



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 expanded its reach [promotion capabilities on VKontakte](#) — now it is possible to promote not only posts, but also videos and clips to a wide audience.

Social platforms and media content:

- VK created the [largest cloud library of video content in Russia](#), combining video content from the VK Video, Dzen and OK.Video platforms in a single storage facility based on its own development – one-cloud.
- VK Video users will see the new Media Football League [cup format live](#).
- OK launched the first professional [video project in Russia in the slow life format](#) – “Living Things”.
- Sferum presented [updates for the new academic year](#): a mini-application “Student Assistant”, expanded capabilities of calls and broadcasts, as well as updated chats and channels were.

VK Tech:

- VK Tax Compliance [took first place in the rating of tax monitoring platforms](#) according to the IT marketplace Market.CNews.
- VK WorkSpace corporate communications platform [opened an API for backing up](#) Mail, Calendar and Disk data.

Ecosystem services and other business lines:

- Mail presented a [major update](#). Technological changes in products and visual style became a response to a new stage of development and the demands of a young audience.
- VK Board presented [data transfer functionality](#).