



VK to acquire controlling stake in Kirill Didenok's communications agency

March 09, 2023. VK announces the acquisition of a 51% stake in DIDENOK TEAM, Kirill Didenok's major communications agency focused on working with celebrity bloggers.

The deal will upgrade collaboration between VK and DIDENOK TEAM. VK platforms will help dozens of bloggers with millions of followers expand their audiences, and connect them to major advertisers. For DIDENOK TEAM, partnering with VK means a new level of production and high-profile, large-scale special projects.

Collaboration with DIDENOK TEAM will increase the audience and user engagement across the key VK platforms. DIDENOK TEAM influencers will boost the number of new bloggers joining VK platforms and increase their activity. With a revamped recommendation feed and new efficient monetization tools, they will be able to increase their reach and profit from their content.

DIDENOK TEAM collaborates with bloggers including Vlad A4, Katya Adushkina, Nikita Nagorny, Amina Tenderlybae and Viki Show.

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About VK

VK is one of the largest technology companies in Russia. Its products help millions of people with their day-to-day needs online. More than 90% of the Russian internet audience use VK services, which enable people to keep in touch, play video games, master new skills, listen to music, watch and create video content, buy and offer goods and services and fulfill wide range of other needs. The company provides a number of solutions for digitizing business processes, from online promotion and predictive analytics to corporate social networks, cloud services and enterprise automation.