



# VK results Q1 2023

May 15, 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 <sup>mn</sup>  
users — daily audience (DAU)

▲ 17%

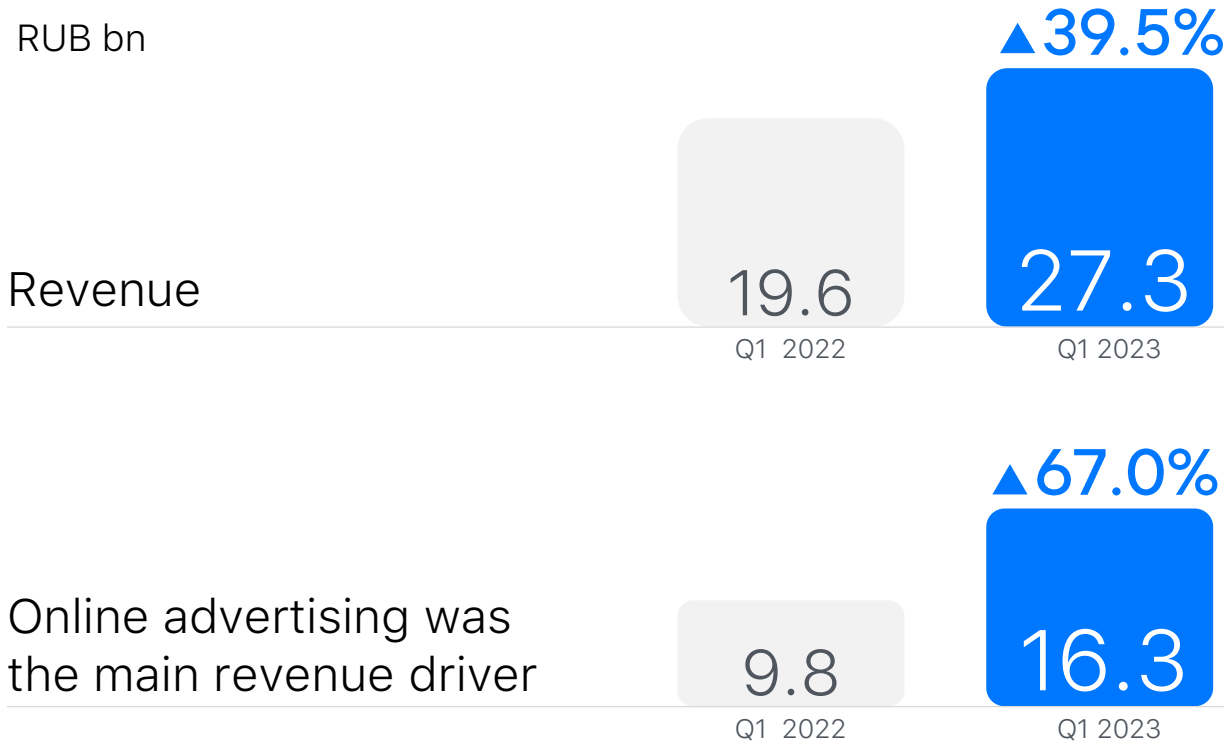
3.6 <sup>bn</sup>  
minutes per day – time spent by users  
across VK services

▲ 17%

> 95%  
monthly audience reach within the Russian Internet segment



# VK key figures in Q1 2023

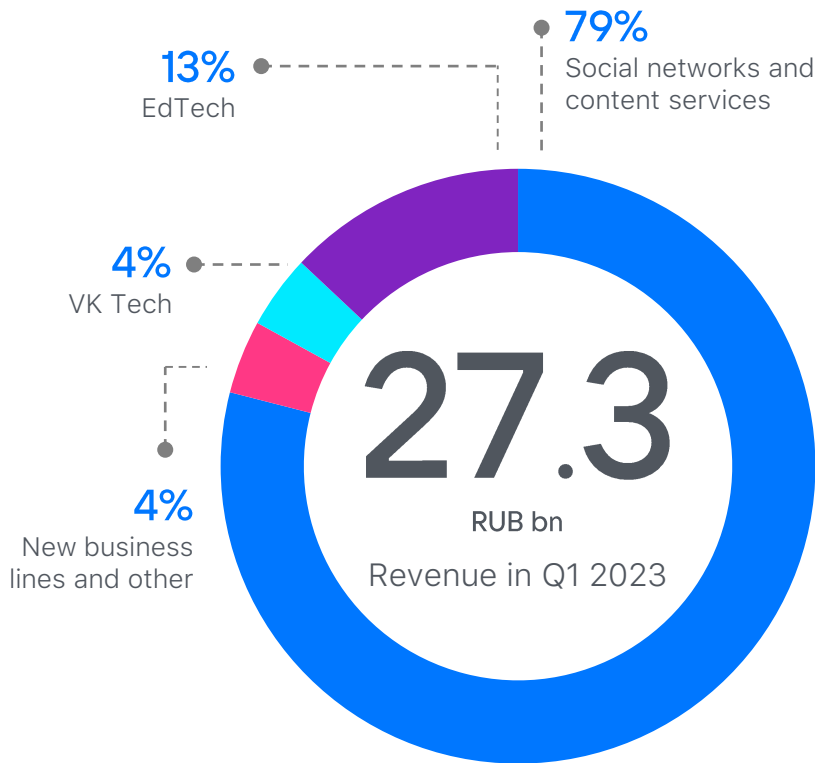


VK achieved revenue growth in Q1 2023 due to:

- Growth of key online advertising formats. Performance formats grew by 1.8x YoY. The SME segment doubled YoY
- The growth of audience indicators. In Q1 2023, the average daily audience of VK services increased by 17% YoY and amounted to 76 mn users

# Key results of VK business segments

## Revenue structure by segments



## Social networks and content services

The audience of the largest VK services in Q1 2023

VKontakte  
MAU



**81 mn**

Odnoklassniki  
MAU



**37 mn**

Mail.ru<sup>1</sup>  
MAU



**50 mn**

Dzen<sup>2</sup>  
DAU



**33 mn**

Views and subscribers of content services in Q1 2023

VK Clips  
views



**956 mn**

VK Music  
subscribers



**41 mn**

## EdTech

Skillbox Holding Ltd. **14 mn** Students

UCHI.RU **11 mn** Students from April 2022 to March 2023

сферум **7.6 mn** Users

## VK Tech

▲ **1.5x** YoY Revenue growth in Q1 2023

▲ **2x** YoY Growth in revenue of VK Cloud and HR Tech in Q1 2023

▲ **1.8x** YoY VK Tax Compliance revenue growth in Q1 2023

## New business lines

VK Play audience, MAU



**13 mn** at the end of Q1 2023

RuStore apps



**5.7 k** at the end of Q1 2023

(1) Source: Mediascope Cross Web, Q1 2023, Russia, age 12+, desktop and mobile devices.

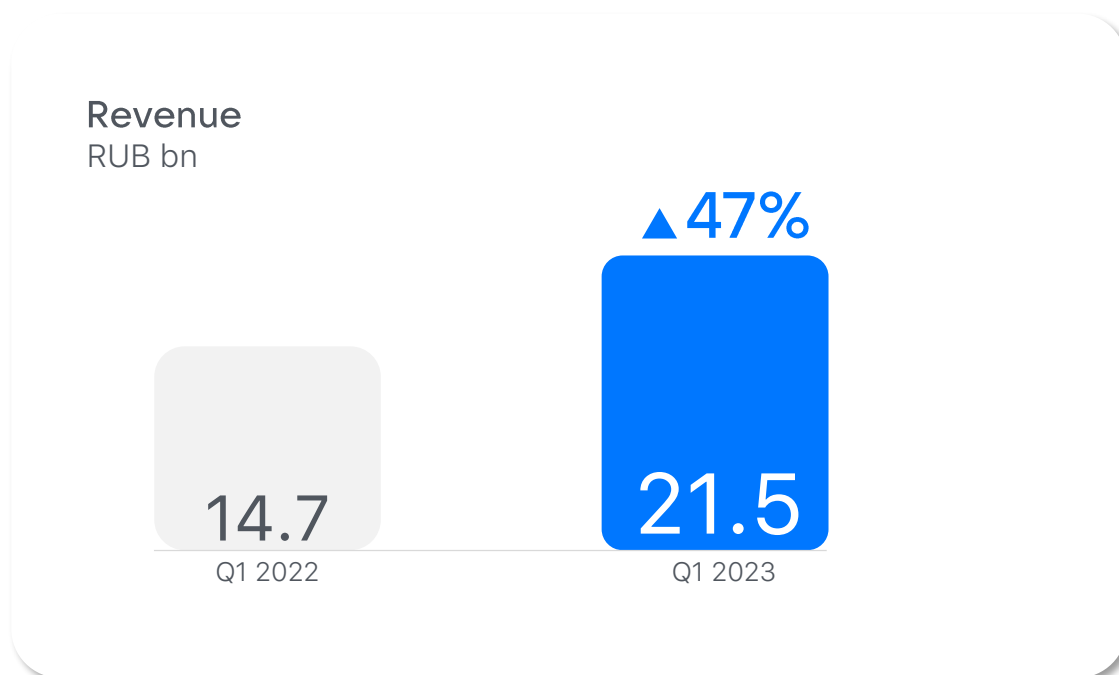
(2) Daily audience of dzen.ru and mobile applications. Source: Mediascope Cross Web, March 2023, Russia, age 12+, desktop and mobile devices.



# Social networks and content services

# Social networks and content services

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



The segment's positive results were due to:

- The growth in revenue of VKontakte social network, the largest asset in the segment
- The effect of Dzen consolidation

# VKontakte – record audience performance

MAU [Q1 2023, Russia]

# 81.5 mn

▲ 11% YoY

86%<sup>1</sup>

Russian Internet audience reach

54%<sup>1</sup>

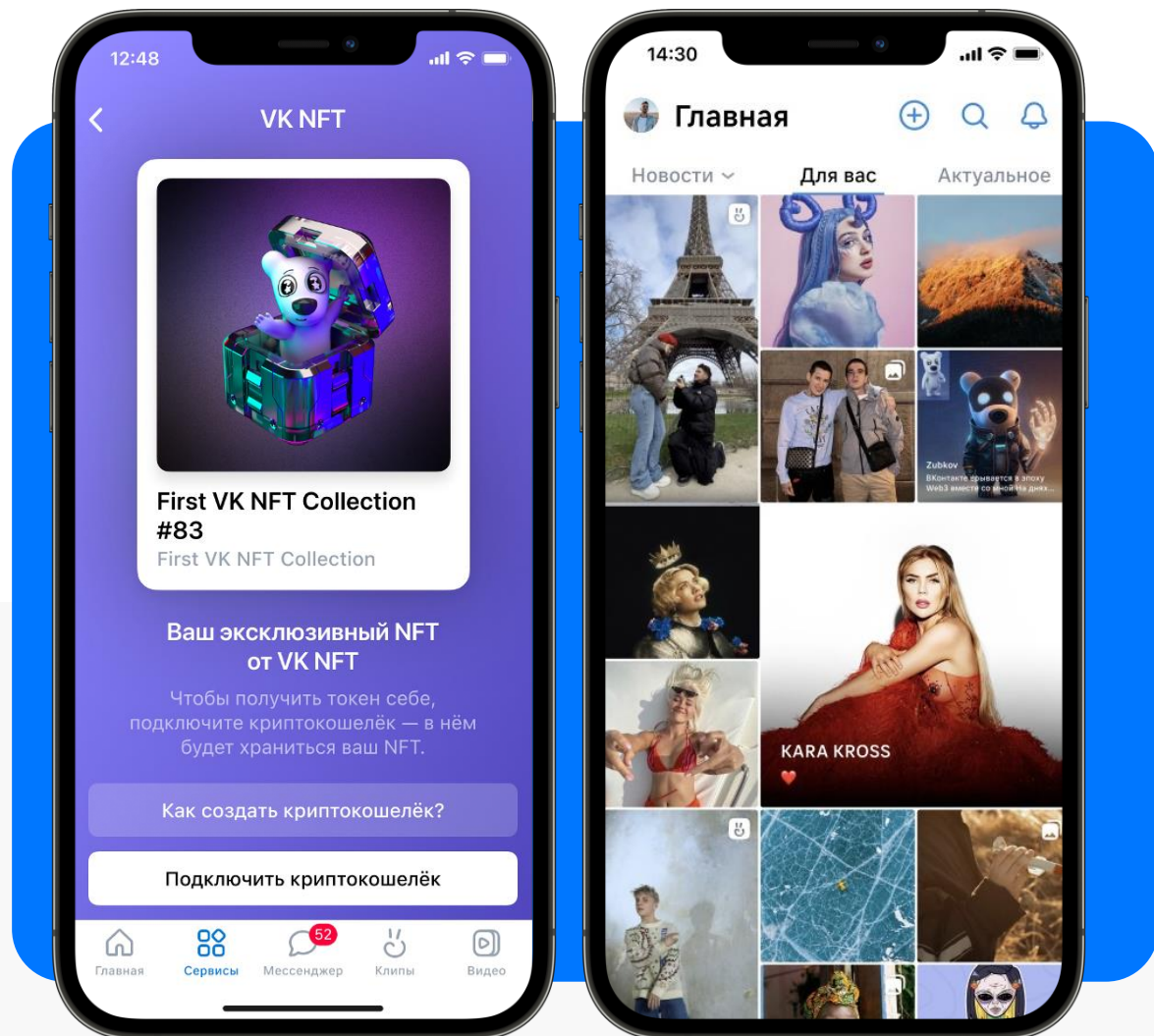
Users visit the platform daily

New media recommendation feed

Integration of VK Mini Apps into VK Messenger

The first mechanics for partners in VK NFT

Monetization for content creators







# Odnoklassniki – focus on creators' content

MAU [Q1 2023, Russia]

# 37 mn

## ▲50% YoY

growth of the reach of content creators and media communities

New recommendation system powered by machine learning

Content platform focused on hobbies and passions

## >1,000

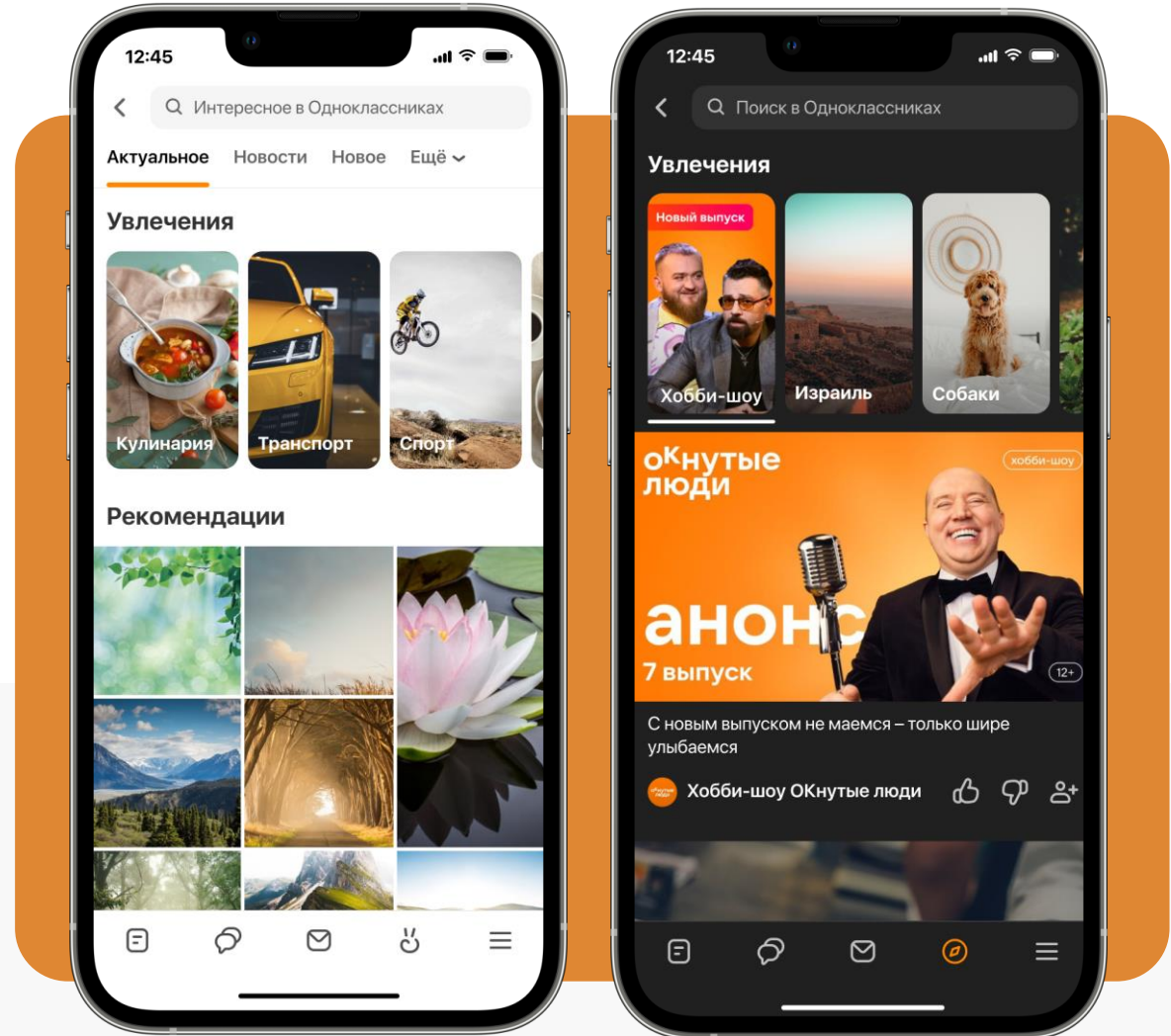
creators joined monetization programs in the first months of their operation

## 15.5 mn

views of the first episode of the "OK People" show in a month

Launch of the monetization program for creators

Launch of the original hobby show OK People with Sergey Burunov



# Dzen – all content formats in one feed

DAU<sup>1</sup>  
[at the end of Q1 2023]

# 32.5<sub>mn</sub>

▲ 11% vs the end of 2022

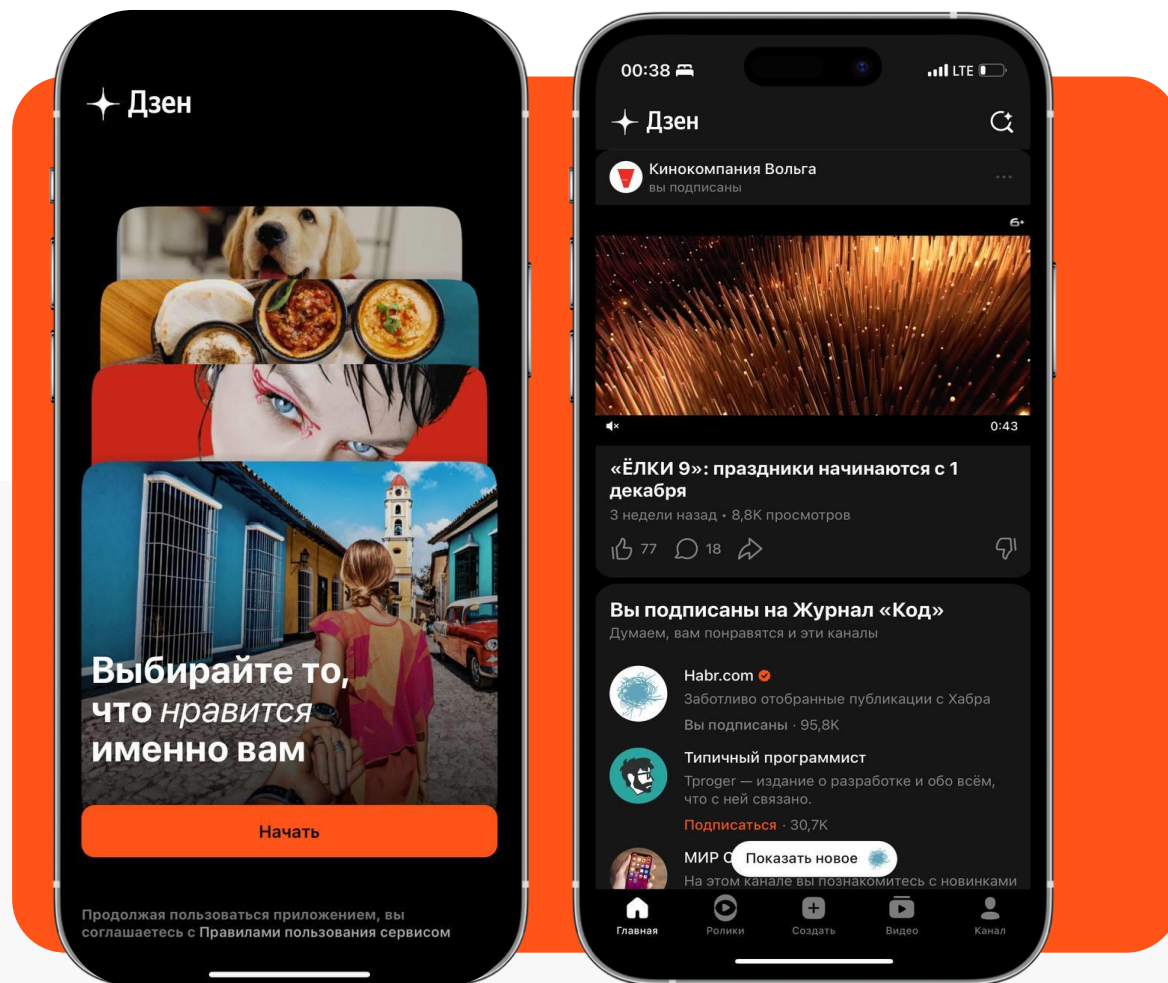
Dzen and Pulse integration

Launch of the Subscriptions tab

Testing Showcase, a new  
content demonstration format

Option to withdraw  
monetization income  
through the VK Pay service

Channel audience statistics  
update

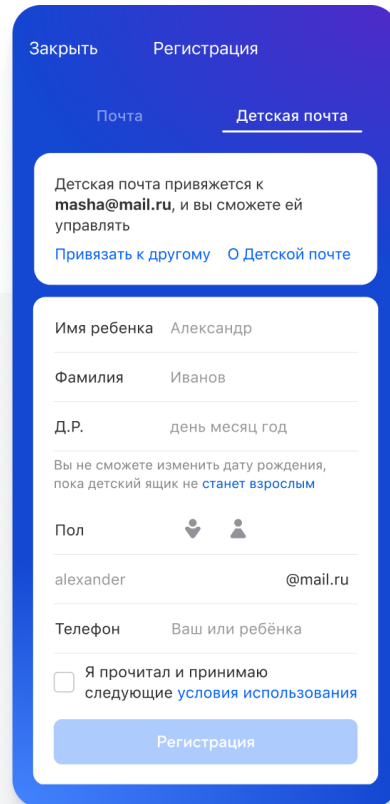


(1) Daily audience of dzen.ru and mobile applications. Absolute metrics source: Mediascope Cross Web, March 2023, Russia, age 12+, desktop and mobile devices. Dynamic data source: company data.

# Mail.ru – number one email service in Russia

MAU<sup>1</sup> [Q1 2023, Russia]

# 50 mn



Protected users from 20 bn spam messages

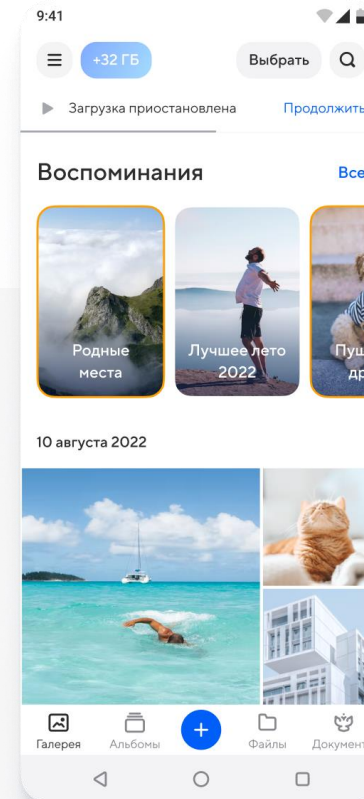
Launch of updated push notifications for important messages on all platforms. Increased activity, return and advertising ARPU

# Cloud – stable audience growth

MAU<sup>1</sup> [Q1 2023, Russia]

# 22 mn

▲ 29% YoY



4x acceleration of file upload to the Cloud

Improved collections in stories and search on Android: 10 new scenarios are available in stories now, quick search by file name has been added

(1) Source: Mediascope Cross Web, Q1 2023, Russia, age 12+, desktop and mobile devices.



# VK Clips – the fastest growing service

Views/day [Q1 2023]

# 956 mn

▲ 2x YoY

Number of published clips

▲ 2.1x YoY

Number of content creators

▲ 2.2x YoY

Option to upload clips via the mobile version of VKontakte

Launch of sound effects

Using photos to create clips

Downloading clip in any quality





# VK Music – online exclusives and offline activities

MAU [Q1 2023, Russia]

~41 mn

DAU [Q1 2023, Russia]

13.4 mn

▲ 8% QoQ

Launch of the Podcasts section

Lyrics now available

Launch of the Radio section in the web version of the music section of VKontakte

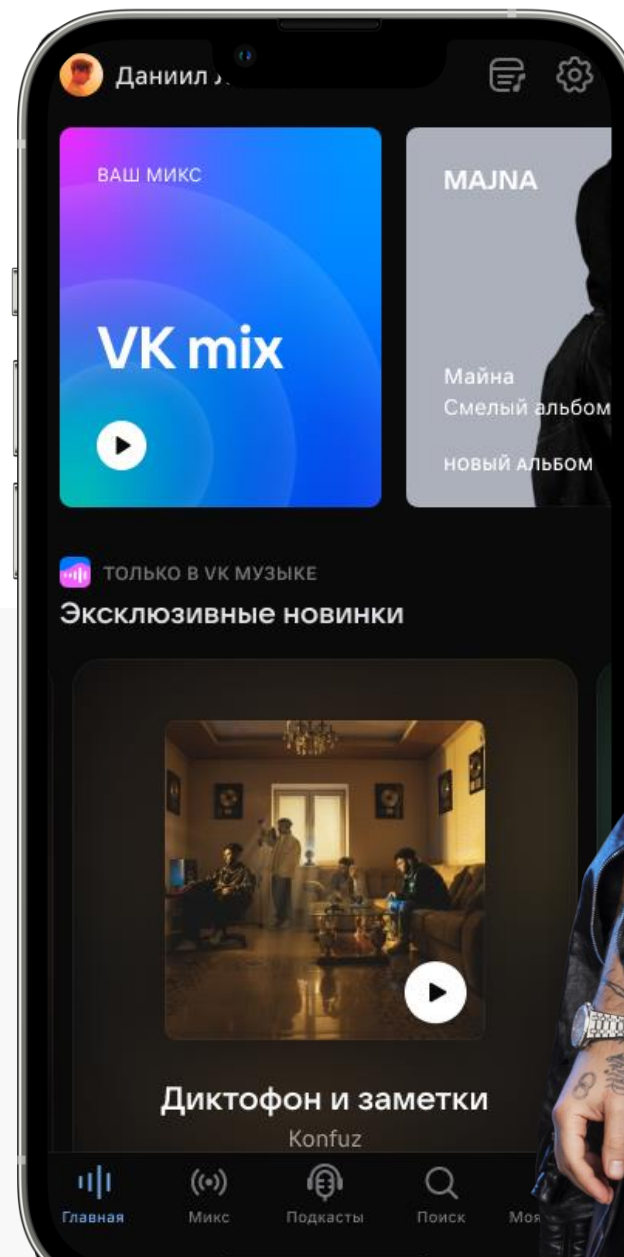
Integrations into the largest festivals, concerts and music videos by top artists

Atomic Heart soundtrack release

Launch of the advertising campaign "The place to meet new music"

Launch of the Fresh Talk Show on the New Radio dedicated to premieres in VK Music

Gold and bronze at the E+ Awards 2023 for two VK Music advertising campaigns



# Educational Technologies (EdTech)

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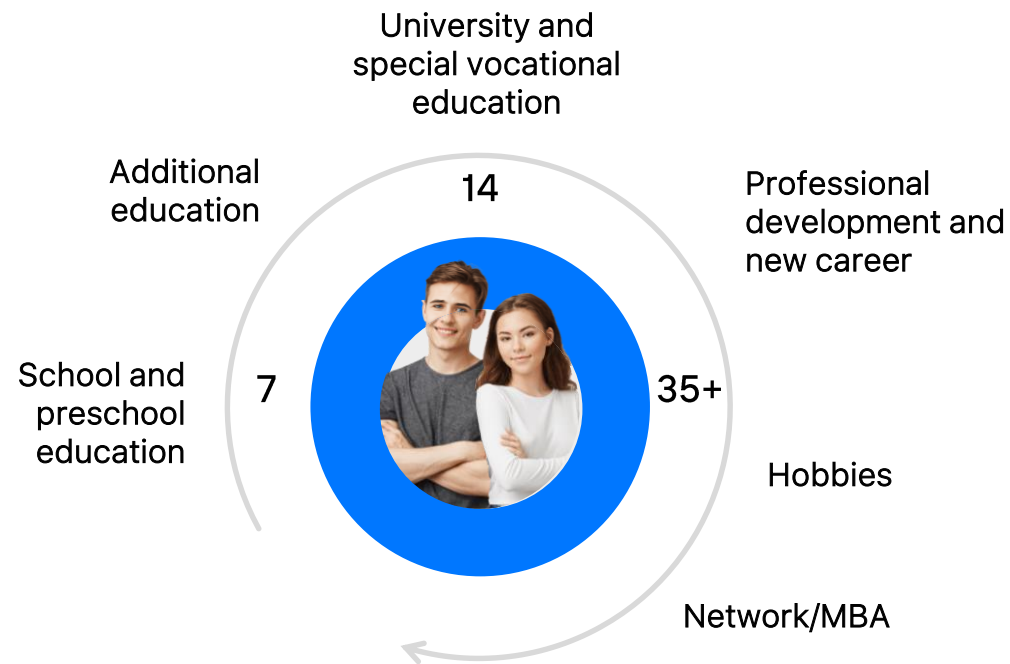
The segment includes online learning platforms and educational technologies, including Skillbox, GeekBrains, SkillFactory, Mentorama, Lerna, Sferum, Uchi.ru



The segment's revenue growth was driven by:

- The increased demand for courses at Skillbox Holding Limited educational platforms
- The effect of the consolidation of the Uchi.ru online platform for schoolchildren

# 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 unified environment for delivering talents at all stages of life





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

**Skillbox**  
Holding Ltd.

**14** mn

Number of registered students<sup>1</sup> at the end of Q1 2023

▲ 29% YoY

**556** k

Number of paying students at the end of Q1 2023

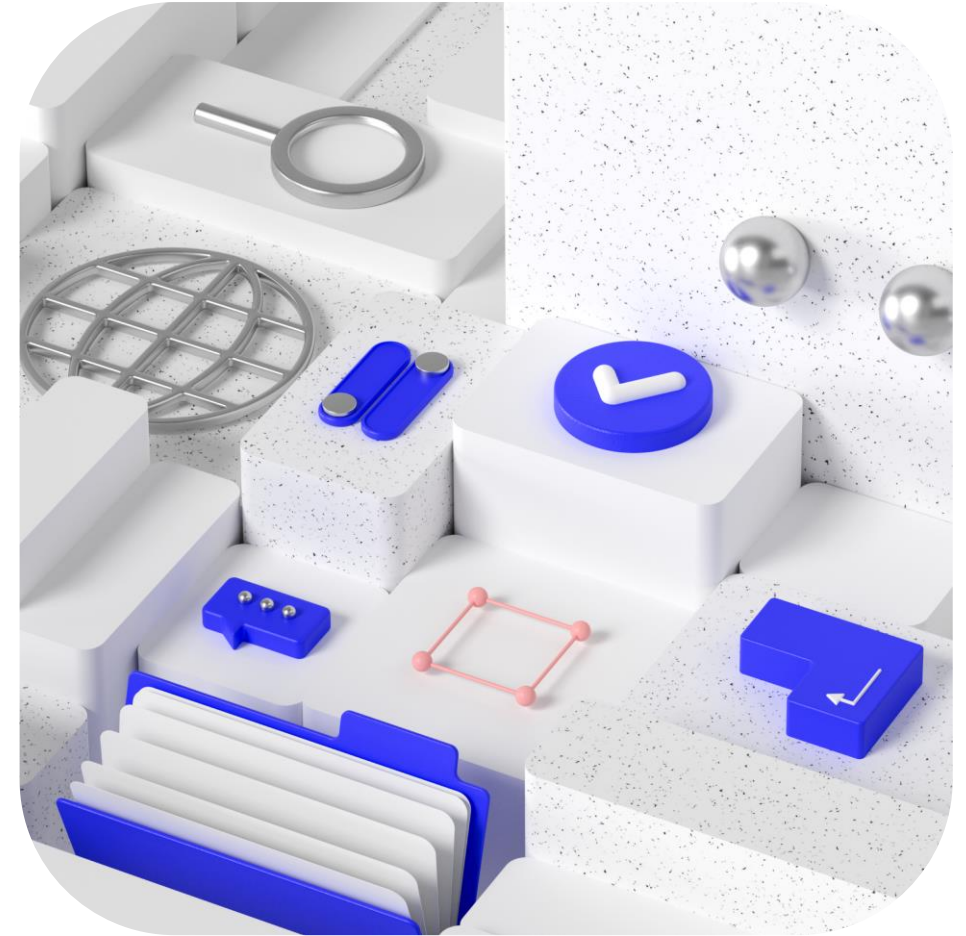
▲ 45% YoY

**0.8** mn

New registrations in Q1 2023

**37** k

New paying users in Q1 2023



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

UCHI.RU

11<sub>mn</sub>

Active students  
in April 2022 – March 2023

972<sub>k</sub>

Paying students  
in April 2022 – March 2023

▲ 10% YoY

1<sub>mn</sub>

New active students  
in Q1 2023

209<sub>k</sub>

New paying students  
in Q1 2023



# Sferum educational profile in VK Messenger – for schools



**7.6** mn

Users  
at the end of Q1 2023

▲ 2.4x YoY

**860** k

Registered teachers  
at the end of Q1 2023

▲ 2.2x YoY

**6.8** mn

Registered students  
at the end of Q1 2023

▲ 2.4x YoY

**1.5** mn

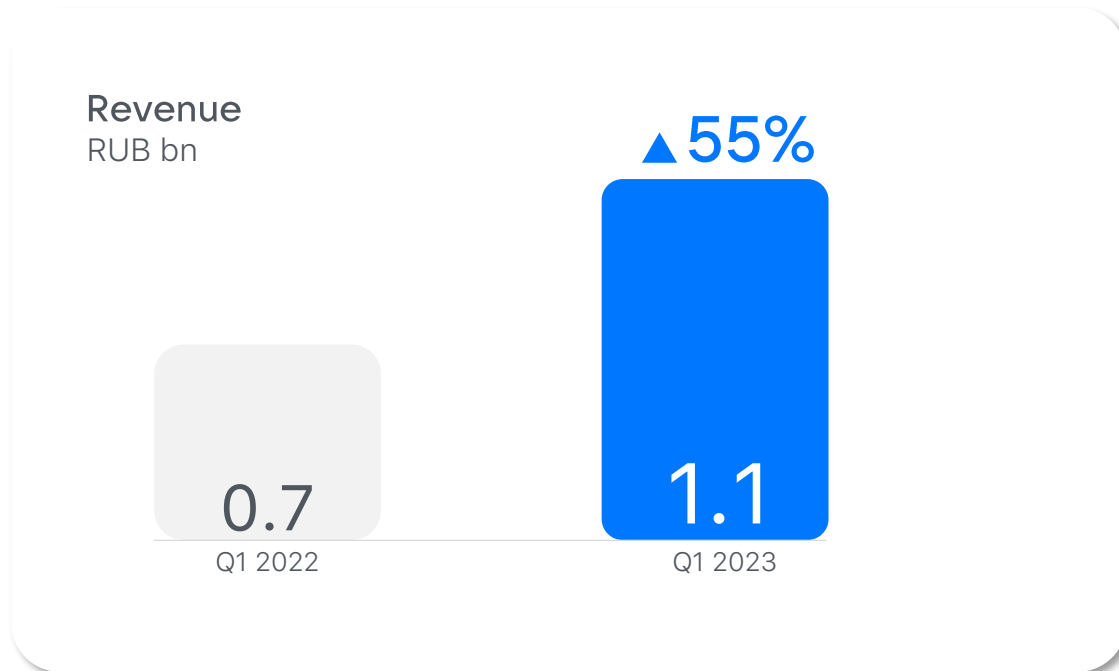
New students  
in Q1 2023



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



The main drivers of the segment's revenue growth were:

- VK Cloud solutions
- Services for HR automation
- Tax monitoring platform

# VK Tech – developing technologies for business

▲ X2 YoY

 VK Cloud

▲ X2 YoY

 VK HR Tek

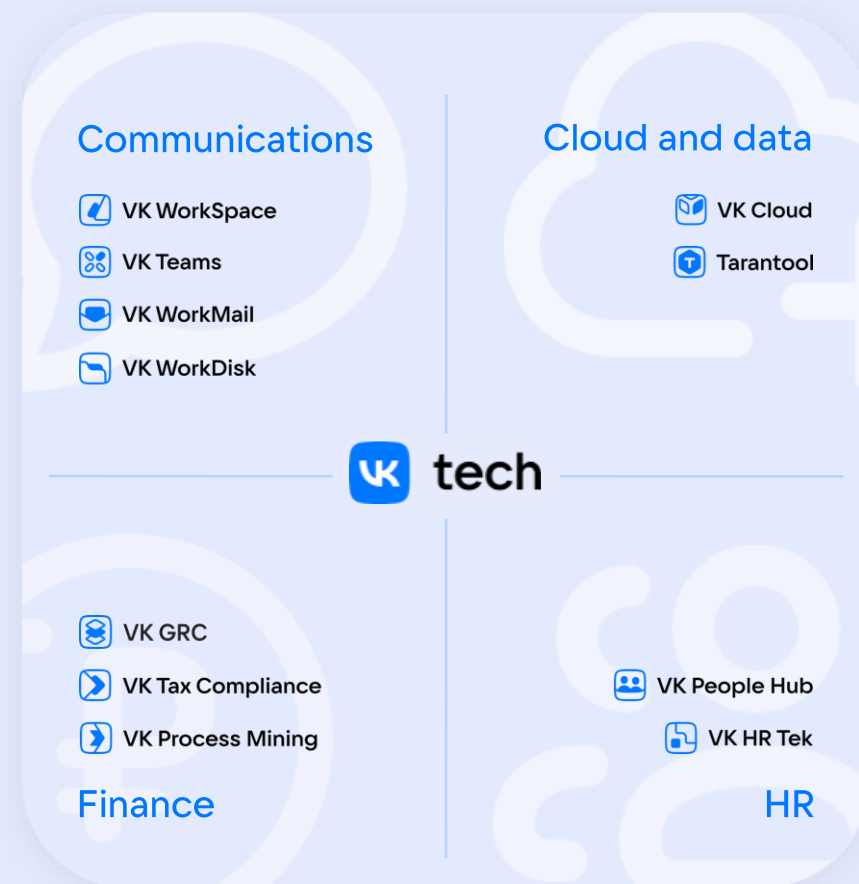
▲ 80% YoY

 VK Tax Compliance

Launch of a service for dealing with Cloud Logging system data

Small business received an affordable tariff for communications and collaboration on the VK WorkSpace platform

A tool for integrating the VK Tax Compliance platform with 1C was developed



The background is a solid blue color with a vertical gradient, transitioning from a lighter blue at the top to a darker blue at the bottom. A thin, light blue vertical line runs down the center. Two large, faint, light blue curved lines are visible, one on the left and one on the right, both curving towards the center.

New business  
lines

# New business lines

VK Play, RuStore, Youla, Marusia, VK Capsule, ESforce, Movika



The segment is in an active investment phase, it includes new products and areas that are focused on audience growth, content, development and implementation of new user services



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

MAU  
[at the end of Q1 2023, Russia]

**13** mn

Registered accounts  
[at the end of Q1 2023]

**16.5** mn



**RUB 300 mn**

for the development of Russian  
developers in 2023

Release of Atomic Heart  
exclusively in Russia and CIS

VK Play Cloud gaming service in  
the VK Play app on Android

Investment Division of VK Play for the  
development and support of game  
developers in Russia

# RuStore – Russian app store

RuStore installations [at the end of Q1 2023]

10<sub>mn</sub>

5.7 k  
apps

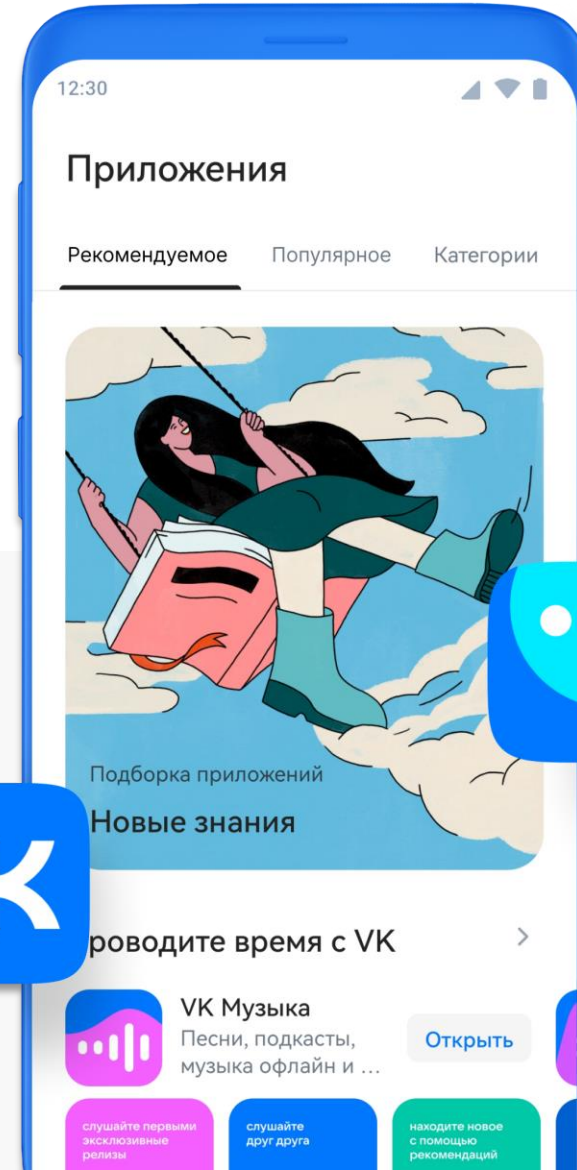
>4 k  
developers

Launch of paid apps

Open access for foreign developers

Fee reduction under the developer support program

Additional check for malicious code by Kaspersky Lab





For more information please contact:  
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