



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

Social platforms and media content:

- VKontakte [topped the social network ratings in Russia](#) by the number of publications and active authors, according to a study by Brand Analytics.
- VKontakte, together with Ozon, announced the [launch of a tool for interaction between bloggers, community authors, and Ozon sellers](#). Bloggers and authors will be able to advertise products from the marketplace and receive a percentage of each sale made through an advertising publication, and sellers will be able to stimulate sales through original content.
- VK Video [updated the display of hidden content](#) and the system for counting the number of videos. Now users who are not subscribed to the channel will see that some of the content is available only after subscribing.
- The [Ozon Travel online booking service](#) was integrated into the MAX digital platform. Users of the service can buy air and train tickets, book hotels and tours without leaving the application.
- OK and the Bank of Russia will hold an [online marathon "Healthy Finances for the Silver Generation"](#).
- According to the results of the 2024-2025 academic year, the number of users of the Sferum service increased by 40% compared to the 2023-2024 academic year and [reached almost 35 mn.](#)

VK Tech:

- VK Tech and the [Ministry of Digital Development of Tatarstan](#) signed a technology partnership agreement.
- [Gazprom](#) switched to the VK WorkSpace communication platform.
- [DOM.RF Group](#) and VK Tech will develop AI technologies for the construction industry.
- 1C-Perspektiva and VK Tech announced the launch of their [first joint solution](#) — a connector for integrating VK Data Platform with the 1C:Enterprise system.
- VK HR Tek is the [leader in the corporate portal rating](#) according to CNews.
- VK Tech opened an [office in Nizhny Novgorod](#).