



VK results for Q3 and 9M 2024

November 21, 2024



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VK is the leader in terms of internet audience indicators in Russia

76 mn
users — daily audience (DAU)

4.3 bn
minutes per day – time spent by users
across VK services

>95%
monthly audience reach within
the Russian internet segment



Source: Mediascope, Q3 2024, Russia 0+, age 12+, desktop and mobile devices.
Since January 1, 2024, Mediascope has been using an adjusted algorithm for tracking user activity on web-sites, which has had an impact on VK audience metrics and time spent, as well as on all web-resources on the Russian internet segment.

Key results of VK business segments

Social platforms and media content

Audience of the largest VK social platforms in Q3 2024

VKontakte
MAU, Russia



88.1 mn

▲ 3.1 mn (+4% YoY)

Odnoklassniki
MAU, Russia



36 mn

▲ 500 k (+1.5% YoY)

Dzen¹
DAU, Russia



29 mn

Views and audience of media content services in Q3 2024

VK Video
Views



2.6 bn

▲ 48.5% YoY

VK Clips
Views



2.5 bn

▲ 2.6x YoY

VK Music
MAU, Russia



38 mn

EdTech

Number of paying students
in October 2023 – September 2024

UCHi.RU **1 mn**
▲ 5% YoY

Number of educational products
sold in Q3 2024

Skillbox **42 k**
Holding Ltd.

VK Tech

Revenue growth in Q3 2024

VK Cloud



▲ **88%**
YoY

VK WorkSpace



▲ **114%**
YoY

Ecosystem services and other business lines

Audience in Q3 2024

Mail.ru²
MAU, Russia



49 mn

VK Play
MAU, Russia



10.3 mn

At the end of Q3 2024

RuStore³
Installations



>80 mn


Note: company internal data, unless otherwise indicated.


(1) Daily audience of dzen.ru and mobile applications. Source: Mediascope, Q3 2024, Russia 0+, ages 12+, desktop and mobile devices.

(2) Source: Mediascope, Q3 2024, Russia, ages 12+, desktop and mobile devices. (3) Total since the launch of RuStore in May 2022.

Active promotion and development of VK Video platform

Product updates and increased recognition

 New features and service redesign

 App for iPad and Android tablets


 Large-scale advertising campaigns




Advanced technologies and infrastructure development

 Improvement of CDN content delivery network


 The largest library of video content in Russia


 New AI algorithms for automatic speech recognition and subtitle generation

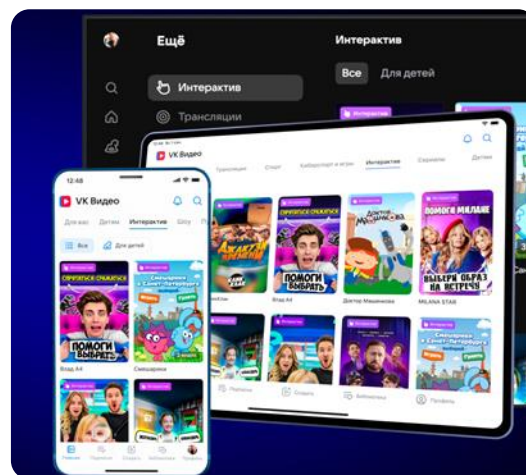
 VK Video, VKontakte and OK are the first Russian services to have support for the new AV1 video codec

Creation and promotion of exclusive content

3 k unites of exclusive content


 Premieres of new shows


 Russia's first interactive content

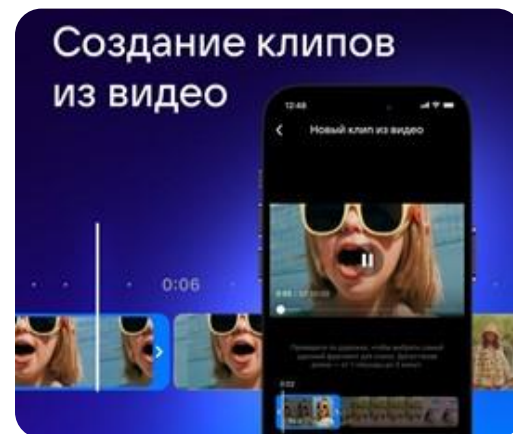


Work with creators and opinion leaders

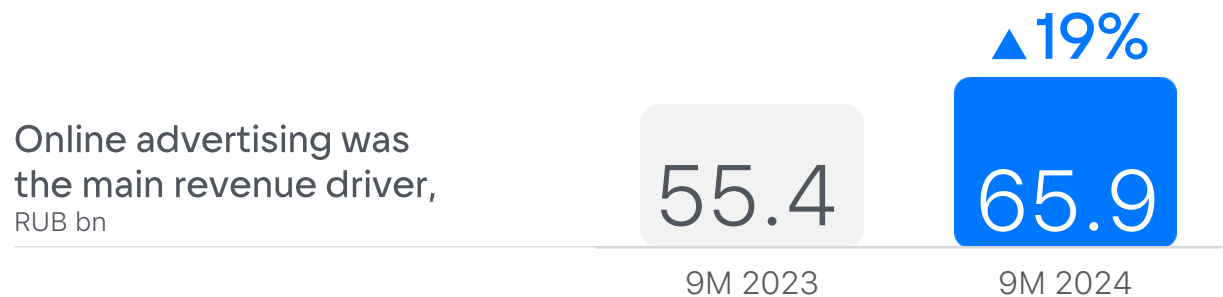
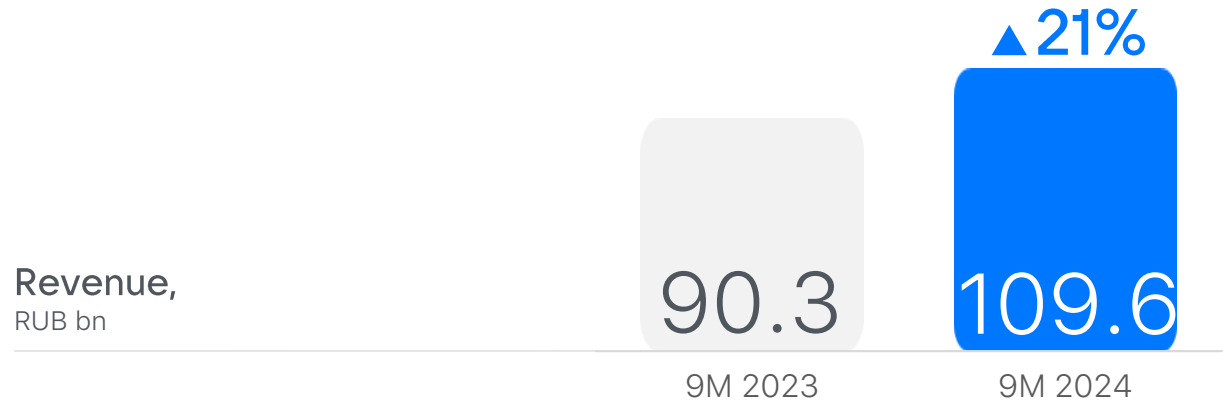
>14 k new creators since the beginning of the year

 New monetization program for creators

 A new tool that allows to link short clips to long videos and vice versa



VK key indicators in 9M 2024



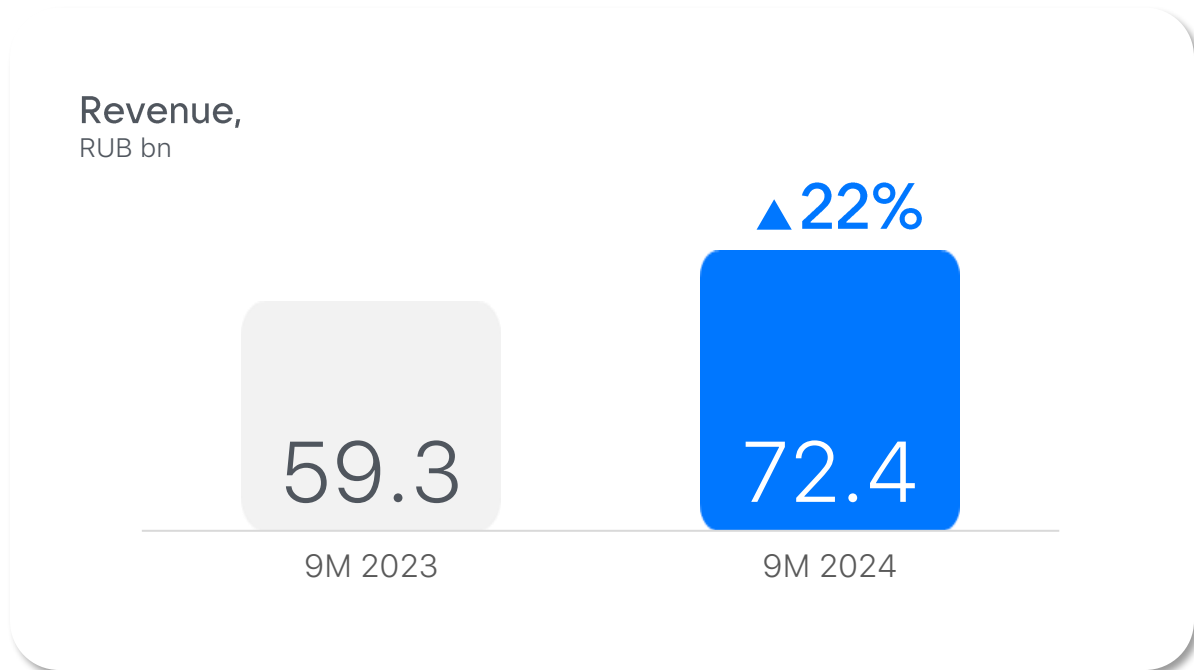
In 9M 2024, VK's revenue increased by 21% YoY due to:

- online advertising revenue growth by 19% YoY
- non-advertising revenue growth by 25% YoY

VK continued to invest in product development, content creation and promotion, talent recruitment, technical equipment, and implementation of advanced technologies

Social platforms and media content

Social platforms and media content



In 9M 2024, the segment's revenue growth was driven by:

- growth in online advertising revenue
- contribution of VKontakte social network, which revenue increased by 27% YoY
- increase in the average daily views of VK Clips and VK Video by 107% and 31% YoY respectively
- growth of the VK Music subscriber base by 14% YoY as of the end of Q3 2024



VKontakte – growth of audience performance

MAU
Q3 2024, Russia

88.1 ^{+3.1 mn}
mn

▲ 4% YoY

87%¹
Average monthly reach of
the Russian internet audience

54%¹
Daily coverage of
the daily Russian internet audience

Key updates and launches in Q3 2024

- Updated in-app navigation with personalization options
- Launch of VK AdBlogger, a platform for collaboration between creators and advertisers
- Redesign of VK Messenger in the web version of VKontakte





Odnoklassniki – high-quality content and comfortable environment for communication

MAU

Q3 2024, Russia

36 mn **+500 k**

▲ **1.5% YoY**

395 mn

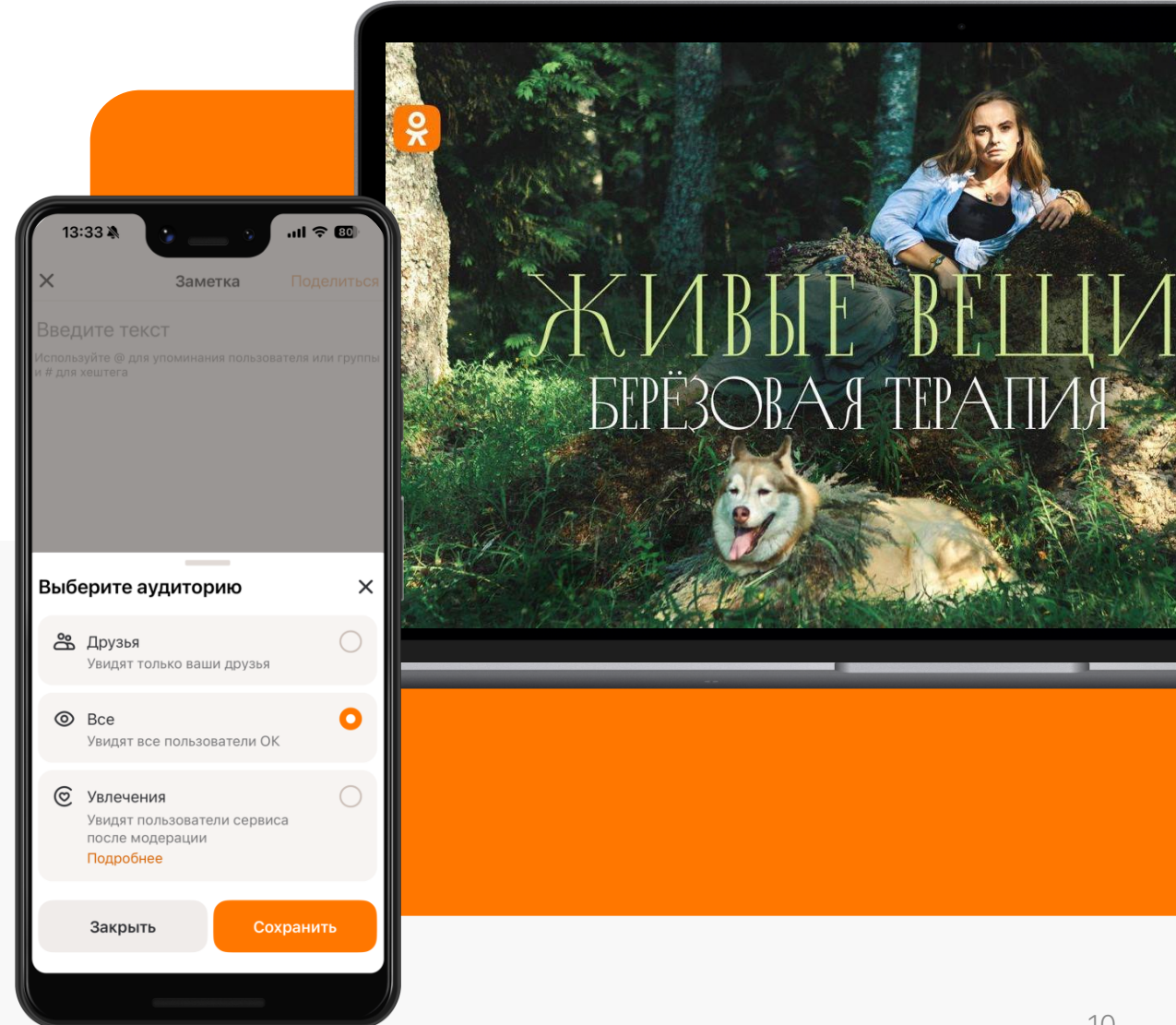
Stickers
sent by users

6

Premieres of original
OK shows

Key updates and launches in Q3 2024

- Updated publication privacy system
- User protection from unwanted communication
- Possibility to refuse virtual gifts



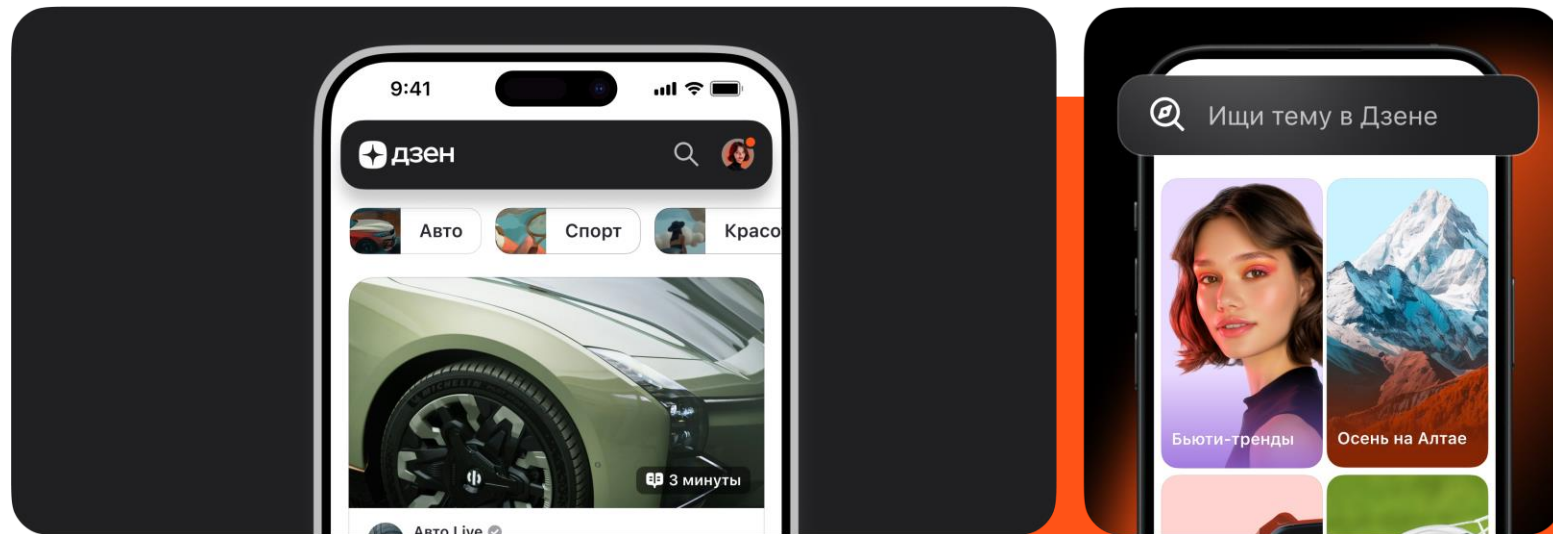


Dzen – new themes and an updated corporate identity

DAU¹

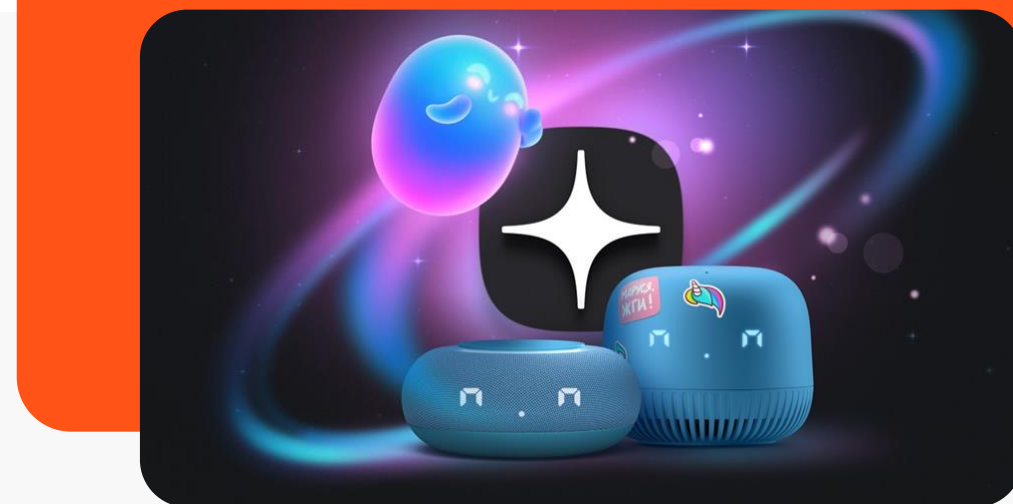
Q3 2024, Russia

29 mn



Key updates and launches in Q3 2024

- Updated corporate identity: new logo and colors for easy reading of articles
- Over 500 new topics: hundreds of thematic channels with subscription option
- Marusia voice assistant learned to read articles from Dzen on popular and relevant topics



(1) Daily audience of dzen.ru and mobile applications. Source: Mediascope, Q3 2024, Russia 0+, ages 12+, desktop and mobile devices.

VK Video – Russia's largest video service

Views/day
Q3 2024

2.6 bn

▲ 48.5% YoY

>30 mn

Application installations¹

▲ 265% YoY

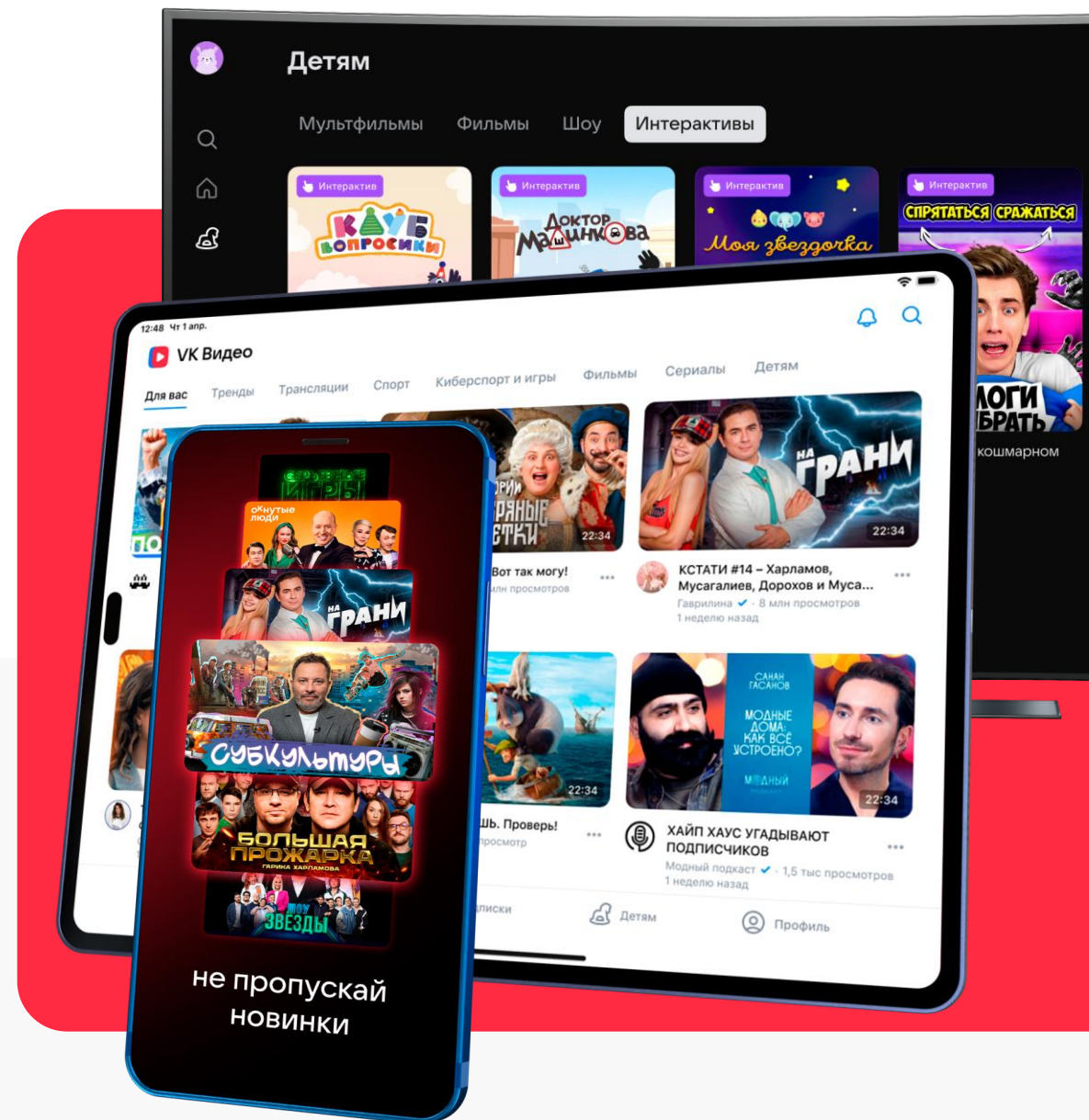
Total viewing time growth

205 minutes per day

Average viewing time
on SmartTVs

Key updates and launches in Q3 2024

- New monetization program for bloggers and content creators
- Russia's first interactive content
- Updated design of the app and web version
- App for Android and iPad tablets





VK Clips – the most popular vertical video platform

Views/day
Q3 2024

2.5 bn

▲ 2.6x YoY

▲ 4.2x YoY

Time spent growth

▲ 2.8x YoY

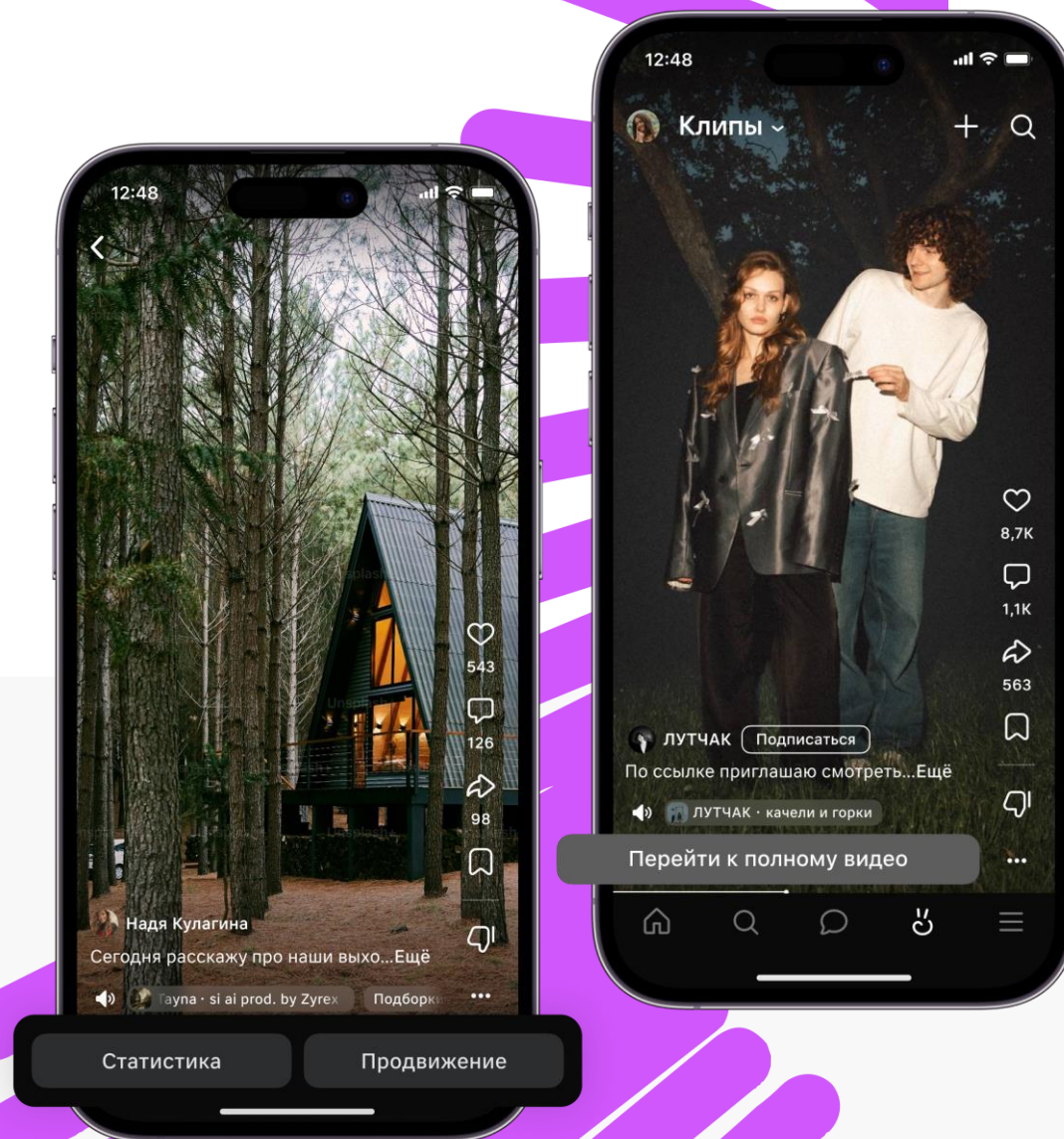
Number of published clips growth

▲ 47% YoY

Number of creators growth

Key updates and launches in Q3 2024

- Promotion of clips through the advertising cabinet
- Possibility to link short clips to long videos and vice versa to create teasers and promote content
- New features for creators in the clip editor on Android





VK Music – exclusives and product enhancements

MAU

Q3 2024, global

42 mn

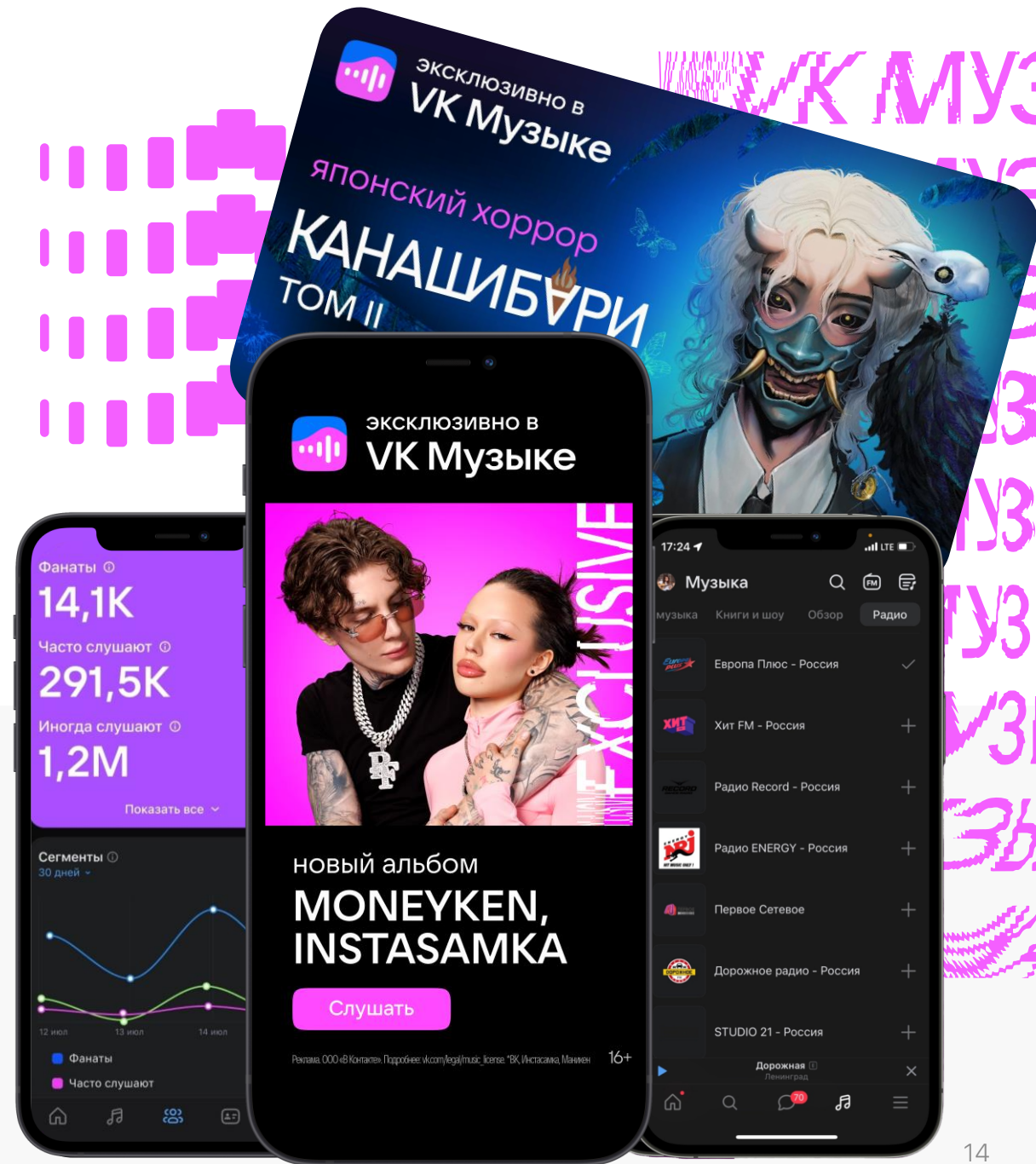
MAU

Q3 2024, Russia

38 mn

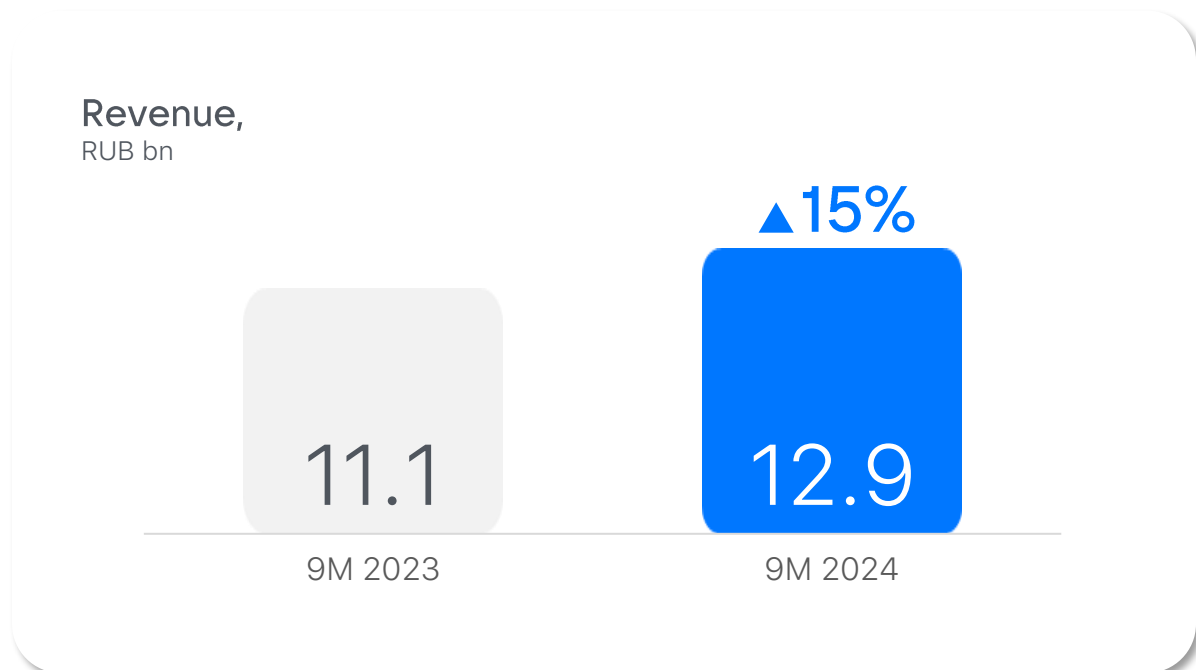
Key updates and launches in Q3 2024

- Separate "Radio" tab in the VKontakte music section
- Subscription extension for students
- Audience segmentation for artists in the Studio



Educational Technologies (EdTech)

Educational Technologies (EdTech)



In 9M 2024, the segment's revenue growth was driven by:

- steady demand for courses at VK educational platforms
- consolidation of online platforms Uchi.ru and Tetrika

VK online education for all ages



13.8 mn

Active students of Uchi.ru from October 2023 to September 2024

1 mn

Paying students of Uchi.ru from October 2023 to September 2024



>1.8 k

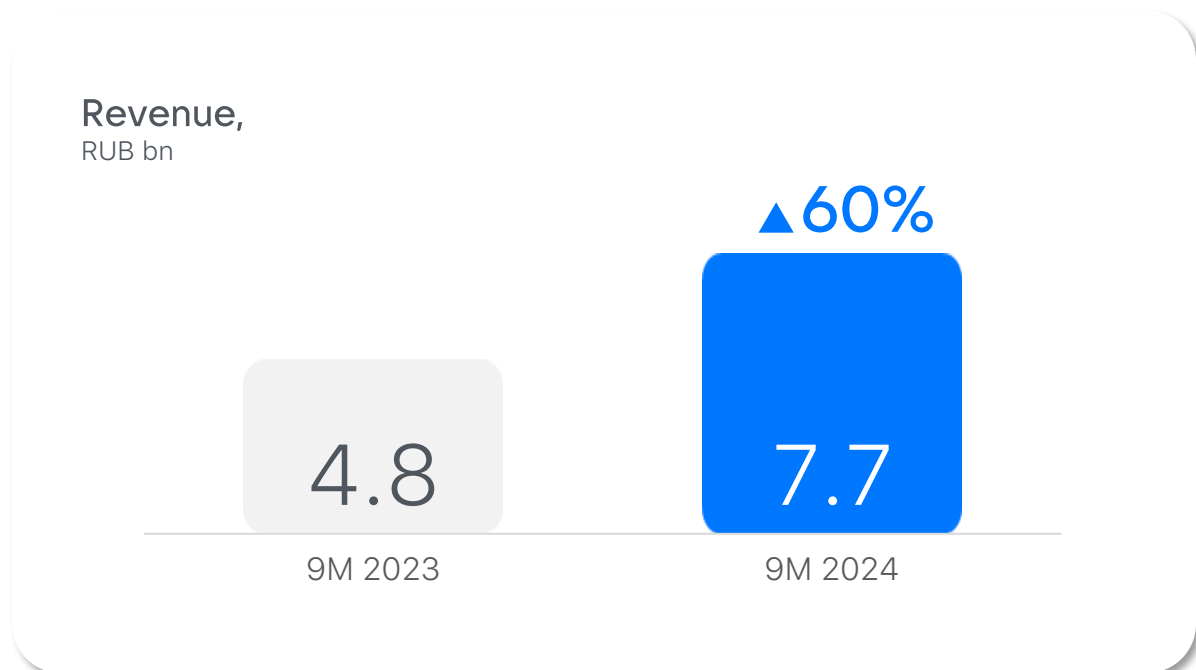
Educational programmes and courses of Skillbox Holding available as of the end of 3Q 2024

42 k

Educational products of Skillbox Holding sold in Q3 2024

Technologies for business (VK Tech)

Technologies for business (VK Tech)



In 9M 2024, the main drivers of the segment's revenue growth were:

- VK Cloud services with a 70% YoY revenue growth
- VK WorkSpace communication services with a 118% YoY revenue growth

VK Tech – domestic software developer

Revenue
Q3 2024

3.2 bn

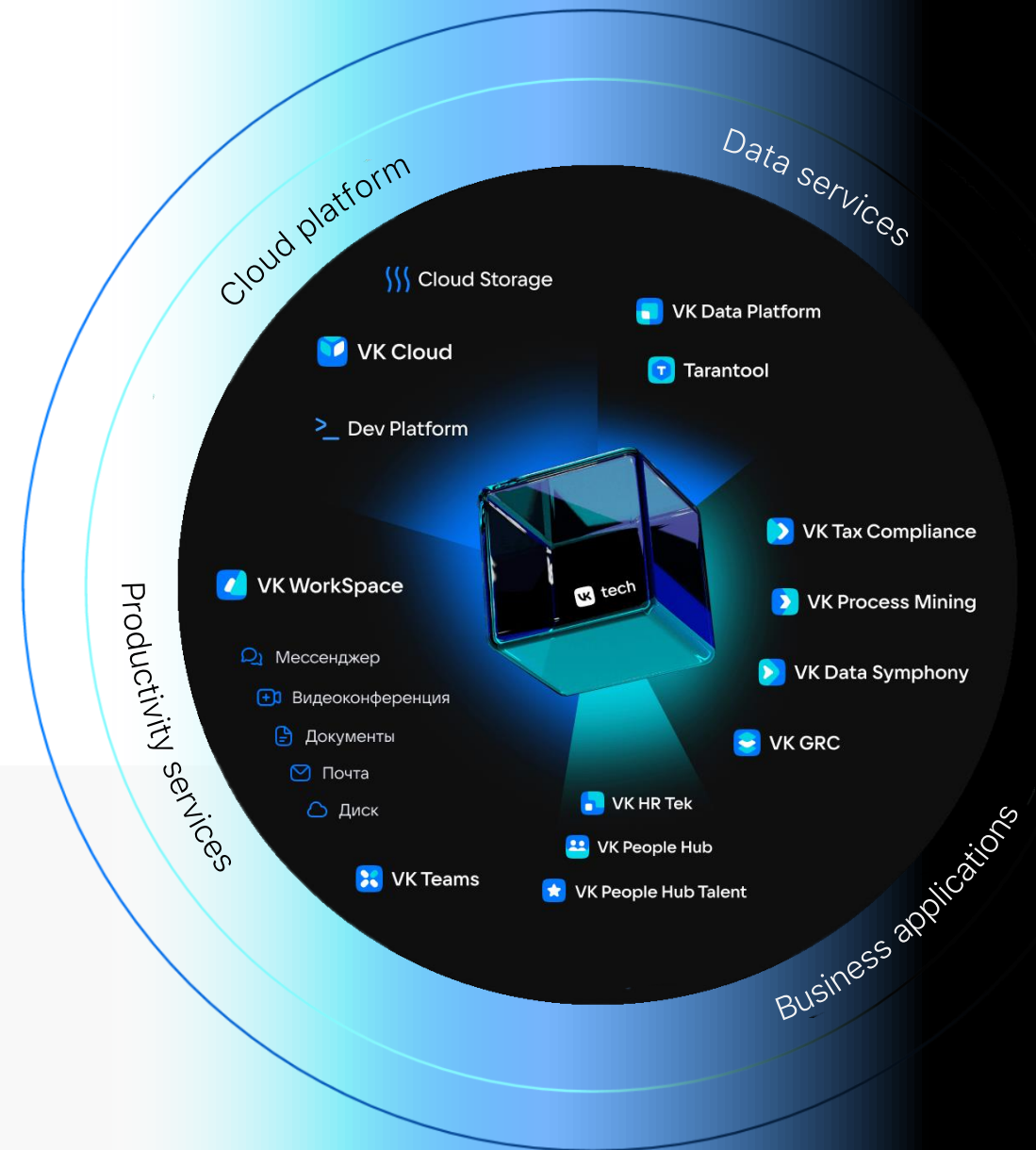
▲ 78% YoY

▲ 88% YoY
VK Cloud

▲ 114% YoY
VK WorkSpace

Key updates and launches in Q3 2024

- VK Cloud received a certificate from Russia's Federal Service for Technical and Export Control
- VK Data Platform, a universal platform for working with data, was launched
- VK WorkSpace launched a tool for fast and seamless transfer of companies' data from third-party services



The background is a solid blue color with a vertical gradient bar in the center that transitions from a lighter blue at the top to a darker blue at the bottom. There are several large, faint, curved lines in a lighter shade of blue that sweep across the background, creating a sense of movement and depth.

Ecosystem services
and other business lines

Ecosystem services and other business lines

Revenue,
RUB bn



In 9M 2024, the segment's revenue growth was attributed to:

- growth in revenue of Mail.ru Email and Cloud Mail by 10% YoY
- acquisition of YCLIENTS platform
- active development of RuStore and VK Play

Mail.ru Email – number one email service in Russia

MAU¹
Q3 2024, Russia

49 mn

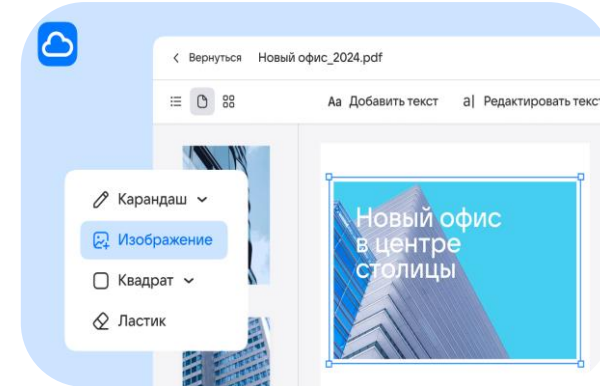


Key updates and launches in Q3 2024

- Mail large-scale update – technological changes in products and visual style
- Notes Mail now has a function for transferring data from the Notion service and an AI-based feature to quickly shorten notes

(1) Source: Mediascope, Q3 2024, Russia, ages 12+, desktop and mobile devices.

Cloud Mail – convenient file storage service



MAU¹
Q3 2024, Russia

20.7 mn

- PDF editor
- New scenarios for generating AI-based stories



47.4 mn

Registered accounts
at the end of Q3 2024

12.2 mn

MAU, global
Q3 2024



Key updates and launches in Q3 2024

- Replenishment of the catalog by >3 k games in the form activation keys in Steam and other distribution platforms
- Topping up a Steam wallet with a minimal commission

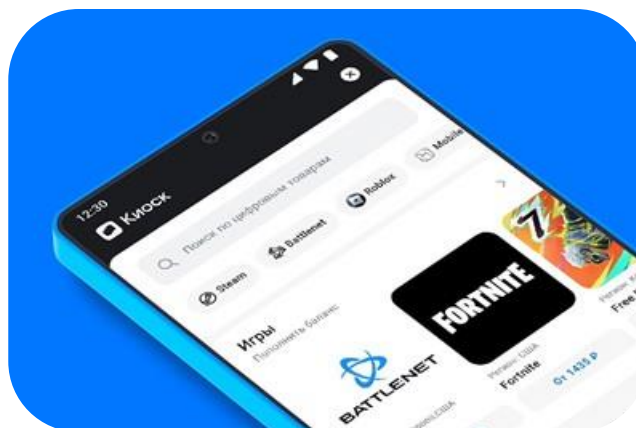


>45 k

Applications
at the end of Q3 2024

>80 mn

Installations
at the end of Q3 2024⁽¹⁾



- "Kiosk" section for in-game purchases with a recharge option
- Possibility of registration for foreign individuals



▲ 26% YoY

Growth in time spent of Marusia in VK Capsulas
Q3 2024



- Improved quality of speech-to-subtitle translation, punctuation and number-to-digits conversion



For more information, please
contact: ir@vk.company