



Dear all,

We bring to your attention a regular review of the latest news and other important events around VK. Feel free to [reach out](#), if you have any follow-up questions.

With best regards, VK IR team

SMB:

- VK opened up access to the platform to improve the customer experience to [all users](#).

Social platforms and media content:

- More than 7.8 thousand new communities joined [VKontakte's affiliate program](#) over the year.
- VK Video restarts a humorous show on logic with Azamat Musagaliev - "[This is logical](#)".
- VK Records label [opened a music studio](#).

VK Tech:

- VK Cloud introduced a cloud service for creating [virtual workplaces](#).

Ecosystem services and other business lines:

- VK launched an [open beta test of generative neural networks](#) for all users of Mail.ru services.
- Mail.ru Calendar introduced [new functions](#): creating notes for meetings and managing privacy settings.

ESG:

- VKontakte and the charity association "All Together" launched a [Week of Transparent Charity](#).
- Dzen and the M'ARS Centre for Contemporary Art will present the [art exhibition "New Art: Algorithms, Neural Networks, Technologies"](#). The exhibition is dedicated to the phenomenon of algorithms and its role in the development of creativity.
- VKontakte became the official [social network of the Total dictation](#). Users can prepare for the dictation in online classes, write it during a live broadcast, receive NFT diplomas and take a thematic challenge in "Steps".
- VK held [Cosmonautics Day](#) together with users.