



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:**

- VK announced [changes to the Board of Directors](#): Sergey Kuprianov, Non-executive Director since 14 December 2021, was appointed as the Chairman of the Board. Maria Zybina, Executive Vice President at Gazprombank, was appointed as a Non-executive Director. 3 out of 10 VK board members are now women.

**Macro:**

- The Bank of Russia [decreased the key rate from 14% to 11%](#).

**Advertising & other market data:**

- According to Socialjet, the [number of advertising launches in VKontakte](#) groups increased by 23% in March-April vs. February.

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

- **VK developed and [launched the beta version of RuStore](#)**, an app store for Android devices, with the support of the Russian Ministry of Digital Development, Communications and Mass Media. At launch users had access to >100 applications. Some developers already have access to a personal account enabling them to upload their own applications and soon this option will be available to all developers. Kaspersky Lab and VK security systems are integrated.
- OK [updated "Moments"](#), adding the possibility of publishing links for all profiles and groups along with animated backgrounds. (*illustration attached*)
- VKontakte announced the [partnership with AutosportMediagroup](#) - the official promoter of the Russian Rally Championship. Exclusive racing broadcasts of will be on the VK Video platform and unique content will be available to users.

**Games & eSports:**

- The Russian Computer Sports Federation achieved recognition of a [new cybersport discipline "tactical 3D combat"](#), which includes "Warface" among other games.
- Roman "RAMZES666" Kushnarev [rejoined Virtus.pro Dota 2 roster](#).

**Mobility and food-tech:**

- The number of non-restaurant partners, i.e. stores, connected to the Delivery Club service has grown by 2.3 times over the last year, to [10 thousand](#).

**EdTech:**

- Skillbox will [double the number of places for higher education programs](#). The 2022 admission campaign began for the remote undergraduate and master programs of the RANEPa, MPSU and St. Petersburg State University. This year, universities will be able to accept over 400 freshmen.
- According to the Geekbrains survey, [two-thirds of school graduates want to get an IT profession](#).

**E-Commerce:**

- AliExpress Russia completed the [move to a new application](#), in which users are already spending 20% more time than in the global one.

**B2B:**

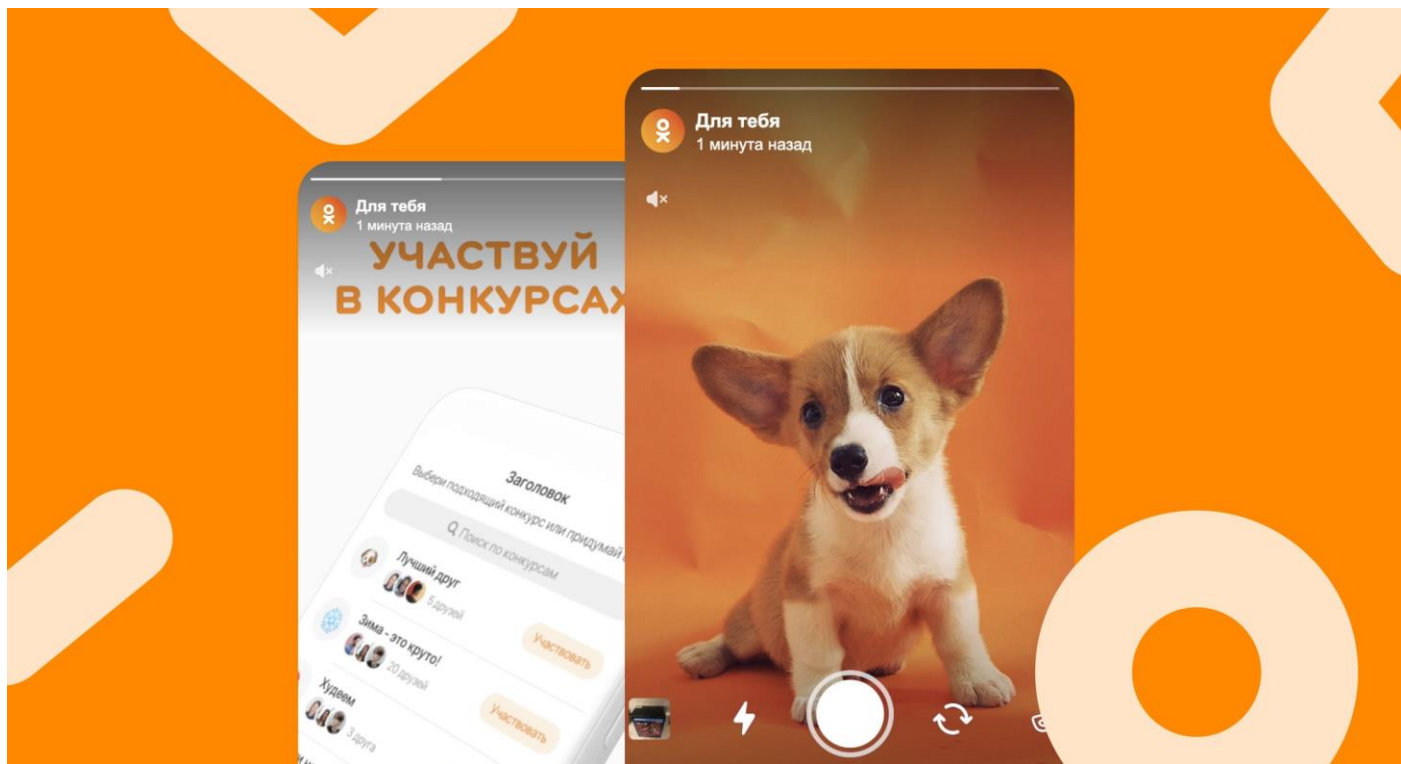
- VK launched a [tax monitoring affiliate program](#) with 12 companies already connected.
- VK has provided the medical startup [VeinCV with the cloud service](#) of the VK Cloud Solutions platform based on graphic accelerators (GPU).
- The union of system integrators [Ramax Group and VK Digital Technologies](#) announced the partnership agreement. A joint proposal to increase the efficiency of large and medium -sized companies using Process Mining technology, tax monitoring and tools to accelerate working with data will increase the rate of digitalization of customers.

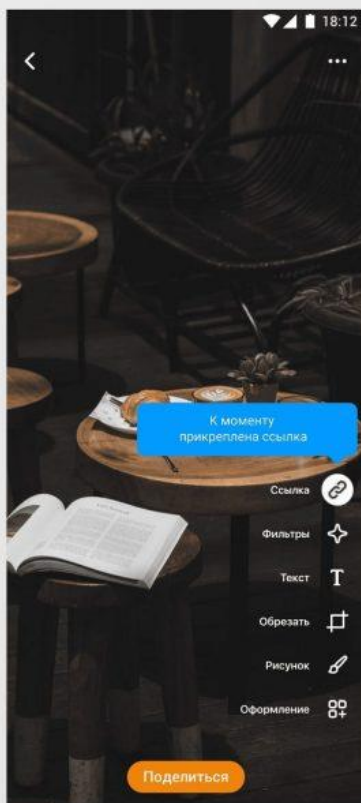
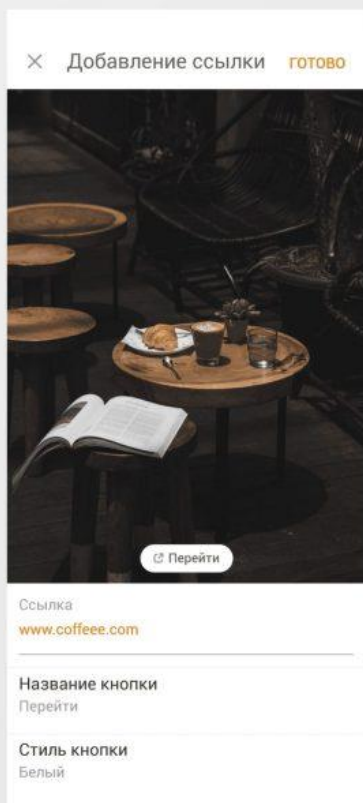
**ESG:**

- VK has launched [the "Reunited" application](#) on VK Mini Apps platform that allows users to find acquaintances, friends and distant relatives in case of lack of information and lost connections. (*illustration #2 attached*)
- The Ministry of Education of Russia supported by VK has launched the All-Russian "Marathon of Victories - 2022" for schoolchildren in an online format, which will last until June 25 and will include actions and flash mobs aimed at [supporting students during exams](#).
- The Fund for Assistance to Women with Oncological Diseases "Further" and the project "Charity VKontakte" launched an [educational campaign](#) to draw attention to the prevention and early diagnosis of breast cancer.
- VKontakte and OK supported the "Biblionight" event by [large-scale flash mob](#), VK Clips challenge, exclusive [broadcasts](#) and videos. The theme of the action this year is traditions.

**Product illustrations:**

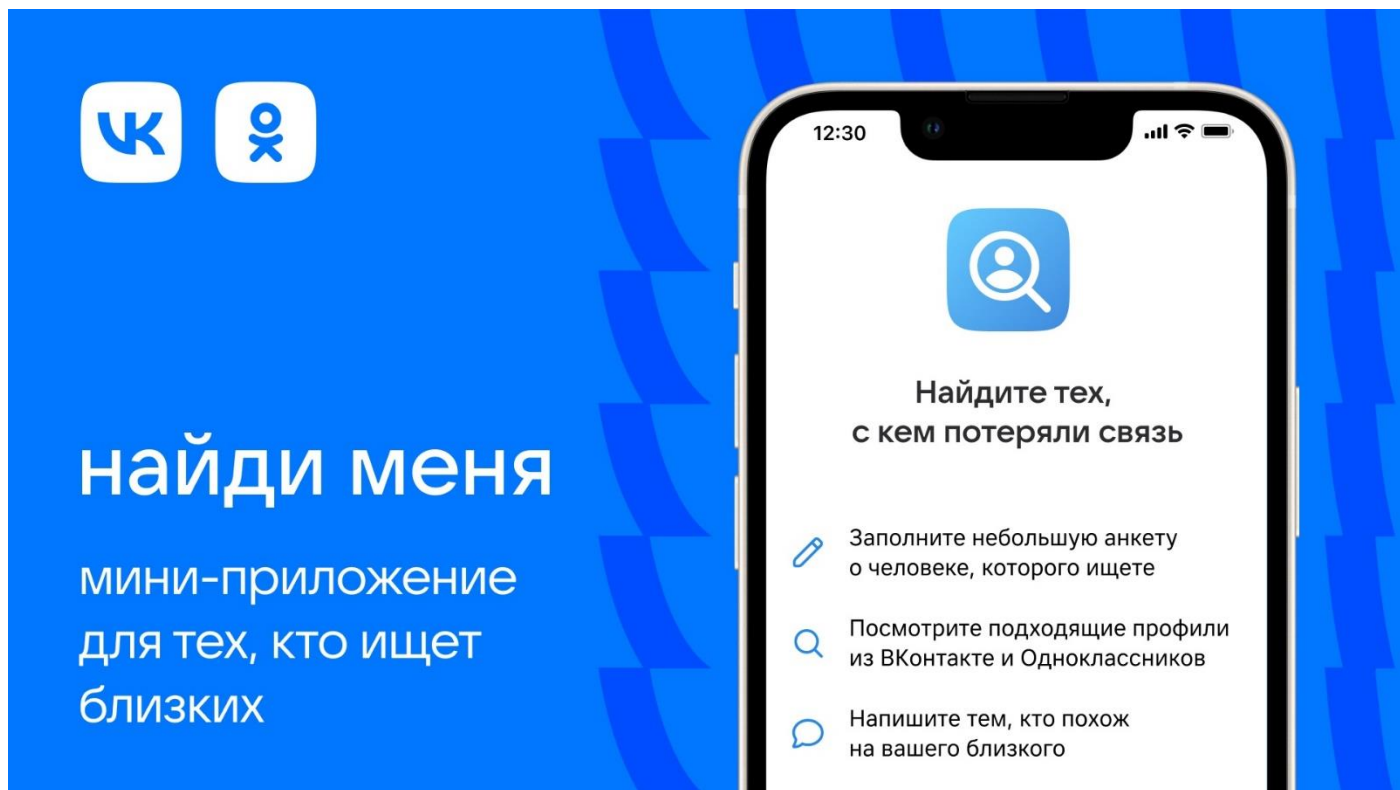
**[1] OK Moment updates**







[2] VK Reunited



The advertisement features a blue background with a white grid pattern. In the top left corner, there are two icons: the VK logo and a person icon. The main text is in white, with the title 'найди меня' in a large font. Below it, the subtitle reads 'мини-приложение для тех, кто ищет близких'. On the right side, a smartphone is shown displaying the app's interface. The phone screen has a white background and a blue search icon at the top. The text on the screen reads 'Найдите тех, с кем потеряли связь' followed by three bullet points: 'Заполните небольшую анкету о человеке, которого ищете', 'Посмотрите подходящие профили из ВКонтакте и Одноклассников', and 'Напишите тем, кто похож на вашего близкого'.

**найди меня**

мини-приложение  
для тех, кто ищет  
близких

12:30

Найдите тех,  
с кем потеряли связь

- Заполните небольшую анкету о человеке, которого ищете
- Посмотрите подходящие профили из ВКонтакте и Одноклассников
- Напишите тем, кто похож на вашего близкого