



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](#) the signing of an agreement to acquire 51% of the shares of Medium Quality Production LLC, a leading digital video content production business in the CIS.

#### Macro:

- The Bank of Russia [kept the key rate](#) on hold at 7.50% p.a.

#### Advertising:

- **VK Advertising launched [three new website promotion tools](#):** Auto Events, Retargeting Audiences and Adaptive Video Advertising.
- Russian advertising market [will decline by 26%](#) in 2022, according to the updated forecast of Group4Media. According to the group's forecast, investments in online advertising will fall by 39%. In 2023 the market may begin to recover.

#### Social networks and communication services:

- **VKontakte [introduced Web3 technologies](#).** Users will be able to put NFT-art as a profile photo or on the front page of the profile. All operations with NFT can be carried out without leaving the social network, in a special VK NFT service. In the future, VKontakte will also launch a full-fledged marketplace, and NFT technology will appear in other products of the platform.
- **VKontakte introduced a [beta version of communities in the VK Messenger application](#):** users can follow interesting and preferred public pages in the chat format. (*see [Illustration 1](#)*)
- Odnoklassniki (OK) summed up the [annual results of the content platform for 2022](#). The total number of groups of authors and media in the social network has grown by more than 60 thousand. At the same time, OK significantly redistributed impressions in their feed in favor of author's unique content: its share in the feed increased by 1.5 times over the year. This had a positive impact on user consumption: the time spent on the social media feed increased by 30%.
- VK launched a program to support and motivate entrepreneurs — [the Business Community Quality Index](#).

#### Education:

- [Lerna.ru a platform for integrating top online schools into corporate training](#), is now on the Russian educational market. The new solution will combine courses from leading online schools and will allow to quickly and cost-effectively launch corporate training in popular digital specialties and skills. The platform already features more than 600 courses from VK educational platforms - Skillbox, Geekbrains, SkillFactory and Contented schools.
- Trends in the [Russian EdTech market in 2022](#).

#### New initiatives:

- VK Clips presented a [large-scale pre-New Year update for authors](#): an advanced video editor, original custom sounds, personal account statistics and other features.

#### ESG:

- **VK was recognized as the best [educational company of 2022](#).**
- OK and the World Wildlife Fund launched a series of pre-New Year activities [in support of endangered sea otters](#).
- Service Dobro Mail.ru launched a [New Year's charity event "Fair of Kind Gifts"](#), in which users can make the most necessary and most valuable gift - a donation to one of the charitable organizations.
- OK launched a [charity "Christmas Tree Show"](#). From December 15 and throughout the holidays, the host of the show, Gosha Kutsenko, together with a team of professionals, will help families from different cities of Russia fulfill their dreams.
- Dobro Mail.ru, a research team from VK and UX Lab studied the [attitude of Russians towards social advertising](#) in social networks: 56% of users have a neutral attitude towards ads asking for help from funds in social networks.



Product illustrations:

[1] Beta version of communities in the VK Messenger app

