



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:

- [BrandLift](#) is now available to VK Ads users. The new tool allows advertisers to study the impact of a specific campaign on brand image and perception.

Social platforms and media content:

- [85 mn users](#) registered in MAX.
- MAX users now have access to [quick registration at Radisson Hotels](#).
- [AUCHAN](#) began testing age verification using MAX.
- [VK AdBlogger summed up the year-end results](#): in 2025, advertisers posted over a million publications from VKontakte authors through the VK AdBlogger platform.
- During the New Year holidays, VKontakte users watched [record amounts of video content](#) and supported authors with RUB 100 mn.
- OK and the Good City Petersburg Foundation are launching the ["Who I Became When I Grew Up" project](#) for International Day Against Ageism.

VK Tech:

- VK Tech entered the [top-5 suppliers of in-house IT solutions](#) according to TAdviser.