



Dear all,

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

With best regards, VK IR team

IR / corporate matters:

- VK [published](#) its now third annual ESG report for 2021, along with related [data book](#) and [summary IR blog](#)
- VK [released](#) unaudited IFRS results and segment financial information for the three and six months ended 30 June 2022, along with related [data book](#) and [presentation](#).
- Along with financial results, we published ESG results for 2Q 2022 in the form of a [quarterly presentation](#), supported by a summary [IR blog](#).

Macro:

- The Central Bank of Russia [presented its forecast](#) for the economic development in 2023-2025: in the base case scenario the key rate is projected at 6.5-8.5% in 2023, 6-7% in 2024, 5-6% in 2025; GDP growth – from -4% to -6% in 2023 and 1.5-2.5% in 2024-2025; inflation – 5-7% in 2023, 4% in 2024 and 2025.

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

- VKontakte [announced](#) a global update of the mobile app: the first step will be a new feed design. (*illustration #1 attached*)
- VKontakte presented the [results of the second quarter of 2022](#): a record 75.7 million Russian users per month and 2.35 billion views on VK Video per day.
- OK [held](#) its first meeting with bloggers of the social network in St. Petersburg.
- VK [updated](#) the positioning of Marusya - now as "your audio friend" (instead of voice assistant), has a friendly style of communication with users, including children. (*illustration #2 attached*)

Games:

- Virtus.pro will [participate](#) in the main Esports tournament Dota 2 The International 2022.
- Virtus.pro's Dota 2 roster [took 7th-8th place](#) at the Arlington Major.

B2B:

- VK HR platform [announced](#) integration with Trivio travel service.

ESG:

- VK [invited](#) Russian participants of the International Olympiad in Computer Science to an internship.
- VK Video will [support](#) the 11th KONIK Independent Short Film Festival (August 10-14).
- A summer educational program for programming [launched](#) at the Sirius University of Science and Technology with the support of VK experts.
- Citydrive placed young and talented [artists paintings](#) on the hoods of cars for the Vth International Interactive Festival of Contemporary Art ARTLIFE FEST.

Other:

- RuStore [found out](#) which apps are in demand in different regions of Russia.
- RIS group carried out [ad integration](#) in the VK Dating service.

Product illustrations:

[1] VKontakte updated news feed

Новая лента ВКонтакте

Яркий контент — в фокусе

Три формата изображений, одинаково заметных на экранах любого размера

Дополнительные вложения стали компактнее

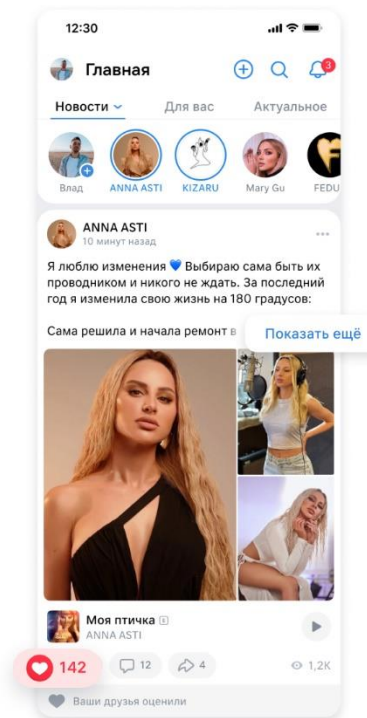
Все форматы в быстром доступе, а фокус на ключевом контенте увеличит вовлечённость аудитории

Текст и изображения — в гармонии

Первые строки всегда на экране. Открыть полностью даже очень большой текст можно одним нажатием

Быстрые реакции — и без лишнего внимания

Поставить посту «Нравится» можно в два нажатия. Запись с вашей оценкой попадёт в ленту друзьям, но без вашего имени



[2] Marusya's new positioning



Маруся, включи песню для эпичной битвы!

маруся — твой голосовой друг