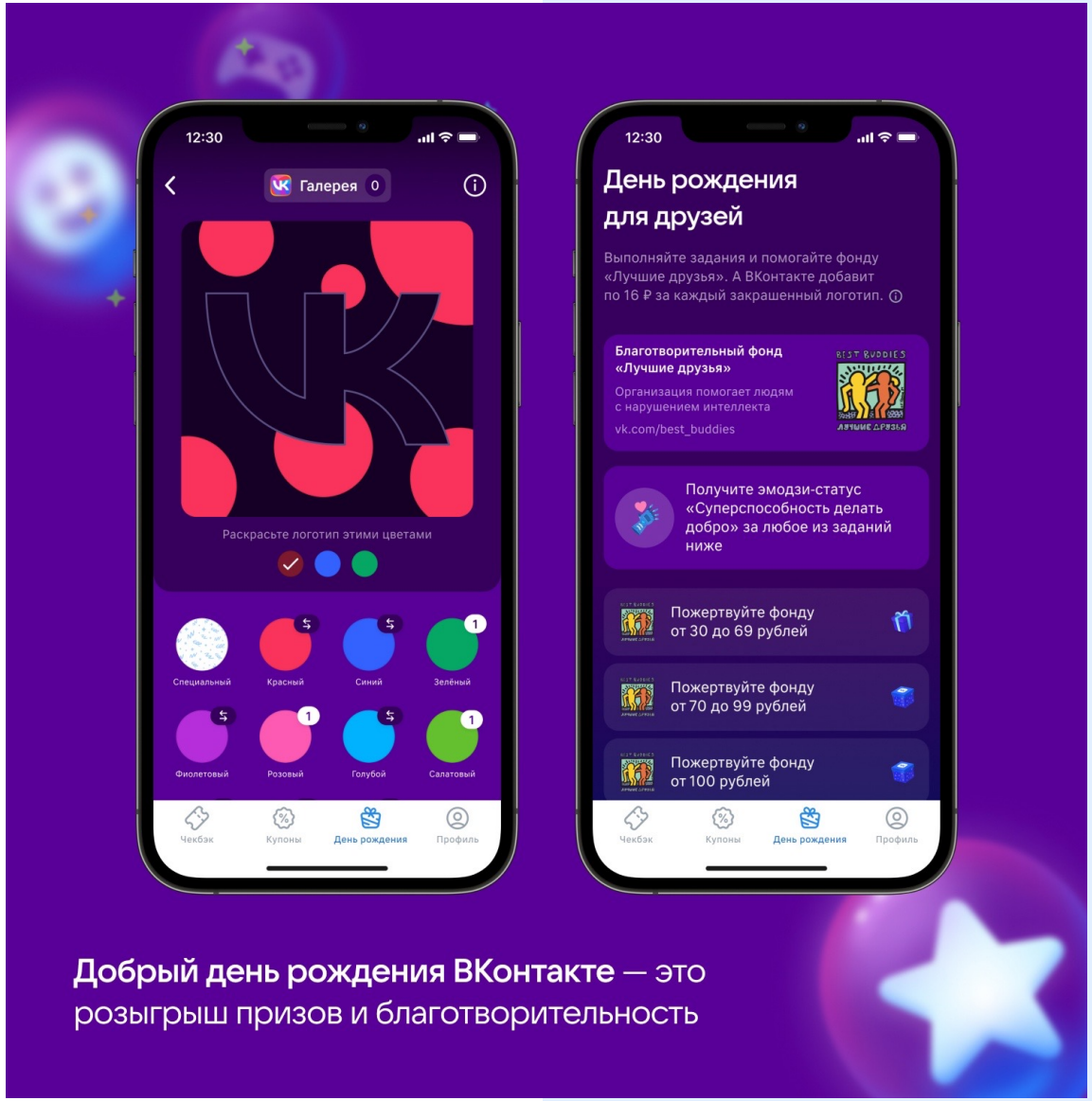
VKontakte: anniversary

- In honor of the 16th anniversary, VKontakte launched **game projects that helped make systemic charity even more accessible and popular**

- "The Kind Birthday" charity campaign was held in the VK Checkback mini-application, where a special section dedicated to the birthday of VKontakte was opened. There, users performed kind and exciting tasks with valuable prizes and gifts from partners of the social network.

RUB 17.9 mn

All funds raised were directed to the "Best Friends" Foundation — this will help people with special needs and intellectual disabilities find friends, new hobbies and work.



VKontakte

- VKontakte introduced the **"Personal Space" mode** - a special set of settings that allows you to temporarily limit your social circle, quickly protect yourself from unwanted interlocutors and take a break from unnecessary attention. The function is designed **to help protect personal space, counter bullying**, and create a comfortable and friendly environment. **730,000 users** have connected the mode since its launch
- VKontakte celebrated the New Year with a large-scale drawing of gifts and **support from the Naked Heart Foundation**. By completing charitable tasks and donating to the Naked Heart Foundation, users increased their chances of winning a super prize and helped children with autism and other disabilities, as well as their families.

RUB 11 mn

We collected for charitable foundations during New Year's events.

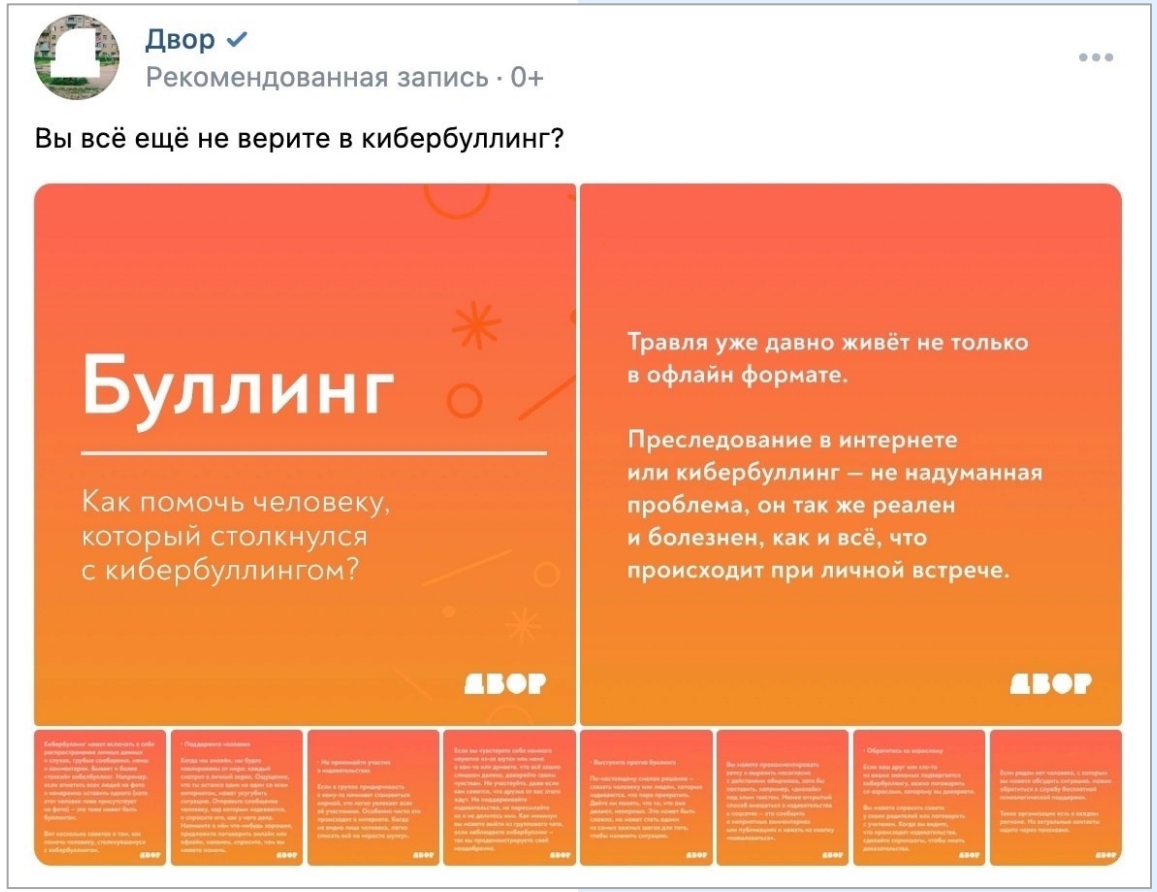


VKontakte and social initiatives

- VKontakte summed up the results of the "Code of Petersburg" **competition for programmers** with a prize fund of RUB **15 mn**. In total, 609 independent programmers from more than 30 cities took part in "Code of Petersburg". 20 best projects were awarded cash prizes

- VKontakte took part in the **Day against cyber bullying** organized by VK in 2019. In addition to the materials on the platform, VKontakte took part in the filming of a film by blogger Ksenia Dukalis about bullying on the Internet

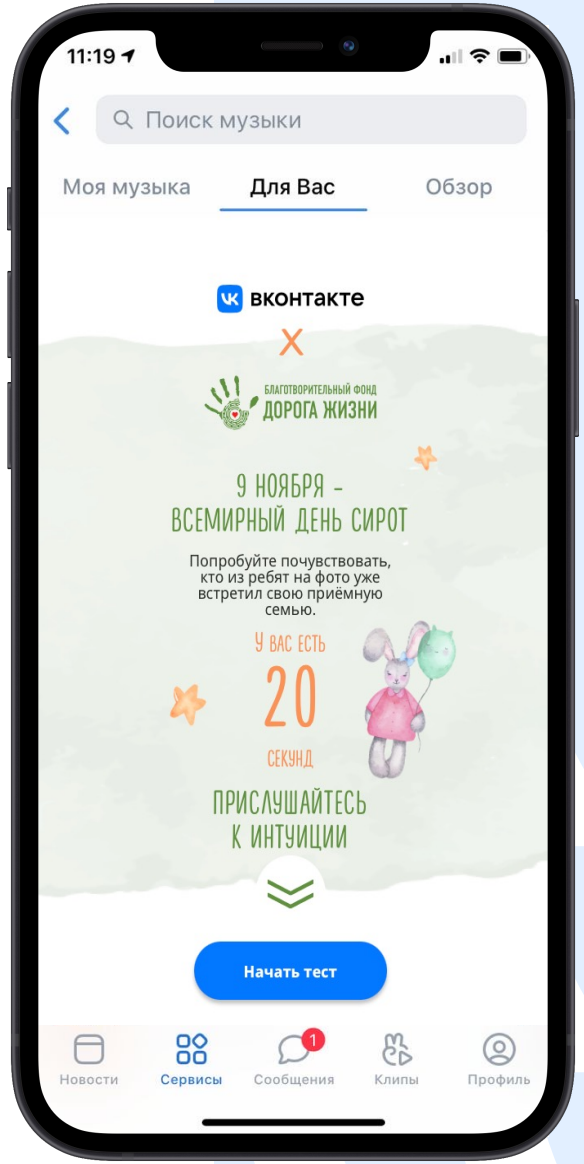
- Since the beginning of the year, VKontakte has launched a project to **prevent user anxiety**. Now the potential audience in the feed is shown anti-anxiety materials prepared jointly with specialists.



VKontakte and social initiatives

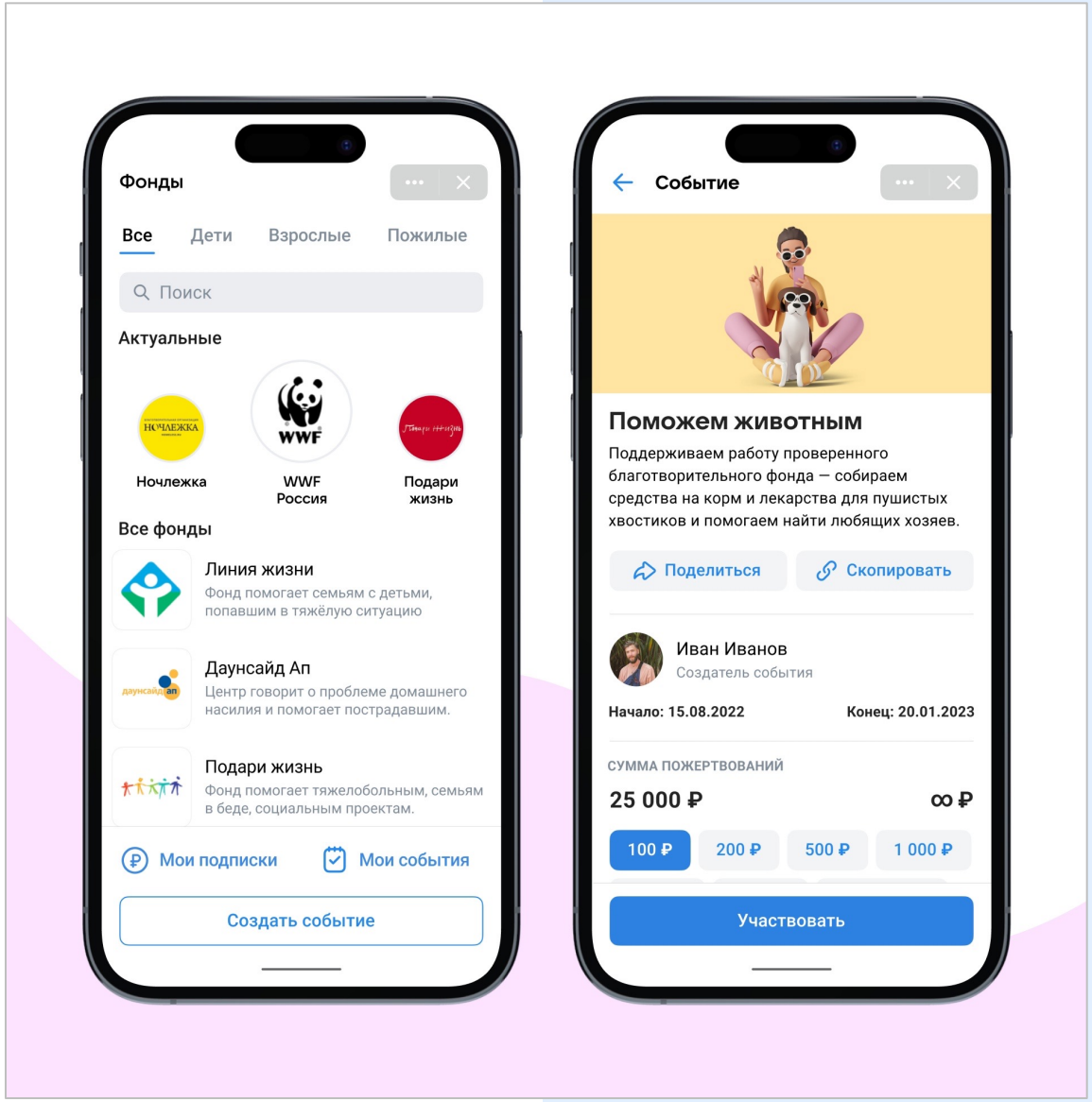
- **Application “Who is the happiest child here?” appeared on VKontakte,** which was timed to coincide with the World Orphans Day. After passing the test from the application, users can test their intuition, learn about the problems of orphans from remote regions of Russia, read the real stories of the wards of the “Road of Life” Foundation, including those who were lucky enough to find a loving family

- **VKontakte has expanded its program to support emerging sports:** in addition to media support, sports organizations will receive assistance in launching broadcasts and creating content, hosting joint tournaments, and additional advice on working in social networks.



VKontakte and its charity service

- **VKontakte launched its own charitable service with verified funds and a subscription to donations**
- Users can also support the fund by initiating your own collection of donations - in honor of a birthday or other significant event - this will help attract even more caring people to do good deeds
- In addition to one-time donations, users can sign up for recurring payments. And information about the donation made can be shared with friends and subscribers on the wall and in stories.



VKontakte: charitable results of the year

In 2022, VKontakte held a large-scale charity event in honor of its 16th anniversary, launched the “Good Deeds” application, and by the end of the year, the number of users who are not indifferent to good deeds reached 5 mn.

RUB >54 mn

since the beginning of the year, VKontakte users have been able to collect donations.

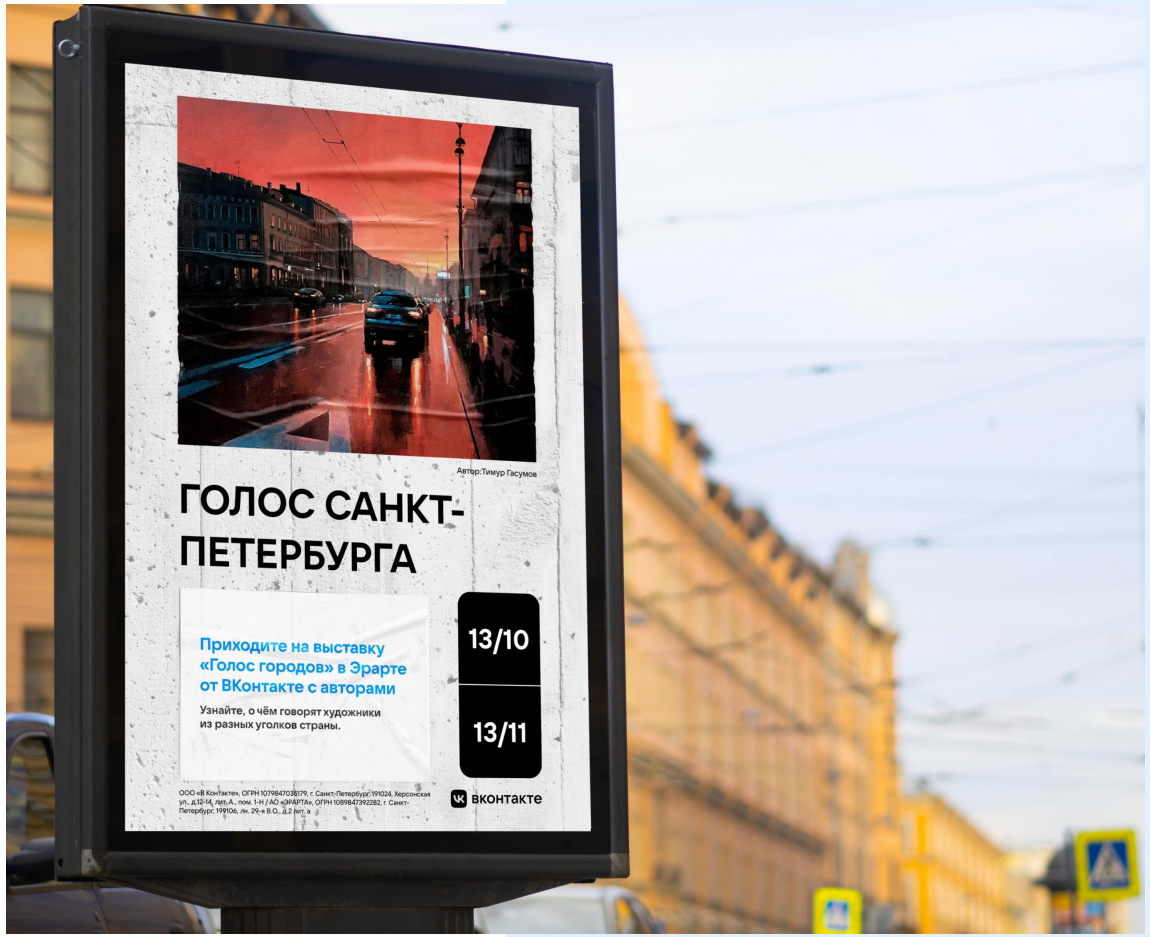
RUB >12 mn

social network allocated to support charitable foundations (promotion, advertising and partner projects) in 2022.



VKontakte: culture support

- VKontakte has opened the second stage of the grant program, under which **organizations in the field of culture can receive funding**. The total cost of the program is **RUB 15 mn**
- VKontakte and Erarta opened an exhibition of the winners of the "Voice of Cities" contest, which was attended by over 130 authors from all over Russia. The exhibition was visited by 50,000 viewers
- VKontakte launched an annual program of **online concerts of classical music** live performances will be held in the official community of the Moscow Philharmonic in VKontakte
- VKontakte users have collected RUB **3 mn for the restoration of Peter the Great's caftan**.



VKontakte: cultural results of the year

- In 2022, thanks to the support of VKontakte and the grant program, the official communities of museums, theaters and cultural projects hosted and published >**40,000** broadcasts and videos on the social network, > **250,000** posts, and **doubled** their coverage compared to 2021. Also, the number of public subscribers increased by one and a half times, and the number of video content views increased by 21%
- In 2022, users began to show an **increased interest in culture** and events from the art world - VKontakte attributes the growth to the many projects presented this year in conjunction with theaters, museums and other institutions. According to the social network, since January 1, the number of search queries on cultural topics has increased **two and a half times**
- Throughout 2022, VKontakte supported cultural initiatives and introduced users to the world of art: on Theater Day, the social network hosted live broadcasts of rehearsals and closed productions from more than **30 theaters**, and on “Museum Night”, more than **100 leading venues in the country** held lectures and online tours and interactive workshops. The project was awarded the international award "Culture Online" in the nomination «Best Online Project 2022».

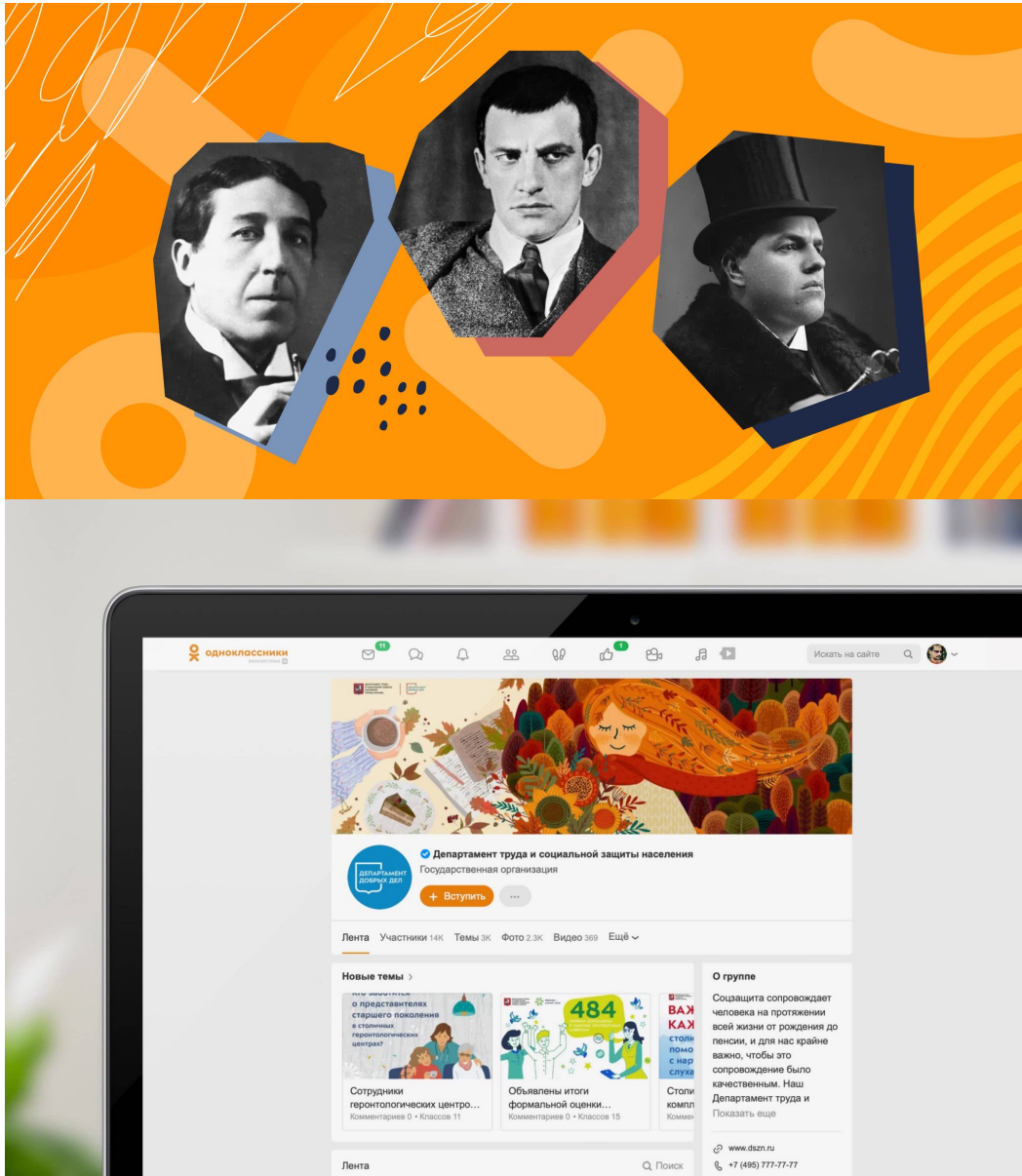


Odnoklassniki: culture support

- OK and the Committee for Culture of the Kursk Region launched a project **dedicated to the sights of the region**. Users will see broadcasts of performances in the drama theater, as well as videos about the history of the city and its museums

- **OK and the Department of Labor and Social Protection of the Population have launched a series of educational video lessons:** psychologists talk about what to do when you are lonely, how to develop good habits and how to find harmony and mutual understanding with your loved one

- OK and the “Kultura.RF” portal launched a **series of activities dedicated to the Silver Age.**



Odnoklassniki: a study on domestic violence

- OK, together with the VK research team and the "Sisters" film team, conducted an **online survey for the International Day for the Elimination of Violence against Women**. 1,200 people participated in the survey

- According to an online survey, **65%** of Runet (Russian internet) users have witnessed violence in one way or another. So, **27%** heard the screams of neighbors behind the wall, **25%** were in similar situations personally, **20%** said that episodes of violence occur in the families of acquaintances.



Odnoklassniki and digital accessibility

- **OK became the first social network application available for blind users in Russia**
- Mobile applications of OK (iOS and Android) and Mail.ru (Android) have been tested by the voluntary certification system of the inclusive project Everland "Accessibility of retail premises, websites and mobile applications”
- Blind testers scored each app with over 80 non-visual accessibility scores out of 100
- The presence of such a certificate confirms that blind users can use most of the functionality of applications in Russian and English. **OK became the first social network application in Russia available to blind users.**




Книга № 4243218

Система добровольной сертификации
«Доступность веб-сайтов и мобильных приложений для людей с инвалидностью»

Орган по сертификации

АНОССИИ "Пространство равных возможностей";
Адрес: Гоголевский бульвар, д.8, строение 2, пом II, офис 8,
Москва, Россия, 119019,
E-mail: info@everland.ru, Тел.: +7 (495) 646 04 28
www.disquestion.ru Рег. № 01.

Сертификат соответствия
№ 06МОБ/2022

Сертификат выдан
ООО "ВК", ИНН 7743001840, ОГРН 1027739850962
125167, Москва г, проспект Ленинградский, д. 39, стр. 79

Настоящий сертификат удостоверяет
что, мобильное приложение «Одноклассники: социальная сеть»

Соответствует требованиям
Свода правил «ДОСТУПНОСТЬ ВЕБ-САЙТОВ И ПРИЛОЖЕНИЙ ДЛЯ ЛЮДЕЙ С ИНВАЛИДНОСТЬЮ»

Настоящий сертификат обязывает организацию поддерживать состояние выполненных работ в соответствии с вышеуказанным стандартом, что будет находиться под контролем органа по сертификации Системы добровольной сертификации «Доступность веб-сайтов и мобильных приложений для людей с инвалидностью».

05 декабря 2022 г. — Дата выдачи
04 декабря 2023 г. — Срок действия
Руководитель органа Новиков И.А.

Система добровольной сертификации
«Доступность веб-сайтов и мобильных приложений для людей с инвалидностью»

Приложение №1
К сертификату соответствия № 06МОБ/2022

Перечень адресов мобильных приложений, на которые распространяется действие сертификата:

https://apps.apple.com/ru/app/одноклассники-социальная-сеть/id398465290

https://play.google.com/store/apps/details?id=ru.ok.android

Руководитель органа Новиков И.А.

Система добровольной сертификации
«Доступность веб-сайтов и мобильных приложений для людей с инвалидностью»

Орган по сертификации

АНОССИИ "Пространство равных возможностей";
Адрес: Гоголевский бульвар, д.8, строение 2, пом II, офис 8,
Москва, Россия, 119019,
E-mail: info@everland.ru, Тел.: +7 (495) 646 04 28
www.disquestion.ru Рег. № 01.

Разрешение

На использование знака соответствия системы добровольной сертификации
«Доступность веб-сайтов и мобильных приложений для людей с инвалидностью»

Выдано

ООО "ВК", ИНН 7743001840, ОГРН 1027739850962
125167, Москва г, проспект Ленинградский, д. 39, стр. 79

Разрешает использовать знак соответствия на период действия сертификата № 06МОБ/2022

Допускается использовать знак соответствия в технической, сопроводительной, финансовой документации, рекламных продуктах, брошюрах, плакатах

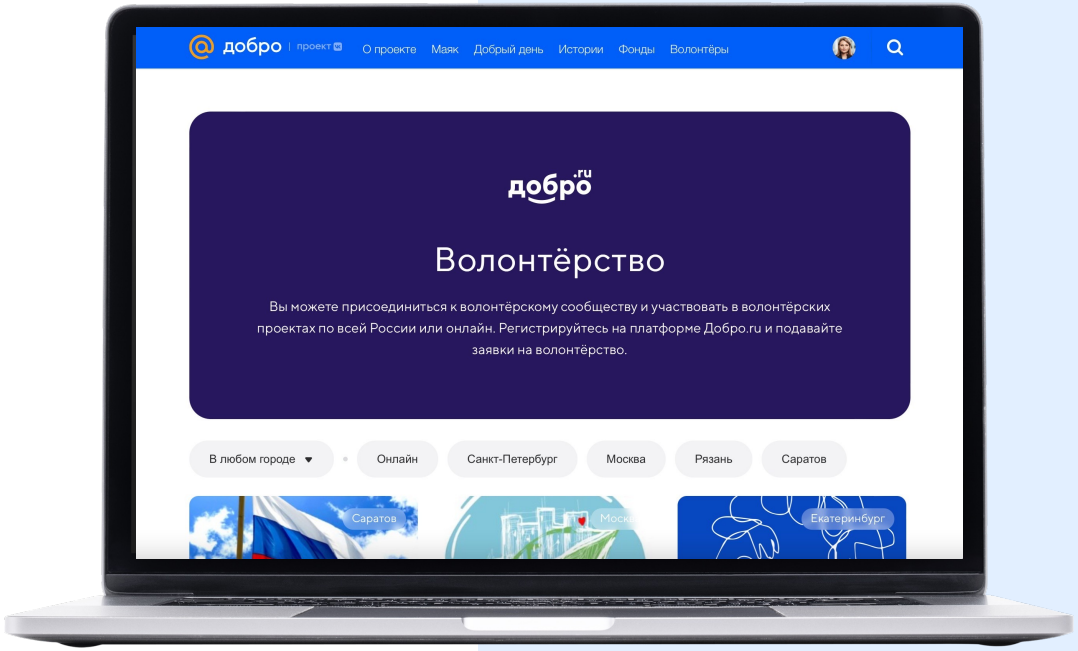
Руководитель органа по сертификации Новиков И.А.

Dobro Mail.ru

- UniCredit Bank and Dobro Mail.ru launched a joint charity project. UniCredit Bank clients will be able to transfer **interest from purchases in favor of charitable foundations-partners of Dobro Mail.ru**

- Dobro Mail.ru and the “Lokomotiv” football club have launched a joint charity project called “Sector Dobro”. This name was given to the 22nd sector of the arena. **All funds from the sale of tickets** for this sector for the MIR matches of the Russian Premier League will be transferred to charitable foundations-partners of Dobro Mail.ru

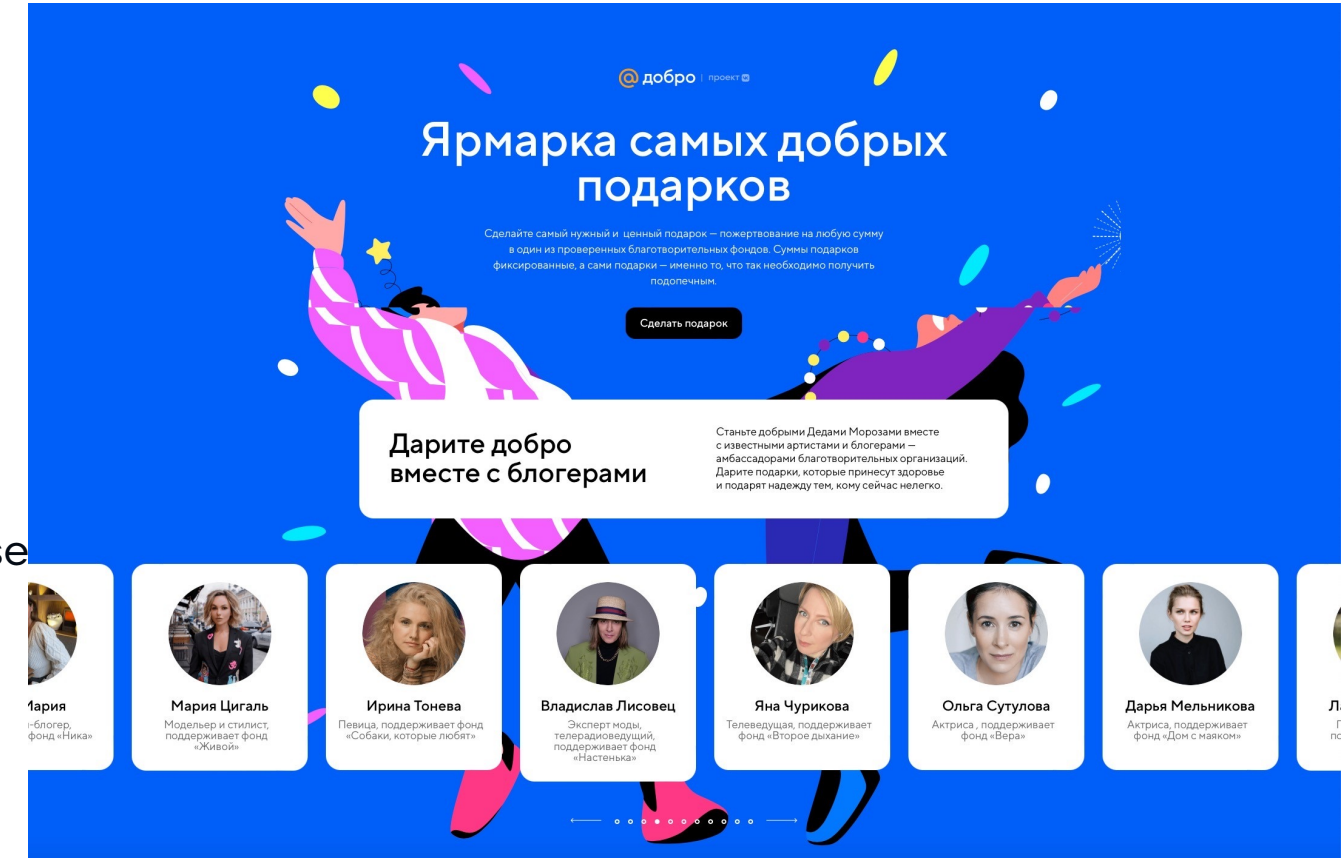
- Dobro Mail.ru has a **section for those who want to become a volunteer.** The "Volunteering" page contains projects all over Russia, in which you can take part both online and offline. To join the project and become a volunteer, you need to register on Dobro Mail.ru and apply for the project of interest.



Dobro Mail.ru and New Year's charity event

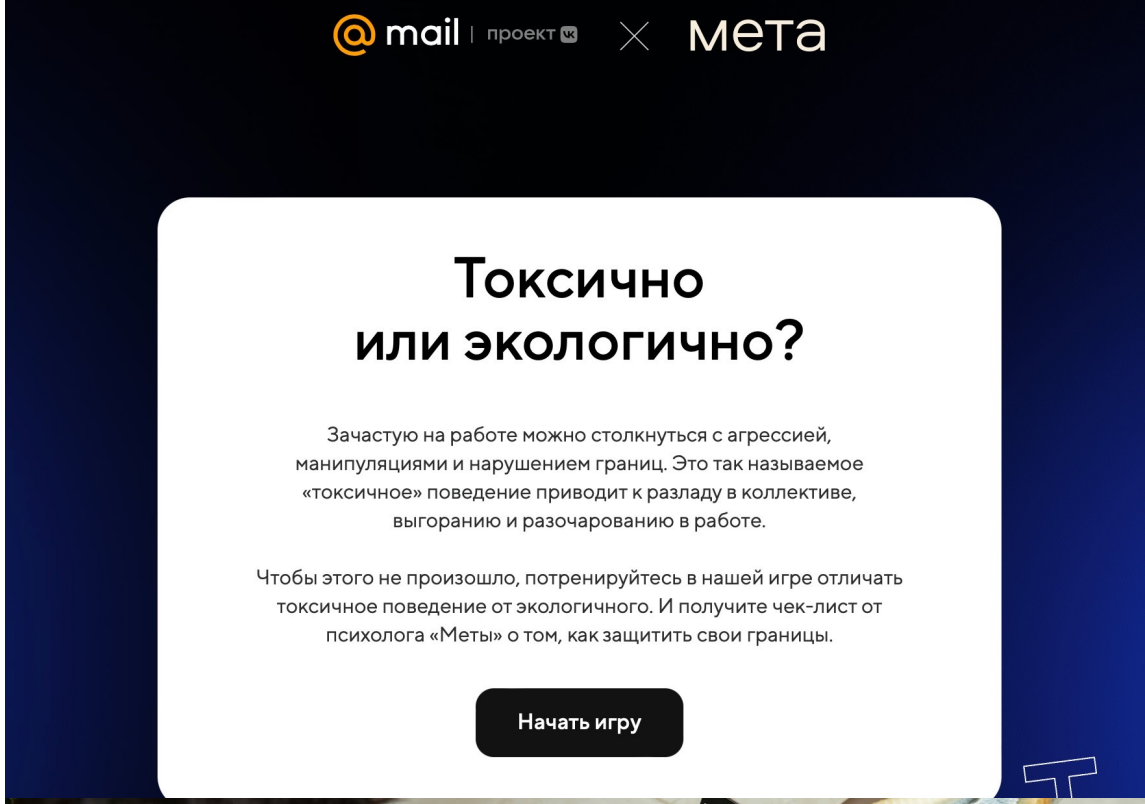
- Dobro Mail.ru **launched a New Year's charity campaign "Kind Gifts Fair",** in which users can make a donation to one of the charitable organizations

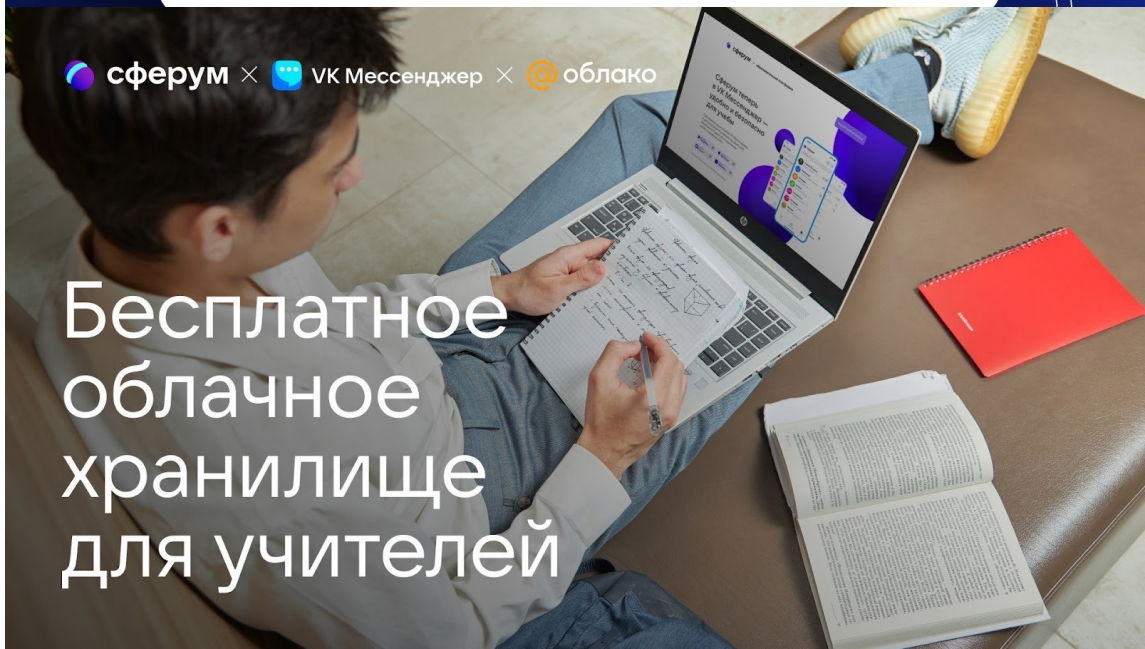
- The promotion ran from 12 to 31 December 2022. During this time, it was possible to collect RUB **4,451.284**. The collected funds will go to charitable foundations to pay for medical procedures, purchase medicines, personal hygiene products and food for people, food and medicine for animals, pay for the work of crisis psychologists and other needs of NGOs.



Mail, Cloud and social initiatives

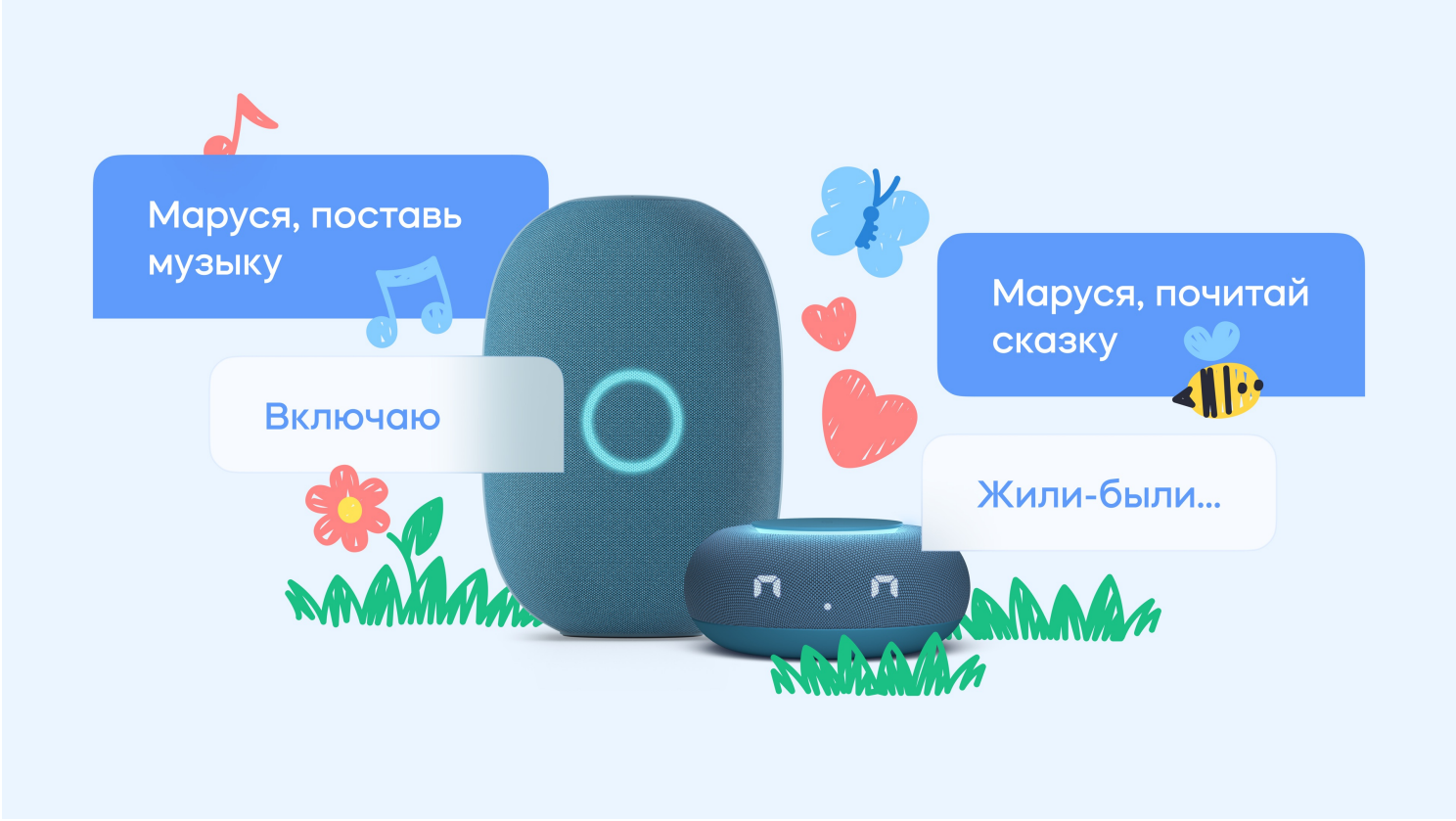
- The Mail.ru mobile app (Android) has been tested by the **voluntary certification system of the Everland inclusive project** "Accessibility of retail premises, websites and mobile applications"
- By the Day against cyber bullying, Mail.ru has developed a “Toxic or environmentally friendly” test for users. The test helps to learn how to recognize **passive aggression and manipulation** at work. Based on the results of passing the test, users receive a checklist from a competent psychologist with recommendations on how to protect your boundaries
- The Mail.ru cloud and the Sferum platform **provided Russian teachers with 32 GB of free storage**. In the Cloud, teachers can store educational materials for free and share them with students and colleagues.





VK Capsule and VK Capsule Mini

- VK **handed over smart speakers to Russian hospitals**
- Smart speakers VK Capsule and VK Capsule Mini are now installed in children's departments of **11 hospitals** throughout Russia - these are primarily oncology and trauma departments
- Proven charitable foundations that work with the Dobro Mail.ru platform took part in the project: “Give Life”, “Advita”, “Butterfly Children” and others. Together with the devices, the wards of the foundations also received access to a **subscription to VK Music.**



VK Team



VK became the winner of the HR Brand Award 2021

- VK became **the best company in Russia according to the results of the HR Brand Award 2021**. The company took first place in the Federation category. In total, 50 projects participated in the nomination

- The VK team presented the project "Make Really Good Hybrid Office" for the competition, which changes the usual view of the office and takes into account the needs of a modern person



VK People Awards: ESG project of the year

- In 2022, a special nomination **ESG project of the year** appeared for the first time as part of the annual corporate VK People Awards

- **18 projects related to the Sustainable Development/ESG agenda** took part in the nomination

- The winner of the 2022 ESG project award was the **VK Digital Accessibility Team**





Wellbeing program: VK Sport Team

In the Q4 2022 we:

- Conducted the first VK Sport Team award
- Participated in 38 competitions, won 19 of them
- Launched +1 sports team – boxing
- Conducted a running intensive before the new year
- Played 2 internal tournaments for new teams
- 19 wins in Q4 (7 more than Q3) and 62 wins in 2022
- Published 61 posts in the Sports community in VK on the Intranet

23% of employees were involved in corporate sports.









Wellbeing Program: Family and Hobbies

We conducted 23 project activities with a total of 14,074 employees:

- 2 performances with a total of 7,635 participants and more than 30 rooms
- 3 film screenings with a total attendance of more than 120 people
- Opened 2 clubs of interest (Wine Club and Cinema Club)
- **Donor Day** (+25 people compared to Q3)
- Arranged a coffee and cocoa day, more than 400 people visited
- >70% of employees with children came to the children's Christmas tree.
- Held the Russian Kicker Championship. Collected 16 IT teams and collected >200,000 views of VK broadcasts and 200 in-person viewers.





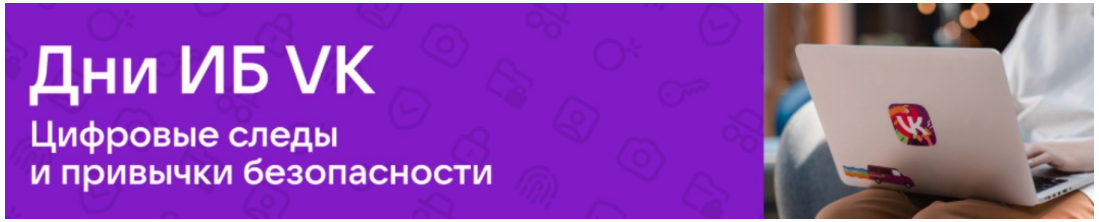


Information security days in VK

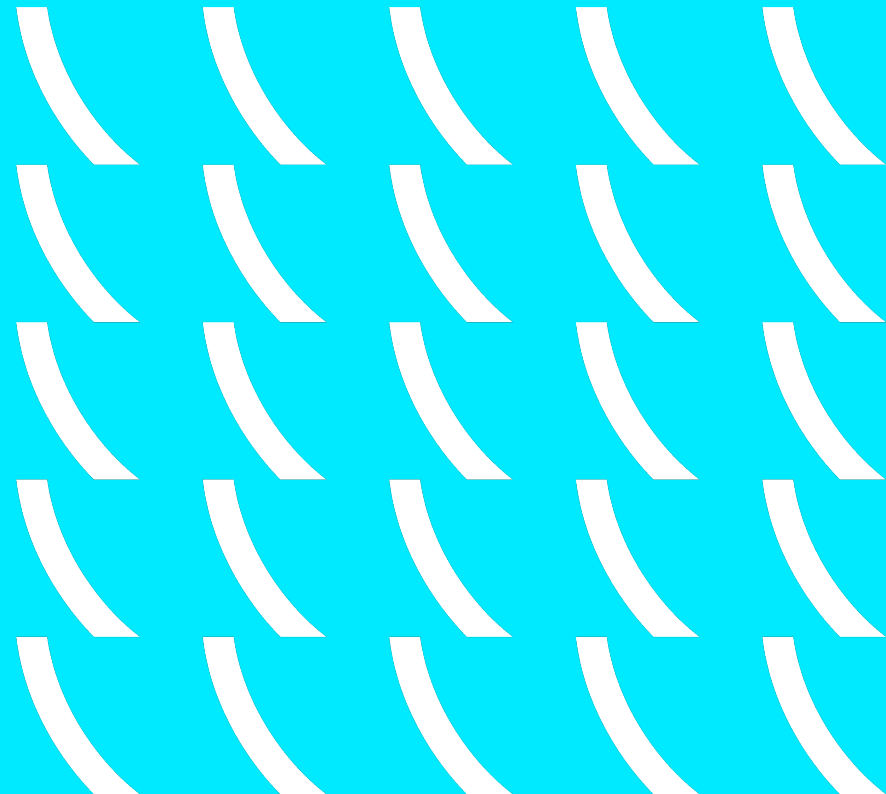
In Q4 2022, we launched Cyber Security Days, a series of activities aimed at **increasing information security literacy among employees.**

- Fan test "Who are you in the world of information security" - 236 participants
- VK Clips - 5 videos, 2,068 views
- Interview with the VK information security block expert Alexandra Antipina and the owner of the Russian OSINT channel - 339 views
- Workshop “CyberDeda”: OSINT for the little ones – 985 views
- **Total participants: 3,628 employees.**





Corporate Governance

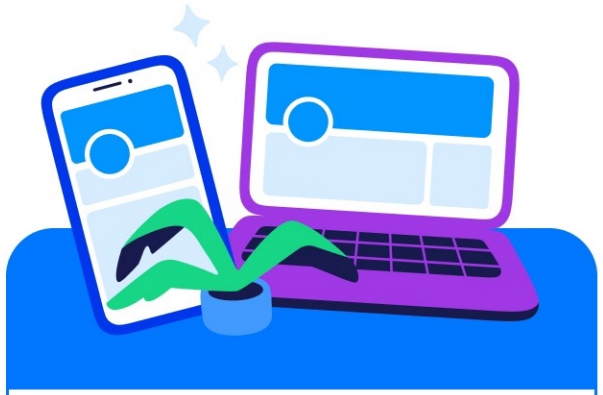


VK Protect

- VK presented the first **report on the VK Protect program** launched in December 2021. The number of users of the company's services who strengthened th protection of their account by connecting two-factor authentication **increased by 5 mn people**

- As part of the program, VK expanded the use of two-factor authentication, allowed users to more flexibly manage their data, began to notify about password leaks in third-party services - and much more

- The number of VKontakte users who have enabled tw factor authentication has grown by **30%.** In Odnoklassniki, this indicator grew by **12%** over the sar period. In Mail.ru — by **9%.** Since the beginning of the year, more than 5 mn users of VK services have connected two-factor authentication.



>5 млн

пользователей сервисов VK **подключили усиленную защиту профиля** с начала 2022 года

Рост количества пользователей, подключивших **двухфакторную аутентификацию:**

ВКонтакте **+30%**

Одноклассники **+12%**

Почта Mail.ru **+9%**



1,5 млн

уведомлений о необходимости сменить пароль, обнаруженный в базах утечек сторонних сервисов

3,5 млн

пользователей сменили пароли на более сложные через VK ID

Mail and Security

Mail.ru has launched a series of security updates:

- **Checking for compromised user passwords** and warning about leaks from other services. >**1.5 mn of our users changed their passwords** from our recommendation in 2022
- Authorization in external mail clients (Microsoft Outlook, Apple Mail, etc.) is possible **only with a special generated password**, which does not give full access to the account
- Protocols for protection against interception during transmission between mail servers. If scammers gain access to traffic between the sender's and recipient's servers, the special MTA-STS protocol blocks the actions of intruders, and the TLS-RPT protocol notifies server administrators of possible attacks and errors in the transmission of messages
- Anti-spam efficiency increased by **6.5% YoY.**



VK and Bug Bounty

- VK received **300 company vulnerabilities reports** from external experts during the three months period of the bug bounty program on the Standoff 365 Bug Bounty platform. More than 50 security researchers were awarded a total of three million rubles. The amount of payments ranged from RUB 3,000 to RUB 750,000, depending on the criticality of the identified vulnerability. Also in the Q4 2022, **VK added RuStore to its vulnerability search program**

- VK has placed its **bug bounty program on the BI.ZONE Bug Bounty platform.** The VK program includes 27 projects: VKontakte, Odnoklassniki, Mail.ru and many others.



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