



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:

- 107 mn users registered with MAX in its [first year](#).
- The Russian Ministry of Construction launched [services to provide operational assistance to residents](#) of apartment buildings in MAX.
- VK expands its [VK Places project](#) — users can book and pay for excursions in various regions of Russia using the VKontakte mini-app.
- VKontakte users can [buy tickets to events](#) from Shops.
- VKontakte authors [earned RUB 1.1 bn](#) in a year using the VK AdBlogger platform.
- OK will show exclusive live broadcasts of the [2026 Chess Candidates Tournament](#).

#### VK Tech:

- VK Tech strengthens its data services business: [CedrusData joins the group](#).
- [A major port operator](#) migrated its employees to VK Tech's HR electronic document flow management system.
- [The Leukemia Foundation](#) switched to VK Cloud from VK Tech.

#### Ecosystem services and other business lines:

- Mail launched [AI chatbot](#) for users.
- Businesses began to [promote more frequently through RuStore](#): the number of advertisers increased by 65% in 2025.