

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:

- We published the main VKontakte development highlights for 2021, with related summary available within the [IR blog](#) section of our website.

#### Macro:

- IMF slightly lowered the forecast for Russia's GDP growth in 2022 [from 2.9% to 2.8%](#), with the growth outlook for 2023 revised up from 2% to 2.1%.

#### Advertising & other market data:

- myTarget [expanded the audience coverage](#) from 5 to 15mn users for its Look-alike targeting technology.
- According to Dentsu estimates, Russian advertising market [grew by 17.5% in 2021](#), with the Digital segment increasing by 19.9% YoY. Dentsu expects **Russia's advertising market to grow by 11.2% YoY in 2022**, with the **Digital segment to increase by 12.8%** towards 55.3% share of the overall advertising market.

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

- More than 50% of respondents use social networks every day, according to ROCIT [survey](#). Local social networks are more popular among Russian users versus their foreign analogues: 53.5% of respondents use VKontakte daily and 37% of respondents use OK every day.
- Kia, Innocean Worldwide, Proximity Media and MDP Performance tested an updated look-alike algorithm in VKontakte and [shared](#) their results.
- VKontakte [was included](#) in a list of socially important domestic Internet resources.

#### Games & eSports:

- Epic Esports Events will [organise DPC 2021-2022 Tour 1](#) Regional Finals EEU. The matches will be held online between February 18 and 20, 2022.
- Virtus.pro CS:GO roster [is going to take part](#) in ESL Challenger Anaheim, which is scheduled for 11-13 of February and has the prize pool of \$100,000.

#### Mobility and food-tech:

- **Delivery Club surpassed a milestone of [100,000 delivered orders](#) from retail stores.**
- 64% of taxi drivers consider their work in ride hailing as the main source of income, while 34% consider it as side job, according to Citymobil [survey](#).
- Citymobil and The Ministry of Transport and Roads Infrastructure of Moscow region are [testing](#) the monitoring system controlling taxi drivers' fatigue.
- Nikita Zakharov, CFO at Local Kitchen, [spoke](#) about consumer engagement in 2021.

#### E-commerce:

- Mastercard [reduced interchange fee](#) for large marketplaces include AliExpress Russia.
- **AliExpress Russia sped up a delivery from China and made all (even cheap) orders from China [trackable](#).**

#### EdTech:

- Uchi.ru [shared its view](#) on main trends in EdTech.

#### B2B

- cGIS Technologies [launched](#) a cloud version of its platform on the base of VK Cloud Solutions.
- Several projects with the help of VK Digital Technologies solutions won in Global CIO's contest "[Project of the Year](#)".
- VK Cloud Solutions was mentioned among Major Players in IDC report "IDC MarketScape: Russia Public Cloud Infrastructure as a Service"

#### Other

- VK Pay clients can now use Visa's [fast transfers by mobile number](#).
- Mail.ru email service [updated](#) a gesture control.
- **VK is among Top-10 most attractive employers for students from Russian universities, according to [FutureToday survey](#).** The company is also among the Top-5 in the rating based on employers' target audiences.

**ESG:**

- VK participated in a [discussion of bullying in schools](#). VK streamed the discussion.
- VK Education, Uchi.ru, Sferum and Education and Science Department of Moscow launch a [series of professional online meetings with teachers](#). The experts will discuss digital resources, improvement of interaction with students, ways to increase efficiency.