

Q4 2021 ESG highlights

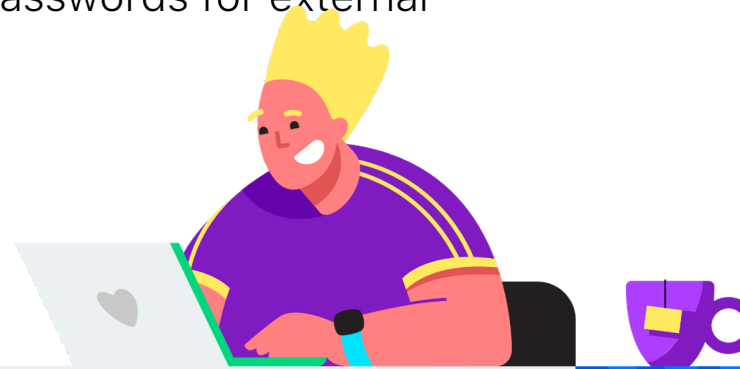


Corporate developments

The background of the slide features a decorative pattern of overlapping semi-circles. The pattern is composed of two shades of blue: a darker blue and a lighter, cyan-like blue. The semi-circles are arranged in a grid-like fashion, with each semi-circle overlapping its neighbors, creating a sense of depth and movement. The pattern is most prominent on the right side of the slide, where it transitions from the dark blue background.

VK – Major ongoing information security focus

- ✓ We launched VK Protect, which marked a major user data protection program update
- ✓ We have significantly redesigned and automated our internal Security Awareness Program
- ✓ VKontakte made **two-factor authentication** mandatory for administrators of large communities and **enforced password requirements** for all the users
- ✓ We **reinitiated and expanded the Bug Bounty program** (part of VK Protect initiative), with payments for bug detection increased by up to 3x for some categories
- ✓ MyTracker, a system of multiplatform analytics, started offering a **new instrument to identify fraud** on websites
- ✓ Mail.ru service forced all new accounts to use application passwords for external protocols and reduced hacked accounts from 70% to 30%



Learning course on cybersecurity for employees

«Information security basics» learning course was launched on December 7th for VK employees on the internal «Study» learning portal

- ✓ Main topics covered:
 - ✓ Why cybersecurity is important
 - ✓ Awareness of social engineering threats
 - ✓ Passwords and means of authentication
 - ✓ Safe networking rules
 - ✓ Software security practices
 - ✓ Device security practices
- ✓ The course includes interactive quizzes and tests
- ✓ We are monitoring feedback and issues and plan to gradually make it mandatory and regular for all employees
- ✓ In 3 weeks since release 267 employees took the course, which remains voluntary for employees this far

The screenshot displays the 'Стади' (Stadi) learning portal. The top navigation bar includes links for 'Инtranет', 'Личный кабинет', 'Confluence', 'Jira', 'HR портал', 'Платформа Стади', 'Feedback', 'Пароль', and 'Data Portal'. The main header shows 'Стади' with sub-links for 'Навигатор', 'Мой трек', 'Каталог', and 'Моя команда'. A user profile icon and 'Личный кабинет' are visible in the top right.

The main content area is titled 'Пароли и аутентификация' (Passwords and Authentication) and shows a progress bar at 0% completed. A list of topics is shown on the left, with '2FA – двухфакторная аутентификация' (2FA – two-factor authentication) selected. The main content area explains 2FA: '2FA — это подвид многофакторной аутентификации (MFA). Самых факторов не так много. Примеры часто используемых:' (2FA is a subtype of multi-factor authentication (MFA). There aren't that many factors. Examples of commonly used ones:). Three examples are illustrated: 1. 'То, что я знаю, — как правило, пароль.' (What I know, — as a rule, password.) with a padlock icon. 2. 'То, чем я владею, — токен или код из SMS, подтверждающий наличие телефона.' (What I own, — token or code from SMS, confirming the presence of a phone.) with a smartphone icon showing an SMS message. 3. 'То, кем я являюсь, — биометрия. Например, отпечатки.' (Who I am, — biometrics. For example, fingerprints.) with a fingerprint icon. Below these, there are icons for a blue circle with a checkmark and a hand holding a card with a checkmark.

VK – development of education

VK Education is actively involved in the development of education and collaboration with local schools and universities:

- ✓ Sferum launched free-of-charge educational course on digital transformation of education for teachers on GeekBrains platform. 30,000+ teachers joined the program
- ✓ VK Education, Uchi.ru, Sferum along with other experts hosted a conference about cyberbullying and security in the Internet. 20,000+ teachers joined the conference with 630,000+ accumulated online views
- ✓ We named 2022 the “School Year with Marusya”, and invited teachers across the country to share their creative ideas on how voice assistants help them in the learning process. **Teachers from 73 regions took part in the «2022 School Year with Marusya» all-Russian competition** and received free-of-charge Capsula Mini voice assistants for usage in their schools



VK – development of education (cont)

- ✓ We continued to help professionals boost their skills: VKontakte and other experts helped students of MSU's journalism faculty to get prepared for transformation in the media industry. We also became the partner of Saint-Petersburg State University of Industrial Technologies and Design's Master's program in Fashion Tech
- ✓ VK Education prepared New Year activities for students: **a show with IT experts from VK ecosystem with 2.9mn online views**, a programming championship on All Cups Platform, a flash mob in VK Clips with gifts
- ✓ VK Education launched **3 free-of-charge online programs** (system analytics, manual testing, automated testing) for university students



VK people – work & talent development

Remote work regime continues:

- ✓ Given the pandemic, we maintained a **remote work regime** across all our offices until the end of 2021
- ✓ Using the internal free-of-charge vaccination program, we have **surpassed 50%** vaccination level among our staff in Q4 2021



VK staff & constant learning

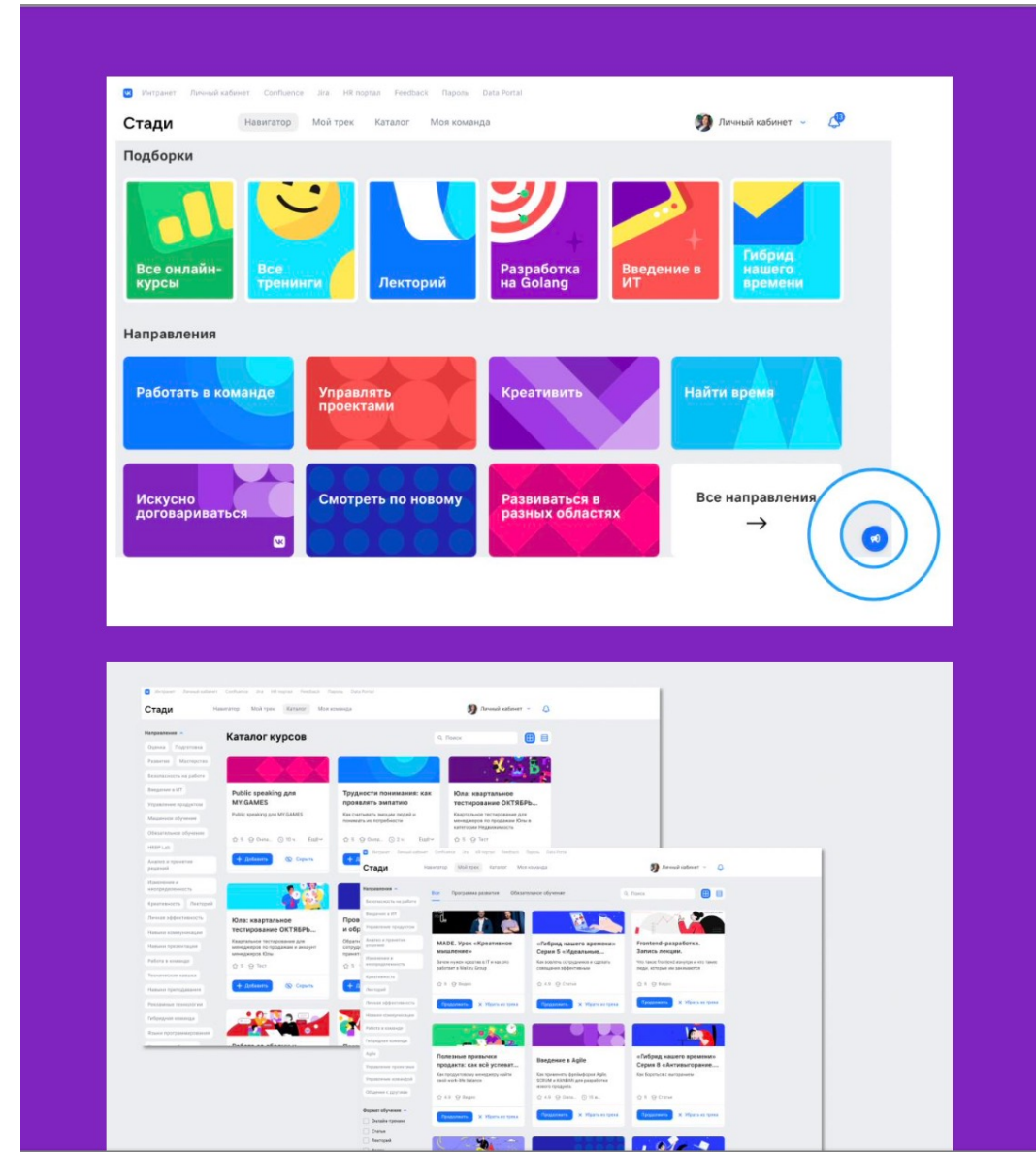
Mandatory training for new employees: now it is provided in the form of short online courses on our internal learning platform, with information on fire safety, labor protection, electrical safety, first aid rules, information security etc

We expanded peer-to-peer learning in Q4:

- ✓ 776 employees completed the «Introduction to IT» course conducted by 14 internal experts with an NPS of 35%
- ✓ 156 employees completed the «Machine Learning» course conducted by the VK Chief Data Officer (CDO)

We continue to develop professional expertise:

- ✓ Combined with education for students, we are now providing participation in courses including: Scala, Python, mobile development, data structures and algorithms from educational projects
- ✓ We launched electronic library of technical literature and 4,024 employees have already used it in Q4 2021
- ✓ Enhanced external it-meetups culture: C++, Android, ML, QA, VK ID, FrontEnd, DevOps, UX research, Game design, GO, Unity. Total coverage — 1.7mn+ video views. 78% of participants rate meetups 5 out of 5
- ✓ We support internal professional meetings – DS/ML, Design, iOS



VK people - talent development & focus on retention

- ✓ We enhanced the **employee feedback** via internal NPS survey. We received 2,456 comments and ideas about action plans around new ways of cross-functional collaborations in Q4 2021
- ✓ We identified the profile of Middle manager to identify the best candidates and to help them with personalized development plans
- ✓ We provided assessment for 3,500+ (35%) of employees to identify the **key potential employees portrait** and created 420+ development and retention plans via internal digital tool in Q4 2021



VK People Awards



People Awards is our internal «Oscar» ceremony. We annually award the strongest teams and employees, according to the results of the year. For employees, the award is an opportunity to learn about the company's most outstanding projects and receive feedback from colleagues in the form of votes. The best teams and their leaders are being awarded.

- ✓ For the 2020 awards, we collected 200+ applications in total
- ✓ There were 8 nominations for 25 projects
- ✓ There was a total of 978 employees in the winning teams
- ✓ We hosted an online awarding ceremony "Evening remote-2"
- ✓ Varvara Jaffa with her project **VK Women** won in the nomination "Manager of the Year", among some of the highlights covering the various ESG initiatives launched in 2020, including in the D&I area



D&I - VK Women

- ✓ We launched the internal VK Women initiative (corporate community) to create a safe and supportive environment for growth and development of each female employee of the Group as a part of our rising efforts in the area of Diversity & Inclusion

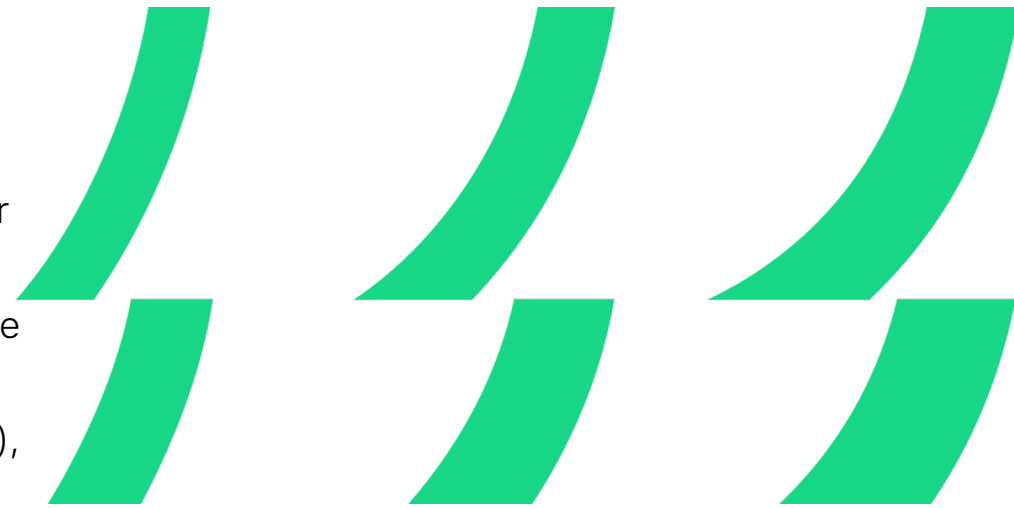
Our ambition is to increase the ratio of women among tech professionals in VK and Russia as a whole

- ✓ 360+ participants joined the initiative within the first 4 month since launch
- ✓ Mentorship program was launched in Q4
- ✓ During the quarter we held 5 workshops in partnership with Google on I AM REMARKABLE program. Now we have own certified corporate trainers of this program
- ✓ Now we have a special section about parent leave on the corporate portal to support future mothers and fathers.
- ✓ We started to support Prenatal care in corporate insurance for employees in Q4
- ✓ Now there are special places for disabled employees and parents with baby strollers on the parking area in VK Moscow office (HQ)



Digital Lesson initiative

- ✓ VK continued to host the Digital Lesson educational project, which enables all-Russian school students to learn from top IT companies and improve their skills and competencies in the digital economy
- ✓ Schoolchildren in grades one to eleven, teachers, and parents throughout the world have taken a Digital Lesson on game development
- ✓ The project prepared by VK Education together with BIT.GAMES (MY.Games), Uchi.ru and VK Cloud Solutions



3.1mn+

School students have participated in Digital Lesson from VK focused on game development

130+

Countries worldwide joined the project lasted for 20 days

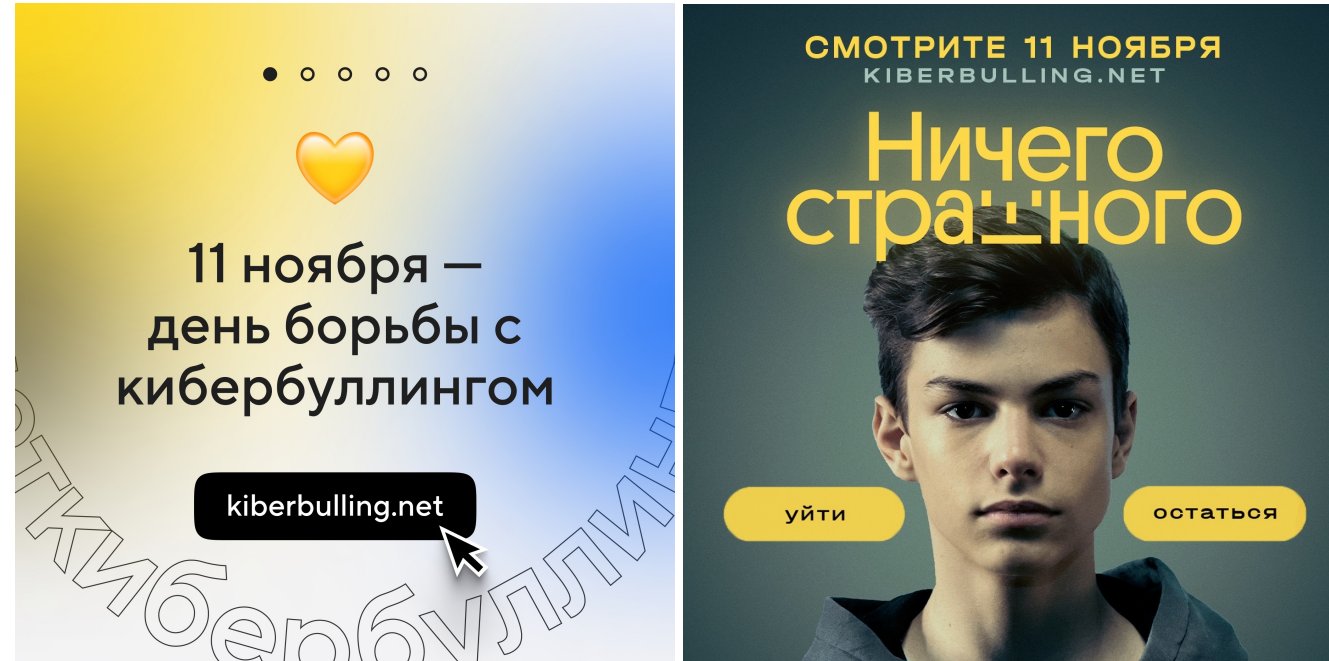
30,000+

Adults passed the simulators together with their children



VK and active fight against Cyberbullying

- ✓ Anti-Cyberbullying Day is the major VK Initiative against harassment online, which we launched in 2019. Since then, VK has been continuously drawing attention to the problem by developing information and social projects to support of those who have encountered any type of bullying
- ✓ VK, Uchi.ru, Sferum along with experts from other units arranged a conference to tell teachers and parents about cyberbullying and security in the Internet. A total of 29 VK units took part in the campaign
- ✓ This year the initiative won 2nd place in "Managing Changes. Visionaries" Awards nomination as The best impact project in Russia



4mn+

Views of episodes of the interactive series "Nichego strashnogo" (No big deal, released on the VK platform) for 2 weeks aiming to fight against cyberbullying

130mn+

Reach of the Day Against Cyberbullying

70+

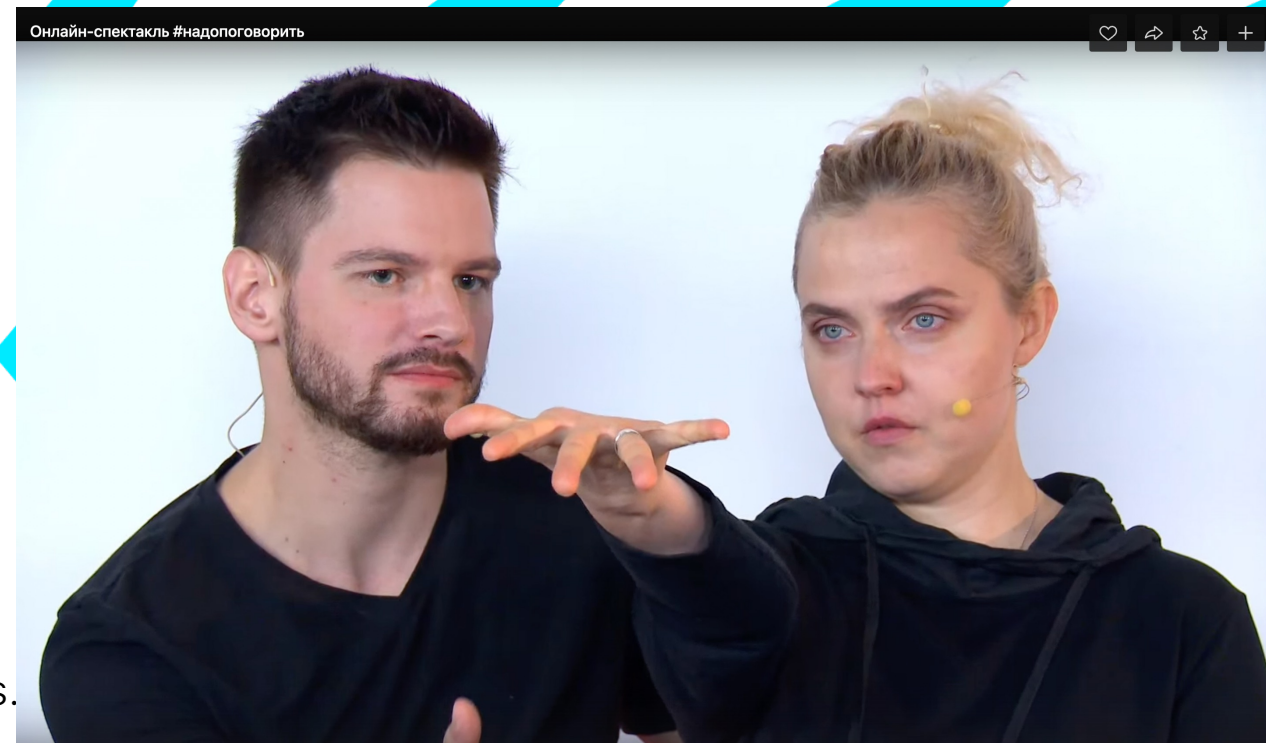
Brands that participated in the Day Against Cyberbullying in 2021

34,000+

Online views of the Cyberbullying conference for teachers and parents

VK and Charitable initiatives

- ✓ We joined the **International breast cancer day** and prepared several initiatives to explain this topic, destigmatize it and support related treatment. The main initiative **#nadopogovorit** ("need to talk") is the research of the level of awareness of Russians about the problem of breast cancer
- ✓ In December VK Social project **Dobro** and our HR team launched **Charity Task**. VK employees can **help charity funds** and non-profit organizations with their skills, knowledge and time by executing tasks demanded by approved counterparties. There were already >60 employees in MyTeam chat of project within a few weeks since launch
- ✓ We announced a **new social project** — An Advent calendar to support infrastructural charitable projects. 18 partner funds and 2 VK units took part in the project in Q4



VK and the New Year Charity Campaign

- ✓ VK projects teamed up and launched a large New Year charity campaign
- ✓ We transferred donations to charitable funds for each listener in VK Music, order in Delivery Club, CityDrive, purchase of the Capsule smart speaker or the VK Combo subscription during 1-9 January 2022
- ✓ Campaign resulted in the transfer of a total of RUB 32mn from VK to 22 different approved charitable funds



VK Музыка
21 янв в 18:30

«Делать добро лучше вместе!» Согласны? Вот мы и делаем — благодаря вам! 32 миллиона рублей VK переведёт в 22 благотворительных фонда.

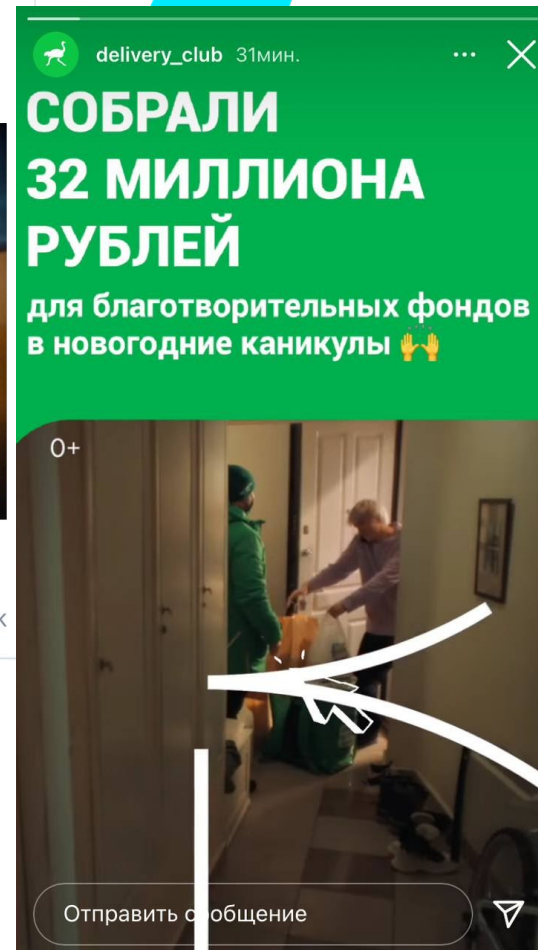
В эти новогодние каникулы мы превращали ваши действия в добро. Заказы в Delivery Club, покупки Капсул с Марусей, поездки в Ситимобил и Ситидрайв, подписки на VK Combo — всё это становилось пожертвованиями. Помогаем детям и взрослым, одиноким пожилым людям и животным по всей стране. И всё благодаря вам. Спасибо! Возвращаем вам тепло в этом видео 🍷

Ищите подробности по ссылке: vmeste.vk.company.



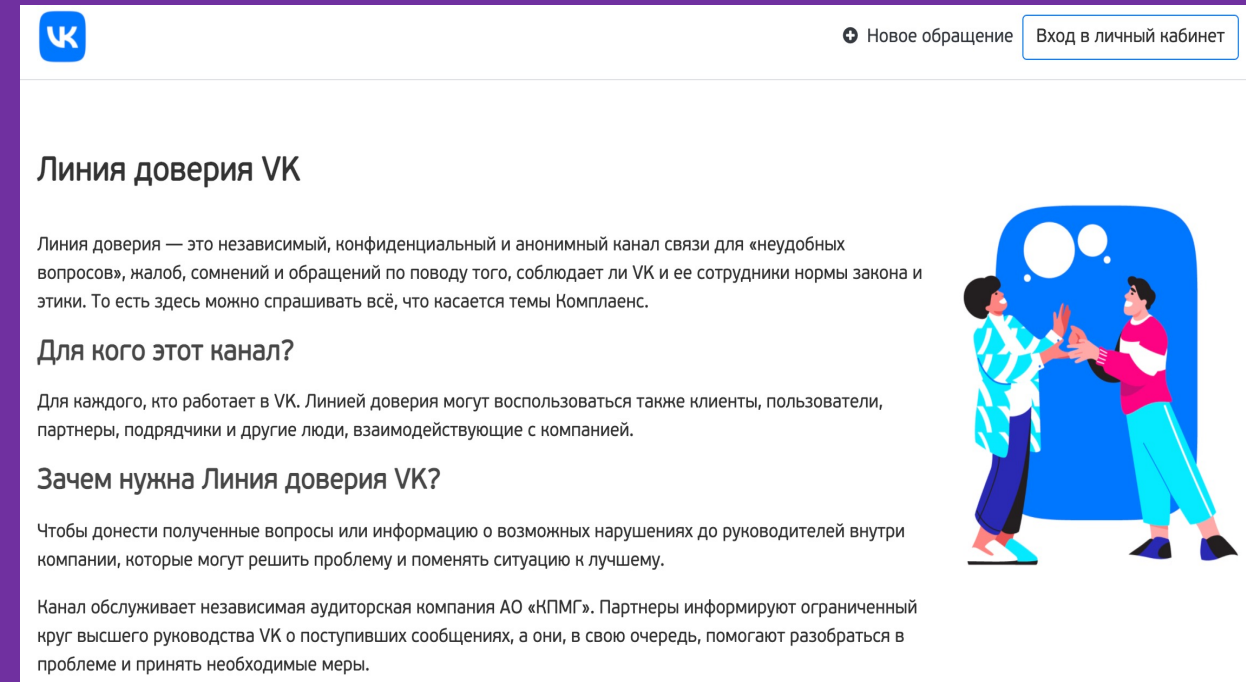
Делать добро лучше вместе
752 235 просмотров

146 5 34



VK Compliance Hot Line (whistleblowing)

- ✓ We rebranded our Compliance Hot Line (whistleblowing) to make it friendly and added a few additional features
- ✓ In addition to the previous web portal application we added additional capabilities **to be able to report through the phone or e-mail**. We also created **VK Telegram Compliance Chat Bot**. With this our employees and/or outside parties can easily voice their concerns at any time and from any place
- ✓ Following the best practices the Compliance Hot Line channel is **operated and supported by an outside independent provider**
- ✓ Employees and/or third parties can voice their concerns **without fear of being tracked or retaliated against**. We ensure that all claims are used objectively by VK Top Management and are resolved accordingly



The screenshot shows the top of the VK Compliance Hot Line website. At the top left is the VK logo. At the top right are two buttons: "Новое обращение" (New report) and "Вход в личный кабинет" (Login to personal account). Below the header is the main heading "Линия доверия VK" (VK Line of Trust). The main text describes the service as an independent, confidential, and anonymous channel for reporting issues. To the right of the text is an illustration of two people talking. Below the main text are three sections: "Для кого этот канал?" (For whom is this channel?), "Зачем нужна Линия доверия VK?" (Why do we need the VK Line of Trust?), and a paragraph about the independent auditor company AO "KPMG".

Линия доверия VK

Линия доверия — это независимый, конфиденциальный и анонимный канал связи для «неудобных вопросов», жалоб, сомнений и обращений по поводу того, соблюдает ли VK и ее сотрудники нормы закона и этики. То есть здесь можно спрашивать всё, что касается темы Комплаенс.

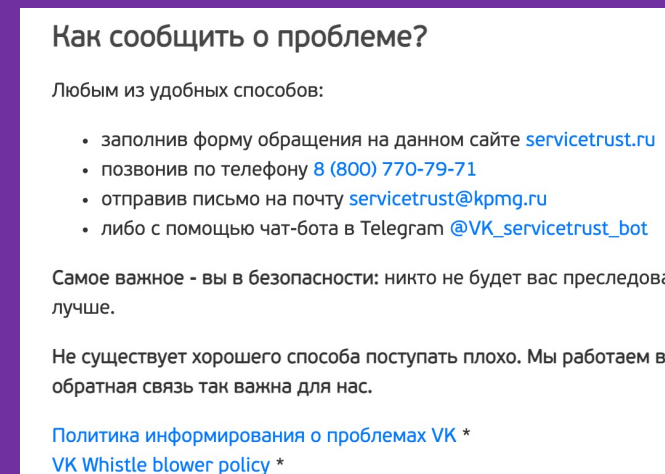
Для кого этот канал?

Для каждого, кто работает в VK. Линией доверия могут воспользоваться также клиенты, пользователи, партнеры, подрядчики и другие люди, взаимодействующие с компанией.

Зачем нужна Линия доверия VK?

Чтобы донести полученные вопросы или информацию о возможных нарушениях до руководителей внутри компании, которые могут решить проблему и поменять ситуацию к лучшему.

Канал обслуживает независимая аудиторская компания АО «КПМГ». Партнеры информируют ограниченный круг высшего руководства VK о поступивших сообщениях, а они, в свою очередь, помогают разобраться в проблеме и принять необходимые меры.



This screenshot shows the "Как сообщить о проблеме?" (How to report a problem?) section. It lists four ways to report: via a form on the website, by phone, by email, or via a Telegram chat bot. Below the list, it emphasizes that reporting is safe and that the company values feedback.

Как сообщить о проблеме?

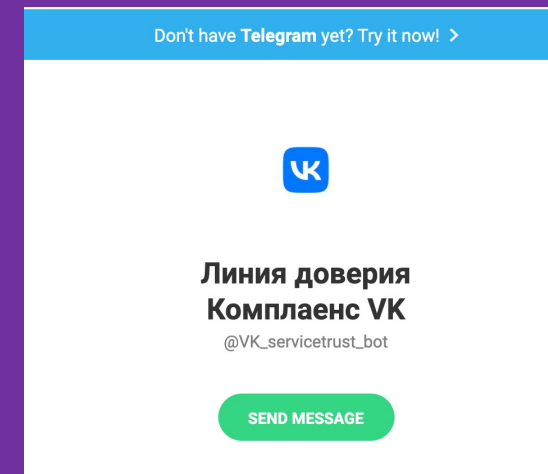
Любым из удобных способов:

- заполнив форму обращения на данном сайте servicetrust.ru
- позвонив по телефону **8 (800) 770-79-71**
- отправив письмо на почту servicetrust@kpmg.ru
- либо с помощью чат-бота в Telegram [@VK_servicetrust_bot](https://t.me/VK_servicetrust_bot)

Самое важное - вы в безопасности: никто не будет вас преследовать лучше.


Не существует хорошего способа поступать плохо. Мы работаем в м... обратная связь так важна для нас.

[Политика информирования о проблемах VK *](#)
[VK Whistle blower policy *](#)



This screenshot shows the Telegram chat bot interface for the VK Compliance Hot Line. At the top, it says "Don't have Telegram yet? Try it now! >". Below that is the VK logo and the text "Линия доверия Комплаенс VK" with the handle "@VK_servicetrust_bot". At the bottom is a green button labeled "SEND MESSAGE".

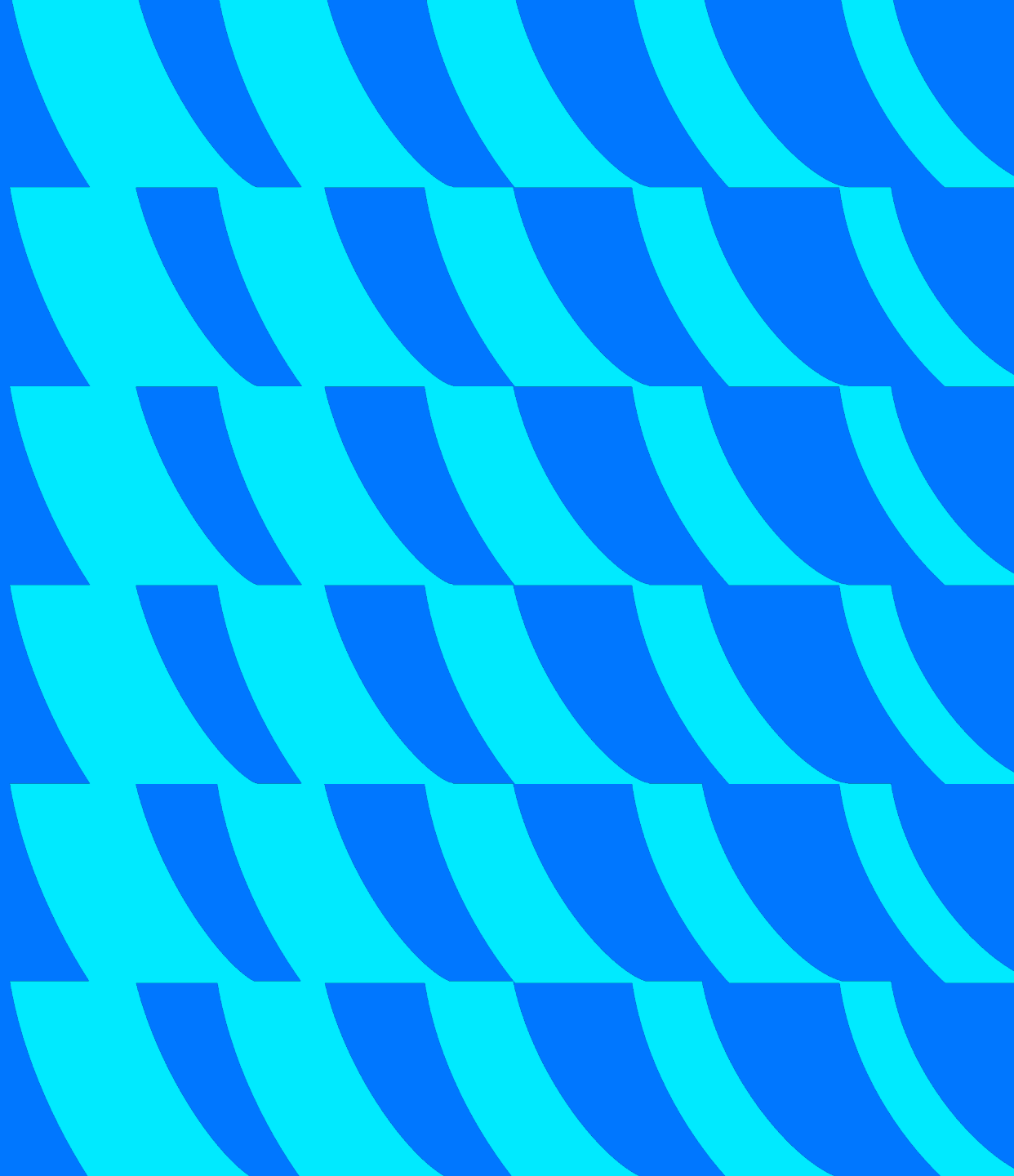
Don't have Telegram yet? Try it now! >



**Линия доверия
Комплаенс VK**
@VK_servicetrust_bot

[SEND MESSAGE](#)

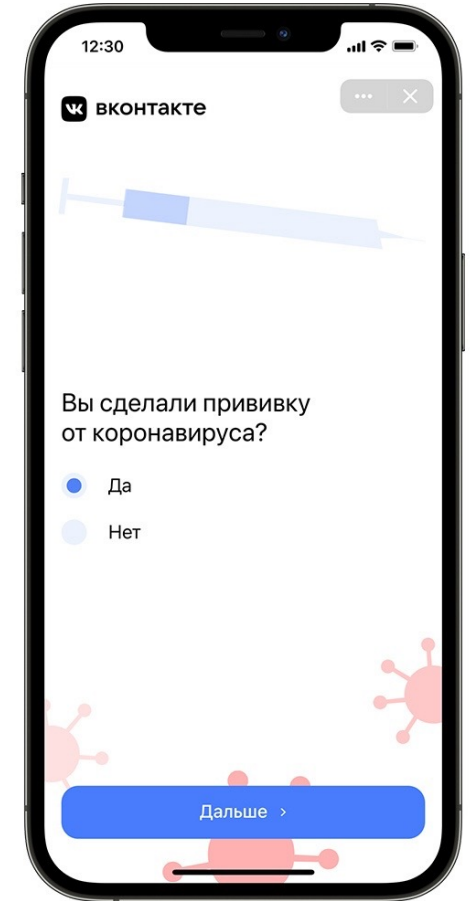
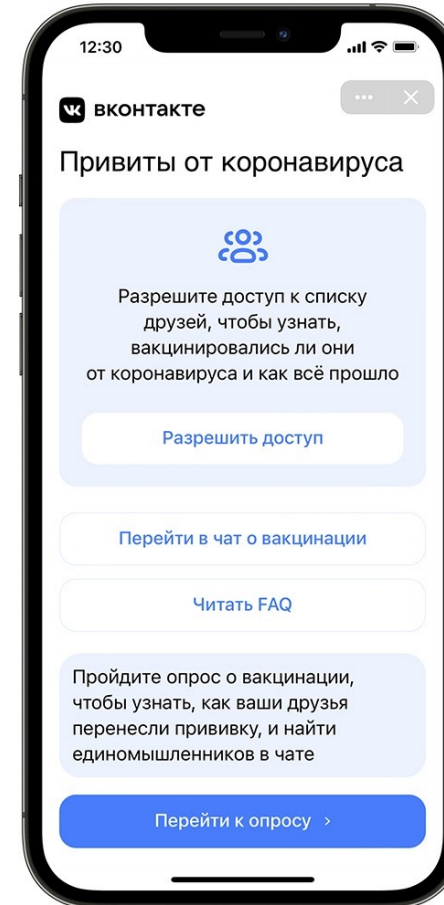
Consolidated businesses



Vkontakte and OK and COVID-19 initiatives

Vkontakte and OK (in cooperation with the Ministry of Health) created a service to share personal experience about vaccination

- ✓ With the “Herd immunity” mini app users can see vaccinated friends and **ask them questions about COVID-19** and vaccination. The app had 2mn+ visits in Q4 2021
- ✓ The service also includes experts’ answers on the most frequent questions

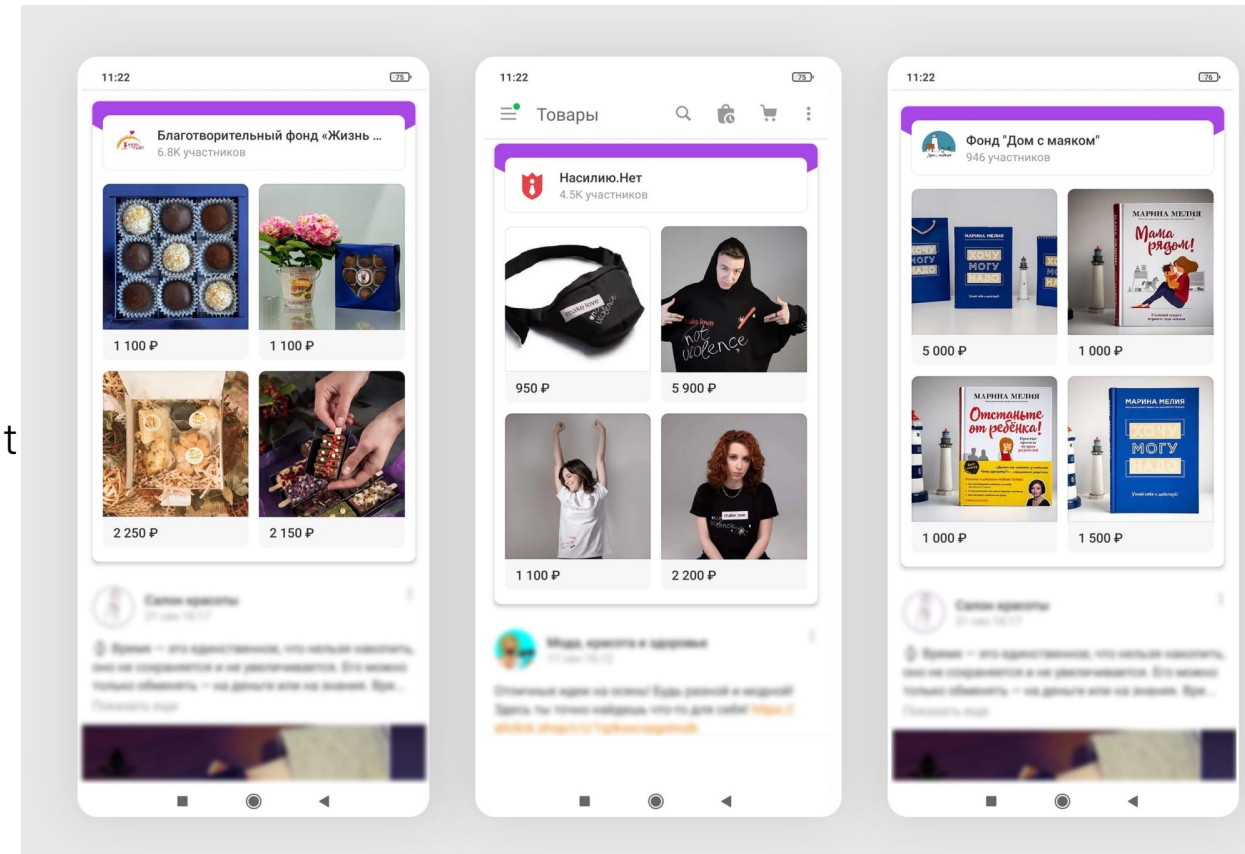


- ✓ To help companies overcome all barriers around effective online promotion, “My business” and VKontakte launched a program **supporting entrepreneurs representing small and medium-sized businesses** from the Moscow region. With its help, entrepreneurs are able to get step-by-step tips on how to develop their business on the social network in the developed chat bot, as well as additional support for business promotion
- ✓ Participants of VKontakte’s New Year charity campaign showed high engagement and **donated RUB 29mn** which was transferred to WWF Russia. WWF Russia sent them to projects that preserve the wild nature of Russia and its rare inhabitants: Amur tigers, snow leopards, polar bears and others





- ✓ OK arranged live streams in support **mental health of teachers**. The broadcast has collected 400,000+ views and 450 reactions in Q4 2021
- ✓ OK added **goods from charity funds** to its marketplace. By purchasing goods OK users are able to support these funds and their wards
- ✓ OK released a **social video** "Mother, look!" to highlight the **importance of communication with relatives**. The video has collected 1.8mn+ views and 7,000 reactions in Q4 2021
- ✓ OK with the Nasiliu.Net (No Violence) center conducted an information campaign that explains how to **communicate with elderly relatives**, how to recognize signs of physical, emotional and other types of violence against them. The project collected 482,000 views in OK in Q4 2021



OK and Women's Rights

OK arranged a live stream with women's rights experts and placed a hotline for victims of gender-based violence on its authorization page

- ✓ On November 25th, a thematic illustration dedicated to **countering gender discrimination** appeared on the authorization page within OK. It indicated a free-of-charge All-Russian phone number that can be used by women affected by domestic violence.
- ✓ On November 26th, the day of the promotion, Anna Center received 224 calls
- ✓ OK also hosted a live broadcast with women's rights experts, that gathered 900,000+ views and 1,000+ reactions
- ✓ This is a joint project of the social network and the Regional Office of the UN Women Structure in Europe and Central Asia. The action coincided with the global campaign "16 Days of Activism against Gender-Based Violence"

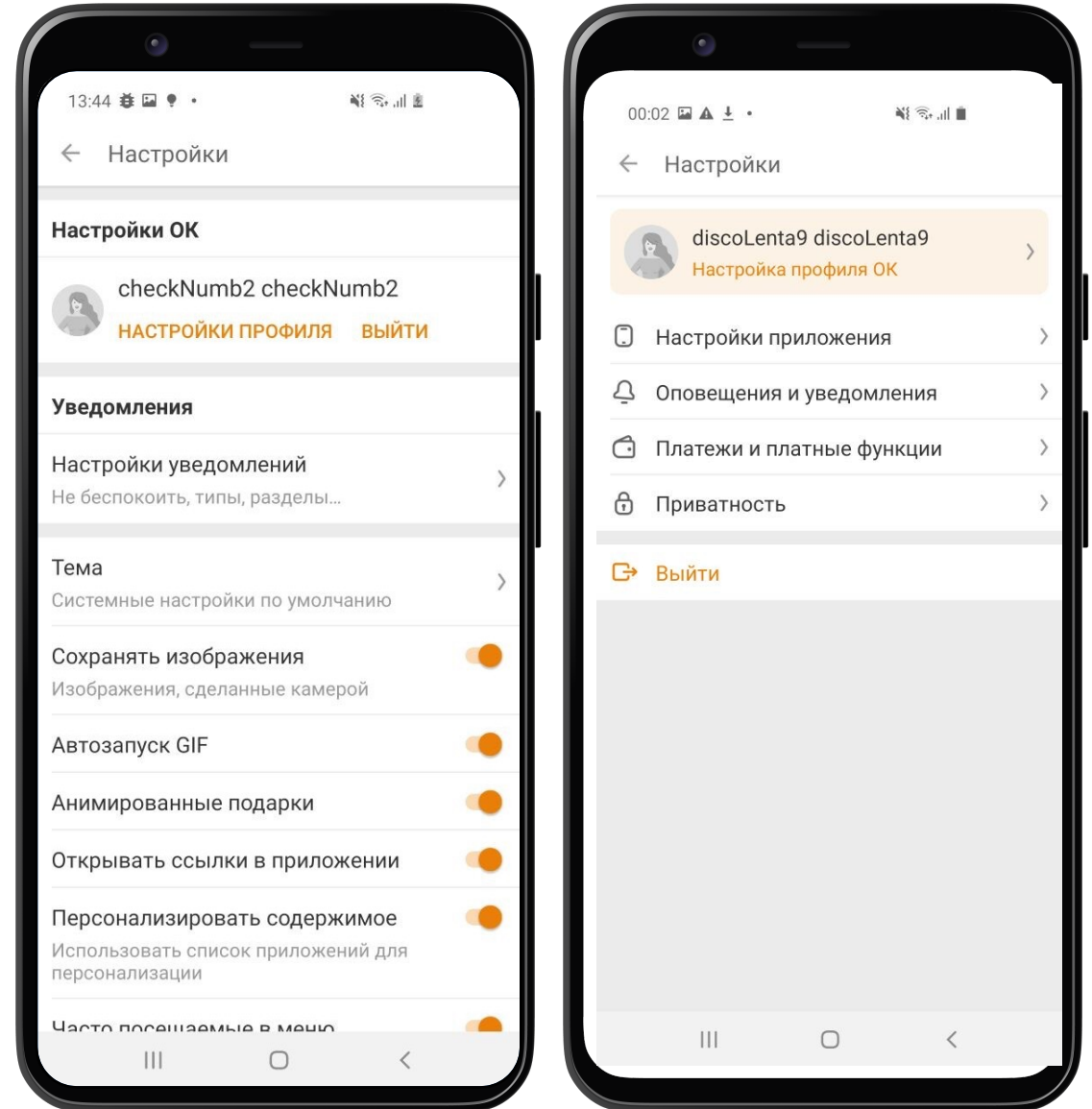


OK Privacy Settings

OK pays special attention to the users safety and their comfortable stay in the social network. In 2022 OK plans to improve user experience in terms of privacy

In Q4 2021 OK launched some architecture experiments in privacy and other profile settings:

- ✓ Transferred all settings to the new architecture
- ✓ Flexible experimentation with menu structure
- ✓ Removed settings' duplicates
- ✓ Simplified the settings structure
- ✓ The updates of Android, iOS, mob web are in progress. The update was rolled out in desktop version in Q1 2022



Skillbox

- ✓ Delivery Club and Skillbox presented **educational certificates worth RUB 50,000 to 50 waiters** from 15 cities
- ✓ Skillbox and the Institute of Music Initiatives released a **guide on musicians' mental health**
- ✓ SkillFactory supported a release of a photo album about rare species of animals in Russia
- ✓ Skillbox and charitable fund "Vtoroe dyhanie" (Second wind) arranged a public talk about **sustainability in fashion**
- ✓ Skillbox and Greenpeace released an **inspirational video** about the nature
- ✓ Skillbox shared interim results of its **program of education at preferential terms for NGOs**. During the 4 months NGOs saved RUB 9mn using the program



Природе нужен ваш голос: совместный ролик Greenpeace и Skillbox!





- ✓ Dobro Mail.ru and Raiffeisenbank launched a **charity project** to support the elderly. The bank doubled every regular donation to aid funds for the elderly. Three funds participants of the action were able to do twice as many good deeds. As part of the New Year's project for employees, **the bank transferred to the "Kod Dobra" RUB 47mn+**
- ✓ Dobro Mail.ru, OPPO and a fund "Change one life" announced the results of the campaign which supported orphaned children. Video questionnaires were filmed for 102 boys and girls in orphanages, at the moment, during the project, **13 children have found new families**
- ✓ Analysts of Dobro Mail.ru and DonationAlerts showed that 60% of influencers face domestic violence, abuse or harassment. To help combat the program, we launched LoveAlerts, a project supporting **streamers and bloggers in dangerous situation**. During the project, we held 22 streams and collected RUB 800,000+

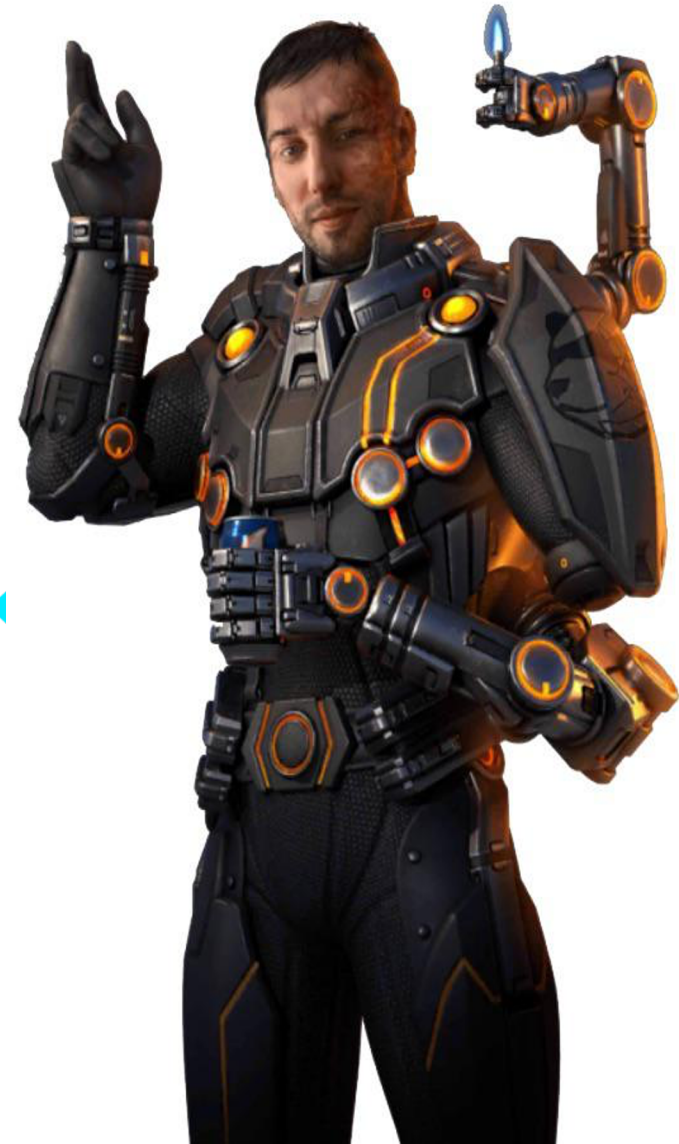


Games for good

- ✓ MY.GAMES added a new pilot skin to War Robots (Pixonic studio) to support people, who never give up despite extremely challenging life situations
- ✓ Players of the popular MMORPG Legend: Legacy of Dragons from IT Territory studio raised RUB 450,000 for charity in collaboration with the Dobro.Mail.ru service. All money was donated to the ORBI Stroke Foundation

Fighting cyberbullying

- ✓ The company participated in the VK **Anti-Cyberbullying Day** and created its own Code of Conduct, where we once again recalled the rules of a fair gaming environment in MY.GAMES projects

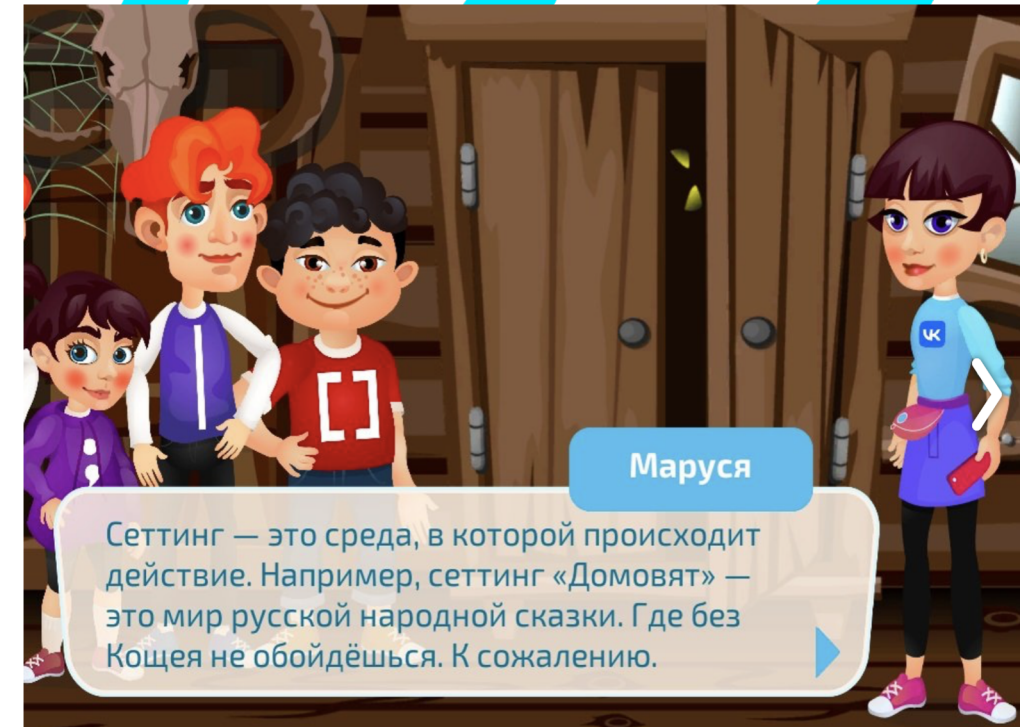


MY.GAMES is actively develops education in gaming, making the industry even more accessible and enticing

MY.GAMES took part in Digital Lesson educational project developing a special simulator for school students based on the BIT.GAMES studio's game Domovyata. Participants were invited to improve the game from within, becoming programmers, artists, animators, game designers, testers, producers or marketers. In total, the Lesson in Digital had 3mn+ kids participants all across Russia.

MY.GAMES cares about its employees and does everything possible to make the work environment comfortable for everyone to come together in creating exciting universes for gamers

- ✓ In Q4 2021, we hosted 8 internal events for employees, including 4 educational events focusing on game development and design. The events brought together 4,000+ employees in total
- ✓ We created our own in-game UX design course from MY.GAMES UX laboratory for employees, already completed by 300+ employees



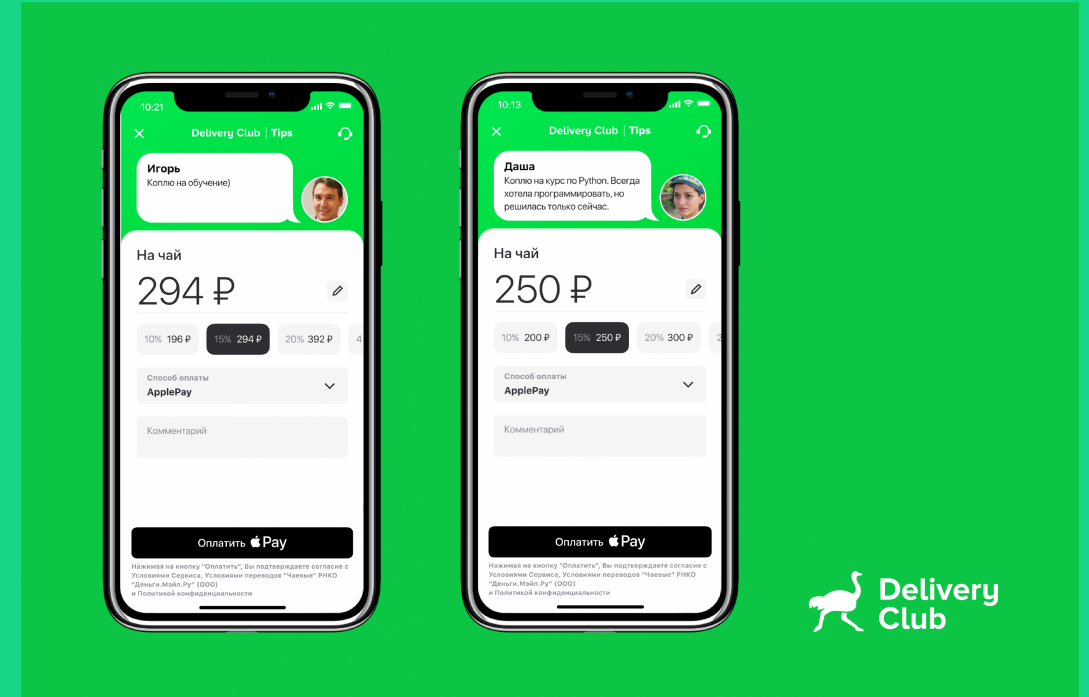
Joint Ventures





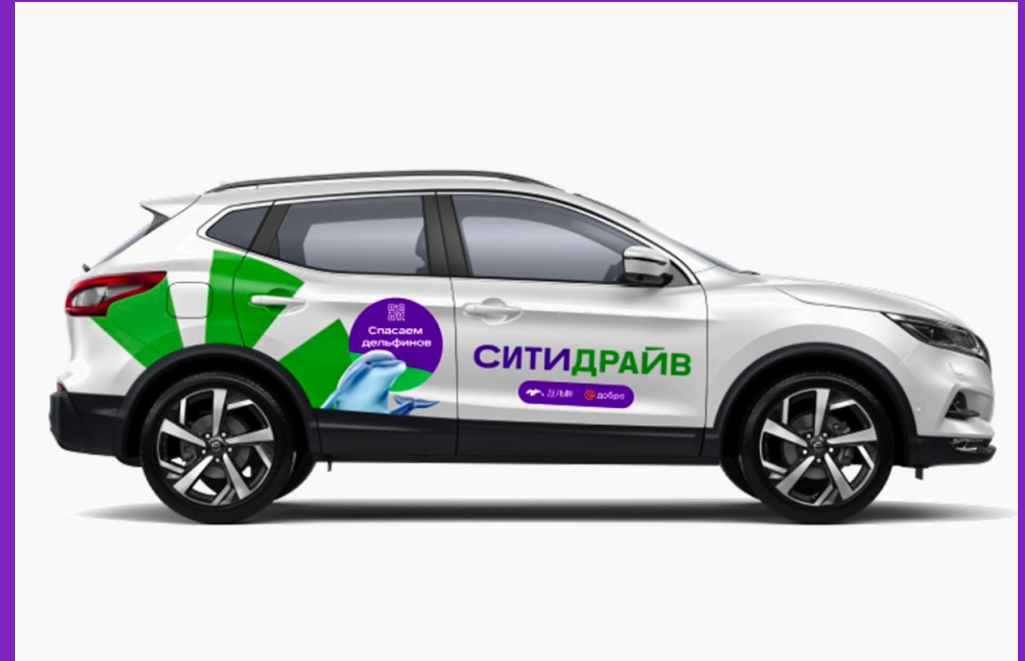
Writers support & charity:

- ✓ Delivery Club and Skillbox presented RUB 50,000 certificates on education to 50 waiters from 15 cities
- ✓ RUB 10mn+ will be provided in scholarship programs for students who work in the delivery service. The first stage will last for six months – 300 student couriers will receive scholarships monthly payments – RUB 5,000
- ✓ On December 17th, unofficial Courier Day, Delivery Club tripled tips for its partner couriers. The total amount of tips was RUB 994,000+



Customers support & charity:

- ✓ CityDrive launched a joint project with Delfa (a foundation rescuing Black Sea dolphins). Citydrive placed QR codes on own vehicles in Sochi, with a link to **donations for the fund**. In Q4 2021 we collected RUB 115,000+
- ✓ CitiDrive transfers RUB 10 per every ride in Sochi to Dobro Mail.ru towards funding emergency vehicles. During the campaign we collected RUB 200,000+





AliExpress Russia (AER)

Talent support & charity:

- ✓ AER became the partner of the Saint-Petersburg State University of Industrial Technologies and Design's master program in Fashion Tech. AliExpress Russia experts hold lectures for students
- ✓ AER and CDEK launched campaign to support orphaned children and the elderly with basic goods. Visitors of CDEK pick-up points could leave new goods from different categories and put them in special boxes. Boxes are available at 40 pickup points at 27 cities of Russia
- ✓ AER supports charity funds, including recent donations of toys, food and hygiene items to "House for mother" (Dom dlya mami) in support of women and children, as well as donations of clothes and shoes to "Spasibo" fund supporting various charitable organizations

СДАЛИ
НА ДОБРОЕ ДЕЛО

Кампания
AliExpress Россия и СДЭК
в поддержку детей сирот
и пожилых людей

СДАЛИ
на доброе дело —
присоединяйтесь!

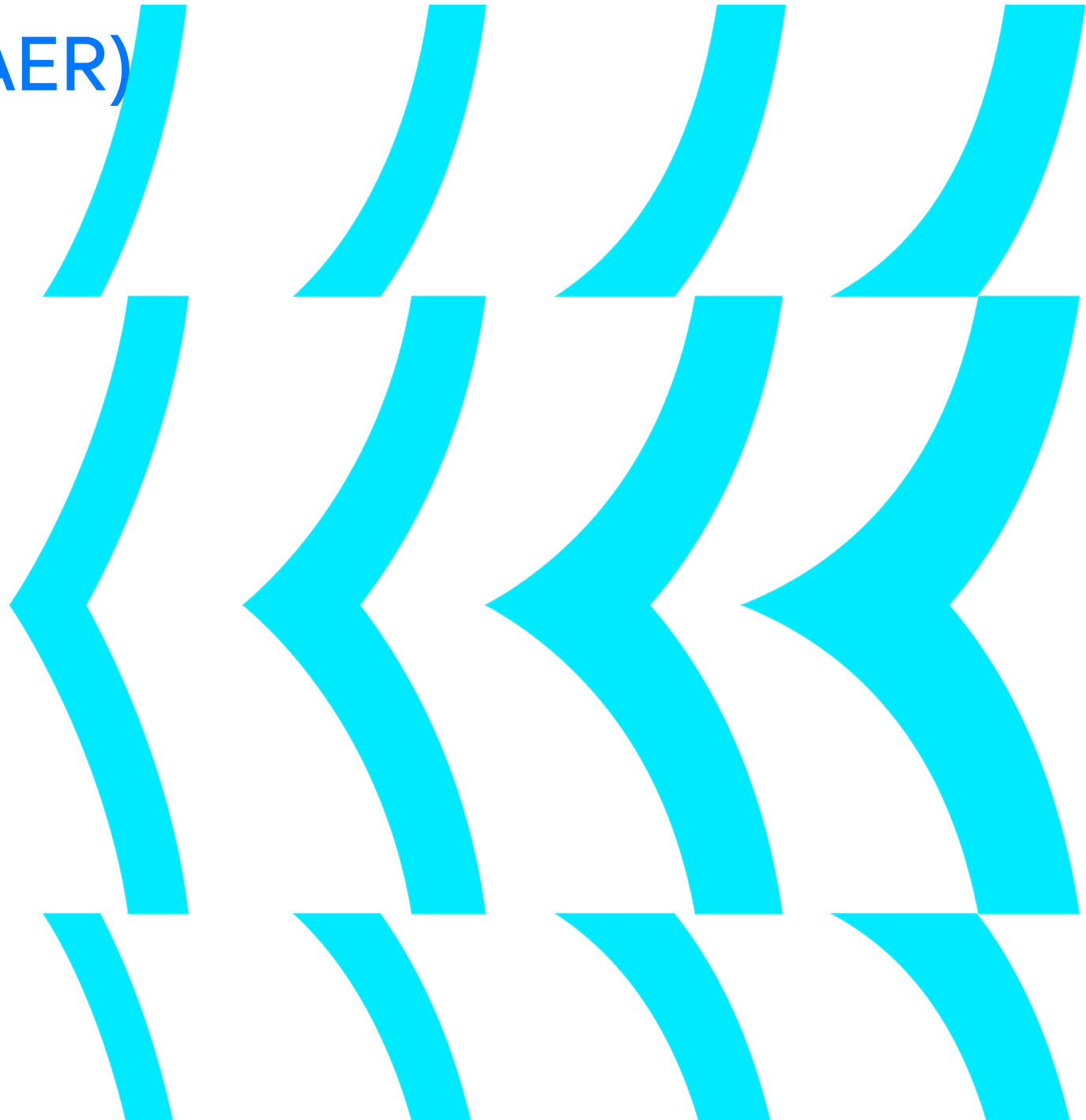
CDEK **AliExpress**



AliExpress Russia (AER)

Office and workers:

- ✓ **Working regime.** In light of the pandemic, AER continues to support hybrid working regime for its staff, with vaccination and COVID-19 testing available at office premises
- ✓ **Waste sorting and used battery collection** have been organized as part of AER's ongoing ecological efforts
- ✓ To **support work-life balance**, employees can enjoy free yoga courses

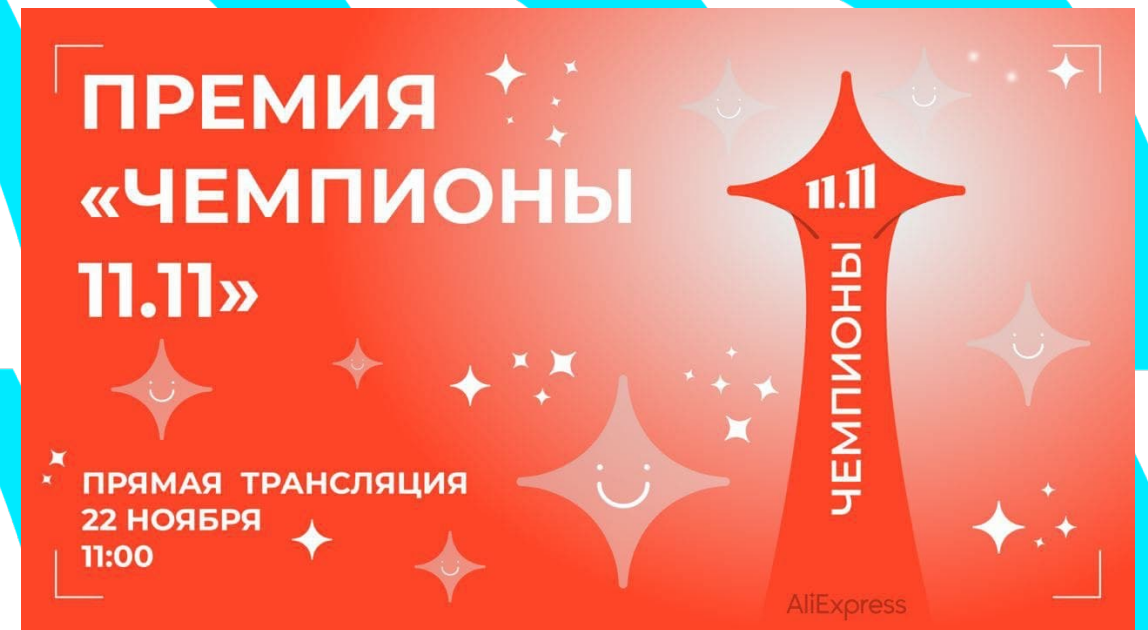
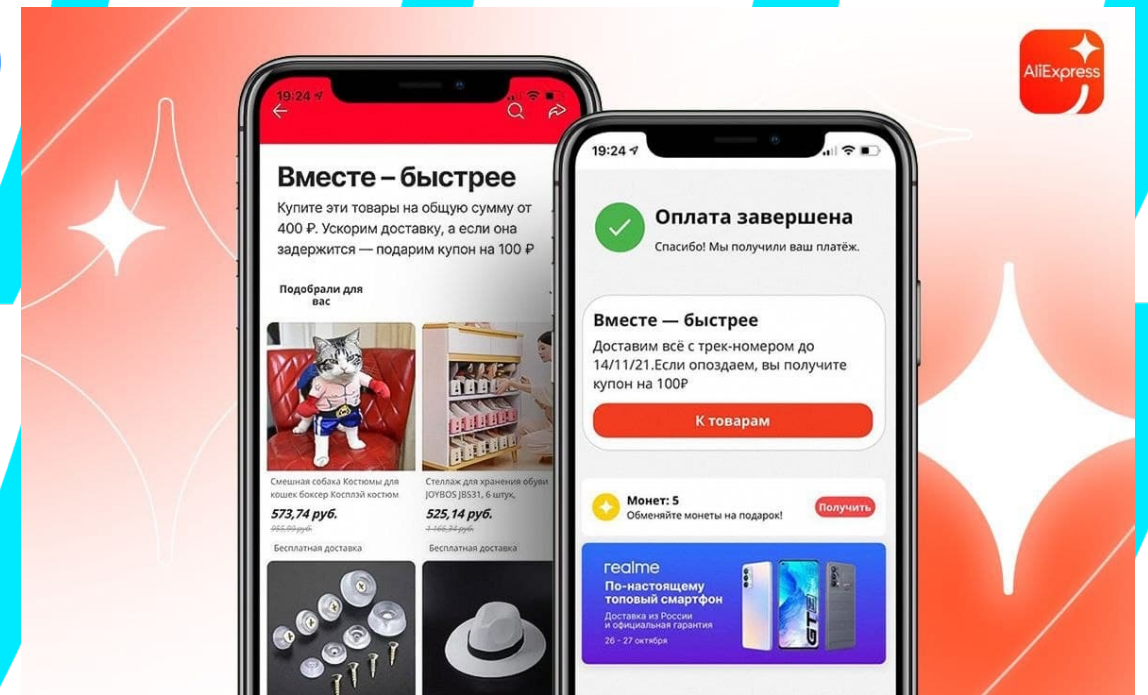




AliExpress Russia (AER)

SMBs and buyers:

- ✓ AliExpress spent RUB 3.5mn for SMB support program during its major annual sale in November, 2021 in addition to free-of-charge 60 days at partner warehouses storage, first 100 orders commission-free and delivery fee for first 200 orders
- ✓ AER awarded the winners of the "Champions 11.11", the most active Russian sellers of AliExpress
- ✓ AliExpress Russia launched a new feature called "Together Faster". It allows buyers to combine orders from different foreign sellers into one parcel and receive it faster





AliExpress Russia (AER)

SMBs and buyers:

- ✓ AER and Red Keds launched **special store with rare goods for kids** from small local brands
- ✓ AER is supporting local sellers and organizing free educational courses, master classes and conferences with useful information for SMB, including **AERO regional conferences, Industry Talks** at social media (together with PechaKucha international education project) and **podcast** with business cases. At Q4 2021 AER organized two regional conferences, launched new podcast and Industry Talks in beauty and fashion sphere

AliExpress Россия

AERO

КАЗАНЬ

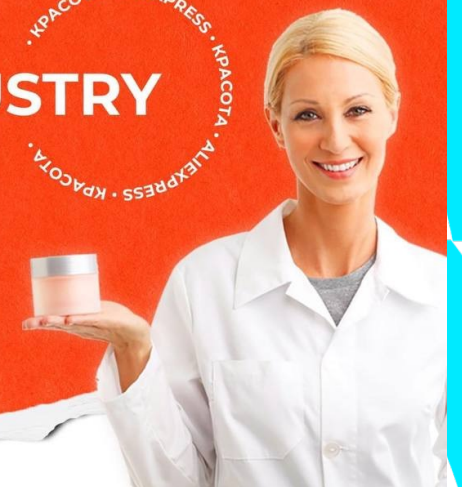
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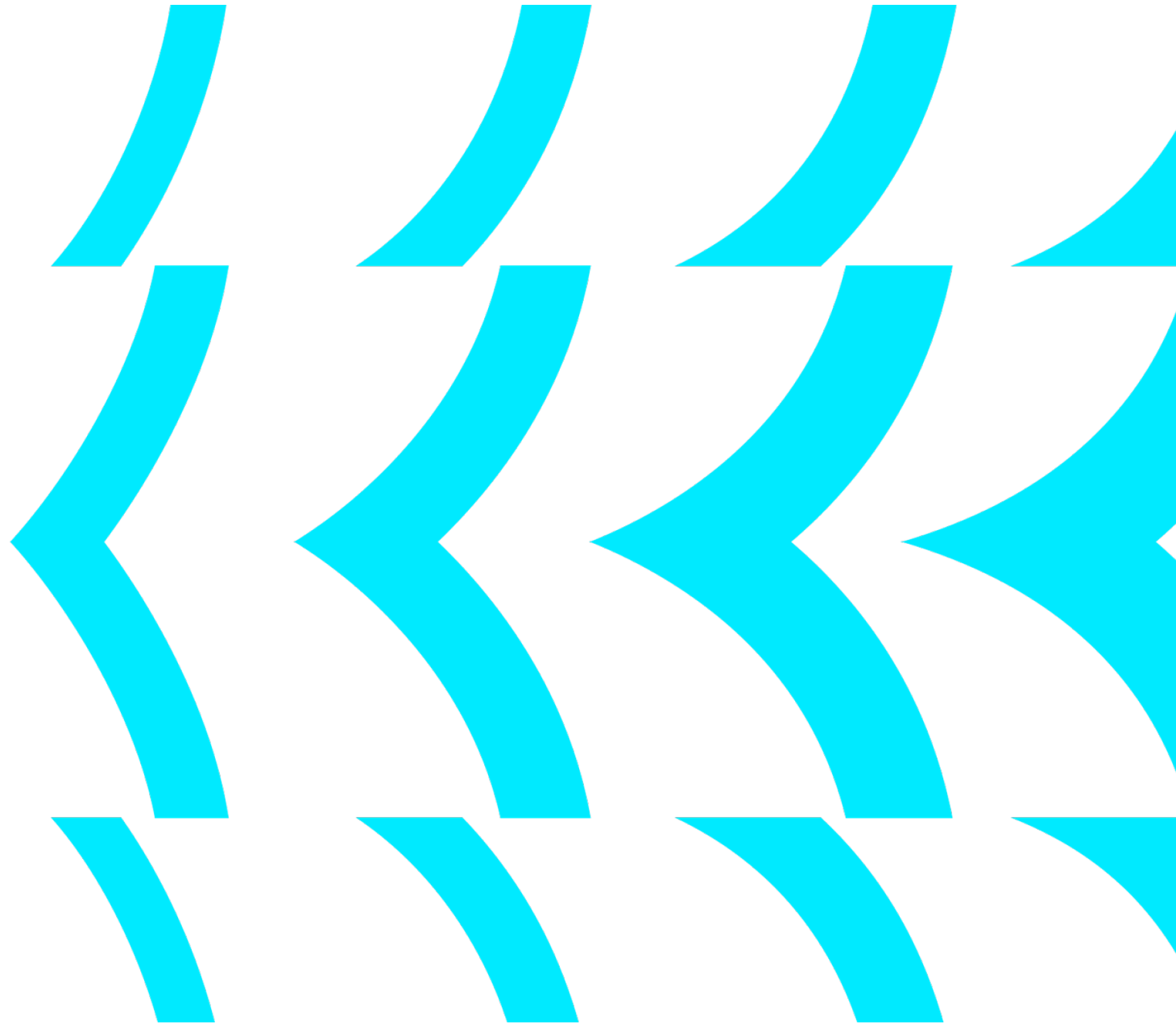
AliExpress  PechaKucha

**ALIEXPRESS INDUSTRY
TALKS: КРАСОТА**

 8 ДЕКАБРЯ 19:00 МСК
ONLINE



For further information please
contact:
E-mail: esg@vk.company



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