

## UN Sustainable Development Goals with description Contribution of the Company to the achievement of the goals

**Goal 11. Sustainable Cities and Communities (make cities and human settlements inclusive, safe, resilient and sustainable)**

The Company ensures the safety of cities and settlements through the following:

- Reliability and stability of power supply to consumers
- Implementing projects within the framework of the national goal: Comfortable and Safe Living Environment
- Providing grid connection services to consumers, organizing outdoor lighting and metering of electricity
- Developing a network of charging stations for public and private electric vehicles in the regions of the Company's presence
- Application of technical architectural solutions that promote the rational use of land in cities and settlements, as well as preserving their architectural scene

For more details, please see the [Reliable and Efficient Operation of the Energy System](#) subsection.

**Goal 12. Responsible Consumption and Production (ensure sustainable consumption and production patterns)**

The Company adheres to the policy of rational consumption and production with the help of the following:

- Improvement of energy efficiency and reduction of losses
- Preferential use of clean technologies that do not cause significant environmental impact
- Rational utilisation of natural resources in the course of its activities
- Mitigating negative environmental impact
- Effective functioning of the Environmental Management System

For more details, please see the [Electricity Transmission](#), [Environmental Protection](#), [Energy Consumption and Energy Saving](#) subsections.

**Goal 13. Climate Action (Take urgent action to combat climate change and its impacts)**

The Company takes an active part in combating climate change, including through the following:

- Cutting down greenhouse gas emissions
  - Reducing losses in electricity transmission and distribution
  - Development of charging infrastructure
  - Lowering the consumption of fuel and energy resources for the Company's own needs
- Ensuring that electricity from low-carbon sources is supplied to the grid and delivered to consumers
- Land reclamation
- Improving the reliability and adaptability of the power grid complex to dangerous climatic events
- Attraction of energy saving and an appropriate lifestyle
- Implementation of measures promoting energy saving and energy efficiency improvement

For more details, please see the [Environmental Protection](#), [Energy Consumption and Energy Saving](#) subsections.

**Goal 15. Life on Land (protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss)**

The Company operates in accordance with the environmental protection requirements, including running the activities in following aspects:

- Biodiversity conservation, including ensuring ornithological safety of electric grid facilities and implementing measures to preserve aquatic biological resources and their habitat
- Land reclamation and compensatory reforestation
- Phased decommissioning of equipment containing polychlorinated biphenyls and its subsequent transfer for destruction

For more details, please see the [Environmental Protection](#) subsection.

# CUSTOMER RELATIONS



The goal of Rosseti Kuban, PJSC in the area of customer relations is to build a customer-centric model of operations and organisation of services and facilities based on efficient and comfortable interaction with customers through analysing customer experience and meeting the actual needs of both households and businesses.

The Company pays special attention to regularly informing consumers about the services it provides, ensuring comfortable framework for face-to-face service, and improving the accessibility of services through interactive tools.

Rosseti Kuban, PJSC provides customer service through the Electric Grid Services Portal of Rosseti Group ([www.портал-тп.рф](http://www.портал-тп.рф)), and at customer service offices as well.

In 2023, Rosseti Kuban, PJSC received almost 112,300 requests through interactive customer service tools, of which about 50% were grid connection applications.

Based on the results of 49 inspections carried out on the basis of reports of electricity theft submitted by consumers via the call-centre, off-the-meter electricity worth RUB 539,000 was detected.

In the reporting year, Rosseti Kuban actively cooperated with the representatives of the executive authorities of the Krasnodar Territory and the Republic of Adygeya, the public, businesses and potential consumers of the Company's services with respect to the issues related to the development of the power grid complex and higher availability of power infrastructure".

**ALEXANDER CHEPUSOV**

Deputy General Director for Development and Power Grid Connection

The main function of the customer relations departments of Rosseti Kuban is to ensure prompt, unhindered resolution of issues related to grid connection, electricity transmission, organisation of electricity metering and additional services for citizens and legal entities in the Company's operational responsibility.

To maintain the high quality of Company services, 13 customer service centres and 41 customer service offices are in operation across the power grid regions.

In order to provide online customer service, Rosseti Kuban, PJSC maintains a 24-hour call centre holding a single federal number: 8 (800) 220-02-20. Call-centre operators inform the residents of the Krasnodar Territory and the Republic of Adygeya about any power supply issues and ongoing recovery work / planned repair schedules. Besides, the call-centre operators take messages from the customers concerning electricity theft and consult them about grid connection and other Company services.

In 2023, 1,432,120 customers contacted the call centre of Rosseti Kuban, PJSC, which is 29% more than in 2022.

In the reporting year, Rosseti Kuban, PJSC received about 7,000 complaints from service consumers, up 1.5% year-on-year.

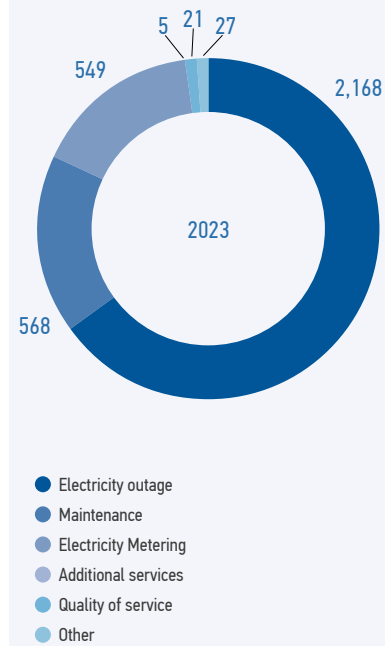
## 13

centres  
of customer service

## 41

customer service outlets  
in the locations of electric grids

**Structure of customer complaints received by the Company in the reporting year**



Customer complaints were investigated, and actions scheduled for the reporting year were taken to sort out the relevant causes.

In 2023, Rosseti Kuban, PJSC interacted with consumers both at customer service offices and through the Electric Grid Services Portal of Rosseti Group [www.портал-тн.рф](http://www.портал-тн.рф), (hereinafter referred to as the GC Portal).

Through the GC Portal, consumers are able to submit online applications and requests for the following:

- Grid connection services
- Installation/replacement of metering devices
- Redistribution of power
- Restoration of grid connection documents
- Additional services, etc.



8 (800) 220-02-20

a 24-hour telephone call centre

Moreover, through the GC Portal, consumers can calculate the cost of grid connection, familiarise themselves with scheduled outages, and take a survey to assess the quality and accessibility of grid connection services.

In 2023, the Company received 112,339 online applications, of which 51,546 were requests for grid connections.

In 2023, Rosseti Kuban received 43,293 packaged applications for grid connections, which resulted in the conclusion of 31,212 agreements for grid connections.

**>1.4 mln**  
consumers contacted in 2023

**112,339**  
online applications  
were received by the Company in 2023

**Key outcomes of the Company's efforts pertaining to customer relations for 2023**

In the reporting period, the Company carried out 49 inspections based on consumer reports about electricity theft that were received through the call centre. As a result of the inspections, unaccounted power supplies totalling about RUB 539,000 were detected.

Over the year, Rosseti Kuban held 25 remote alignment meetings with potential and existing applicants, business representatives and executive authorities of the constituent entities of the Russian Federation on improving the accessibility of the energy infrastructure, including the possibility to submit applications for grid connection in electronic form. About 187 people took part in the alignment meetings.

In January 2023, Rosseti Kuban, PJSC participated in an extended meeting held by Andrey Proshunin, the Vice-Governor of the Krasnodar Territory, on grid connections for privileged and socially disadvantaged categories. Based on the results of the meeting, for the purpose of grid connection of housing for families with many children, a number of municipalities in the Krasnodar Territory submitted applications to Rosseti Kuban, PJSC for grid connection of land plots allocated to such families for individual housing development.

In the reporting year, the Company's Board of Directors approved new customer service quality standards aimed at building a customer-centric business model.

**~49** inspections  
conducted in 2023

**~540,000 RUB**  
recovered by the Company through the detection of unaccounted electricity consumption

**Customer Relations Plan for 2024**

To promote the customer-oriented approach and improve the quality of services, Rosseti Kuban scheduled the following for 2024:

- To improve the efficiency of customer service by streamlining the processes for receiving and processing customer feedback
- To upgrade corporate automated systems for handling customer feedback to improve the accuracy and speed of processing

As part of the implementation of new quality standards for customer service, the Company pursues a customer-centric approach, which implies:

- Identification and study of customer needs
- Designing new services and facilities and upgrading the existing ones
- Improving customer satisfaction by providing services and facilities
- Establishing a customer service process;
- Following the customer service etiquette

- Improving the infrastructure of interaction and feedback tools with service customers
- Conducting research to assess the quality of customer service and analyse the results obtained

**HUMAN RIGHTS**

Protecting human rights at Rosseti Kuban, PJSC is an important aspect of the Company's activities that contributes not only to sustainable business development but also to strengthening trust of employees and consumers.

The Company respects and observes human rights. First and foremost, it ensures equal opportunities and non-discrimination for all its employees, regardless of their gender, age, race, nationality, religion, or disability. This includes providing a fair system of recruitment, career progression, and workplace safety.

The Company also provides all necessary facilities to ensure interaction with physically challenged consumers.

In particular, the entrance to the main customer service centre is equipped with a lifting platform for low-mobility groups. Applications for most of the services provided by the Company can be submitted through the relevant electronic tools, and grid connection services can be paid online.

The main customer service centre has a specially equipped kids' space for customers with small children.

In addition, the Company's call centre provided employment for two physically challenged people.



In 2023, no complaints about human rights violations from consumers were registered with Rosseti Kuban, PJSC.