

Dear all,

Please find the latest VK-related news and other relevant highlights below. Feel free to [reach out](#), if have any follow-up questions.

With best regards, VK IR team

IR/corporate matters:

- O2O JV and People&People – an asset management company with Gruzovichkof, Taxovichkof and other businesses in its portfolio – have signed legally binding documents on the [sale of Citymobil assets](#) (incl Citymobil's tech platform, the brand, and the channels utilized to attract customers). The deal is scheduled to be closed in 2Q 2022.

Macro:

- Annual inflation rose to 16.7% in [March](#), the highest since 2015.

Social & Communication products incl certain New Initiatives and ecosystem projects:

- VKontakte now allows third-party developers to create [direct video streams via API](#). Public API for streams is now available for integration on the sites, in mini apps and standalone apps.
- VKontakte launched a [function against hacking](#) and identity theft.
- VKontakte extended the largest author support program and showed the [first results](#): **the average weekly earnings of communities increased by up to 300%**.
- VK Video launched a function to automatically [increase the resolution](#) and frame rate up to 60 FPS in videos based on its proprietary NeuroHD neural network technology.
- **OK [opened access](#) to "Moments" (disappearing photos and videos) for all communities**. Using "Moments", authors, media and businesses will be able to increase the engagement of their subscribers and expand reach. **"Moments" MAU already exceeds 28mn**.
- **VK Calls launched a [separate mobile application](#) for unlimited video conferencing** (*illustration attached*).
- VKontakte was mentioned among the [most popular social networks](#) in Russia, according to the survey of blogging agency Invite and research agency Tiburon Research.

Games & eSports:

- [Blast Brigade vs. the Evil Legion of Dr. Cread](#) is now available on PC, Nintendo Switch, PlayStation 4, PlayStation 5, Xbox One, and Xbox Series X/S.
- **Boosty.to** (monetization service for bloggers) **showed [record growth](#) of registered authors in March – 4x MoM and 5.3x YoY**.

Mobility and food-tech:

- **Delivery Club has [entered the B2B logistics](#) market** and now offers express delivery to all companies including small and medium-sized businesses (and not only restaurants and grocery chains).

EdTech:

- **The number of Sferum users [reached 3.5mn](#) at the beginning of April 2022 (incl. 420k teachers)**.
- Despite the decrease in sales on the online education market in March (according to *RBC*), Skillbox recorded [positive sales dynamics](#) for a number of programming courses, including increased demand for English language courses (+24% vs. Feb) and corporate training.

Other


- **VK is working on launching [an app store](#) for developers - the project is scheduled to launch in May 2022**.

ESG:


- **Mail.ru [updated the security system](#), which fights >250mn fraudulent mailings every day**. Now, for additional protection of users, letters from reliable senders are marked with a "green shield".
- Citydrive carsharing was the first in Russia to bring the [Tesla Model Y](#) electric crossover to the line and opened access for all electric car models.
- Speaking about [ESG transformation](#), representatives of a VK noted that the transition to "green" technologies is a natural and inevitable process.
- VK, Moscow Institute of Physics and Technology and Moscow State Technical University. N. E. Bauman announced the [winners](#) of the Olympiad in programming "Technocup".

Product illustrations:

VK Calls

 **VK Звонки**


**Отдельное приложение
для мобильных устройств**



Безлимитное количество участников и неограниченная длительность звонка



Анонимное подключение по ссылке без регистрации аккаунта



Планирование, демонстрация экрана, трансляция и запись звонка

