



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 adapted its cabinet for [Chinese audience](#).
- VK Ads updated its [technology for collecting lookalike audiences](#) for advertising.

Social platforms and media content:

- VKontakte introduced [VK Donut update](#), thanks to which authors can customize up to 20 support levels to access content.
- Installations of VK Video app [reached 60 mn](#).
- Users of VK Video web version now have access to [Picture-in-Picture mode](#).

VK Tech:

- VK Tech launched [Russia's first cloud-based Data Lakehouse](#). The solution reduces the cost of storing and processing data by 10 times.

Ecosystem services and other business lines:

- The audience of neural networks in Mail services exceeded [5 mn users](#). Top requests for AI include a short retelling of incoming letters, writing unique texts and generating congratulations.