



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:**

- In VKontakte it is now possible to automate the launch of advertising using [Smart campaigns](#).
- VK Ads added a new ad format - [Collages](#).

**Social platforms and media content:**

- VKontakte users now can publish [co-authored posts and clips](#).
- [Donates](#) appeared in Dzen: now users can support authors.
- VK Video updated the publishing and content management process: [author communities at the platform are renamed as channels](#), new videos are published on their behalf.
- VK Music [updated its recommendation system](#) and shared the first results.

**VK Tech:**

- VK Tech allocates RUB 200 mn to [improve the stability of IT infrastructure for business](#).
- VK Tech and OPUS TECH completed the development of [private cloud platform components for the oil and gas industry](#).

**Ecosystem services and other business lines:**

- In Q1 2025, Mail.ru Email's anti-spam systems [blocked more than 7 bn spam and fraud emails](#).
- VK launched [Mail Science media project](#).

**ESG:**

- VK created a special mode in [the online game Fortnite - Island of Security](#), where participants learn about the basic rules of safe online behavior through popular game mechanics.