



SOCIAL COMMUNICATIONS

In 2018 the Company continued performing a number of targeted communication programs as a part of strengthening its image as a socially responsible Company.

Measures to prevent injuries and deaths of children and adolescents at the power facilities of the electric grid complex of Kubanenergo PJSC in the reporting year covered about 600 secondary educational institutions of the Krasnodar Territory and the Republic of Adygea. Over 1,000 lectures and lessons on electrical safety were held, in which about 35 thousand students from the region took part.

To prevent children's electrical injuries, creative contests, thematic excursions, and open doors were held. A series of thematic classes during the summer school holidays as a part of the annual social action "Safe Energy – for Happy Summer!" was held in summer children's health and school camps in all districts of the Kuban, including the Black Sea and Azov coasts of the Krasnodar Territory. In total, about 220 outreach events were held, including thematic lessons, meetings, and excursions for students of general educational institutions. The Company's website has an information platform "Prevention of Electrical Injury," where methodological materials are posted for conducting thematic discussions on the prevention of children's electrical safety to help teachers.

On June 1-2, 2018, within the framework of the thematic shift of PJSC Rosseti at the All-Russian Children's Center Orlyonok, the Company's specialists organized Tesla Show, held a workshop on electrical safety, talked about energy efficiency technologies, and also conducted a mental game "Power charge". More than 300 teenagers from all regions of Russia became participants in the events.

During the summer school holidays in the framework of the festival "#Together – is Brighter," the Society held an intellectual game "Energy charge" for the participants of the educational session "School of Young Energy" at the All-Russian Children's Center "Smena" in Anapa.

In August 2018, the Company's specialists conducted an on-site electrical safety lesson for children at the Orlyonok All-Russian Children's Center at PS Lazurnaya. Power engineers told the students about the rules of electrical safety and peculiarities of work in the energy sector.

In September 2018, within the framework of the "#Together – is Brighter" festival, the Company's specialists conducted a city electrical safety lesson at the interactive platform "Kubanenergo – Excellent Power Engineering" in Krasnodar.

The partners of Kubanenergo PJSC in the realization of a program for the prevention of children's electrical injuries within the framework of the concluded cooperation agreements are the ministries of education, science and youth policy of the Krasnodar Territory and the Republic of Adygea, the regional departments of the Emergencies Ministry of Russia in the Krasnodar Territory and the Republic of Adygea.



COMMUNICATION WITH THE MEDIA

In order to increase brand awareness, form a positive reputation and image of Kubanenergo PJSC, increase the audience of information influence, the Company in 2018 worked closely with leading regional and industry media.

Public media events with the participation of the Company's management were aimed at shaping its positive and holistic image, strengthening business reputation, and increasing public capital in the Company's market value structure.

In 2018, about 600 reports on the Company's activities were published in the print media of the Krasnodar Territory and the Republic of Adygea.

According to the monitoring system SCAN-Interfax in 2018, the total mention ability of Kubanenergo PJSC in the media (number of publications using the name of the Company) amounted to 18,086 messages (print, electronic media, radio, television).

861 news was posted during the reporting period on the Company's corporate website. The information was also published on the pages of the Company's official accounts in social networks and the blogosphere.

The largest segment of informational messages about the Company's activities for the period under review is accounted for by Internet media, while the share of central news agencies is quite high.

Among the most significant events of the Company, reflected in the federal and regional media:

- prevention of unauthorized consumption of electricity and theft of electrical equipment (over 126 press releases were published on the Company's official corporate website, about 40 television programs were broadcast, 2,840 messages were broadcast on television and radio stations of the Kuban, about 1,600 mentions were in electronic media, about 140 publications on relevant topics were published);
- prevention of children's electrical injuries (1,841 mentions in the media, including over 200 print publications and 3 thousand broadcasts on the regional radio and television channels);
- prevention of illegal replacement of electricity metering devices by third parties in the area of responsibility of Kubanenergo PJSC (appeals to the Company's consumers were published on the official website, about 50 materials were broadcast in regional media, 21 television programs were broadcast on television channels in the Krasnodar Territory and the Republic of Adygea);
- PR-support of socially oriented projects "Workman" (published on the corporate website 65 essays, 44 publications in print media and 158 reprints in online media)

In 2018 The Company continued work on content filling and improvement of the structure of the Kubanenergo PJSC website. The technical modernization of the site is due to the Company's desire to meet the standards for the qualitative presentation of mandatory and voluntarily disclosed information online to ensure maximum transparency.