



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 advertising network started [working with self-employed](#).

Social platforms and media content:

- VKontakte content creators earned RUB 564 mn in a year through a [new payout account](#).
- Dzen [updated thematic sections](#) on the main page with an emphasis on relevant content.
- VK Clips started showing a series about the siege of Leningrad "[Tanya is the only one left](#)."

VK Tech:

- VK WorkSpace is [changing its payment system](#) for cloud-based corporate communications services for businesses. The new billing model will allow companies to pay for the platform's services for the required number of users with the accuracy of a single person and optimize costs.

Ecosystem services and other business lines:

- [Anti-spam systems](#) in Mail.ru email blocked over 7 bn emails in Q1 2024.
- Russian historical video game "[Smuta](#)" was released on VK Play.

ESG:

- OK, VK Dobro and the "Naked Heart" Foundation teamed up to launch a [digital exhibition of works by artists with autism spectrum disorder](#).
- VKontakte, Odnoklassniki and Dzen users had opportunity to watch the exclusive content from dozens of cultural institutions as part of the "[Theater World](#)" project.