

Social support (continued)

Employee communication channels

Internal communication channels

- ▶ Email newsletters are the main communication channel covering over 40,000 employee accounts and 30,000 store and business unit accounts. The newsletters include:
 - corporate news: new appointments and structural changes in the Company, technical communications, guidelines and regulations, surveys, and six Magnit digests
 - New Magnit: activation announcements, employee bonuses, competitions and non-financial incentive programmes
 - #etonashden: a congratulatory programme including professional holidays and birthday greetings
 - Info Centre: the main channel for business communication with retail
- ▶ Your Magnit mobile app launched in 2022 and visited by 190,000 employees every month.
- ▶ Promo materials for employees: flyers in staff rooms and offices of Magnit
- ▶ An internal corporate portal offering employees access to Magnit's core resources, news, standards, business processes, and other useful information
- ▶ Monitors in the offices, Rosseti Centre and Magnit transport units, which broadcast various video content for the staff
- ▶ Chatbot directories on the corporate portal and Telegram Messenger for employees to quickly find a virtual assistant as requested.

Magnit's modern work formats

In the reporting year, we completed a major project to introduce modern work formats for office staff. By moving most of our office staff to remote and hybrid modes, we were able to eliminate the need to rent office spaces. We also attracted skilled employees who stayed in their home cities, without the need to cover the costs of relocation, travel and other related expenses.

around RUB 100 mln
the project launch in 2020, Magnit has saved

External channels

- ▶ Magnit's corporate communities on VK, Odnoklassniki, in Telegram and YouTube where employees can learn about Company and industry news, colleagues' achievements, participate in challenges and competitions, make submissions and send congratulations
- ▶ Magnit media portal (<https://magnit-family.ru>) provides information on events, competitions, interactive programmes and other projects for the staff. Employees can access lectures created for them in various topics (conscious parenting, safety, financial literacy, healthy eating, etc.)
- ▶ Russian Retail glossary (<https://retailwords.ru>) contains over 2,000 terms from the world of retail collected by Magnit employees
- ▶ Postcard builder (<https://cardsmgnt.ru>) is used by our staff to create corporate style greeting cards and welcome banners
- ▶ Career website (www.rabota.magnit.ru) for communication and recruitment of external candidates
- ▶ HR marketing and research.

MONITORING EMPLOYER BRAND HEALTH

We continuously monitor Magnit's employer brand. In the reporting year, we analysed mentions of HR brands of Russia's largest retailers, including Magnit, on social networks, blogs, forums and review websites, chats and Telegram channels, as well as in online media posts and comments. Based on the findings, we measured the employer brand loyalty index.

For the three years that we monitored external social media activity, the Company's employer brand loyalty index has grown by four points from 0.7 to 1.1, while the market average remained flat at 0.4. Magnit has the highest score among its peers. This was made possible thanks to gamification techniques encouraging employees to take part in professional competitions and recruitment campaigns, as well as through engaging content and employee stories. The amount of positive content on Magnit in social media is tremendously high compared to other market players. In Q1 2022, the Company reached a record number of positive mentions (353,000).

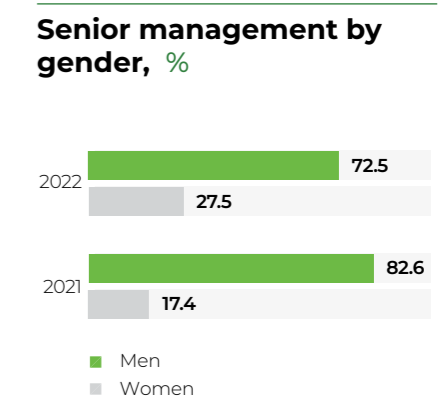
Engagement, loyalty, and satisfaction

Equal opportunities within the team and fair treatment of each employee are an important element of Magnit's corporate culture as one of Russia's largest companies and an industry leader. Our values and principles are enshrined in Magnit's Business Ethics Code.

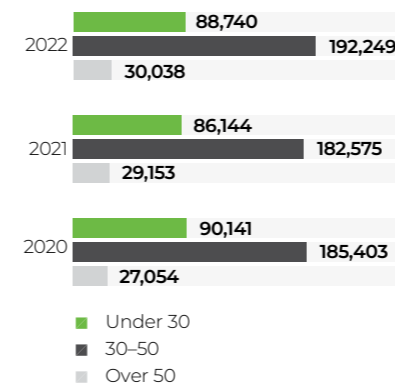
Preventing discrimination

We reject any form of discrimination based on ethnicity, gender, age, religion, health, sexual orientation, political conviction, and other grounds. The Company places a special focus on gender and age balance. Magnit applies a unified approach to both fixed and variable parts of the salary for positions with the same requirements and competencies for men and women of any age.

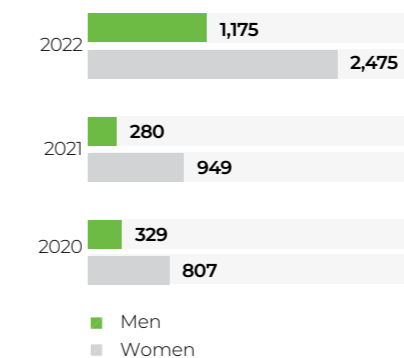
In the reporting year, the share of women in senior management increased by 10.1 p.p. reaching 27.5%. In addition, the share of Magnit Group employees over 60 years of age increased by 161% among women and 320% among men compared to 2021.



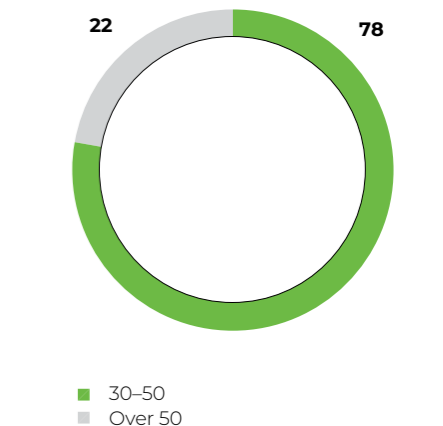
Magnit Group employees by age, people



Number of Magnit Group employees aged 60 or older, people



Senior management by age, %



In 2022, the Magnit retail chain employed 1,690 migrants, who enjoy the same rights and social benefits as other Magnit employees. We

strictly comply with Russian labour and migration laws applicable to this category of staff and tolerate no discrimination in the workplace.