



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:

- Following the growth of VK video platforms audiences, [advertisers' video advertising budgets increased](#) in H1 2025.

Social platforms and media content:

- MAX users will be able to use their [Digital ID at X5 stores](#).
- VK Music launched a ["Kids" section](#) featuring favorite characters, safe search, and exclusive content for kids and parents.

VK Tech:

- [Russian Post](#) successfully integrated the VK Tax Compliance tax monitoring platform from VK Tech.
- VK Tech launched a [charitable infrastructure support project for foundations and non-profit organization](#) – "Technology for Those Who Help Others."

ESG:

- VK Dobro launched a [year-round fund verification](#).