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:

o   VK introduced an updated version of VK CXhub marketing platform.

o   With Promo in Dzen, companies, entrepreneurs and bloggers from the pharmaceutical, medical and health sectors will be able to promote their content or channels in Dzen.

Social platforms and media content:

o   VKontakte presented redesigned feed and post editor. The update focuses on immersion in content, a minimalistic interface and easy navigation.

o   VKontakte authors gained access to detailed statistics in their communities.

o   VKontakte improved integration of business communities with YCLIENTS.

o   Authors' income under the new VK Video monetization program grew 2.5 times.

o   VK Video is now available on a separate domain vkvideo.ru.

o   OK launched an endless feed of recommendations under posts and unveiled its new design.

o   Dzen began testing ad-free subscriptions.

o   Sferum launches the All-Russian New Year Marathon "Sferum Lights" for teachers and students of kindergartens, schools, creative circles and colleges.

VK Tech:

o   VK HR Tek occupied first place in the ranking of TOP-15 Russian corporate electronic document management systems in 2024.

o   VK WorkSpace is the winner in the unified communications ranking in 2024 by Market.CNews.

o   VK Tech occupied third place among the largest software vendors by TAdviser

o   12 Russian IT companies certified their software to work in VK Cloud.

o   Rostelecom built a new personal account architecture using VK Tech software.

o   Shokoladnitsa Group of companies, the largest cafe chain in Russia, completed the introduction of VK HR Tek personnel electronic document management system.

Ecosystem services and other business lines:

o   Mail updated its superapp.

o   The business will be able to integrate VK ID and MyTracker in a single solution.