

# Q1 2022 ESG highlights



# Key Q1 2022 ESG Highlights



## Environmental

- 1 VK projects joined the "Earth Hour"
- 2 Skillbox launched the "Climate and us: How to help the Planet" educational course
- 3 Citydrive added 3 Tesla Model 3 Long Range electric cars to its Moscow fleet
- 4 VK launched HR Electronic Document Management System. >3000 employees already joined the initiative



## Social

- 1 VK Jobs and Dobro Mail.ru launched a project to support employment needs of people with rare diseases
- 2 VKontakte provided RUB 5mn in advertising support to 106 charitable projects as a part of its grant program for Non-profit organisations (NPOs)
- 3 Delivery Club couriers started to help "Lisa Alert" to search for missing people
- 4 AliExpress Russia launched a clothing brand for people with the Down syndrome
- 5 VK launched events that aim to develop skills of resilience, emotion management and self-regulation



## Governance

- 1 The Board of Directors was enhanced with additions of a number of Scientific Community Members
- 2 VK established an internal Sustainable Development working group
- 3 Bug Bounty program was relaunched and 2FA introduced for administrators of large communities
- 4 VK launched the Security Management Center in the VK ID personal account

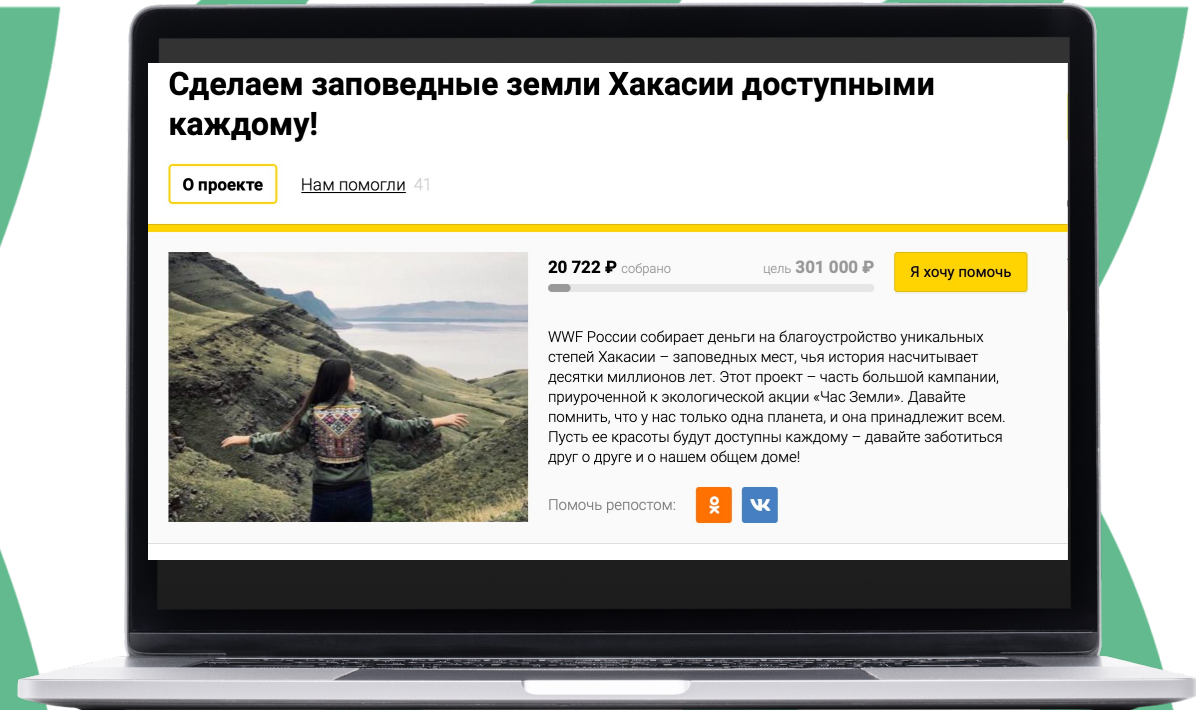
# Environmental



# VK and the Earth Hour

VK projects joined the global "Earth Hour" action

- ✓ Local Kitchen offered users to refrain from using electrical appliances for a while
- ✓ Dobro Mail.ru launched a collection of donations for the inclusive eco-trail in Khakassia



#eco\_initiatives

# VK vs HR Electronic Document Management System

In Q1 2022 we launched **HR Electronic Document Management System** as part of the ongoing effort to deepen focus on the ecological issues

>3000 employees already joined the initiative

#eco\_initiatives



# MY.GAMES

- ✓ BIT.GAMES studio supported the local eco community ECOVES and helped clean up the territory around the Sursk reservoir in the Penza region

As a result, the team of volunteers cleaned the territory of 82m<sup>3</sup> and sent the collectibles for recycling

- ✓ Panzerdog studio partnered with the Ruin Keepers organization that is based in Kaliningrad and helped to preserve the castles in the Kaliningrad region and maintain them for the future generations
- ✓ The Panzerdog team took part in cleaning up of the Zaalau castle territory and also helped the organization with buying the necessary tools and materials



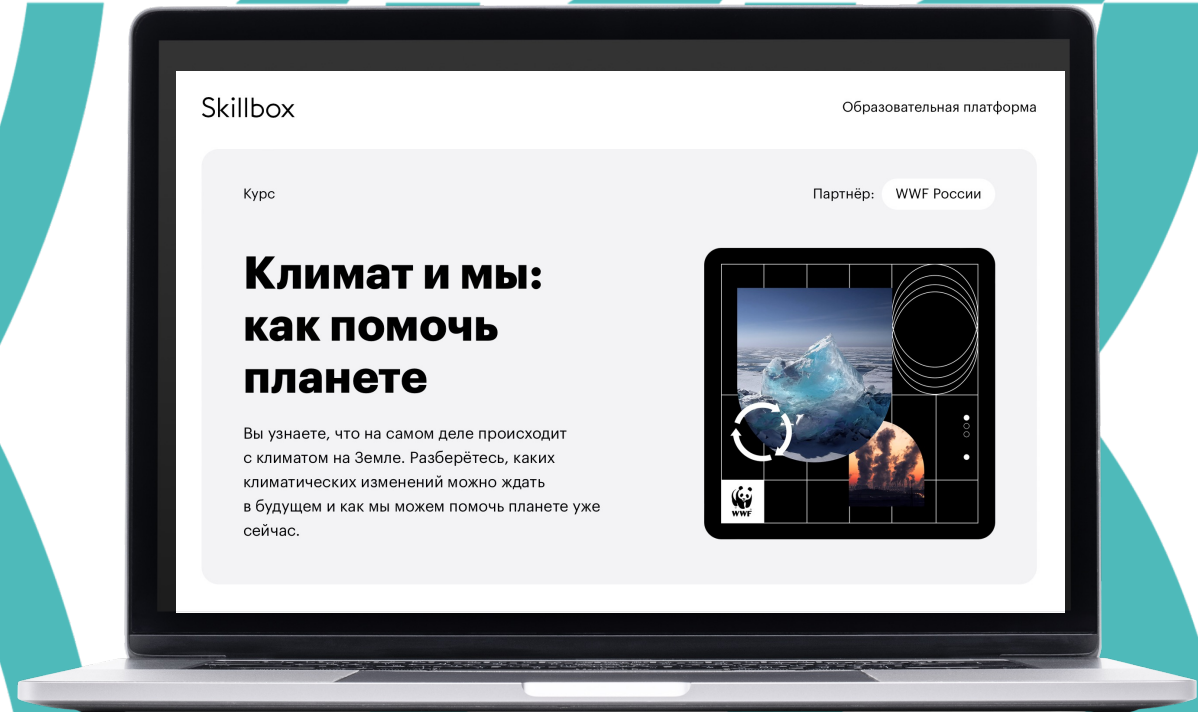
#eco\_initiatives

# Skillbox

## Skillbox

- ✓ Skillbox launched an **educational course** called "Climate and us: How to help the Planet" for the annual Earth Hour campaign. The program is dedicated to **climate change**, green technologies and environmental literacy
- ✓ With each purchase, RUB 1,000 is transferred towards protection and support of Russian forests

#climate\_change





# Delivery Club

- ✓ Delivery Club updated its app so that **no cutlery is offered as a default option**
- ✓ In addition, as an experiment, DC started to demonstrate a **reminder with the rules about recycling** its customers
- ✓ Delivery Club launched **electronic document management** internally in order to reduce paper usage

#recycling





СИТИДРАЙВ

# Citydrive

- ✓ Citydrive added 3 Tesla Model 3 Long Range **electric cars** to its Moscow fleet, with a total of 10 Teslas in its park
- ✓ After each rental, the Citydrive technicians charge the car, and check its technical condition. If the electric car runs out during a long trip, the user has to call the technical support — technicians promptly bring a special cable or take the car to a charging station to then return it back to the customer

#energy



# Social



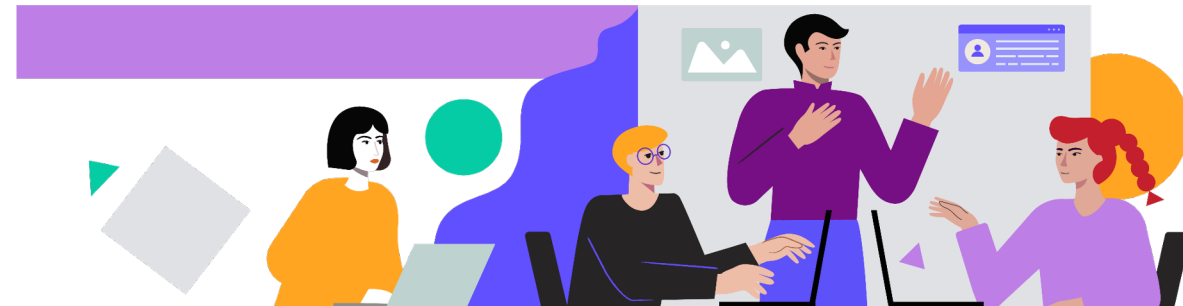
# VK people - talent development & focus on retention

- ✓ We provided Hogan **assessment to its Executive team** (35 top managers). Based on personal results the team report was prepared with a full picture of team's strengths, weaknesses and values
- ✓ We **actualized a list of assessment tools** for line employees to enhance **personal development plans**. We continued to provide assessment for individuals (75 personal assessments) and teams (360 projects for 5 teams) in Q1
- ✓ We provided an **analytical study** of 2,000 people's exit questionnaires to discover **patterns for reasons to leave the company**. Based on these results retention action plan was updated



# VK people - learning & development

- ✓ Nearly 1,000 newbies joined the VK team in Q1 2022
- ✓ We regularly hold **welcome trainings**, at the beginning of the year they were attended by 780 people, **NPS reached 65%**
- ✓ The Study **learning platform** provides development opportunities for all VK employees: 8,827 current employees have logged into the platform at least once, of which 2,263 have been added to active users this year. **2,700 people visit the platform on average per month** with 215 daily visits
- ✓ In Q1 2022, **42 training events were organized for employees**, attended by 812 employees
- ✓ We continue to develop the culture of **team management** - the second group of the development program for experienced managers has finished education - 78 managers successfully completed the training, the NPS of the program increased by 20% compared to the previous wave to reach 60%
- ✓ New team leaders master their **skills of managing teams** as a marathon - 65 employees completed the related education in Q1
- ✓ The course "HR for Managers" that helps managers to understand HR specifics and internal tools for management routine - "New colleague in the team" and "Newcomer's adaptation" are already available for the employees

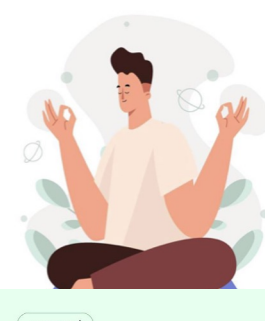


# VK people: support for employees in a situation of stress and uncertainty

- ✓ We launched supportive events that **develop skills of resilience, emotion management and self-regulation**, support for internal energy, internal strength and psychological stability: **>2,000 employees reviewed the materials, 79 employees attended the related events**
- ✓ We conducted workshops and trainings for managing teams in a **situation of uncertainty** – managers learned how to take decisions and plan in a situation of uncertainty, how to cope with the change curve. They also completed a 3-week marathon on resilience and team support practices. **>160 managers took part in the training**

Продолжение серии советов для поиска и удержания внутренних сил

Блог [Блог про обучение и развитие](#)



Привет! Продолжаем наши статьи про....

Волнения и переживания — неприятные явления, которых мы боимся и с которыми важно помнить, что волноваться — это нормально.

Нервничать — значит, принимать решения, спасать себя и улучшать способность древности человек переживал при виде тигра, а сегодня — при виде роста курса (страшнее). Но в обоих случаях психологическая устойчивость помогает нам справиться.

**Причина всех зол — кортизол!**

Во время неприятной ситуации организм выбрасывает в кровь гормон *кортизол*. Слушаем меня! В ближайшее время нам нужно хорошенько поработать и снова изучаем всё вокруг себя:

Нам кажется, что при  
неприятности, у всех

карточка 1

## Внутренние процессы: гормоны и нейромедиаторы

Настрой влияет на физиологию.

Эмоция — это не только мысли и чувства, но физиологические процессы в нервной, эндокринной, дыхательной и других системах организма, которые их сопровождают.

Это выработка определённых гормонов и нейромедиаторов (это посредники, передающие сигналы от нервных к другим клеткам).

А ещё то, как мы эти эмоции выражаем: плачем, смеёмся, сжимаем кулаки.



team & тпу.

карточка 1

## Четыре причины конфликтов в команде

Американские учёные Уоррен Х. Шмидт и Роберт Танненбаум назвали 4 ключевые причины конфликтов в рабочей группе.

- **Разные интерпретации фактов:** одну и ту же информацию можно воспринять и интерпретировать по-разному в зависимости от характера, картины мира и предыдущего опыта.
- **Разное понимание целей:** не все понимают, «зачем» нужны те или иные бизнес-процессы и чем мы тут вообще занимаемся. Если общая цель у каждого «своя» — далеко вместе не уедешь.
- **Разные методы работы:** каждый участник команды привык по-своему отвечать на рабочие вызовы. Например, ты хочешь «закрыть проект и забыть», а человек-перфекционист так сделать не сможет и будет затягивать завершение работ.

**Разные ценности:** если на глубинном уровне люди не совпадают, конфликты вывяют это, рано или поздно. Ок быть разными, но в команде должно быть более-менее общее для всех понимание фундаментальных вещей: справедливость, заслуженный успех, трудолюбие, дружба и взаимовыручка. Если кто-то в команде, к примеру, избрал стиль манипуляций и считает, что «кто смел — тот и съел», — накопятся взрывные противоречия.



# VK people: Donor Day

As part of the quarterly activity, we held Donor Days for VK employees

- ✓ In Q1 2022 we held 2 events in the Moscow HQ as well as our office in St. Petersburg
- ✓ In St. Petersburg, 38 people wanted to become donors, 28 of them passed for medical reasons and donated blood
- ✓ In Moscow, 55 people wanted to become donors, 35 of them passed for medical reasons and donated blood



# VK Corporate Sports: now we have 12 teams in 10 sports

- ✓ VK has 12 teams in 10 sports: football, volleyball, basketball (including women team), hockey, running, karting, cross-country skiing, triathlon, swimming, table tennis
- ✓ We have >1,200 employees in corporate teams
- ✓ Since April 2022, a karting team has joined VK
- ✓ In Q1 2022 >50 people train and compete in amateur championships in IT



# VK people – COVID-19

## Remote work regime continues:


- ✓ Given the pandemic, we maintained a **remote work regime** across all our offices in Q1 2022
- ✓ Using the internal free-of-charge vaccination program, we have **surpassed 52%** vaccination level among our staff in Q1 2022
- ✓ In Q1 2022 our employees passed 24,146 **COVID-19 tests** to get an access to our offices
- ✓ 215 employees were revaccinated, 31 were vaccinated in Q1 2022



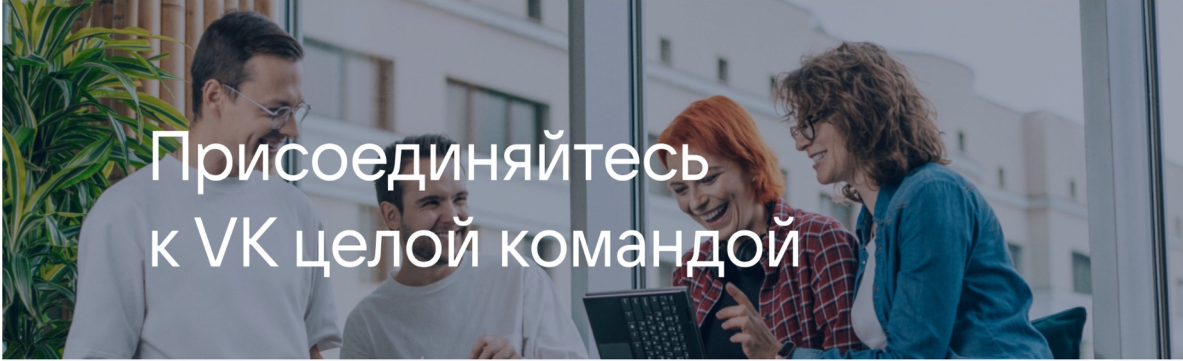


# VK hiring practices

- ✓ From March 17th, **already formed external teams** are able to join VK. The teams may include: business leaders, technical specialists, designers, product managers, analysts, testers, UX writers and more
- ✓ VK is considering different options for interaction: we are glad to see new people both on staff and to implement individual projects
- ✓ A form for sending contacts was launched on corporate website. From March 17th to April 8th, we received **310 applications from various interested teams**



О компании Проекты Вакансии Кандидатам **Командам** События Рекомендуем друга



## Присоединяйтесь к VK целой командой

Растить профессионально и сворачивать горы интереснее вместе — мы в VK знаем об этом не понаслышке. Если у вас есть любимая команда, с которой любой релиз превращается в амбициозное приключение, нам есть, что вам предложить.

Теперь частью VK могут стать уже

Оставьте свои контакты, укажите — сколько в команде человек и какие направления вам интересны. Мы оперативно свяжемся с вами и расскажем о вариантах сотрудничества.

### Ваши контакты

ФИО

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Email

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Контакты (номер телефона, ссылка на TG и т.д.)

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Проект, над которым работала ваша команда

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Количество человек в команде

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Навыки специалистов в вашей команде

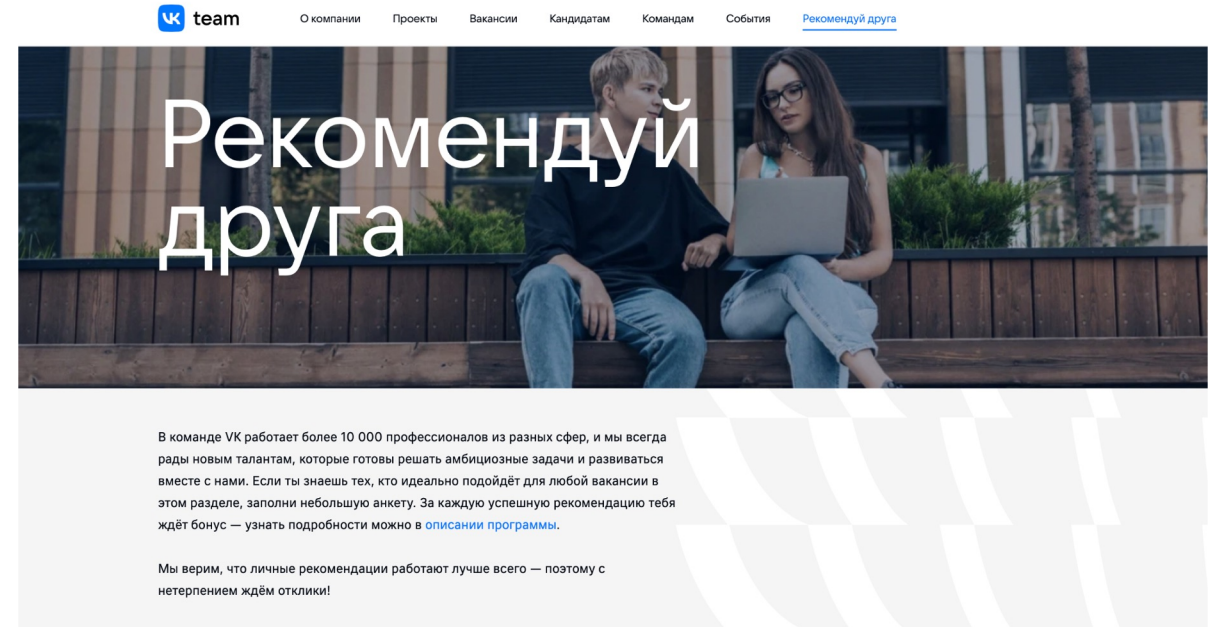
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# VK Launch of the Recommendation Program

On March 25th, VK launched an external recommendation program. Now external experts can recommend friends, and get a bonus for a successful recommendation

A form for sending contacts under the program has been launched on the corporate website. From March 25th to April 18th, we received **45 recommendations**

VK has also been running an internal recommendation program for a long time: in March, we received a record number of **recommendations from employees — 755**. This is almost **4x more** than in March last year



Я могу рекомендовать друга? ↗

Как порекомендовать друга? ↗

Где найти актуальные вакансии? ↗

Как узнать о новых предложениях? ↗

Что будет дальше? ↗

Когда и сколько можно получить? ↗

# VK Education

We continue to develop IT-education and collaborate with local schools, universities and partners:

- ✓ VK Education launched free-of-charge online programs for university students. During the first semester of 2021-2022 **1,300 students** attended VK educational centers and courses
- ✓ VK launched an internship program for university students and graduates. The program includes 30 IT areas, including development, analytics, testing, and information security. **>7,000 students** applied for a summer paid internship at VK
- ✓ Together with Moscow Institute of Physics and Technology and Moscow State Technical University. N. E. Bauman VK held the Technocup programming competition. This year, **4,289 students** took part in the Technocup. **52 schoolchildren** won, **102 participants** became prize-winners



# VK Education

- ✓ Participants of the All-Russian competition "Bolshaya Peremena" organized by the Federal Agency for Youth Affairs (Rosmolodezh) completed a training internship at VK
- ✓ VK Education, Uchi.ru, Sferum and Education and Science Department of Moscow launched a series of professional online meetings with teachers. The first meeting "Student's Career Path: Schools, Teachers and Parents" gathered **>11,000 participants**, and received **>400,000 online views** via VKontakte and Odnoklassniki
- ✓ VK educational platforms took part in the promotion of the charter "Digital Ethics of Childhood". The mission of the campaign is to increase the level of knowledge about **measures to protect children in the digital environment**



# VK Education

- ✓ Sferum announced the start of the second season of the All-Russian Olympiad "Faces of the Sferum". **1,500 teams** from **50** regions of Russia took part in the competition to enhance the digital skills of teachers and students
- ✓ We released a video about IT Knowledge day, where VK top managers and employees spoke with school students about game development. The video has garnered **>150,000 online views**
- ✓ VK launched enrollment in the Digital Camp, educational project for students and recent alumnus, with 3 directions: "IT recruitment", "Marketing, communication, creative in IT" and "Digital marketing". **>1,600 students** applied for participation

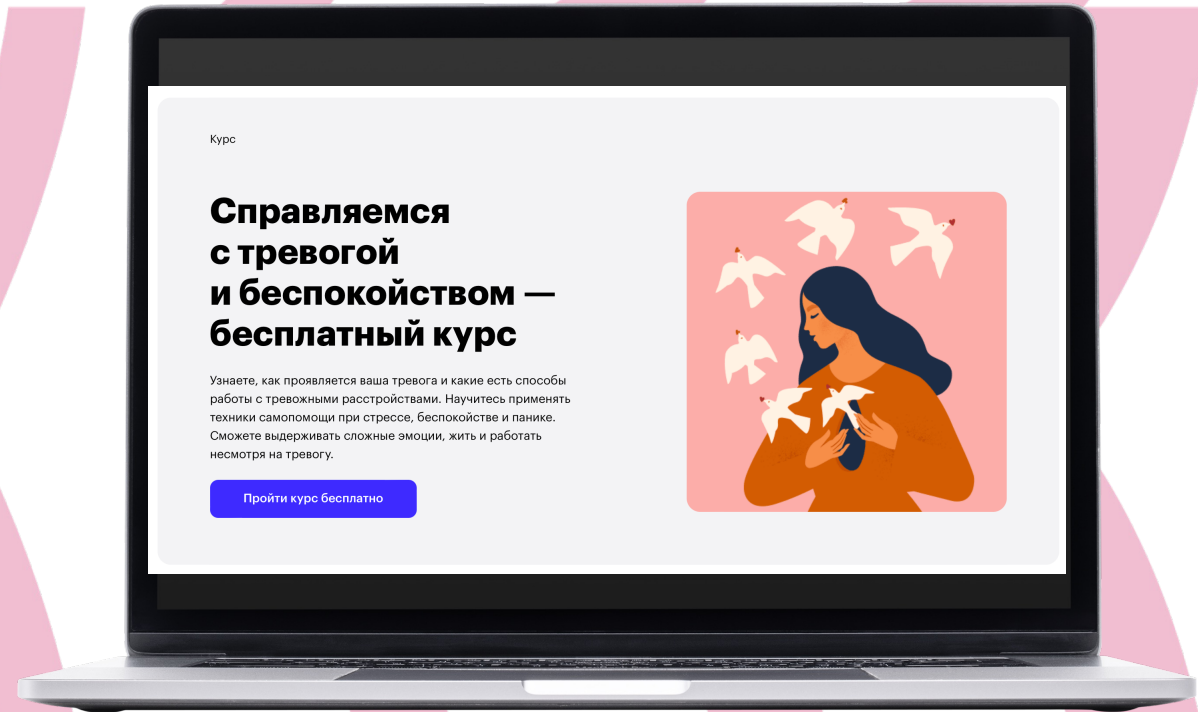


# Skillbox

## Skillbox

- ✓ The Skillbox educational platform provided free access to the course **on handling the anxiety for everyone who faced emotional stress**. The course registered >21,000 visits
- ✓ Skillbox shared interim results of its program of education at preferential terms for Non-profit organisations (NPOs). NPOs **saved RUB 9mn** during 4 months
- ✓ Skillbox implemented a security operations center, conducts training and awareness-raising programs for the company's employees in **cyber security** and cyber hygiene, conducts security testing with subsequent scaling of processes to the holding level

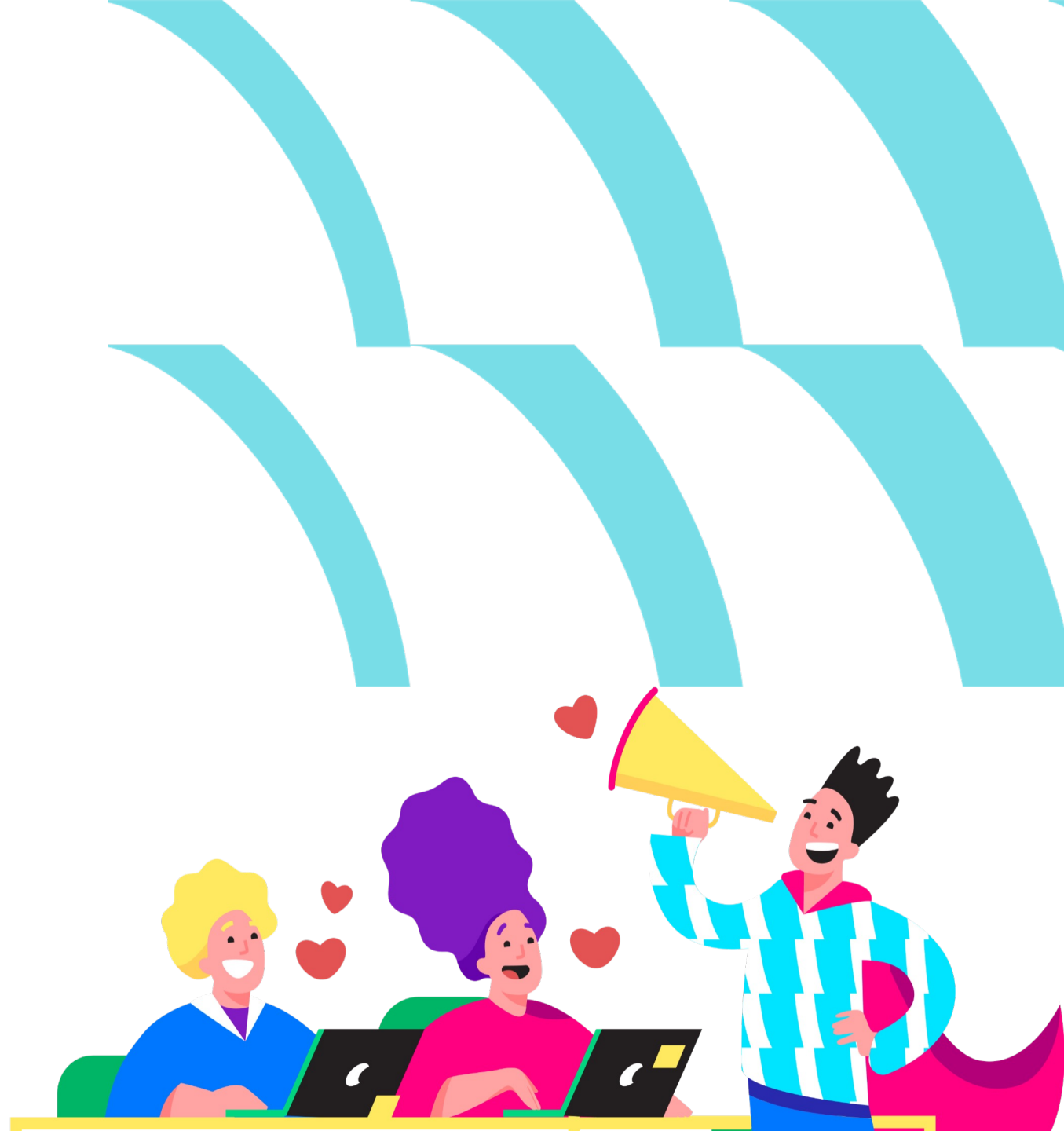
#education



# GeekBrains people

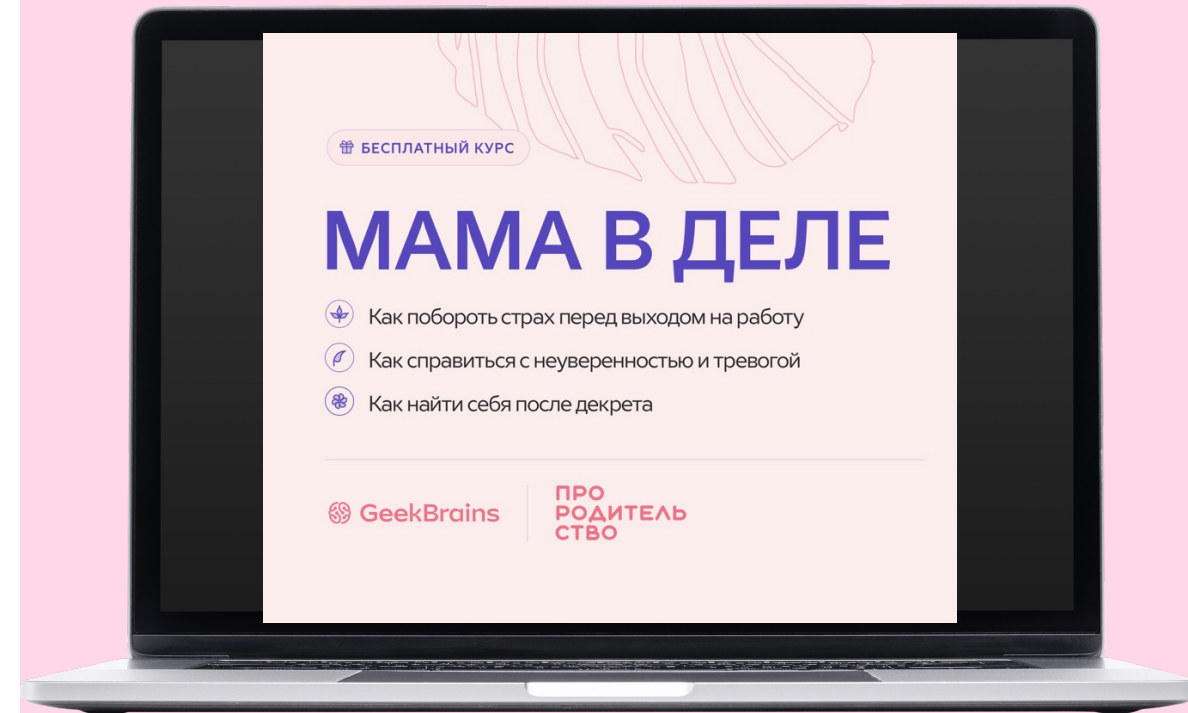
- ✓ GeekBrains implemented «Geek Insight» - the system of regular employee training. There were **5 mentoring meetings** in the Q1: Development vectors of 2022, HR processes in the company, Back-office services, Platform, IT journey (2-day event)
- ✓ GeekBrains holds educational live broadcasts with active IT specialists on the regular basis in official VKontakte community. There were 5 live broadcasts in Q1 2022
- ✓ 100% of employees were surveyed to determine their predisposition for being IT specialists through the "Wheel of Competence" instrument

#education



# GeekBrains

- ✓ GeekBrains analyzed the profiles of 492,986 participants of GeekBrains events since 2021. 52.8% of platform users are **women**, 1.3% of monthly platform users are **pensioners**
- ✓ GeekBrains launched **free educational intensive** "Mother in Action" (in collaboration with PRO. Parenthood) **specifically for mothers** on maternity leave
- ✓ >35,778 people took part in the school teachers' professional development program "Digital transformation of education: the profile of a modern teacher". The project was created in partnership with the Sferum
- ✓ GeekBrains has become a partner of the MOS.LSHU program. Company executives gave master classes and open lessons for schoolchildren and college students about marketing and sales



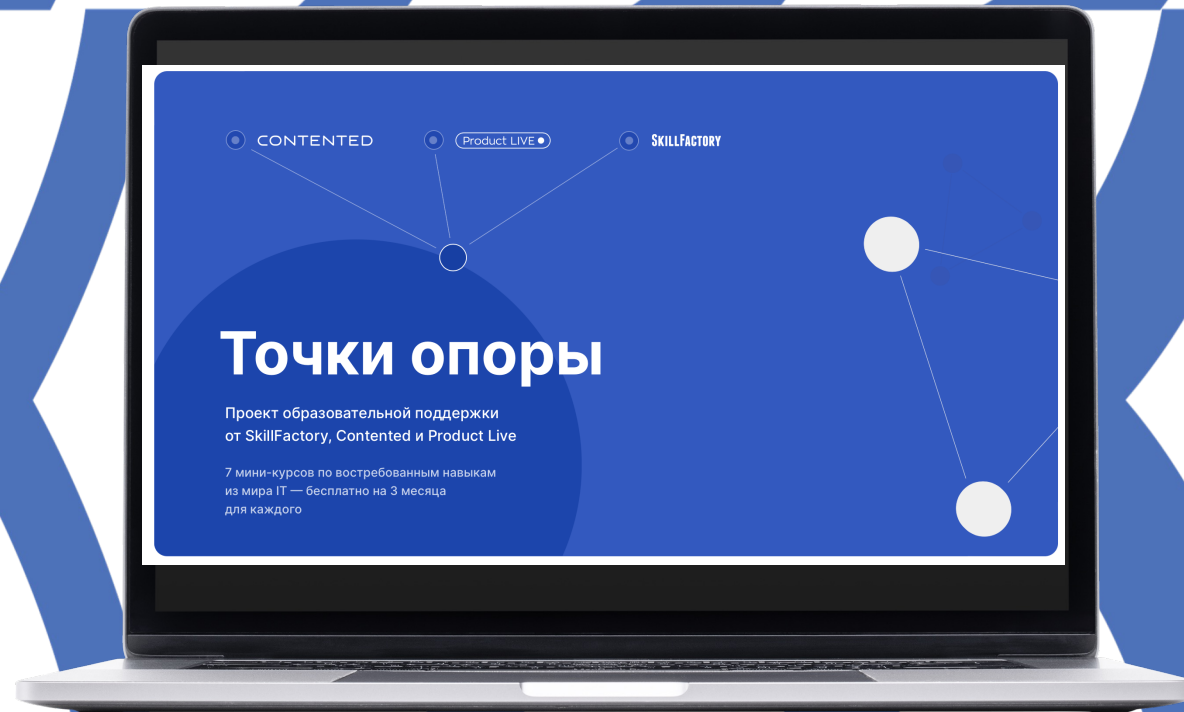
#education



# SkillFactory

- ✓ In February 2022 SkillFactory launched a special educational project to help Russian-speaking people all around the world to **cope with the fear of an uncertain future**, first 3 months are free. "Foothold" is a combo of 7 basic skills in IT, design and project management that any person can use to build up the expertise. The project has already got **>7,000 of registrations**
- ✓ SkillFactory launched a supporting course "**Finding Serenity**". It is aimed at helping people to detect stress and anxiety and to cope with it. The course helps to discover if you need some special care from a psychotherapist or can cope with the stress on your own. "Finding Serenity " is free of charge, and is available for SkillFactory students and employees only

#education





# Dobro.Mail.ru

- ✓ VK Jobs and Dobro Mail.ru launched a project to support employment of the people with rare diseases. The aim of the initiative is to find out why it is difficult to find a job in Russia for people with rare diseases
- ✓ On March 1th, **VK launched an information campaign, supporting the non-profit sector.** VK products and services urge to support foundations that face a reduction in charitable donations, an increase in the cost of treatment and assistance to wards
- ✓ **Dobro Mail.ru and Citydrive presented the female driver support project.** The project page contains research about the problem, the stories of several girls about their personal experience of becoming drivers, psychologist's advice on how to overcome fear while driving

#charity





# Dobro.Mail.ru

- ✓ Dobro Mail.ru and Lady Mail.ru explored the attitude to International Women's Day. 57% perceive March 8 as International Women's Day, and 30% as the day of spring. Only 7% of the respondents called March 8 a day related to the struggle for women's rights, and 5% - a day in support of women. More than half of the respondents (58%) recon that gender equality is developed in Russia
- ✓ Dobro Mail.ru launched a **collaboration with the Dynamo football club**. On March 20th, Dynamo played a charity match to support several Russian Charitable organization. Every RUB 100 from each ticket and 20% of the sales of merch at the match against Rostov were donated to NPO

#diversity #charity





# Vkontakte

- ✓ VKontakte employees took part in Donor Day and donated RUB 150,000 to a homeless animal shelter
- ✓ VKontakte provided RUB 5mn in advertising support to 106 charitable projects as a part of its grant program for NPOs
- ✓ VKontakte launched a program **to support lesser-known sports** that are gaining popularity. VKontakte plans to shed light on niche sports as well as arrange its own tournaments and live streams of the sports' main competitions. The first participant in the program will be a table football
- ✓ VK Clips presented its exclusive series "I just want to ask" featuring popular bloggers. The series highlights the **problem of preconceptions** and shows how important it is to ask questions and care about others



#charity

# OK and social initiatives

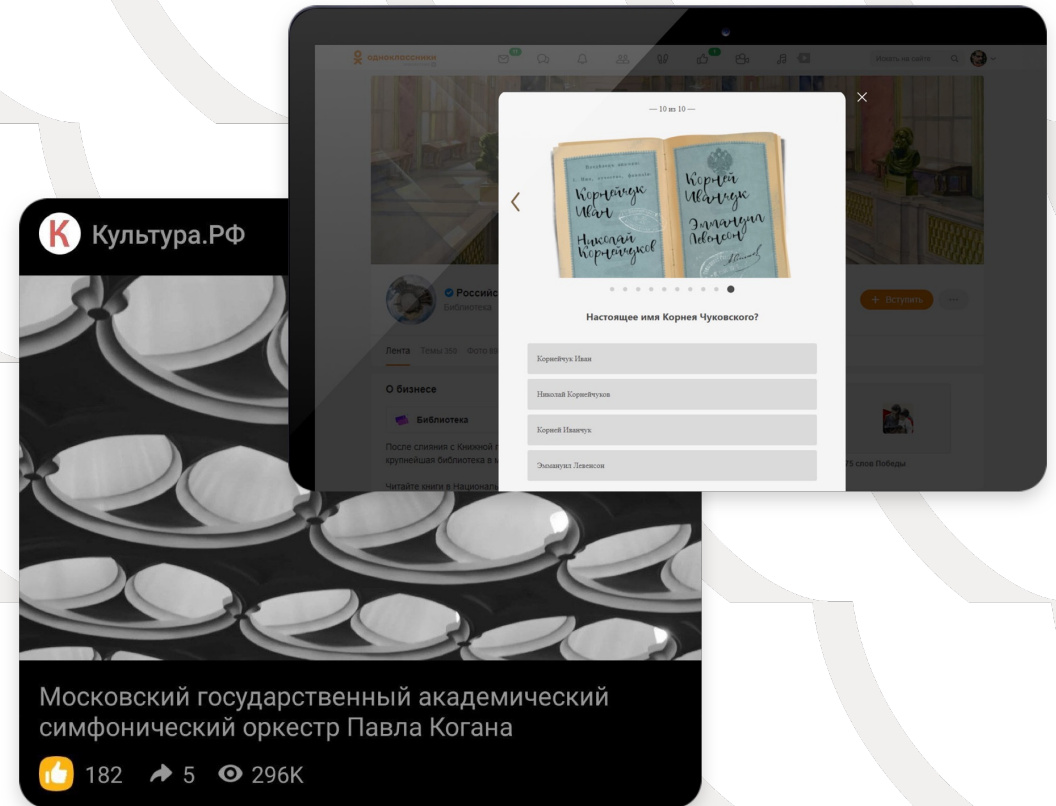
- ✓ OK opened a **grant program to support NPOs** and charitable foundations. On a quarterly basis, the OK will select 15 funds and add RUB 15,000 to their accounts in the OK ad manager: Help.Org Foundation attracted 80 new families to its project with the help of a grant
- ✓ OK and RAY (charitable fund that helps homeless animals) arranged a charitable fundraising. OK **users donated RUB >109,000** during 4 days sending postcards to their friends
- ✓ For International Women's Day, OK presented the educational project **Museum of Women's Solidarity**. Together with historians Olga Shnyrova and Anna Sidorevich, OK presented 8 items that have changed the lives of millions of women around the world
- ✓ Daria Trubarova, Designer, and Anna Fedorova, Social products manager, from OK took part in the data hackathon of Novaya Gazeta and Teplitsya Social Technologies and presented project which was devoted to comparing the quality of life in neuropsychiatric boarding schools and in assisted living apartments



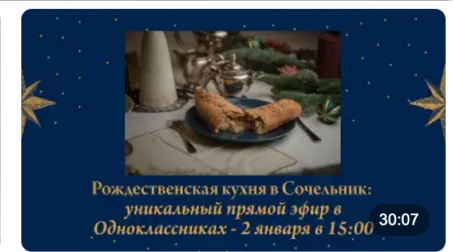


# OK and Culture

- ✓ OK and Rospotrebnadzor set up a live-streaming about **Omicron variant of Covid-19** with total reach of 150,000 views
- ✓ Together with the Kultura.rf project, OK organized a **marathon of classical music** for the Christmas holidays
- ✓ OK published a video lecture by the Russian Museum about the artist's work in the occasion of the anniversary of the birth of Ivan Shishkin. Also, the Kultura.rf project organized a thematic test dedicated to the paintings of Ivan Shishkin and other Russian authors
- ✓ OK and the Russian State Library launched an interactive test for the anniversary of the children's writer Korney Chukovsky



Экскурсия по Шуе. «Русское Рождество-202...»  
271 135 просмотров



Рождественская кухня в Сочельник  
246 287 просмотров

# MY.GAMES

- ✓ MY.GAMES hosted The Big Deal PRO Art event - a **free educational summit** aimed at development of the local gaming community and educating young professionals. This time, the conference was aimed at art directors, 3D artists, producers. The event was broadcasted online and brought 100,000 views in total
- ✓ MY.GAMES presented the results of the survey on **Women in gaming** talking about women's favorite games and genres, devices they prefer to play on and also highlighted the issues women face while playing games. MY.GAMES aims to **create a respectful atmosphere** in all its games communities and encourage more women to play games

#diversity #education





# Virtus.pro



- ✓ Virtus.pro and Yuna, a rehabilitation center for temporarily homeless animals, launched a charity campaign. Virtus.pro published a photo of Yuna's fosterlings in a social network. Virtus.pro donates RUB 50 to "Yuna" per each repost



#charity





# Delivery Club

- ✓ Delivery Club launched a **support program for confectioners** who used to sell their products in social networks currently unavailable in Russia. Confectioners can now join the Delivery Club platform and receive orders with RUB 1 commission. DC already received **>1,000 applications**
- ✓ Delivery Club couriers **help "Lisa Alert"** (search-and-rescue volunteer organization) to search for missing people
- ✓ **Delivery Club office employees regularly work as couriers.** All earned money are donated to equipment purchasing for "Lisa Alert"
- ✓ Students have started receiving scholarships. The program participants will receive payments in the amount of RUB 5,000 every month for six months
- ✓ Delivery Club started to **block own couriers-cyclists who violate traffic rules**



#msb's #charity



# Samokat

- ✓ During 16-24 February Samokat users were able to buy **hygiene products** in the app's Beauty tab, which were delivered to **charitable organization Nochlezhka**, where homeless people were able to get them for free. During the campaign users donated >300 hygiene products

#charity



# AliExpress Russia (AER)

- ✓ AliExpress Russia, the British High School of Design and the charity foundation "Love Syndrome" launched a **clothing brand for people with Down syndrome**. Clothes take into account the features of the body structure and the mentality of people with Down syndrome. The company will transfer half of the sales to the "Love Syndrome" fund
- ✓ AliExpress Russia employees take an active part in charity and environmental programs. AER has set up in the office points of the "Kind Caps" **eco-volunteer project for plastic caps**, as well as containers for separate garbage and batteries
- ✓ AliExpress Russia launched a series of educational AliTalks meetups for the company's employees



#education #charity

# AliExpress Russia (AER)

- ✓ AliExpress Russia launched a new Live&Feed feature with monetization for any user of the marketplace. Media, bloggers and users can now **earn money with their own content on products** from AliExpress directly within the app.
- ✓ AliExpress Russia provides educational courses for Russian sellers. Also AER continues to support Russian sellers:
  - 0% commission on the first 100 items for 6 months and 0% commission on all orders from external traffic (if customers come by promotional links from advertising, social networks, mailing lists, etc.)
  - Free shipping and packaging for the first 100 orders from a partner warehouse or seller's warehouse
  - Free warehouse storage for 90 days for Fashion category items, 60 days for all other categories (FBA)
  - Unified subsidized rates for delivery across the country from any location: an order of up to 2 kg – RUB 69 (excluding VAT). Delivery from the warehouse of AliExpress - from RUB 35 (including VAT and packaging)

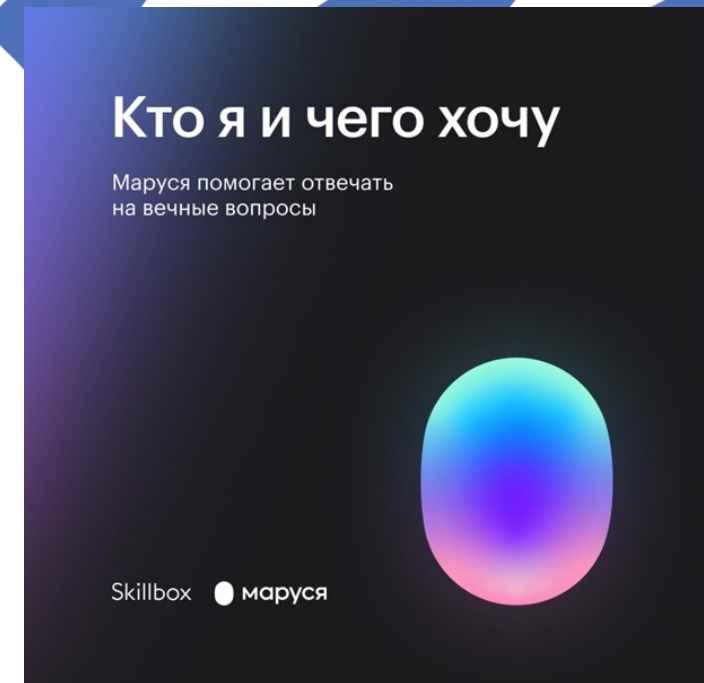
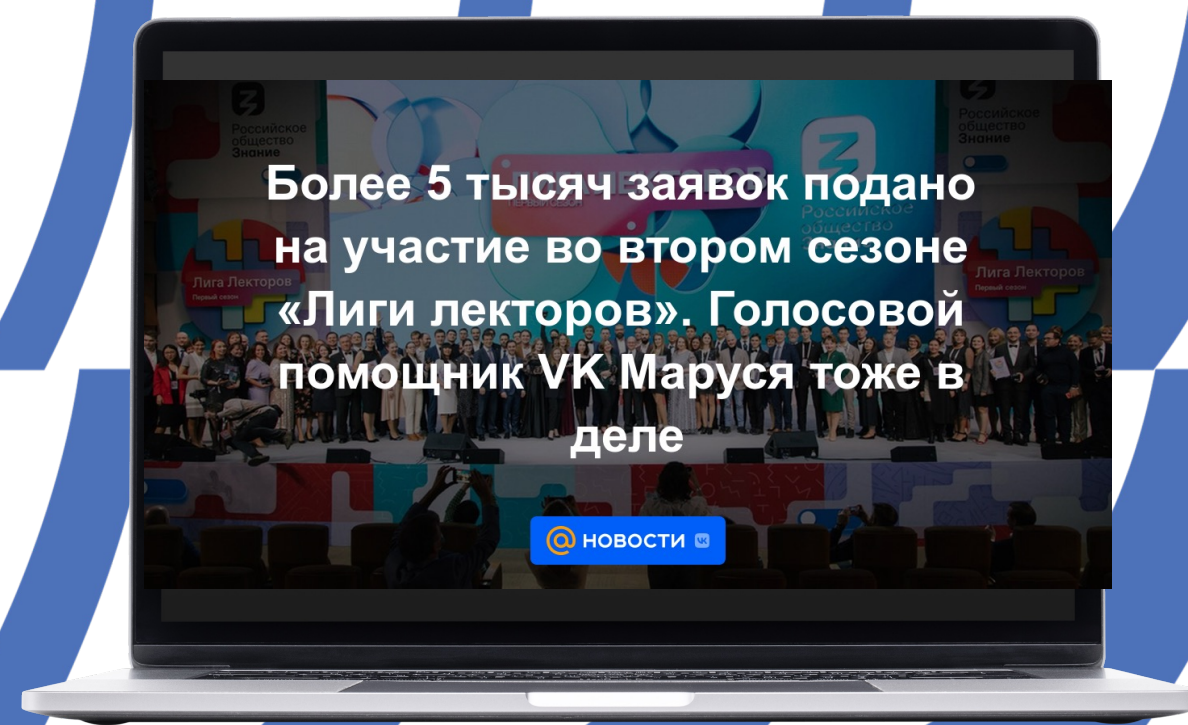


#msb's #education

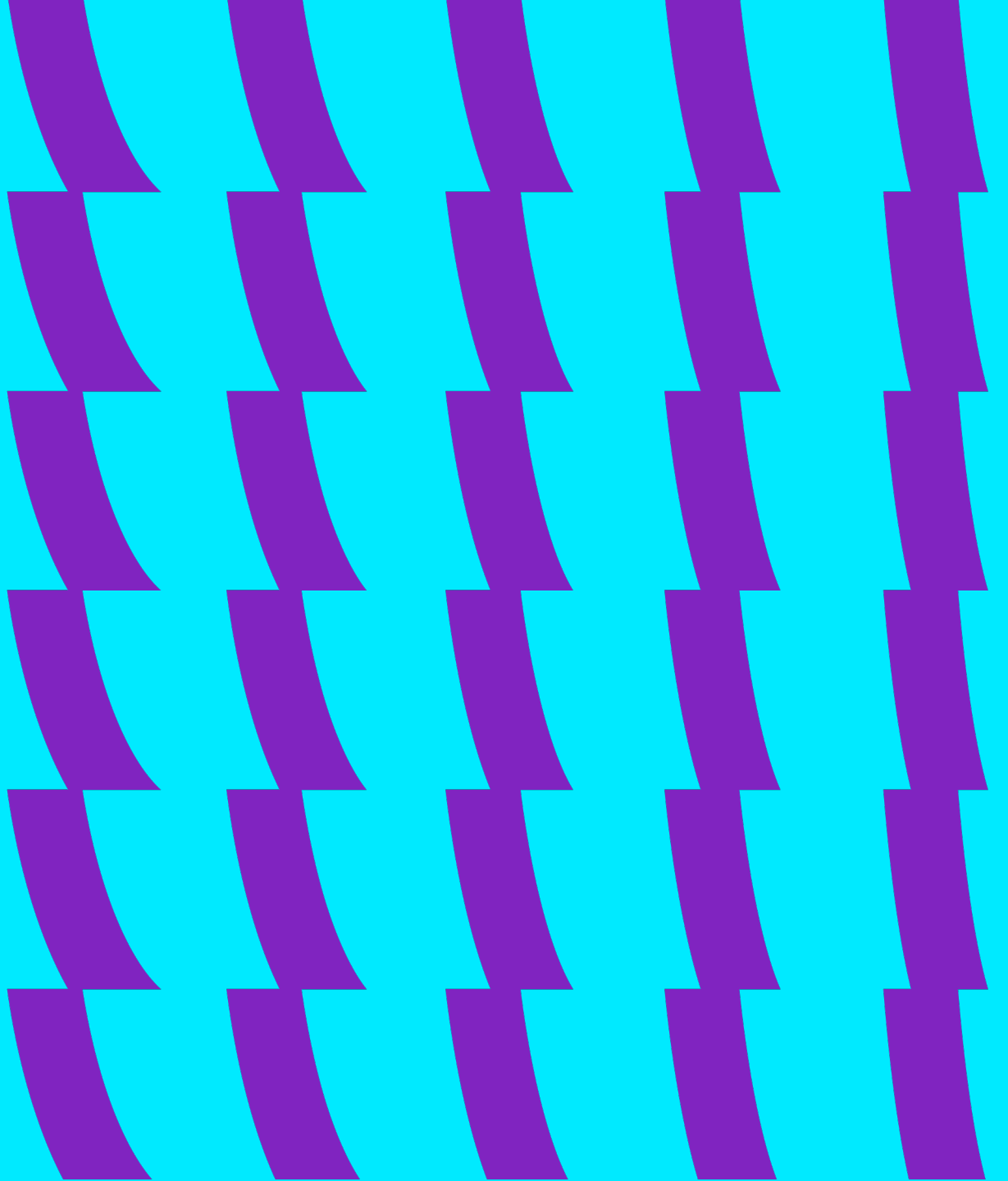
# Marusia

- ✓ In February and March Marusia provided informational support to **educational contests for teachers** and other specialists. The voice assistant held a lecture for the “Lectors League” and took part in the “Faces of Sferum”, attracting and engaging participants
- ✓ Marusia and Skillbox teams developed a skill for **user’s self-reflection**. AI will lead users through daily self-discovery practices, determine person’s real desires and teach to notice their own emotions

#education



# Governance



# Board of Directors & top management

In Q1 2022 and April VK had a number of changes to the Board of Directors and the management team. The Board of Directors **was enhanced with additions of a number of Scientific Community Members**, along with appointments of a number of senior leaders in areas such as AI, Information Security, Investments and Business Development, Marketing and others within the management team



# Sustainable development

- ✓ We added a new position of a dedicated **ESG Manager** as a reflection of our ongoing focus on the sustainable development agenda
- ✓ We established a **working group on sustainable development**, which consists of all the key internal ESG stakeholders. The first meeting of the group was dedicated to the results of local as well as global ESG benchmarking and best practices
- ✓ We conducted a **survey on material topics**, that covered the key stakeholders as a part of our efforts in preparation of our **upcoming annual ESG Report**

#sustainable\_development

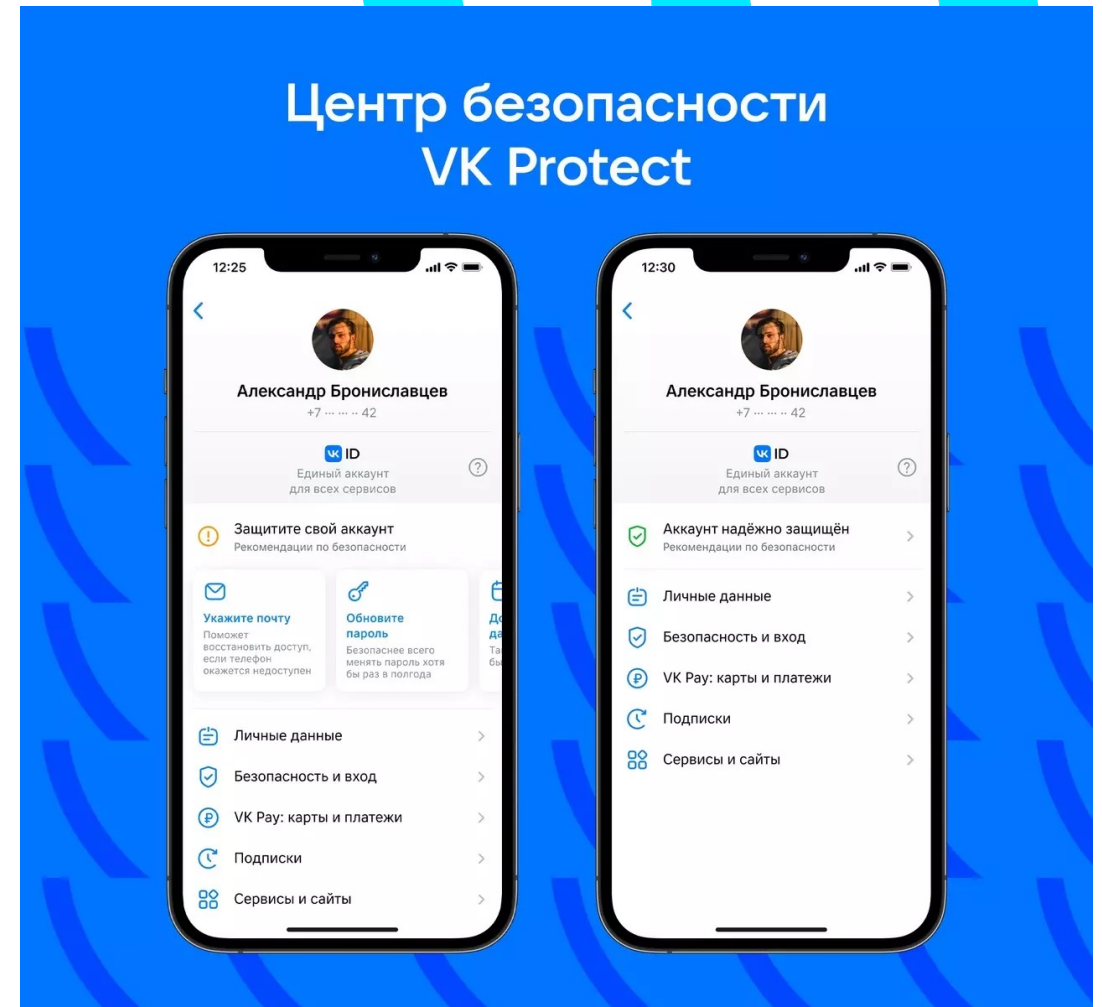




# VK ID - Security Management Center

- ✓ We launched the **Security Management Center** in the VK ID personal account
- ✓ The main goal is to **increase the number of protected profiles**
- ✓ Users are able to see an assessment of the security level of their profile and recommendations on how to further protect it. It includes personalized advice: for example, when it's time to update your password or login confirmation
- ✓ There are three security levels: bad, insufficient and good. This is how we draw the users attention to the problems with protecting their profiles
- ✓ Later we are also planning an A/B test: we will highlight the security level in the curtain of the main menu

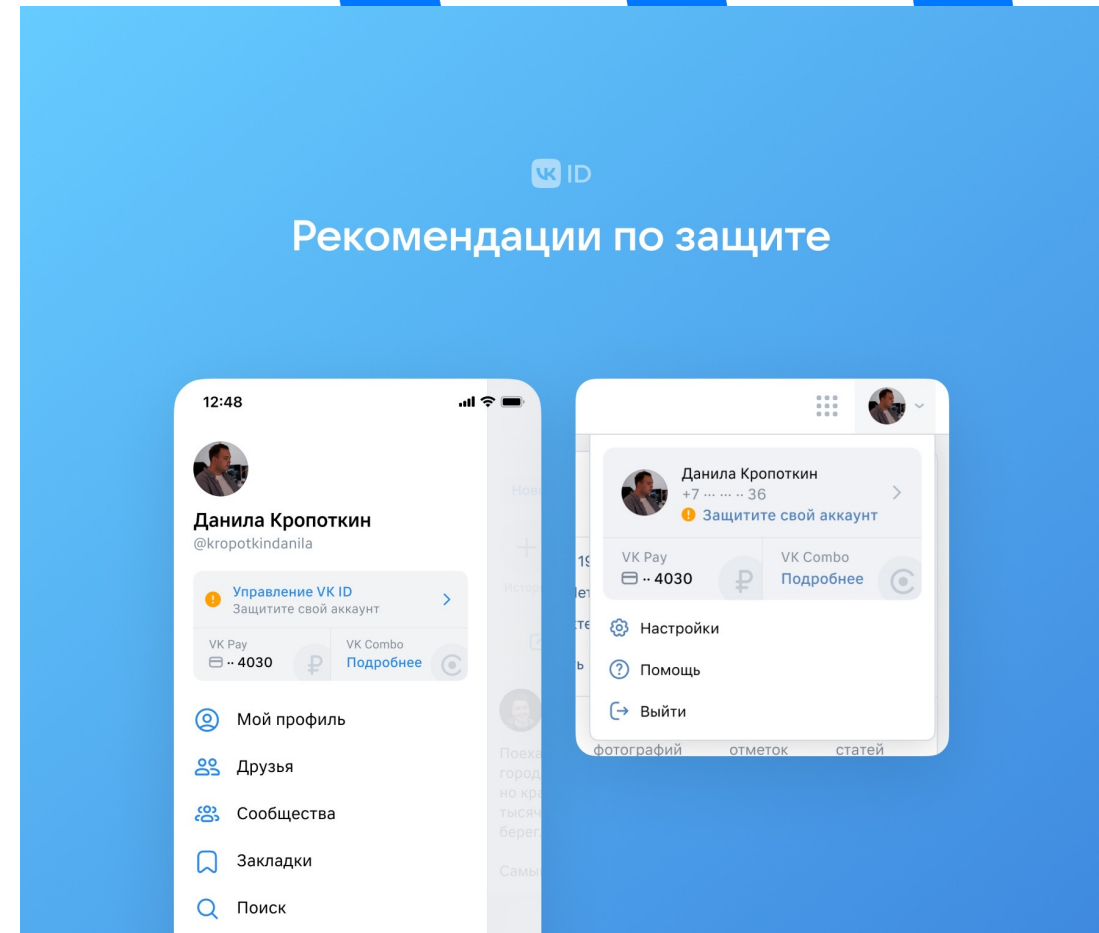
#cyber\_security



# VK Users and Security

- ✓ We continue to improve user security and increase the number of protected accounts
- ✓ We launch a reverse experiment, in which we highlight **recommendations for protecting** the account in the ecoplash in the curtain on mobile clients and in the menu under the avatar on the web
- ✓ After following the recommendations, the notification disappears

#cyber\_security

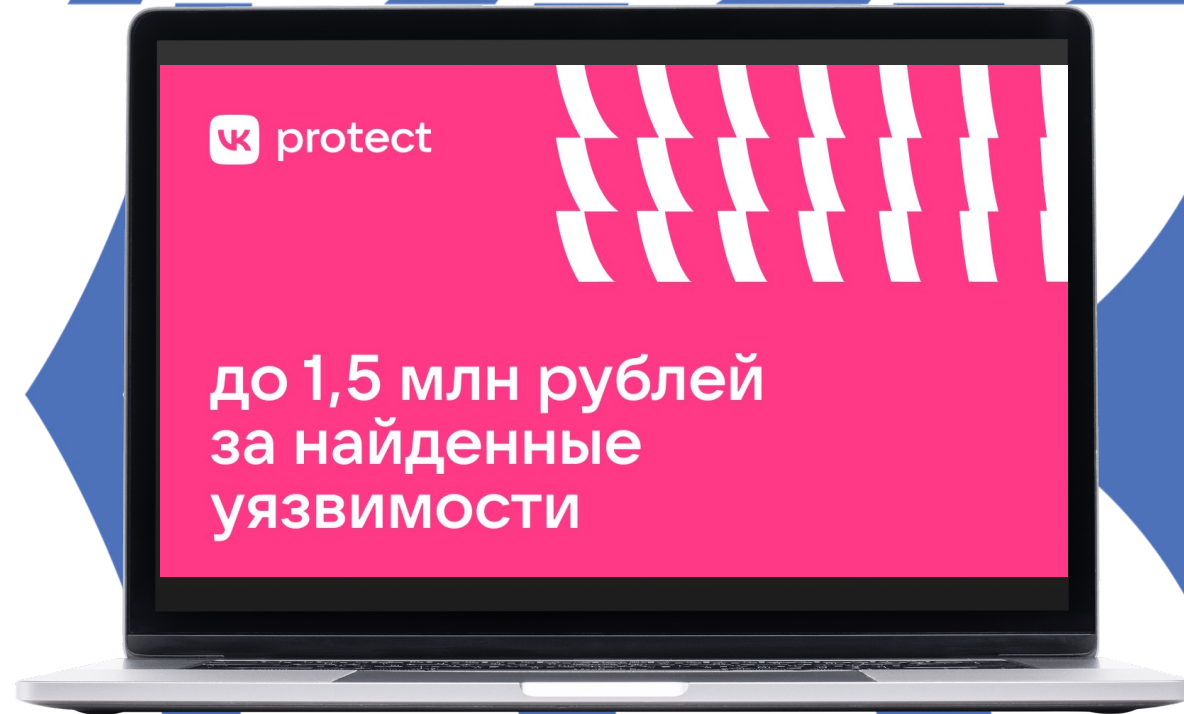




# VKontakte and Cyber Security

Bug Bounty program was relaunched and 2FA was introduced for administrators of large communities

- ✓ Program participants test VKontakte's security and receive payments for their reports on potential vulnerabilities
- ✓ Rewards for discovered bugs have been increased by 20-50%. Depending on the level of threat, payments can range from \$500 to \$20,000
- ✓ Over the past five years, VKontakte paid \$352,200 to testers, who helped discover 865 vulnerabilities. 461 testers were rewarded
- ✓ VKontakte made a 2-step verification mandatory for administrators of communities with over 10,000 followers. This verification system protects community owners' profiles and prevents third parties from gaining access to public pages

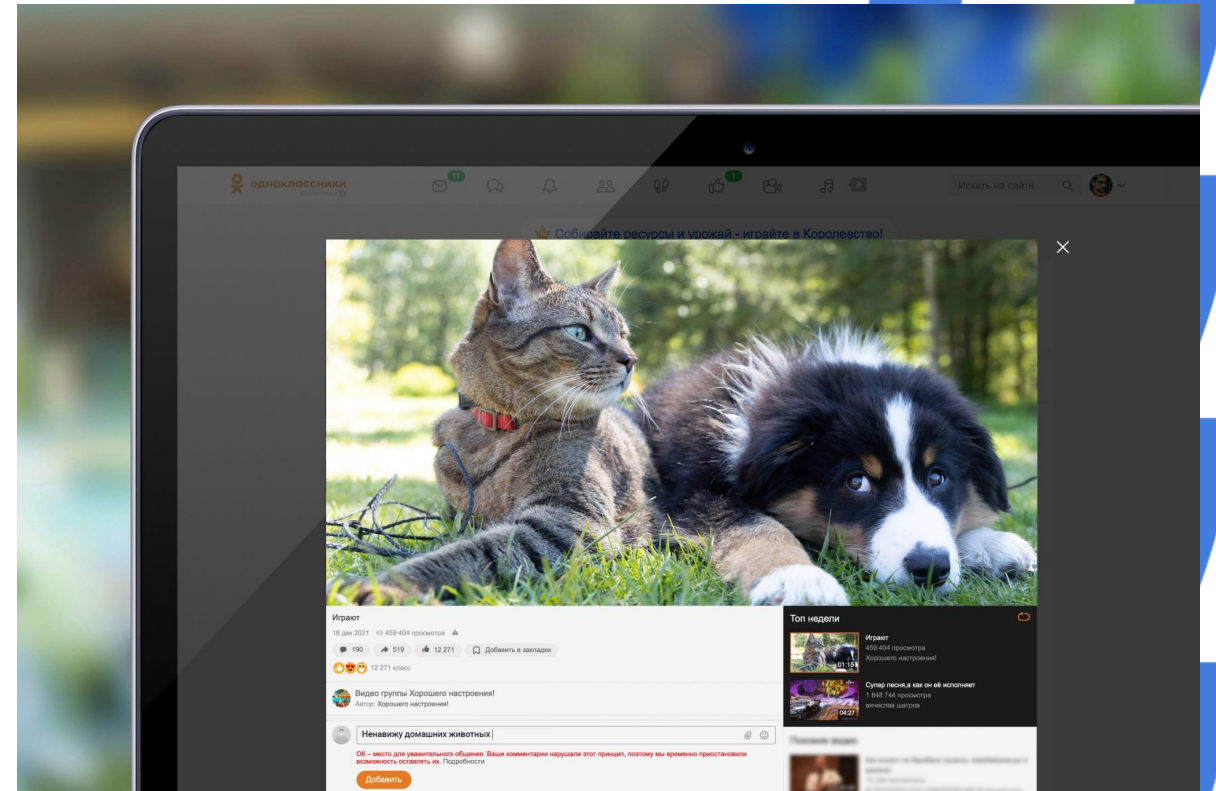


#cyber\_security



# OK – Cyber Security

OK launched a neural network-based technology to **combat aggressive statements** and inciting of a discord in public comments. The network will evaluate texts and images in the comments for the presence of toxic content, and send to moderators for an assessment



#cyber\_security

# IT Leadership initiatives

- ✓ IT companies (including VK) launched a pilot project that **identifies and blocks child pornography**, as well as "sexualized content involving minors". Companies use artificial intelligence and manual moderation to search the content
- ✓ Federal **antimonopoly service and IT companies** signed a memorandum with principles of interactions between participants of digital markets. The document implies self-regulation of the industry and denial of malpractices towards consumers, competitors and other participants
- ✓ **VK signed an updated version of the anti-piracy memorandum**. In the new version the companies will remove not only the links on pirate sites from the search results but also the domain names of pirate sites



#it\_leadership



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