



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 launched a [loyalty program for small and medium businesses](#).

Social platforms and media content:

- VKontakte expands [shopping opportunities in online broadcasts](#). Businesses will be able to add several cards for goods to the air at once, and users will be able to buy the goods they like during a stream.
- VK Video [increased the number of subtitled videos by 10 times](#) and improved the accuracy of speech transcription processing.
- OK relaunched [the Discussions section](#).

VK Tech:

- [Lamoda](#) began implementing a corporate electronic document management system from VK Tech.
- [Ostrovok](#) transferred 95% of employees to the corporate electronic document management system from VK Tech.

Ecosystem services and other business lines:

- Mail.ru Email introduced a functionality of [paying for digital goods at Steam](#), Battle.net and other popular platforms.