

It should be noted that in 2021, as before, reputation risk that may result from poor interaction with mass media and wrong positioning of the Company in external information sphere has not occurred. The Company controls information flows on its operations.

The Company regularly discloses information as an issuer and a player of wholesale and retail electricity market as well as in compliance with other mandatory legal requirements on its official web-site. Information is disclosed at Section "Information Disclosure" and official web-sites stipulated by the law (Gosuslugi web portal, website of the Ministry of Energy, etc.).

It should be noted that in 2021 we launched a new web-site at new domain name: www.rosseti-ural.ru, adapting it for mobile devices and reformatting customer-related sections. Thus, Rosseti Ural continued its trends regarding development of customer-oriented approach in CRM and adapted Internet communications for easy use by target audiences.

As a part of the single communication policy of the Rosseti Group, the Company also has a strong presence in the social networks, in which it interacts with various segments of the target audience. The annual growth of the subscriber base is approx. 13%. Vkontakte is the most popular platform. The average outreach of releases with good organic coverage (without additional promotion) is 37,000 people, outreach on key releases with paid promotion amounting to 280,000 people. As for the feedback, the official NM accounts of the Company provided over 4,100 responses for consumers' posts and comments. In 2021, the Company commenced its project on preparation of training video clips for customers explaining complex production processes and giving useful instructions on tariffs and connection. The content became very popular among subscribers.

To arrange communications with external young audience Rosseti Ural launched its corporate "What's the wire's buzz about?" podcast, explaining the specificity of the energy profession and interesting topics, promoting and enhancing the value of work in the energy industry and Company.

Summing up, it should be noted that the Company continues to form communication environment, benevolent for business development, with the help of various tools and channels to increase its information influence and to promote its interests in external environment.

## DEVELOPMENT OF TERRITORIES

ОАО ИДГС Урала operates in the Sverdlovsk, Chelyabinsk and Perm regions. The Company facilitates regional development as a large taxpayer, employer and entity of procurement activities or by creating and improving energy infrastructure of the regions.

### Technological connection in 2021:

- Advancement of education: connection of a 550-seat secondary school in the Sverdlovsk region, connection of a 1,200-seat secondary school in the Perm region, connection of a 500-seat secondary school in the Chelyabinsk region.
- Development of regional economics: power supply of zinc and copper-zinc ore processing plant in the Sverdlovsk region, power supply of dust-collecting unit for furnaces and melt mixing units in the Sverdlovsk region, power supply of cement plant in the Perm region, power supply of apartment building in the Perm region.

Visit Section "Operating Results" for more information.

### Large investment projects completed in 2021:

- Perm region: reconstruction of 110 kV powerline (RUB 61.16 million), upgrade of 10 kV network and installation of reclosers (RUB 67.75 million).
- Chelyabinsk region: upgrade of distribution network and installation of reclosers (RUB 72.69 million), IATS upgrade on 110 kV substation (RUB 117.79 million).
- Sverdlovsk region: construction of 110/10 kV substation and branch line from 110 kV powerline (RUB 269.17 million), reconstruction of 10 kV powerline and installation of reclosers (RUB 70.68 million).

Visit Section "Investments" for more information.

### Innovations in 2021:

- Expenses on innovations — RUB 665.83 million.
- R&D — RUB 31.51 million.

Visit Section "Innovations" for more information.

### Personnel Training and Development in 2021:

- Employees trained — 10,438.
- Personnel training expenses — RUB 95,670.4 thousand.

Visit Section "Personnel Management" for more information.

### Charity in 2021:

- Charity support provided — RUB 20.85 million.

Visit Section "Charity" for more information.

### Procurements in 2021:

- Procurements total — 3,145.
- Procurement volume — RUB 28,207,486.666 thousand, incl. VAT

Visit Section "Procurements" for more information.