



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:

- Advertisers [who run their own Dzen channels](#) can now promote horizontal videos on the platform's main page, as well as in the recommendations feeds of the Articles and Videos sections.

Social platforms and media content:

- Over [40 mn users](#) have registered in MAX.
- VKontakte launched a new shopping experience – [Shops](#) – posts with product cards that can be used to make a purchase.
- VK Video launched [support program for creators through VK Donut](#): a new source of income for creators and exclusive content for viewers.
- OK, the Bank of Russia Museum, and the Hermitage launched the ["Save Our World"](#) project for the World Animal Day.
- OK, the Vnukii Foundation, and the "Young at Heart" program launched the ["Older People Decide"](#) project, dedicated to the International Day of Older Persons.

EdTech:

- Uchi.ru [expands its class formats](#): tutors and mini-groups for students in grades 1-11 appeared on the platform.

VK Tech:

- VK Tech presented an updated [server version of VK WorkSpace](#).
- VK Tech introduced [the "News" module](#) on the VK HR Tek platform.
- VK Tech launched [charitable infrastructure support](#) for foundations and non-profit organizations.

Ecosystem services and other business lines:

- RuStore and the Nature and People Foundation joined forces to [preserve polar bears in the Russian Arctic](#).