



VK financial and operating results for Q2 and H1 2023

August 10, 2023



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The information herein reflects the Company's judgement of the prevailing conditions as of the current date, all of which are subject to change.

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

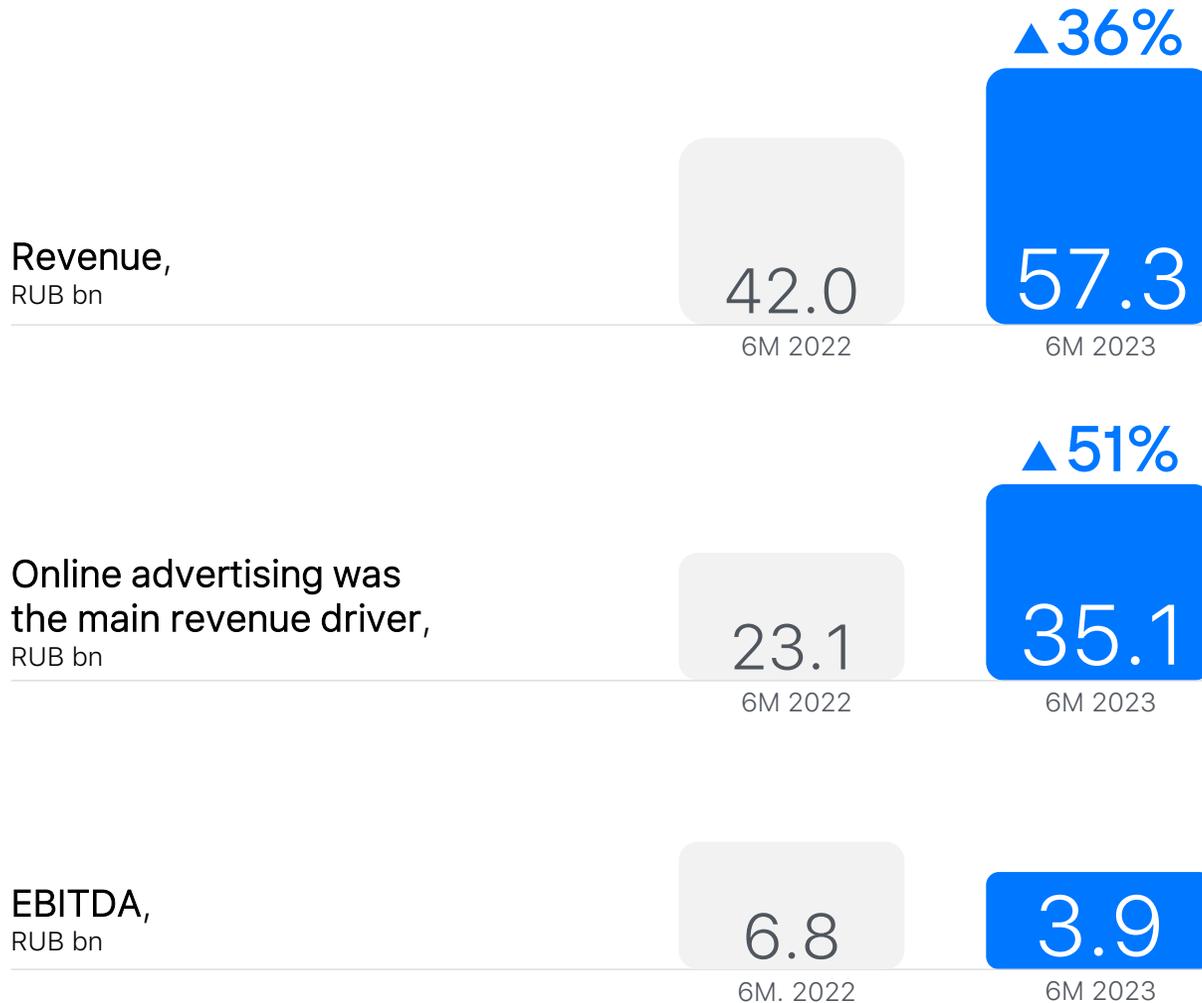
76 mn
users— daily audience (DAU)
▲ 16% YoY

3.3 bn
minutes per day – time spent by users
across VK services
▲ 4% YoY

>95%
monthly audience reach within
the Russian Internet segment



VK key financial indicators in H1 2023

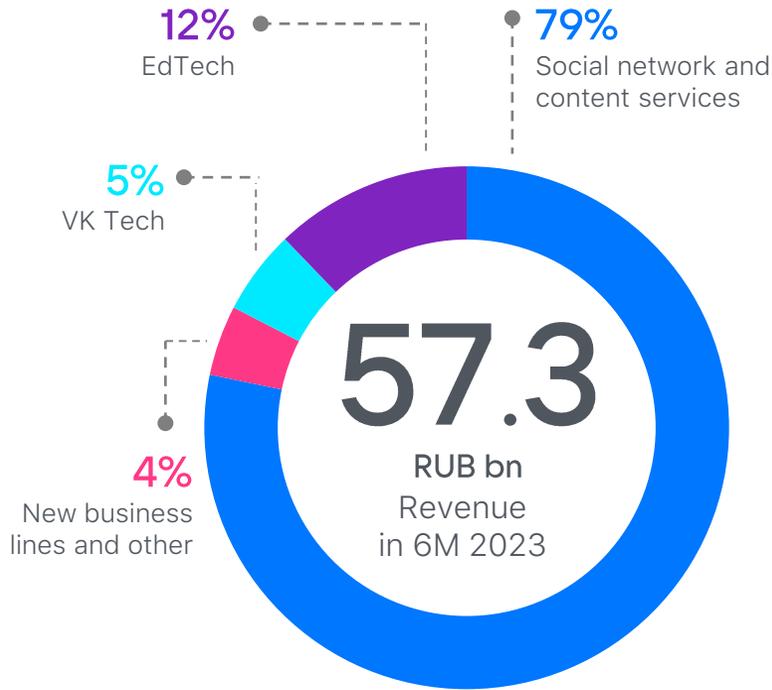


VK achieved positive financial results in H1 2023 due to:

- Growth in key online advertising formats
 - Performance formats grew by 39% YoY
 - SME segment grew by 52% YoY
- Growth in key audience indicators
- Profitability growth in EdTech and VK Tech segments by 3.5 and 26.3 p.p. YoY respectively
- Positive effect from the restructuring and optimization of the Group's assets

Key financial and operating results of VK business segments

Revenue structure by segment



Social networks and content services

The audience of the largest VK services in Q2 2023

VKontakte
MAU



85 mn

Odnoklassniki
MAU



36 mn

Mail.ru¹
MAU



49 mn

Dzen²
DAU



32 mn

Views and subscribers of content services
in Q2 2023

VK Video
views



1.9 bn

VK Clips
views



935 mn

VK Music
MAU, global



44 mn

EdTech

Skillbox Holding Ltd. **14 mn** Students

UCHI.RU **13 mn** Students from July 2022 to June 2023

сферум **10 mn** Users

VK Tech

Revenue growth in 6M 2023

▲ **153%** YoY VK Workspace

▲ **72%** YoY VK Cloud

▲ **1.7x** YoY Sales of HR services

New business lines

Audience in Q2 2023

VK Play
MAU



11.5 mn

RuStore³
MAU



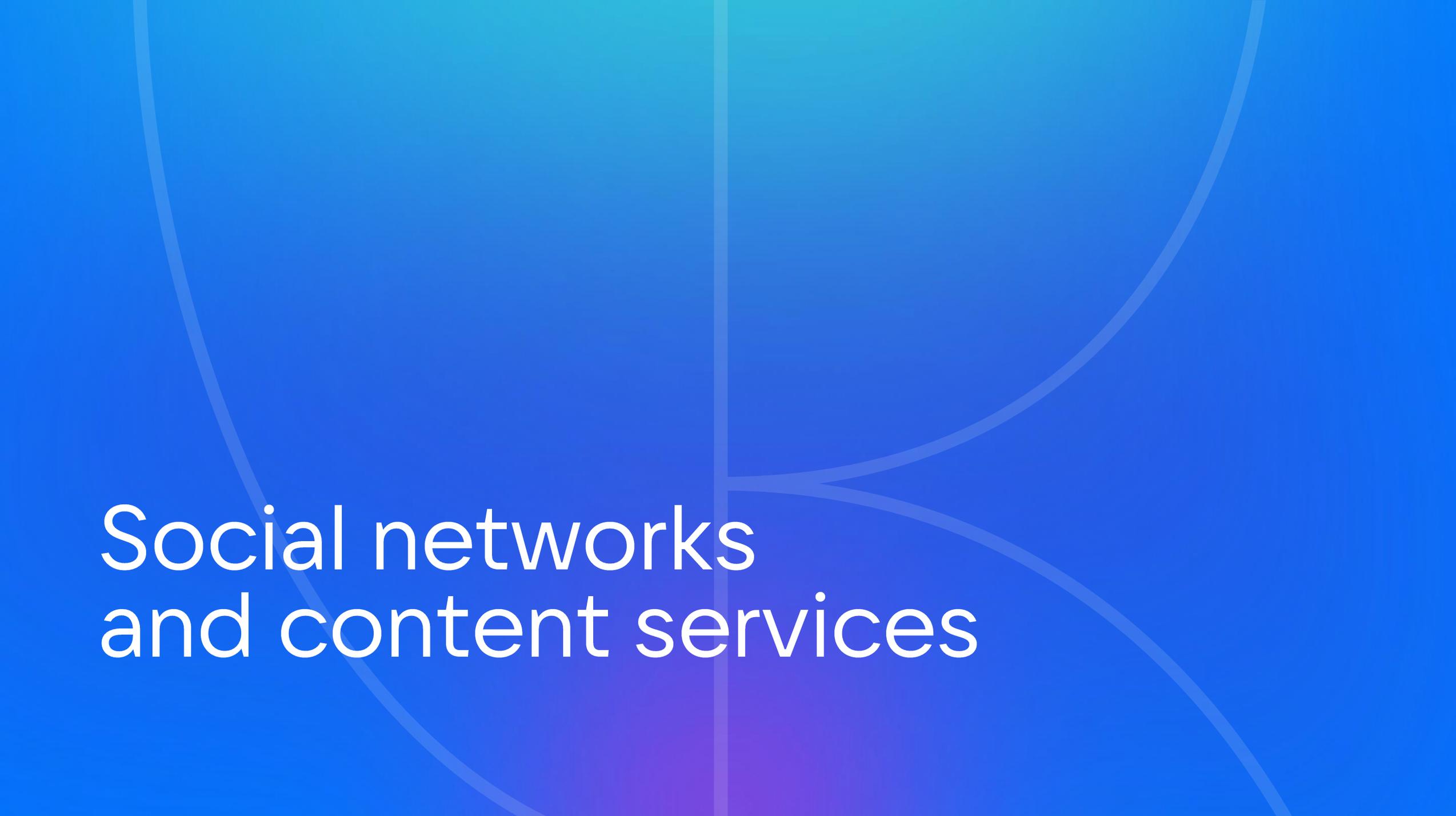
10 mn

Note: Internal company data unless otherwise indicated.

(1) Source: Mediascope Cross Web, Q2 2023, Russia, age 12+, desktop and mobile devices.

(2) Daily audience of dzen.ru and mobile applications. Source: Mediascope Cross Web, Q2 2023, Russia, age 12+, desktop and mobile devices.

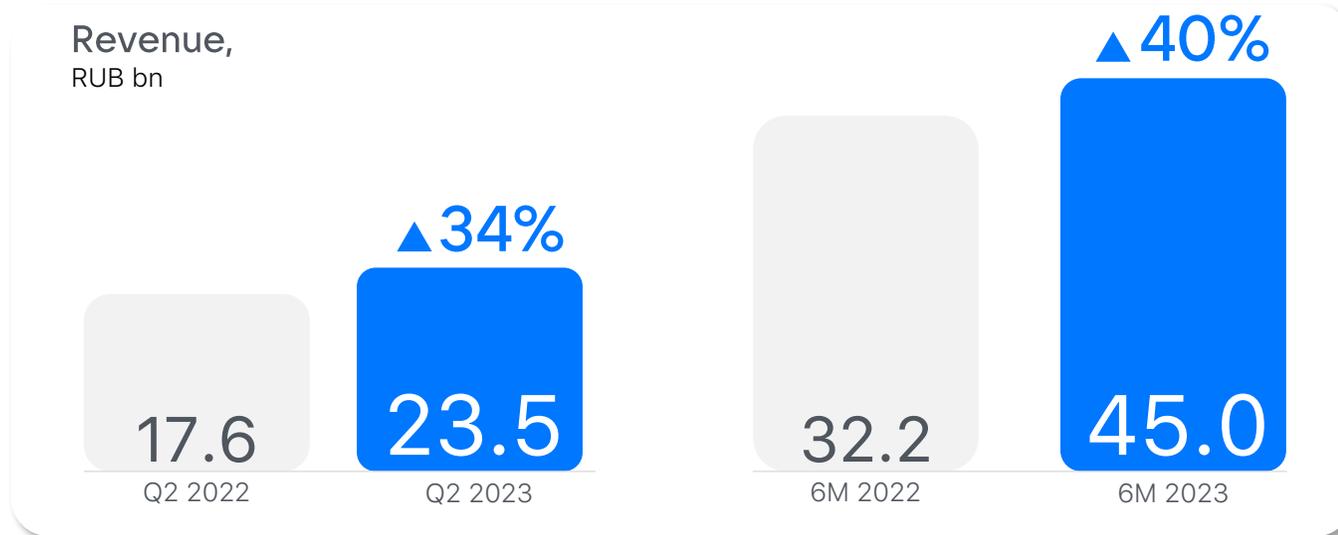
(3) Source: Mediascope Cross Web, Q2 2023, Russia, age 12+, desktop and mobile devices, Android only approach.

The background is a solid blue color. It features several abstract, semi-transparent white and purple geometric shapes. A vertical purple line runs down the center. Two large, overlapping white circular arcs are positioned on the left and right sides, partially overlapping the purple line. The text is centered in the lower half of the image.

Social networks and content services

Social networks and content services

VKontakte, Odnoklassniki, Dzen, Mail.ru, VK Music, VK Clips, VK Video, VK Messenger



The segment's revenue growth in H1 2023 was due to:

- Growth in online advertising revenue
- Increase in the audience of strategic and new products
- Contribution of the key VK platform, the social network VKontakte, which revenue increased by 27% YoY in H1 2023
- The effect of Dzen consolidation

Active product development of the segment, aimed at the audience growing and involvement, led to an increased personnel and marketing costs, and, as a result, a decrease in the segment's EBITDA

VKontakte - record audience performance

MAU [Q2 2023, Russia]

84.6 mn

▲ 12% YoY

85%¹

average monthly Russian Internet audience reach

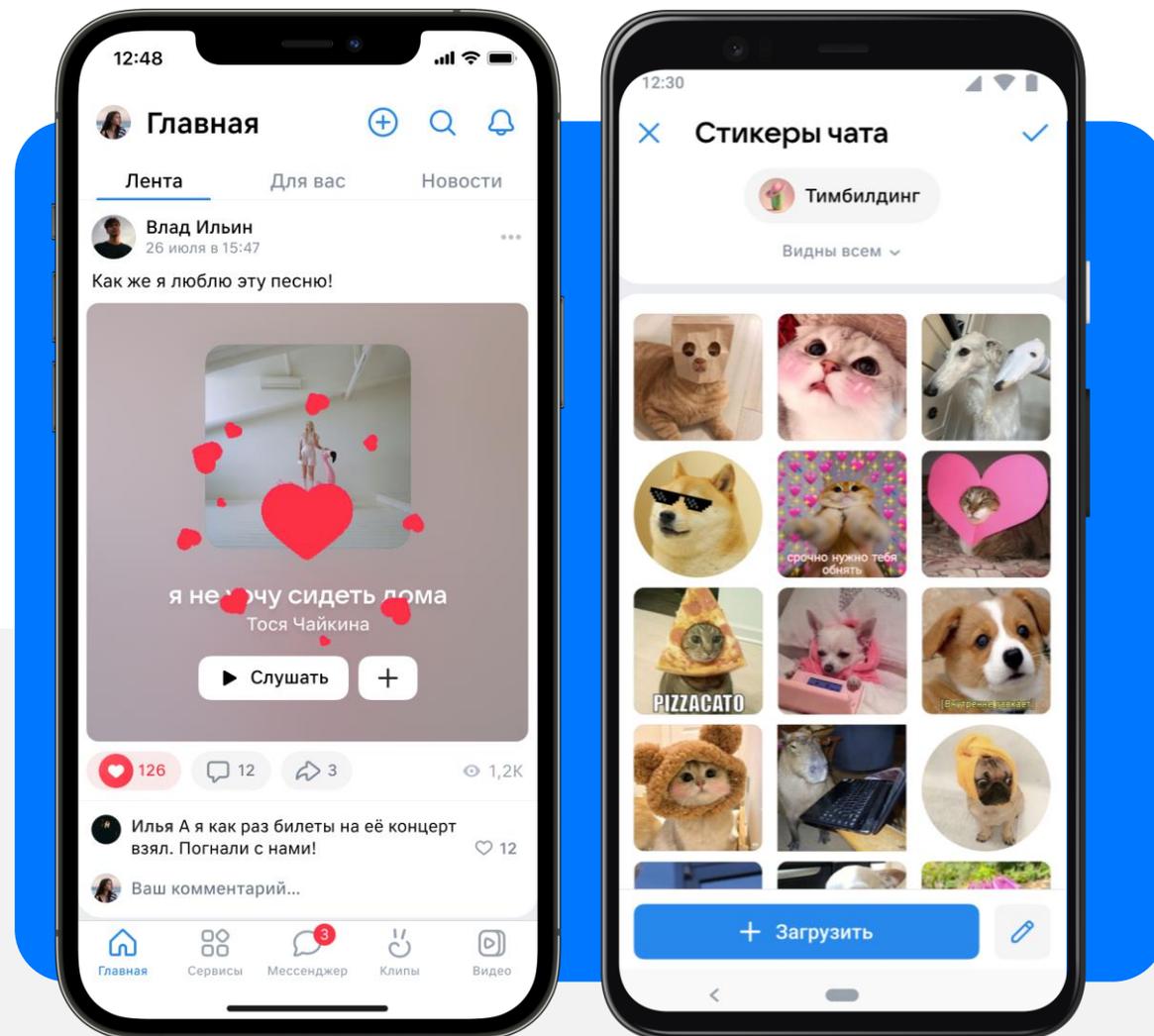
53%¹

average daily Russian Internet daily audience reach

Development of the recommendation system:
a 10% YoY growth in newsfeed and recommendation feed views

Growth in earnings of authors using VK Donut by 116% YoY

Chat stickers in VK Messenger



Odnoklassniki – focus on creators' content

MAU [Q2 2023, Russia]

36.4 mn

▲25% YoY

growth in the reach of content creators and media communities

>50 episodes

filmed for seven shows of the summer season

>90 mn

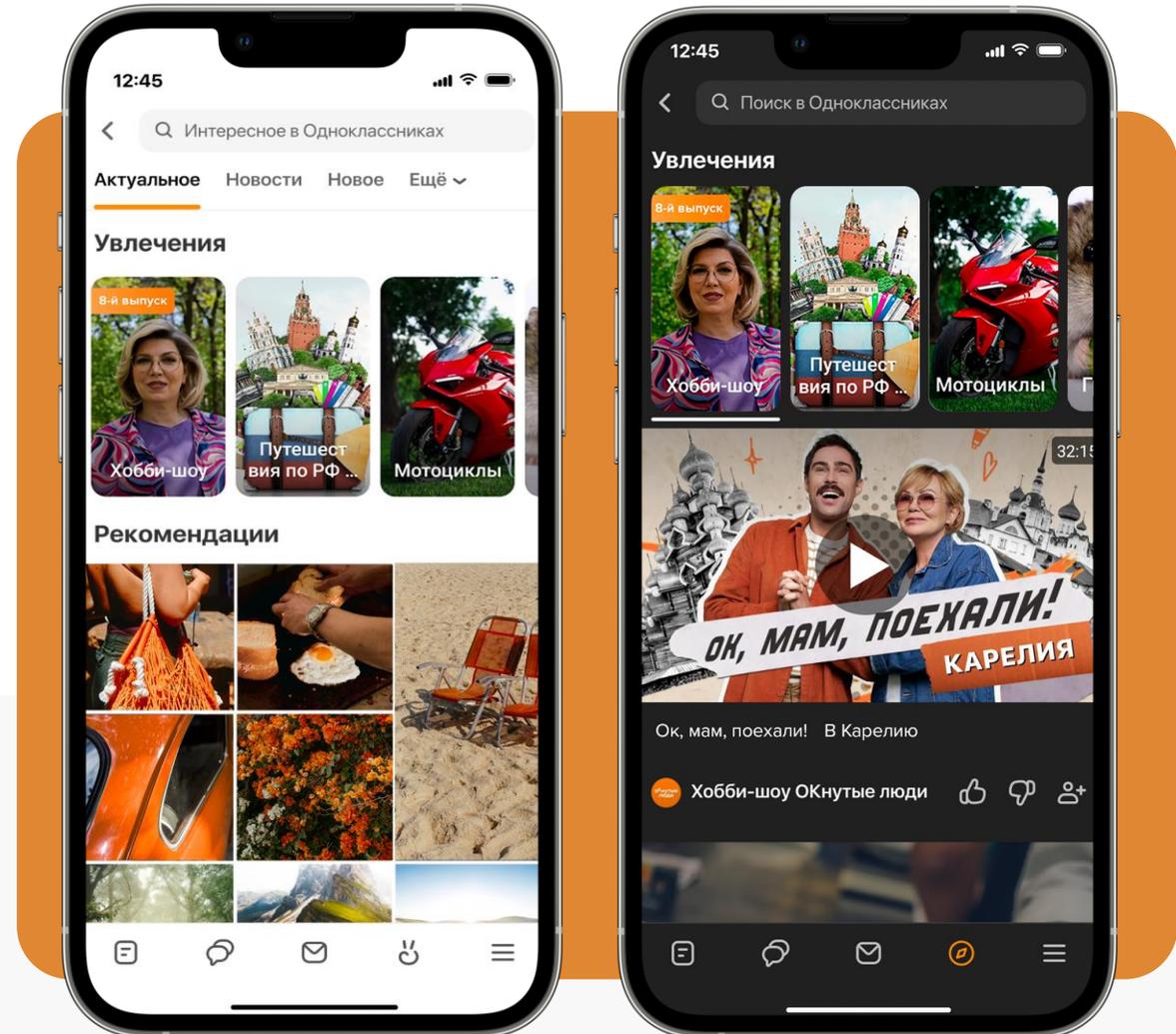
total views of the first hobby show "OK people"

Photo showcase with machine learning technologies

Launch of a grant competition for the creation of shows for bloggers

Launch of the "Active Subscribers" metric to analyze the audience of authors

Launch of a line of original hobby shows



Dzen – all content formats in one feed

DAU¹ [Q2 2023]

32 mn

>40 mn

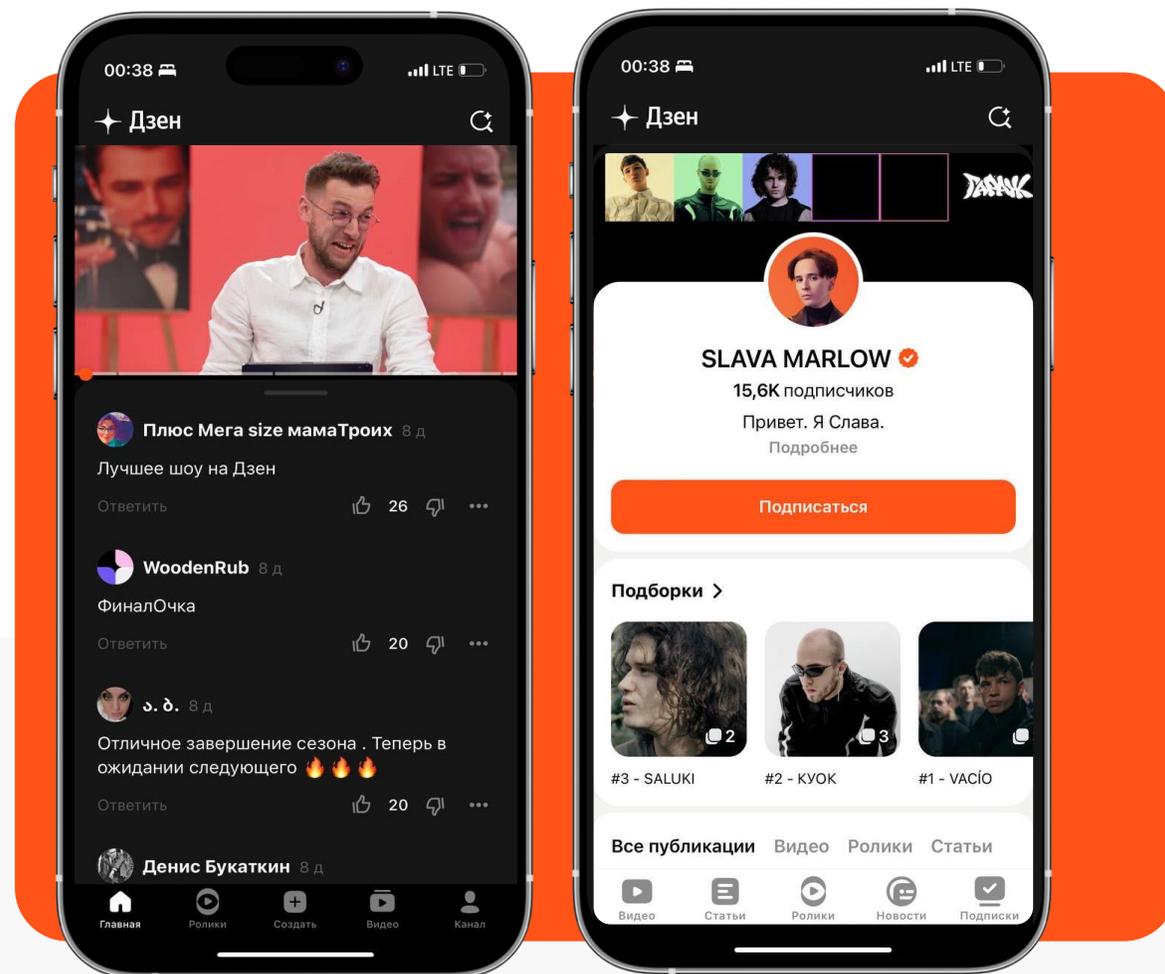
total views of exclusive shows
in Q2 2023

8 exclusive shows

released in spring 2023
on the Dzen platform

Background listening to horizontal videos with the smartphone
screen turned off

AirPlay and Chromecast support: fast connection of a mobile
device to a TV with the ability to watch videos from Dzen
authors on a large screen



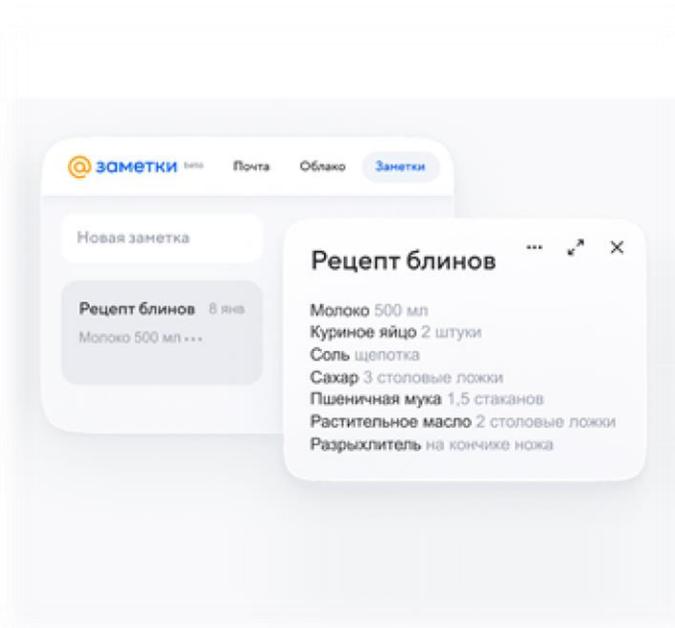
(1) Daily audience of dzen.ru and mobile applications. Data source: Mediascope Cross Web, Q2 2023, Russia, age 12+, desktop and mobile devices.



Mail.ru – number one email service in Russia

MAU¹
[Q2 2023, Russia]

49 mn



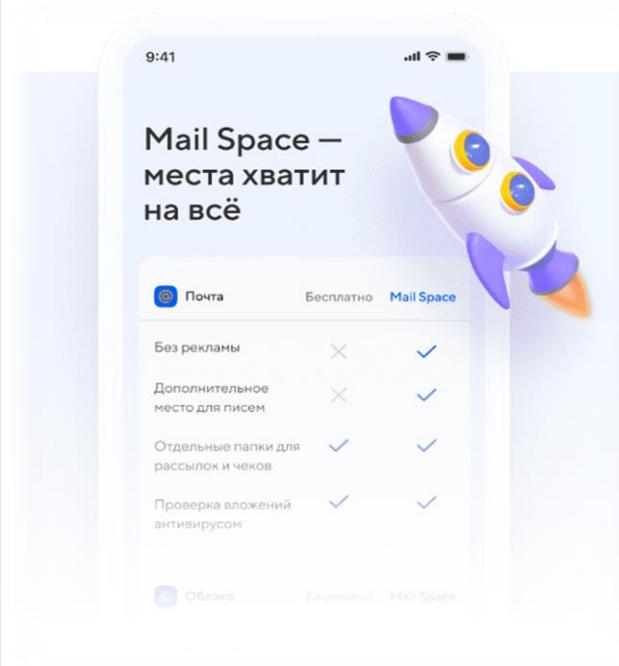
- Launch of the beta version of the new "Notes" service
- Home page of the portal Mail.ru and the Calendar now support a dark theme functionality
- Important custom updates and a new Smart Calendar widget



Cloud – new favorable tariff rates

MAU¹
[Q2 2023, Russia]

22 mn



- Launch of a single Mail Space subscription that combines Cloud and Mail
- New scenarios forming thematic photo collections
- Technical update of smart algorithms used to generate story collections with users' photos

(1) Source: Mediascope Cross Web, Q2 2023, Russia, age 12+, desktop and mobile devices.

VK Video – exclusive content

Views/day¹ [Q2 2023]

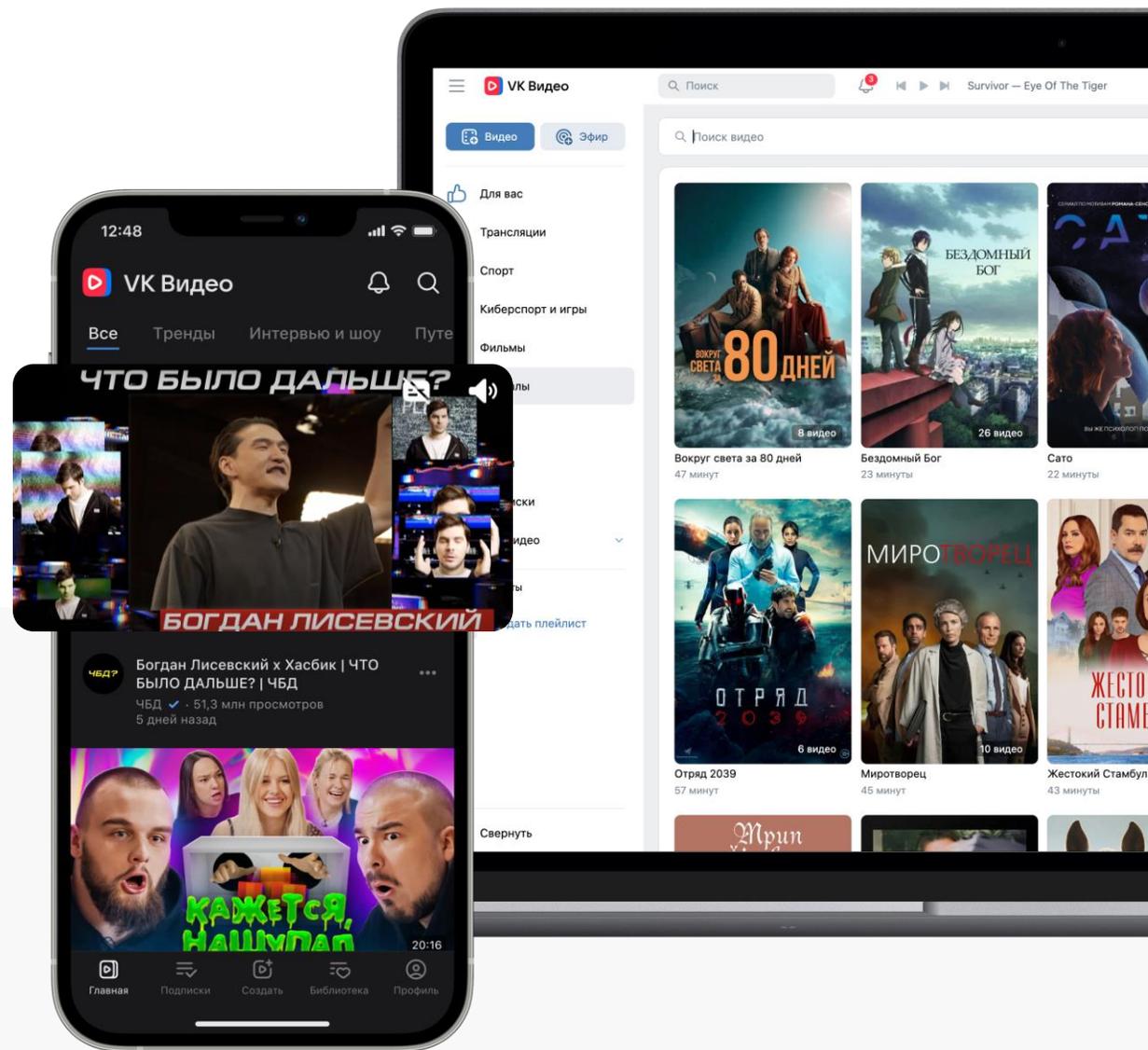
1.9 bn

▲ 14% YoY

▲ 38% YoY

Number of views on the main video showcase in Q2 2023

- Beta version of the mobile application for Android OS
- Launch of the VK Video Originals exclusive content line
- Access to the exclusive releases of Medium Quality projects
- VK Video update for mobile browsers
- Premieres Studio+ mini-series and Korean dramas



(1) Not including VK Clips. Source: internal company data.

VK Clips – the fastest growing service

Views/day [Q2 2023]

935 mn

▲36% YoY

▲86% YoY

VK Clips
time spent

▲65% YoY

Number of published
clips

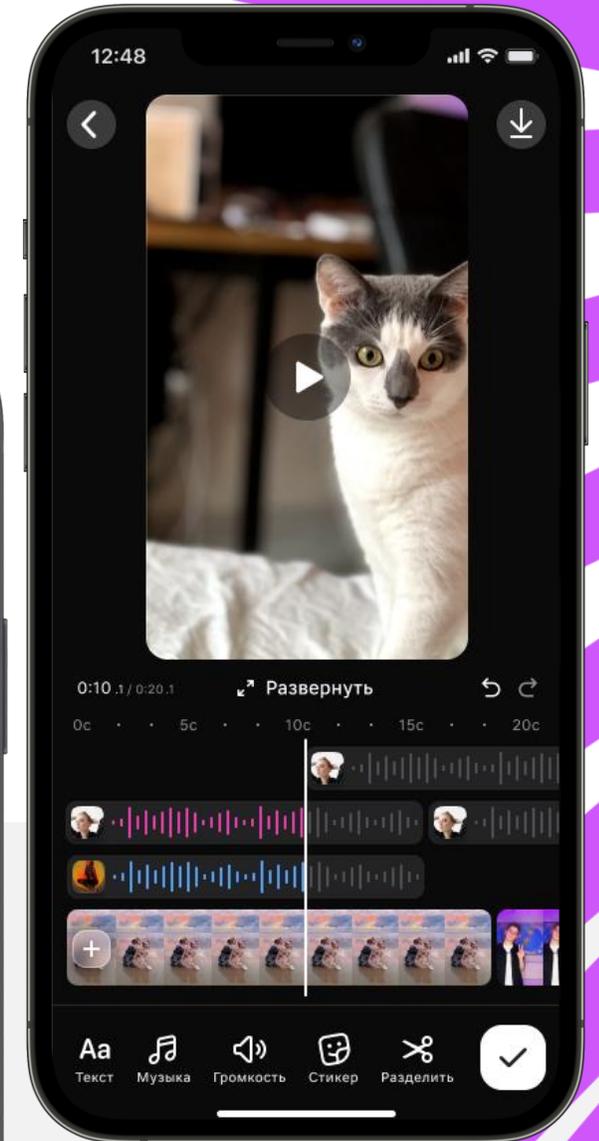
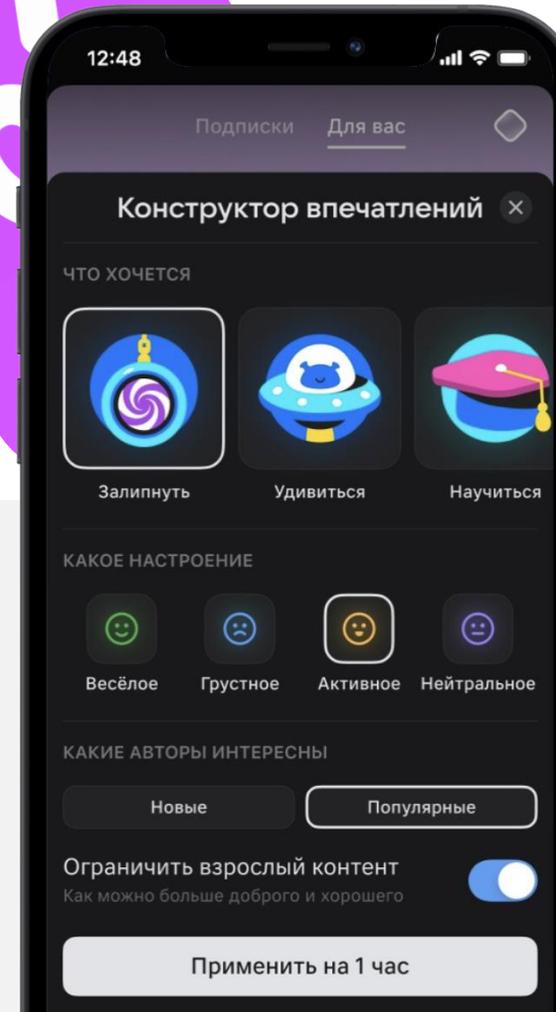
Launch of the Experience
Builder

Neural network with
inappropriate content filter
in comments

New video editor

Improvements in
recommendation system
algorithms

Source: internal company data





VK Music – online exclusives and offline activities

MAU [Q2 2023, global]

44 mn

MAU [Q2 2023, Russia]

40 mn

Streaming radio stations at VKontakte on mobile devices

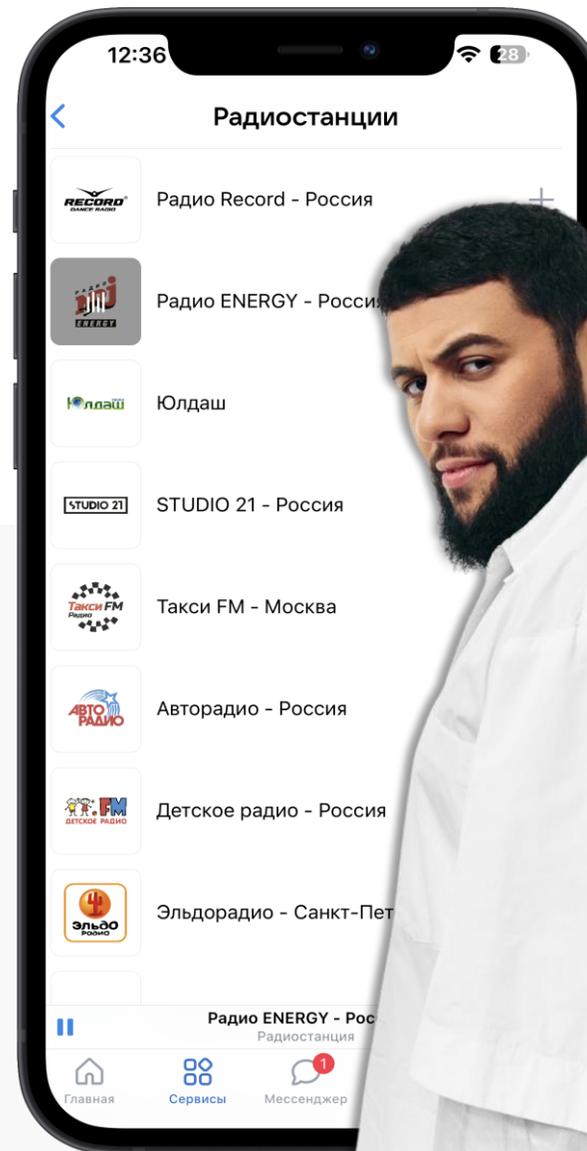
Mobile VK studio for musicians

Entry to the CIS: trial period, local charts

Title sponsor of VK Music Summer Stage Festival

Concerts of popular performers in the Moscow Metro

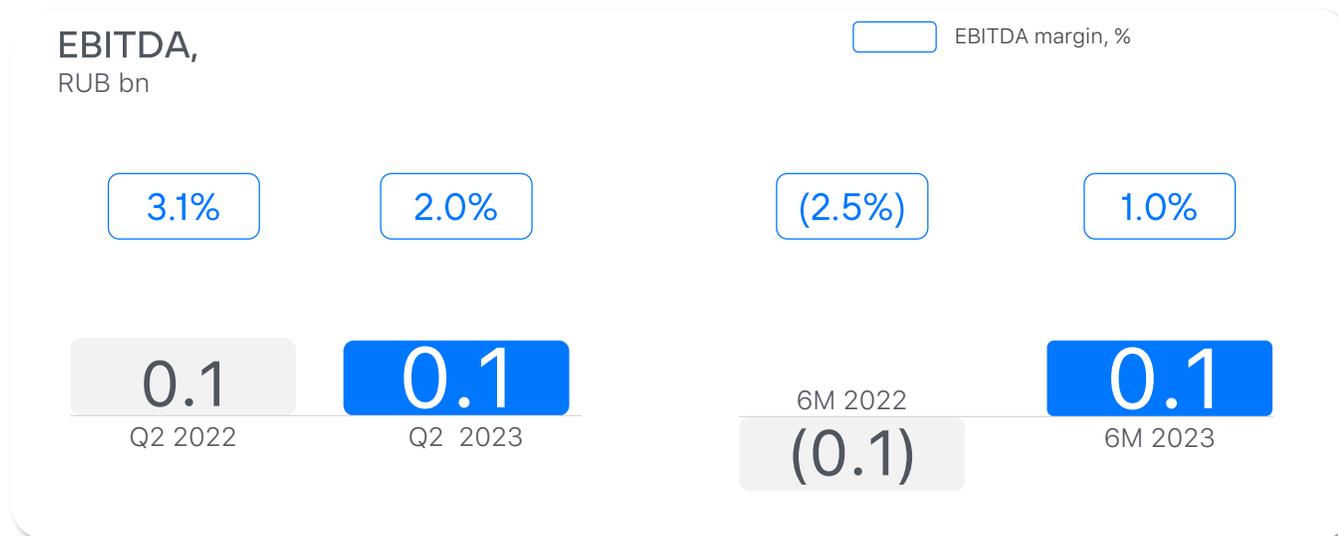
VK Records: the release of the second "Atomic Heart" album, Valeria's tribute and other famous artists



Educational Technologies (EdTech)

Educational Technologies (EdTech)

The segment includes online learning platforms and educational technologies, including Skillbox, GeekBrains, Skillfactory, Mentorama, Lerna, Sferum, Uchi.ru

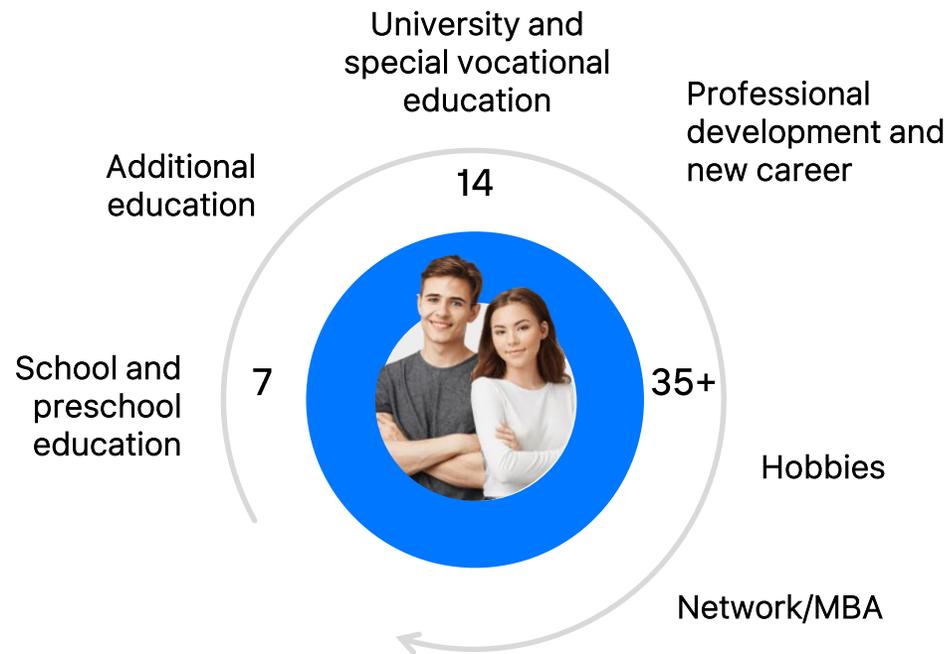


The segment's revenue growth in H1 2023 was due to:

- Increased demand for courses at Skillbox Holding Limited educational platforms
- Consolidation of the Uchi.ru online platform for schoolchildren since February 17, 2023

In H1 2023, the segment was on the break even level in terms of EBITDA showing an improvement in profitability YoY

VK EdTech – a full cycle of learning and support at all stages



Development of VK EdTech services portfolio

- 100% of Uchi.ru was consolidated
- 100% of Sferum was consolidated

The goal is to create a single environment for talent development at all stages of life



Skillbox Holding Limited – a leader in the online education market in Russia and CIS

Skillbox
Holding Ltd.

13.5 mn

Accumulated number of registered students¹ at the end of Q2 2023

▲ 19% YoY

592 k

Accumulated number of paying students at the end of Q2 2023

▲ 41% YoY

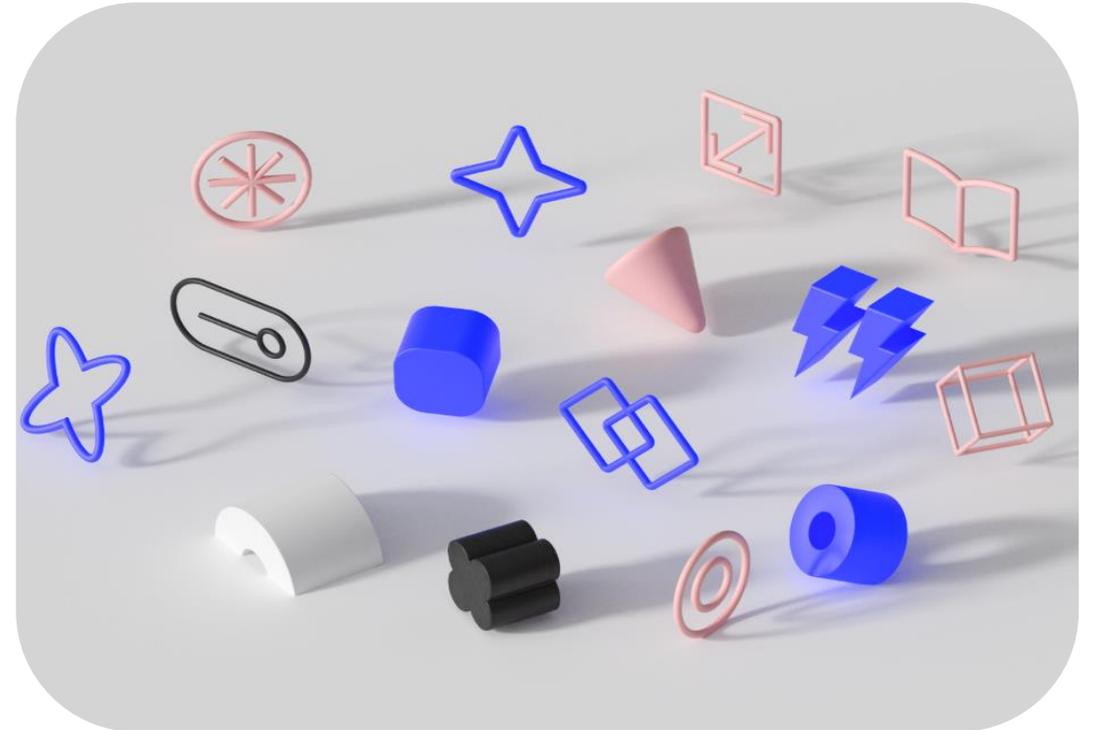
RUB **67** k

Average check for 6M 2023

▲ 17% YoY

73 k

New paying users in 6M 2023



Uchi.ru continues to increase the school audience increasing the paying base

UCHI.RU

13_{mn}

Active students
in July 2022 – June 2023

953_k

Paying students
in July 2022 – June 2023

▲ 12% YoY

1.6_{mn}

New active students
in 6M 2023

250_k

New paying students
in 6M 2023



Sferum educational profile in VK Messenger for schools



9.9 mn

Users
at the end of Q2 2023

▲ 2.8x YoY

>1.6 mn

Registered teachers
at the end of Q2 2023

▲ 3.2x YoY

8.3 mn

Registered students
at the end of Q2 2023

▲ 2.7x YoY

3.0 mn

New students
in 6M 2023



Technology
for business (VK Tech)

VK Tech

VK Tech develops licensed software products and cloud services that cover the key needs of a business of any size. The portfolio of solutions includes the VK Cloud cloud platform, VK WorkSpace communication services and others

Revenue,
RUB bn



The main drivers of segment's revenue growth in H1 2023 were:

- VK WorkSpace communication solutions with a 153% YoY revenue growth
- VK Cloud platform cloud services with a 72% YoY revenue growth
- Revenue from sales of HR services, which increased by 1.7 times YoY

In H1 2023, the segment demonstrated a positive EBITDA level. Profitability increased by 26.3 p.p. YoY

EBITDA,
RUB bn



VK Tech

Revenue growth [Q2 2023]

▲218% YoY

 VK WorkSpace

▲54% YoY

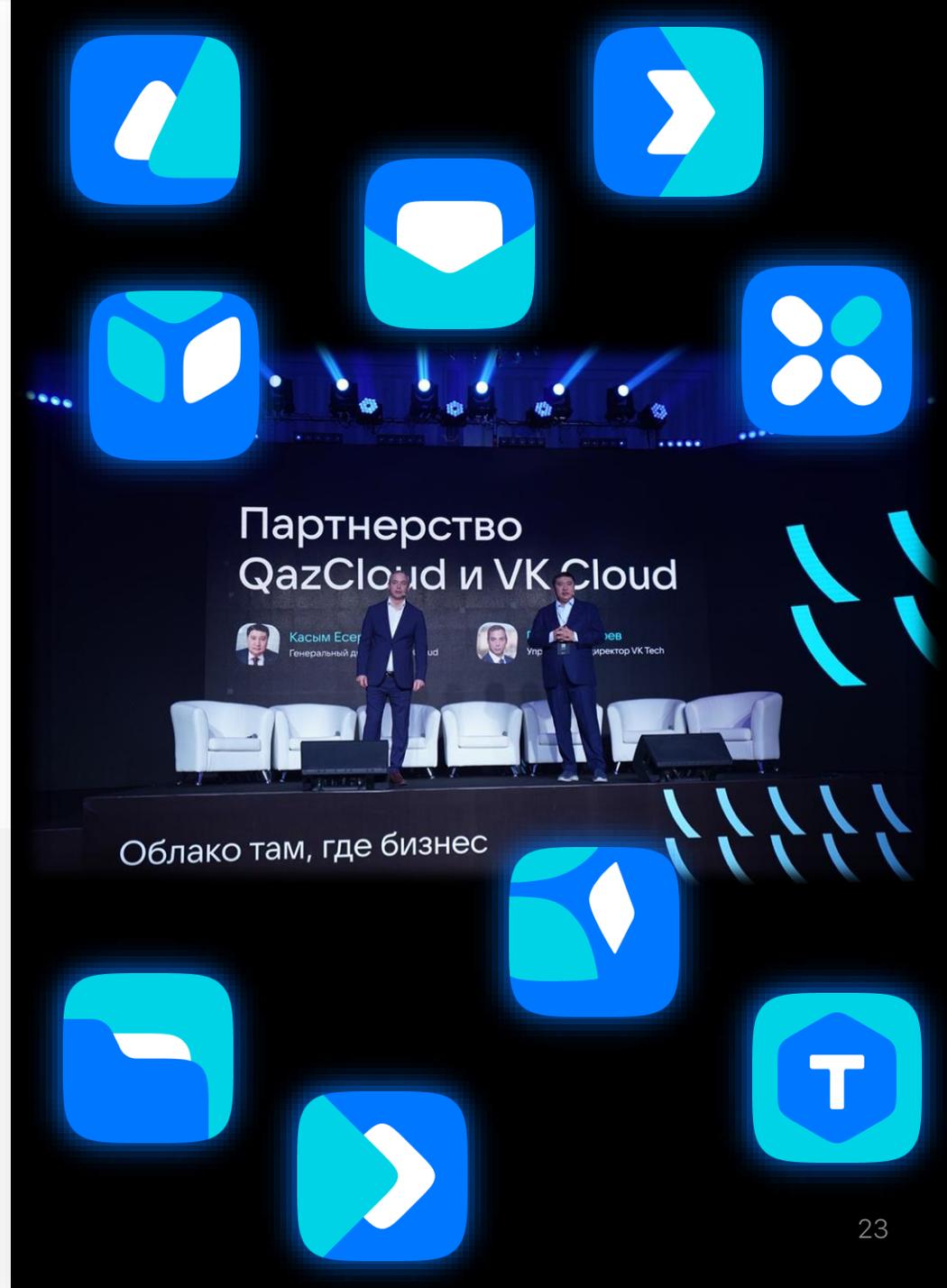
 VK Cloud

▲4x YoY

Sales of HR services

Launch of the localized VK Cloud platform in Kazakhstan

New version of Tarantool 2.11: improved data processing performance and stability functions, enhanced information security



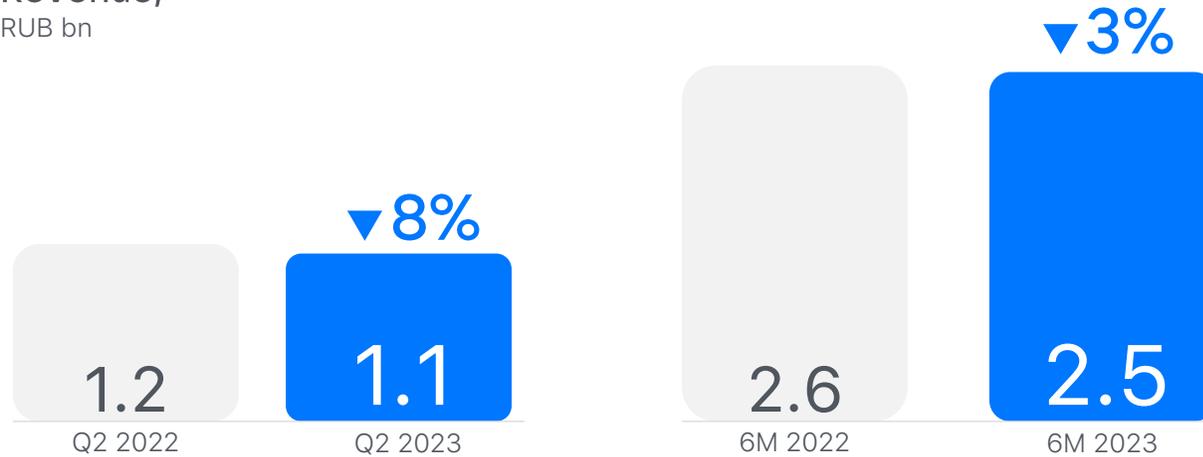
The background is a solid blue color with a vertical gradient bar in the center that transitions from a lighter blue at the top to a darker blue at the bottom. There are several large, faint, curved lines in a lighter shade of blue that sweep across the frame, creating a sense of movement and depth.

New business lines

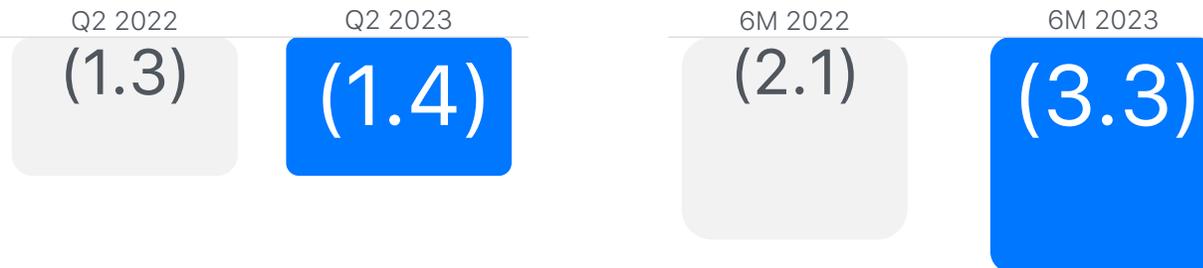
New business lines

VK Play, RuStore, Yula, Marusya, VK Capsule, Movika

Revenue,
RUB bn



EBITDA,
RUB bn



The segment is in the active investment phase, it includes new products and areas that focus on audience growth and content development

- Growth in the number of VK Play users and developers
- Strengthening RuStore leadership in the market of Russian Android app stores
- Increase in sales of smart devices by 2.2 times YoY in H1

EBITDA was impacted by investments in a number of fast-growing services, in particular, the VK Play gaming platform, the RuStore app store, and voice technologies

VK Play – a platform for gamers, developers and content creators

MAU
[Q2 2023, Russia]

11.5 mn

Registered accounts
[at the end of Q2 2023]

> **22** mn



The release of the Battle Teams 2 shooter on VK Play for Russia and the CIS

Launch of monthly tournaments in 9 disciplines with a prize fund of RUB 3 mn

Streamer tournaments on Warface, Standoff 2, Minecraft and other games on VK Play Live

RuStore – official Russian app store

MAU¹ [Q2 2023]

10 mn

>8 k

apps
[at the end of Q2 2023]

>6 k

developers
[at the end of Q2 2023]

Monetization is open for individual developers registered as self-employed

Hundreds of foreign apps available

Announcement of RuStore version for TV, media players and tablets





For more information please contact:
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