

Magnit supports and develops communities by implementing comprehensive social projects.

We collect and analyse feedback from stakeholders to provide comprehensive assistance. At the end of 2023, we were able to meet our targets and support a wide range of beneficiaries.



Management approach

GRI 3-3, 413-2

Care for people is at the heart of all Magnit decisions and business processes. One of our goals is to make a positive contribution to the lives of our customers, employees and local communities.

As Magnit stores are visited by over 17 million customers in 67 regions of Russia, meeting the demand for fast-moving consumer goods and providing high-quality products to the population are our key priorities. At the same time, we support communities in social issues and fulfil our commitments to support the population in the regions of presence.

The Company has built a community engagement management system to improve the efficiency of our projects and develop a constructive dialogue with local communities.

The Sustainability Steering Committee monitors the work of relevant community engagement departments. The Corporate Relations and Sustainability Department is responsible for implementing community support initiatives. The Marketing Department is in charge of social marketing activities that involve customers in solving social problems.

For details on the Company's marketing management approach, see chapter [Responsible marketing practices](#).

2023 results

RUB 598.5 million

invested in social and charitable projects

408,934

direct beneficiaries received support from Magnit

1,530 tonnes

of in-kind donations within social and charitable projects

Material topics

- Community support

Contribution to the UN SDGs



Magnit strategic goals 2025

Goal	Result
Programmes to develop communities in all regions where the Company operates	the programmes cover all regions where the Company operates

Contribution to achievement of the national goals and projects of the Russian Federation

- Goals**
- Preservation of the population, health and well-being of people
 - Comfortable and safe environment for living
 - Opportunities for self-fulfilment and talent development

- Projects**
- Education
 - Demography

Principles of the Social Charter of the Russian Business Union of Industrialists and Entrepreneurs, RSPP)

- Participation in the development of communities and territories**
- We understand that the Company and its employees are an integral part of the society and adhere to the principles of corporate citizenship

- Government authorities**
- Constructive dialogue, openness and transparency of procedures are the key principles of interaction with public authorities

Community engagement management system



→ Administrative subordination
 -.-> Coordination in implementing the Sustainability Strategy, advisory support

For many years, Magnit has been providing comprehensive support to the community and striving to increase the positive effect of its social programmes. The Company's Sustainability Strategy 2025 sets the goal of implementing community development programmes in all 67 regions where the Company operates. In the reporting period, we focused on improving the management of our community engagement activities, as well as increasing the positive impact of our projects.

Our impact on local communities

Ensuring access to products

We provide people with quality and affordable food in major cities and smaller towns alike

Economic growth

As one of the largest employers, we regularly pay taxes in regions where we operate and engage with local suppliers

Environmental care

We strive to ensure a favourable environment in the regions where we operate and improve the quality of life of people. We consistently optimise our consumption of resources and implement environmental projects

Social support

We implement social projects in various areas to support local communities

Healthy lifestyle support

We implement projects to promote healthy lifestyle among the general public and ensure access to quality everyday products

In its activities to develop and support communities, the Company is guided by recognised standards and internal documents. The target is to formalise the processes of implementing projects for the benefit of local communities. For example, in 2023, a number of new regulations governing charitable support, in-kind donations, transfer of funds to charitable organisations and documentation of related business processes have come into effect.

External documents

- The United Nations Global Compact
- Social Charter of Russian Business, RSPP
- Guidance on social responsibility GOST R ISO 26000–2012

Internal documents

- Charity, Volunteer and Sponsorship Policy of Magnit
- Magnit's Corporate Volunteering Programme
- Business process regulations for the implementation of charitable projects

Local community engagement

GRI 413-1

We support local communities through social and charitable projects. We take into account the needs and expectations of local communities to ensure that our projects are relevant and in demand. Magnit coordinates its efforts with representatives of regional and local authorities, which helps to better understand the current needs of local communities. The Company actively co-operates with relevant charitable foundations and non-profit organisations. In the reporting year, we received 114 requests from non-profit organisations to provide food aid to socially vulnerable categories of citizens and people in emergency situations.

We measure the effectiveness of our projects to support local communities. Based on the analysis of project results and feedback from beneficiaries, we assess and adjust the project and decide whether to continue it in the future. In 2023, we conducted focus groups in the different regions where the Company operates to identify relevant issues in each of them. This helps Magnit to align its social projects with the interests of local communities. The survey findings formed the basis of plans and projects to support local communities in each region.

Social and charity projects

GRI 203-2

The key goal of social and charitable projects is to have a positive impact on society. When developing the projects, we rely on the opinion of stakeholders, research data and trends in the society, and take into account the specifics of the company's business. Magnit identifies the following thematic areas for community support initiatives:

Key areas for community support initiatives

Support for socially vulnerable groups

- Discounts in stores and targeted projects under the customer loyalty programme for socially vulnerable groups of people
- Development of food sharing projects and donation of food products under the project
- Distribution of free food kits to socially vulnerable groups of people
- Marketing campaigns and events to support vulnerable groups
- Cooperation with specialised non-profit organisations and foundations

Assistance in all types of emergencies

- Charitable donations of food kits and other essential supplies for people affected by emergency situations and those with limited access to food
- Cooperation with specialised non-profit organisations and foundations

Development of an inclusive environment and contribution to building an inclusive community

- Fostering an inclusive environment as part of corporate culture
- Creating an inclusive environment in chain stores
- Social skills trainings and adaptation to a work environment for orphanage graduates and children with disabilities
- Cooperation with specialised non-profit organisations and foundations

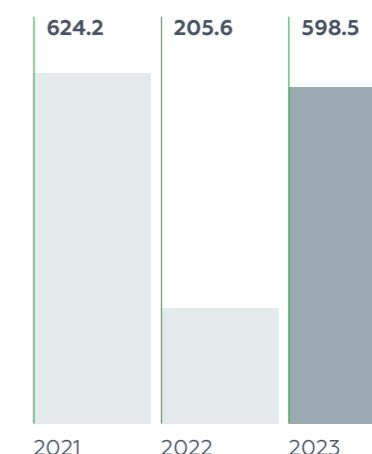
We also encourage open dialogue and exchange of experience with businesses. Since 2022, we have been a member of the inclusive business community Open for All under the Agency for Strategic Initiatives. Being part of the community is a way for us to share our experience and best practice in corporate inclusion programmes with market leaders.

RUB 7 billion

the total amount of discounts for senior people¹

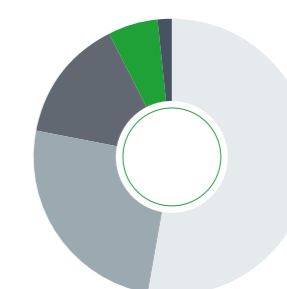
Financing of social and charitable projects, RUB million

GRI 413-1



Areas of social investments, %

GRI 203-1



- 53.01 Support for socially vulnerable groups
- 25.14 In-kind donations
- 14.54 Sports development
- 5.91 Support of culture
- 1.39 Support for inclusive projects

¹ The discount is provided at the cash desk to senior people, as well as social workers and volunteers who make purchases for senior people, upon providing a certificate.

Projects to support socially vulnerable groups

GRI 203-2

Due to the wide geography of our chain, we are able to offer our support to a large number of people. Our mission is to help people who are least protected and most vulnerable at a given time.

Food sharing

In 2022, together with Food Bank Rus we launched a project to distribute quality nearly expired food to vulnerable social groups. The project helps reduce food wastes and contributes to solving the problem of climate change.

Two to three days before the expiry date, the Company's responsible persons hand over products from darkstores and supermarkets to volunteers of Food Bank Rus. In order to comply with product quality control, the expiry dates and package integrity are checked by a store employee and a volunteer of the fund, and then a consignment note is issued to the volunteer. During the day, the volunteer delivers the products to families in need.

In 2023, the project was scaled up to include five hypermarkets in different regions across the Company's footprint. In 2024, Magnit will continue testing this initiative and make a decision whether to launch food sharing projects in new cities and add new categories of products.

For details on the Food Sharing project in the context of reducing environmental impact, see chapter [Climate impact reduction and energy efficiency](#).

Project goal

Provision of consumer goods to the socially vulnerable groups of people

Project objectives

- Support for people in need
- Responsible food consumption

Target audience

- Lonely elderly people
- Large families

2023 results

- **300 tonnes** of products were distributed to beneficiaries as at the end of 2023
- **220 thousand people** from 7 regions became beneficiaries of the project
- **250 volunteers** from Food Bank Rus took part in the project

Project awards

- **1st place** in the nomination Ecology. Large Business in Visionaries. Change Management award
- **2nd place** in the Environmental Efficiency nomination in It's About People forum

Promoting goals



National goal

- Preservation of the population, health and well-being of people

National project

- Demography



Magnit is one of the pioneers in food sharing in Russia. Our partnership will facilitate the development of an efficient food distribution chain, from a store to beneficiaries, provide insight into the principles of its design for all participants, and effectively scale up the food sharing technology. Launching a pilot project on free food sharing together with Magnit is an important step towards achieving Russia's national goals.

Yulia Nazarova
President of Food Bank Rus

Participation in projects to support foster families

Together with the Arithmetic of Kindness charitable foundation, we launched various projects to support foster families:

- information support of the foundation as part of cross-format marketing activities;
- participation of the Company and suppliers in activities to support foster families;
- product support for foundation's events;
- engaging Magnit's customers to participate in the Foundation's support programmes using an online application.

In 2024, we plan to continue supporting the foundation's initiatives by providing information support through the Company's communication channels, as well as through marketing campaigns to engage customers of our store chain to support the foundation's comprehensive projects.

Comprehensive support programme for elderly people

We strive to provide comprehensive support to the elderly people.

The key areas of support are:

- provision of food kits;
- implementation of society engagement projects;
- training the elderly in healthy lifestyles.

Within the selected areas, the Company consistently implements charitable and social initiatives, closely interacting with relevant non-profit organisations.



Project goal

Improving the quality of life of people of retirement and pre-retirement age

Project objectives

- Food assistance to elderly people in difficult life situations
- Additional projects to promote social engagement of the older generation (communication with lonely elderly people, employment)
- Organization of educational events to raise awareness of healthy eating
- Information support of non-profit organisations

Target audience

- Residents of nursing homes
- Lonely elderly people
- Elderly people with disabilities
- Wards of specialised non-profit organisations
- Non-profit organisations

2023 results

- **4,855 wards** of the Enjoyable Aging Foundation in **48 institutions** throughout the country became participants in the Grandson by Correspondence
- **5 educational** events and tours to supermarkets under the Active Longevity project
- **3,352 people** were employed as a result of the Jobs for Young People Over 60 project
- **12 recipes** from the older generation were published in Magnit magazines under the Grandmother's Recipes project

Goal support



National goal

- Preservation of the population, health and well-being of people

National project

- Demography

Support for people in emergencies

GRI 203-2

As a socially responsible Company, we provide support to people in emergency situations. In emergency situations, Magnit stores are ready to provide prompt assistance at the request of local residents. In case of emergencies in the regions where the Company operates, we have developed a Regulation on Assistance.

In June 2023, we provided food kits and water to 2,400 people affected by traffic restrictions on federal highways. In the reporting period, Magnit also provided assistance to 840 victims of fires in the Kurgan, Tyumen, Omsk and Sverdlovsk regions.

Comprehensive social engagement programme

Grandson by Correspondence project

The goal of the project is to support the nursing home residents of the Enjoyable Aging Foundation through communication. After talking to the Foundation's beneficiaries and representatives of non-profit organisations, we understood that communication is often more important for lonely elderly people than material gifts. We made a decision to support the project, including by engaging internal volunteers. As part of the project, wards of social institutions receive birthday or holiday cards from the Company's volunteers. In total, in 2023, 4,855 elderly people in 48 institutions throughout the country received the mails as part of the project. We intend to continue the project in 2024.

Jobs for Young People Over 60 project

The Company employs people over 60 under the project. The goal is to provide an opportunity to elderly people to realize their full potential and feel that they are needed at work. Positions from cashiers to commodity experts are vacant in retail stores. In 2023, 3,352 people were employed as part of the project.

Active Longevity project

In 2023, the Company continued to support the Active Longevity project organised by regional governments throughout the country. The Company held five educational events and tours to supermarkets in three regions. The purpose of the events was to promote the principles of healthy lifestyle and proper nutrition among the older generation. The events were held in Veliky Novgorod, Novosibirsk and Orenburg regions, as well as in the Republic of Karelia. We intend to continue our educational activities in 2024.

Granny's Recipes project

The Company implemented an information project together with the Enjoyable Aging Foundation. As part of the project, we published the most interesting recipes from the older generation in Magnit and Gastronom magazines throughout 2023. A total of 12 recipes were published in 2023. In addition, we have also shared information on how to support the Foundation.

"We greatly appreciate the warm relationship with the Magnit chain of stores, where truly caring people work. Our joint projects include sweet New Year's gifts, which many elderly people remember all year long, greetings cards sent to senior strangers by employees and customers of Magnit stores, and other good deeds. All this proves that interaction between business and non-profit organisations can be a true partnership to solve important social problems together."

Elizaveta Oleskina
Director, Enjoyable Aging Foundation

Inclusive environment development projects

GRI 203-2

Our Company supports the development of an inclusive environment in Russia. The Company's mission is to promote social change and create an environment where everyone would have equal opportunities, regardless of their health. To achieve this goal, we are working not only on the physical accessibility of our retail space, but also on training employees to work with people with disabilities and raising awareness of the general public of an inclusive environment.

Today, there are four million people with disabilities of working age in the country, while only 27.5% of them are employed¹. We launched the Inclusive Environment Here programme to make a comprehensive contribution to building an inclusive community. The main goal of the programme is to create and develop an inclusive environment that promotes social engagement, adaptation and successful integration of different social groups into society. To date, the comprehensive programme that includes five of the Company's projects on inclusion development is implemented in all regions across the Company's geography.

Inclusive Environment Here

Kind Bunny

Training of store staff in communication skills with people with disabilities

Magnit.Life

Training in social skills and professional experience for children from orphanages, including those with disabilities

Relay Race for Success

Project explaining the algorithm of integration into the profession and labour market for people with disabilities

Inclusive Volunteering

Development of social ties and support of an active lifestyle among residents from social care organisations

Campaigns for buyers

Holding campaigns to engage customers in projects to support people with disabilities

Inclusive Environment for Customers – Kind Bunny project

Kind Bunny is an online educational programme to train customer-facing employees to interact with people with disabilities. Employees can take the course on the Company's Corporate Academy website, with the final test available based on the results of the course. Today, the course includes nine video lessons on the following topics:

- introduction to the project;
- legal framework;
- working with hearing impaired persons;
- working with visually impaired persons;
- working with people with speech disorders;
- working with people with musculoskeletal disorders;
- working with people with mental disabilities;
- emergency actions;
- preventing burnout.

A total of

>175 thous. employees

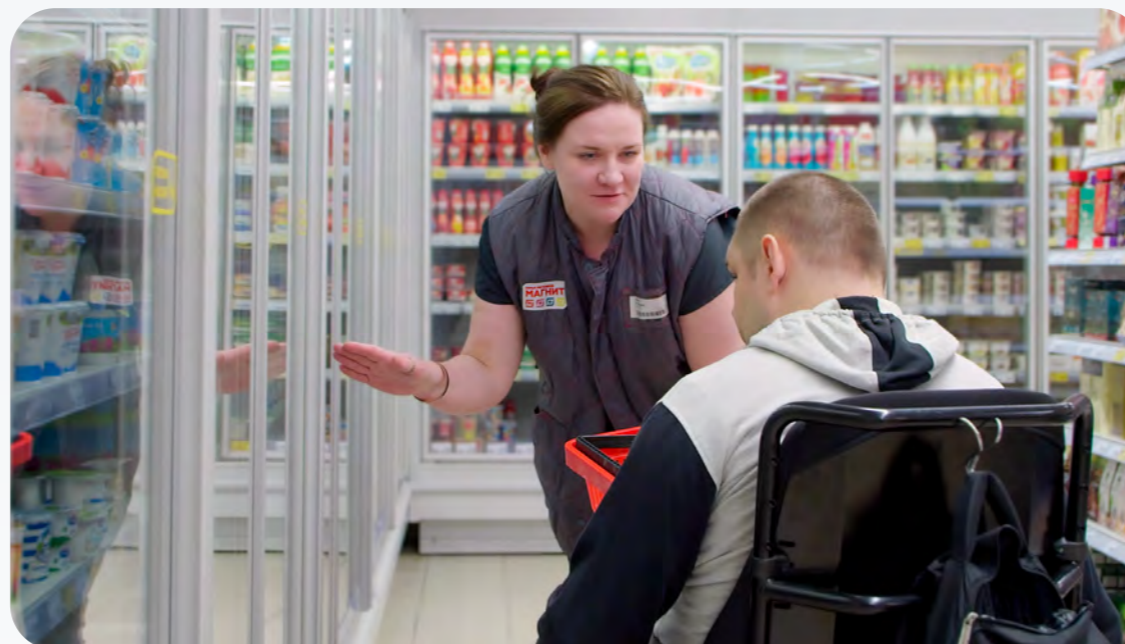
have completed the training in the reporting period

In the reporting period, the Company started updating the Kind Bunny course to add new topics: working with people with guide dogs and with people with posttraumatic syndrome. A cooperation agreement was signed with the Wise Dog non-profit organisation to develop a course on working with people with guide dogs. Cooperation under the agreement will make the course more insightful and practical.

In 2023, the Company decided to scale the Kind Bunny project and create a training course for retail chain customers. Various topics will be available for customers under the course:

- familiarisation with the definition of disabilities;
- communication with deaf, hearing-impaired people/children;
- communication with blind, visually impaired people/children;
- communication with people/children with severe speech disorders;
- communication with people/children with motor disorders;
- communication with people with developmental disorders and posttraumatic stress disorder.

The purpose of the course is to promote changes in society through the acceptance and adaptation of people with disabilities. The course will help a wide range of people learn more about inclusion and communication skills with people with disabilities. The launch of the course is scheduled for 2024.



Project goal

Creation and development of an inclusive environment that promotes social engagement, adaptation and successful integration of people with disabilities into society

Project objectives

- Develop skills of employees to interact with customers with disabilities
- Change the attitude of in-store employees towards people in difficult life situations, as well as each other (develop tolerance)
- Create a positive image of Magnit stores with equal attitude towards all groups of customers

Target audience

- People with disabilities
- Magnit chain employees
- Magnit chain customers

2023 results

- Kind Bunny is included in the training programmes for all new hires
- **Over 175 thousand employees** completed the training

Project awards

- **2nd place** in the track Business in #WEARETOGETHER 2021
- **2nd place** in the nomination Leader of Social Change in #WEARETOGETHER 2023

Goal support



National goals

- Preservation of the population, health and well-being of people
- Comfortable and safe environment for living

National project

- Education

"The rights of people with disabilities must be protected to bring more joy and happiness in our world. We all are vulnerable: those who can help and those who need help."

Svetlana Telitsyna

Head of Moscow club of guide dog owners Wise Dog

¹ According to the Federal Register of Disabled Persons.

Magnit Life orphans social engagement project

The project is aimed at social adaptation and career guidance of children. As part of the project, teenagers undergo a four-month training programme, which consists of:

- 1 offline gamified training sessions on soft skills by experienced trainers;
- 2 training using Magnit's Corporate Academy online platform with elements of gamification and non-material motivation. The training programme includes both a section on integration and building adaptability skills and a section on obtaining the first profession – a sales assistant in Magnit Cosmetics retail chain;
- 3 paid internship in Magnit stores under the supervision of store mentoring directors.

170 teenagers participated in the project. 127 people were employed during the programme, and 54 people extended the contract after the programme. The satisfaction level was 8.9. In 2023, Moscow, where the project was held for the second time, was joined by St. Petersburg, Yekaterinburg and Krasnodar. In 2024, Magnit plans to scale up the project to all regions across the Company's footprint.



Project goal

Integration into society and adaptation of children to independent life

Project objectives

- Develop basic skills of adaptability, teamwork, fulfilment of obligations and sustainable motivation for professional activity
- Share knowledge and skills sufficient for quality performance of Magnit sales assistant tasks and certification
- Build an inclusive environment in stores

Target audience

- Children from orphanages, including children with disabilities
- Foster children
- Magnit chain employees

2023 results

- **170 children** were trained, **127 teenagers** with disabilities had internships in Magnit stores in Moscow, St. Petersburg, Yekaterinburg and Krasnodar

Project awards

- **Moscow City Award 2022** Stork's Wings in the nomination Best Employer of the Year
- **Winner (III degree)** in the nomination Best project/ programme to engage young people in positive changes in ESG EXCELLENCE AWARD 2022
- **2nd place** in the nomination Leader of Social Change in #WEARETOGETHER 2023

Goal support



National goals

- Opportunities for self-fulfilment and talent development

National project

- Education

"The project offers a lot of opportunities to teenagers. They gained knowledge about consumer goods, skills of communicating with new people, onboarding, working schedule. These are basic skills that all people need, regardless of where and how they build their career. We hope that the project will become permanent, and many children will be able to gain knowledge and job experience."

Evgeny Shapovalov
First Deputy Minister of Social Policy, Sverdlovsk Region

Inclusive Volunteering project

The joint project with the Enjoyable Aging Charity Foundation combined two important areas of social support: socialization of people with disabilities and volunteer assistance in neuropsychiatric boarding schools and general boarding schools. The project is based on an in-house volunteering, when participants are teams created from the residents of social service organisations. This approach helps to maintain and build social ties, develop communication skills and self-expression through participation in a volunteer team inside and outside the institution.

Volunteer tasks include:

- organisation of leisure activities at boarding schools;
- assistance in minor domestic matters;
- care for non-mobile and mobility-impaired people.

We support the project at the stage of creating volunteer groups and organising activities. Volunteers act on behalf of the Company and are ready to help with the arrangement of internal processes at the project launch. We also provide all volunteers with brightly coloured branded clothing and goods for creativity and leisure activities. Based on the results of the year, the pilot version of the project was launched in 15 institutions in the Krasnoyarsk, Ryazan and Tyumen regions. In 2024, Magnit aims to scale up the project to 100 institutions in regions across the Company's footprint.



Project goal

Development of social ties and volunteer initiatives among residents from social care organisations. Supporting active lifestyles and improving the quality of life of elderly people and people with disabilities

Project objectives

- Facilitate building of social ties in neuropsychiatric boarding schools and general boarding schools
- Help in social engagement of people living in residential social service organisations
- Support the development of a culture of mutual assistance and volunteering
- Promote extension of experience to other regions of the country based on the results of the project

Target audience

- People living in residential social service organisations
- Magnit employees

2023 results

- Pilot project launched in **15 institutions** in **three regions**
- **160 wards** of neuropsychiatric boarding schools and general boarding schools were involved in volunteer groups
- **2,017 daytime leisure activities** were organised for **1,200 wards** of neuropsychiatric boarding schools and general boarding schools

Goal support



National goals

- Comfortable and safe environment for living

National project

- Education



Relay Race for Success project

The main goal of the project is to raise awareness among young people with disabilities about possible life paths. The project helps to find a suitable scenario for self-realization, integration into the profession, work and social life based on real cases. In total, the project consisted of 12 open-talk lectures, which were held both in person and online. More than 85 experts were speakers at the lectures: people with disabilities who have successfully integrated into society, parents of children with disabilities, employees of the Company, representatives of non-profit organisations and businesses.

The following topics were discussed during the project:

- independence and overcoming barriers from family and neighbourhood;
- education, self-realization and acceptance of children with disabilities;
- choosing a profession and building an independent adult life, as well as parental involvement in decision-making in favour of the child with disability;
- vocational guidance, peculiarities of career choice and job search for job seekers with disabilities;
- job search for people with disabilities without education;
- opportunities and ways to obtain assistance from the state for people with disabilities;
- employment opportunities for people with disabilities from regions, and the role of digital technologies in job search;
- organising leisure time and finding suitable and useful hobbies;
- building a personal life, self-perception and perception of one's partner, overcoming complexes related to disability;
- building communication with society.

The project was launched in 2023 attracting a lot of interest: 1,000,000 people – the total reach of the project's audience, with more than 700,000 people participating in face-to-face and online meetings. The project provided 70 career counselling sessions. It also contributed to increasing employment opportunities: about 100 people with disabilities were employed in various formats as a result of the project. The Company intends to continue the project in 2024, updates are available on the [website](#). We also plan to implement an initiative to employ people with disabilities in the Company. For this purpose, the Company has launched a special survey.

For details on the survey, see chapter [Personnel management](#).



Project goal

Show parents of children with disabilities positive scenarios of integration into society, as well as algorithms of integration into the profession and employment market. Demonstrate successful cases of employment and discuss what depends on parents and children, and what support is available from non-profit organisations and the state

Project objectives

- Enhance the own potential of families with young people with disabilities

Target audience

- People with disabilities
- Parents of children with disabilities
- Educational institution
- Non-profit organisations

2023 results

- **1 million people** – total audience coverage
- **More than 700,000** offline and online participants
- **170 publications** in Relay Race telegram channel
- **68 consultations** with psychologists
- **About 100 people** with disabilities got a job

Project awards

- **2nd place** in the nomination Leader of Social Change in #WEARETOGETHER 2023

Goal support



National goals

- Preservation of the population, health and well-being of people
- Opportunities for self-fulfilment and talent development



National project

- Education

"Social sustainability of people with disabilities is not widely spoken about, people with disabilities are not always able to talk about the difficulties they face. Magnit supports open dialogue on the complex issues of inclusion, which is an important decision in the business environment. In 2023, together with our colleagues, we launched a crucial comprehensive social programme, Relay Race for Success, which enabled us to engage more than 700,000 people in content discussions in a short period of time. The programme has proven its effectiveness, including through feedback from participants."

Igor Novikov

Co-founder of Everland, director of the autonomous non-profit organisation "Space of Equal Opportunities"

Culture supporting projects

Magnit contributes to the development of culture and preservation of cultural heritage. We support cultural events and cooperate with museums.

Strategic partnership with The State Hermitage Museum

The main goal of cooperation is to make art accessible to everyone, uniting people across Russia through the appreciation of aesthetics.

In 2023, Magnit agreed on a long-term partnership with the State Hermitage Museum and the Hermitage XXI Century Foundation. The retail chain will support exhibition, restoration, theatre and publishing projects of the museum across Russia.

The exhibition Thinking of Time! Jan van den Hecke. Sumptuous Still Life was held at the White Hall of the Hermitage General Staff building as part of the agreement. One of the most prominent paintings by Flemish artist Jan van den Hecke was restored with the support of Magnit. Magnit also acted as a key partner for the exhibition.

In 2023, the Company supported a museum and theatre project called Wonderful Spring. Theatre-Laboratory in the Hermitage and even published special editions of the Hermitage magazine. In addition, Magnit provided gifts for participants at the inclusive festival called Art in the Senses. Empire.

In partnership with the State Hermitage Museum, Magnit issued an exclusive series of festive goods, decorated with images and descriptions of masterpieces of world painting from the museum's collection. The customers were able to purchase items from the retail stores.

Project goal

Popularisation of art for mass audiences, increasing accessibility of world masterpieces

Project objectives

- Support exhibition, restoration, theatre and publishing projects of the Hermitage across Russia
- Present masterpieces of world art to the audience through accessible communication channels with a focus on contemporary means

Target audience

- Local communities

2023 results

- Signing of a strategic cooperation agreement with the Hermitage
- Opening of the exhibition Thinking of Time! Jan van den Hecke. Sumptuous Still Life
- Holding a museum and theatre project Wonderful Spring. Theatre-Laboratory in the Hermitage, publication of special editions of the Hermitage magazine
- Gifts for participants of the inclusive festival Art in the Senses. Empire by Magnit
- An exclusive series of festive goods with images and descriptions of masterpieces of world painting available to customers

Goal support



National goals

- Opportunities for self-fulfilment and talent development

National project

- Culture

Petrovsky Village Theatre project

In 2023, the Company supported the Big Village Day in Smolensk region. The project aims to support the development of theatre and promote culture and agriculture in villages. We provided food support for the event. More than 200 people from all the surrounding villages of Smolensk region attended the Big Village Day.

For details on supporting farming, see chapter [Supporting local agricultural producers](#).



Social marketing

Magnit organizes social marketing projects to support charitable foundations and organisations. Together with our partners, we implement various marketing projects aimed at engaging our customers in supporting those in need.

Good Garland campaign

In 2023, together with the VK Dobro platform, the Company took part in the Good Garland campaign. The aim of the project is to provide financial support for comprehensive projects of inclusive charitable foundations. Participants voted for projects, submitted by 16 inclusive foundations, using a special platform. The Company donated 1 ruble for each project participant to the VK Dobro common bank. RUB 2.3 million collected as the result of the project were distributed among 16 inclusive foundations depending on the final vote of the campaign participants.

A joint project with Con-nection charitable foundation

We have run a fundraising campaign to build inclusive children's playgrounds. At the end of 2023, a playground was opened in Stavropol. The project is scheduled to continue in 2024.

Let's Help Children Hear the World campaign

In 2023, together with the Company's own brand, we launched a campaign Let's Help Children Hear the World campaign to raise funds to purchase hearing aids for children. As part of the campaign, 1 ruble from the purchase of products will be donated to the Con-nection charitable foundation for the purchase of hearing aids. The campaign will last until April 2024.

Prize Territory campaign

Together with the Kvartal Lui Foundation, we raised RUB 1.7 million to purchase a bus for people with disabilities.

Grill Games campaign

Together with the Arithmetic of Kindness Foundation, we held a picnic in Serebryany Bor, bringing together more than 100 people from 26 families of the Foundation, and information and communication support was provided to the Arithmetic of Kindness Foundation.

Make Presents from the Bottom of Your Heart campaign

We provided Information and communication support to Enjoyable Aging Charity Foundation to draw public attention to socially significant problems and raise funds to help elderly people.

Give Care to Children campaign

In 2023, together with a large cosmetics brand, we implemented a project to support the Con-nection charitable foundation. Every ruble from the purchase of the brand's goods was transferred to the Con-nection foundation. As a result of the project, the actual amount totalled RUB 1 million with the total number of participants exceeding 127 thousand people.

Campaign with a large brand of oral hygiene products

In the reporting period, the Company implemented the project together with a major brand of oral hygiene products. When buying two branded goods, five rubles from each item sold was donated to the Life Foundation. The total number of participants was 2 thousand people.

Clean is Easy campaign

As part of the project, five rubles from each purchase of the brand goods were donated to the Dobry-Yug charity organisation. In addition, retail stores set up automated postal boxes to collect stationery for families with schoolchildren in need and held educational workshops with parents of children with special development needs.

Give a Smile to Children campaign

Together with a chewing gum brand, a project to support the Giving Culture charity fund was launched in the reporting period. One ruble from each sold item was transferred to the fund's account. The project will run until 2024.

Project goal

Attracting customers' attention and involving them in social projects to support socially vulnerable categories of people

Project objectives

- Provide information support as part of implementing social initiatives of partner companies
- Draw the attention of customers to participation in social events and campaigns
- Provide a communication channel to raise funds

Target audience

- Customers of Magnit stores
- Wide range of internet users
- Non-profit organisations and funds

2023 results

- **More than 500,000 people** – monthly coverage of marketing activities in all communication channels
- **4 million rubles** raised to support social initiatives and projects

Goal support



Plans for 2024 and the medium term



- Develop current projects and expand areas of interaction with communities;
- develop a special platform joining all materials related to Magnit's participation in the social agenda to enable easy familiarisation of all stakeholders with Magnit's social initiatives and provide timely feedback on the Company's social activities;
- launch a training course on inclusion and communication with people with disabilities for the customers;
- as part of the development of the Relay Race for Success project, replicate methodological recommendations on the implementation of the social programme in conjunction with the Open for All project of the Agency for Strategic Initiatives;
- development of the Kind Bunny inclusion project and launch of an initiative to train buyers to interact with people with disabilities in public places.