

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:

- Updated shareholder structure (as of 31 Dec 2021) of VK can be found within the [Support materials](#) section of our site.

Macro:

- Russian state budget in 2021 was executed with a [surplus of 0.4% of GDP](#) (RUB 0.5tn), according to preliminary data from the Ministry of Finance.

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

- OK published [results](#) of its gaming platform for 2021. Total payments to game developer were >RUB 3.2bn. OK paid >RUB 1.2bn to mobile game developers, while mobile game MAU exceeded 13mn in 2021.
- OK outlined [Top-8 launches for business](#) in 2021 which included, stickers with sound & a constructor of stickers, automated search and pessimization of low-quality content, subscription on groups and authors' publications, an update of groups statistics, cards with goods inside video streams, retargeting and CPC model inside ad manager, hypercasual games segment, VK Mini Apps in groups in OK. OK launches in B2C segment in 2021 included deepfake service for New Year congratulations, recognition of audio messages, referral programs in OK/AliExpress Russia marketplace.
- The audience of the first winter VK Fest reached [33mn](#) unique viewers. VK Fest had >135mn views globally.
- VKontakte [conducted a survey](#) among micro entrepreneurs. Almost all respondents sell their products via the social networks, 44% of respondents develop own sites, 23% and 18% sell their products via classifieds and marketplaces respectively. 63% of micro entrepreneurs see targeting ads as the most effective promotion tool, 36% think loyalty instruments (discounts, promos, cashbacks) are the most efficient tools and 27% like context ads.
- VKontakte for business created a [mini app "On the counter"](#) which helps to manage an assortment (create cards with goods, copy descriptions, edit cards).
- Admitad [mentioned](#) VKontakte and OK among the Top-5 channels which increased an inflow of gamers into computer games in 2021.
- Vkontakte was among the [Top-5 apps](#) by the audience reach in Russia in December 2021, according to Romir.

Games & eSports:

- Hustle Castle introduced a [new event](#) called "*The Steam Hustle*". The game will also have a variety of updates and improvements.
- Elena Grigoryan, Head of Marketing and Advertising at MY.GAMES, [described](#) how the game industry works (in Russian).
- Epic Esports Events and Winline [announced](#) Winline Dota 2 Champions League Season 7. The new season will be held from January 24 to February 17, where teams will draw a \$50.000 prize pool.
- China, USA, South Korea, Japan and Russia are among Top-5 countries by the consumption of a gaming content, according to BCG. BCG estimates global game market [could reach \\$175bn](#) and will continue growing at 10% annually.

Mobility and food-tech:

- Samokat now delivers [ready-to-eat food](#) from catering, retail stores, meals delivery services (Shokoladnitsa, Grabli, Azbuka Vkusa, Justfood, Creative Kitchen).

E-commerce:

- The number of sellers from the Tatarstan region on AliExpress increased [3x YoY to 2,100](#).
- 59% of Russian Internet users made non-food online purchases during the last year, according to [WCIOM survey](#). The customers think AliExpress has the widest assortment, the most attractive prices and the largest sales.

EdTech:

- Vladimir Koltsov, a leading Game designer at Uchi.ru, [spoke](#) about gamification tools in education.

B2B

- VK Digital Technologies launched a [cloud service Try.Tarantool](#) which allows to test DBMS Tarantool without an installation on the computer.

ESG:

- VK Education [launched](#) 3 free of charge online programs (system analytics, manual testing, automated testing) for university students.
- Participants of VKontakte's New Year charity campaign showed high engagement and donated [RUB 29mn](#) which will be transferred to WWF Russia.
- Skillbox [shared](#) interim results of its program of education at preferential terms for NGOs. During the 4 months NGOs saved RUB 9mn.
- VK projects [presented results](#) of a large joint New Year charity campaign. VK will transfer RUB 32mn to 22 charitable funds.