



VK financial and operating results for Q2 and H1 2024

August 8, 2024



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Investing in securities may be restricted by applicable law, and therefore the investor should carefully and independently study the possibilities of investing in the company's shares, applicable restrictions and tax consequences.

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

77 mn
users — daily audience (DAU)

4.2 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 Q2 2024

VKontakte
MAU, Russia



87.9 mn

▲ 4% YoY

Odnoklassniki
MAU, Russia



34.2 mn

Dzen¹
DAU, Russia



30 mn

Views and audience of media content services in Q2 2024

VK Video
Views



2.4 bn

▲ 26% YoY

VK Clips
Views



1.7 bn

▲ 84% YoY

VK Music
MAU, Russia



37 mn

EdTech

Number of paying students
in July 2023 – June 2024

UCHI.RU **1 mn**
▲ 8% YoY

Number of educational products
sold in H1 2024

Skillbox **86 k**
▲ 3% YoY
 Holding Ltd.

VK Tech

Revenue growth in Q2 2024

VK Cloud



▲ **62%**
YoY

VK WorkSpace



▲ **2.2x**
YoY

Ecosystem services and other business lines

Audience in Q2 2024

Mail.ru²
MAU, Russia



49.6 mn

VK Play
MAU, Russia



11.2 mn

At the end of Q2 2024

RuStore³
Installations



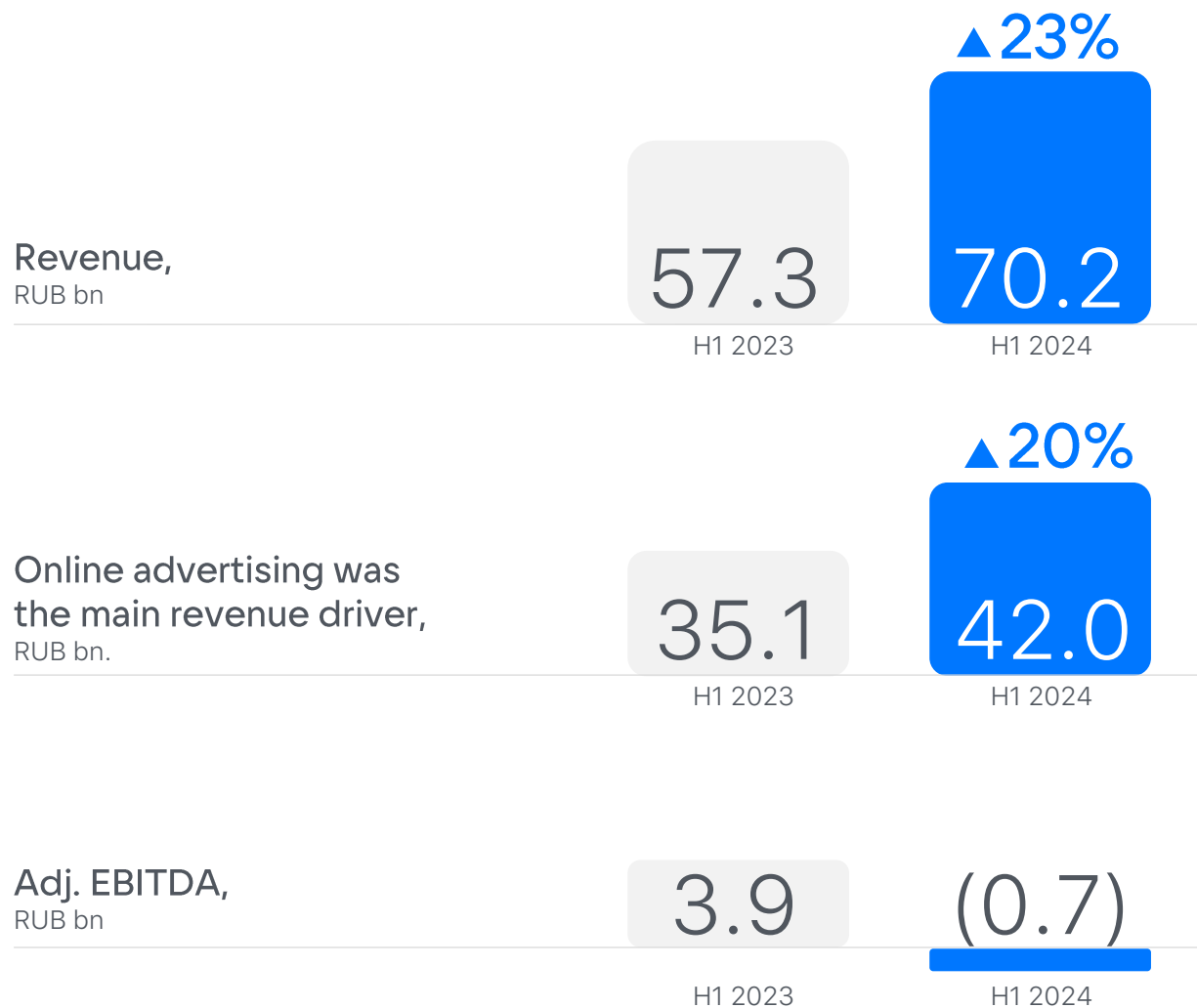
>70 mn

Note: company internal data, unless otherwise indicated.

(1) Daily audience of dzen.ru and mobile applications. Source: Mediascope, Q2 2024, Russia 0+, ages 12+, desktop and mobile devices.

(2) Source: Mediascope, Q2 2024, Russia, ages 12+, desktop and mobile devices. (3) Total since the launch of RuStore in May 2022.

VK key financial indicators in H1 2024



In H1 2024, VK's revenue increased by 23% YoY due to:

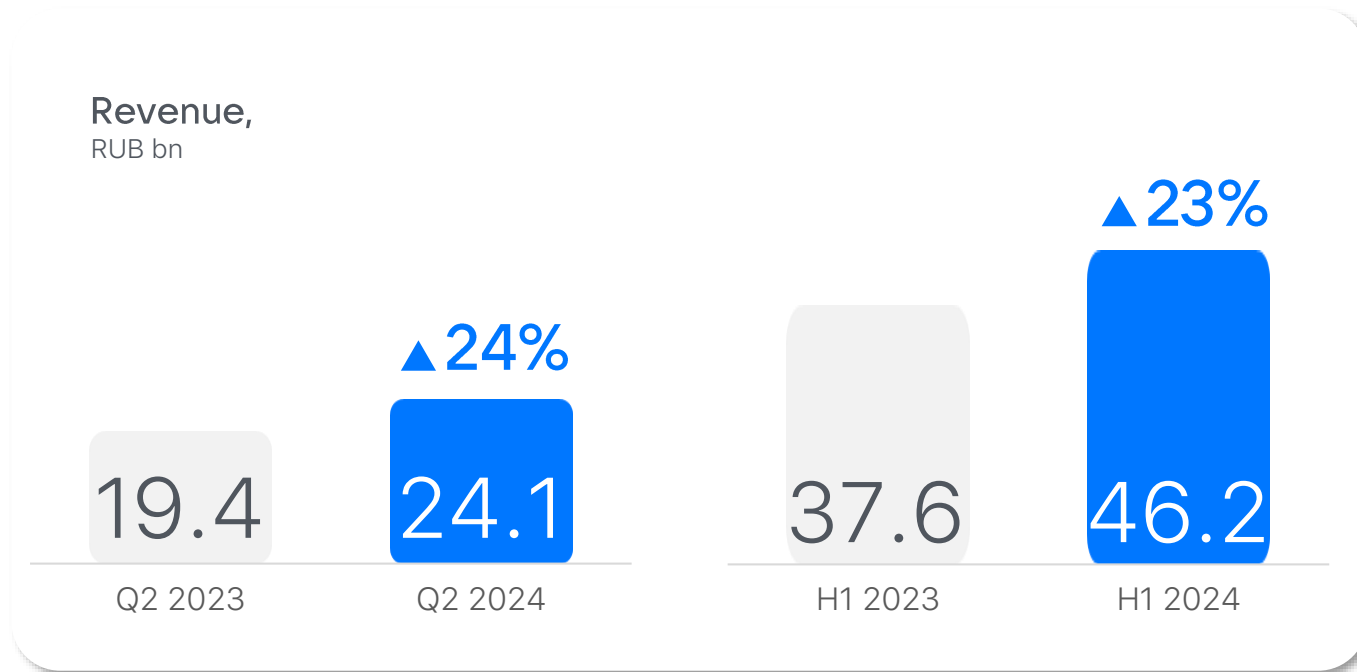
- Online advertising revenue growth by 20% YoY
- EdTech and VK Tech segments' revenue growth by 27% and 49% YoY, respectively

In H1 2024, VK continued to invest in product development, content creation and promotion, talent recruitment, technical equipment, and implementation of advanced technologies

The background is a solid blue color with several abstract, overlapping white and light purple lines that create a sense of movement and depth. These lines are curved and intersect, forming a complex, organic pattern.

Social platforms and media content

Social platforms and media content



In H1 2024, the segment's revenue growth was driven by:

- Growth in online advertising revenue
- Contribution of VKontakte social network, which revenue increased by 24% YoY
- Increase in the average daily views of VK Clips by 61% YoY
- Increase in average daily views of VK Video by 21% YoY, as well as a 14% YoY growth of the VK Music subscriber base

VKontakte – growth of audience performance

MAU
Q2 2024, Russia

87.9 mn

▲ 4% YoY

87%¹

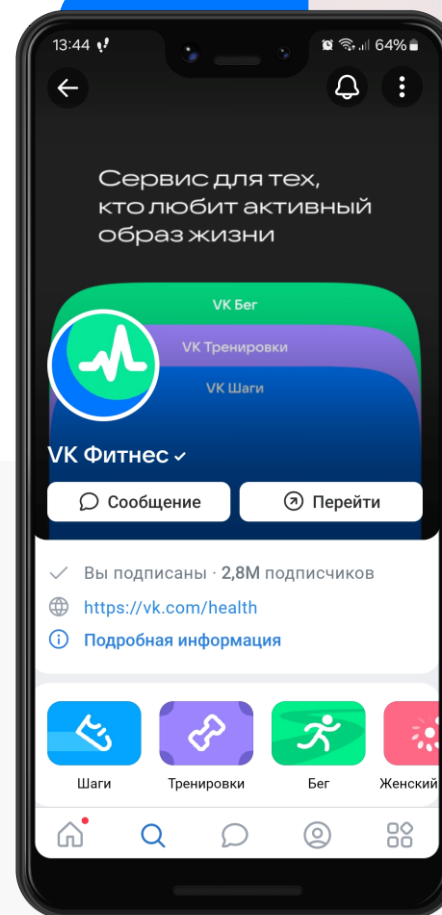
Average monthly reach of the Russian Internet audience

54%¹

Daily coverage of the daily Russian Internet audience

Key updates and launches in Q2 2024

- Connection of private individuals to the payment cabinet to content creators
- Improvement of recommendation algorithms
- New brand VK Fitness, uniting VKontakte's sports services



Кабинет выплат

Официальный инструмент для сообществ. Помогает выводить доход, полученный с инструментами монетизации ВКонтакте.

Создать кабинет самозанятого



Odnoklassniki – high-quality content and comfortable environment for communication

MAU

Q2 2024, Russia

34.2 mn

594 mn

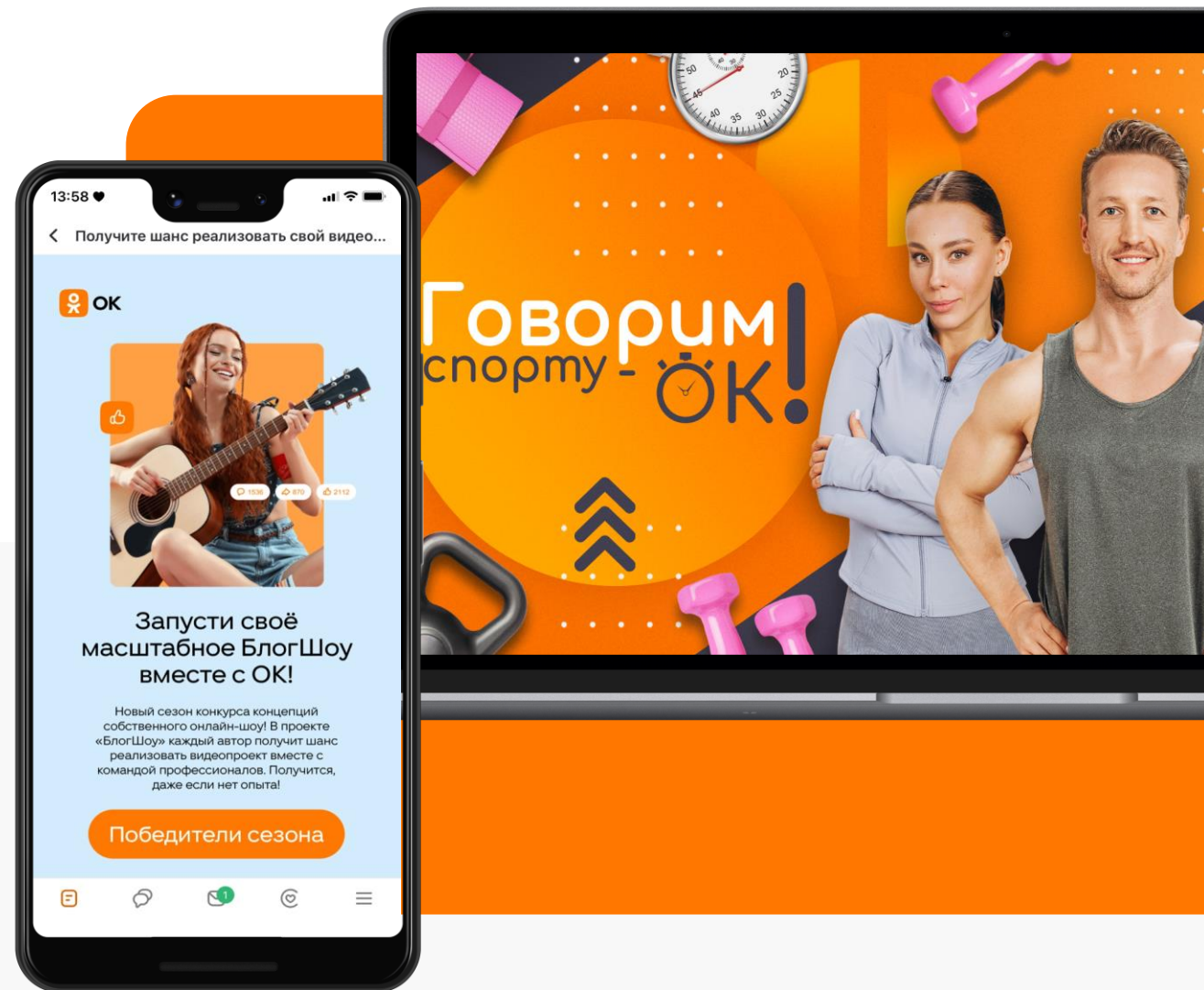
Postcards sent by users

10 bn

Virtual gifts sent by users

Key updates and launches in Q2 2024

- Premiere of three new shows dedicated to healthy lifestyle, suburban living and cooking
- Launching technologies to limit the demonstration of objectionable content in posts, comments, chats and photos

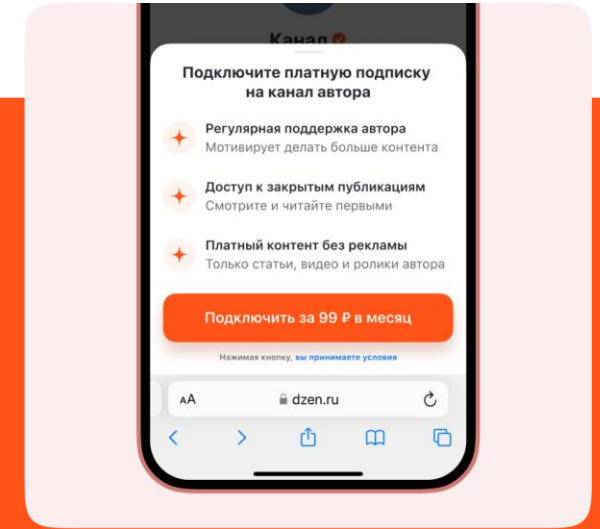
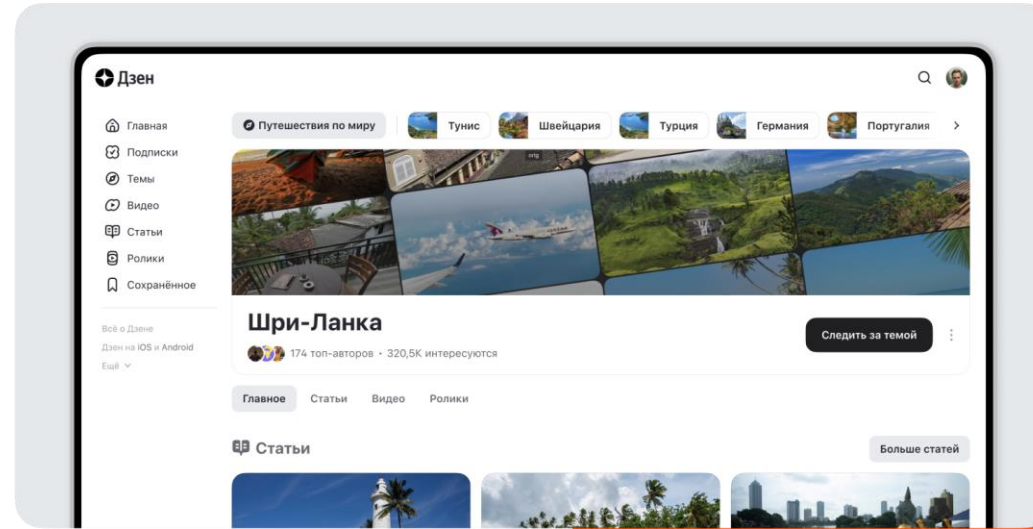




Dzen – relevant content and a new format of thematic channels

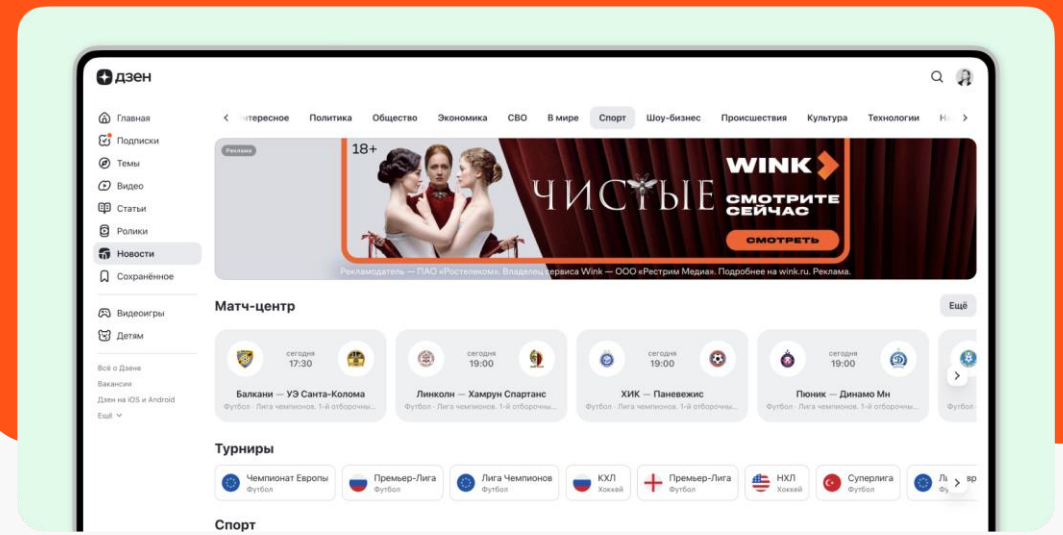
DAU¹
Q2 2024

30 mn



Key updates and launches in Q2 2024

- New format of thematic channels with subscription option
- Beta testing of a new service for content creators - premium subscriptions
- Updated sports section in “News”



(1) Daily audience of dzen.ru and mobile applications. Source: Mediascope, Q2 2024, Russia 0+, ages 12+, desktop and mobile devices.

VK Video – Russia's largest video service

Application installations¹

17 mn

2.4 bn

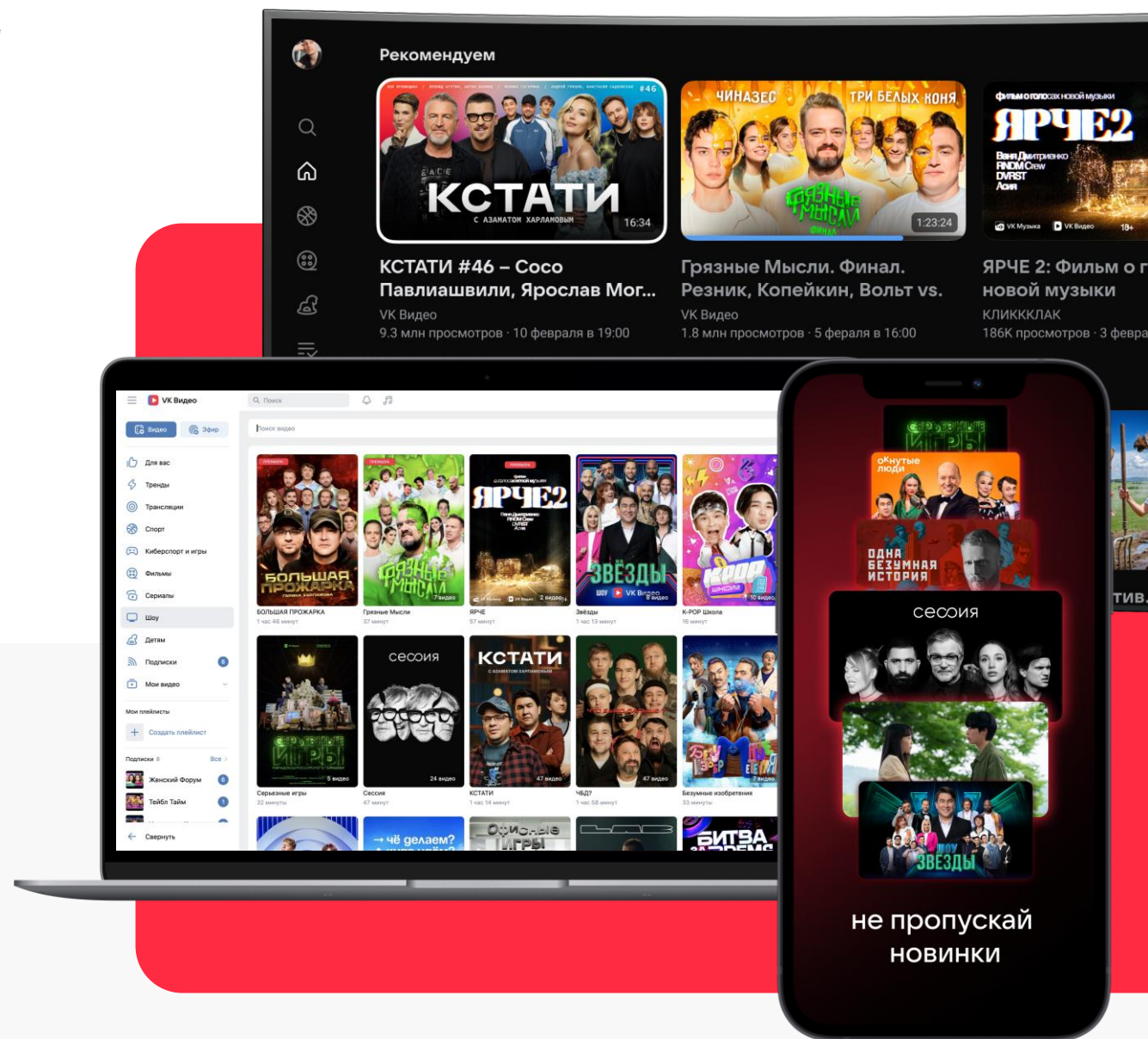
Average daily views

150 minutes per day

Average viewing time on SmartTV

Key updates and launches in Q2 2024

- Expansion of exclusive content lineup
- VK Clips became available on VK Video Android app
- Joint project of VK Video and the Russian Museum to create a short film based on Surikov's painting using AI





VK Clips – the most popular vertical video platform

Views/day
Q2 2024

1.7 bn

▲ 84% YoY

▲ 197% YoY

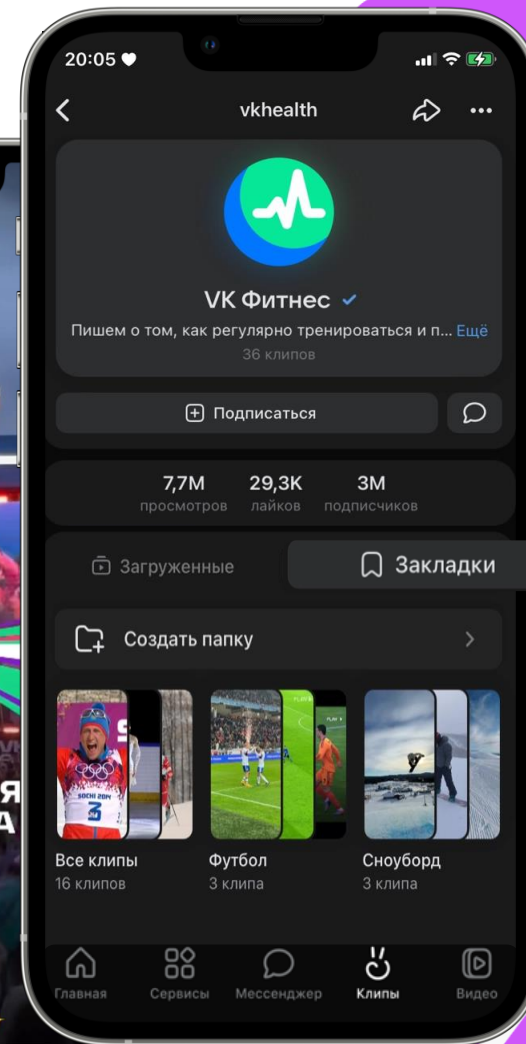
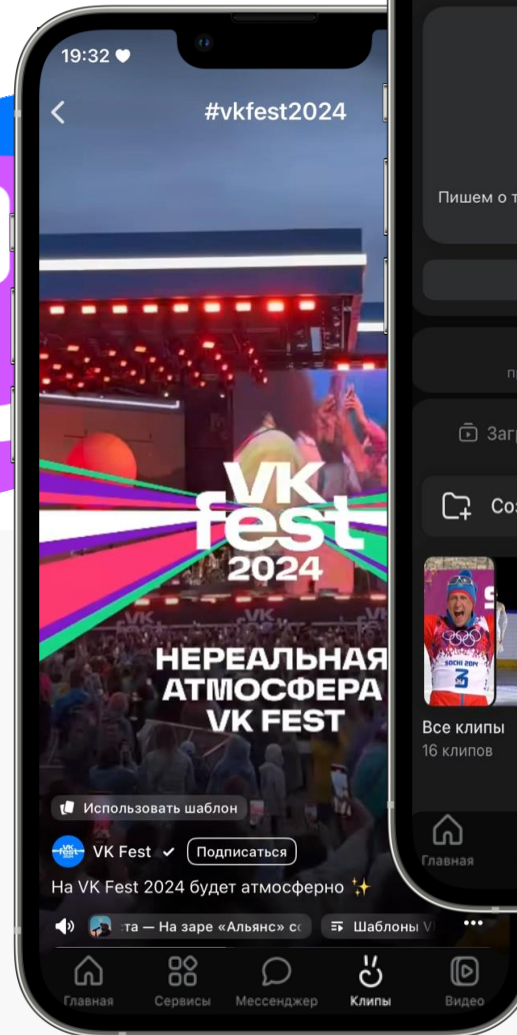
VK Clips time spent

▲ 56% YoY

Number of published clips

Key updates and launches in Q2 2024

- Redesign of the viewing screen in VK Clips
- Ability to add videos to bookmarks
- New features for clip authors in the VKontakte app: voiceover, color correction and advanced statistics





VK Music – offline presence and music label development

MAU

Q2 2024, global

41 mn

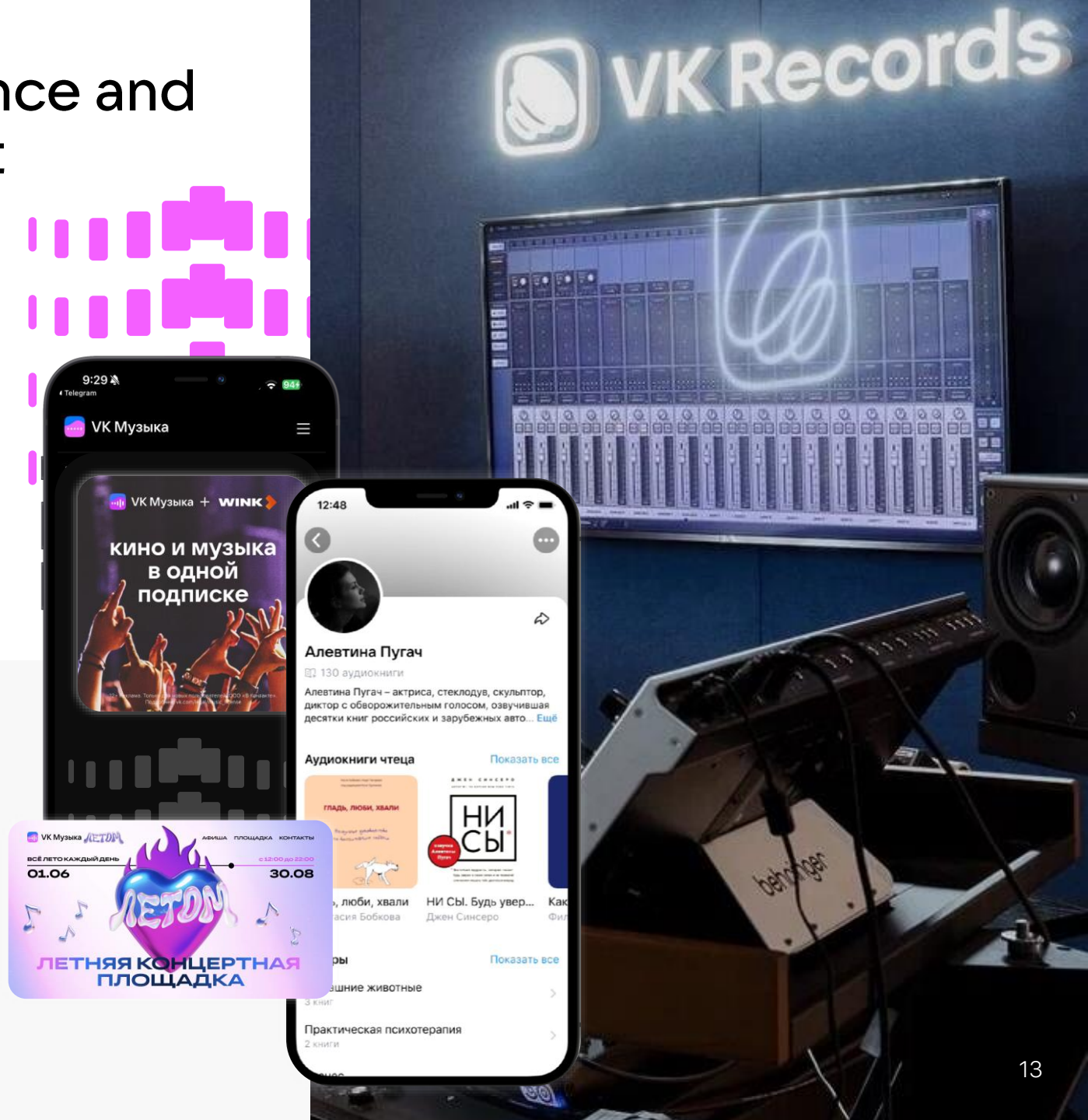
MAU

Q2 2024, Russia

37 mn

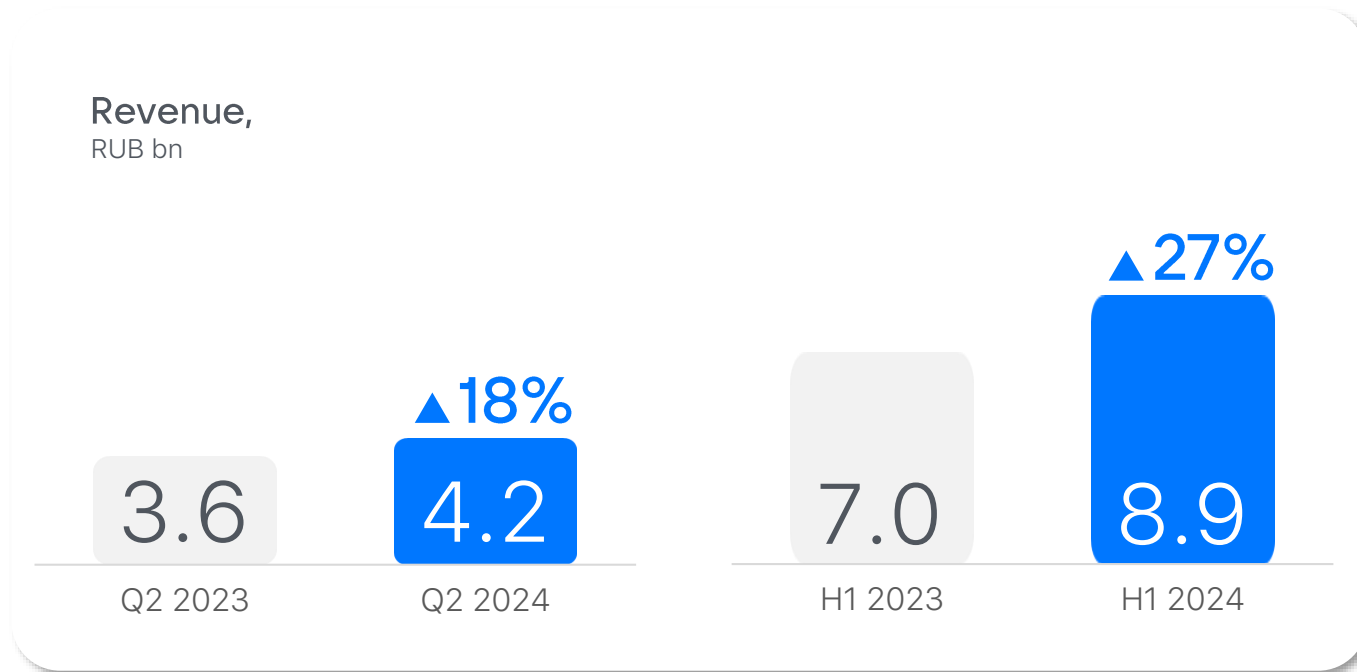
Key updates and launches in Q2 2024

- Opening of VK Records music studio
- Unified subscription of VK Music and Wink
- Audiobook development – book author and audiobook reader pages added



Educational Technologies (EdTech)

Educational Technologies (EdTech)



In H1 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



13.4 mn

Active students
of Uchi.ru
from July 2023 to June 2024

1 mn

Paying students
of Uchi.ru
from July 2023 to June 2024

▲ 8% YoY

>1.8 k

Educational programmes
and courses of Skillbox Holding
available as of the end of H1 2024

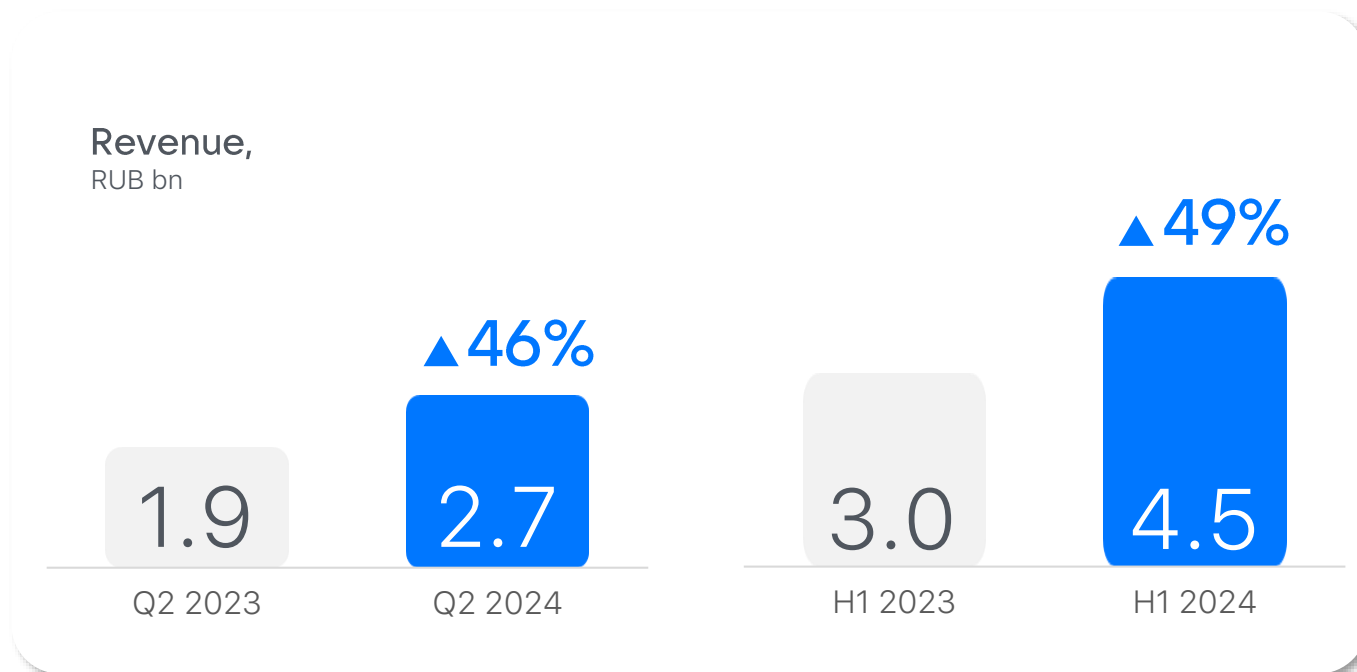
86 k

Educational products
of Skillbox Holding
sold in H1 2024

▲ 3% YoY

Technologies for business (VK Tech)

Technologies for business (VK Tech)



In H1 2024, the main drivers of the segment's revenue growth were:

- VK Cloud services with a 62% YoY revenue growth
- VK WorkSpace communication services with a 2.2 fold YoY revenue growth

VK Tech – domestic software developer

Revenue
H1 2024

4.5 bn

▲ 49% YoY

▲ 62% YoY

 VK Cloud

▲ 2,2x YoY

 VK WorkSpace



Key updates and launches in Q2 2024

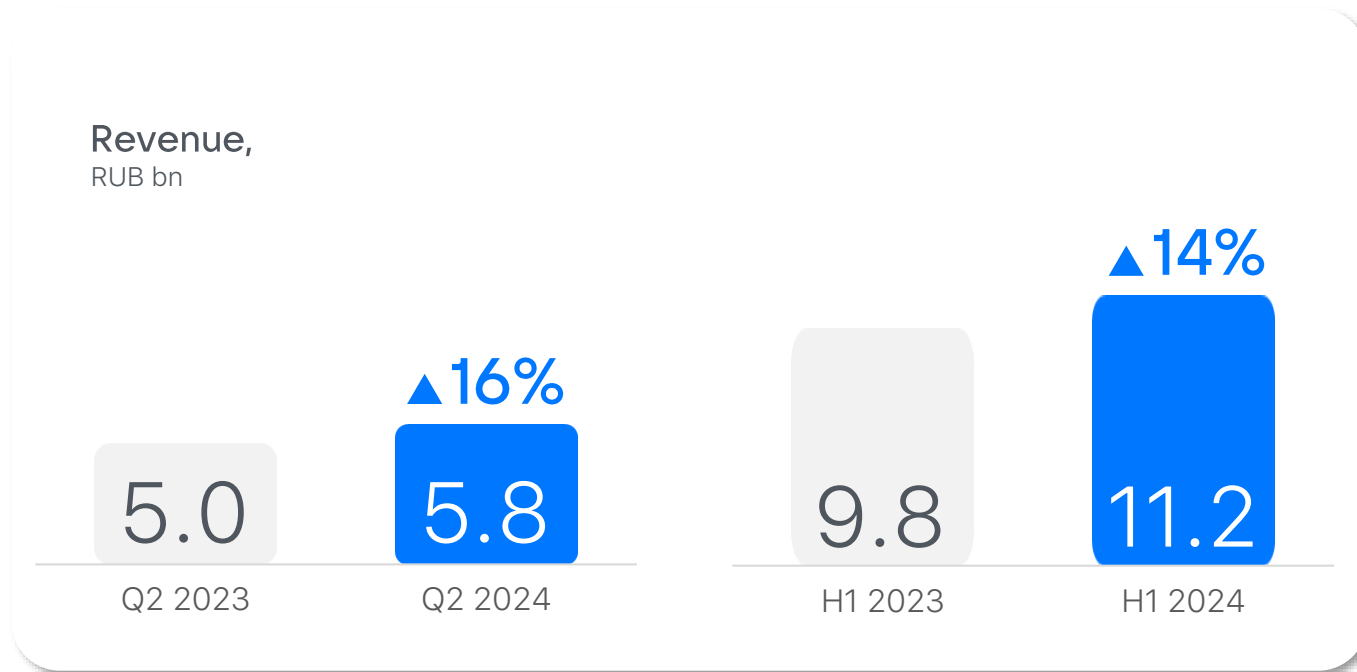
- Cloud service for creating virtual workplaces – Cloud Desktop
- Solutions for building software development platforms – Dev Platform
- CDN and Disaster Recovery cloud services in Kazakhstan
- Box version of the VK People Hub Talent platform



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 H1 2024, the segment's revenue growth was attributed to:

- Growth in revenue of Mail.ru Email and Cloud Mail.ru by 21% YoY
- Acquisition of YCLIENTS platform
- Active development of RuStore and VK Play



Mail.ru Email – number one email service in Russia

MAU¹
Q2 2024, Russia

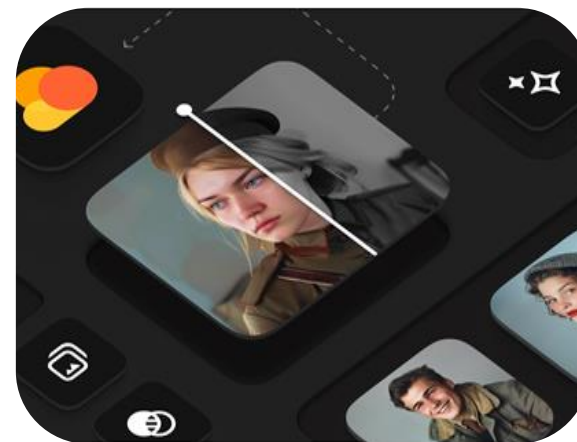
49.6 mn



Cloud Mail.ru – convenient file storage service

MAU¹
Q2 2024, Russia

22 mn



Key updates and launches in Q2 2024

- New service for organizing purchases
- Exiting the beta version of the Notes service
- Ability to share an email via a link directly from Mail.ru Email

- Face recognition feature for large festivals
- Neural network functions are fully open
- Opening archives in zip, 7z, rar formats

(1) Source: Mediascope, Q2 2024, Russia, ages 12+, desktop and mobile devices.



45.6 mn

Registered accounts at the end of Q2 2024

14.2 mn

MAU, global Q2 2024

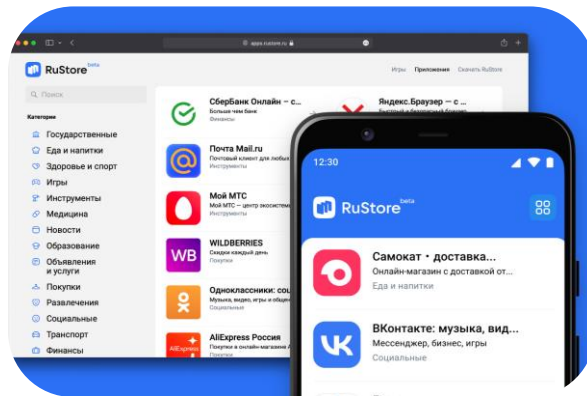


>40 k

Applications at the end of Q2 2024

>70 mn

Installations at the end of Q2 2024¹



▲ 32% YoY

Growth in time spent of Marusia in VK Capsulas Q2 2024



Key updates and launches in Q2 2024

- Release of the historical game "Troubles" on VK Play
- New platform for seasonal events
- The first festival of free game demos in a new format

- More than 10 k developers from 40 countries are registered in RuStore
- The number of app and game downloads has surpassed 140 mn times¹

- Improved quality of Marusia's answers in VK Capsulas
- Multitimer functionality and redesigning of Marusia's core skill set



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