News digest

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

Advertising:

- VK Ads and YCLIENTS launched a joint customer engagement tool.
- VK Ads added a tool that will help determine the interests, geography and socio-demographic characteristics of site visitors.

VK Tech:

- Tarantool Graph DB was added to the line-up of VK solutions.
- Rosseti launched a project to implement the VK WorkSpace communication platform.
- VK Cloud launched Cloud Kafka cloud service to collect and process data streams.
- A fast content delivery service - CDN (Content delivery network) became available on the VK Cloud platform in Kazakhstan.

Ecosystem services and other business lines:

- Mail.ru opened access to neural network-based photo restoration technology which allows to restore B&W images or lost elements in old photos.

ESG:

- VK launched recruitment for an ambassadorial programme for young people.