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:
- Rosstat reported on the acceleration of annual inflation in April to 17.83% from 16.69% in March.

Advertising & other market data:
- The MyTracker team expanded the functionality of reports. Now users can independently add additional calculated metrics to evaluate the results of advertising campaigns.
- Russians spend an average of almost four hours online every day, using predominantly mobile devices, according to a study by Mediascope. More than half of the time spent on the Internet, Russians spend on social networks, watching videos and instant messengers.

Social & Communication products incl. certain New Initiatives and ecosystem projects:
- **VKontakte launched a separate mobile app for communication - VK Messenger**. The app is available for iOS and Android.
- VK plans **to launch its VK Video** platform as a separate application by the end of the year. In the future, VK will increase the variety of content, including partnerships with large independent services that can be used within VKontakte.
- **VK announced plans to launch RuStore – an app store** for Android smartphones. The beta version of the app is scheduled to launch on May 25, 2022. In the beta version, RuStore will have a developer's office, listing of applications and integration of the security system from Kaspersky Lab. Payment systems, push notifications, app and developer ratings will appear in the store in the summer of 2022, and by the end of the year – tools for analytics and marketing. According to the Minister of Digital Development, RuStore will be required to pre-install on technically complex devices, the corresponding bill was submitted to the government on May 13.
- VKontakte is developing a marketplace for NFT tokens, within which users will be able to create and sell their own unique stickers, as well as other user-generated content in the form of NFTs.
- VKontakte hosted the largest "Night of Museums": more than 100 venues from all over the country will show lectures and master classes in VK Videos and VK Clips.
- VKontakte has a reserve of server capacities, which will be enough for at least a year, according to Alexander Tobol, the technical director of VKontakte. The company is also optimizing its services, which allows to serve a larger audience on existing resources.
- Odnoklassniki (OK) presented a smart algorithm to support the authors called "Lightning". The algorithm selects new groups in OK that regularly publish unique interesting content, and helps them increase their reach.
- OK together with the Russian Computer Sports Federation launched a unique educational project "Esports is OK!".

Games & eSports:
- VK Play surveyed over 1,700 people (age 15-54) to study the gaming preferences in Russia. 81% of respondents prefer mobile games, 66% prefer computer games, and 27% prefer console games. Console players and PC gamers prefer racing and shooters. But fans of mobile games like puzzles, board games, racing, shooters and simulators.

Mobility and food-tech:
- Delivery Club organized bike patrols in major cities of Russia. The company formed a special group of experienced cyclist couriers that will work on improving safety of other couriers.
- Delivery Club launched free self-delivery of medicines and other goods from pharmacies. The new service is already available in Moscow, St. Petersburg, Nizhny Novgorod and 22 other cities. 1,200 outlets from eight pharmacy chains are connected to the service.
- Citydrive began testing ordering a car for a specific time and place in Moscow.

EdTech:

- Skillbox **opens a network of offline schools**. The company will invest in four schools in Russian regions with a focus on digital professions.
- Skillbox students developed a neural network that can write scripts for TV shows. STS and Skillbox will use this neural network to make the first Russian TV series based on the AI screenplay – "The Sidorovs". The series will premiere on the VK Video platform.
- Skillbox saw an increase in demand for programming courses of 127% compared to April last year. The demand for IT infrastructure courses (e.g. testers, cybersecurity specialists) grew by almost 2.5 times in April.
- The number of schoolchildren on the educational platform **Uchi.ru reached 10 million**.

B2B:

- VK and Rostalent developed a new digital platform for human resources development for Lukoil. The solution includes an internal corporate portal and a Personnel Efficiency Management system based on Lukoil's HR methodology.
- VKontakte is one of the main tools for promoting small and medium-sized businesses in Russia, according to the report of the Russian Association for Electronic Communications. In general, over 80% of market participants use digital technologies to promote their services. Among social networks, VKontakte holds the first place - it was named #1 communication channel by 44% of respondents.

ESG:

- Mail.ru invited its users to write letters to support the wards of the Starost v Radost Foundation (Old Age in Joy). VK will also transfer smart speakers Capsule Mini to 50 nursing homes so that the elderly can listen to the letters.
- VK invites students to the Tarantool program to work on research tasks.
- "Marusya" and the portal "Culture.RF" launched a quiz for the "Night of Museums" campaign - VK's neural network redrew the paintings of Aivazovsky, Malevich, Serov and other great artists, and users could guess which masterpiece the neural network depicted.
- VK opened a paid internship for future game developers.
- VKontakte bought the vk.ru domain name to protect users from phishing.

Other

- The Ministry of Digital Development is working on easing the requirements for developers to include their products in the register of domestic software.
- The Prime Minister of Russia announced that the government will cancel import taxes on technological equipment and simplify the rules for the import of computers, tablets, laptops, smartphones, microcircuits and other electronic devices.