



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 now allows to [collect audiences](#) that interacted with advertising: responded to an ad, watched a video, or commented on a clip.
- VK Ads expanded its [tools for promoting applications from RuStore](#).

#### Social platforms and media content:

- VK Video launched a [new content search system](#).
- VK Video's [Children's Mode](#) appeared on Android smartphones and tablets in beta version.
- OK launched the ["Culture Passionate" project](#), which will get users familiar with the collections of famous Russian museums through the prism of various hobbies.
- [Adaptive fonts](#) appeared in the Dzen mobile app: now it is more comfortable for visually impaired people to read long texts.
- Dzen and Moscow Dynamo launched an [anthology about football in the regions of Russia](#).

#### VK Tech:

- A new service for improving application security, [Cloud Audit](#), was launched on the VK Cloud platform.
- VK Tech took [4th place in the ranking of the largest players in the Russian HR Tech market](#) according to CNews Analytics.

#### Ecosystem services and other business lines:

- VK implemented [generative artificial intelligence in RuStore](#). AI analyzes user reviews of applications and games, highlighting their pros and cons in a general summary format.
- VK Board is now [available on mobile devices](#).

#### ESG:

- VK Clips [took custody of the capybaras](#) of the Moscow Zoo.

#### Other:

- VK developed a [system of protection against DDoS attacks](#) and activities bot based on artificial intelligence — WARP.
- VK and Rosatom will hold an [open science pop festival "VNauke"](#) at VDNKh.