



It is worth noting that in 2024 the Company continued to promote its Telegram channel ([https://t.me/rosseti\\_ural](https://t.me/rosseti_ural)). At present, the channel's audience exceeded 8.2 thousand users (+2.0 thousand users YoY). We released 749 posts during the year, with subscriber engagement reaching 77%. Under the Single Communication Policy PAO Rosseti Ural also has an active presence in the social networks, in which it interacts with various segments of the target audience. The annual growth of the subscriber base in 2024 totaled approx. 10%. Vkontakte is the

most popular platform, with the number of the Company's subscribers exceeding 22.7 thousand. The average outreach of releases without additional promotion is 55,000 people, outreach on key releases with paid promotion amounting to 1,000,000 people.

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

PAO Rosseti Ural 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 2024:

- Advancement of education and healthcare: electricity supply of a school (Perm region), electricity supply of a pre-school daycare institution (Chelyabinsk region), electricity supply of a health clinic (Perm region).
- Development of regional economies: electricity supply of ZAO KZPV (Sverdlovsk region)

Visit Section "Operating Results" for more information.

### Large investment projects completed in 2024:

- Perm region: Reconstruction of PS 110/6 kV Severnaya substation (RUB 394 mln),
- Sverdlovsk region: Reconstruction of PS 110/35/6 kV Pyshma substation (RUB 1,228 mln), construction of PS 110 kV Chekmash substation and branch power line to PS 110 kV Chekmash substation from VL 110 kV Arti-Manchazh power line and branch power line to PS Siminchi (RUB 498 mln), reconstruction of PS 110 kV Sverdlovskaya substation (RUB 939 mln)

- Chelyabinsk region: Reconstruction of PS 110 kV Kremenkul substation (RUB 705 mln)

Visit Section "Investments" for more information.

### Innovations in 2024:

- Expenses on innovations: RUB 1,141.69 mln
- R&D: RUB 58.72 mln

Visit Section "Innovations" for more information.

### Personnel Training and Development in 2024:

- Employees trained: 11,901
  - Personnel training expenses: RUB 124,836.78 thousand.
- Visit Section "Personnel Management" for more information.

### Procurements in 2024:

- Procurements total: 3,265.
  - Procurement volume: RUB 54,203,548.159 thousand, incl. VAT
- Visit Section "Procurements" for more information.

