



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:

- MAX launched a pilot program for creating a [Digital ID](#).
- MAX switched channels to an [open testing mode](#) for A+ creators. During the first day of the open testing, the number of channels on MAX [increased 3.5 times](#).
- MAX enhances user security with a [two-factor authentication](#).
- Sferum launched a new free [online course for teachers](#) "Sferum at MAX: Possibilities of a Digital Service for Education."
- [VK Video and the VTB United League](#) signed a cooperation agreement. As part of the partnership, the platform received digital rights to broadcast all matches of the new 2025/26 season.
- OK launched a new [section with verified content from platform creators](#).
- OK, the Alzrus Foundation, and LizaAlert launched a [project dedicated to memory loss prevention](#) for the Alzheimer's Day.

VK Tech:

- [Bank Saint Petersburg](#) switched to the VK Teams messenger from VK Tech.

Ecosystem services and other business lines:

- RuStore launches a [program to support regional developers](#).