



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

SPIEF 2025 summary:

- [Rosseti](#) will develop domestic software together with VK Tech, R7 and Bazalt SPO. The corresponding cooperation agreement was signed on the sidelines of the St. Petersburg International Economic Forum.
- [T2](#), a Russian mobile operator, and VK signed a cooperation agreement in the field of artificial intelligence technologies, digital marketing and analytics based on big data.
- [The National Payment Card System](#) and VK signed a cooperation agreement. The partnership involves the exchange of experience and ensuring the technological possibility of integrating the NPCCS systems and the MAX digital platform.
- [T Plus Group](#) and VK began strategic cooperation in the development of IT solutions and the replication of finished digital products.
- [Russian Railways](#) and VK Company LLC signed a cooperation agreement. Russian Railways will use VK services to interact with passengers, the Federal Tax Service, and to store data.
- [Ingosstrakh](#) and VK signed a strategic cooperation agreement. The parties agreed to exchange successful experiences and scale up best practices.
- [State Company Avtodor](#) and VK signed a memorandum of strategic partnership. The cooperation will be aimed at raising citizens' awareness of road projects and digital services, information support for federal and regional initiatives, as well as joint public opinion research.
- [Beeline](#) and VK Tech signed a memorandum of strategic cooperation. Under the agreement, corporate clients will gain access to Beeline Cloud and VK Cloud services through a single window.

Advertising:

- VK Ads [improved the efficiency of In-stream advertising](#). New design elements for advertising in OK and VKontakte allow for increased clickability of videos and viewing of advertising, as well as reduced cost per target action.

Social platforms and media content:

- VKontakte launched a new direction for fans of Asian pop culture - [Asia by VK](#).
- VK Video and Aeroflot launched an [exclusive entertainment platform on board aircraft](#).

VK Tech:

- VK Tech became a cloud infrastructure supplier for [Verme](#), a developer of solutions to improve the efficiency of line personnel.
- [Severstal](#), together with VK Tech, implemented an object storage of data and backup copies based on the Object Storage S3 hardware and software complex.

Ecosystem services and other business lines:

- RuStore enters the [Vietnam's market](#).