



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:

- Users of VKontakte advertising cabinet will be able to [automatically transfer campaigns](#) to VK Ads.
- In VK Ads now it is possible to [show ads to users who installed mobile applications of a certain category](#).
- MyTracker introduced [AI analytics assistant](#).

Social platforms and media content:

- VKontakte launched a [business community confirmation function](#).
- Dzen summed up the [results of 2024](#): the daily audience reached 30 mn people.
- Dzen gave all authors [access to content subscription](#).

VK Tech:

- VK Tech entered the [top 5 ranking](#) of the largest HR Tech market participants from TAdviser.
- VK Tech introduced a tax monitoring showcase at [Pharmasintez Group of companies](#).
- [Pridex](#) implemented VK Tech's corporate electronic document management system.
- Object storage developed by VK Tech received a [certificate from FSTEC](#) (Federal Service for Technology and Export Control) of Russia.