In 2018 it helped:

- Uralkali regularly helps disadvantaged population groups.
- The Company also provides assistance in transporting road construction around the building have begun. Rendering of the foundation, site improvements and ring road construction around the building have begun.
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The Company also provides assistance in transporting citizens to festive services.

Charity and Sponsorship

Uralkali regularly helps disadvantaged population groups. In 2018 it helped:

- Solikamsk Town Public Organisation of Disabled People Luch;
- Berezniki Local Organisation All Russia Society of Disabled People;
- Solikamsk Local Organisation All Russia Association of the Blind;
- Berezniki Town Organisation All Russia Organisation of Disabled People Chernobil Russia Union;
- town counsels of war, labour, military and law enforcement veterans of Berezniki and Solikamsk;
- town Wildlife Conservation Society of Berezniki;
- Childhood’s Planet (Planeta Detsvta) Charity Fund of Berezniki;
- local Public Organisation Army Veterans Union of Berezniki.

Uralkali is a partner of the 4th Interregional Exhibition “Rudnik-2018”

Uralkali became a partner of the 4th Interregional Exhibition of Technologies, Equipment and Custom Machinery for Mining and Processing of Ores and Minerals “Rudnik-2018”, which was held in Perm in September 2018.

Uralkali’s booth enabled the visitors of the exhibition to get acquainted with the main types of products, the technology of ore extraction and potash fertilisers production, in line with scientific developments applied in the potash industry.

A round table Project Presentation of Enterprises Operating in the Perm Region was organised on behalf of PJSC Uralkali within the framework of the exhibition. The Ministry of Industry and Trade of the Perm Region, the Regional Centre of Engineering, and the Design Institute of JSC “VNII Galurgii” supported the organisation of the presentation platform. The purpose of the event was to attract the scientific and technical potential of enterprises in the region to solve Uralkali's scientific, technical, engineering and production problems. Thanks to the enhanced interaction with local suppliers, the Company can implement the policy of import substitution and support of small and medium-sized business of the Perm Region in practice.
## Employees
Every aspect of our strategy is based on the commitment of our people. Their knowledge, their willingness to work and their satisfaction are the Company’s keys to success. We put an emphasis on creating conditions for the professional and career growth of our employees, which strengthens their loyalty to the business.

- Principles of social partnership
- Mutual respect and trust that underpin HR Policy
- Financial and non-financial incentives
- Learning and development opportunities
- Compliance with health and safety standards
- HR Policy and Labour Safety Policy
- The system of internal communication and feedback
- Regular meetings between management and employees
- Feedback on hotline (call-centre) messages
- Ensuring safety in the workplace
- Implementation of social programmes and financial incentive programmes
- Employee satisfaction and employee engagement surveys

## Trade Unions
Efficient cooperation with trade unions is essential for the Company in understanding and fulfilling employees’ expectations. Trade unions help monitor the implementation of all health and safety rules and other important agreements.

- Employee loyalty
- Compliance with labour safety regulations
- Feedback from employees
- Decisions on important social issues
- Reports on the execution of provisions of collective bargaining agreements and labour safety agreements
- Regular face-to-face meetings with management and trade union members
- Collecting written opinions on most important social issues

## Government and Local Authorities
The Company strictly follows industry standards and complies with local and international laws and regulations. Uralkali aims to establish and maintain stable and constructive relations with national and local government authorities, based on the principles of accountability, good faith and mutual benefit.

- Reporting to regulators
- Paying taxes
- Planning and implementing social projects
- Maintaining a dialogue with government authorities on current legislative and regulatory issues
- Information disclosure and reporting
- Dialogue with government authorities on legislative and regulatory issues
- Development of partnership agreements
- Participation in workshops and expert panels
- Implementation of joint projects
- Local community development planning

## Local Communities
The Company’s development needs to be supported by the local communities wherever it operates. Sustainability of ecosystems, biodiversity and a healthy environment are vital conditions for the wellbeing of future generations. A better quality of life for our employees and local communities through our social and cultural projects contributes to regional social and economic development and ensures the sustainability of our operations, helping us fulfill our commitments as an industry leader.

- Environmental safety and mitigation of the consequences of industrial accidents
- Housing infrastructure development and modernisation
- Social infrastructure development and modernisation
- Sports development
- Support for cultural events
- Support for disadvantaged groups of the community

## Mass Media
Uralkali is interested in objective, accurate, and timely media coverage of all its operating results, key external and internal events, social activities, participations in the industry conferences, international and Russian exhibitions, and other events. An objective perception of Uralkali and its strategy by all stakeholders is vital for both the Company and its target audiences.

- Accurate media coverage of the Company’s strategic messages, corporate events, and news
- Getting feedback from the public and the media
- Maintaining relationship with stakeholders at all levels

- Meetings with representatives of local communities
- Economic, environmental, and social initiatives
- Implementation of CSR projects and local community development programmes
- Assisting in the design of development plans for the regions in which Uralkali operates
- Publications in local media
- Public hearings
- Maintaining contact with NGOs

- Press releases on significant issues and key events
- Interviews with management
- Press tours and press conferences
- Relationship building events for media
- Perception studies among target media