



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 Ads in VKontakte application [expanded its functionality](#): editing ads and lead forms was simplified, video promotion was added.
- [Registration using OK ID](#) is now available in VK Ads.
- In VK Ads it is now possible to take into account [targeted actions that clients performed offline](#) in advertising campaign statistics.
- A special section appeared in the VK Advertising Network account, with the help of which publishers can seamlessly [transfer reports to the advertising data operator](#).

Social platforms and media content:

- VKontakte prepared [activities for the European Football Championship 2024](#). Users can guess the results of matches and win prizes, set exclusive emoji statuses, watch thematic videos in VK Clips, discuss matches with like-minded people and participate in the 140 thousand steps challenge.

VK Tech:

- VK Cloud helped Burger King [transfer data to the cloud and introduce AI into business](#).

Ecosystem services and other business lines:

- VK launched a [service for testing and analyzing new functions in applications and websites](#). The platform was developed by the Mail.ru team.
- A festival of demo versions from Russian developers called [Demofest](#) has started on VK Play.

Other:

- Dzen opened its [own space in BRO&N](#) by restaurateur Arkady Novikov.