Dear all,

We bring to your attention a regular review of the latest news and other important events around VK. Feel free to reach out, if you have any follow-up questions.

With best regards, VK IR team

Advertising:

o   VK Ads now has an ability to transfer campaign spending data to AppsFlyer.

Social platforms and media content:

o   VK Video platform was announced as a video service of the year in two Runet Award Nominations.

o   2024 VK Video results: 2.9 bn video views per day, 44 mn app installations and a 52% increase in the number of authors.

o   Sergey Lyadzhin, Technical Director of the VK's Social platforms and media content segment, spoke about the results and development plans of VK Video.

o   VK allocates VK Video as a separate project of its Bug Bounty vulnerability scanning program.

o   VK Dating and VK Messenger summed up results of the year.

o   Sferum's results of the year: almost all schools and teachers of the country are registered in the service.

o   OK launch SMM course on the platform.

o   OK will hold the first hobby festival at VDNKh.

VK Tech:

o   VK considers VK Tech Initial Public Offering.

o   VK HR Tek updated its personal account for paperless workflow management.

Ecosystem services and other business lines:

o   More than 2 mn Russians transferred mail to the xmail.ru Mail.ru email domain.

o   Chinese developers increased investment in RuStore promotion fivefold.

ESG:

o   VK Education summed up 2024 results: more than 4 mn schoolchildren and students participated in VK educational projects in 2024.