



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 Predict introduced [AI Persona](#). The service based on large language models and big data is suitable for medium and large companies and helps to increase the efficiency of CRM marketing and improve the customer experience.

Social platforms and media content:

- VK Video [topped the rating of content apps](#) on Hisense and Toshiba TVs in terms of the number of launches (over 26 mn) and total viewing time.
- VK Music became [available to Apple CarPlay users](#).

VK Tech:

- VK Tech announced the [launch of VK Task Mining](#), a solution for analyzing and optimizing workflows within a company.

Ecosystem services and other business lines:

- The RuStore app store optimized the process of downloading apps and [accelerated their download by 24%](#).

ESG:

- VK launched a [theater week](#) – from March 25 to April 2, users of VKontakte, OK and Dzen will receive exclusive access to content from more than 100 iconic cultural institutions, artists and bloggers.

Other:

- VK released [Max](#), a beta version of a messenger with mini-apps, bots, calls and APIs for developers. (*see illustration 1*)

Product illustrations:

[1] Max

