


# 3Q21 ESG highlights

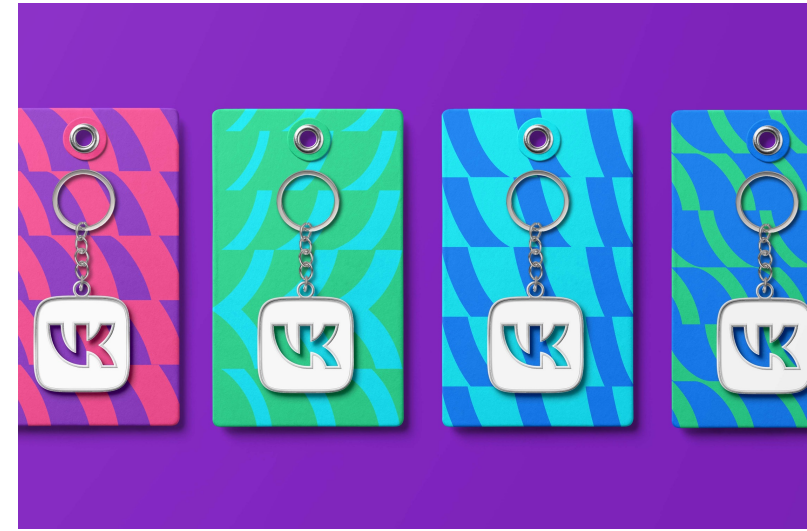


# Corporate developments



# Rebranding into VK & our culture

- The Group's rebranding into VK announced in early October comes as a natural progress of the ecosystem development strategy of the Group, announced in 2020 where the social network VKontakte was positioned as the central element
- Beyond its expected business related benefits, through rebranding we also seek to ensure the transition to an even deeper **internal culture of collaboration, sharing and exchange of ideas**, scaling successes internally, avoidance of any duplication of efforts and internal competition in our **ultimate goal to create unifying technologies for all people**



# VK people – work & talent development

## Remote work regime continues:

- Given the ongoing pandemic, we **extended the remote work regime across all our offices until the end of 2021**
- We encourage our employees to get vaccinated, including through the internal prize program, having **reached 40% vaccination level among our staff in Q3**

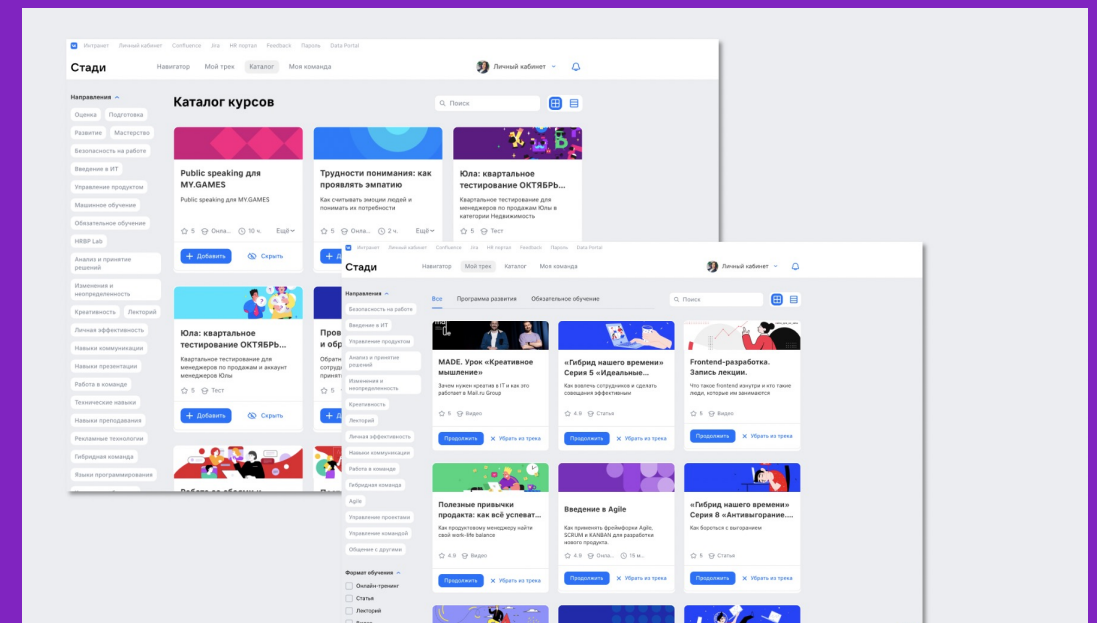
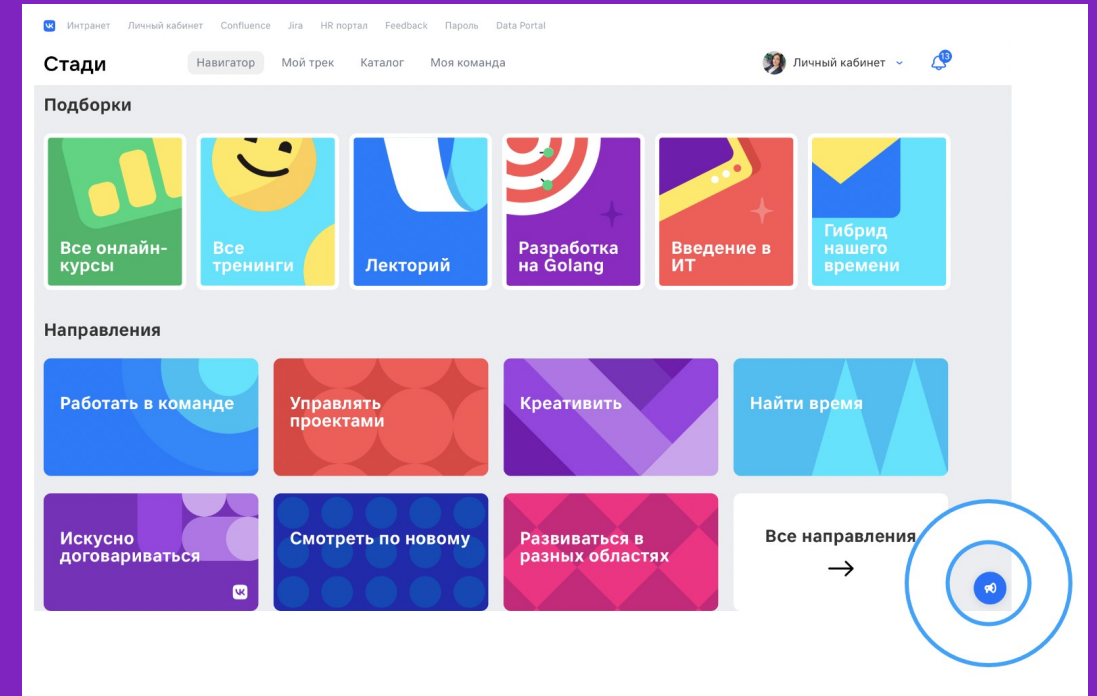
## So does the onboarding & training:

- Onboarding and adaptation for new employees are being provided in a remote format, with the process having been fully automated
- All trainings have been done remotely since March 2020, with **2,900+ employees having completed trainings so far in 2021**
- Each employee can complete a **competency evaluation**, according to the results of which the LXP will automatically generate a learning track - sort and load suitable learning materials
- In the meantime, **peer-2-peer learning access** stimulates knowledge sharing and growth in hard as well as soft skills



# VK people & constant learning

- We rebranded our internal training platform into **Study** (former WORK) and added new courses on hard and soft skills
- Catalog includes **25 topics** and **20 competencies**, with **interactive recommendations**
- Study provides **visualization of progress** around set development goals and materials studied
- There are already **200+ units of content** across multiple different formats (feeds, videos, long reads)
- Registration for trainings is organized with a choice of dates and a virtual queue for trainings with limited capacity
- Chat bot is used to **track attendance**
- Employees can **upload own content**, as well as leave comments, ratings and recommendations to colleagues, making the system **highly interactive and social**



# VK people - talent development & retention

- **Nine of our top managers** took leading positions in AMR and Kommersant' annual **Top-1000 of Russian managers\***
- **We launched a dedicated internal service of wellbeing for our employees** to promote new opportunities in both professional and personal development, health and leisure. This Fall we added courses on finance & investments, self-development and work-life balance
- We enhanced employee feedback via **Engagement and Loyalty survey** and **dialogues** with staff around building the culture of trust and improvement. **1,500 comments and ideas were put into action plan** around people development and employment conditions
- We updated our formula to identify people for right decision making in people development area
- We added a **new team evaluation mechanism** and involved managers in creating **development and retention plans** via digital tools
- We **increased the use of assessment tools** targeting career growth
- We **increased awareness around career opportunities** inside the Group through broad sharing of experiences of our colleagues



# D&I - VK Women

- We launched **VK Women initiative** to create a safe and supportive environment for growth and development of each female employee of the Group as 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
- 140+ participants joined the initiative within the first four weeks since launch
- During the quarter we **held 3 workshops** in partnership with Google on IAMREMARKABLE programme
- We have also already **announced a mentorship programme** for women supported by HR and Learning departments



# VK – development of education

- VK is actively involved in the development of education and collaboration with local schools and universities
- **5,000+** students attended our programming courses as part of our collaborative educational projects with BMSTU, Lomonosov MSU, HSE University, MIPT, MEPhI, Peter the Great SPbPU, ITMO University and the Voronezh state universities.
- We help professionals boost their skills. In 2021, we continued with **MADE Data Academy** and **Product management Academy**, our educational programs for experienced professionals. There are 250+ graduates and 240 students who joined these programs in 2021 and started mastering new professions
- We continue to develop internship programs, with **400+** students from all over Russia having joined the **IT Diving internship** at VK





# VK – Contribution to Education

VK образование

Skillbox

GeekBrains

We hosted IT Knowledge Day, an annual professional orientation day:

- 290,000+ teenagers from 6,800 schools participated
- 300 speakers from VK and other IT companies organized 600 hybrid lessons
- 2.5mn+ online views via VKontakte and Odnoklassniki

## 1350+ 98

Students entered 20 free of charge VK educational projects across universities in September

Students joined VK IT Diving internship in July

## 115

Students graduated from free of charge product management academy MADE in September

## 365

Skillbox students volunteered for nonprofit organizations under ProCharity project in Q3

## 30

Nonprofit organizations took part in Skillbox Infinite possibilities program



# Educational efforts & Sferum

[Sferum](#) is a free communication and educational platform for schools, teachers and children (part of VK JV with Rostelecom)

YTD **1.5mn+**

students and teachers from 50 Russian regions and 24,700 schools and educational communities registered on the platform for communication and hybrid learning

**200+**

teachers received free online consultations from psychotherapists from the "Variant" for "Sferum"

**15,000+**

teachers joined Sferum's educational course "Digital transformation of Education: the profile of a modern teacher" on the GeekBrains platform

**200** schools from **25** regions

of Russia took part in the Olympiad "Faces of Sferum" to enhance the digital skills of teachers



# VK - Information security focus

- To further enhance our security framework we introduced a position of the **ecosystem chief information security officer (CISO)** to boost infrastructure security across our entire ecosystem
- We continued to strengthen controls over users' personal data security



# New Executive LTI program

- To closer align with our stakeholders, the Remuneration and Nomination Committee of the Board has approved the shift to a new long-term incentive program (LTI) for Executives
- It is equity-based with awards in **Performance Stock Units** (“PSUs”) and options linked to GDRs, with annual vesting over **4 years**, starting in 2022
- Vesting of PSUs is subject to meeting performance conditions linked to financial parameters such as budgeted **Revenue** and **Adjusted Free-Cash-Flow**, while **options have a strike price of \$20/GDR** (which will only have value in case of share price appreciation above that level), with any gains to be settled in GDRs
- Under the Program, **PSUs or options may be clawed back** in the event of misconduct or certain accounting irregularities

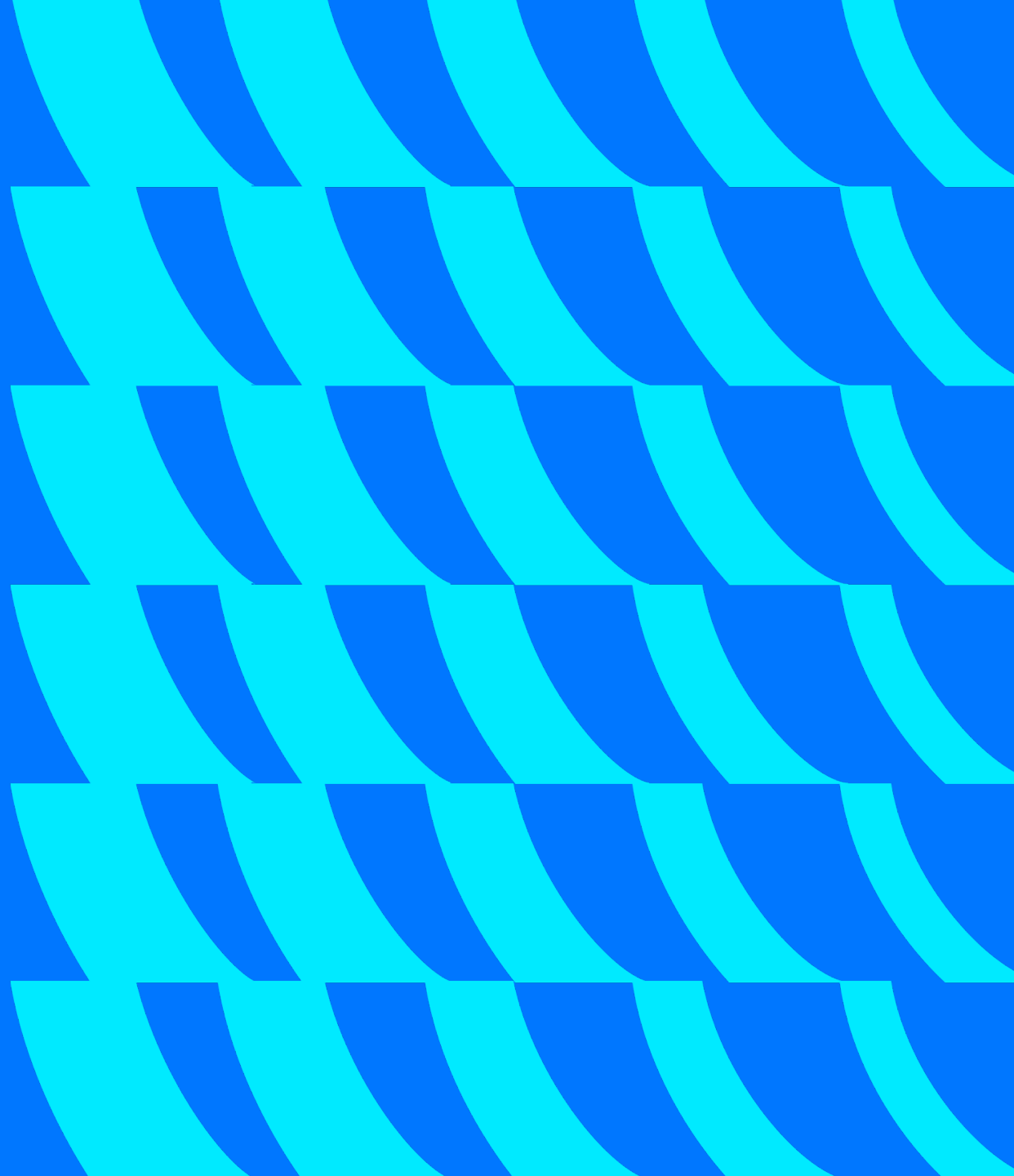


# Broader corporate ESG agenda

- We **published our second dedicated annual ESG report** (can be found in a dedicated “ESG” section of our website)
- Our mission remains to improve people’s lives by making technologies simple and accessible to all and distribute our services in a way that has the least possible impact on the environment
- We aim to design, offer and support sustainable technologies that make a real difference to our users’ lives and follow a responsible approach to the consequences and impact of our products on communities
- Key focus areas within our ESG agenda include: 1) privacy & data security; 2) Corporate governance, ethics & human rights; 3) Accessible Educational & related development initiatives; 4) Support and development of our people, SMBs and charitable activities; 5) Climate-related initiatives
- We started publications of **Excel data underlying our annual ESG reports** (can be found in a dedicated “ESG” section of our website)



Consolidated  
businesses



# VKontakte

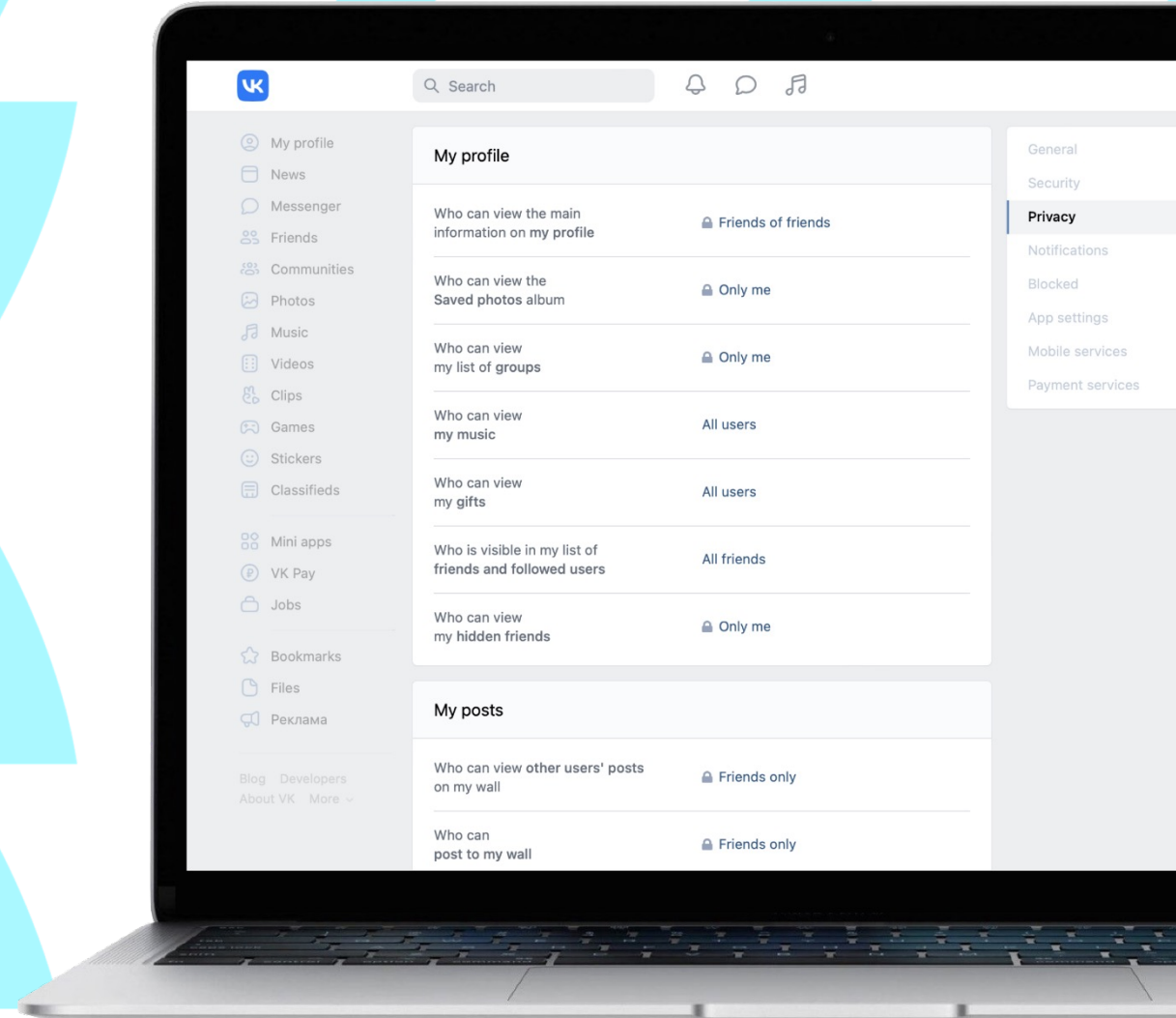
- Launched a grant program in the amount of RUB12mn for organizations which create cultural projects and discover new directions in the arts
- Sold a special Pini sticker pack, all profits from which were donated to "Svet" children's charity fund
- Provided advertising support to 30 charitable projects as part of its Grant program to non-profit organizations





## VKontakte provides maximum flexibility around privacy settings:

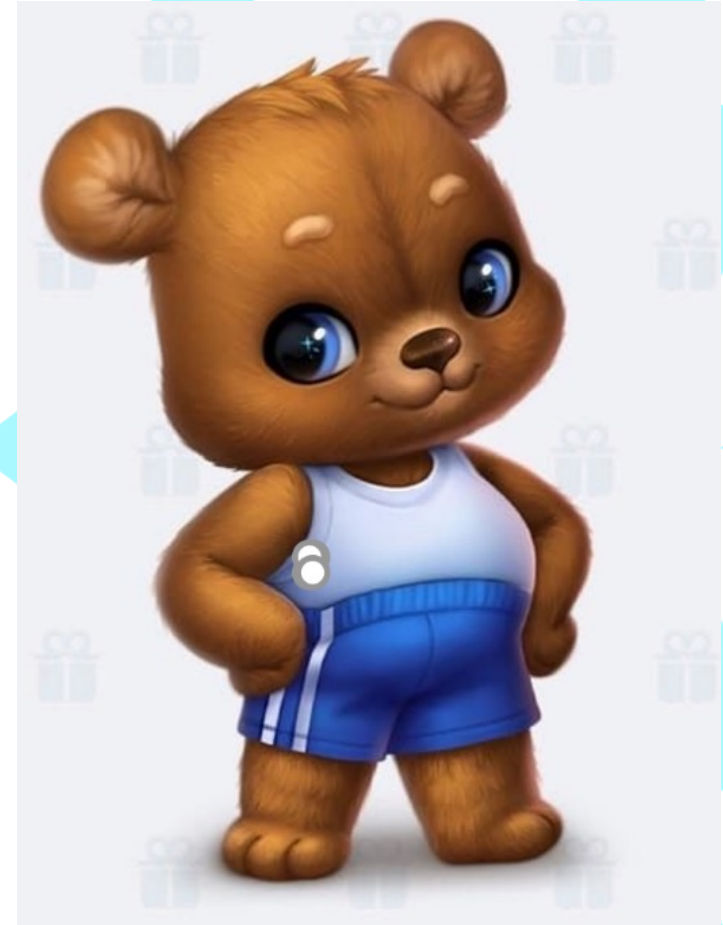
- There are **hundreds of parameters within the privacy settings**, which provide users with full flexibility and control around how their VKontakte page looks, who can contact them, see their activity within the social network etc
- Users can determine whether their connections should see posts they comment on or mark as liked as well as manage auto detection of oneself on photos and videos, with an opportunity to **amend related parameters at any time**
- Among the latest features, Messenger now allows to easily connect to those within users' phone book. At the same time, all the new connections uploaded from the phone book are able to view user's profile only upon mutual conversation





# VKontakte

- Supported Russian athletes in the Paralympic Games, having released a project about them on the platform. Also, VKontakte users could buy a charity gift, with raised funds sent to public organization "Perspektiva" which **supports persons with disabilities**
- Acted as an information partner of The Kids Instead of Flowers campaign, which motivates parents to **donate into charity funds** instead of buying flowers for teachers during the first school day of the year (September 1)





# Vkontakte and VK Clips

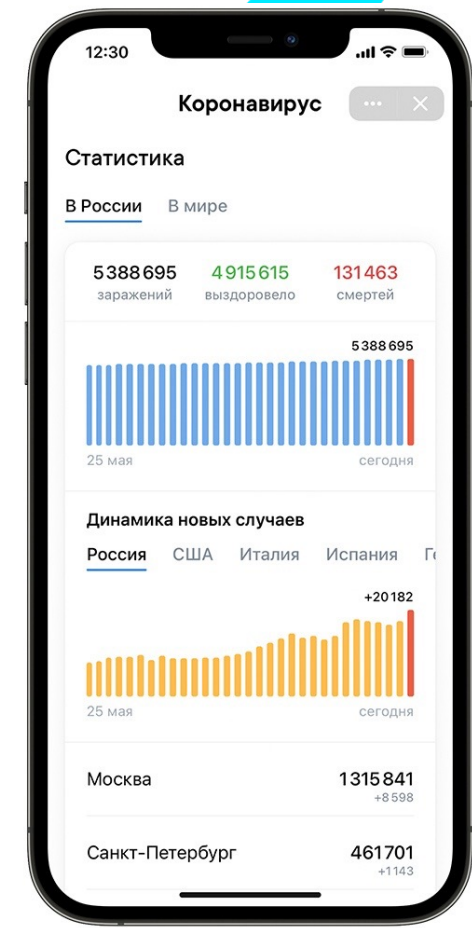
- Collected RUB8mn in donations from its users towards the “Liniya Zhizni” charity fund during its 15-year birthday celebration
- “Pets” mini app launched a “Good deeds” section where users can support organizations focused on animal and ecological issues
- Launched the first game in Russia seeking to support bone marrow transplantation and awareness
- VK Clips presented an interactive mini-series “To repay ecological debt” and focus user attention on customers’ and producers’ responsibility





# VKontakte and COVID-19

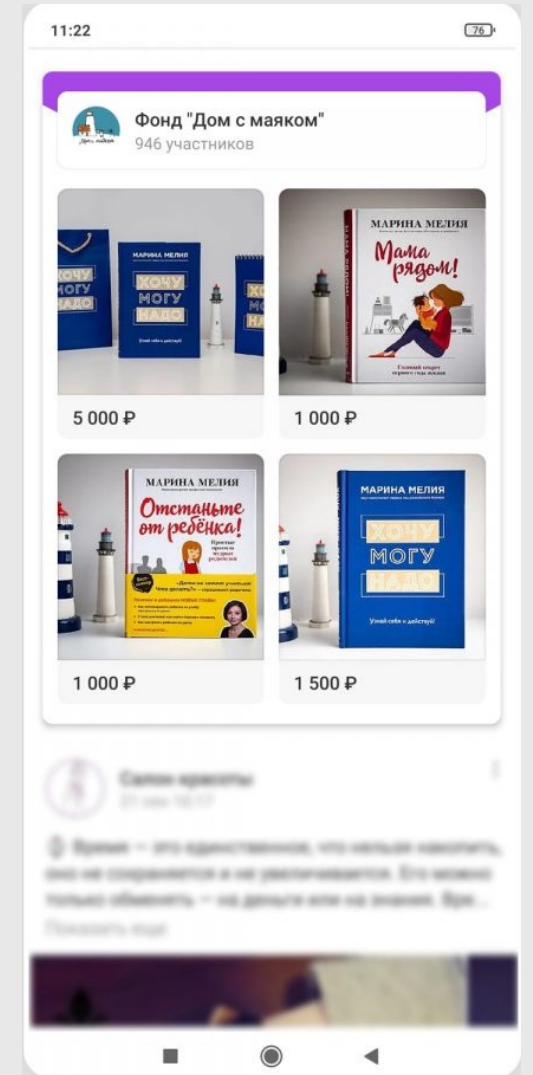
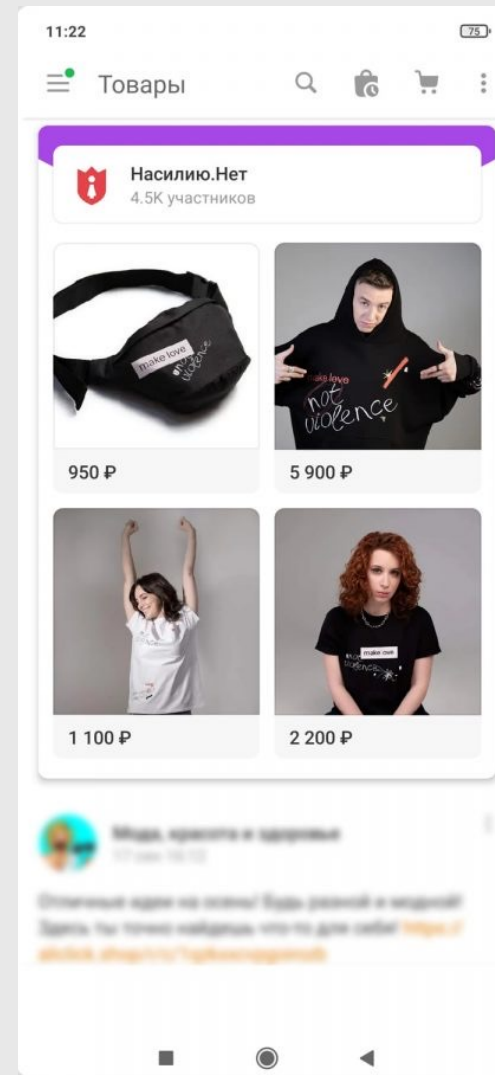
- VKontakte continues to inform users about COVID-19 and related vaccination. Publications about the pandemic, vaccination and treatment are marked with a link within the **special coronavirus information center** within VKontakte
- VKontakte and OK started testing warnings about potentially unreliable information related to COVID-19
- VKontakte and OK plan to create **public principles of work with unreliable information** and a group of independent fact-checking experts





## OK marketplace launched a collection of goods from charitable foundations:

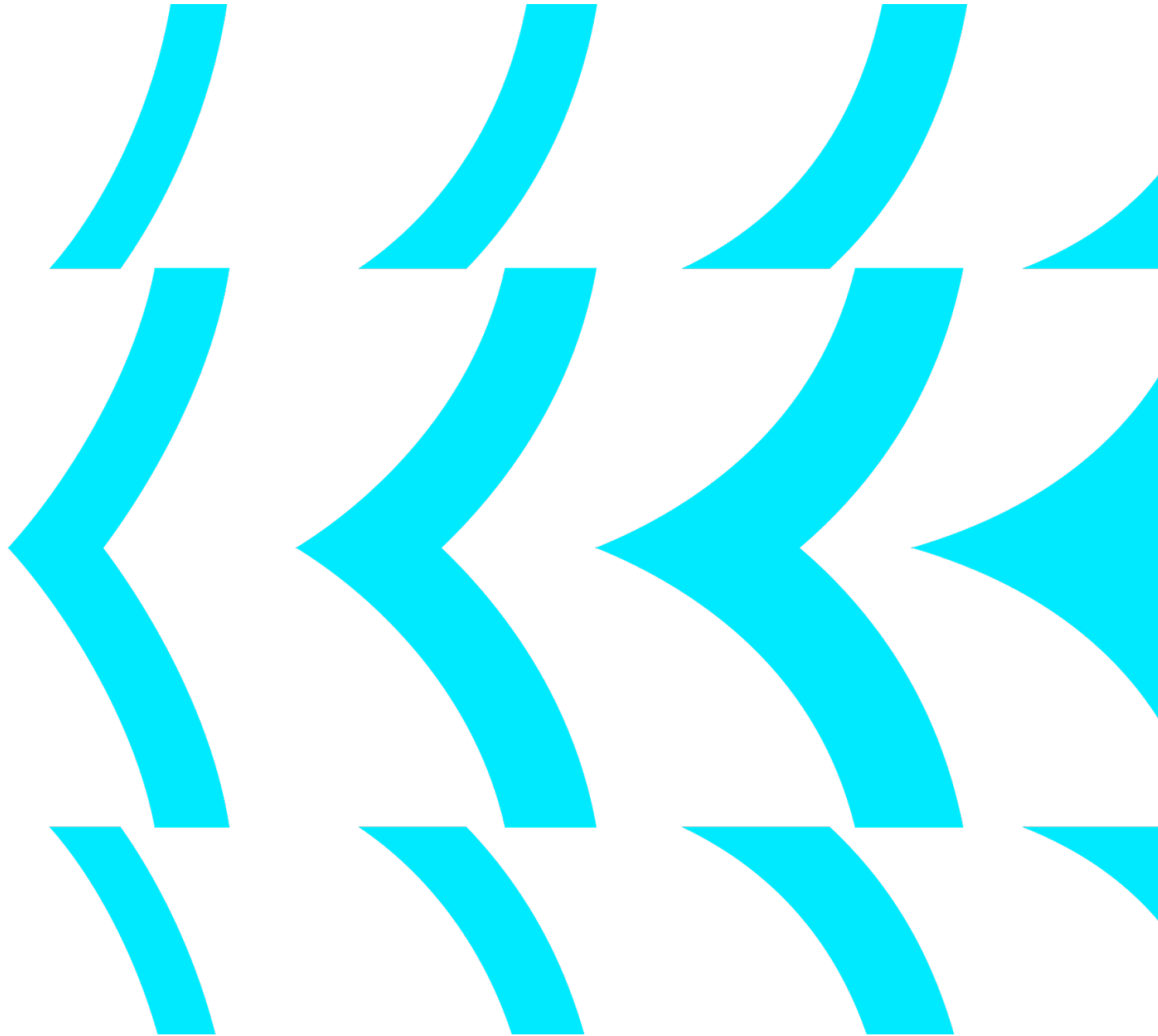
- A selection of products from "Live Now", "Life as a Miracle/Jizn Kak Chudo", "Lighthouse", "Anton is Right Here/Anton Tut Ryadom" and "No to Violence/Nasiliu Net" charitable foundations became available for purchase
- Thus, OK users were able to support people affected by domestic violence, people with autism spectrum disorders and amyotrophic lateral sclerosis, as well as children who have undergone or are awaiting transplantation





## OK hosted the All-Russian Expert Mortgage Marathon:

- Representatives of the Ministry of Finance of Russia, the Bank of Russia, Dom.RF, members of construction companies, realtors, lawyers and psychologists answered users' burning questions about mortgages. Speakers talked about state support tools and discussed real-life situations of users, assisting Russians with making **safe and smooth real estate purchases**





# OK Culture and Ecological Initiatives

OK helps build respect and awareness for historical and cultural attractions:

- In September, OK created an interactive map of ten specially protected natural areas in Russia. Users were able to find out about the most fascinating natural places, where they can go for a trip
- OK launched 3D-covers photos for personal profiles featuring nature reserves and nature parks





# OK Culture and Ecological Initiatives

OK regularly helps museums and other cultural institutions make their content accessible to a wide audience:

- In September, OK hosted broadcasts of theatrical productions — users could watch lectures on theatrical art, tour museums and theaters in Moscow, as well as broadcasts of various performances.
- OK exclusively aired the All-Russian Pushkin Readings: employees of libraries, theaters, museums, and other institutions from Russia's regions read Alexander Pushkin's works





# OK and COVID-19

OK is actively using tools to help users actively fight against the COVID-19 pandemic:

- VKontakte and OK launched the “**Herd Immunity**” mini-application allowing users to exchange personal experiences about vaccination
- “**COVID-19 Information Center**”, a page with information about coronavirus and vaccination from the National Consultation Center of Rospotrebnadzor continues to provide factual information and support
- OK hosted a broadcast jointly with Rospotrebnadzor devoted to myths about vaccination with Mikhail Lebedev, an expert from the Center for Molecular Diagnostics at the Central Research Institute of Epidemiology of Rospotrebnadzor

## COVID-19 Информационный центр

Центр COVID-19 в социальной сети Одноклассники содержит информацию от Единого консультационного центра Роспотребнадзора. Эта информация поможет предотвратить заболевание коронавирусом и даст общее представление о том, что предпринимать в случае заражения близких.



### Какие факты нужно знать о вакцине

Вакцинация – способ защиты от болезней, который задействует естественные защитные механизмы организма для формирования устойчивости к возбудителям инфекционных заболеваний. Иммуитет от коронавируса можно получить с помощью любой вакцины, зарегистрированной на территории России: «Спутник V»





# MY.GAMES

## Education:

- Together with Far Eastern Federal University, MY.GAMES published a list of Russian educational programs in game development, including 140+ higher and supplementary education programs for students interested in the field
- MY.GAMES presented **MY.GAMES Career**, a free Java and Unity development course for college and university graduates with further employment opportunities
- MY.GAMES partnered with **Ivanovo State Energy University (ISEU)** on a new Advanced Professional Education course in Computer Game Development
- MY.GAMES hosted **2 The Big Deal events in Q3**, **free educational summits** aimed at developing the domestic gaming community and educating young professionals





## Safe and Fair Play:

MY.GAMES is committed to creating a fair and safe environment for gamers, raising awareness for mental health, and encouraging healthier communities



### Mental Health

- MY.GAMES supported UK-based organization **Safe in our World**, creating awareness for the charity while helping gamers and developers worldwide access mental health resources, reaching over **200k** users

### Fair Play

To combat cheating in PC games, we have an **in-house anti-cheat solution named MRAC**. The anti-cheat team constantly monitors all sites with a reputation for cheating, identifies cheaters via complaints, and analyzes new programs and scripts, simultaneously updating our active anti-cheat system

- **8 updates** were implemented in MRAC during Q3
- **50%** of the cheats do not reach an average user as they are entered into MRAC in advance
- New cheat patterns are identified and banned within **24 hours**

# Marusia & voice assistance

## Accessible social media:

VK has become the first social network to integrate a voice assistant into its app. With Marusia, many VK services have become even more accessible and easy to use even for those with typing difficulties

## Cultural initiatives:

- We are supporting cultural events through created museum guide skill. Marusia can guide users through exhibits of the most popular museums in Russia. The skill was created in collaboration with Cultura.ru for Museum Night, The Pushkin State Museum of Fine Arts and Russian National Museum of Music for the International Music Day

# B2B solutions and marketing technologies

## Measures for Businesses:

- We launched a **support program for SMB's on VK Business platform**. The main goal of the program is to help entrepreneurs to improve their digital skills and provide bonuses to businesses for promotion on VKontakte
- VK Cloud Solutions platform launched a cloud-based speech recognition and text-to-voice generation service, which **helps businesses introduce voice control, empowering visually impaired people to use services and applications**
- In October VK and Otkritie bank ran a digital space of Eurasian Women's Forum, where entrepreneurs, government authorities and non-commercial organisations' representatives met to discuss the **crucial issues and opportunities for the female businesses development**. During the three days the live stream of the digital space in VKontakte social network attracted 1.5mn+ views

# B2B solutions and marketing technologies

## Social measures:

- We help our partners develop digital services and products that not only meet customer needs but also support people in solving their daily problems in an easier and more efficient way, while also raising business processes efficiency
- Together with Agusha (PepsiCo brand for kids) we launched a **baby feeding calendar on the VK Mini Apps platform** in order to simplify parents' routine in taking care of the newborns
- Using the expertise of VK EdTech ecosystem we collaborated with Dobry (Coca-Cola HBC juices and nectars brand) and developed an **online educational platform Academy Super for 3-12 y.o. kids** where they can develop skills in four main areas: software engineering, financial literacy, blogging and ecology.
- PREDICT team collaborated with Profi.Travel and provided the Altai Region with deep analytics on visitor behaviour and interests. The main goal of the research study was to **help the region in its investment and boost tourist attractiveness**

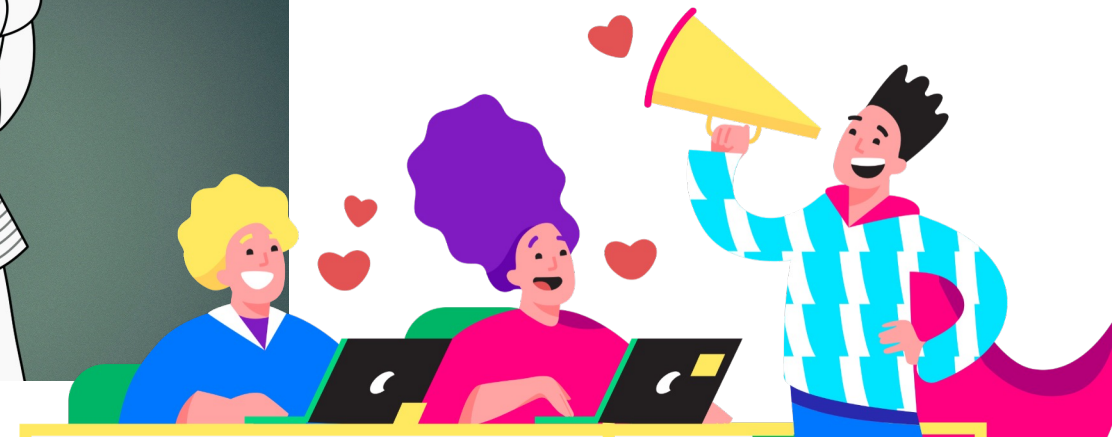
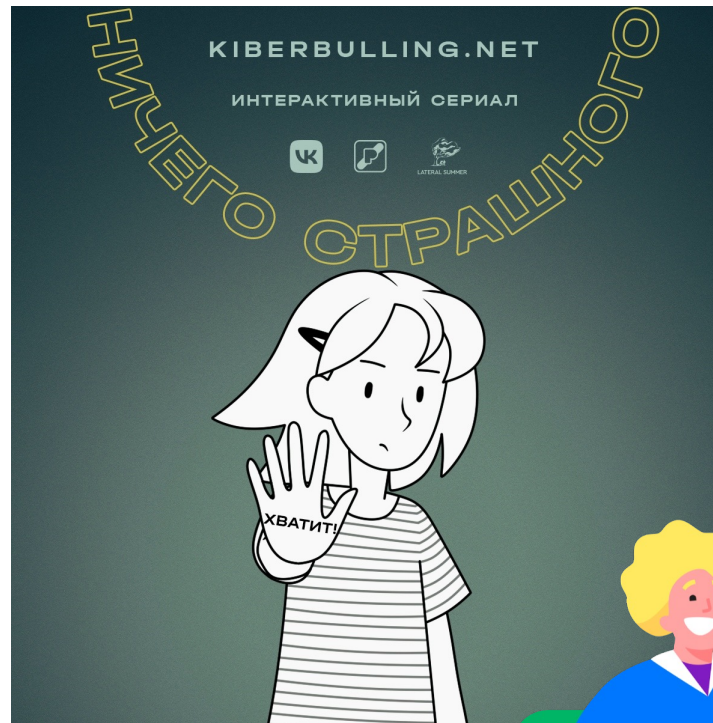
# Dobro Mail.ru

- Dobro Mail.ru celebrated its 8<sup>th</sup> anniversary. In 2020 alone our users donated RUB54mn towards approved charitable organizations and activities via Kod Dobra (Code of Good), VK's corporate charity foundation
- 34 organizations in total received support via the fund in 2020
- In particular, donations helped support medical research and anti-bullying project as well as buy personal protection equipment for doctors and food for homeless pets



# Dobro Mail.ru

- Dobro Mail.ru shared information about inclusive education and correct behavior of children with special needs
- VK is acting as an author and is filming an interactive TV series aiming to fight against cyberbullying with premier scheduled for November 11



# Dobro Mail.ru

- Dobro Mail.ru hosted The Marathon of Kindness to attract attention to environment-related projects, with celebrities urged fans to donate in order to support the nature
- The latest campaign was focused on saving the snow leopards in the Altai Republic





The background is a solid purple color. Overlaid on this are several thick, red, curved lines that create a sense of movement and depth. One line curves from the top left towards the bottom center. Another line curves from the top right towards the bottom center. A vertical red line runs down the center of the image. These lines intersect to form a central area where the text is placed.

Joint Ventures

O2O & AliExpress  
Russia



## COVID-19 safety measures:

60k

Pairs of gloves  
distributed

30k

Pairs of masks  
distributed

60%

of couriers vaccinated.  
Opened a point of  
vaccination for couriers

RUB 20mn

spent on additional anti-covid measures



Additional support  
measures for couriers:

150

Skillbox educational grants  
provided for couriers

Raffled 20

bicycles and phones  
among vaccinated  
couriers

>13 RUB mn

of tips received by DC couriers in Q3

Additional social  
responsibility measures:

- Implemented social project about traffic rules with Strelka
- Reduced commission on tips to waiters to RUB 1



# Local Kitchen (LK)

Special project with Dobro Mail.ru:

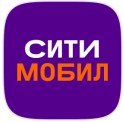
- Heading into the first day of the new school year in Russia (Sept 1<sup>st</sup>), LK launched a new **social project together with Dobro Mail.ru**
- For a week LK offered a special menu inspired by favorite dishes from our school time
- **3% of the sales were donated to Constanta Fund. This donation helped provide 56 kids in need with school kits**





- 1 Launched a **free-of-charge courier insurance** program across Russia together with Renaissance Insurance
- 2 Participated in a **social initiative** project in St Petersburg
- 3 Participated in the “Pora za velo” project on **cycling rules and safety**
- 4 Continued **courier vaccination and other COVID-19 support measures** across its 758 dark store network





# Citymobil (CM)

## Customer support measures:

- Supported customers willing to **vaccinate**, with 30% discounts to 750 vaccination destinations across 23 Russian cities in August
- In light of the ongoing COVID-19 wave in Russia, new 10% promo code is available for two rides to users between October 29 and December 7 to get to up to 1,200 different vaccination spots across cities of presence

ВАЖНО

**10%**

**Скидка на 2 поездки**

Осталось 2 из 2 поездок

Промокод действует

На прививку – с выгодой!  
Скидка 10% на поездки до любого пункта вакцинации в вашем городе.  
Максимальный размер скидки - 50₽.



# Citymobil (CM)

Driver support measures since the start of the pandemic:

- CM assists with driver vaccination, including vaccination of non-Russian drivers at own cost in Moscow, Moscow region and St Petersburg
- Drivers ill with COVID-19 get **financial assistance** for the period of their illness
- Drivers are provided with **promo codes for usage of telemedicine consultations** around own health and for COVID-19 related questions

700k+

Protective masks provided

1.5mn+

Antiseptic wipes given

270k+

Sanitizers distributed

150k

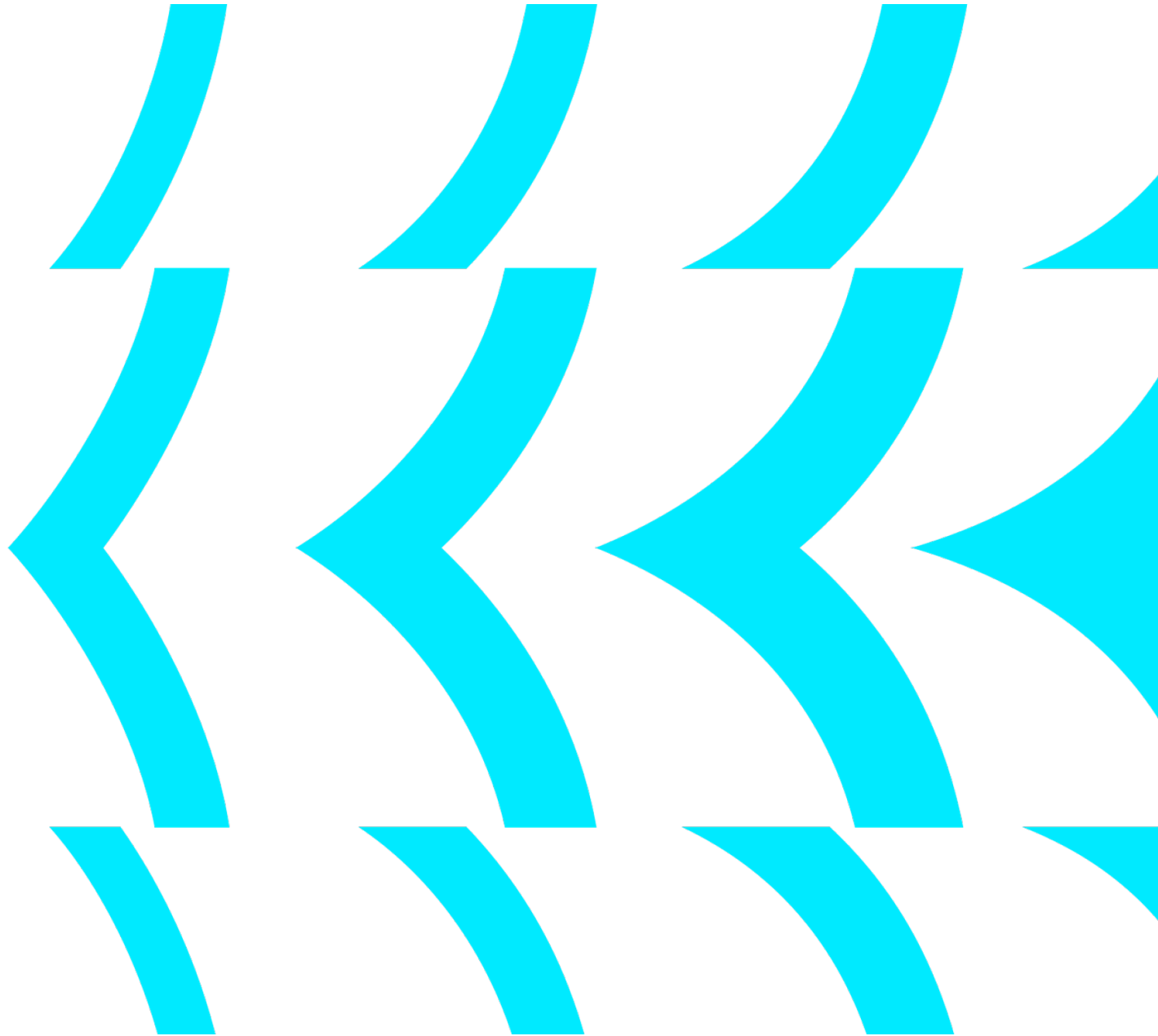
Pairs of gloves granted



# AliExpress Russia (AER)

## Employee support & the ecology:

- 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 now enjoy free yoga courses



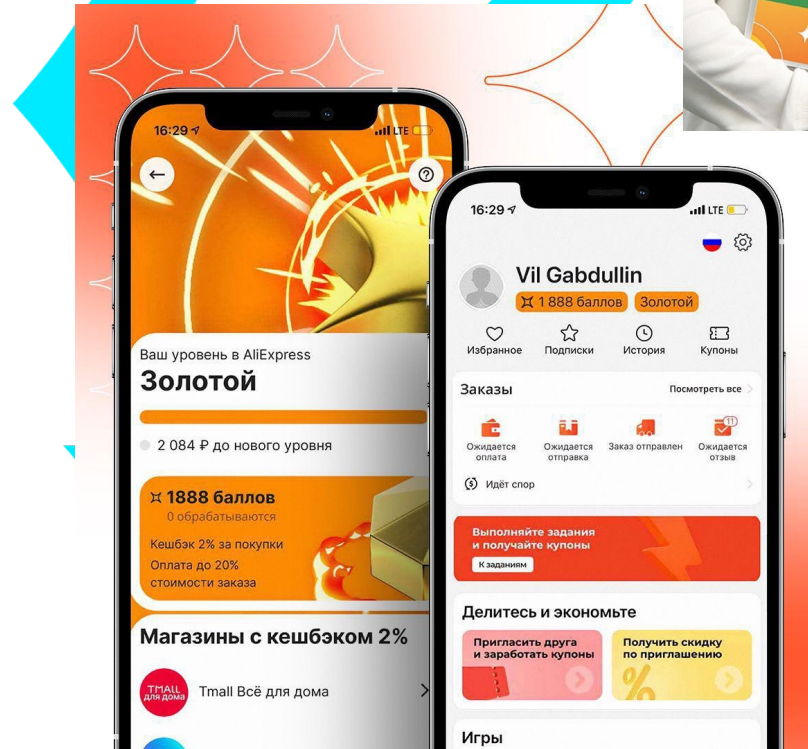




# AliExpress Russia (AER)

## Customer support & active charity efforts:

- AER updated its mobile app and launched a **loyalty program**, making shopping easier and providing extra value to its customers
- AER and SDEK logistics company launched a campaign in **support of the elderly and children** in need of essential items
- AER supports **charity funds**, including recent donations of toys, food and hygiene items to "Dom dlia mami" in support of women and children, as well as donations of clothes and shoes to "Spasibo" fund supporting various charitable organizations





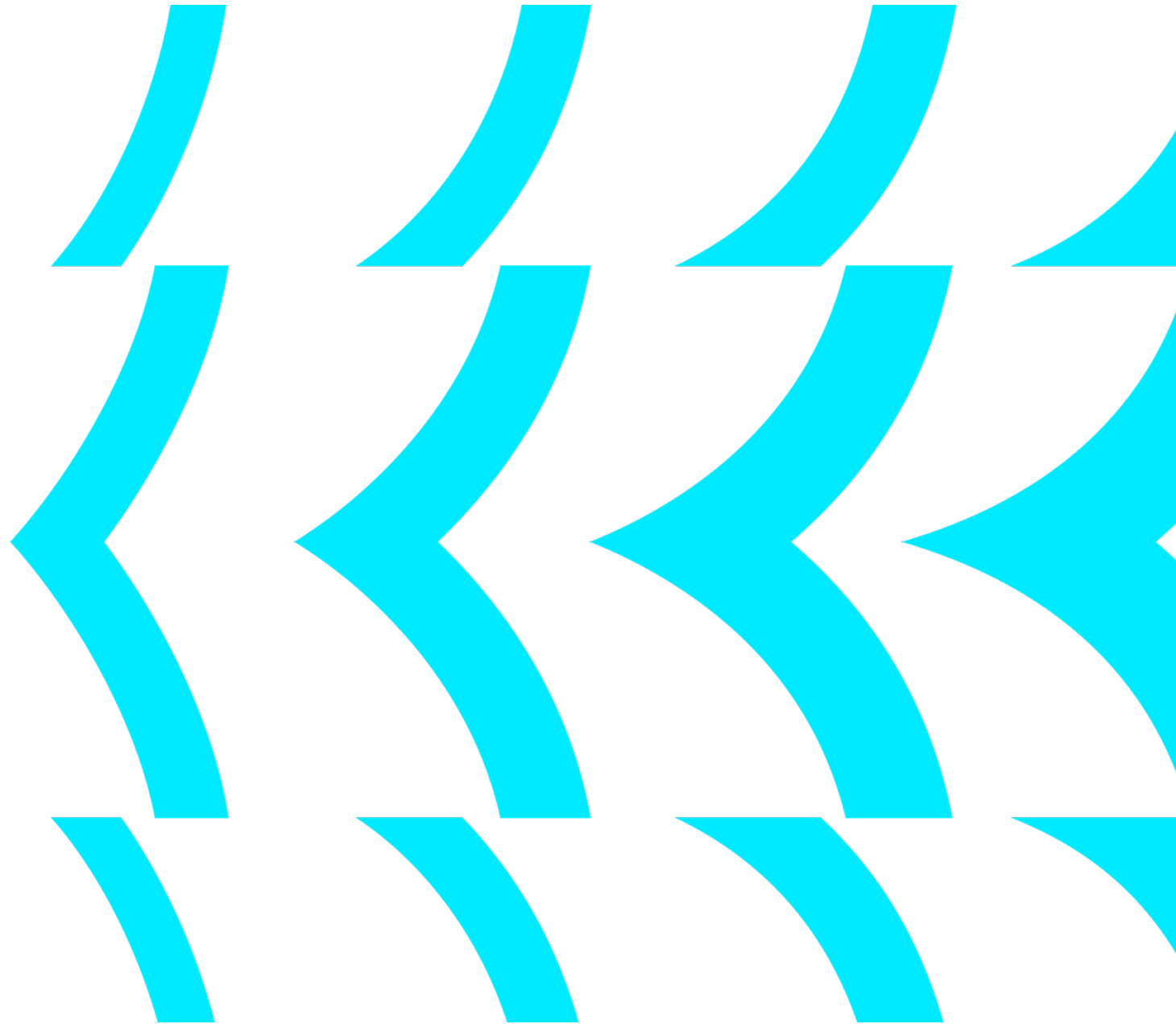
# AliExpress Russia (AER)

## Customer & seller support:

- In September AER launched own customer support center in Nizhny Novgorod, providing employment to 400 local staff, while also launching 300 remote support jobs
- Co added more categories available for export for local businesses, helping them grow
- Is spending RUB3.5bn in SMB support measures during its major annual sale in November, in addition to the ongoing ability to store goods free-of-charge for 60 days at partner warehouses, sell the first 100 orders commission-free and without a delivery fee, among the multiple ongoing local business support measures in place



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