



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

**Social platforms and media content:**

- VKontakte expanded its personalization capabilities and was one of the first online services to provide [menu customization](#).
- The VK Mini Apps platform has opened registration for the [Fresh Code 2024](#) grant program. Developers will be able to create their own mini-application and win a grant for development.

**VK Tech:**

- Mobius Technologies [expands areas of interaction](#) with VK Tech.

**Ecosystem services and other business lines:**

- Mail.ru Email updated its [password generation](#) mechanism for external applications.
- RuStore launched registration for [foreign individuals](#).
- VK Play provided users with [access to more than 3,000 games](#) in the form of activation keys in the Steam service.

**ESG:**

- VK summed up the results of the [ESG initiatives at VK Fest 2024](#).