



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:**

- Russian [GDP](#) decreased by 3% year-on-year in April, according to the Ministry of Economy. In March, GDP growth amounted to 1.3%.

**Advertising & other market data:**

- The Russian advertising market in January-March 2022 [grew by 5%](#) - up to 128-130 billion rubles, according to ACAR.
- Russian music and video services increased their [advertising purchases](#) by seven times YoY in March-April, according to dentsu. Most of the investments are in TV and outdoor advertising, VK Music became the leader in terms of volume.
- In 2021 Russians spent more on [additional online education](#) than offline: spending by adults on additional online education amounted to 226 billion rubles and for the first time exceeded spending on full-time education - at 214 billion rubles, according to the study of the Russian EdTech market by Netology and Data Insight for 2021.
- VK Advertising [launched](#) the promotion of applications in RuStore.

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

- VK Video [implemented](#) advanced data transfer technology based on the new HTTP/3 Internet protocol to speed up the delivery of video content.
- **VK Clips celebrate its [2-year anniversary](#): daily short video views grew 7x within two years, now averaging 750 million views per day**, with the total number of published clips having reached 16.5 million.
- VK announced the [appointment of Nikolai Duksin](#) (previously worked at record label Gazgolder) as Director of Music Services.
- VK introduced an [updated "Calendar"](#) in "Mail.ru" mail service.

**Games & eSports:**

- Virtus.pro [presented](#) the updated CS:GO roster.

**Mobility and food-tech:**

- Citydrive reported an [increase in its fleet](#) in Sochi by 210 vehicles to above 500 vehicles in total.

**EdTech:**

- Skillbox survey [showed](#) that 85% of Russians want their children to become IT specialists.

**B2B:**

- AvtoVAZ is [upgrading](#) its IT infrastructure based on VK Cloud Solutions technologies.
- IT-company Cinimex [joined](#) the VK partnership program to develop interaction between participants within the tax monitoring regime.



**ESG:**

- Kseniia Toporkova, VK Sustainability Manager, made a **company-wide presentation of the UN Sustainable Development Goals and examples of VK's participation across all of them**. Related presentation is available [here](#) (in Russian).
- On June 1, VK products and services [launched](#) special projects on **cybersecurity of children**.
- VKontakte and "Digital Petersburg" launched a [contest](#) for programmers "Code of Petersburg" with a prize fund of 15 million rubles. Participants will present their services for citizens and tourists: for example, they will be able to introduce technologies into education and culture or develop the urban environment.
- Youla and Dobro Mail.ru have opened a [store with charitable merchandize](#) of Russian foundations and non-profit organizations.
- **VK Fest will make special focus on environmental, health and charity issues this year.**
- OK with the [Moscow Educational Channel](#) will hold a series of live broadcasts within the project "Summer on the Moscow Educational". Users will be able to learn about the features of the capital's education system and ways that will allow them to establish mutual understanding with children.
- VK Education and Uchi.ru [surveyed](#) schoolchildren and their parents on how they feel about studying and using gadgets during the summer holidays. The results showed that two-thirds of children will be studying for some time during the holidays.
- Dobro Mail.ru and ResearchMe published results of an [annual study on the eco-habits of Russians](#): the majority of Russians (56%) have retained their eco-habits after the pandemic.
- OK and the [Financial Culture](#) project of the Bank of Russia will teach people to protect themselves from financial fraud.
- **Uchi.ru started providing free yearly access to children from [low-income families](#).**