



Databook VK 2024



Contents

Social responsibility3

Personnel structure by age and position	4
Personnel structure by gender and position	4
Ratio of basic and average salaries of women and men by position	5
Personnel structure by type of employment contract and gender	5
Personnel structure by type of employment and gender	6
Staff turnover	6
Total number of new hires by age and gender	7
Length of service of current employees	7
The number of employees who availed themselves of VK benefits	8
Parental leave statistics	8
Total number of training requests from employees	9
Total hours of training in 2024 by gender	9
Average hours of training per year per employee in 2024 broken down by gender	9
Average hours of training per year per employee in 2024 broken down by gender and position	10
In-class (online and offline) training by position	10
Self-learning programmes by type of programme	10
Total charitable collections	11
VKontakte platform compliance report	11
OK platform compliance report	11
Number of foundations in VK Dobro	11

Environmental responsibility12

Energy consumption	13
Water consumption	13
Waste generated by data centres	14
Waste generated by offices	14
Management of waste generated by data centres	14
Greenhouse gas emissions	14

Corporate governance15

Share capital structure as of the Report date	16
Gender composition of the Board of Directors	16
Structure of the Board of Directors by age	16
Length of service of directors on the Board of Directors	16
Composition of the Board of Directors	16
Board of Directors' qualifications and experience	16
Board of Directors' cash remuneration	17
Report on Board of Directors' meetings	17
Composition of Board of Directors' committees	17
Report on Board of Directors' committee meetings	17
Current credit ratings of the Company and its bond issues	17

Financial results18

Financial highlights	19
Segment performance for 2024	19



Social
responsibility



Personnel structure by age and position

[405-1], [TC-IM-330a.3], [TC-SI-330a.3], [~8]

Indicator	2021		2022		2023 ¹		2024	
	Share of the total number, %	Number, persons	Share of the total number, %	Number, persons	Share of the total number, %	Number, persons	Share of the total number, %	Number, persons
Management ²	17.1	1,772	17.1	1,927	17.6	2,150	17.3	2,236
<30 years old	4.6	473	4.7	527	4.0	490	3.6	464
30–50 years old	12.3	1,277	12.2	1,375	13.3	1,626	13.3	1,727
>50 years old	0.2	22	0.2	25	0.3	34	0.3	45
Employees	82.9	8,620	82.9	9,319	82.4	10,086	82.7	10,716
<30 years old	43.0	4,469	47.3	5,320	44.9	5,497	42.5	5,502
30–50 years old	39.1	4,062	34.8	3,913	36.7	4,489	39.3	5,086
>50 years old	0.9	89	0.8	86	0.8	100	1	128
Total	100	10,392	100	11,246	100	12,236	100	12,952

Personnel structure by gender and position

[2-7], [405-1], [TC-IM-330a.3], [TC-SI-330a.3], [~8]

Indicator	2020	2021	2022	2023 ¹	2024
Management	1,330	1,772	1,927	2,150	2,236
Women	905	500	743	768	836
Men	425	1,272	1,184	1,382	1,400
Employees	7,512	8,620	9,319	10,086	10,716
Women	4,560	3,329	4,259	4,225	4,422
Men	2,952	5,291	5,060	5,861	6,294
Total	8,842	10,392	11,246	12,236	12,952
Total women, %	38	37	44	41	41
Total men, %	62	63	56	59	59

¹ Data for 2023 have been recalculated following deconsolidation of Skillbox.

² Management means employees making corporate/strategic decisions (level of directors, vice-presidents, and above) and employees who occupy managerial positions and are in charge of financial responsibility centres, business units, functional lines, or a group of employees; employees means line personnel.



Ratio of basic and average salaries of women and men by position, %

[405-2]

Indicator	2021	2022	2023	2024
Management				
Ratio of average salary of women to men	75.8	71.7	68.6	62.9
Ratio of basic salary of women to men	73.8	72.2	69.2	65.0
Employees				
Ratio of average salary of women to men	55.9	55.4	57.7	55.8
Ratio of basic salary of women to men	55.3	54.9	57.0	55.7

Personnel structure by type of employment contract and gender¹

[2-7], [~8]

Employee category	2020	2021	2022	2023 ²	2024
Employees with a permanent employment contract	8,604	9,506	10,916	11,970	12,689
Women	3,257	3,478	4,228	4,805	5,111
Men	5,283	6,028	6,688	7,165	7,578
Employees with a temporary employment contract [2-8]	64	118	377	266	263
Women	27	60	241	188	165
Men	37	58	136	78	98
Total	8,668	9,624	11,293	12,236	12,952
Women	3,284	3,538	4,469	4,993	5,276
Men	5,320	6,086	6,824	7,243	7,676

¹ Data on the structure of the workforce by type of employment contract and gender are collected excluding assets acquired in the course of M&A.

² Data for 2023 have been recalculated following deconsolidation of Skillbox.



Personnel structure by type of employment and gender

[2-7], [~8]

Employee category	2020	2021	2022	2023 ²	2024
Full-time employees	8,567	9,529	11,145	11,908	12,593
Women	–	–	–	4,826	5,084
Men	–	–	–	7,082	7,509
Part-time employees ¹	101	95	148	328	359
Women	179	168	152	167	191
Men	280	263	300	161	168
Total	8,668	9,624	11,293	12,236	12,952
Women	3,284	3,538	4,469	4,993	5,275
Men	5,320	6,086	6,824	7,243	7,677

Staff turnover, %

[401-1]

Indicator	2020	2021	2022	2023	2024
Forced turnover	7.0	8.0	8.7	6.9	9.5 ³

¹ Data on the number of part-time employees for 2020–2022 is collected excluding assets merged in the course of M&A.

² Data for 2023 have been recalculated following deconsolidation of Skillbox.

³ The level of forced turnover at VK is aligned with average values in the IT sector. The 2.6 p.p. increase is insignificant, as forced turnover of less than 10% indicates team stability, and the monthly average (0.79%) is low in the competitive IT labour market.



Total number of new hires by age and gender¹

[401-1], [-2]

Indicator	2020	2021	2022	2023 ²	2024
<30 years old	830	1,528	2,433	2,574	2,531
Women	332	599	958	1,109	1,066
Men	498	929	1,475	1,465	1,465
30-50 years old	624	1,075	1,986	2,165	1,820
Women	201	312	655	718	702
Men	423	763	1,331	1,447	1,118
>50 years old	5	12	33	41	40
Women	2	5	16	26	15
Men	3	7	17	15	25
Total	1,459	2,615	4,452	4,780	4 391 ³

Length of service of current employees, years⁴

Number of years	2021		2022		2023		2024	
	Share of total number of employees, %	Number of employees, persons	Share of total number of employees, %	Number of employees, persons	Share of total number of employees, %	Number of employees, persons	Share of total number of employees, %	Number of employees, persons
1-3 years	63	6,548	73	8,266	61	4,220	63	5,171
3 to 5 years	18	1,871	12	1,394	16	1,138	17	1,427
5-10 years	13	1,350	10	1,091	16	1,073	14	1,099
More than 10 years	6	623	5	542	7	477	6	474

¹ Hiring data for 2020-2022 was collected excluding assets acquired through M&A.

² Data for 2023 have been recalculated following deconsolidation of Skillbox.

³ In 2024, the Company entered the final stage of its active investment phase, which led to a slight decrease in hiring rates compared to 2023. VK’s overall hiring level remains consistent with industry averages across the IT sector.

⁴ As of 31 December 2024. Employee length of service data is collected excluding assets merged in the course of M&A.



The number of employees who availed themselves of VK benefits¹

[~8]

Indicator	2021	2022	2023	2024
VHI ² (employees)	10,392	11,300	12,800	10 960 ³
VHI insurance for employees’ children	3,100	5,700	8,000	4 693 ³
Pregnancy and childbirth support under VHI	44	100	180	111
VHI-supported telemedicine	3,020	1,050	1,900	3,240
Other benefits ⁴	1,079	4,198	5,063	13 897 ⁵
Doctors’ consultations in the office	–	494	741	812
Financial aid	–	559	526	686
Up to 100% paid sick leave	–	1,922	2,887	3,381
Compensation for fitness and sports	–	2,462	4,318	5,629

Parental leave statistics⁶

[401-3]

Indicator	2020	2021	2022	2023	2024
Employees on parental leave as of the end of the year	220	228	206	181	292
Employees on parental leave during the year	117	78	127	242	388
Employees who returned to work after parental leave	76	46	89	56	56
Employees who have continued to work ⁷	59	21	37	9	50

¹ Benefit data is collected excluding assets merged in the course of M&A.

² VHI - voluntary health insurance.

³ VHI (employees) and VHI (employees’ children under 18): number of unique policyholders in each group as of the end of the reporting period.

⁴ Other benefits include consultations of psychologists and real estate agents, massage services.

⁵ For 2022–2023, the number of unique employees is indicated. From 2024, the methodology for calculating the indicator has been changed – the total number of sessions provided to employees is shown.

⁶ Data on parental leaves exclude assets acquired as part of M&As.

⁷ Within 12 months after returning from parental leave.



Total number of training requests from employees

[~8]

Indicator	2021		2022		2023		2024	
	Applications of units	Share of the total number, %	Applications of units	Share of the total number, %	Applications of units	Share of the total number, %	Applications of units	Share of the total number, %
Applications for participation in the conference	4,085	65	4,614	79	1,744	51	1 123 ¹	53
Applications for training	1,263	20	1,106	19	1,613	47	928 ²	44
Book orders	964	15	96	2	83	2	52	3

Total hours of training in 2024 by gender, hours

Indicator	Synchronous learning	Asynchronous learning	Total number of training hours
Women	9,359.5	22,581	31,940.5
Men	18,408.3	25,774.5	44,182.8
Total	27,767.8	48,355.5	76,123.3

Average hours of training per year per employee in 2024 broken down by gender, hours/person

[404-1], [~8]

Indicator	Synchronous learning	Asynchronous learning
Women	1.78	4.29
Men	2.39	3.35
Total	2.14	3.73

¹ The decrease in conference participation requests is attributed to the launch of VK’s corporate online broadcasts of industry conferences in 2024.

² Fewer training requests is due to the expansion of pre-recorded online courses that effectively address employee learning needs.



Average hours of training per year per employee in 2024 broken down by gender and position, hours/person¹

Indicator	2021	2022	2023	2024
Management				
Women	1.1	7.3	4.7	9.5
Men	0.7	5.2	5.0	10.7
Employees				
Women	1.3	1.2	4.0	5.4
Men	0.4	1.3	5.2	4.6

In-class (online and offline) training by position

In-class trainings	Management				Employees			
	2021	2022	2023	2024	2021	2022	2023	2024
Number of events, pcs	132	138	104	71	157	122	130	111
Number of participants, persons	838	2,284	1,851	597 ²	3,183	5,750	7,230	3 707 ³
Total hours of training, hours	1,303	14,949	7,472	17,760.5	1,311	15,111	20,080	11,382

Self-learning programmes by type of programme

Programme type	2021			2022			2023			2024		
	Videos	Articles	Online courses	Videos	Articles	Online courses	Videos	Articles	Online courses	Videos	Articles	Online courses
Average duration, hours	2	0.5	1	2	0.5	1	2	0.5	1	2	0.5	1
Completed courses, pcs	1,050	2,725	1,489	1,237	1,623	19,387	1,303	1,529	38,808	1,561	3,965	43,251
Hours of training	2,100	1,362	1,489	2,474	812	19,387	2,606	765	38,808	3,122	1,982.5	43,251

¹ Average hours of training per employee = Total hours of training provided to employees / Total number of employees.
² The reduction in the number of in-class training participants and hours among management is due to a shift toward long-term programmes and a more rigorous selection of training courses based on the assessment of leadership potential among managers.
³ The reduction in the number of in-class training participants and hours among employees is due to the growing share of asynchronous content and a shift towards self-learning formats.

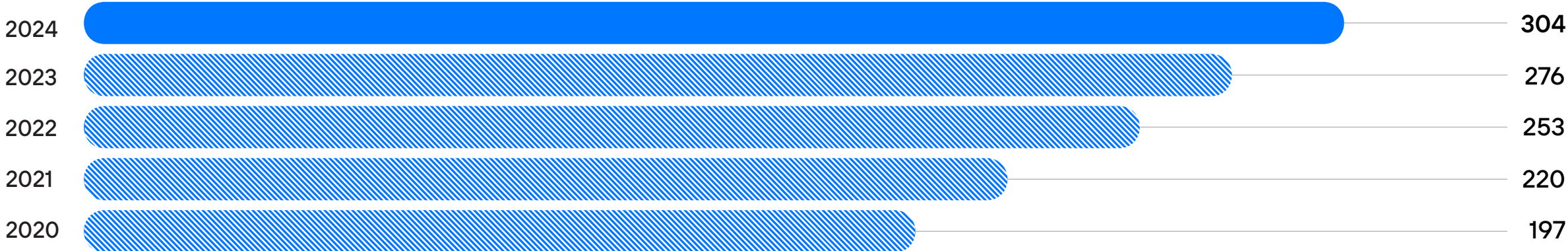


Total charitable collections, RUB mn

[203-1], [~8]

Charitable collections	2021	2022	2023	2024
Charity	55.8	157.2	466.1	270.7 ¹
Funds raised through VK Dobro ²	96.3	106.1	114.4	147.8

Number of foundations in VK Dobro



VKontakte platform compliance report

[TC-IM-220a.4], [TC-SI-220a.4]

Indicator	Blocked on the subject of child pornography exploitation	Blocked on the topic of drug promotion and distribution	Blocked on the subject of suicide	Blocked on the topic of school violence	Blocked on the topic of violence against animals and humans	Blocked on the topic of threats, abusive language, bullying and hate speech
Content units, pcs.	4,708,796	14,977,520	300,974	56,458	1,383,307	384,837

OK platform compliance report

[TC-IM-220a.4], [TC-SI-220a.4]

Indicator	Blocked on the subject of child pornography exploitation	Blocked on the topic of drug promotion and distribution	Blocked on the subject of suicide	Blocked due to insults
Content units, pcs.	46,551	951	2,403	5,010,487

¹ In 2024, we revised our approach to calculating charitable expenses. As a result, certain previous items were excluded from the calculations.
² Until 2023, this line included funds from VK Dobro users. In 2023, the table was updated due to the new counting mechanics, which counts donations from private contributors of VK Dobro and donations received through VK's corporate fund "Code of Kindness".



Environmental
responsibility



Energy consumption

[302-1], [TC-IM-130a.1], [TC-SI-130a.1], [↗]

Indicator	2021	2022	2023	2024
Energy consumption by data centres				
Electric power, million kWh	53.0	53.7	59.7	75.6 ¹
Heat, Gcal	128	94	116	266
Diesel fuel, litres	7,979	12,954	22,001	181 182 ²
Energy consumption by offices				
Electric power, million kWh	6.2	7.5	8.9	16.8 ³
Heat, Gcal	11,546	11,503	12,876	15,283
Diesel fuel, litres	14,926	14,044	25,594	26,352
Total				
Electric power, million kWh	59.2	61.2	68.6	92.4
Heat, Gcal	11,674	11,597	12,992	15,549
Diesel fuel, litres	22,905	26,998	47,595	207 534 ⁴

Water consumption, m³

[303-1], [TC-IM-130a.2], [TC-SI-130a.2]

Indicator	2020	2021	2022	2023	2024
Water consumption by data centres	1,489	5,391	5,506	3,268	11 211 ¹
Water consumption by offices ⁵	19,381	24,383	38,625	42,874	55,337
Total	20,870	29,774	44,131	46,142	66,548

¹ Energy and water consumption by data centres in 2024 grew following the opening of a new data centre. The increase is also driven by higher data centre loads due to the growth of VK audience and increased content consumption by users of the VK platforms.

² Diesel fuel consumption figures for 2024 increased due to the introduction of new energy security regulations for data centres. Since 2024, guaranteed and uninterrupted power supply systems have been tested monthly to ensure fault tolerance of data centres.

³ Office energy resource consumption figures for 2024 increased due to changes in the calculation perimeter of power consumption. Since 2024, three more VK offices have been included in the perimeter.

⁴ Diesel fuel consumption figures for 2024 increased due to the introduction of new energy security regulations for data centres. Since 2024, guaranteed and uninterrupted power supply systems have been tested monthly to ensure fault tolerance of data centres.

⁵ 2024 data includes three offices in Moscow, one office in St Petersburg, three offices in Sochi, and five offices in other regions. 2023 data includes three offices in Moscow, three offices in Sochi, and three offices in other regions. 2022 data includes six offices in Moscow, three offices in Sochi, and two offices in other regions. 2021 data includes five offices in Moscow, three offices in St Petersburg, and four offices in other regions. 2020 data includes three offices in Moscow, three offices in St Petersburg, and six offices in other regions.



Waste generated by data centres¹, tonnes

Indicator	2021	2022	2023	2024
Hazardous	0	0	0	24.1 ²
Non-hazardous	27.9	12.2	11.2	147.2 ³
Total	27.9	12.2	11.2	171.3

Waste generated by offices⁴, tonnes

Indicator	2021	2022	2023	2024
Hazardous	0	0	0	0.6 ⁵
Non-hazardous	319.3	410.4	487.6	460.8
Total	319.3	410.4	487.6	461.4

Management of waste generated by data centres, tonnes

[306–4], [306–5]

Indicator	2021	2022	2023	2024
Recycling	25.7	8.4	9.4	0
Reuse	2.2	3.8	1.8	24.1
Disposal	0	0	0	105.2
Landfilling	0	0	0	42

Greenhouse gas emissions, tonnes CO₂-equivalent

[305-1], [305-2], [~8]

Indicator	2021	2022	2023	2024 ⁶
Direct emissions, scope 1 ⁷	479	471	529	798
Indirect emissions, scope 2 ⁸	22,248	22,848	25,621	34,706

¹ Waste generated by the Company's own data centres.

² In 2024, battery cells were reclassified as hazardous waste due to their replacement at the end of their service life.

³ Waste generation indicators at VK's data centres increased in 2024 following the revision of waste registration and monitoring systems, as well as due to construction works.

⁴ Waste generated by the company's own offices.

⁵ 2024 saw fluorescent lamps reclassified as hazardous waste during their phase-out for energy-efficient alternatives.

⁶ Greenhouse gas emission figures for 2024 increased due to the overall rise in energy and diesel fuel consumption.

⁷ Scope 1 emissions are direct emissions from sources owned or controlled by a company.

⁸ Scope 2 emissions are indirect emissions associated with the purchase of electricity, steam, or heat.



Corporate
governance



Share capital structure¹ as of the Report date, %¹

Indicator	2024
Principal shareholders	47
Treasury shares	6
Free float	47
Total	100

The Company’s ordinary shares are traded on the Moscow Exchange (VKCO ticker). The free float² is 47%.

Gender composition of the Board of Directors

[2-9]

Indicator	2023		2024	
	person	% of total	person	% of total
Women	3	30	3	30
Men	7	70	7	70

Structure of the Board of Directors by age

[405-1]

Indicator	2023	2024
35-45 years old	3	2
46-55 years old	6	6
55-60 years old	1	2

Length of service of directors on the Board of Directors

[2-9]

Indicator	2023	2024
Less than 1 year	0	0
1-3 years	9	5
Ages 3-7	1	5

Composition of the Board of Directors

Indicator	2023	2024
Number of Board members, including:	10	10
Non-Executive Directors	8	8
Independent Directors	3	3
Share of Independent Directors, %	30	30

Board of Directors’ qualifications and experience

Indicator	2023	2024
Company's industry	3	3
Finance, investments, and banking	5	5
Law and corporate governance	2	2
ESG and sustainable development	2	2

¹ Showing economic ownership.
² Portion of shares that are publicly traded as of the Report date, determined in accordance with the [Free Float Methodology approved by the Moscow Exchange](#).



Board of Directors’ cash remuneration, RUB mn

Indicator	2023	2024
Cash remuneration	139	143

Report on Board of Directors’ meetings

Indicator	2023	2024
Total number of meetings, including:	4	4
in-person meetings	4	4
Number of Board members present at meetings	10	At two meetings – ten directors, at one meeting – nine directors, at one meeting – eight directors
Attendance rate, %	100	92.5

Composition of Board of Directors’ committees

Indicator	2023	2024
Number of directors, including:	3	3
Non-Executive Directors	1	1
Independent Directors	2	2
Share of Independent Directors, %	67	67
Number of directors, including:	5	5
Non-Executive Directors	2	2
Independent Directors	3	3
Share of Independent Directors, %	60	60

Report on Board of Directors’ committee meetings

Indicator	2023	2024
Total number of meetings, including:	4	4
in-person meetings	4	4
Number of Board members present at meetings	At three meetings – three directors, at one meeting – two directors	3
Attendance rate, %	92	100
Total number of meetings, including:	2	0
in-person meetings	2	0
Number of Board members present at meetings	5	0
Attendance rate, %	100	0

Current credit ratings of the Company and its bond issues¹

Rating subject	Rating agency	Date of last rating action	Credit rating	Outlook
VK IPJSC	ACRA	30 January 2025	A(RU)	Developing
Exchange-traded bonds of Mail.ru Finance Limited (RU000A103QK3)	ACRA	30 January 2025	A(RU)	

¹ The ratings are as of 30 January 2025.



Financial
results



Financial highlights, RUB mn

Indicator	2023	2024
Online advertising	79,749	96,082
User fees	19,268	22,263
EdTech	3,427	6,247
Other revenue	17,856	22,981
Total revenue	120,300	147,573
Personnel expenses	(52,112)	(67,284)
Agent/partner fees and media content	(39,909)	(52,523)
Marketing expenses	(20,513)	(22,055)
Professional services	(1,007)	(982)
Other operating income	205	27
Other operating expenses	(7,991)	(9,804)
Total operating expenses, net	(121,327)	(152,621)
EBITDA	190	(4,920)

Segment performance, RUB bn

Indicator	Social platforms and media content	EdTech	VK Tech	Ecosystem services and other business lines	Elimination of intragroup transactions and non-allocated costs	Group
2024						
Revenue	104,303	6,258	13,594	24,561	(1,143)	147,573
Operating expenses	(105,681)	(5,619)	(9,627)	(26,386)	(5,308)	(152,621)
Share-based payments	-	-	-	-	128	128
Adjusted EBITDA	(1,378)	639	3,967	(1,825)	(6,323)	(4,920)
2023						
Revenue	85,053	3,427	9,567	22,584	(331)	120,300
Operating expenses	(79,215)	(3,464)	(7,901)	(24,568)	(6,179)	(121,327)
Share-based payments	-	-	-	-	1,217	1,217
Adjusted EBITDA	5,838	(37)	1,666	(1,984)	(5,293)	190