



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:**

- VKontakte updated a mini-app for [labelling advertising](#) and simplified workflow for authors.
- Dzen opened up the [opportunity of promoting not only articles](#), but also the channels of authors and businesses on the content platform. The “Promo in Dzen” tool based on VK Ads technologies will help launch advertising campaigns and increase the number of subscribers.
- A new promotion format became available to businesses and authors developing their channels in Dzen – [a branded article](#).

**Social platforms and media content:**

- VKontakte launched a [new brand, VK Fitness](#): users can do online workouts with professional trainers, count the number of steps taken and track the results of runs.
- Dzen [updated the "Sports" column in the "News" section](#), adding match center, statistics and news stories.
- VK Video users can watch [100 live streams](#) of the fifth anniversary season of the Winline Media Football League.

**Ecosystem services and other business lines:**

- Chinese developers have a growing interest in the Russian audience: [more than 70% of companies from China](#) registered in RuStore earn money from published applications.

**ESG:**

- VK processed over 18,000 reports from bughunters and paid out [over RUB 236 mn RUB](#) for over 10 years of Bug Bounty vulnerability search program.
- VK opened enrollment for six [free programs of the creative platform Prostor](#).
- VK opened enrollment for [paid summer internships](#).
- [VK Fest prepared initiatives](#) that will make the festival in 2024 as accessible as possible for people with disabilities.
- OK now automatically [hide abusive language](#).