



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

Macro:

- On July 22, 2022, the Bank of Russia **reduced [the key rate](#) by 150 bp to 8.0%** and presented an updated macro [forecast](#).

Advertising & other market data:

- According to OMD OM Group, the overall decline of the overall [advertising market](#) in Russia in the first half of 2022 was 29%, in the second quarter - up to 45%. The digital advertising segment decreased by 34% in the first half of 2022.

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

- VKontakte [launched](#) vmoji, personalized digital avatars** for communication and self-expression in the virtual world, which are created using face recognition technologies and VKontakte's own generative ML models. (*illustration #1 attached*)
- VKontakte is [testing](#) a new section with **text reviews and ratings for "Business" communities**. (*illustration #2 attached*)
- VK Advertising [launched](#) an automatic generator of ad texts** when promoting mobile applications.
- VK Calls [launched](#) a scheduling function** – users can now create a conference call in advance with a reminder added to the calendar and a link to participants by email or any messenger. (*illustration #3 attached*)
- Odnoklassniki [launched](#) the possibility of payments on the platform using QR codes**.
- The open-air [VK Fest festival](#) was held in Moscow, St. Petersburg and Sirius (Sochi) on July 23-34.

Games & eSports:

- [Traffic for mobile games](#) developed by Russian game studios and platforms **doubled in June 2022** compared to June 2021, according to Yota. The top three leading providers included the VK Gaming division.

Mobility & food-tech:

- Delivery Club and Magnit [expanded](#) the range of 30-minute delivery to 66 cities.
- Samokat and Sbermarket agreed on [cooperation](#) and now the Samokat assortment is showcased on Sbermarket platform.

B2B:

- The personal data information system of VK Cloud Solutions platform was **[certified for the first level of security](#)** by experts from the National Certification Center (Informzaschita Group).
- Digital logistics platform** based on VK Cloud Solutions (Logistics as a Service, LaaS) [started](#) working in logistics company Lorus SCM.
- Group4Media has become an [official partner](#) for working with the VK Customer Experience Hub platform.
- MR Group [integrated](#) the PREDICT AI service from VK to calculate apartment housing.

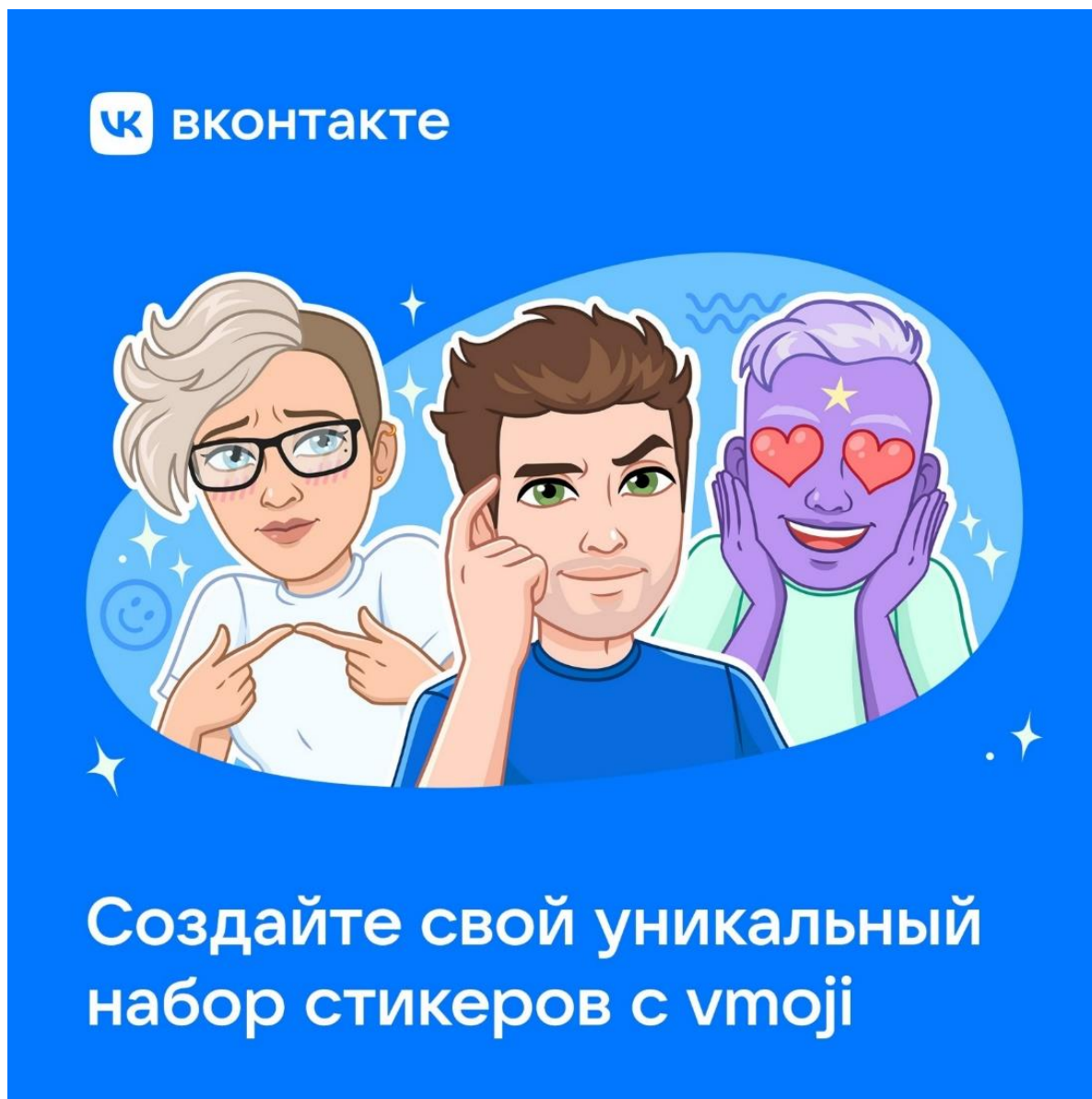
ESG:

- VK [launched](#) "Test Drive of IT Professions", an IT career guidance application for schoolchildren based on the VK Mini Apps platform.
- "Marusya" voice assistant is now able to [transmit](#) over 1.5 thousand messages from Russians to nursing homes.
- GeekBrains with the Ministry of Digital Development **[will train the unemployed and the disabled](#)** in IT professions for free. Other categories of citizens will be able to reimburse 50% and 75% of the cost of training on the platform.
- Delivery Club launched the [sports team](#) project - the company will support couriers who are actively training in running and cycling, compensate competitions fees for them, provide professional uniforms and reward the most active participants.

- City Drive has [doubled](#) its electric vehicles fleet since April 2022.
- Welcome Mail.ru, immersive theater Playback 01 and SBTG studio have launched an [online performance](#) about checkups and how they save lives.

Product illustrations:

[1] VKontakte vmoji

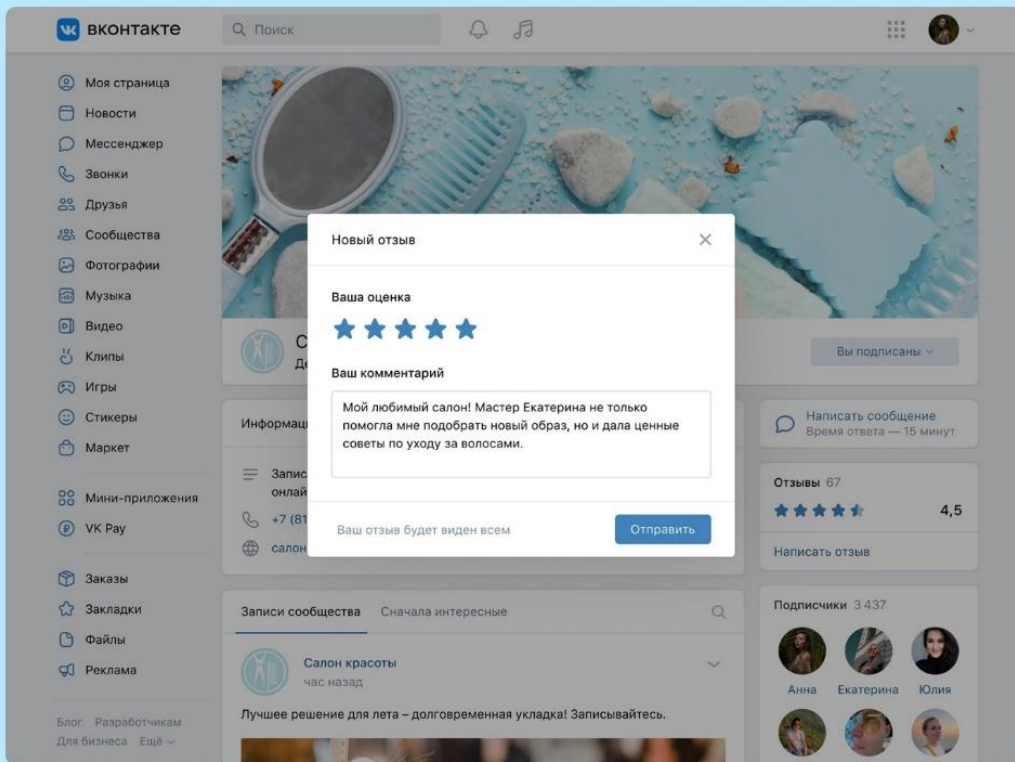


[



2] VKontakte reviews and ratings for "Business" communities

Отзывы в бизнес-сообществах



[3] VK Calls scheduling



VK Звонки

📞 Новый звонок ▾

📅 Запланировать