Dear all,

Please find the latest VK-related news and other relevant highlights below. Feel free to <u>reach out</u>, 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 <u>sale of Citymobil assets</u> (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 <u>March</u>, the highest since 2015.

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

- VKontakte now allows third-party developers to a create <u>direct video streams via API</u>. Public API for streams is now available for integration on the sires, in mini apps and standalone apps.
- VKontakte launched a <u>function against hacking</u> and identity theft.
- VKontakte extended the largest author support program and showed the <u>first results</u>: the average weekly earnings of communities increased by up to 300%.
- VK Video launched a function to automatically <u>increase the resolution</u> and frame rate up to 60 FPS in videos based on its proprietary NeuroHD neural network technology.
- OK <u>opened access</u> 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 <u>most popular social networks</u> in Russia, according to the survey of blogging agency Invite and research agency Tiburon Research.

Games & eSports:

- <u>Blast Brigade vs. the Evil Legion of Dr. Cread</u> 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 <u>record growth</u> of registered authors in March 4x MoM and 5.3x YoY.

Mobility and food-tech:

• Delivery Club has <u>entered the B2B logistics</u> 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 <u>reached 3.5mn</u> 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 <u>an app store</u> for developers - the project is scheduled to launch in May 2022.

ESG:

- Mail.ru <u>updated the security system</u>, 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 <u>Tesla Model Y</u> electric crossover to the line and opened access for all electric car models.
- Speaking about <u>ESG transformation</u>, 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 <u>winners</u> of the Olympiad in programming "Technocup".

VK News Digest

Product illustrations:

VK Calls

<u> V</u>K Звонки

Отдельное приложение для мобильных устройств

∞

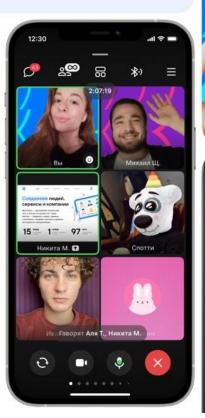
Безлимитное количество участников и неограниченная длительность звонка

8

Анонимное подключение по ссылке без регистрации аккаунта



Планирование, демонстрация экрана, трансляция и запись звонка





Виртуальные фоны и опция «Улучшение черт лица» и интеллектуальное шумоподавление



