

## SOCIAL COMMUNICATIONS

In 2024, Rosseti Kuban PJSC continued to implement targeted communication programmes aimed at strengthening its image as a socially responsible company.

Over 14,000 schoolchildren in the Krasnodar Krai 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 540 lectures and lessons on electrical safety were held, involving children and teenagers aged 5 to 17.

To prevent electric trauma among children, topic-related tours and open days were organised. A total of about 80 preventive initiatives were held. The Company's website features an information platform dedicated to the prevention of electrical injuries among children, which contains

methodological materials for conducting thematic discussions on electrical safety for children to assist teachers and parents. Preventive materials are posted on official corporate pages on the social network VKontakte and the Telegram messenger.

To mark the 79th anniversary of Victory in the Great Patriotic War, an internal communication project entitled The Feat of Energy Workers was launched on the official social media pages of Rosseti Kuban, featuring information about energy workers who are veterans of the war. The Company's official website continues to host Immortal Regiment, a virtual historical and memorial project, where employees share family stories about their relatives who fought in the Great Patriotic War.

In August 2024, representatives of Rosseti Kuban opened a themed educational camp called #VmesteYarche (Brighter Together) at the Orlyonok All-Russian

Children's Centre in the Tuapse District of the Krasnodar Krai. They also held a series of lectures entitled Energy of the New Era, master classes on electrical safety, and an intellectual game called Energy Charge.

In November 2024, 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 Krai. More than 70 young men and women — high school and college students from 32 regions of Russia — took part in the said events. The Company's specialists held a series of lectures entitled Energy of the New Era, talked about innovative equipment at the energy facilities of Rosseti Group, employment and career opportunities, and also held a master class entitled Safe Energy on electrical safety rules and an intellectual game called Energy Charge.

## MEDIA RELATIONS

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 2024.

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, the total number of materials (printed, electronic, radio, TV) mentioning the Company in 2024

was about 30,000. Social networks recorded about 9,400 messages (including reposts) initiated by the Company.

During the reporting period, the corporate website of Rosseti Kuban, PJSC posted about 560 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 2024:

- Implementation of the investment campaign of Rosseti Kuban PJSC — opening of the highly automated

Adler, Kudepsta and Pasechnaya 110 kV substations in Sochi after renovation

- Elimination of the consequences of the disaster and rehabilitation of power grid facilities during 2024
- Upgrade of electricity metering systems for household and industrial consumers in the area of responsibility of the Company
- Prevention of illegal placement of FOCLs on overhead transmission line supports within the Company's area of responsibility
- Prevention of unauthorised electricity consumption and theft of electrical equipment

- Prevention of electrical injuries to third parties at the Company's facilities
- Other socially oriented and internal projects of Rosseti Kuban PJSC

In 2024, the Company continued to add content to its corporate website and improve its structure in order to comply with standards for the timely

disclosure of mandatory and voluntary information in order to ensure maximum transparency.

## CONVENTION AND EXHIBITION EVENTS

In January 2024, Rosseti Kuban'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's 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.

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 in the Olympic Park of the Sirius Federal Territory.

In May 2024, a delegation from Rosseti Kuban, led by Deputy General Director for Technical Issues and Chief Engineer, Vladimir Mikhailov, took part in the Kuban Scientific and Practical Conference 'Ways

to Improve the Reliability, Efficiency and Safety of Energy Production.' This conference was held at the Company's subsidiary, Energetik Health Resort JSC, in the village of Divnomorskoye, Gelendzhik, Krasnodar Krai.

In June 2024, Acting Director General of Rosseti Kuban PJSC, Boris Ebzeev, took part in the business programme of the St. Petersburg International Economic Forum (SPIEF-2024). A cooperation agreement was signed at the forum between Rosseti Kuban PJSC and ZETO CJSC on the development and supply of innovative domestic equipment and technologies to improve the efficiency of the power grid infrastructure, including through the introduction of automation systems and smart distribution grids.

In July 2024, a delegation from Rosseti Kuban PJSC led by Deputy General Director for Technical Issues and Chief Engineer, Vladimir Mikhailov, took part

in the 9th International Scientific and Technical Conference on the development and improvement of the reliability of electrical distribution grids in Moscow.

In July 2024, specialists from Rosseti Kuban took part in the Forsage International Forum of Young Professionals (Kaluga Region), which was held with the support of the Russian Ministry of Energy and the Coordinating Council for the Development of Young Professionals at the Public Chamber of the Russian Federation.

In October 2024, a delegation from Rosseti Kuban led by Acting General Director, Boris Ebzeev, took part in the All-Russian Tariff Conference in Sochi, which brought together representatives of regulated organisations, regulators at all levels, the industry community and state-owned companies.