



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

**IR / corporate matters:**

- VK [released](#) unaudited results under IFRS and segment financial information for H1 2024.
- VK [released](#) presentation highlighting key ESG project and events for Q2 2024.

**Advertising:**

- Now advertisers can [check the site readiness to launch a promotion](#) and improve the efficiency of advertising using the Site Diagnostics tool.

**Social platforms and media content:**

- VKontakte has become [the most popular platform for promoting business in Russia](#).
- Entrepreneurs will be able to make [mini-apps on VKontakte from sites](#) on Tilda, Marquiz and Craftum without additional development.
- OK [summed up the results](#) of Q2 2024.
- VK Video topped the list of [the most downloaded apps in Russia](#).
- Views of cartoons and children's shows on VK Video [increased by 57%](#) in early August compared to July.
- Sferum educational profile in VK Messenger launched a [chatbot to search for information about cultural events as part of the Pushkin Card](#).

**VK Tech:**

- Research and Design Center Acron Engineering LLC (part of the Acron Group) is [digitalizing HR processes](#) based on the VK HR Tek solution from VK Tech.
- ICL Services received [the status of a silver partner](#) from VK Tech.

**Ecosystem services and other business lines:**

- Cloud Mail.ru launched a new function for [identifying a user by face](#) based on artificial intelligence.

**ESG:**

- Dzen [launched a project](#) dedicated to the effects of ultraviolet rays on the skin.