



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

Social platforms and media content:

- [75 mn users](#) registered with MAX.
- MAX users can protect their loved ones with ["Family Protection"](#), a set of settings that will help shield family members from scammers, spam, and unwanted content.
- MAX and Moscow Longevity launched an [introductory course on the national messenger](#).
- [VKontakte's 2025 results](#): original content creators earned twice as much from video and native ads formats as the previous year.
- [VKontakte's social commerce in 2025](#): 30 bn views of shoppable content and 1 mn creators.
- OK and the Moscow Department of Health launched a joint [project "I Choose Health"](#).
- [Dzen summed up 2025 results](#): 65% of users came to the platform for news.

VK Tech:

- VK Tech and id2 confirmed the [compatibility of VK HR Tech with the Documino ECM platform](#).
- VK Tech Product Director Ivan Myzdrikov [discussed](#) the interim results of import substitution, business preferences in software, and technology trends.

ESG:

- [VK Education summarizes 2025 results](#): more than 310,000 students enrolled in courses and intellectual competitions, an increase in the number of educational programs to 135, and an expansion of partnerships with 37 leading universities in the country through the launch of joint undergraduate and graduate programs and a unified internship program.