

Dear all,

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

With best regards, VK IR team

IR/corporate matters:

- Anton Ustinov, Chairman of the Management Board of SOGAZ JSC, and Dmitry Chudakov, Head of Legal Department at Gazprom-Media Holding, were [nominated by MFT and appointed as new Directors](#) to the Board of VK, replacing Vladimir Gabrielyan and Dmitry Sergeev.

Macro:

- Rosstat confirmed that Russian inflation reached [8.4%](#) in 2021.
- The state is [preparing](#) for the new surge in the COVID-19 incidences in Russia due to the spread of the Omicron strain.

Advertising & other market data:

- App Store spending increased by 19% YoY to \$170bn in 2021, while users spent 4.8 hours daily in mobile apps in the top-10 mobile-first markets (+30% vs 2019), according to the latest App Annie [report](#). Russian users spent 4.1 hour per day on mobile on average in 2021 (vs 3.8 in 2020 and 2.7 in 2019). Russia ranked #6 by the number of downloads (5.6bn), #11 by consumer spend (\$1.6bn), #8 by time spent (109tn hours).
- **VK and AliExpress Russia ranked among the Top-10 mobile app publishers in Russia by the number of downloads in 2021. VK is also ranked #1 among app publishers by consumer spend.**

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

- **VKontakte and Mail.Ru ranked among the Top-10 Social apps in Russia by the number of downloads in 2021**, according to the App Annie [ranking](#). **VKontakte (#1) and OK (#3) were also in Top-3 by Consumer Spend.**
- **VK Music, VKontakte and OK apps ranked among the Top-10 list of apps with highest consumer spend in Russia in 2021**, according to App Annie [ranking](#). **VKontakte app was also included into Top-5 apps with highest MAU in the region.**
- VK Video prepared a [New Year section](#) with exclusive content available free of charge during the January public holidays in Russia.
- VK Clips launched creative spaces on Moscow and Saint Petersburg skating rinks (*illustration attached*).
- OK launched a new service “New look” which helps create a personal animation based on deep-fake and neural networks technologies (*illustration attached*).
- OK users [sent >900mn gifts and 56mn stickers](#) (+2.2x YoY) during 30 Dec 2021 – 1 Jan 2022. **82.7% of OK DAU sent and received gifts during holidays.** Moments weekly audience exceeded 18.5mn people, while users made >0.5mn wishes.
- Andrey Yakushev, a director on a development of Newsfeed and Recommendations, [explained](#) why users need dislikes and why social networks abandon them.

Games & eSports:

- **VK ranked among the Top-10 mobile game publishers in Russia by consumer spend**, according to App Annie [ranking](#).
- Nikita Matsokin, Head of producer team at MGVC, [spoke](#) about MGVC investments into Belarusian game development.
- PwC expects Russian video game market to [reach RUB 186.5bn](#) in 2025 (with 5% CAGR). Vasily Maguryan, MY.GAMES CEO, thinks the market might reach this level faster and exceed RUB 200bn in 2025.
- Virtus.pro and a betting company Winline [announced](#) a 3-year partnership. Also, Winline [became](#) Epic Esports Events partner within the DPC and D2CL series in 2022.
- Computer Club VP.Bearloga and a company Dymov [announced](#) a partnership.

Mobility and food-tech:

- **Delivery Club fulfilled >10mn in orders** (incl. food delivery, take-away orders, cashless tips for waiters) **in December 2021**. The service fulfilled 9.8mn orders from restaurants and grocery stores (+60% YoY) in December 2021, which marked a new record for the service. **The average delivery time stood at 29-35 minutes.**
- **Delivery Club and Samokat ranked among the Top-5 local apps within the Food & Drink category in Russia by the number of Download in 2021**, according to App Annie [ranking](#). **Delivery Club also held a #2 position in the rating by MAU in the region.**
- **Citymobil app ranked among the Top-10 in the Travel category of apps in Russia by the number of downloads in 2021**, according to App Annie [report](#). **Citydrive app also ranked among Top-10 Travel apps in Russia by the most significant breakout of the downloads in 2021.**

- Anastasia Kalinkina, Operational director at Local Kitchen, [spoke](#) about the trends in FoodTech in 2022.
- 54% of Russian consumers chose taxi to reach a meeting point for New Year celebration, 20% chose car sharing, 11% used own car and <5% used public transport, according to Citymobil and Citydrive [survey](#).
- Delivery Club saw [53% YoY growth](#) of ready-to-eat orders during 3-9 Jan 2022 in Moscow.

E-commerce:

- AliExpress Russia (AER) came at the top of App Annie Shopping Apps 2021 [ranking](#) by change in yearly downloads and MAU in EMEA. Also, KazanExpress (controlled by AER) app is in Top-5 Breakout Downloads list.
- Accenture [expects the \\$492bn](#) global social commerce industry to grow 3x as fast as traditional ecommerce to \$1.2tn by 2025. Growth is predicted to be driven primarily by Gen Z and Millennial social media users, accounting for 62% of global social commerce spend by 2025.

EdTech:

- Sergey Popkov, co-founder and program director of Skillbox, [spoke](#) about the trends in EdTech in 2021 and platform's plans.

B2B

- VK Cloud Solutions was mentioned among [Top-5 providers](#) of Kubernetes 2021 by Market.CNews.

Other

- KazanExpress, Umschool, Playkey, Algoritmika, Native Roll were mentioned in [Top-100](#) successful start-ups in Russia by Inc. Russia.

ESG:

- We shared a [video](#) about IT Knowledge day, where VK employees spoke with school students about game development.

Product illustrations:

VK Clips creative spaces on skating rinks



OK: "New look"

