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 reported our FY 2021 audited financial results. Related presentation can be found here. We have also published a Q4 2021 ESG presentation, which is available here.
- We announced a number of changes to our Board of Directors as well as the management team.
- Trading on Equity Markets has been halted on Moscow Exchange since 28 February. On March 3, trading of VK's GDRs was also halted by the London Stock Exchange.

Macro:
- The CBR increased the key rate to 20% per annum on 28 February 2022.
- The government introduced the new support measures for IT industry in Russia.
- Experts forecast 8% decline of Russian GDP and 20% inflation in 2022, according to the CBR survey.

Advertising & other market data:
- Experts currently expect a decline of the Internet advertising market in Russia in 2022. At the same time there might be a flow of audience and bloggers to local platform, according to media.
- Mytarget presented Sales Promo Ads, which helps advertisers to promote their goods using retailers' information about goods and marketplaces and Internet shops' anonymized audience segments for targeting.

Social & Communication products incl certain New Initiatives and ecosystem projects:
- VKontakte is seeing an influx of audience activity (DAU increased by 200k users) at the end of February.
- VK Clips saw mass registration of content creators and an increased level of activity of already registered authors. On 8 March, VKontakte registered a new **daily record of 1.75bn video views and 600mn views of Clips.** On 11 March, VK Clips launched a RUB 100mn grant program to support the authors of Clips.
- OK is also seeing an inflow of audience: the number of registrations increased by 66% since the begging of March. New users actively publish a content, watch video, listen to music, add friends. Old users also became more active. The social network simplified registration, authorization, invitation process.
- VKontakte launched the largest support program for bloggers in its history: bloggers will get 100% of income earned via VKontakte monetization tools during a period of a month ending on April 10.
- VKontakte reported its Q4 2021 results.
- VKontakte and OK prepared several activities for Valentine's Day. You can find more details here and here (*illustration attached*).
- VKontakte created a neural network which analyzes millions of posts every second and automatically creates a newsfeed with actual trends. The algorithm selects topics with a high potential of quoting and discussion, then automatically groups these notes by topics (*illustration attached*).
- VKontakte app now can warn about unwanted calls using an internal algorithms and Big Data. The service compares a calling number with its base and identifies spam.
- OK prepared activities for the users to celebrate Defender of the Fatherland Day: photomarathons, competitions, thematic frames, recipes (*illustration attached*).
- Alexander Tobol, VKontakte CTO, spoke about a support of NFT in the social network. It will help authors to monetize a content and protect copyrights. No plans to create own blockchain.

Games & eSports:
- MY.GAMES reported FY 2021 results.
- MGVC shared the results of the second season of Game Drive (a business accelerator in cooperation with Google for the beginning developers). MGVC received 80 applications from 15 countries. MGVC invested RUB 15mn into one of the finalists, Game Mavericks (MGVC got a minority stake with an option for a control).
- Virtus.pro Dota 2 roster won 2nd place in the Regional DPC League and $25,000 prize.
- Virtus.pro CS:GO roster won 5-6th place on IEM Katowice 2022 and $40,000.
- Virtus.pro announced the extension of the partnership with the HAVAL automotive brand.

Mobility and food-tech:
- Delivery Club reported its FY 2021 results. Delivery Club generated RUB 5.3bn in gross revenue (+69% YoY) in Q4, with a 48% YoY growth in orders to 26.7mn and a 10mn monthly transaction milestone reached in December. 1P orders stood at 66% of total in Q4 (versus 59% in Q4 2020), while e-grocery orders amounted to 22% of total (versus 9% in Q4 2020).
- Samokat reported FY 2021 results. Its GMV increased 4.2x YoY to RUB 42.2bn in 2021 with the number of orders growing 4x YoY to 69.3mn.
- Samokat launched operations in 3 new cities inside the Moscow region.

- Samokat [opened](#) a large hub with 15k SKUs in Perm.
- Samokat was [a largest e-grocery player](#) in Saint Petersburg and Leningrad region in 2021 with 27.1% local market share, according to INFOline.
- Online food retail increased [by 260% YoY to RUB 155bn](#) in Russia in 2021, according to INFOline. The market grew 2.3x YoY in 4Q21.
- VK and Sber [decided](#) to close Citimobil. Citydrive business will continue its operations.
- Media [wrote](#) about the working processes at Samokat's dark stores.
- Citydrive now allows users to [leave cars on paid parking](#) in the center of Saint Petersburg.

E-commerce:
- AliExpress Russia [continues to serve](#) its Russian clients, not seeing [supply disruptions](#) from China.
- The number of sellers from Bashkiria increased [2.7x YoY to 1.9k](#) on AliExpress Russia, this region is among Top-10 Russian regions by the number of sellers on the marketplace. A turnover of these sellers increased by 30% QoQ in the last quarter.
- The share of online purchases on mobile devices increased from [59% in 2020 to 74% in 2021](#), according to RBC.

EdTech:
- 59% of respondents tried online education and 63% plan to study online in the future, according to *O+K Research* [survey](#). 44% of respondents attended paid online courses. 41% of online courses users studied foreign languages, marketing - 38%, business/management/soft skills – 31%, design – 24%, coding – 20%, analytics/data science – 17%. Skillbox and GeekBrains were mentioned among the most popular EdTech players.
- Uchi.ru and Higher School of Economics developed an [instrument](#) to evaluate school students' reading and skills.
- Skillbox Holding Limited became a leading EdTech company in Russia in 2021, according to [Smart Ranking](#).
- Interest to courses related to ads and promotion on foreign platforms [declined](#) at the end of February-beginning of March, according to Skillbox. But there is higher demand on coding. Overall decreased opportunity to get a bank loan puts pressure on paid online education.
- >50% of Russian women would like to begin a new vocation, according to GeekBrains [survey](#). The most popular vocations are related to IT industry.

B2B
- VK Business [strengthened](#) support of its SMB clients.
- Local cloud services providers (incl. VK Cloud Solutions) saw an [increased demand](#) during last weeks due to migration from foreign platforms.
- Moscow Metro [transferred](#) its digital resource to VK Cloud Solutions.
- Mango Insurance [rolled out](#) its subscription-based online-insurance service on VK Cloud Solutions platform.

Other
- Voice assistant Marusya with a help of Skillbox platform now can [ask questions on self-knowledge](#).

ESG:
- >30 projects won the NGO social advertising contest. The winners will receive [above RUB 3.2bn free advertising](#) spots on Internet platforms, including VK properties.
- The Central Bank of Russia holds an online Financial literacy and entrepreneurship Contest for grades 1-9 students. The Contest will be [held on the Uchi.ru platform](#).
- During 16-24 February Samokat users were able to buy hygiene products in the Beauty tab, which were [delivered to charitable organization Nochlezhka](#), where homeless people were able to get them for free.
- IT companies (including VK) [launched a pilot project](#) that identifies and blocks child pornography, as well as "sexualized content involving minors". Companies use artificial intelligence and manual moderation to search the content.
- OK opened a [grant program to support NGOs](#) and charitable foundations. On a quarterly basis, the OK will select 15 funds and add RUB 15,000 to their accounts in the OK ad manager.
- VKontakte launched a program to [support little-known sports](#) which are gaining popularity. Vkontakte plans to speak about niche sports, arrange own tournaments and live streams of the main competitions. The first participant of the projects is a kicker.
- Federal antimonopoly service and IT companies [signed a memorandum](#) with principles of interactions between participants of digital markets. The document implies self-regulation of the industry and denial of malpractices towards consumers, competitors and other participants.
- VK Work and Dobro Mail.ru launched a [project to support employment of the people with rare diseases](#) in employment. The aim of the initiative is to find out why it is difficult to find a job in Russia for people with rare diseases.

- On March 1, VK launched an information campaign, supporting the non-profit sector. VK products and services urge to support foundations that face a reduction in charitable donations, an increase in the cost of treatment and assistance to wards.
- Odnoklassniki presented the educational project "Museum of Women's Solidarity" about the history of women's struggle for gender equality. For the project, historians told about 8 subjects that changed the lives of women around the world.
- OK launched a neural network-based technology to combat aggressive statements and inciting discord in public comments. The network will evaluate texts and images in the comments for the presence of toxic content, and send to moderators for an assessment.
- VK Clips will showed exclusive series "I just want to ask you" with popular bloggers. The series highlight a problem of prejudice and show how important is to ask questions and care about each other.
- The Skillbox educational platform provided a free access to the course on handling the anxiety for everyone who faced emotional stress.
- OK and RAY (charitable fund for helping homeless animals) arranged a charitable fundraising. OK users donated >RUB 109k during 4 days sending postcards to their friends.
- ESforce opens a creative workshop at the Faculty of Journalism, Lomonosov Moscow State University. The course will be dedicated to communications in esports, and the most active students will receive a scholarship and the opportunity to take an internship in the media and PR arms of the holding
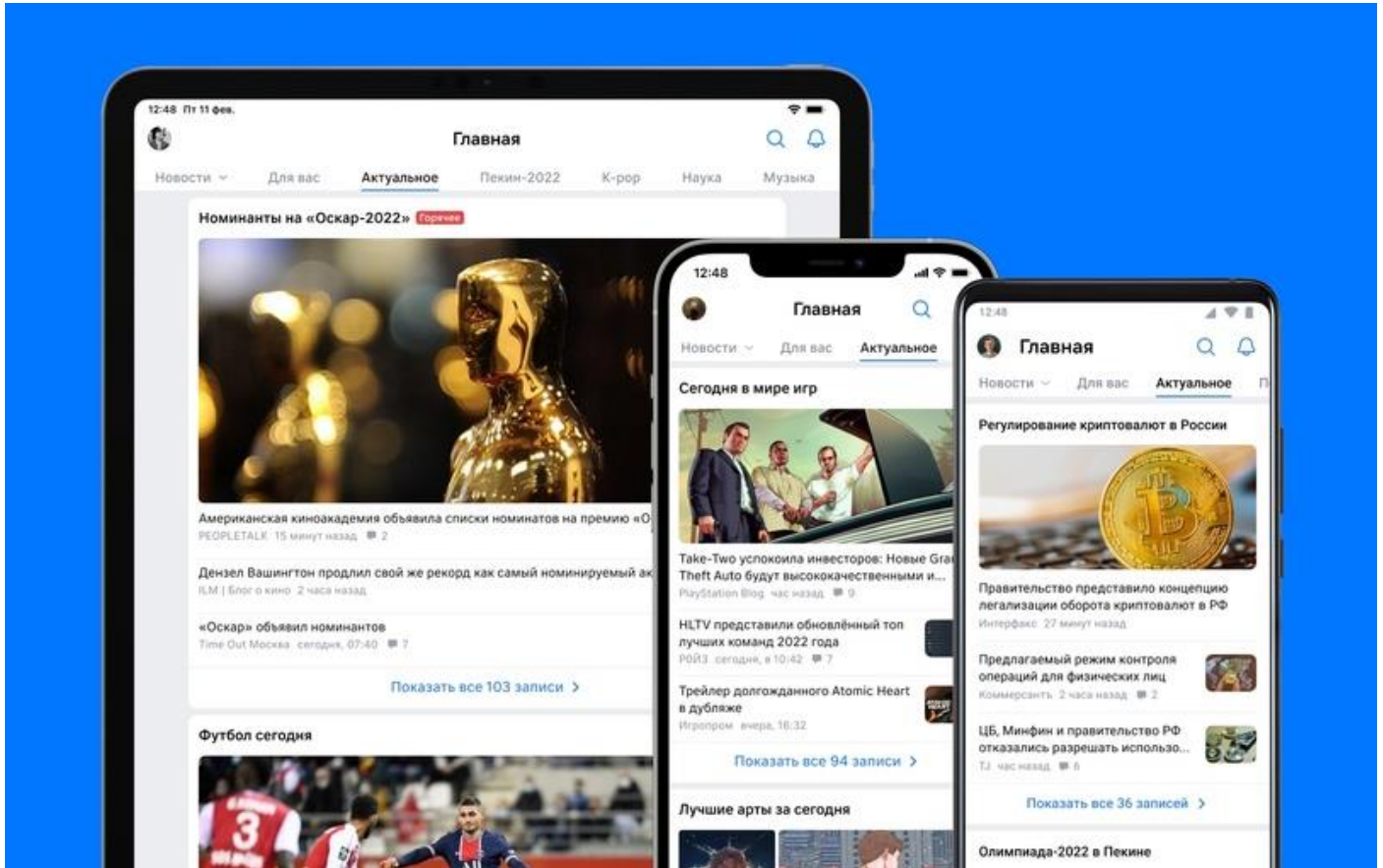
Product illustrations:

VKontakte: activities related to Valentine's Day
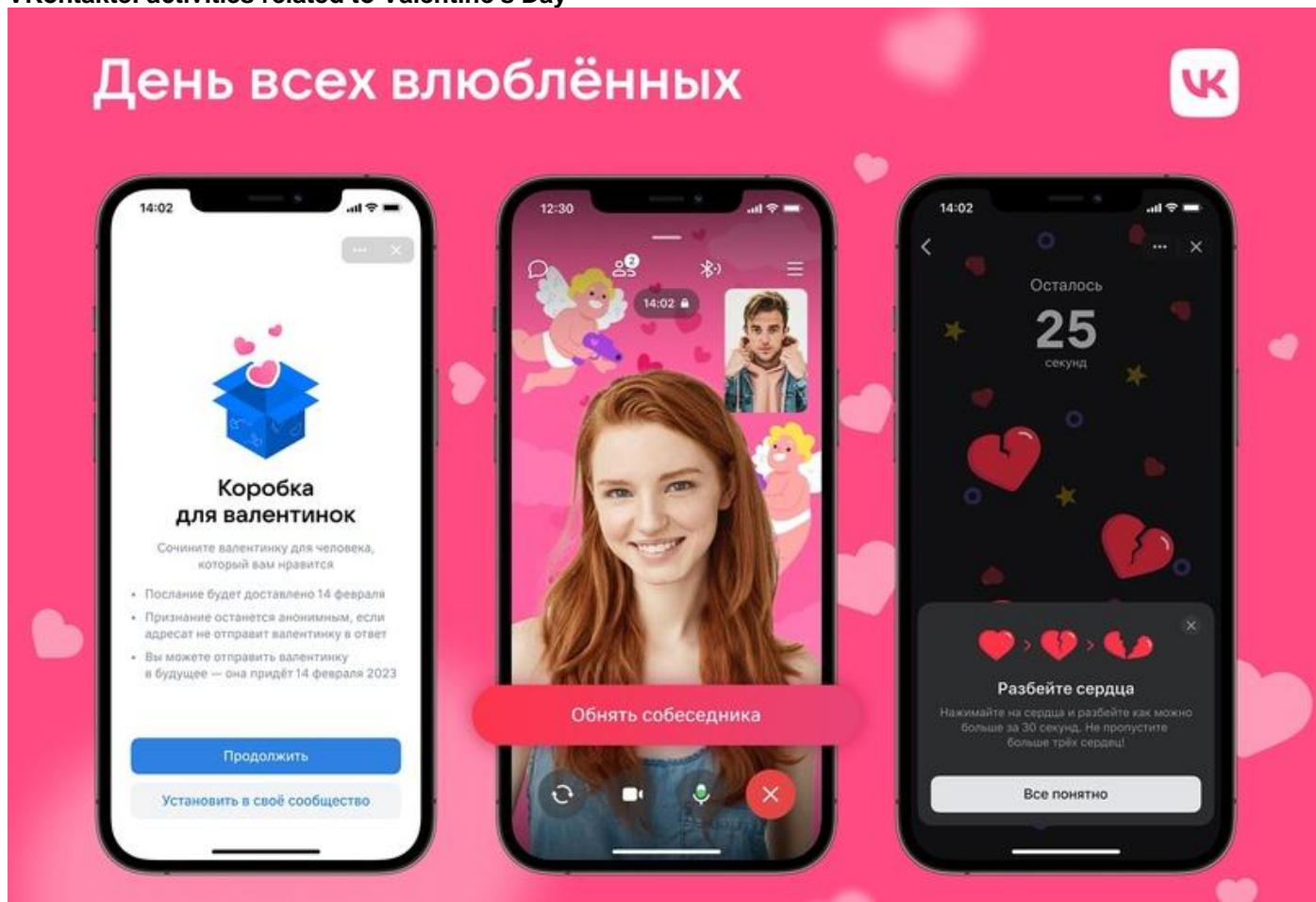
OK: secrete Valentine's cards
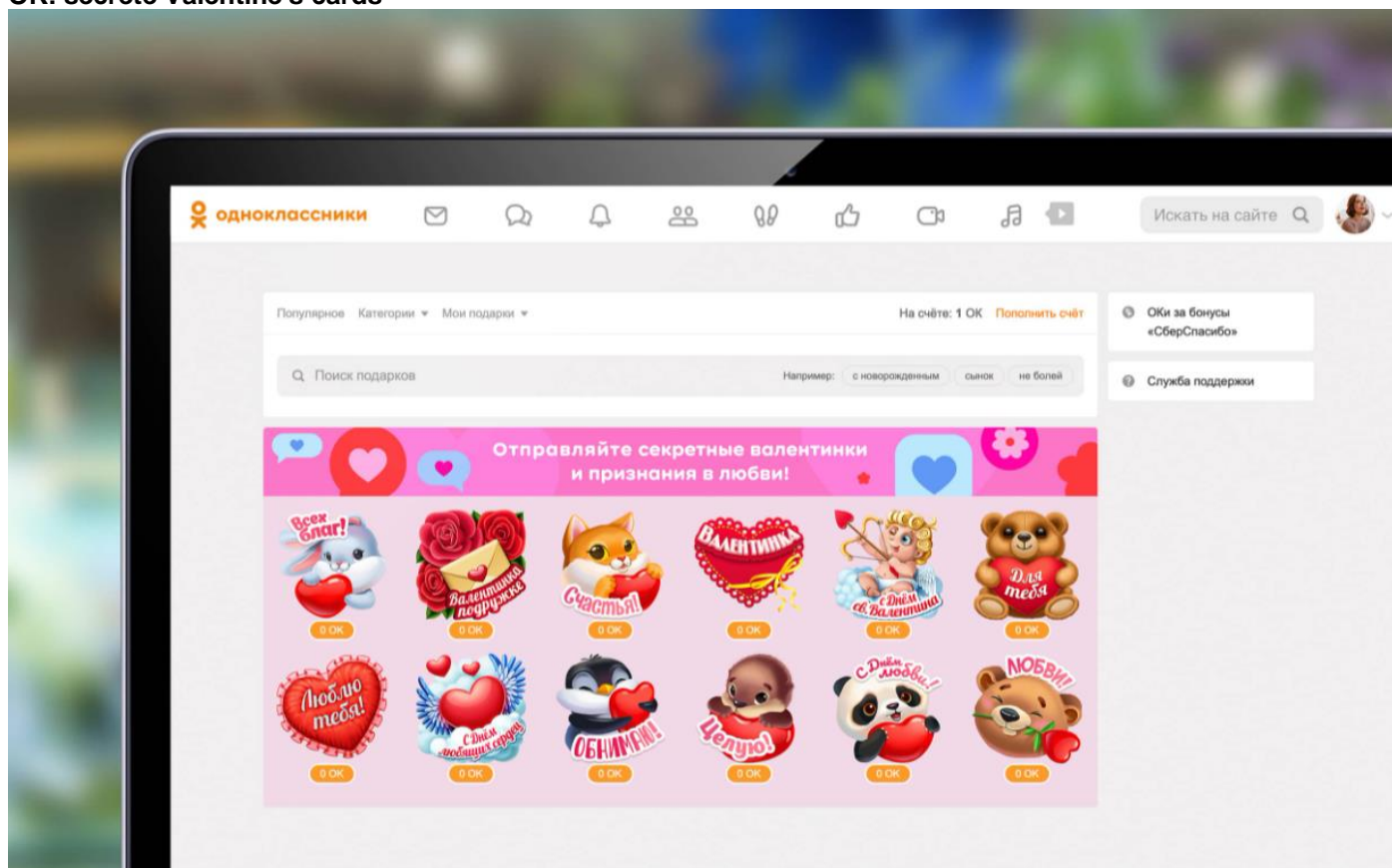
VKontakte: news feed "Actual"

OK: activities related to Defender of the Fatherland Day