



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

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

- **VK Clips launched an updated [recommendation system](#)**: the feed adjusts to viewer's interests in real time. *(illustration attached)*
- **VKontakte announced [Vmoji digital avatars](#): the first step in building a virtual universe** on the social network. The new function will be based on face recognition technologies and generative ML models.
- VKontakte launched a [support program for streamers](#).

Games & eSports:

- VK will develop the [metaverse](#) and provide a technological platform for the "[Games of the Future](#)" - the Olympic Games analogue for cybersports. The first games will be held in 2024 in Kazan.
- VK and Lesta Games launched a [partnership](#) to jointly develop the gaming industry and eSports in Russia.
- Virtus.pro [opened](#) a Warface roster and participated in a tournament with a prize fund of RUB 17 mn.
- [Lost Ark game updates](#): fresh video and details of the Artist class was rolled out.

EdTech:

- **VK, Skillbox and [leading Russian universities](#) signed a memorandum on the development of online education and distance learning technologies** in Russia.
- VK and the Ministry of Education of Russia agreed to [cooperate](#) on **digital transformation of education**.
- VK and the HSE Graduate School of Business entered into a partnership agreement to develop the "Digital Innovation in Enterprise Management" [undergraduate program](#).
- VK Cloud Solutions and ITMO have launched a free online [course on cloud technologies](#).

B2B:

- **VK released a product for socialization and employee experience management - [VK People Hub Social Box](#)**.
- VK agreed to jointly develop technological solutions with [Gazprom Neft](#), [Russian Railways](#) and [Rosseti Center](#).
- VK will develop partnerships in fintech with [NSPK](#) (payment system "Mir") and [VTB](#).
- Transneft [switched](#) to using the VK Tax Compliance platform as part of tax monitoring.
- Rostelecom and VK launched a "[Cloud](#)" [partner tariff plan](#), which combines storage in the Mail.ru Cloud and broadband Internet from Rostelecom.

ESG:

- Ksenia Toporkova, VK Sustainability Manager, and Alexandra Babkina, VK Social Projects Director gave an [interview](#) about ESG projects and related initiatives and strategy at VK.
- The [Code of Kindness](#) (VK's charitable foundation) published its results for 2021.

Other:

- VK entered into partnership agreements on development of digital services with the [Federation Council](#), the governments of [Tatarstan](#), [Moscow](#) and [St. Petersburg](#).
- RuStore users [downloaded](#) over 500,000 apps within a month.
- **The daily audience of Cloud Mail.ru [grew by 93%](#) in April 2022, and its monthly audience grew by 43% vs. January 2022.**
- **VK's Marusya voice assistant can now [call and write SMS](#) messages to contacts from the smartphone's address book.**
- VK and Sirius will become partners in holding the music festival [VK Fest](#).



Product illustrations:

[1] VK Clips updates

