



# VK results for Q3 and 9M 2023

November 9, 2023



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

76 mn

▲ 16% YoY

users — daily audience (DAU)

3.4 bn

▲ 8% YoY

minutes per day – time spent by users  
across VK services

>95%

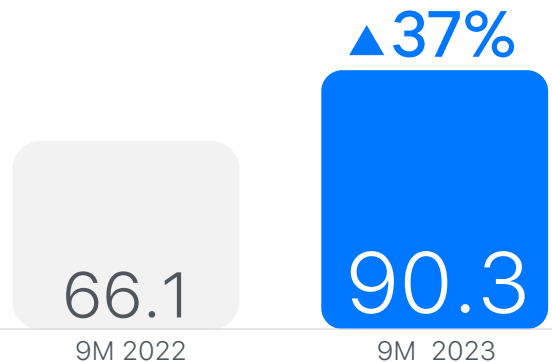
monthly audience reach within  
the Russian Internet segment

Source: Mediascope, 9M 2023, Russia 0+, age 12+, desktop and mobile devices.

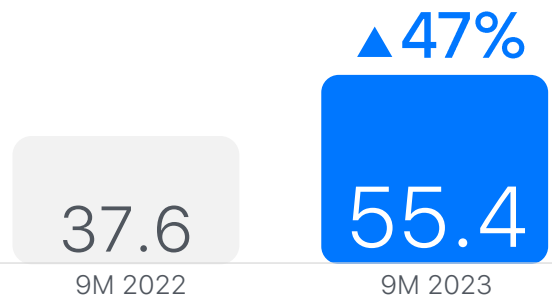


# VK key financial indicators for 9M 2023

Revenue,  
RUB bn



Online advertising was  
the main revenue driver,  
RUB bn

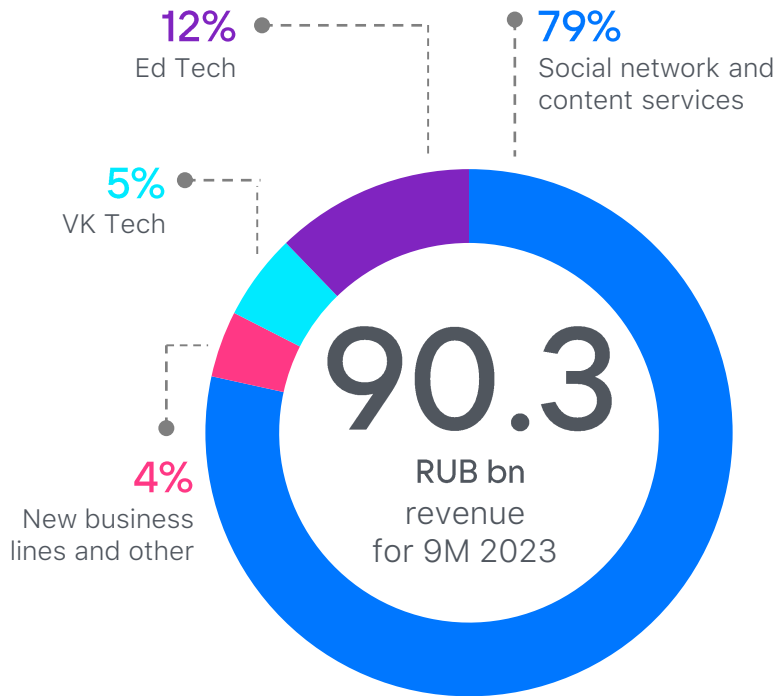


**VK's revenue for 9M 2023 increased by 37% due to:**

- SMB segment revenue growth of 46% YoY
- Recovery of large advertisers segment
- VK daily audience increase of 16% YoY to 76 mn users

# Key results of VK business segments

## Revenue structure by segment

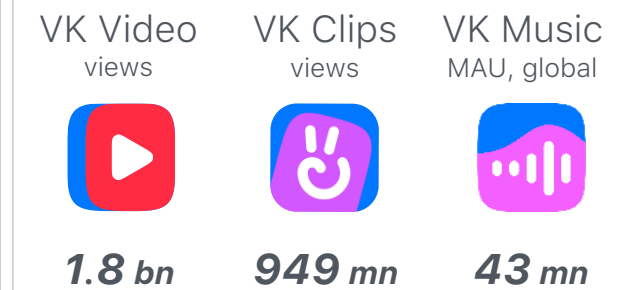


## Social networks and content services

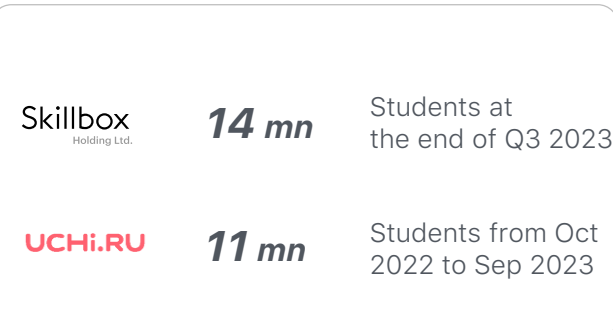
The audience of the largest VK services in Russia in Q3 2023



Views and subscribers of content services in Q3 2023



## EdTech



## VK Tech



## New business lines



Note: Company internal data unless otherwise indicated.

(1) Source: Mediascope Cross Web, Q3 2023, Russia, age 12+, desktop and mobile devices.

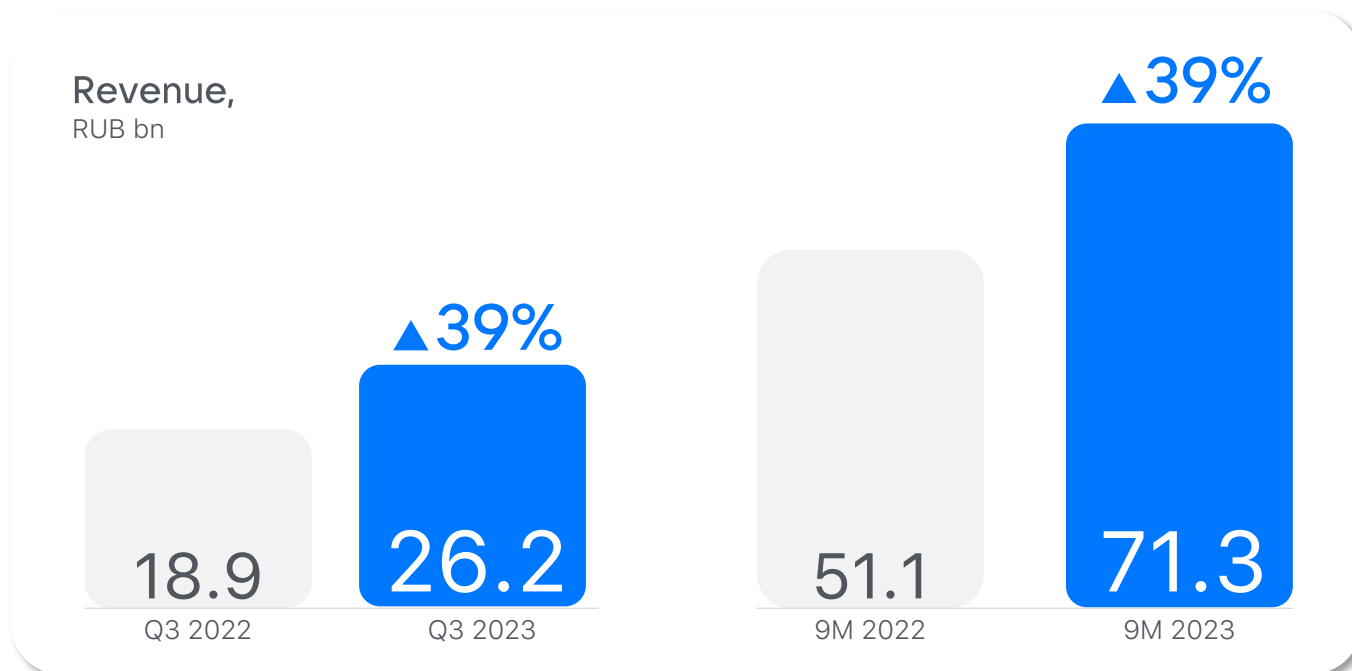
(2) Daily audience of dzen.ru and mobile applications. Source: Mediascope Cross Web, Q3 2023, Russia, age 12+, desktop and mobile devices.

(3) Source: Mediascope Cross Web, Q3 2023, Russia, age 12+, desktop and mobile devices, Android only approach

The background is a solid blue color. It features several abstract, overlapping geometric shapes in white and light purple. These shapes include large, thin-lined circles and arcs that create a sense of depth and movement. A vertical purple gradient bar is also present, running through the center of the image.

# Social networks and content services

# Social networks and content services



The segment's revenue growth of 39% in 9M 2023 was due to:

- Overall growth in online advertising revenue
- VKontakte social network revenue growth of 22% YoY
- The effect of the Dzen platform consolidation

# VKontakte — record audience performance

MAU  
Q3 2023, Russia

**85** mn

▲ 10% YoY

**85%**<sup>1</sup>

Average monthly reach of the Russian Internet audience

**52%**<sup>1</sup>

Daily coverage of the daily Russian Internet audience

- Updated section for photos and albums
- New photo and post editor features
- Feed ranking with a focus on content consumption







# Odnoklassniki — focus on quality content and product updates

MAU Q3 2023, Russia

# 35.5 mn

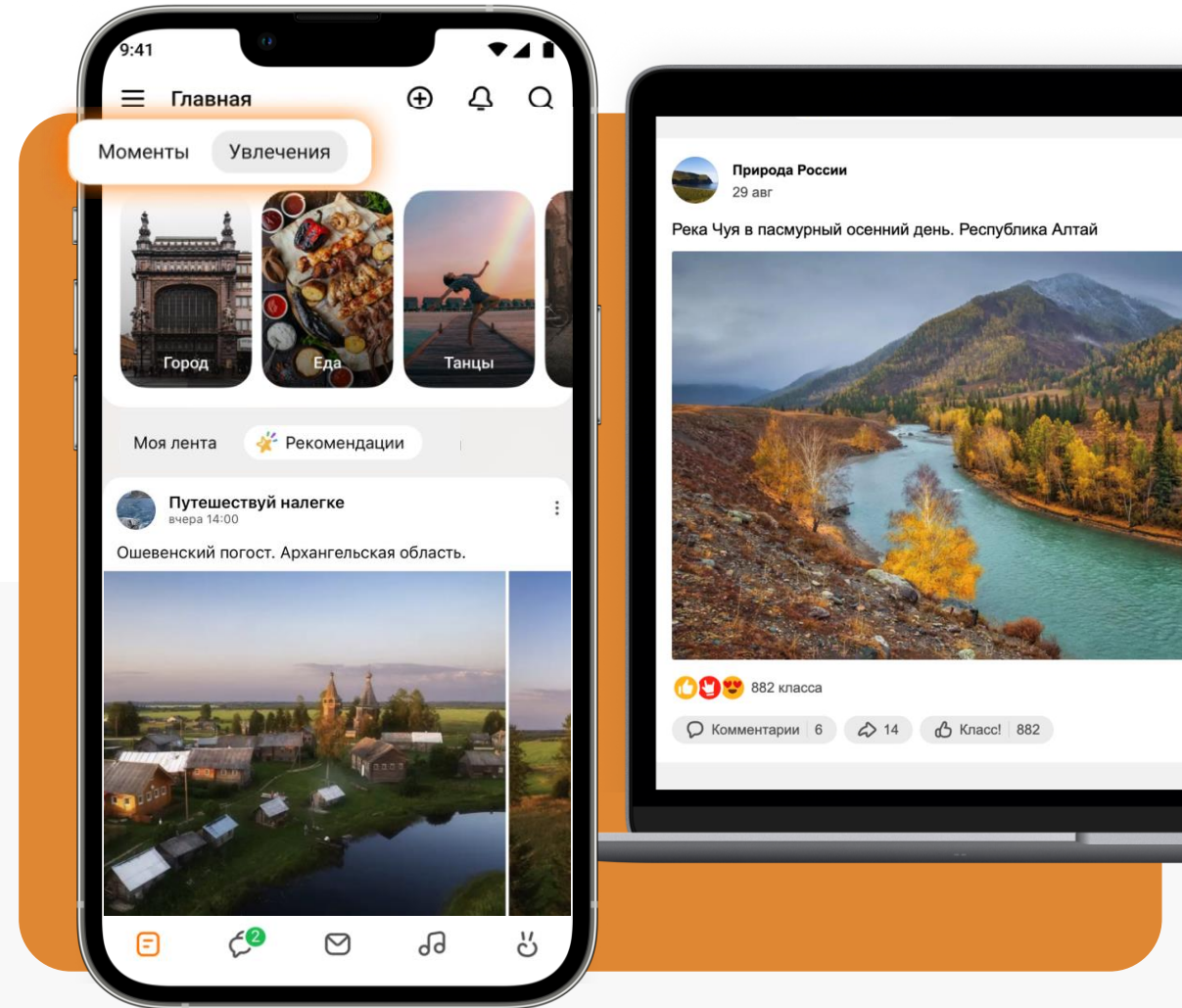
4 new

Hobby shows and relaunch of "OK in touch!"

>500 mn

Views of Hobby shows since the beginning of the year

The largest update to the News Feed in OK: focus on content use ease and improvement of recommendation engine



# Dzen — all content formats in one feed

DAU<sup>1</sup> Q3 2023

31 mn

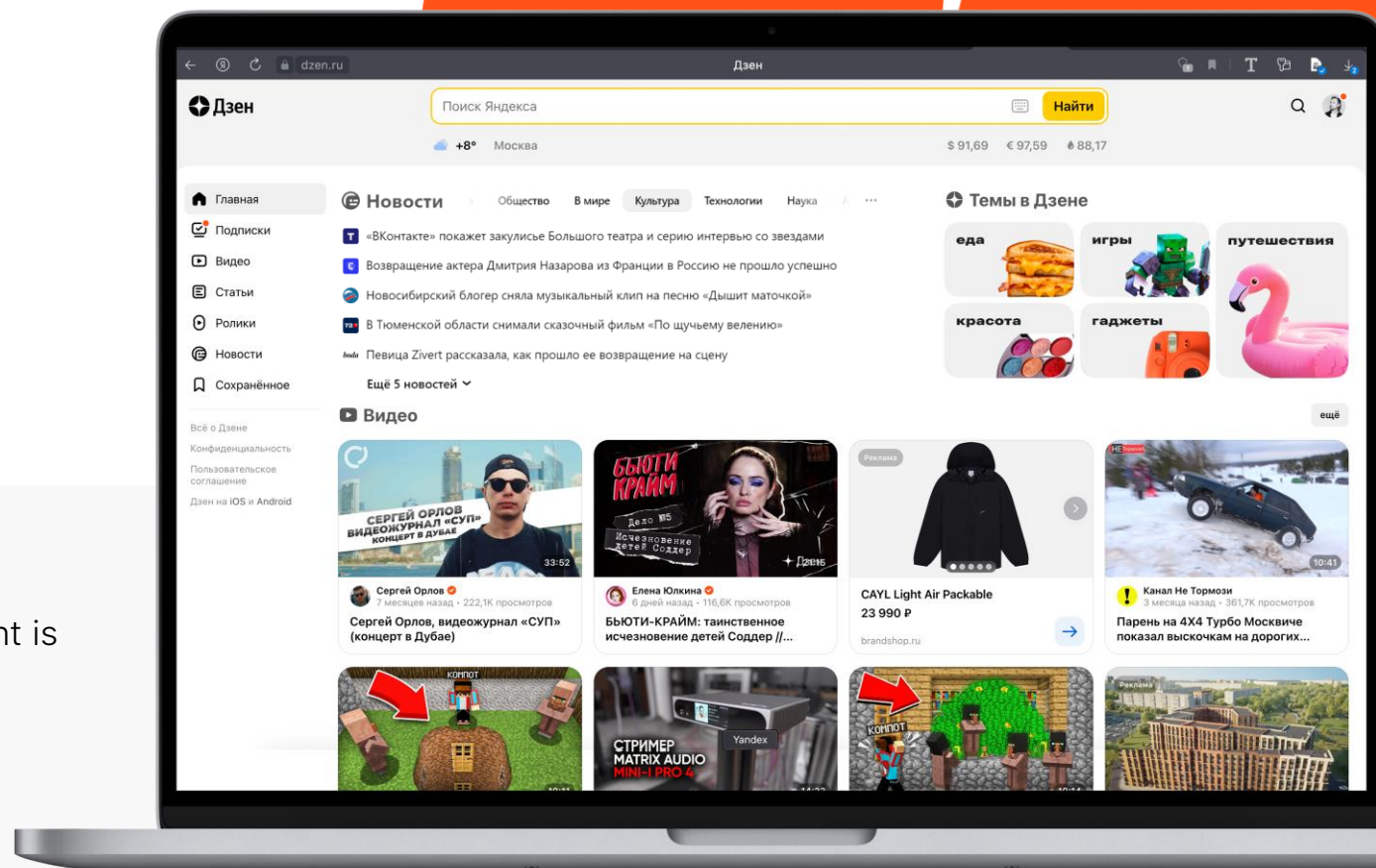
▲ 13% QoQ

Active authors  
Q3 2023

▲ 9% QoQ

Content units created  
Q3 2023

Main page update: for the convenience of users, the content is presented in form of a showcase, while content cards are grouped by format



(1) Daily audience of dzen.ru and mobile applications. Data source: Mediascope Cross Web, Q3 2023, Russia, age 12+, desktop and mobile devices

# VK Video — Russia's largest video service

App installations<sup>1</sup>

> **1.5** mn

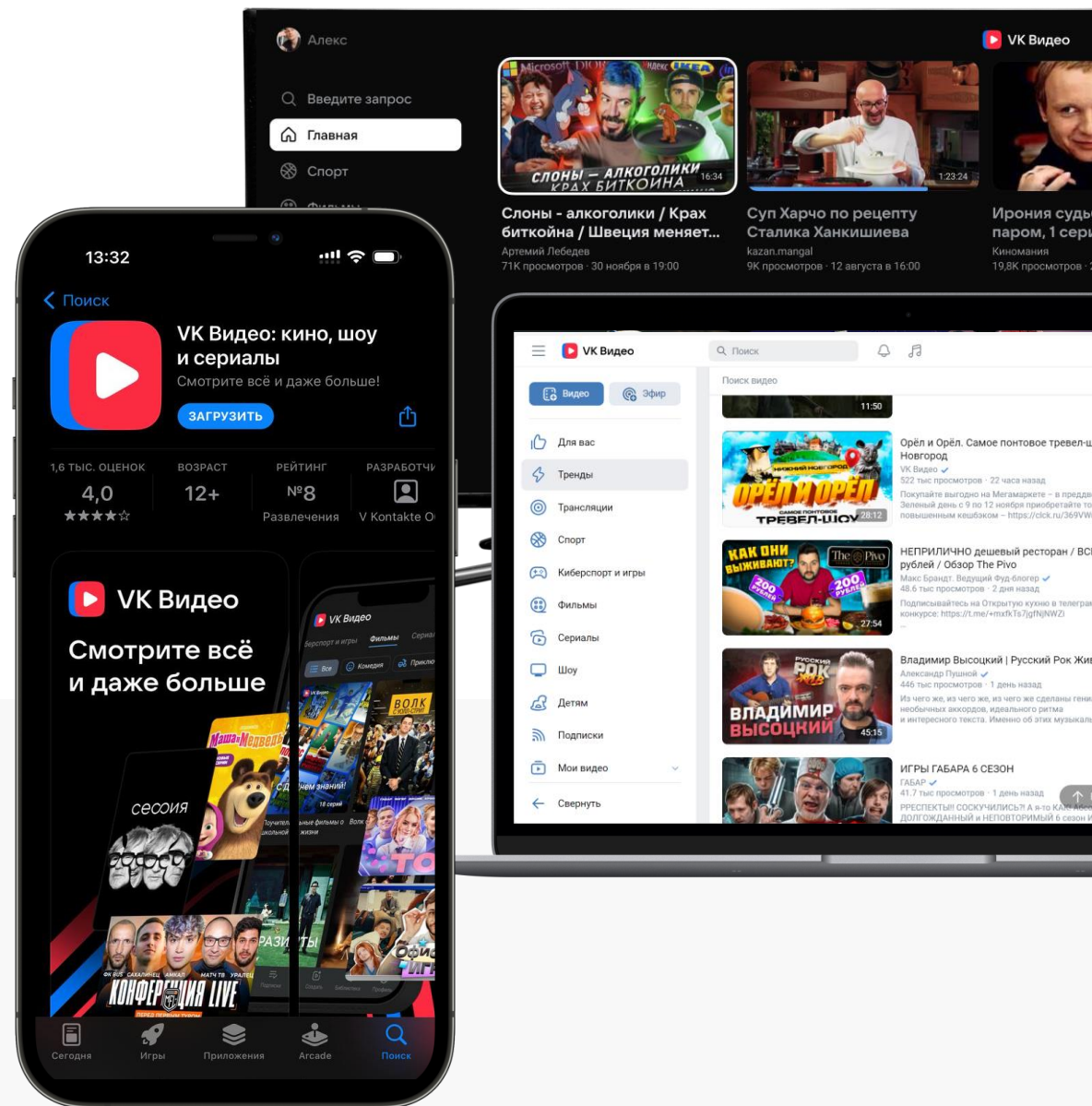
**703 mn**

Views of VK Video Originals line-up Q3 2023

>**4.5** mn

Reactions to VK Video Originals line-up Q3 2023

- Official launch of VK Video mobile app
- Update of the line-up of exclusive VK Video Originals content
- Launch of a new "Trends" section





# VK Clips — views growth and product updates

Views/day  
Q3 2023

# 949 mn

▲ 32% YoY

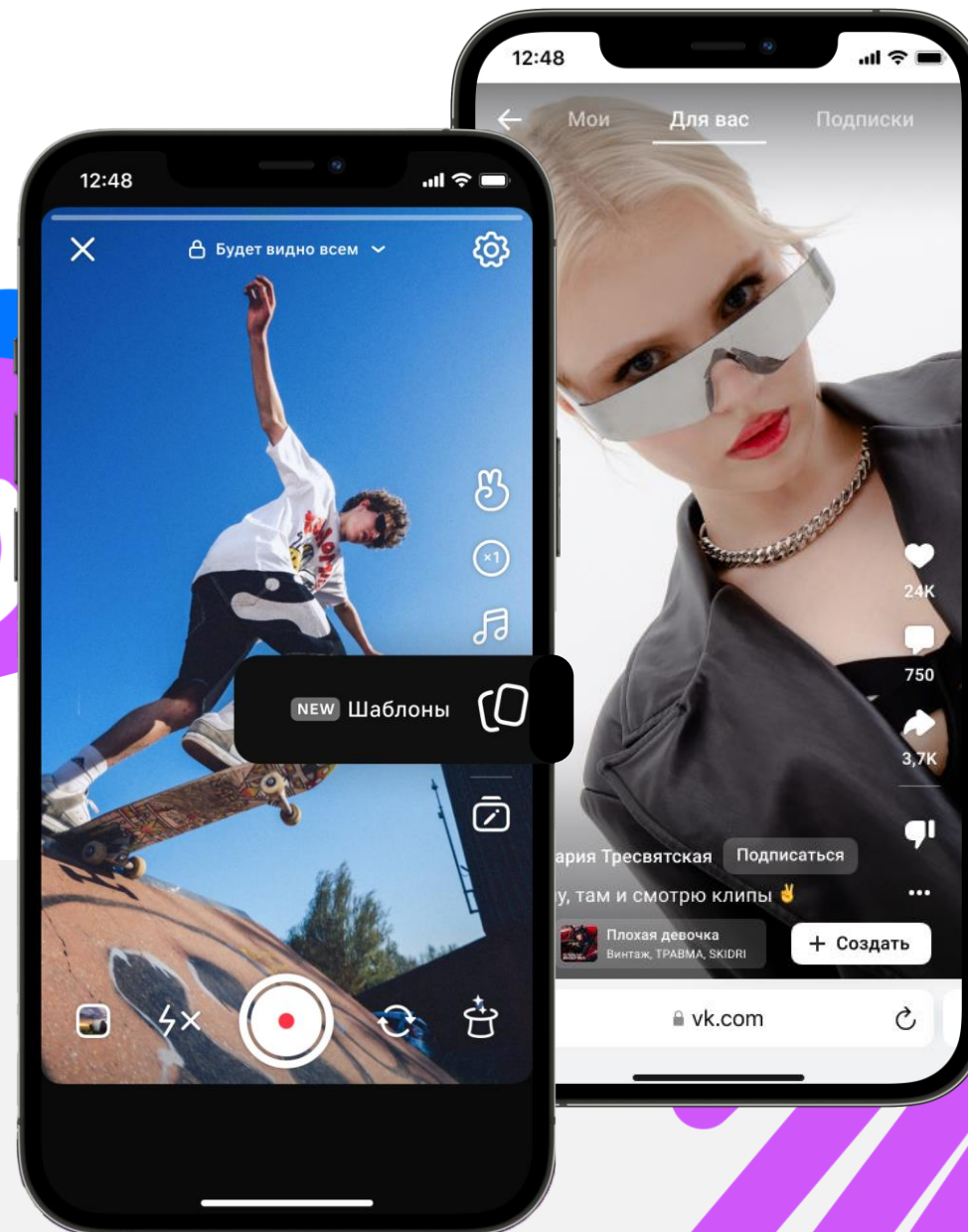
▲ 100% YoY

VK Clips  
Time spent

▲ 78% YoY

Number of  
published clips

- Clip feed in VKontakte mobile version
- New templates for creating videos with background music
- Automatic subtitles





# VK Music — not only about music

MAU Q3 2023, World

**43** mn

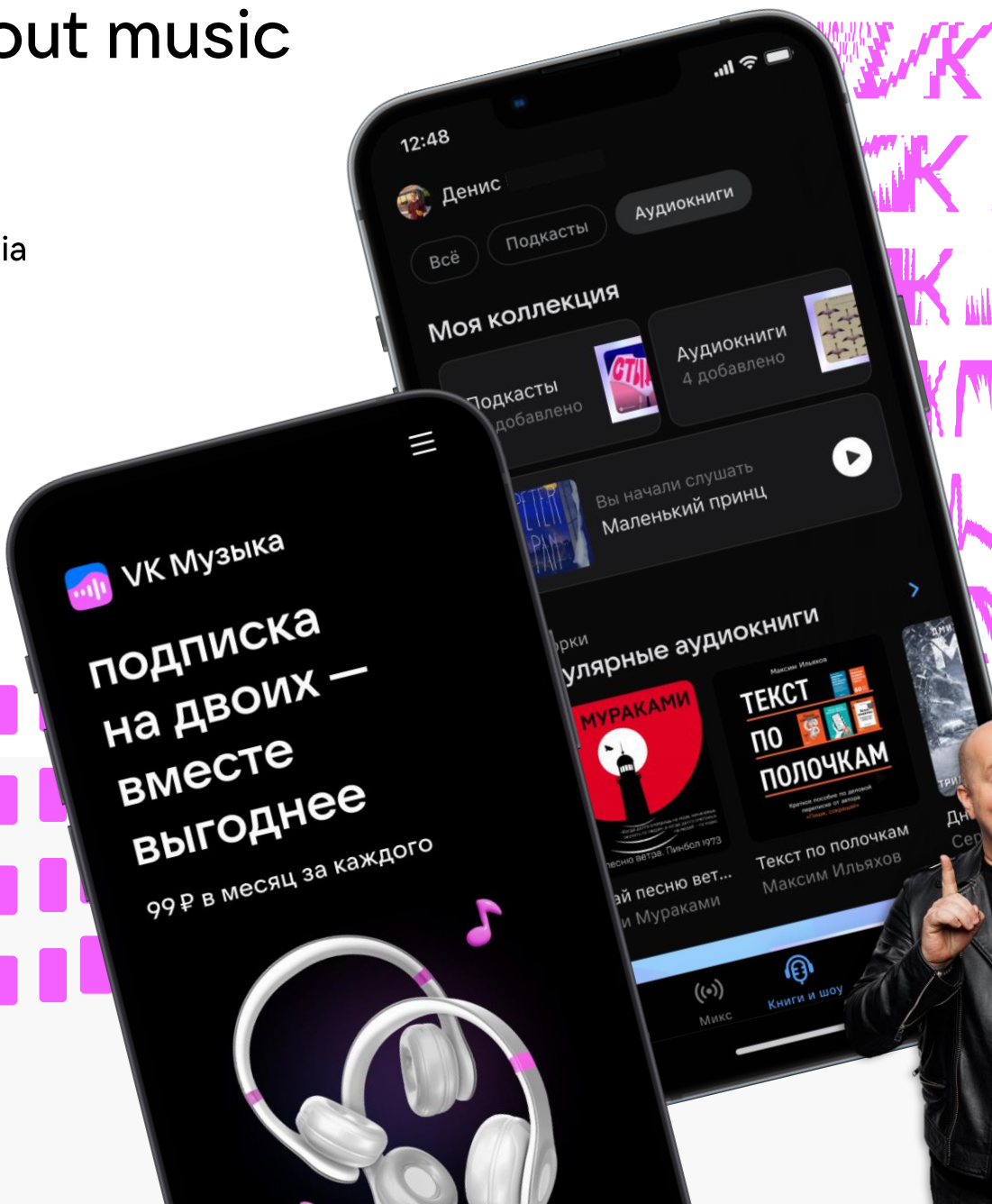
MAU Q3 2023, Russia

**39** mn

>20k projects

Podcasts section

- New section with audiobooks
- Possibility to buy one subscription for two people
- Access to exclusive tracks

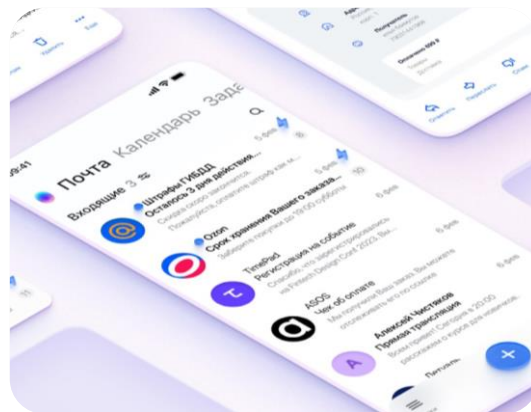




# Mail.ru – number one email service in Russia

MAU<sup>1</sup>  
Q3 2023, Russia

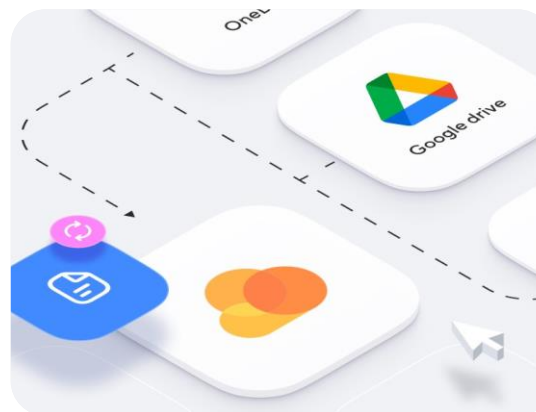
49.5 mn



# Cloud – convenient service for transferring files

MAU<sup>1</sup>  
Q3 2023, Russia

20 mn



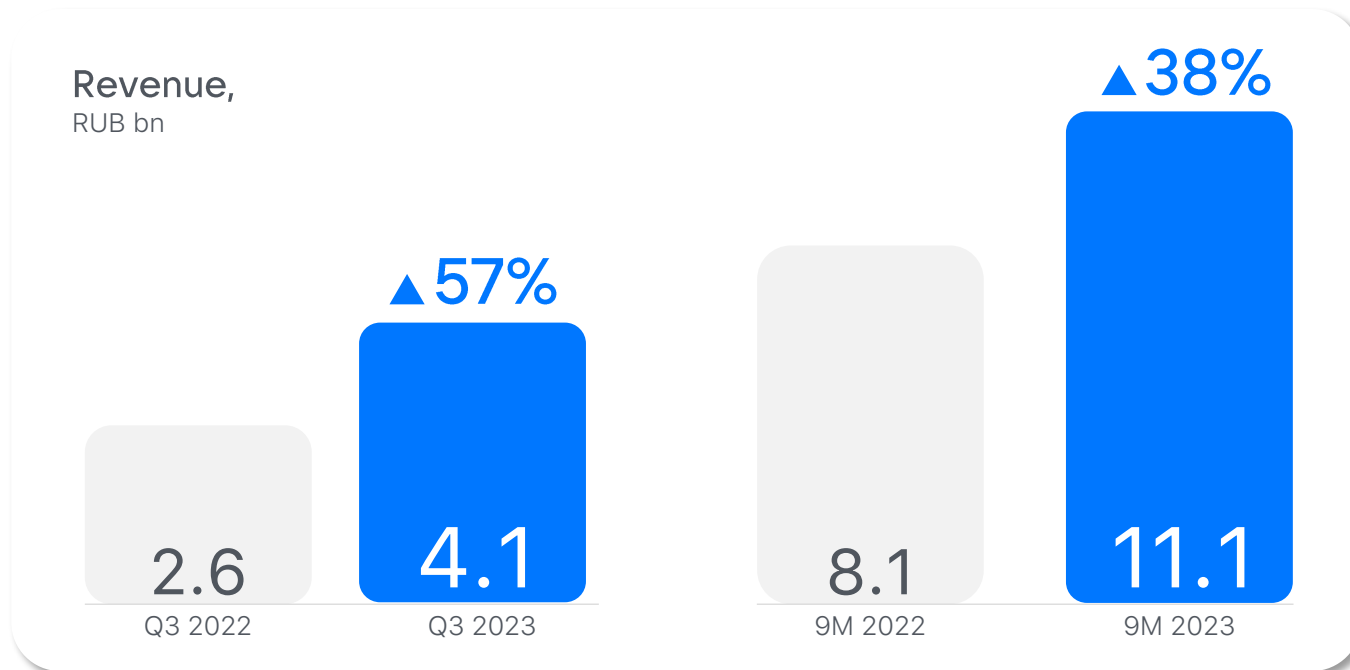
- New Calendar widget
- Access to schedule without internet connection
- Smart algorithm for sorting important emails

- Launch of Cloud for PC with a possibility to transfer files from other storage locations
- Cloud Mail.ru in digital education programs
- New program "Digitization of Memories"

(1) Source: Mediascope Cross Web, Q3 2023, Russia, age 12+, desktop and mobile devices

# Educational Technologies (EdTech)

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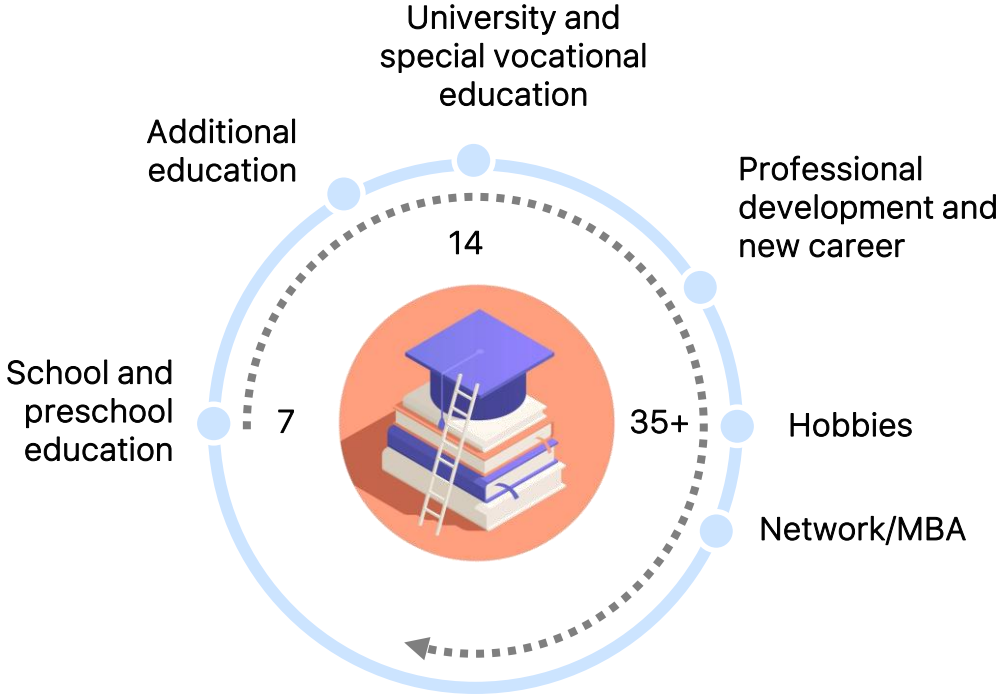


Segment revenue growth of 38% in 9M 2023 was driven by:

- Increased demand for courses at educational platforms
- Consolidation of the Uchi.ru online platform for schoolchildren



# VK EdTech – support at all stages

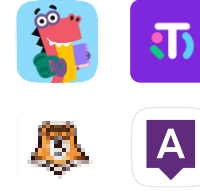


The goal is to create a single environment for talent development at all stages of life





## Educational services for adults

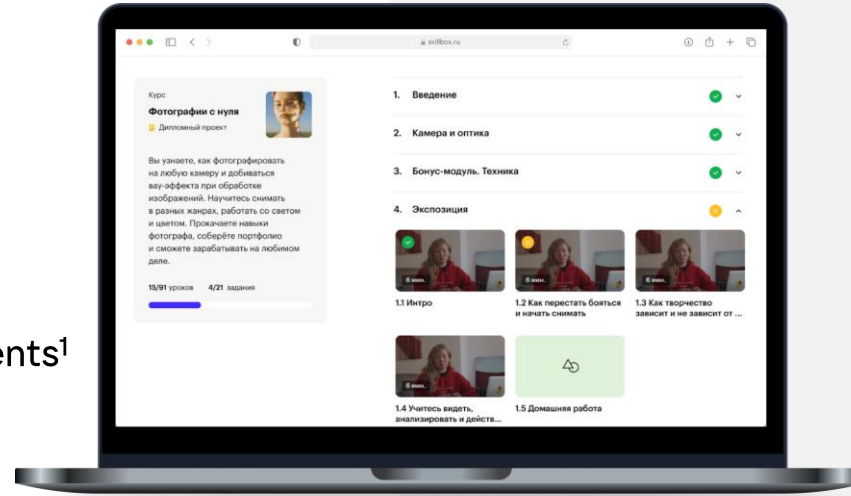


## Educational services for children

# 14 mn

▲ 17% YoY

Total number of registered students<sup>1</sup> at the end of Q3 2023



# 11 mn

Active Uchi.ru students  
October 2022 – September 2023

- Obtained a controlling stake in "Kespa", an online English language school
- Reached an agreement to increase the stake in Skillfactory to 100%. The deal is expected to close in January 2024
- Launched Academika, a new platform for learning courses from leading universities
- Announced the merge of Tetrika and Uchi.Doma services

Source: Company internal data.

Note: (1) Registered users have access to the platform (including its paid and free services)

# Technology for business (VK Tech)

# Technology for business

Revenue  
Q3 2023

1.8 mn

▲ 63% YoY

▲ 3.1x YoY

 VK WorkSpace

▲ 3.2x YoY

 HR-services

 VK HR Tek

 VK People Hub

- VK Tech launched a new partner program for businesses
- Strategic cooperation agreement with the Russian Quantum Centre on the availability of quantum computing on the basis of VK Cloud



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.

New business lines

# New business lines



33.7 mn

Registered accounts  
at the end of Q3 2023



- Atomic Heart add-on release on VK Play for Russia and CIS
- Opening of VK Play Arena



>13 k

Applications  
at the end of Q3 2023

>7 k

Developers  
at the end of Q3 2023

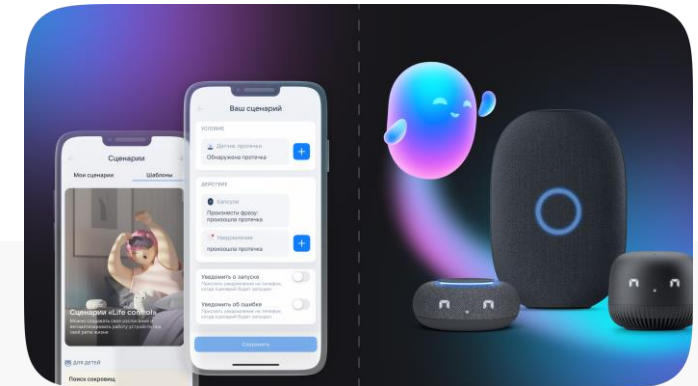


- Entering the international market and launching monetization for non-residents



▲ 1.5x YoY

Growth in sales of smart devices  
in Q3 2023



- Expanded functionality of Marusia voice assistant in smart home control



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