



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:

- In H1 2025, the [budgets of Chinese advertisers in VK Ads](#) reached RUB 1.2 bn, which is up by 22% YoY.

Social platforms and media content:

- The MAX audience exceeded [30 mn people](#).
- The MAX Security Center published the [results of its work in August](#). In total, about 67 thousand suspicious accounts were blocked, more than 13 thousand malicious files were identified and deleted.
- The [security level for students in Sferum](#) in MAX was increased. With the start of the new school year, Safe Mode will be enabled by default for users with the student role.
- The MAX mobile app now features the ability to [select the background and color of messages](#) to create a unique space while messaging. (see illustration 1)
- [Quick login](#) to VK services using MAX is now available.

Ecosystem services and other business lines:

- The Moscow Agency for Creative Industries and the Russian app store RuStore entered into a strategic agreement to [create an ecosystem of mobile games based on the first Video Game and Animation Cluster in Russia](#).

Product illustrations:

[1] New MAX themes

