



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:

- OK will allow users to [completely refuse to receive virtual gifts](#) for the first time.
- Dzen [updated the logo](#) and changed the colors in the interface (see illustration 1).

#### Ecosystem services and other business lines:

- In H1 2024, Cloud Mail.ru generated [more than 1.6 bn stories](#) using artificial intelligence.
- RuStore's [gaming segment is growing](#) – over the year the number of game developers in the official RuStore application store increased 3 times.
- VK ID is now the main method of authorization on [26,000 Megagroup.ru sites](#).

#### Other:

- VK Fest 2024 took place in five cities and [attracted a record 205 thousand people](#).

#### Product illustrations:

[1] Dzen visual style update



Да, это наш  
новый лого<sup>+</sup>

+ Гармония — в деталях. Даже если сразу не заметил разницы. [Посмотри, как изменился Дзен](#)



Это новый<sup>+</sup>  
цвет в Дзене

+ Не просто чёрный, а «бесконечная вселенная». С ним читать статьи еще удобнее. [Посмотри, как изменился Дзен](#)