



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:

- Anton Malginov (Head of Legal department at VK since 2010) has [joined](#) the Board of Directors of VK as an Executive director.

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

- VKontakte is testing the expansion of the [affiliate monetization program](#) for communities.
- VKontakte is testing the procedure for [additional verification](#) of the pages of public organizations - institutions will be able to confirm the status of communities and their authenticity via the E-Services portal.
- VK launched a [support program](#) for app developers in RuStore, in effect until September 30, 2022.
- Odnoklassniki launched a new additional [support program](#) for active authors.
- Odnoklassniki launched a new format of [video gifts with celebrities](#).
- VK launched a summer [mobile development bootcamp](#) at Sirius University.

Games & eSports:

- VK has become an [official partner](#) of the Winline D2CL tournament series.
- Boosty, creator content monetization platform, launched [private messages](#) - as part of the new functionality, authors will be able to send private messages to all subscribers.

Mobility and food-tech:

- Delivery Club and [Magnit](#) have agreed to cooperate in the field of courier delivery for Magnit Delivery service.
- Self-pickup from [KFC](#) restaurants is now available via Delivery Club.

EdTech:

- High school students took part in the development of digital products within the [special program of Sferum](#).
- VK and Higher School of Economics plan to create an [educational program](#) for the development of an advanced engineering and mathematics school of information and communication technologies.

B2B:

- The union of system integrators Ramax Group and VK Digital Technologies entered into a [partnership agreement](#) to develop a joint offering for large and medium-sized companies to improve business process efficiency via Process Mining technology, tax monitoring and data acceleration tools.
- VK Digital Technologies on HR-tech: Aleksey Dmitriev, Director of HR-tech development, gave an [interview](#) about the **prospects for the HR-tech solutions** and Andrey Malyutin, Product Manager, [explained](#) what tasks modern HRM systems will solve and what requirements customers place on them, using the example of the **VK People Hub platform**.
- VK and the network of clinics "RZD-Medicine" signed an agreement on [strategic cooperation](#) in order to work together on innovative development and digitalization of medical institutions.
- VK won the [TAdviser IT Prize 2022](#) for the project of implementing its tax monitoring platform.

ESG:

- VK opened an [admission](#) for free training in the Big Data Academy MADE.
- The Russian environmental operator and the Uchi.Home project from the Uchi.Ru platform opened an admission to the summer [eco-camp for schoolchildren](#).
- VKontakte and the Erarta Museum of Modern Art will hold an [exhibition](#) "The Voice of Cities", inspired by the aesthetics of residential areas.
- Delivery Club added an [eco-taxi option](#) in the app and now users can order it to transfer their recyclables for recycling.



- Delivery Club expanded the annual "[Knowledge Delivery](#)" grant program for couriers. Delivery Club and Skillbox Holding Limited will pay 90% of the cost of each course, and the couriers will need to pay the rest.

Other:

- VK Ads strengthened its [customer support](#) service - advertisers will be consulted faster and more efficiently in a separate chat in the advertising account.
- Mail.ru mailing service launched [voice control](#) via smart speakers VK Capsule and VK Capsule Mini.
- **37% of Russians** [use cloud services](#) in their daily lives, according to a study by VK Play and ResearchMe dedicated to the development of cloud gaming and metaverses.