



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 now has an ability to inform more about a product or service using a [landing page](#), which is shown before the lead form.

Social platforms and media content:

- In H1 2024, game developers' revenue from advertising on OK [increased by 62%](#) YoY.
- OK and the Bank of Russia are launching a joint [project "Kitchen and Finances"](#). Central Bank experts and content creators will talk about how to protect from financial fraud, how to manage a budget, what is happening with prices, and what to expect in the future.

Ecosystem services and other business lines:

- Mail.ru Email launched a service that allows users to quickly [report a suspected account hack](#) or suspicious activity in their accounts.
- RuStore transferred recommendations and search to [AI technologies](#).

ESG:

- Registration for a free summer career guidance shift at the [online camp "IT Diving"](#) from VK Education has started.