



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:

- Dmitry Grishin has [resigned](#) as Chairman and Non-Executive Director of VK on 11 May 2022.

## Advertising & other market data:

- Newzoo [predicts that the global gaming market](#) will reach \$203.1 bn by the end of 2022 (+5.4% YoY). The US market (\$50.5 bn) will overtake China (\$50.2 bn) in total revenue. The total number of players will reach 3.09 bn. The console market will reach \$56.9 bn (+8.4% YoY) and the PC market will grow to \$41 bn (+1.9% YoY). Mobile games revenue in 2022 for the first time in history will exceed \$100 bn (~ \$103.5 bn, +5.1% YoY). By 2024, the gaming market should reach \$222.6 bn, implying CAGR 2020-2024 of 5.6%.
- According to Association for the Development of Interactive Advertising, the Russian [online advertising market in 2021](#) grew by 24% having reached RUB 323.6 bn. All segments showed positive dynamics. The performance segment (pay per action) increased by 26% to RUB 264.6 bn. Search advertising in Yandex and Google accounted for RUB 137.7 bn (+32% YoY). RUB 105.8 bn were invested in contextual ads in advertising networks, including MyTarget, the Yandex Advertising Network and Google AdSense, as well as advertising in applications and social networks (+20% YoY).

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

- VKontakte [launched a stand-alone VK Clips mobile app](#) (for iOS and Android) with a new 60 FPS camera, Full HD quality and video support up to 180 seconds.
- The VK Combo services have been integrated into the ["Fire" multi-brand subscription](#) in the format of a single product offer. This is a promotional offer and the company will decide on the expansion of the project after evaluating its first results.
- VK has updated the [branding of own smart speakers](#) and voice assistant. Now the company's devices are called VK Capsule and VK Capsule Mini, their logos have also changed.
- VKontakte will [provide IT-developers with the access to the technologies](#) of the VK Video platform for their product development.

## Games & eSports:

- Warface: The qualifying matches of the [VK Play Cup 2022](#) team tournament began on 11 May 2022.

## Mobility and food-tech:

- Delivery Club, has invited [Anatoly Kazakov](#), chef of the Michelin star-ed Moscow restaurant Selfie, to join its client support team for one day. On Saturday, May 14, users could reach client support line and talk to the chef on various topics regarding home cooking, cuisines and recipes.

## EdTech:

- **Technicol (building materials manufacturer) and VK became strategic partners and launched the [Digital Academy training program](#).** The program was developed by the company's experts together with specialists from the VK and Skillbox teams. The key goals are to make digital knowledge more accessible to employees and to increase the efficiency of interaction between Technicol teams.

## ESG:

- **Uchi.ru presented the results of the [online Ecology Olympiad](#), which was attended by more than 915 thousand students of grades 1-6.** Schoolchildren from all over the country in support of the national project "Ecology" were working on development of ecological mindset and learning how to protect the nature.
- [New stickers for chats](#) - created by schoolchildren in #MySferum creative contest - will appear on the Sferum platform.



- **[Entrepreneurs of the Moscow region](#) will have access to an additional budget for business promotion under a joint support program from the VKontakte Business platform and the My Business center.**
- Delivery Club has launched a [courier bike patrol](#) in Yekaterinburg. Patrolmen will monitor compliance with traffic regulations by couriers and help the bike courier on the road.
- Odnoklassniki, together with the ResearchMe research Center, conducted an [online survey for World Password Day](#). Among the findings was that 31% of Runet users write down their passwords on paper.
- VK became the general information partner of [the Moscow International Education Salon 2022](#).
- The International [Street Art Festival STENOGRAFFIA and VK TALENTS](#) started collecting portfolios of artists to participate in the 2022 festival.

#### Other

- The Ministry of Digital Development [commented](#) that it is forming a pool of vendors to purchase the required servers for local IT companies. Ministry also plans to subsidize the interest on loans used for the purchase of servers.
- The Russian government [approved](#) the parameters for preferential mortgages for IT specialists (5% interest rate per annum), among other benefits.