

## Social Communications

In 2023, Rosseti Kuban, PJSC continued to implement targeted communication programmes aimed at strengthening its image as a socially responsible company.

In particular, more than 18,000 schoolchildren in the Krasnodar Region and the Republic of Adygeya participated in events held as part of a comprehensive programme to reduce the risk of injuries to personnel and third parties at the power grid facilities of Rosseti Kuban, PJSC in the reporting year. Over 480 lectures and lessons on electrical safety were given to children aged 5 to 17.

To prevent electric trauma among children, topic-related tours and open days were organised. A total of about 70 preventive initiatives were held. The Company's website and the official corporate page of the VKontakte social network have an information portal called "Prevention of Children's Electrical Injuries", where methodological materials for holding thematic talks on children's electrical safety are posted to help teachers and parents.

To mark the 78th anniversary of the Victory in the Great Patriotic War, the Company's official social media pages hosted an internal corporate communication project "The Feat of Power Engineer" with photo and video materials about war veterans who worked in power industry. The official company

website continued the historical and memorial project, Virtual Immortal Regiment, where employees could share their family history and tell about their relatives who were heroes of the Great Patriotic War.

As part of the International Festival of Children's and Youth Scientific and Technical Creativity "Let's Get Going!", which took place on 27–29 April 2023 in Sochi, the Company's employees took part in a roundtable discussion, held thematic quizzes and master classes on electrical safety for schoolchildren and students at the Festival site.

On International Child Protection Day (1 June 2023), Rosseti Kuban, PJSC opened the "Together Brighter" specialised educational session at the Orlyonok All-Russian Children's Centre in Tuapse District of the Krasnodar Territory. The Company's specialists held a lecture entitled "Energy of New Times", master classes on electrical safety, and an intellectual game called "Energocharging" for the participants of the "Together Brighter" specialised session. The final stage of the events was the presentation of team creative projects on the topic "Energy of New Times".

In November 2023, the Company's specialists held thematic educational events for the participants of the All-Russian

Engineering Session "School of Young Power Engineer" at the Smena All-Russian Children's Centre in Sukko settlement, Anapa, Krasnodar Territory. More than 70 high school and college students from 32 regions of Russia took part in the session. Company specialists held a lecture and a master class entitled "Safe Energy" on electrical safety rules and spoke about innovative equipment at Rosseti Group's power facilities.

As part of corporate career guidance programmes, in November 2023, Boris Ebzeev, Acting Director General of Rosseti Kuban, PJSC, met in Krasnodar with Vyacheslav Podgainy, Head of the Regional Headquarters of Kuban student teams, and the core activists of the Company's student power engineering teams. Rosseti Kuban, PJSC and the Krasnodar regional branch of the Russian Student Teams, a youth all-Russian public organisation, signed a cooperation agreement to raise the prestige of power engineering trades among young professionals.

In December 2023, as part of the celebration of the professional holiday Power Engineer Day, the Company held a presentation of a photo exhibition of Soviet posters "Power Engineering Through Time" about the history of the power industry.

## Media Communications

To promote brand recognition, positive image, and expand the audience of its media influence, the Company undertook close interactions with the leading regional and industrial media in 2023.

Public media events involving the Company's staff and management were aimed at building a positive and holistic image of the Company, strengthening its business reputation and increasing its publicity capital.

According to the Scan-Interfax monitoring system, in 2023, the total number of materials (printed, electronic, radio, TV) mentioning Rosseti Kuban, PJSC was about 30,000. Social networks recorded about 8,300 messages (including reposts) initiated by the Company.

During the reporting period, the corporate website of Rosseti Kuban, PJSC posted about 600 news articles on the implementation of production and social programmes. The information was also published on the Company's official social media accounts.

The Company's most significant activities reflected in the federal and regional media during 2023:

- Implementation of the investment campaign of Rosseti Kuban, PJSC: upgrade and construction of new power facilities in the Krasnodar Territory and the Republic of Adygeya, including commissioning of new Yasnaya 110 kV substation in Mostovskiy District of the Krasnodar Territory
- Eliminating the consequences of the environmental impacts and carrying out restoration on power grid facilities

- Modernisation of electricity metering systems for household and industrial consumers in the area of responsibility of Rosseti Kuban, PJSC
- Prevention of illegal routing of fiber-optic communication lines on transmission line towers
- Prevention of unauthorised electricity consumption and theft of electrical equipment
- Prevention of child electrical injuries
- Communication support for socially oriented and internal corporate projects of Rosseti Kuban, PJSC

In 2023, the Company continued to populate the corporate website with content and improve its structure, striving to meet the standards of quality presentation of mandatory and voluntarily disclosed information in a prompt manner to ensure maximum transparency.

## Convention and Exhibition Events

Congress and exhibition events play an important role in business development, facilitating the creation of a network of contacts for joint activities, exchange of experience and active participation in the life of the Company as a whole. The Company pays great attention to such events, which help it strengthen its position in the market.

In June 2023, Boris Ebzeev, Acting General Director of Rosseti Kuban, took part in the St. Petersburg International Economic Forum. Rosseti Kuban, PJSC and ERSO Holding signed a strategic partnership agreement at the Forum to advance scientific and technical collaboration in the development and application of cutting-edge and competitive Russian technologies to boost the effectiveness of the power industry.

In September 2023, the Company's delegation participated in the All-Russian Week of Occupational Health and Safety, which took place in Sochi. The purpose of this event was to create a unified communication

platform of international level for dialogue between business and authorities aimed at improving legislation on occupational health and safety and promoting healthy lifestyles among employees.

In October 2023, Boris Ebzeev, Acting General Director of Rosseti Kuban, PJSC, took part in the Russian Energy Week 2023 business programme in Moscow, where he held a number of working meetings.

In November 2023, Vladimir Mikhailov, Deputy General Director for Technical Issues — Chief Engineer of Rosseti Kuban, PJSC, participated in the scientific and technical conference on the operation of the electric grid complex of Rosseti Kuban, PJSC, which was held in Krasnodar. The conference discussed measures aimed at improving reliability in the operation of power grids, ensuring compliance with occupational health and safety in power grid regions, and experience in solving problems related to load growth in residential areas.

In January 2024, the Company's delegation took part in the Power Industry Day at the Russia International Exhibition and Forum in Moscow at the VDNKh Exhibition of Economic Achievements. Rosseti Kuban, PJSC specialists represented the Company at the stands of the regions of southern Russia, held master classes on electrical safety prevention and quizzes on the history of the power industry for visitors to the exhibition.

Moreover, in March 2024, a delegation from Rosseti Kuban, PJSC headed by Boris Ebzeev, Acting General Director, participated in the business and cultural programme of the World Youth Festival, which took place from 1 to 7 March in the Olympic Park of the Sirius Federal Territory.

## CHARITY WORK

Charitable activities at Rosseti Kuban, PJSC are carried out on the basis of the Regulations on the Procedure for Forming and Using the Sponsorship and Charity Fund of Rosseti Kuban, PJSC, approved by the decision of the Board of Directors of the Company No. 241/2016 dated 1 June

2016, and the Regulations on Charity Support at Rosseti Kuban, PJSC, approved by the Company's order No. 75-od dated 7 February 2023.

Charity work is a component of the corporate strategy and portrays the Company as a socially responsible one.

In 2023, the Company implemented more than 20 charity projects and volunteer events. Among others, the Company's employees took part in social actions dedicated to Victory Day, World Blood Donor Day, Children's Day, the New Year's Wish Tree campaign, and other events.