



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:

- Small and medium-sized businesses [received promotional support](#) from VK Ads.

Social platforms and media content:

- MAX users can create a Digital ID [in just a few clicks](#).
- The Ministry of Culture launched the ability to verify [benefits at museums, theaters, and galleries](#) using MAX.
- Students will be able to [get a discount on travel](#) on commuter trains using MAX.
- Users can [close a sick leave certificate](#) during an online consultation with a doctor at MAX without visiting a medical facility.
- Registration in MAX is now available to [residents of 40 countries](#).
- As part of the "Caring for Seniors" project, the ["Master MAX" educational program](#) is now available to residents of St. Petersburg.
- A [personalized film collection](#) was added to VK Video.
- In 2025, VK media services were installed on [20% of new Chinese passenger cars](#).

VK Tech:

- VK Tech is investing RUB 200 mn in [import substitution for virtualization platforms](#).
- VK Tech added [protection for backups](#) against deletion and encryption by ransomware.
- The [XSQUARE platform](#) was added to VK Cloud.
- VK Tech and BI.ZONE confirmed the compatibility of the [BI.ZONE EDR solution with the VK Cloud platform](#).
- [Falcon Tech](#) migrated its high-load video analytics systems to VK Cloud.