



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:**

- The new VK Ads tool [independently selects which users to show adverts to](#). With the automatic selection of targeting, it is easier and more efficient for entrepreneurs and authors to attract users to their apps, as well as customers and subscribers to VK Ads communities.

**Social networks and content services:**

- VK Video users will get [exclusive access to match broadcasts of the friendly tournament in Abu Dhabi](#), where the best clubs from Russia, Kazakhstan and the UAE will take part.

**EdTech:**

- The number of users of Sferum's educational profile in VK Messenger exceeded [20 mn teachers, students and parents](#) by the end of 2023. The service showed almost threefold audience growth compared to 2022.

**ESG:**

- In honor of Student's Day, VK opened enrollment in the [free educational program](#) "IT diving" from VK Education in promising digital specialties, and also carried out educational and entertainment initiatives for students across the country.
- VK took a [leading position in the list of the best employers](#) for young people according to Future Today.