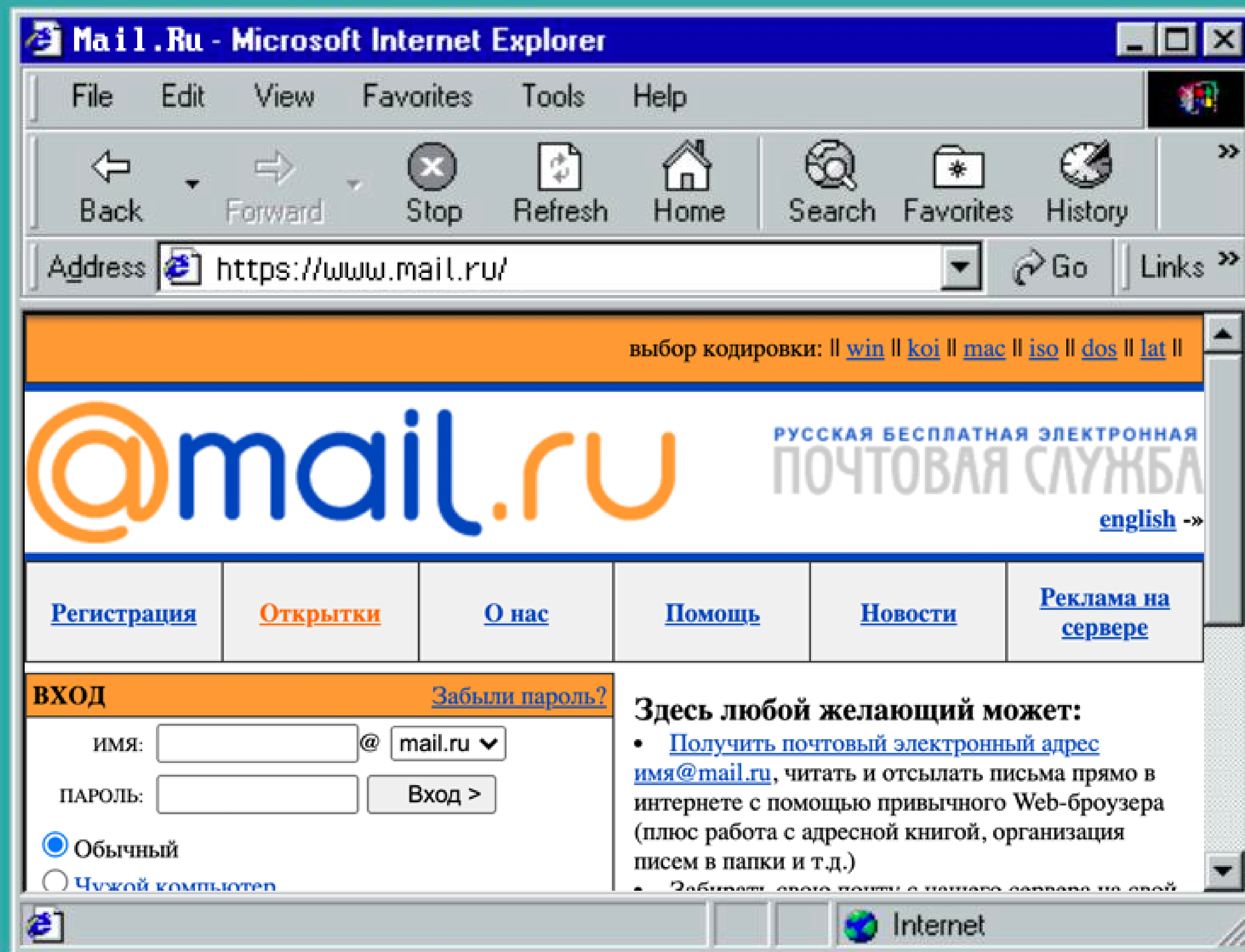




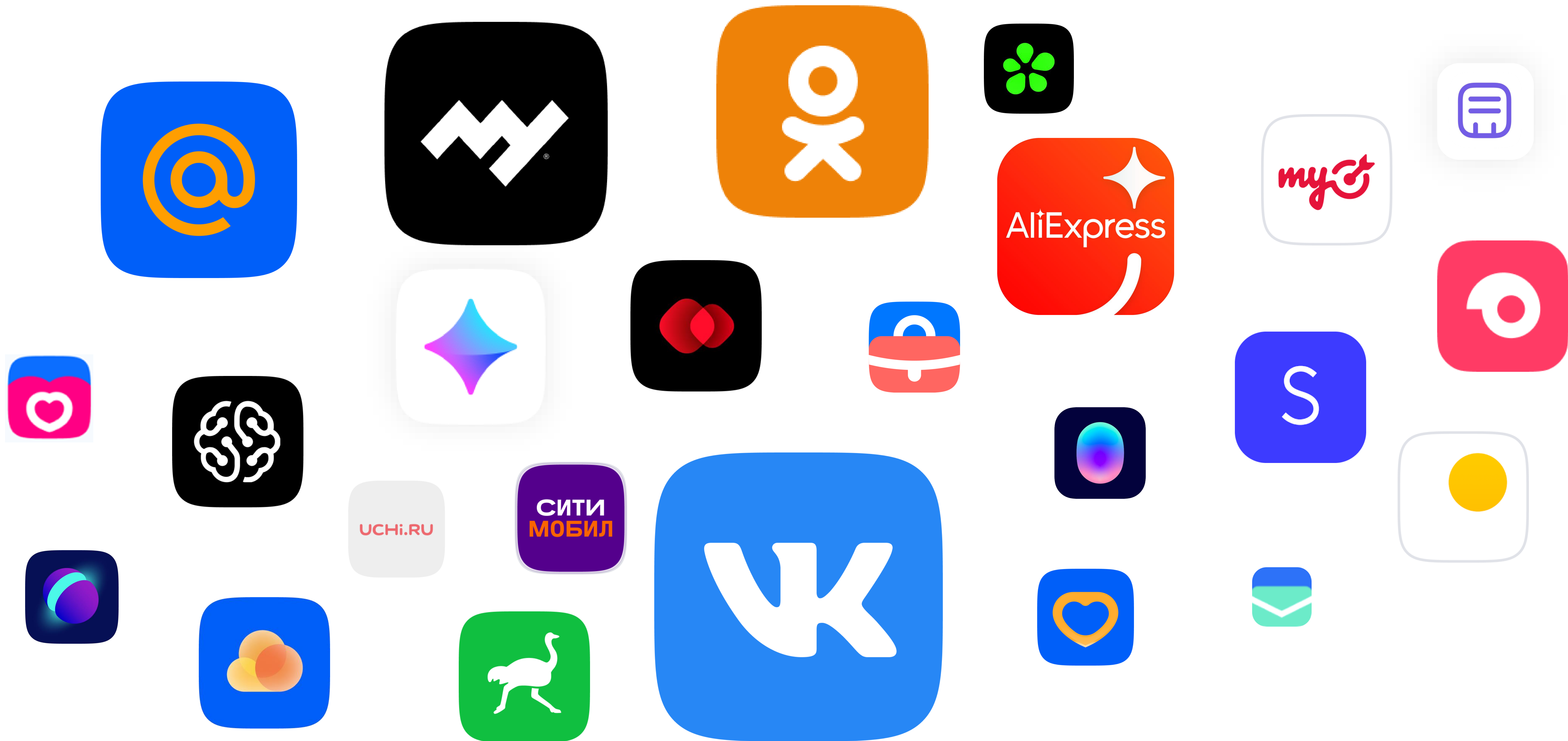
23 years of helping people

make friends

1998



2021



Where are we today?

9
out of 10

Russian Internet users
access our services every
month

Source: Mediascope, WEB-Index, Russia 0+, age: 12+, January–July 2021



35

minutes

is the average time a user spends in
our products every day

Source: Mediascope, WEB-Index, Russia 0+, age: 12+, January–July 2021



**uniting
people**

15 bn

messages per day*

*Source: Internal Data



**facilitating
communication**

360

mn

emails are received by our users every day with
Russia's No. 1 email service*

*Source: Internal Data



**helping
to share**

5.3 bn

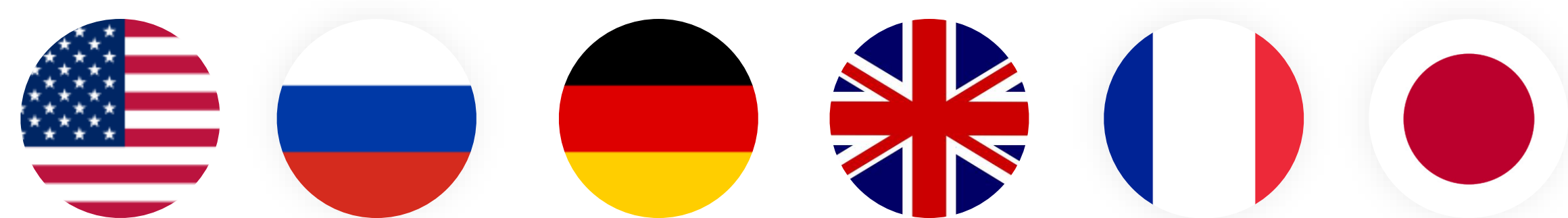
gifts, stickers, and postcards are sent
by our users every month*

*Source: Internal Data



creating games for the whole world

top countries:



\$0.5 bn

earned
internationally in
annual revenue*

80

games
in the portfolio

74 %

of Q2 2021

revenues come from
abroad*

top-50

game
development
company

*Source: Internal Data

erasing boundaries between online and offline



Russia's largest
food delivery

service
300+
cities



No.1 in terms
of audience

29 000 000+
visitors per month



one of the leading urban
mobility platforms

doubled GMV
as at the end
of Q2'21



one of Russia's largest
dark kitchen chains

3500
dishes

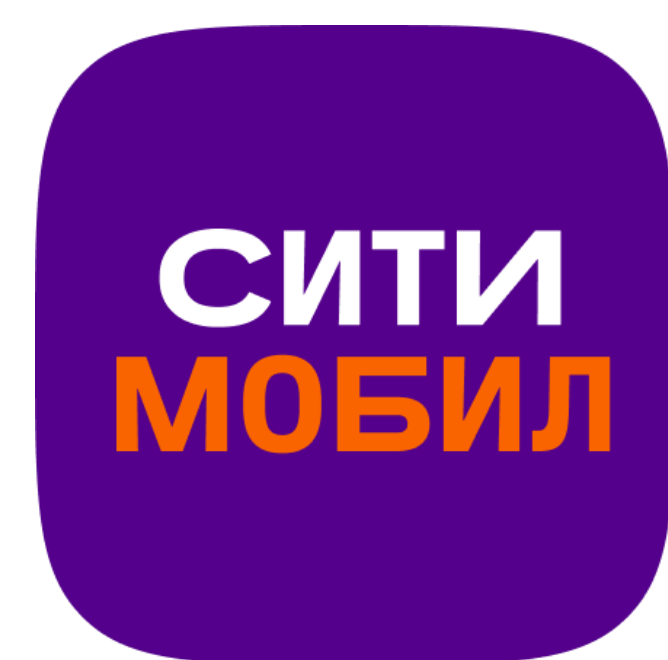


Russia's leader
in e-grocery orders

750+
dark stores

5100000000

orders per month





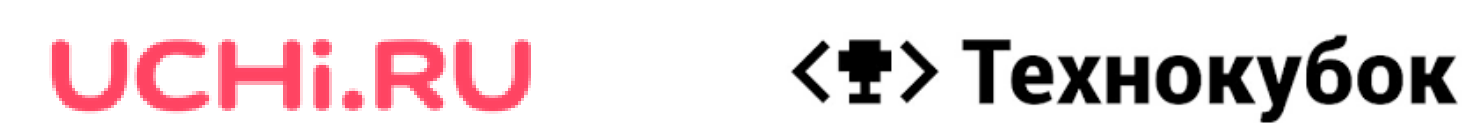
schoolchildren



university and college students



professionals



SKILLFACTORY



GeekBrains

Skillbox



all cups

educating people of all ages

3 0 0 0 0 0 0 0

people trained every month

we are the leaders on the local online education markets

*Source: Internal Data

25

billion minutes

of music are played by our users
every month*

*Source: Internal Data

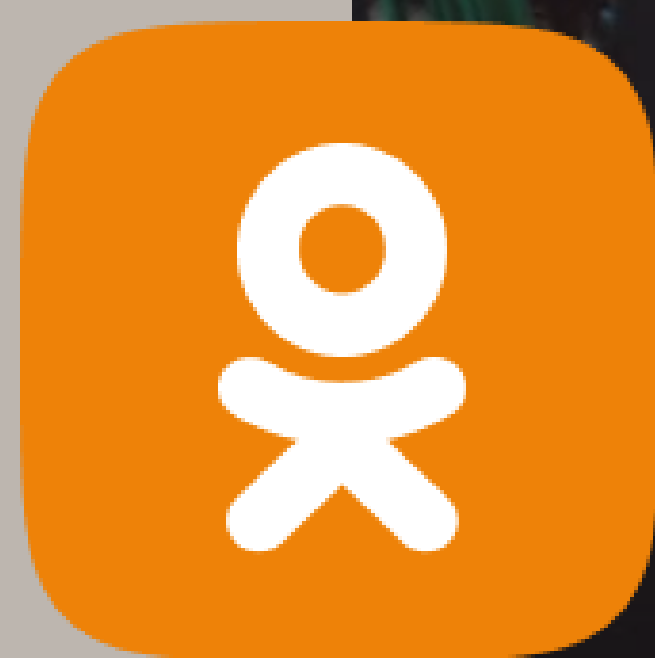
A man with long brown hair and a mustache is lying down, wearing large headphones. He is surrounded by a collection of vinyl records and album covers. The records are scattered around him, some showing album art like a person's face and others with text like 'VINYL BOX BY' and 'CONFESSION'. The lighting is warm and focused on the man, creating a cozy atmosphere.

leader in terms of music tracks played

68

million Russians

watch videos in our services
every month*



*Source: Internal Data

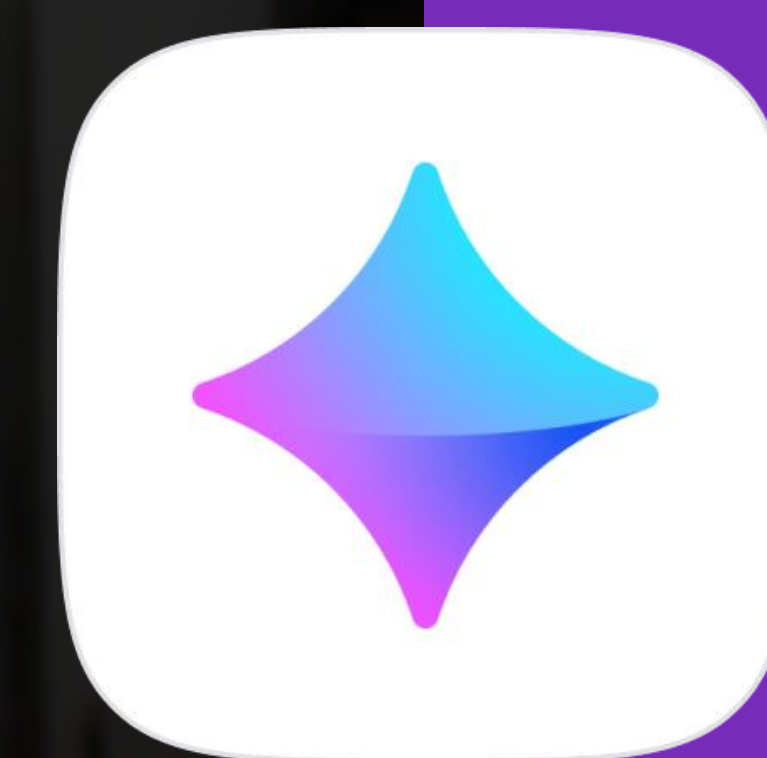


helping to sell



500k

classifieds per day are published
through our services



1

product is sold through
Youla every second

*Source: Internal Data



helping to grow businesses
of any
size

every third
business in Russia has a page
in our social networks



storing

2

■

1

Exabytes of data

total volume of all books printed: 0.2 Exabytes*

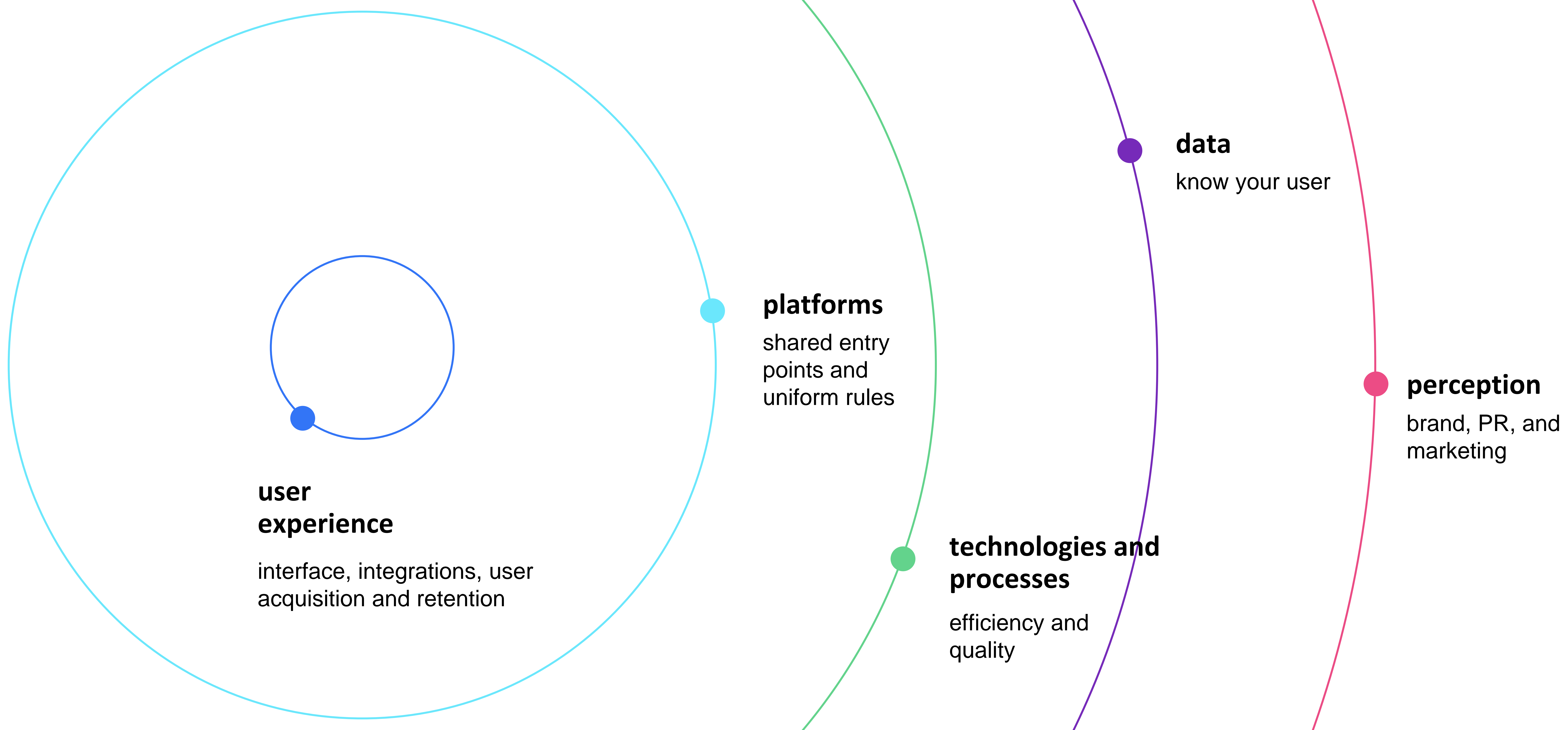
*according to data from open sources

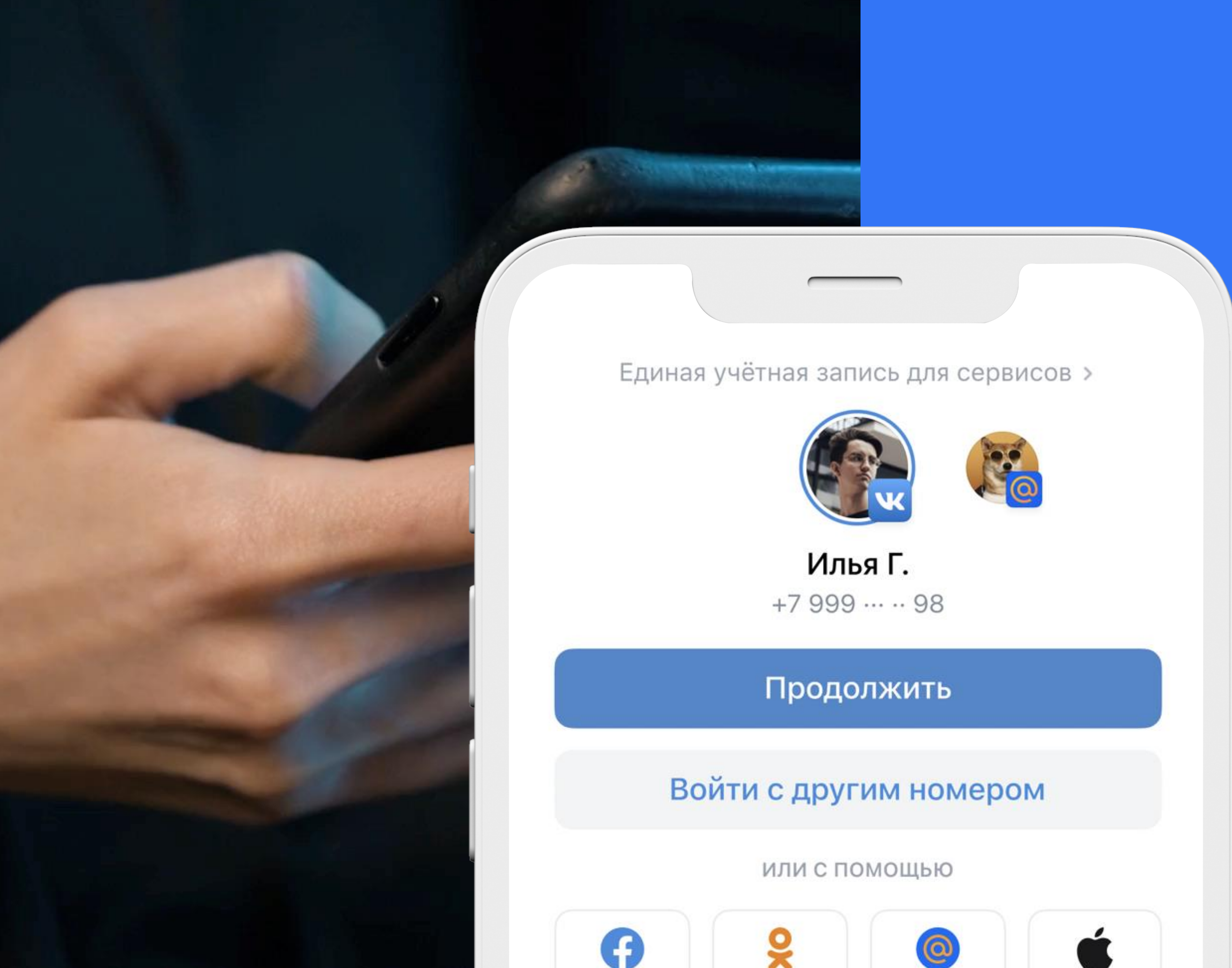
**what do we need to build
the No. 1 ecosystem?**

Strategy Day 2020

**disclosed our updated
strategy to all
employees**

ecosystem \neq set of services





no need to remember
passwords for different services

one-click sign-up and
login

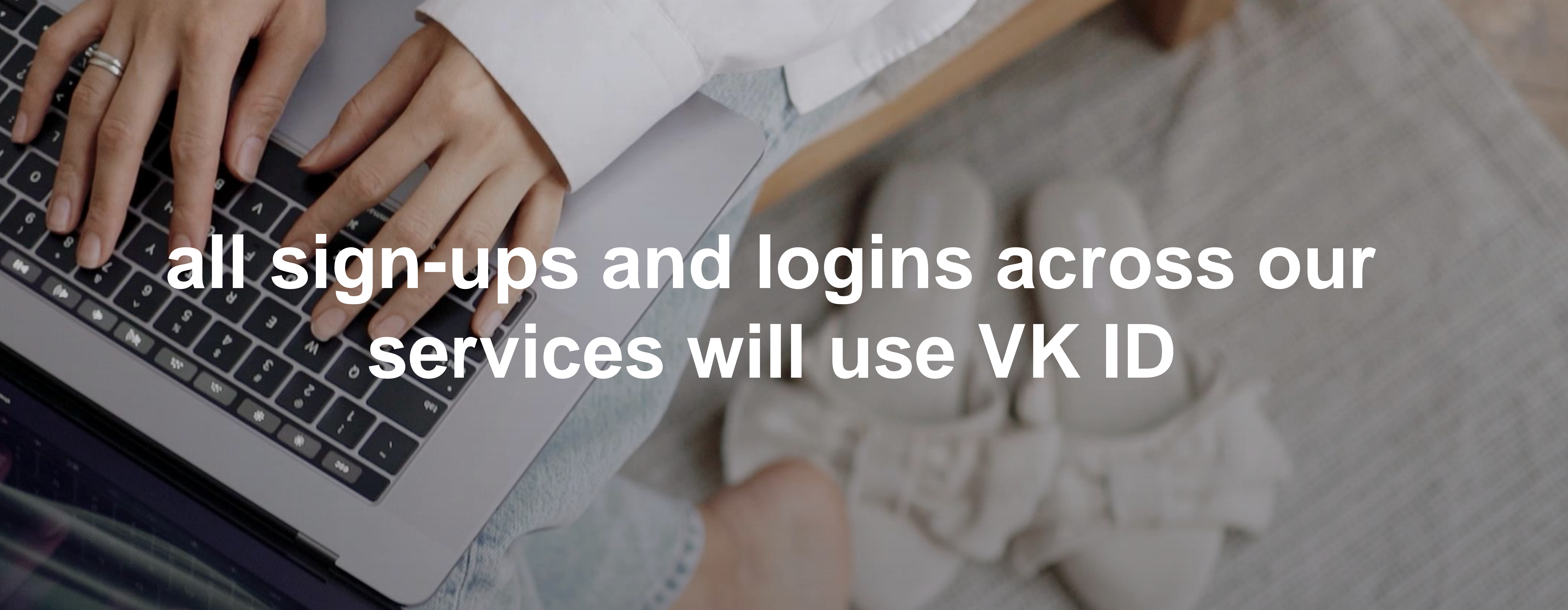
all data at your fingertips



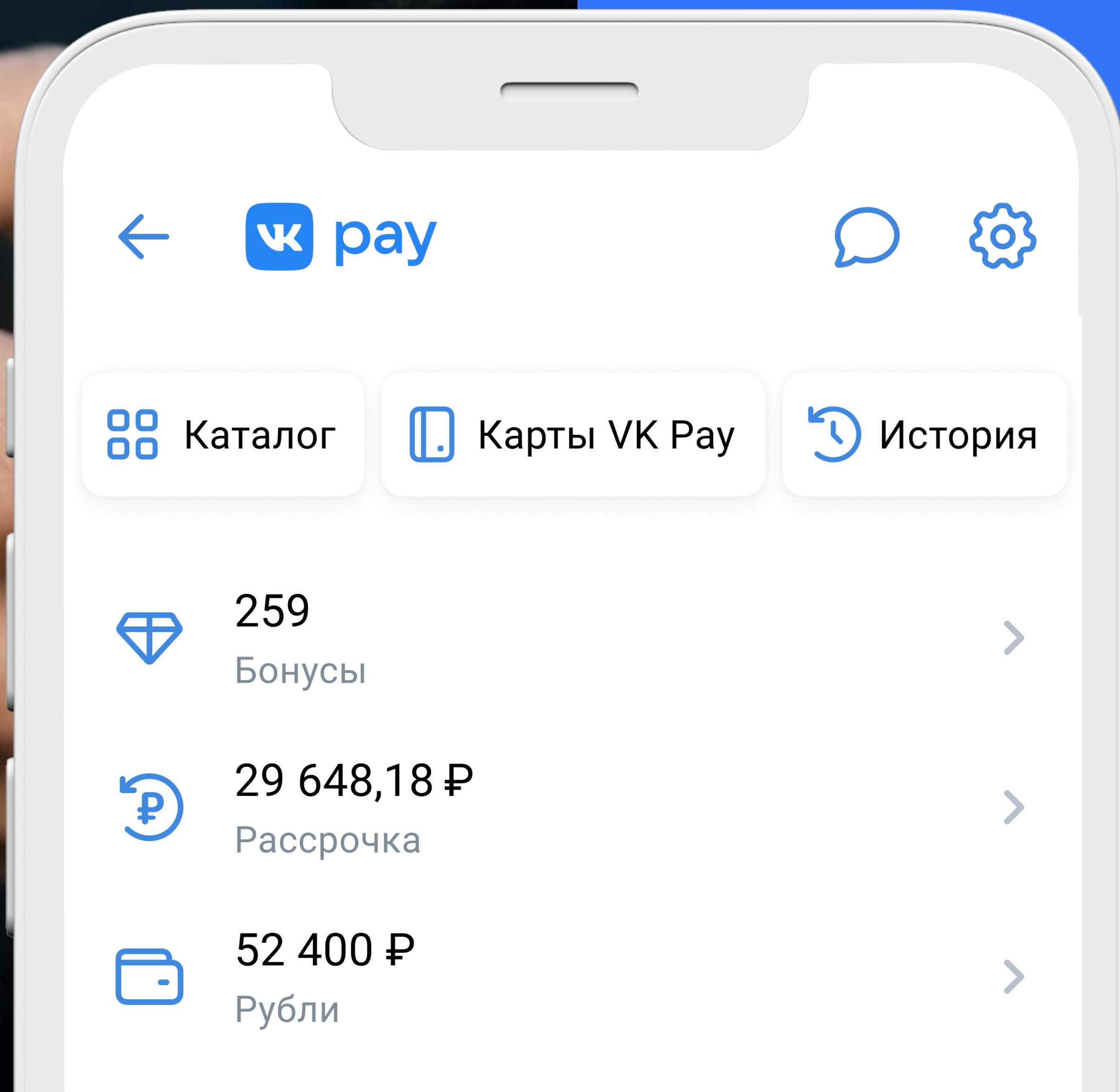
28000000

users signed up to the ecosystem services with VK ID this year

*Source: Internal Data



**all sign-ups and logins across our
services will use VK ID**



secure
payments

one-touch pay

favorable
cashback
conditions

making
60 000 000

transactions per month*



20 000 000

bank cards linked

*Source: Internal Data



card

577 000+ virtual
bank cards issued*

installment plan*

average ticket up to 20x higher
due to installment plans

cashback

average ticket 30% higher
for purchases with rewards

* since April 2021

*Source: Internal Data



many benefits in
a single subscription

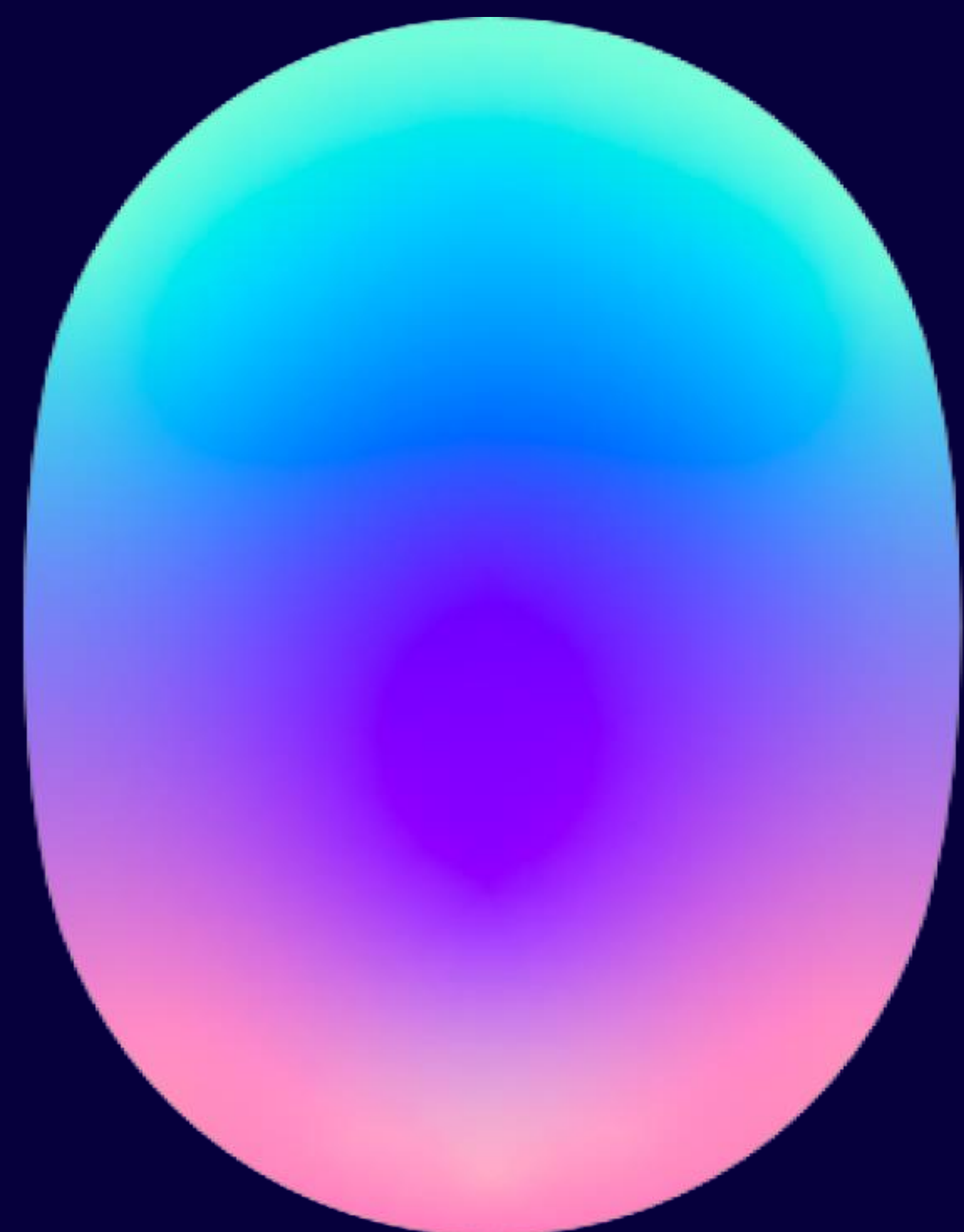
music and movies
available

discounts for taxi
services and food



VK Combo subscribers have
37% more
logins to our services per month

*Source: Internal Data



Marusia in Mail

reading aloud and writing emails

reminding of events

advising of new unread emails

Marusia in VKontakte

reading aloud and writing messages

playing users' and their friends' music

opening mini apps

finding people

finding music and podcasts

Capsule and Mini Capsule



smart homes



partner's devices



platforms

for developers

VK Mini Apps
Marusia skills
VK Cloud Solutions

for content creators

Pulse content
platform

for business

single trading account

apps for every occasion



mini apps



shared technologies

for calls



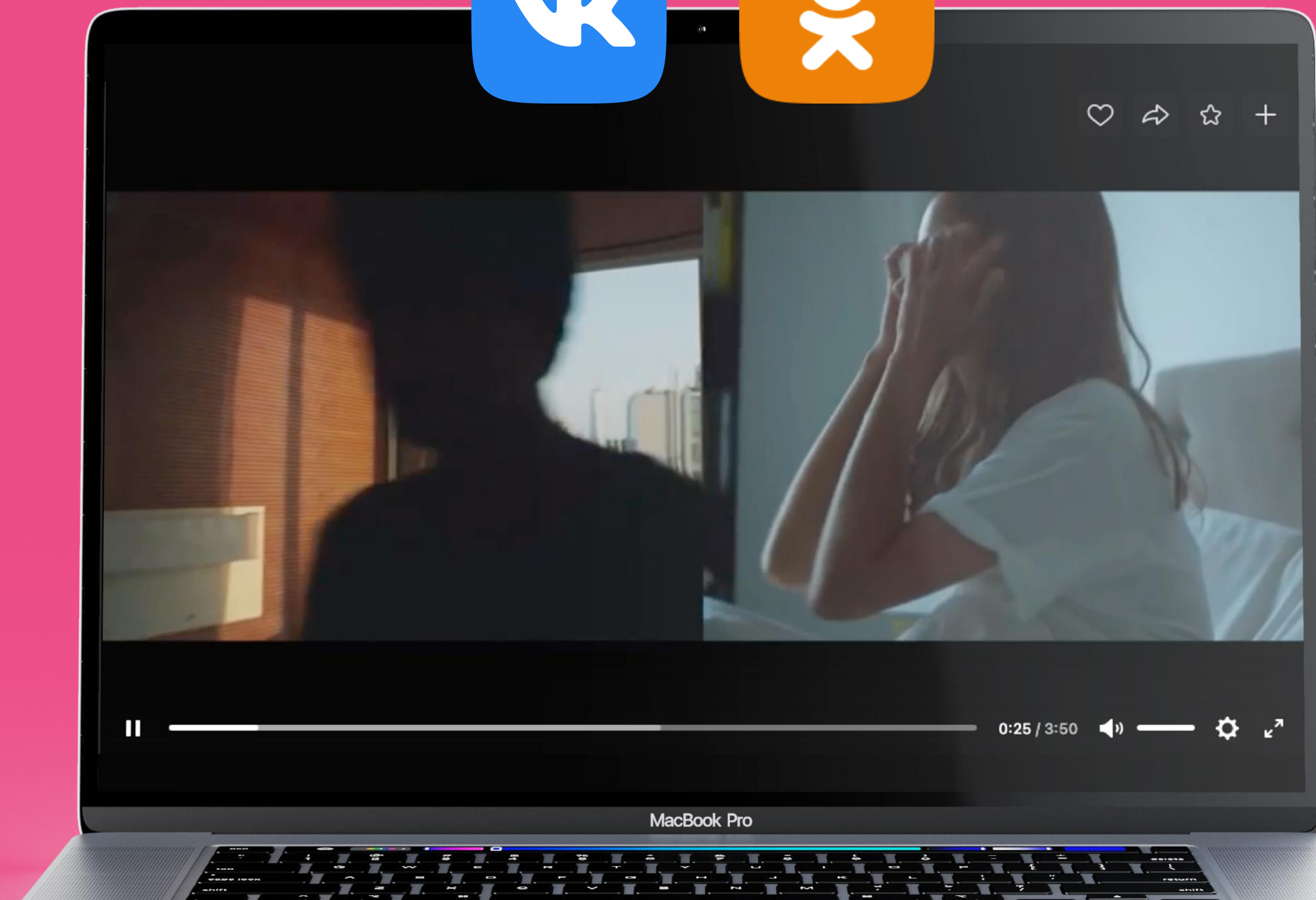
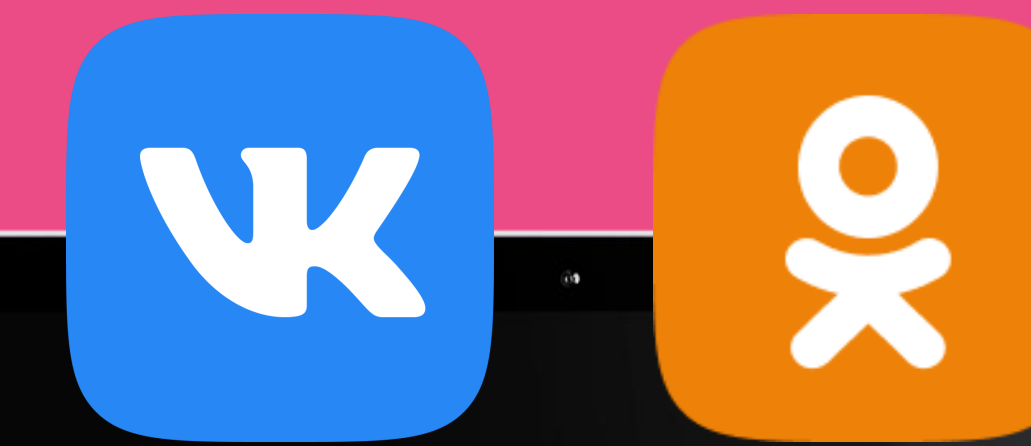
20 000 000+

people use the shared video call service every month

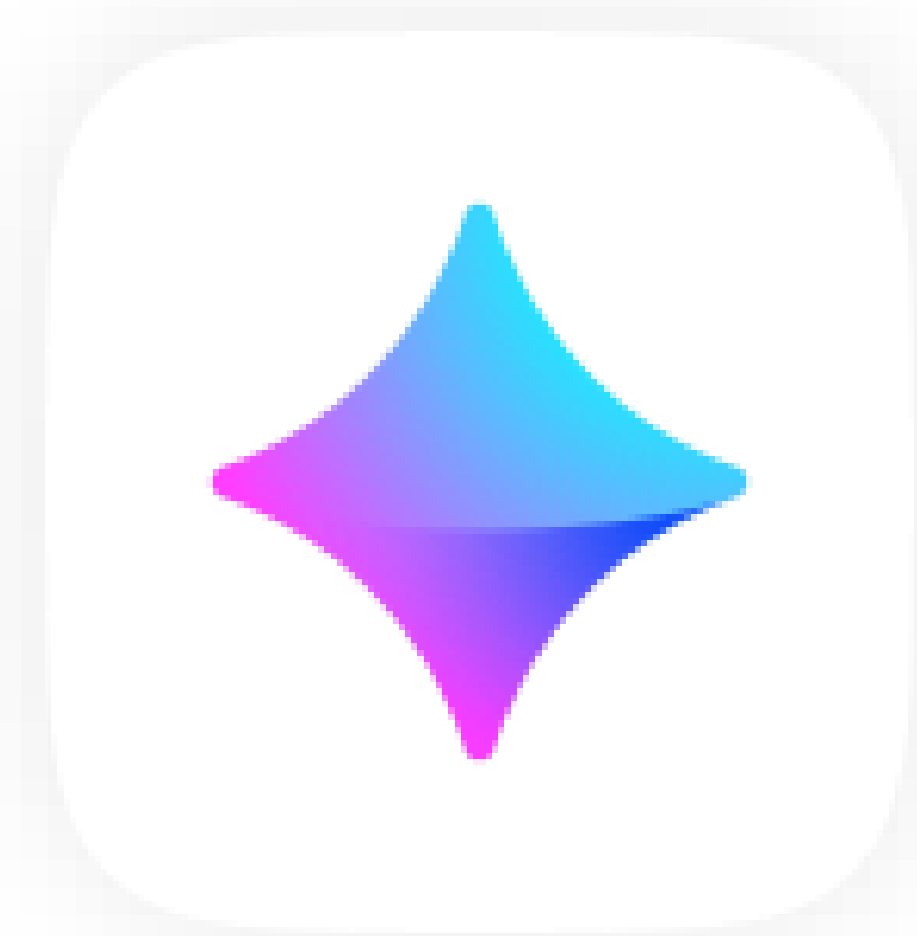
*Source: Internal Data

for video

CDN, player, SDK for platforms



implementing joint projects



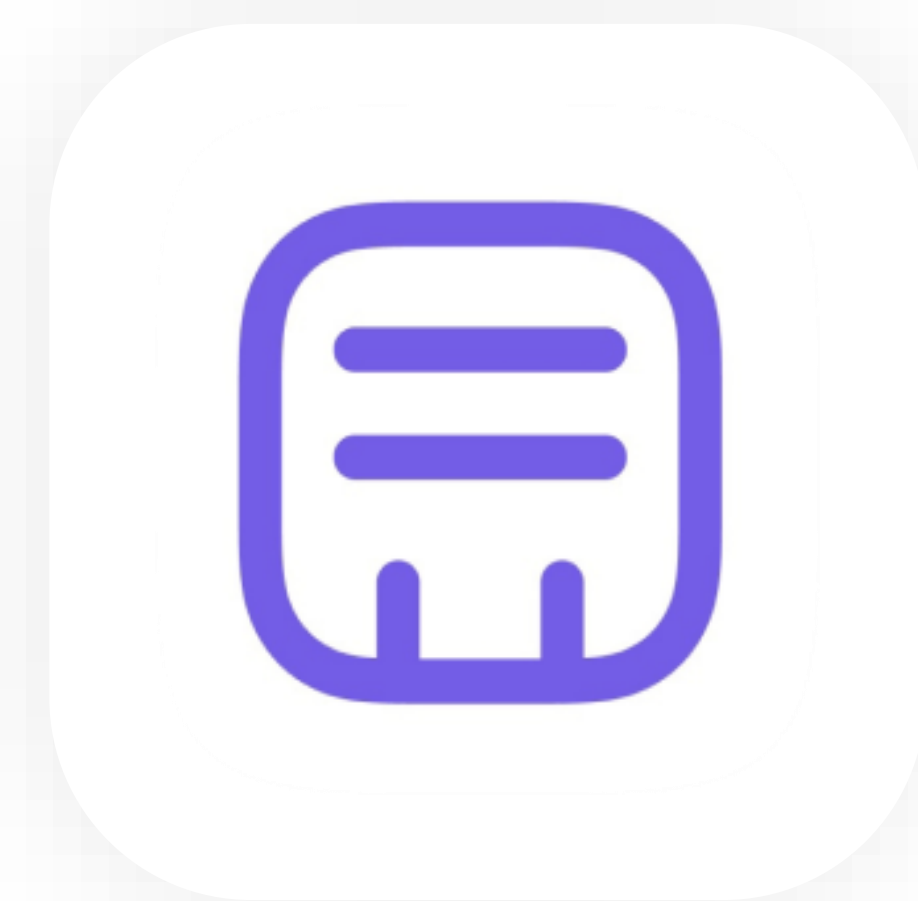
Youla

+



Vkontakte

=



VK Classifieds

+15%

Youla's monthly
audience due to rollout
of VKontakte classfieds

10 mn +

MAU of VK Classifieds



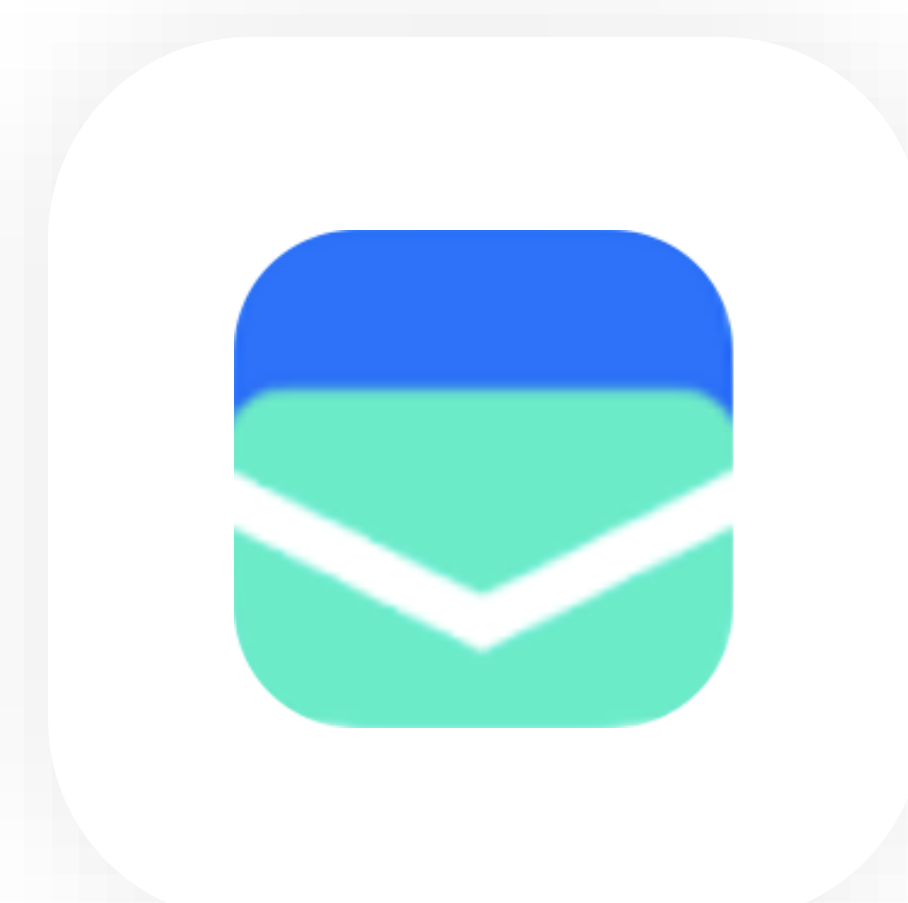
Email

+



VKontakte

=



VK Mail

5.7 mn
mailboxes

opened by users within 3 days



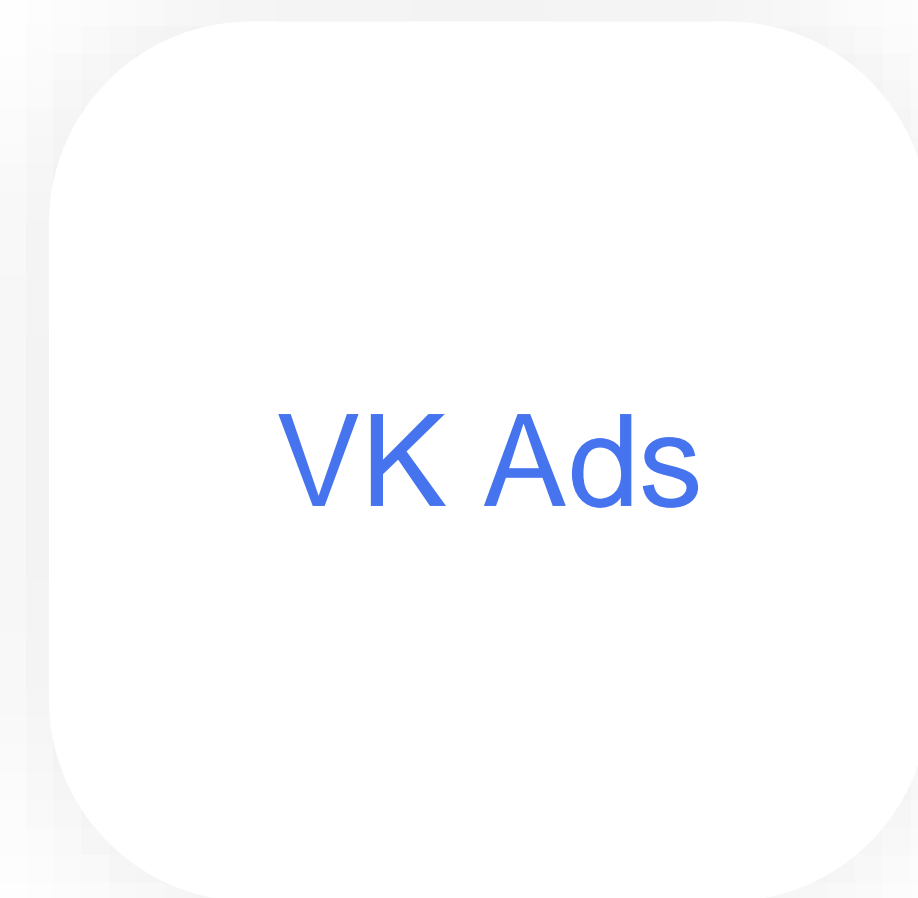
myTarget
team

+



VKontakte
Ads Team

=



Single advertising
technology team

4x more

accurate ad click
prediction

20%

more clicks

3x more

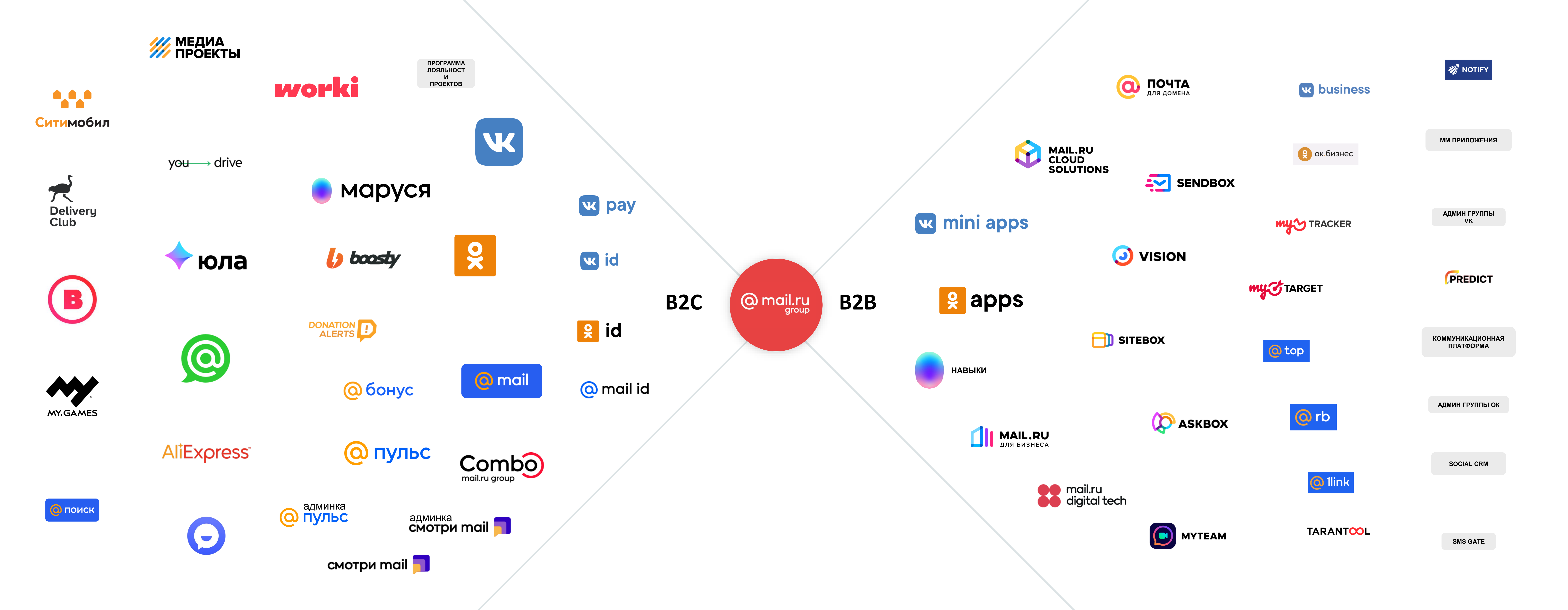
app installs

30% lower

acquisition cost
for advertisers

*Source: Internal Data

**by far not every user of our ecosystem
knows that they are using our
ecosystem**





users do not perceive us as a single brand

57%

associate the brand
with email

8%

with games

3%

with social media

2%

with taxi
services

* Source: Human Nature, September 2021. Ecosystem Perception Measurement. Russia 50+, 14+ years old. Sample: Internet users 5+ times a week = 3000 people. Social networks 3% only VKontakte, Odnoklassniki

Time has come to address this situation



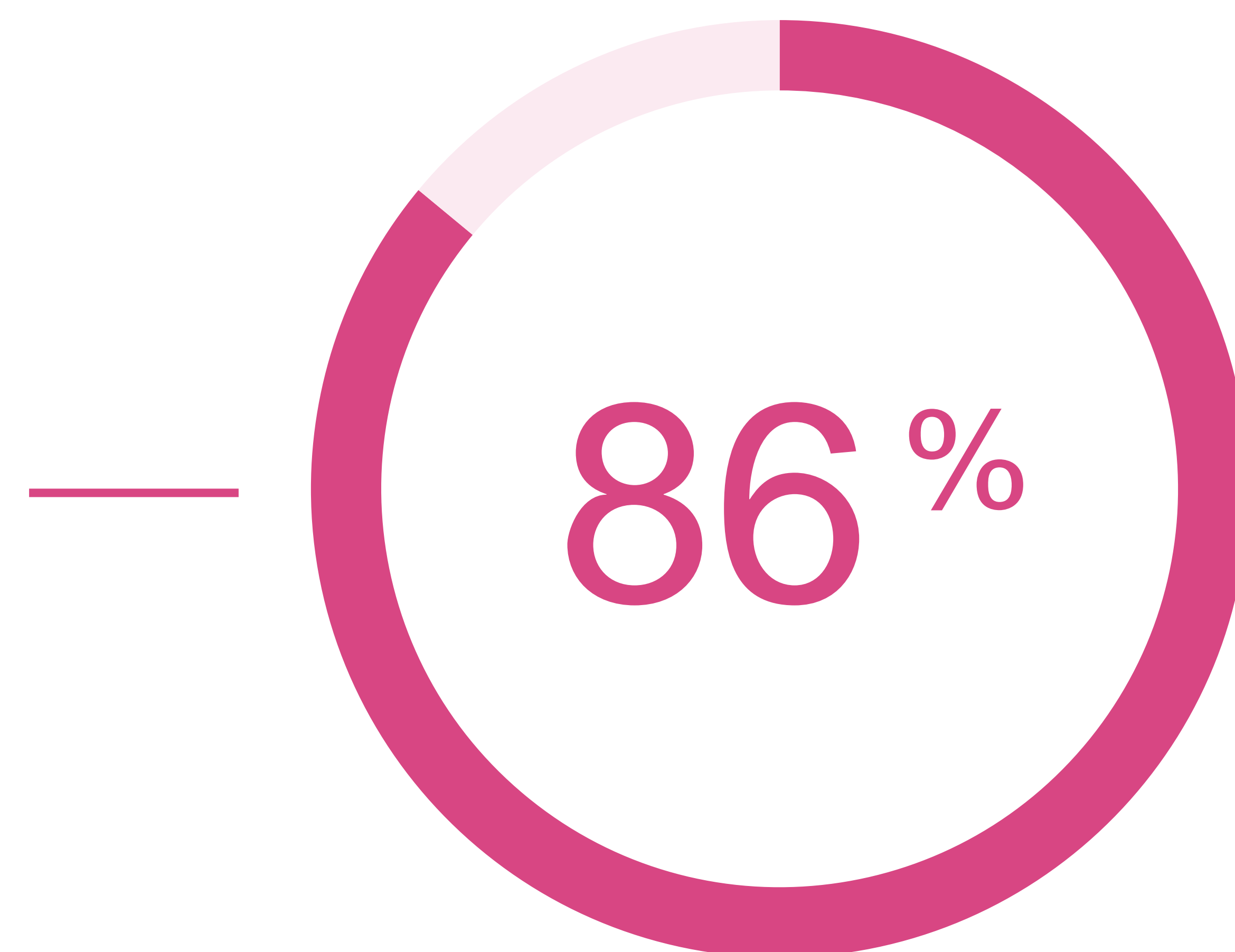
why VK?



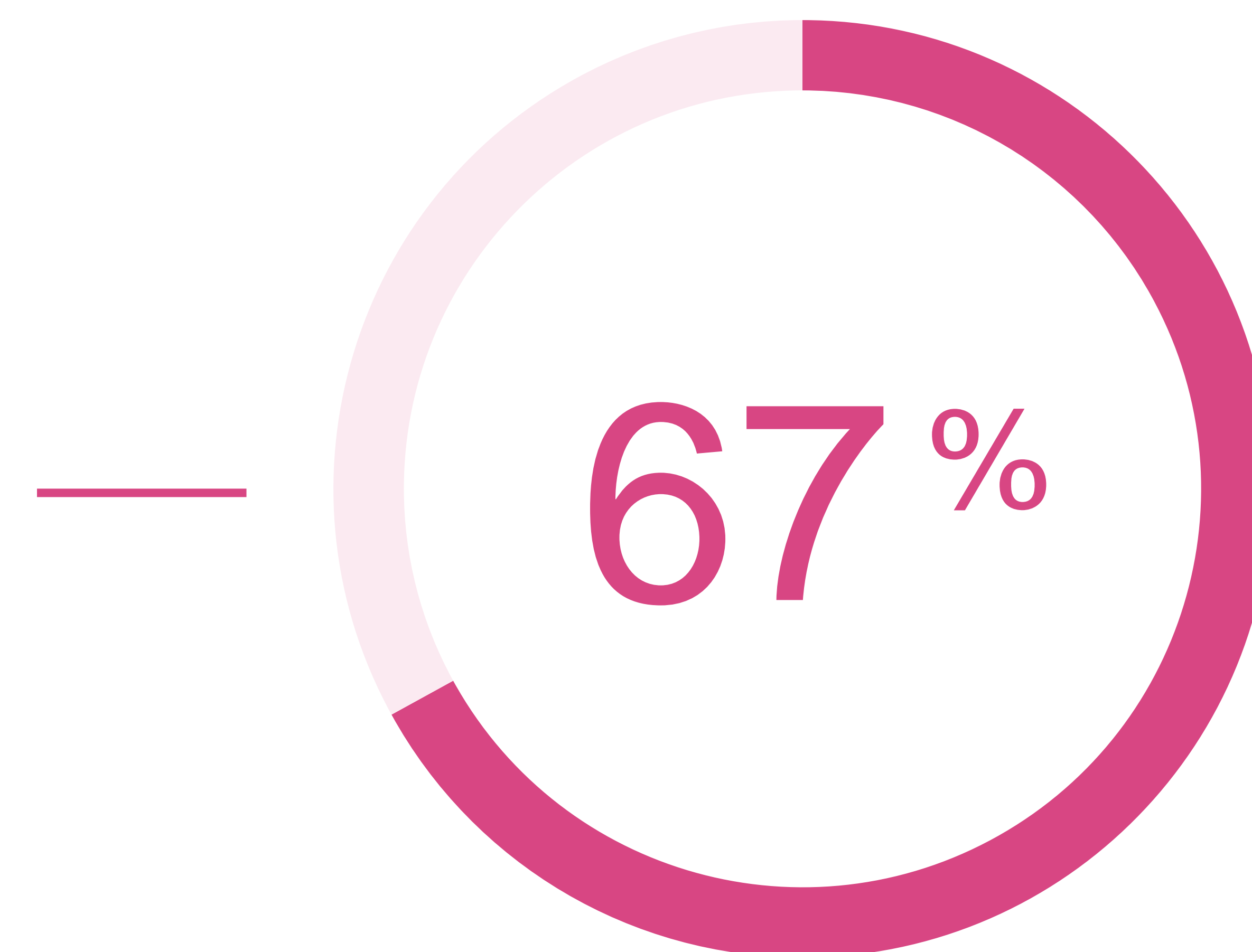
universal · high-potential · recognisable

100%

are familiar with the
social network



use it every month



use it every day

*Source: Mediascope, June 2021. VKontakte brand health survey. Russia 0+, 14-60 years old. Sample: Internet users 5+ times a week = 1405

zoomers' favourite social media



83%



67%



29%



26%

* Ipsos study *Gen Z: Media Consumption Trends*;

Gen Z – young people aged 16–24



for every occasion



54%

listen
to music



30%

share
content



17%

play games



58%

chat with friends



46%

follow
the news



24%

do shared
tasks

The background is a solid blue color. A vertical cyan line runs through the center of the image. Two curved cyan lines originate from the right side of the image and curve towards the center, intersecting the vertical line. The text "we are VK from now on" is written in white, bold, lowercase letters, centered horizontally and partially overlaid by the cyan lines.

we are VK from now on

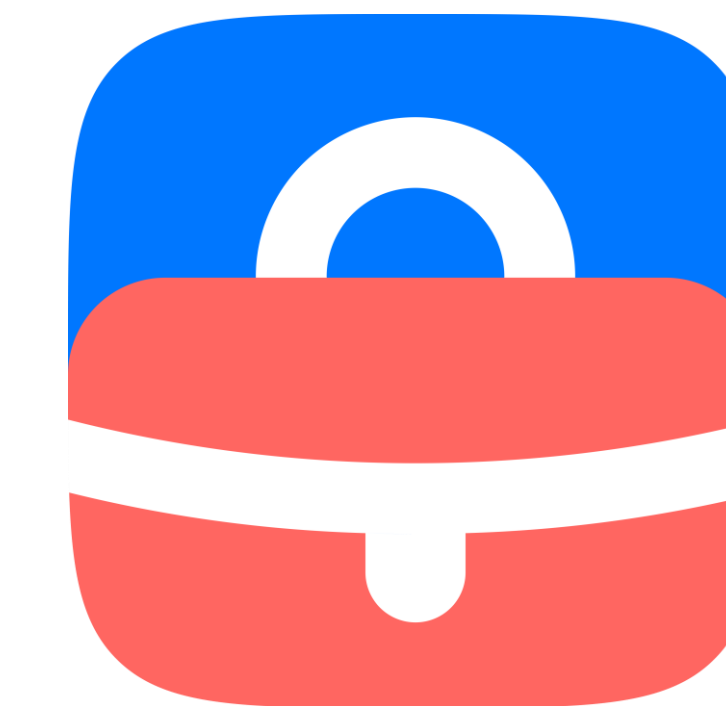
**we will transform into a single
distinguishable brand**

we will add VK to each product name

and fully rename
some of them



Worki



VK Jobs



Lovina



VK Dating

**we will create new
products under the VK
brand**



**strong brands will maintain
own branding but will get an
endorsement from the VK brand**



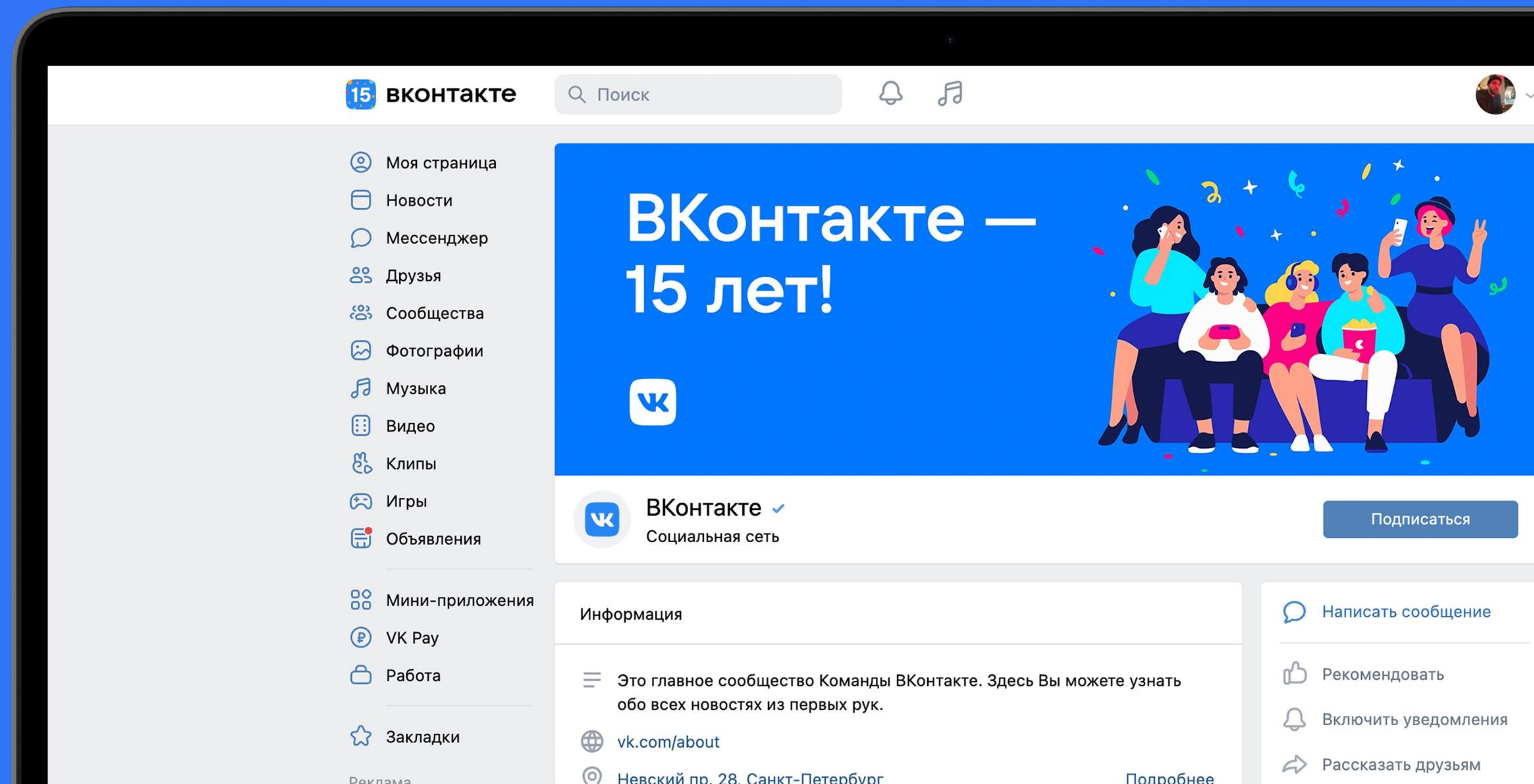
проект  |  СБЕР



проект  |  СБЕР

**products in shared ownership
will also get an endorsement**

Vkontakte
social network
will keep its
original brand





MY.GAMES will
retain its own
brand given
its global focus

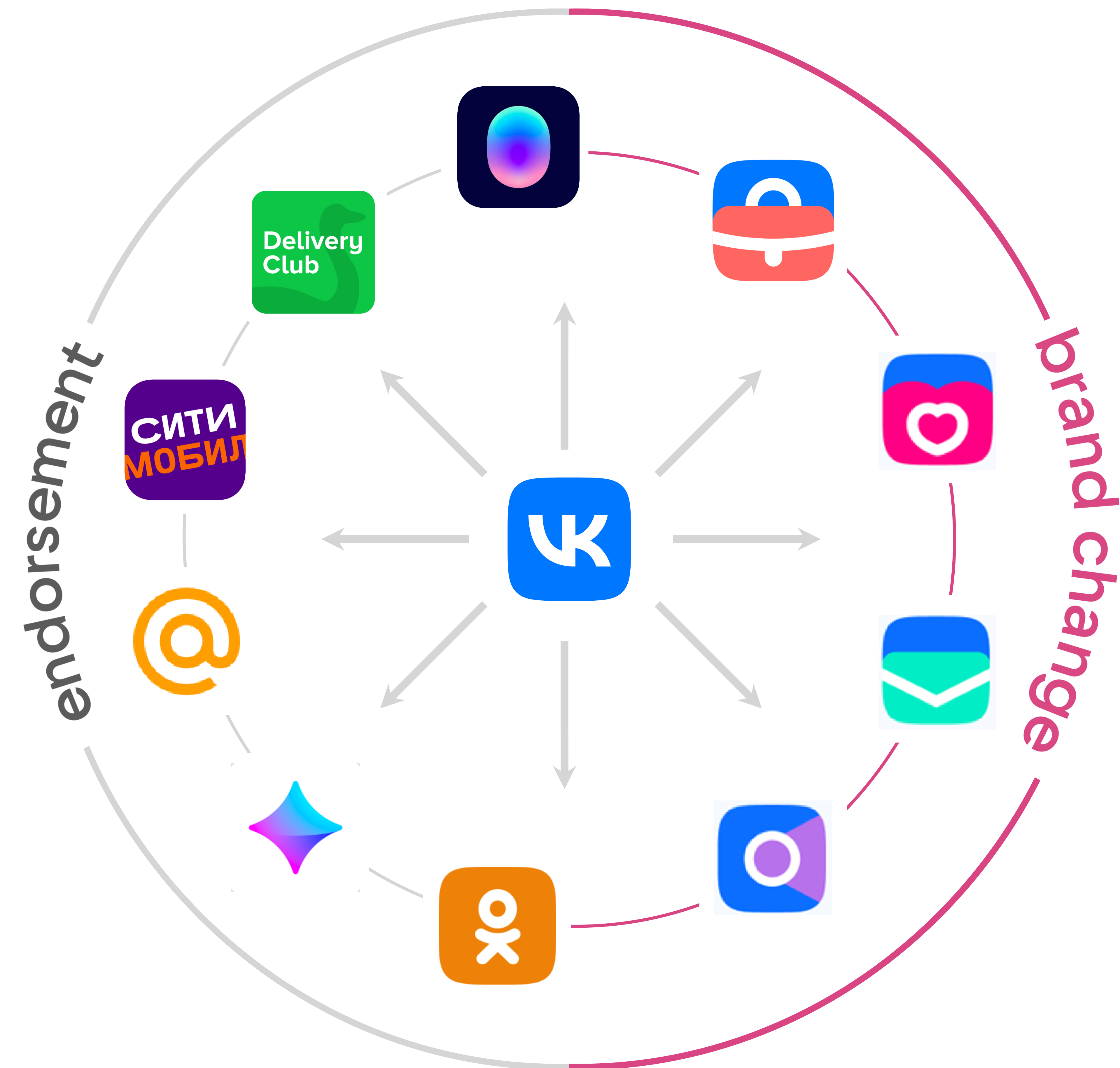


B2C

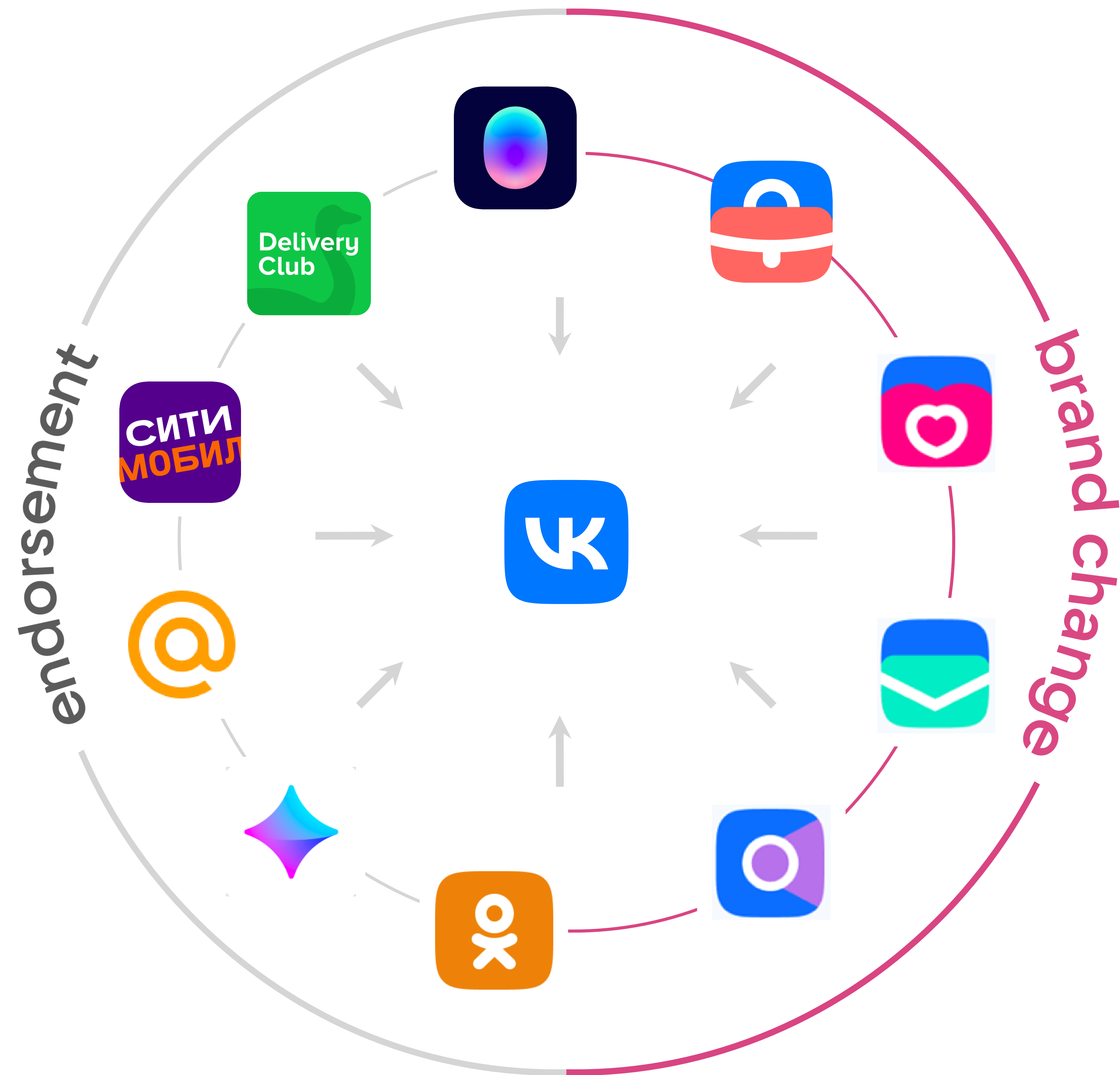


B2B





first, VK will
create value
for sub-brands



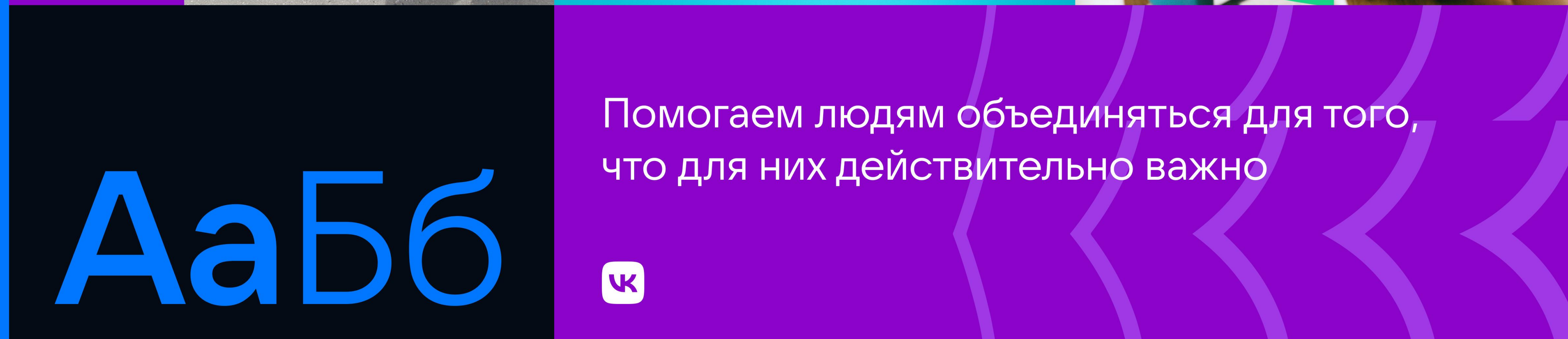
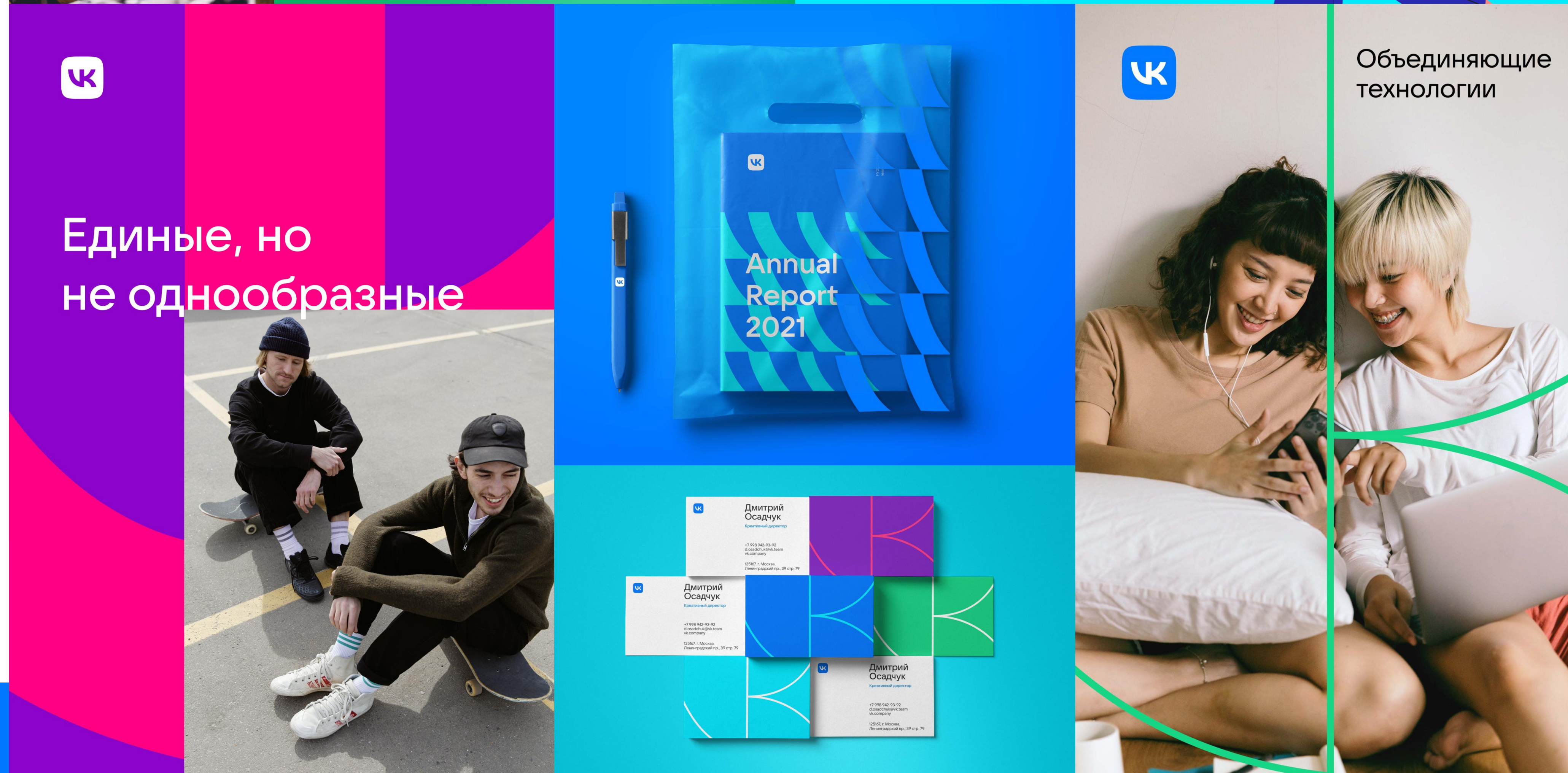
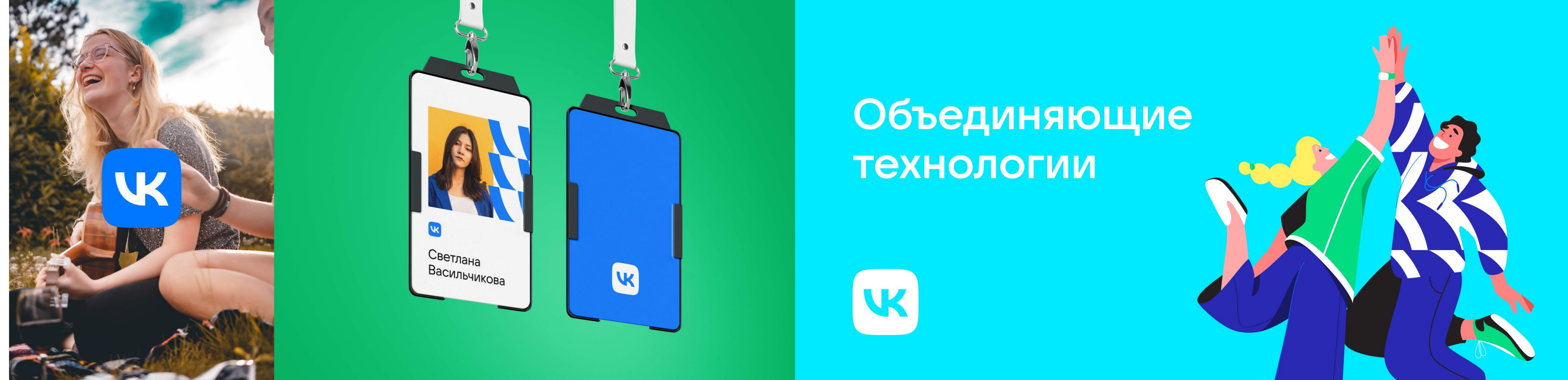
and then the
sub-brands will
also provide
own strength
and value to
VK



**what else will
change?**

The background consists of several overlapping, semi-transparent geometric shapes in shades of pink and purple. These shapes create a dynamic, layered effect with various angles and curves. The colors range from a vibrant magenta to a deep, muted purple.

visual elements



**New VK products
will be launched
shortly**



The image features the text "VK Music" in a bold, white, sans-serif font, centered horizontally. The background is a solid purple color. There are two large, overlapping, rounded rectangular shapes in a bright pink color. One shape is on the left, partially behind the text, and the other is on the right, also partially behind the text. The shapes have soft, rounded corners and overlap each other and the text.

VK Music

The background features a solid purple field with two large, overlapping, organic shapes in a vibrant pink color. One shape is located in the upper left, pointing downwards, while the other is larger and positioned in the lower right, pointing upwards. The text 'VK Ads' is centered between these shapes.

VK Ads



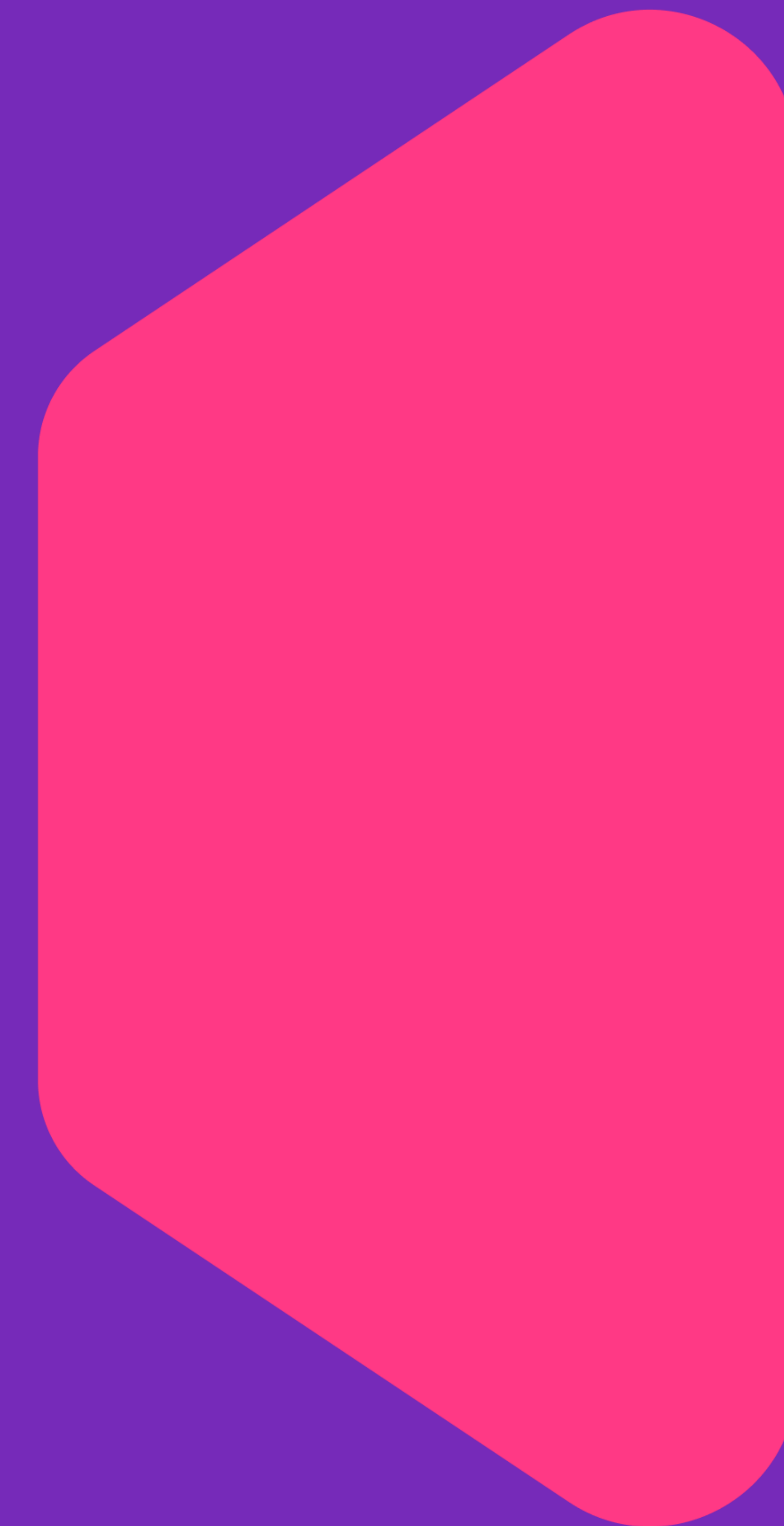
VK Classifieds



VK Games



VK Video





VK Devices

