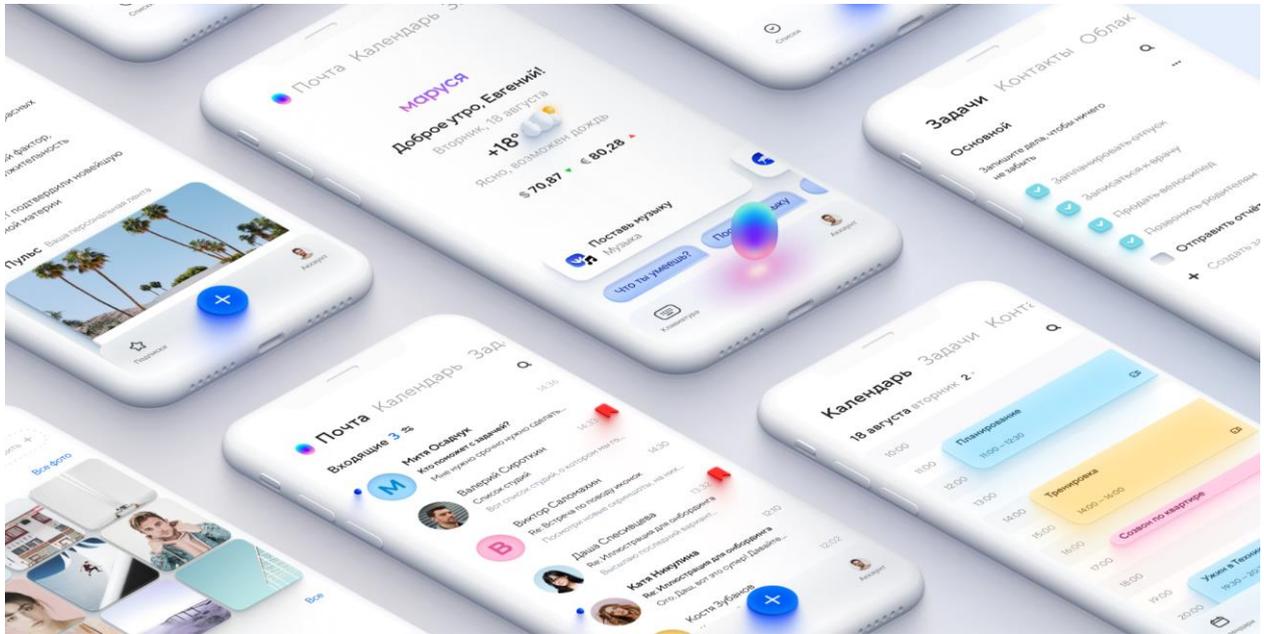




Mail.ru - 24 years of innovation for 50+ million users

Mailing service Mail.ru celebrated its 24th birthday in October. Since the history of Mail.ru Group (now VK), began with this product, we decided to dedicate this blog to Mail.ru, its most significant updates and its future potential.



For more than 20 years, Mail.ru has retained the title of the No.1 e-mailing service on the Russian internet. Here, the product is used by 17 million active users daily and 49 million monthly*. The average rating of the application in app stores is 4.8 stars out of 5.

In 2021, Mail.ru's revenue grew by 38% year-on-year due to interface improvements and technical optimization, including in the myTarget advertising network. Mail.ru continues to show positive dynamics in the nine months of 2022 with revenue growth of more than 10% year-on-year and is becoming one of the main platforms for promoting small and medium-size businesses. In 2021 the average revenue per user per day (ARPPU) of mobile devices increased by 115% compared to 2020.

How does Mail.ru achieve such results?

Access to a variety of services

Mail.ru is constantly changing, becoming more convenient and safer for users. Last year, Mail.ru brought together all the key tools for digital life - from Cloud to Notes and Calendar. All these products are now seamlessly connected: photos, documents and other attachments sent via an email can be stored in Cloud, and Calendar events can be created directly from an email, just like Notes, which can be sent to your mailbox.

Machine learning technologies in Mail.ru are also constantly evolving. This is how the service got smart replies to emails, while email data recognition algorithms help collect emails within the same categories into common threads. For example, this is how the service stores checks, order data from online stores, and important notifications from government services. And fines and utility bills can be paid directly from the email.

The updated Calendar makes planning easier for those who truly value time. Users can now create shared schedules, for example for a work team or friends going on a trip together. In the new version, business and other event participants can conveniently create shared schedules where they are able to view and take into account everyone's availability and schedule a meeting right inside an email chain. Automatic addition of events from emails will help you remember important things, such as a changes in your flight, an appointment with a doctor, a date or a concert of your favorite band.



Modern and technological

Mailboxes are often filled with unread mailings and automatic notifications. According to our statistics, if a message is not opened in the first week, then the chance that it will ever be read is less than 1%. In order not to miss truly important messages among the unread, smart Mail.ru algorithms offer to sort out a filled mailbox and quickly find what you need and what's important.

Marusia virtual voice assistant reads incoming emails and helps with reply messages. This feature can be useful for people with disabilities or for those who simply have their hands full, for example on the way from the store or on a walk with a baby stroller. In the first nine months of 2022, users listened to and articulated 41 million emails together with Marusia.

Access to email is necessary even for the youngest users. Therefore, we launched Children's Mail for users under 14, where schoolchildren can conveniently, and most importantly, safely receive homework, check grades and find out lesson schedules. And for parents who are worried about the safety of their child on the Internet, we have developed a moderation function with which you can find out who the child is talking to and monitor the activity of his inbox. There are no ads in Children's Mail, and enhanced anti-spam algorithms do not let through letters with content that is deemed to be unacceptable.

In 2021, we released VK Mail. Its audience were mainly teenagers from 14 years old. So Mail.ru strives to meet the needs of as many people as possible and, of course, expand its young audience.

Secure

Guaranteed security and privacy are essential conditions for the service. Smart algorithms, anti-spam and anti-phishing reflect and block hundreds of millions of fraudulent mailings and spam emails every day. Mail promptly notifies users of any suspicious activity and offers the most up-to-date ways to protect your account.

For example, our algorithm checks compromised user passwords and warns them about leaks from other services. Mail.ru also marks letters from trusted senders, such as banks, large retailers and educational projects, which are marked with a "green shield" protection sign. Messages from government services are automatically sorted into the Government Letters folder and also receive a special badge. Separate passwords for third-party applications for all users have significantly reduced the number of hacks, and if an email seems to be fraudulent to Mail, the user will receive a warning about this.

Mail.ru email service continues to grow, develop and, of course, take care of the safety and convenience of its users. The team sets ambitious goals for 2023 in order to maintain leadership in the Russian market and increase the size and engagement of its audience.

**Source: Mediascope Cross Web, August 2022, Desktop&Mobile, Russia 0+, 12+*

For further information please contact:

Investors

E-mail: ir@vk.team

Press

E-mail: pr@vk.team

About VK

VK is one of the largest technology companies in Russia, its products helping millions of people with their day-to-day needs online. More than 90% of the Russian internet audience use VK services, which enable people to keep in touch, play video games, master new skills, listen to music, watch and create video content, buy and offer goods and services and fulfill wide range of other needs. The company provides a number of solutions for digitizing business processes, from online promotion and predictive analytics to corporate social networks, cloud services and enterprise automation.