



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.

To develop the corporate culture and traditions of the Company, to form a positive image among the employees, from January 2018 to March 2019, there were issued 12 applications of the Company for the Russian Grid corporate newspaper with publications on production achievements, essays about honored and young workers and veterans of the Company.

During the reporting period – through publications on the official corporate website of the Company and in local media, broadcasting video clips on TV channels in radio broadcasts, as well as in social media and the blogosphere - work was carried out to prevent unauthorized electricity consumption and theft of electrical equipment.

CONGRESS AND EXHIBITION ACTIVITIES

To represent Kubanenergo PJSC at crucial economic, political and sectoral areas of the country, increase its investment attractiveness, build and maintain its image, develop and strengthen international and interregional cooperation, and exchange experience in 2018. The society took part in the following congress and exhibition events.

SEQ NO.	EVENT NAME	EVENT TIME AND LOCATION
1.	Russian Investment Forum – 2018	February 2018, Sochi City
2.	All-Russian Scientific and Technical Conference dedicated to the 25th anniversary of the uninterrupted operation of NPP Bresler	February 2018, Cheboksaryl)
3.	Conference "Competition Law Specialist"	February 2018, Krasnodar City
4.	V National Scientific and Practical Conference "Internal Control and Audit in Russia"	March 2018, Moscow
5.	International Exhibition and Conference on Occupational Health and Safety in the Fuel and Energy Complex "SAPE 2018"	April 2018, Sochi City
6.	6th All-Russian Conference on Lightning Protection	April 2018, St. Petersburg
7.	St. Petersburg International Economic Forum	May 2018, St. Petersburg
8.	Annual All-Russian Scientific and Technical Conference "Ways to improve the reliability, efficiency and safety of energy production".	June 2018, Gelendzhik, Divnomorskoe village
9.	16th International Forum on Industrial Safety	June 2018, St. Petersburg
10.	Exhibition of achievements of subsidiaries and dependent companies of PJSC Rosseti following the results of 2017 as a part of the Annual General Meeting of Shareholders of PJSC Rosseti	June 2018, Moscow
11.	IV All-Russian Conference "Development and improvement of reliability of operation of distribution electric networks"	July 2018, Moscow
12.	4th International Specialized Exhibition "Substitution of Import"	September 2018, Krasnogorsk
13.	All-Russian Festival for Energy Preservation "#Together – is Brighter"	September 2018, Krasnodar City
14.	International Forum on Energy Efficiency and Energy Development "Russian Energy Week"	October 2018, Moscow
15.	International Forum "Electrical Networks"	December 2018, Moscow
16.	Forum "Integrated urban development: problems and their solutions"	February 2019, Krasnodar City
17.	Russian Investment Forum – 2019	February 2019, Sochi City
18.	The Seventh National Practical Conference "Internal Control and Audit in Russia. Control of VS Efficiency"	February 2019, Moscow