



# VK results for Q1 2024

May 23, 2024



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

**78** mn  
users – daily audience (DAU)

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

**>95%**  
monthly audience reach within  
the Russian internet segment



# Key results of VK business segments

## Social platforms and media content

Audience of the largest VK social platforms in Q1 2024

VKontakte  
MAU, Russia



**89 mn**

▲ 9% YoY

Odnoklassniki  
MAU, Russia



**35 mn**

Dzen<sup>1</sup>  
DAU, Russia



**31.8 mn**

Views and audience of media content services in Q1 2024

VK Video  
Views



**2.5 bn**

▲ 21% YoY

VK Clips  
Views



**1.7 bn**

▲ 77% YoY

VK Music  
MAU, Russia



**38 mn**

## EdTech

Number of paying students  
in April 2023 – March 2024

**UCHI.RU** **1 mn**  
▲ 8% YoY

Number of educational products  
sold in Q1 2024

**Skillbox** **49 k**  
▲ 12% YoY  
Holding Ltd.

## VK Tech

Revenue growth in Q1 2024

VK Cloud



▲ **60%**  
YoY

VK WorkSpace



▲ **3.3x**  
YoY

## Ecosystem services and other business lines

Audience in Q1 2024

Mail.ru<sup>2</sup>  
MAU, Russia



**50.2 mn**

VK Play  
MAU, Russia



**12 mn**

At the end of Q1 2024

RuStore  
Apps



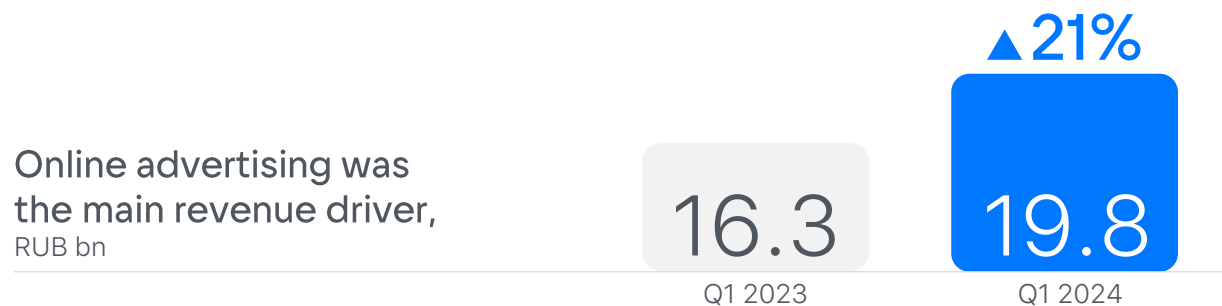
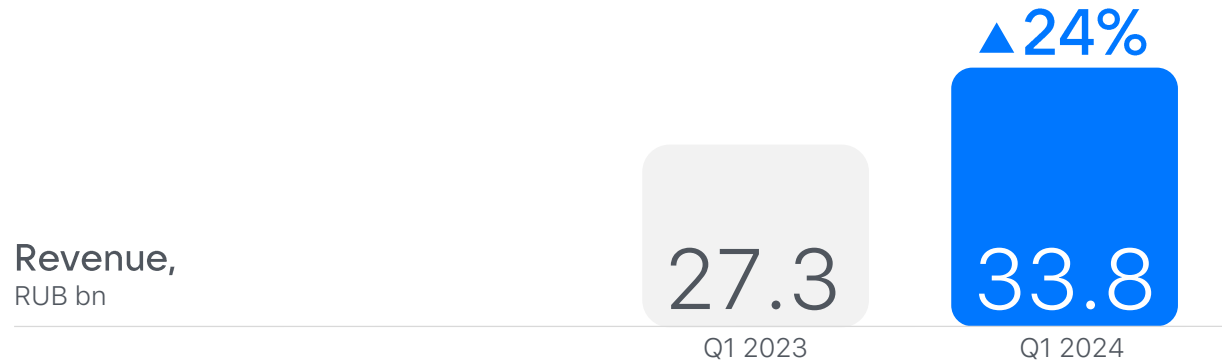
**>37 k**

Note: company internal data, unless otherwise indicated.

(1) Daily audience of dzen.ru and mobile applications. Source: Mediascope, Q1 2024, Russia 0+, ages 12+, desktop and mobile devices.

(2) Source: Mediascope, Q1 2024, Russia, ages 12+, desktop and mobile devices.

# VK key indicators in Q1 2024

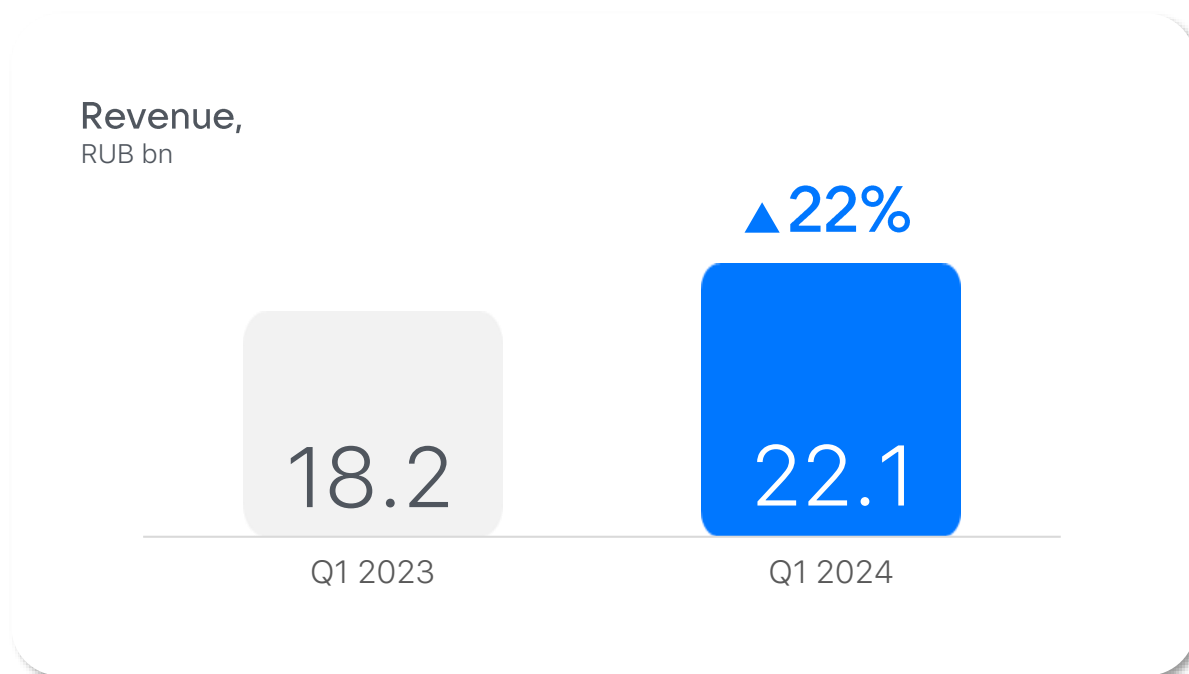


In Q1 2024, VK's revenue increased by 24% YoY due to:

- Online advertising revenue growth by 21% YoY
- SMB segment revenue growth by 29% YoY
- EdTech and VK Tech segments' revenue growth by 36% and 55% YoY, respectively

# Social platforms and media content

# Social platforms and media content



In Q1 2024, the segment's revenue growth was driven by:

- Contribution of VKontakte social network, which revenue increased by 23% YoY
- Increase in the average daily views of VK Clips by 77% YoY and average daily views of VK Video by 21% YoY, as well as a 49% YoY growth of the VK Music subscriber base
- Growth in online advertising revenue

# VKontakte — record audience performance

MAU  
Q1 2024, Russia

89 mn

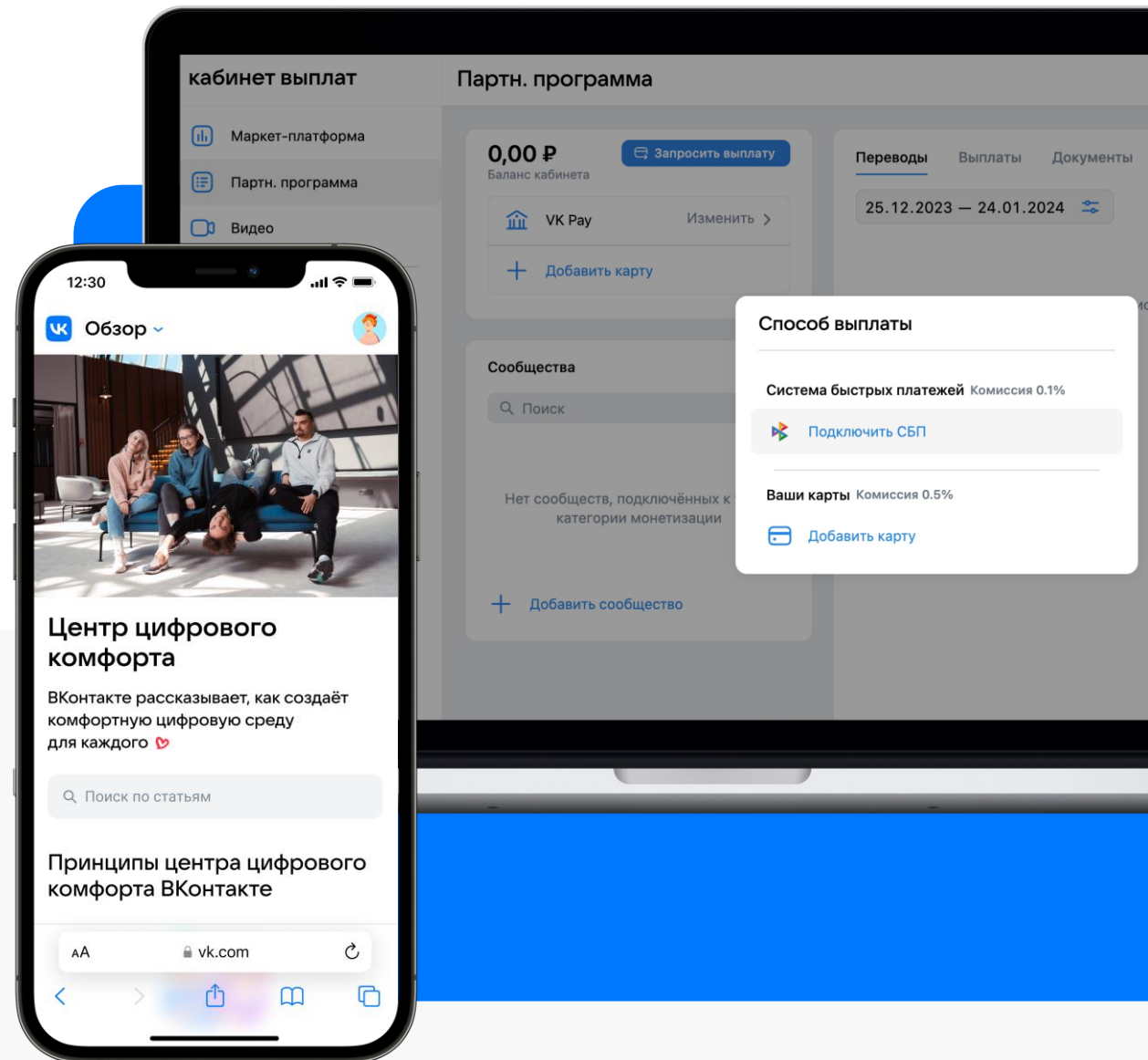
▲ 9% YoY

88%<sup>1</sup>  
Average monthly reach of  
the Russian Internet audience

55%<sup>1</sup>  
Daily coverage of  
the daily Russian Internet audience

## Key updates and launches in Q1 2024

- Digital Comfort Center
- Income transfer through the Faster Payments System for VKontakte's authors
- Improvement of recommendation algorithms







# Odnoklassniki — high-quality content and comfortable environment for communication

MAU  
Q1 2024, Russia

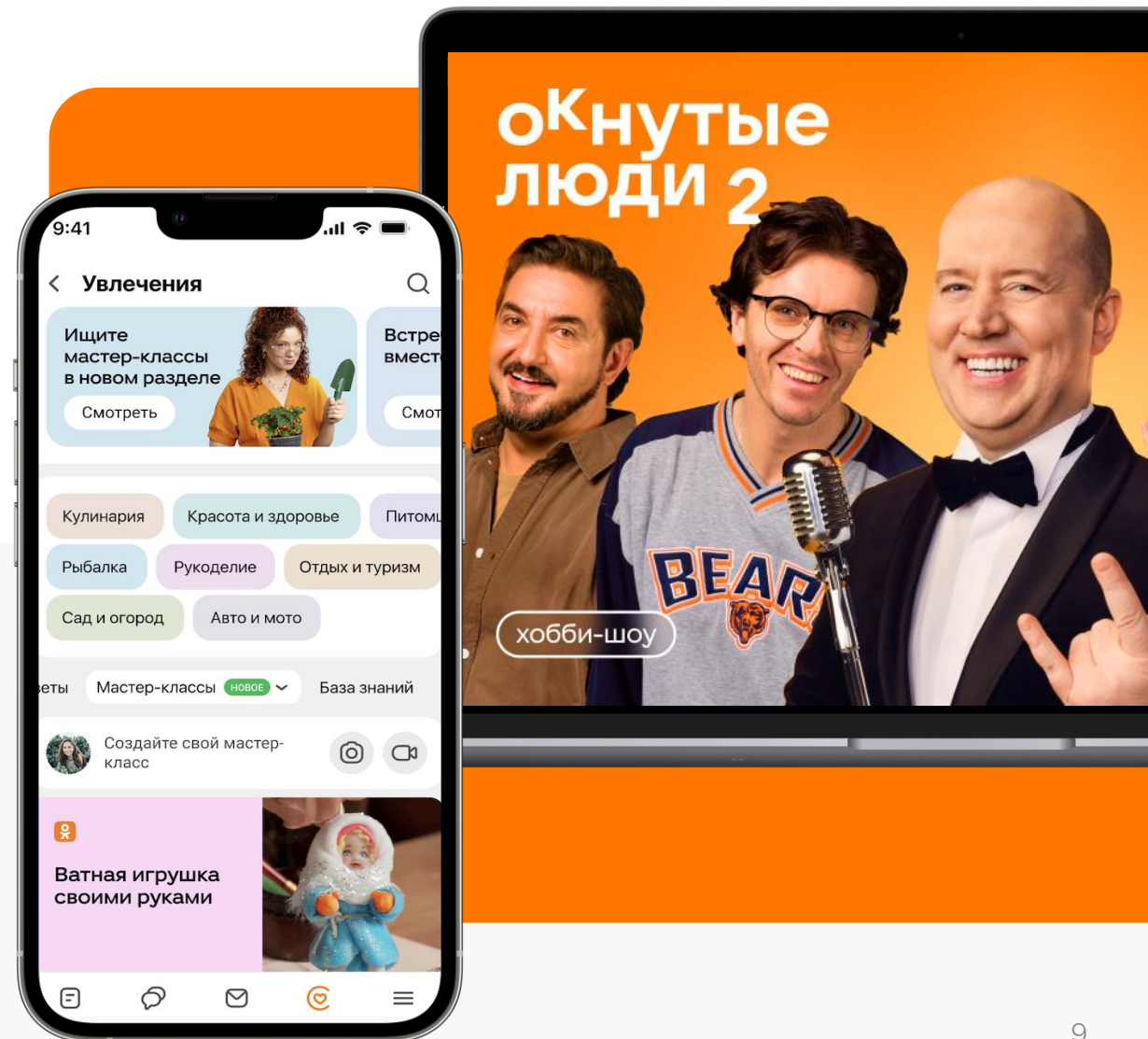
35 mn

>100 k  
Groups with quality content

<0.5%  
Percentage of social network users who encountered spam

## Key updates and launches in Q1 2024

- Master Classes section with professional hobby-related content
- New season of original shows



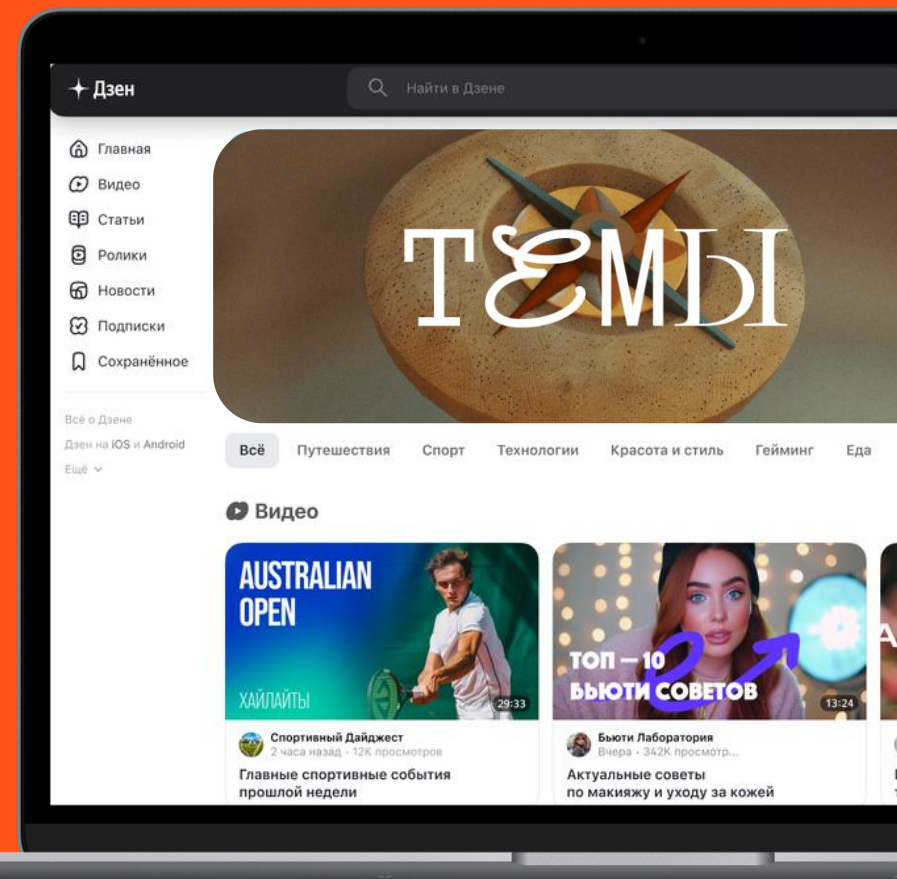
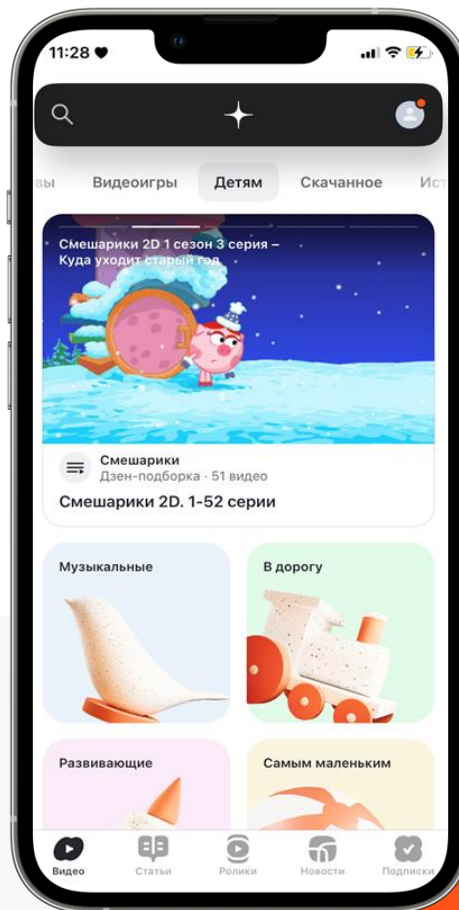
# Dzen – relevant interest-based content

DAU<sup>1</sup>  
Q1 2024, Russia

31.8 mn

## Key updates and launches in Q1 2024

- New Topics section with relevant content
- Newsfeed with popular content for the children
- Crossposting streams from VK Play to Dzen



(1) Daily audience of dzen.ru and mobile applications. Source: Mediascope, Q1 2024, Russia 0+, ages 12+, desktop and mobile devices.

# VK Video – Russia's largest video service

Application installations<sup>1</sup>

9.8 mn

2.5 bn

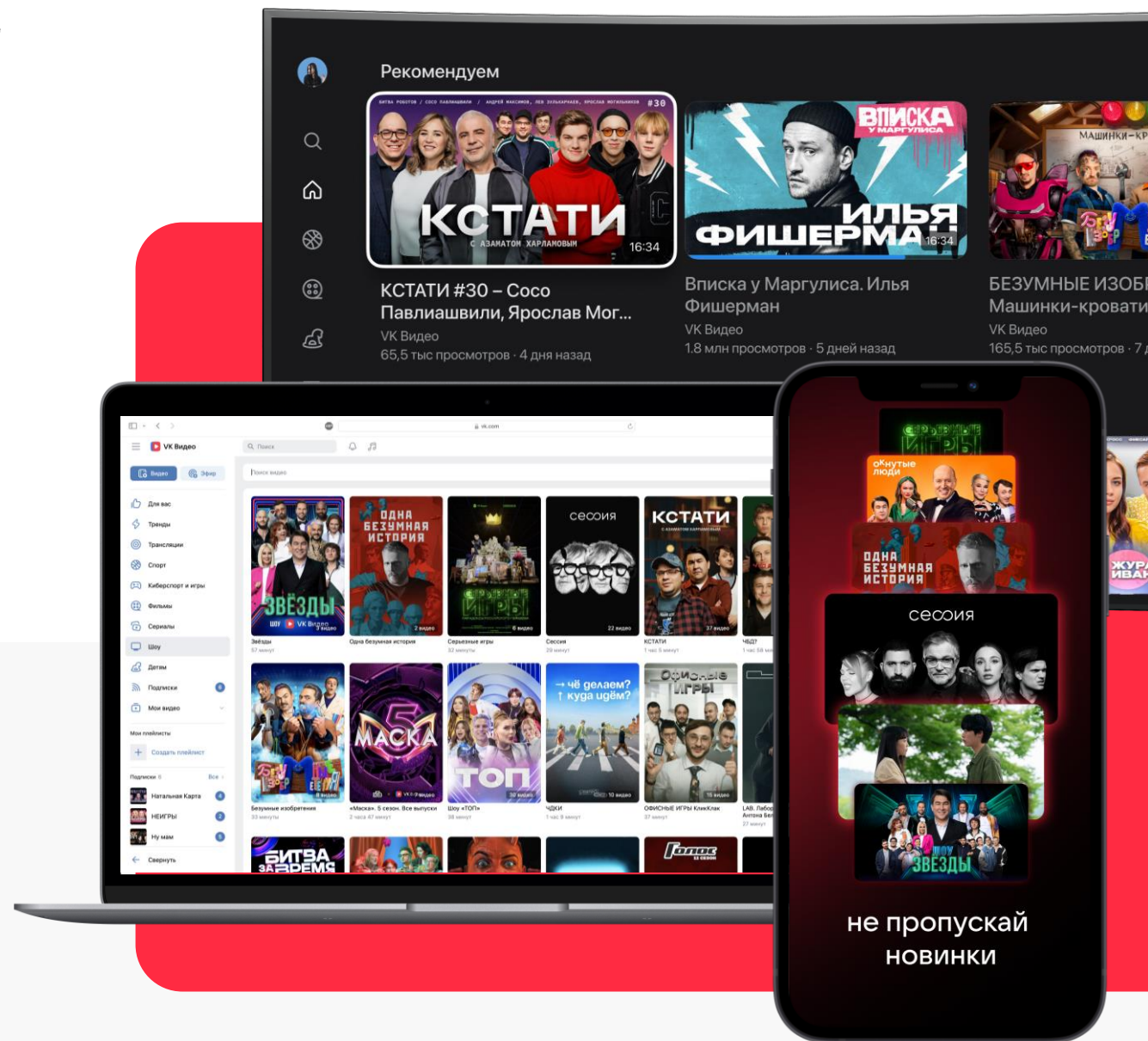
Average daily views

10.5 mn viewers

Peak in the evening hours

## Key updates and launches in Q1 2024

- VK Video on Xiaomi Mi TV, Mi Box and Mi Stick devices
- Standalone applications for TB Hisense and Apple TV
- Expansion of exclusive content lineup





# VK Clips — the most popular vertical video platform

Views/day  
Q1 2024

1.7 bn

▲ 77% YoY

▲ 175% YoY

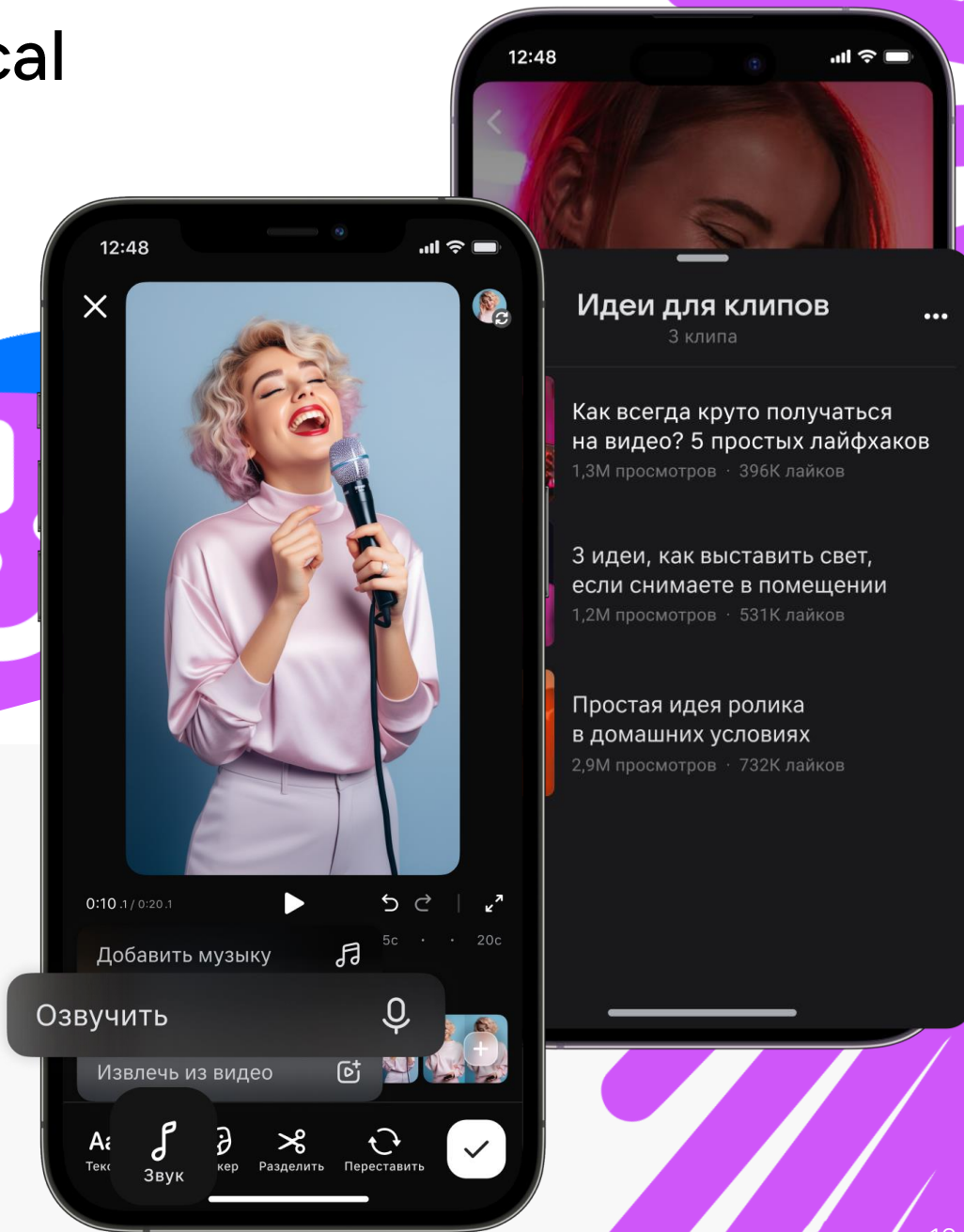
VK Clips time spent

▲ 59% YoY

Number of published clips

## Key updates and launches in Q1 2024

- Ability to combine clips into thematic playlists
- Recording a voiceover for any part of the clip
- Improvement of recommendation system algorithms





# VK Music – development of search and recommendations

MAU  
Q1 2024, global

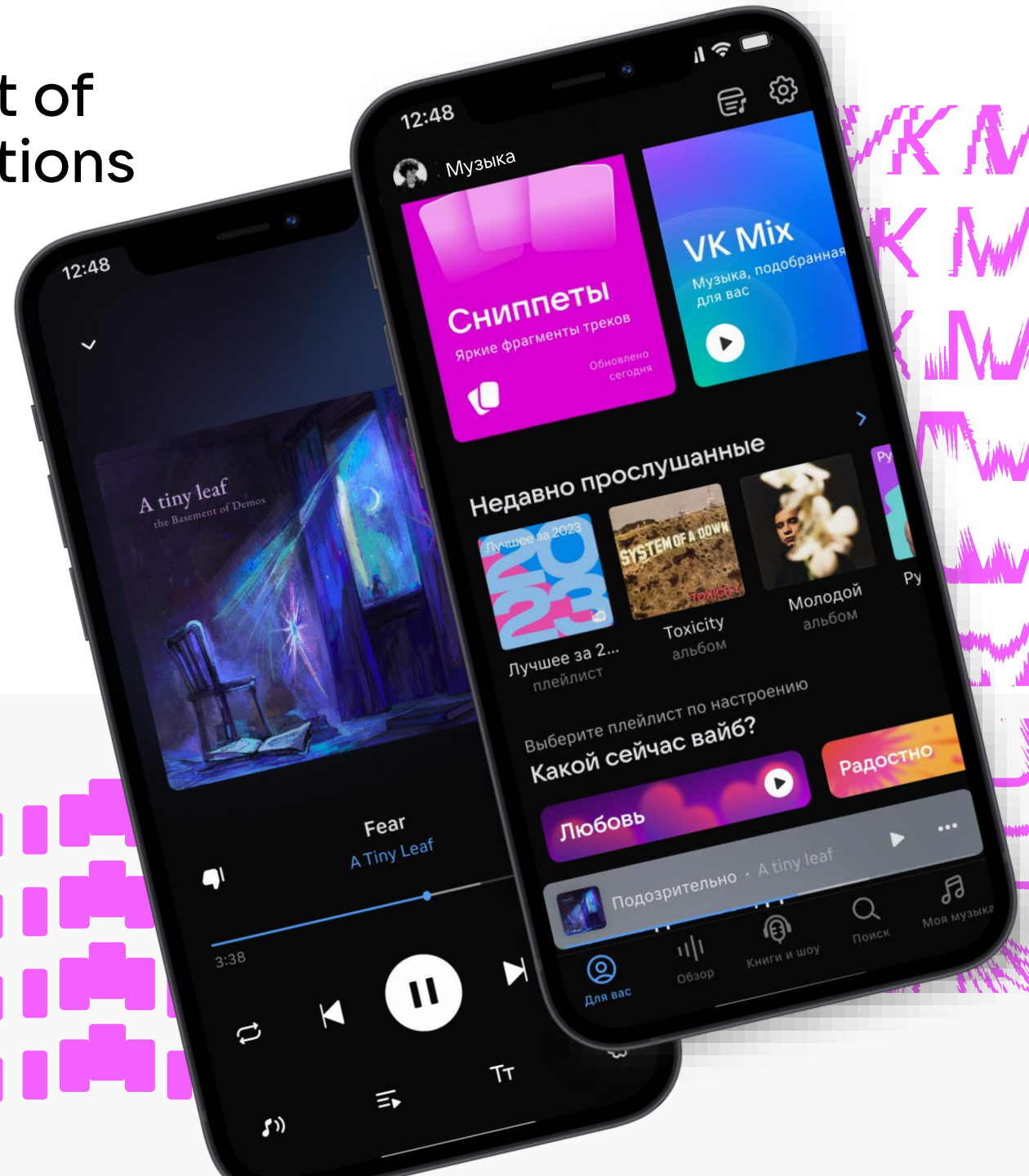
42 mn

MAU  
Q1 2024, Russia

38 mn

## Key updates and launches in Q1 2024

- Mood playlists and dislikes in the player
- Music recommendations in the newsfeed
- New search tips



# Educational Technologies (EdTech)

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In Q1 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



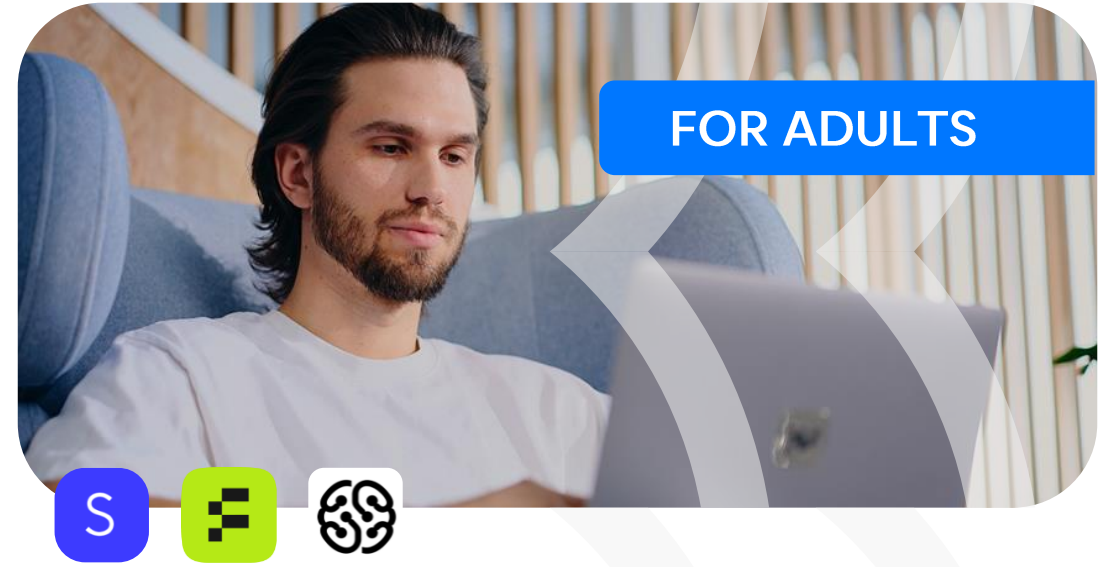
**14.1** mn

Active students of Uchi.ru from April 2023 to March 2024

**1** mn

Paying students of Uchi.ru from April 2023 to March 2024

▲ 8% YoY



**>1.8** k

Educational programmes and courses of Skillbox Holding available as of the end of Q1 2024

**49** k

Educational products of Skillbox Holding sold in Q1 2024

▲ 12% YoY



# Technologies for business (VK Tech)

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In Q1 2024, the main drivers of the segment's revenue growth were:

- VK Cloud services with a 60% YoY revenue growth
- VK WorkSpace communication services with a 3.3 fold YoY revenue growth

# VK Tech – domestic software developer

Revenue  
Q1 2024

**1.8** bn

▲ 55% YoY

▲ 60% YoY

 VK Cloud

▲ 3.3x YoY

 VK WorkSpace

## Key updates and launches in Q1 2024

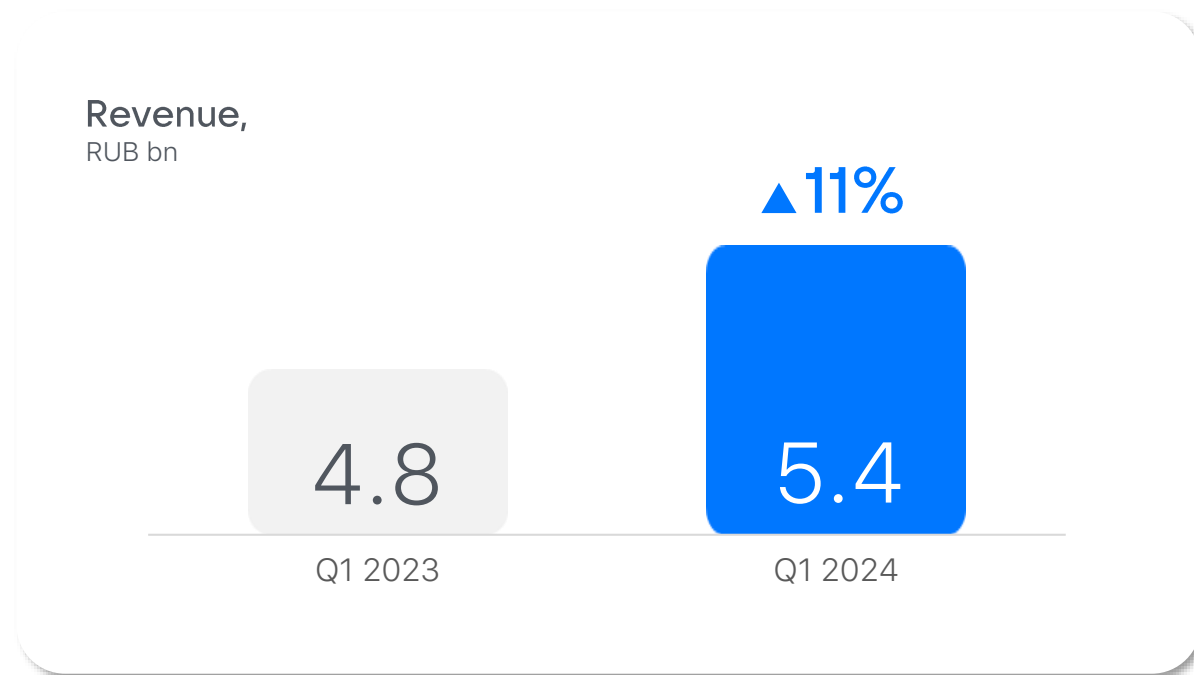
- Updated Private Cloud from VK Cloud
- Expanded capabilities of VK Cloud analytical tools in Kazakhstan
- Hybrid real-time data processing on the Tarantool Column Store platform



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



In Q1 2024, the segment's revenue growth was attributed to:

- Growth in revenue of Mail.ru Email and Cloud Mail.ru by 28% YoY
- Acquisition of YCLIENTS platform
- Active development of RuStore and VK Play



# Mail.ru Email – number one email service in Russia

MAU<sup>1</sup>  
Q1 2024, Russia

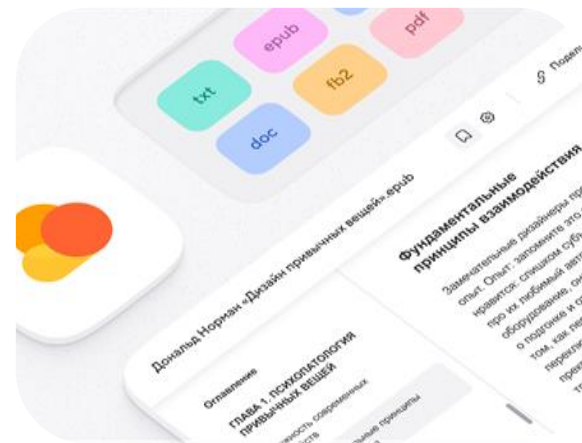
50.2 mn



# Cloud Mail.ru – convenient file storage service

MAU<sup>1</sup>  
Q1 2024, Russia

22.5 mn



## Key updates and launches in Q1 2024

- Neural networks in Mail.ru Email, Cloud, Notes and Calendar
- New ML-model for technical support work
- Garm, a new system for automatically restoring access to accounts

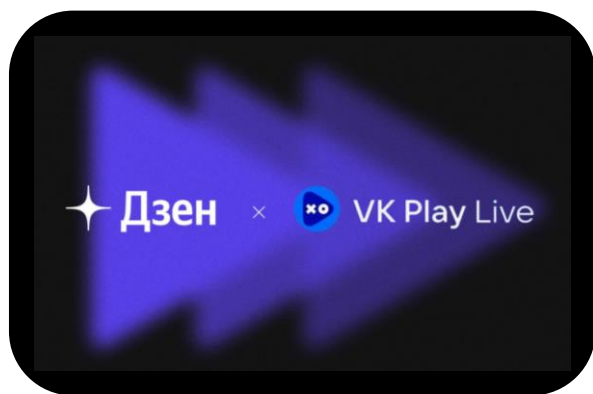
- Ability to read e-books in Cloud Mail.ru
- Increases number of stories in Cloud Mail.ru to 3 bn
- Online viewing of 110 file formats

(1) Source: Mediascope, Q1 2024, Russia, ages 12+, desktop and mobile devices.



43.5 mn

Registered accounts  
as of the end of Q1 2024



### Key updates and launches in Q1 2024

- New tool for recording videos while playing in VK Play Store
- Ability to duplicate recordings of VK Play Live broadcasts in Dzen
- Access to VK Play Cloud via Dom.ru



>37 k

Applications  
as of the end of Q1 2024

>50 mn

Total installations  
as of the end of Q1 2024

>9 k

Developers  
as of the end of Q1 2024



- Mini section with 4 k mini-applications and games created on VK Mini Apps platform
- Over 1 k Russian and international companies use RuStore infrastructure



▲ 53% YoY

Growth in time spent of Marusia in VK Capsulas  
in Q1 2024



- New speaking recognition model
- Function of calls to smart speakers and nanny radios on iOS devices



For more information, please contact:  
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