



Presentation to investors and analysts 26/09/18

Andrew Rogozov  
CEO

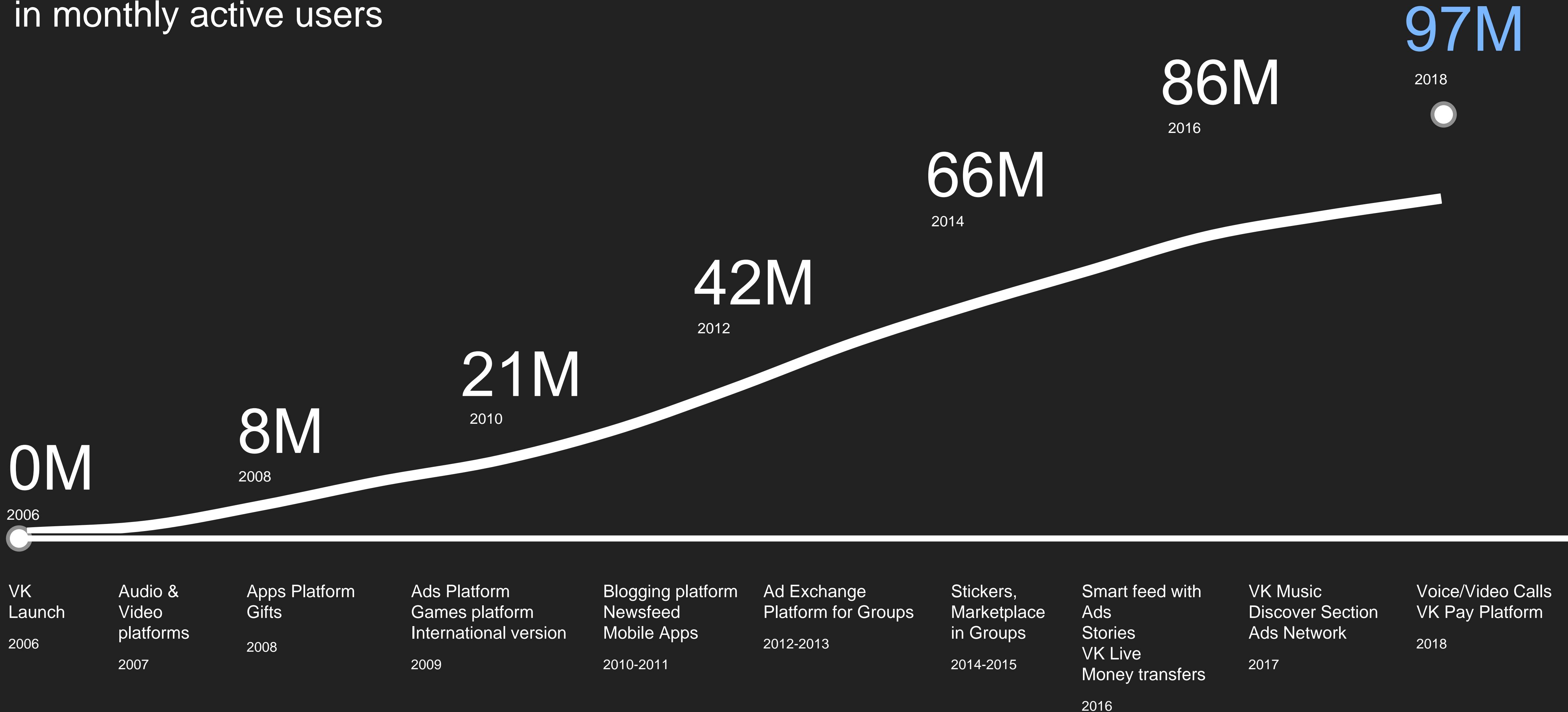
# Our Mission

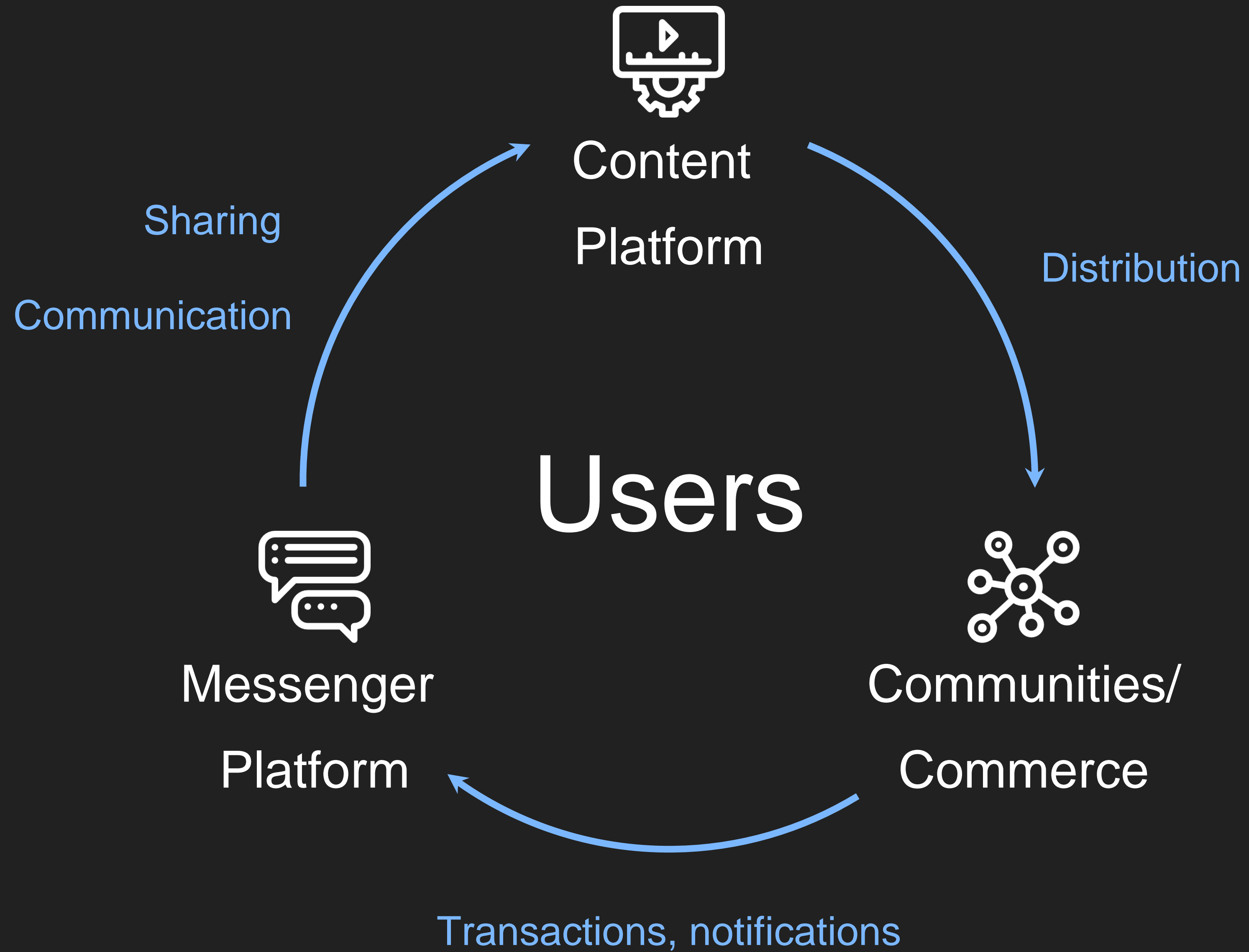
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Connecting people, services and companies by creating  
simple and convenient communication tools

# 12 years of continuous growth

in monthly active users





# Our DNA

## 1. Open platform

Sharing anything with anyone with no limits

## 2. Single app experience

Seamless integration between content platform, messenger & communities

## 3. Powerful communities platform

Comprehensive tools for businesses, content creators and other media to integrate full transaction and communication cycle within VK

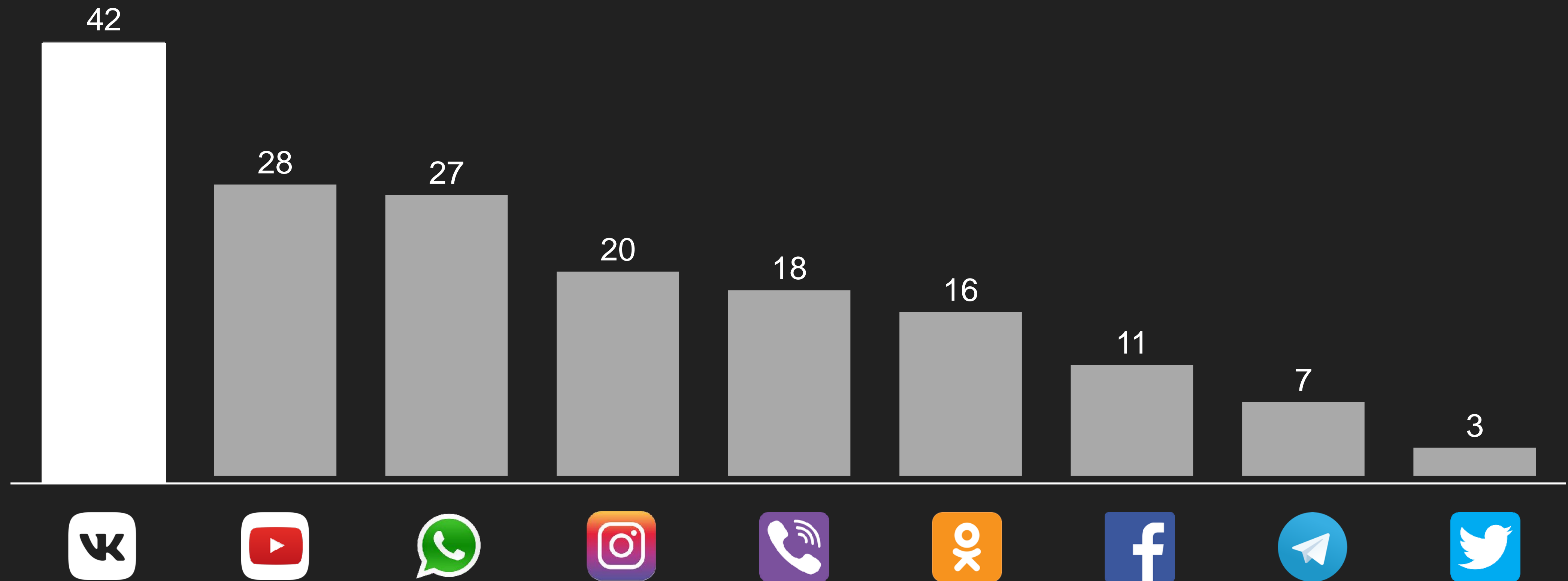
97M

monthly active users

5M

monthly active communities

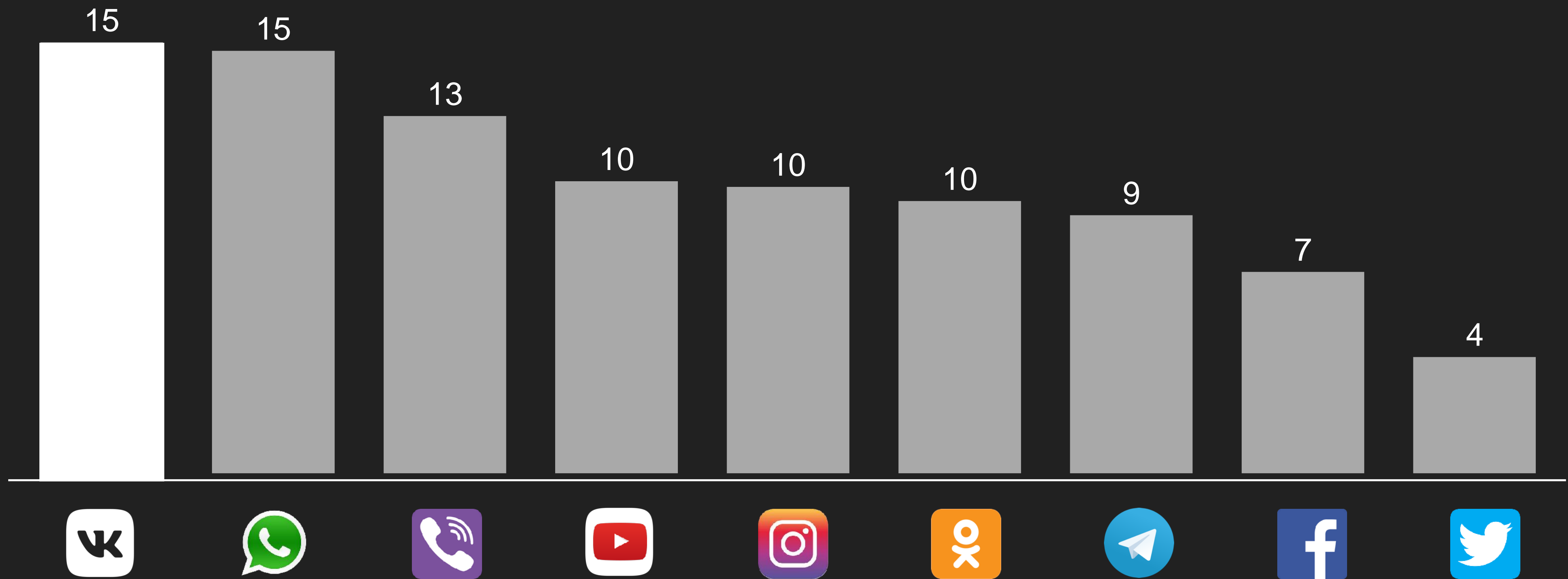
# Average Daily Reach %



Source: Mediascope, 12-64, Russia 100K+, May 2018



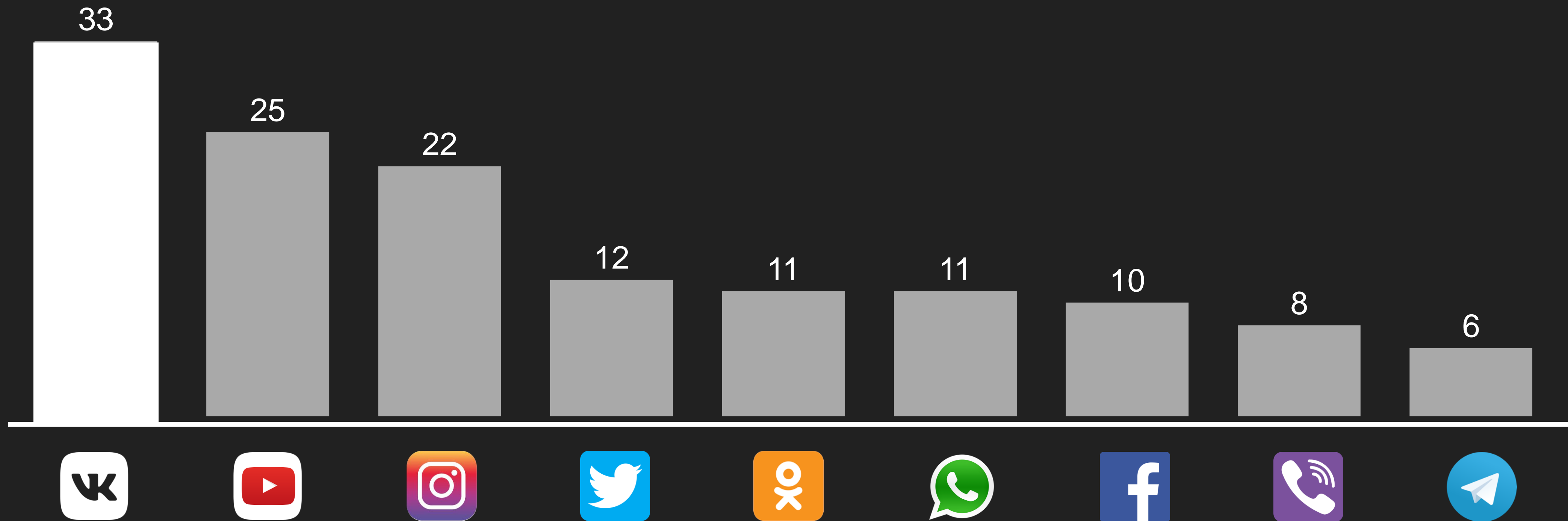
# Days per Month



Source: Mediascope, 12-64, Russia 100K+, May 2018

# Time Spent per Day

Number of minutes spent by users daily



Source: Mediascope, 12-64, Russia 100K+, Mobile, May 2018

# User Engagement Growth

YoY, per user

**+17%** Stories Viewed

**+18%** Comments Posted

**+10%** Posts Viewed

**+20%** Messages Sent

Continuous growth of user engagement increases total time spent

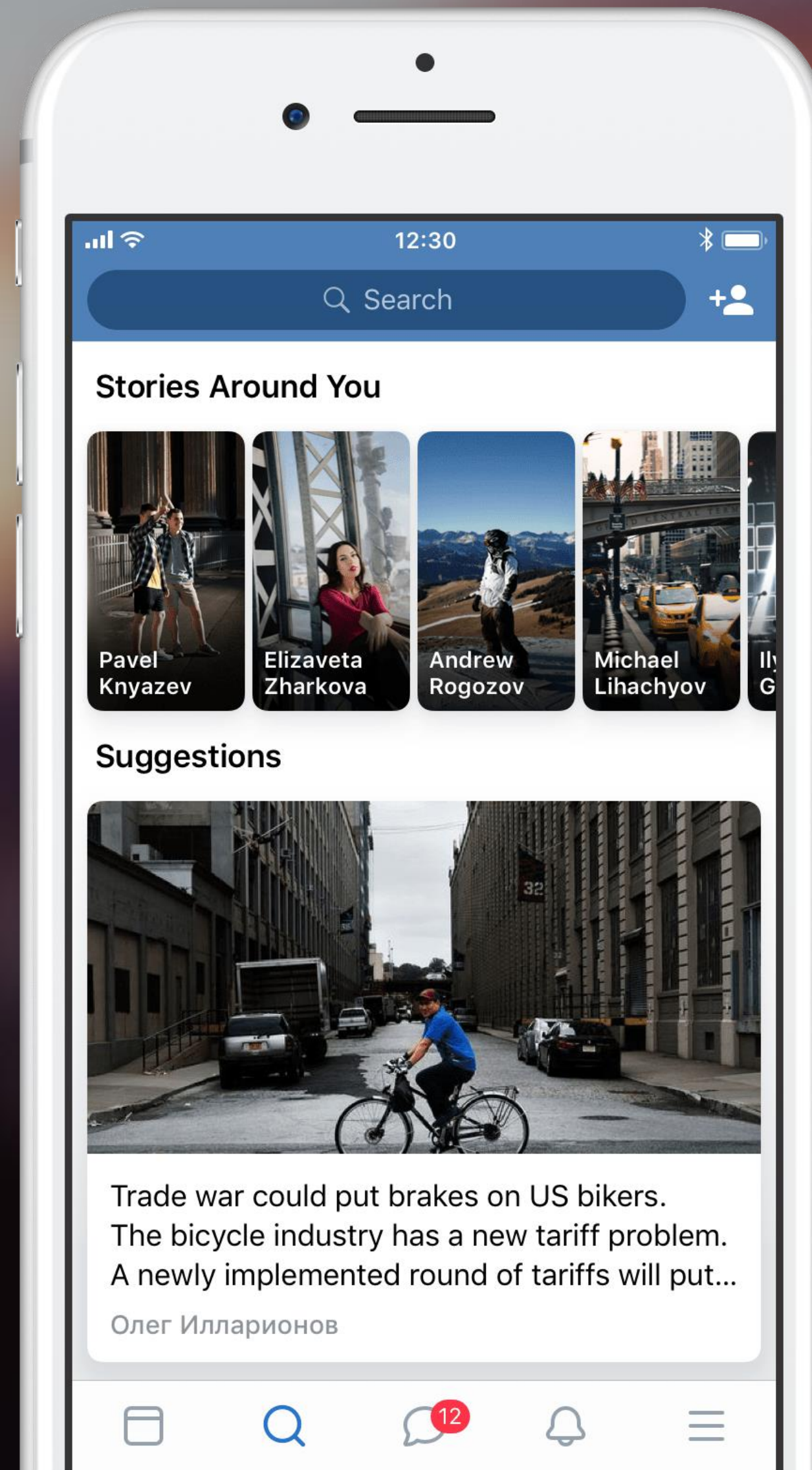
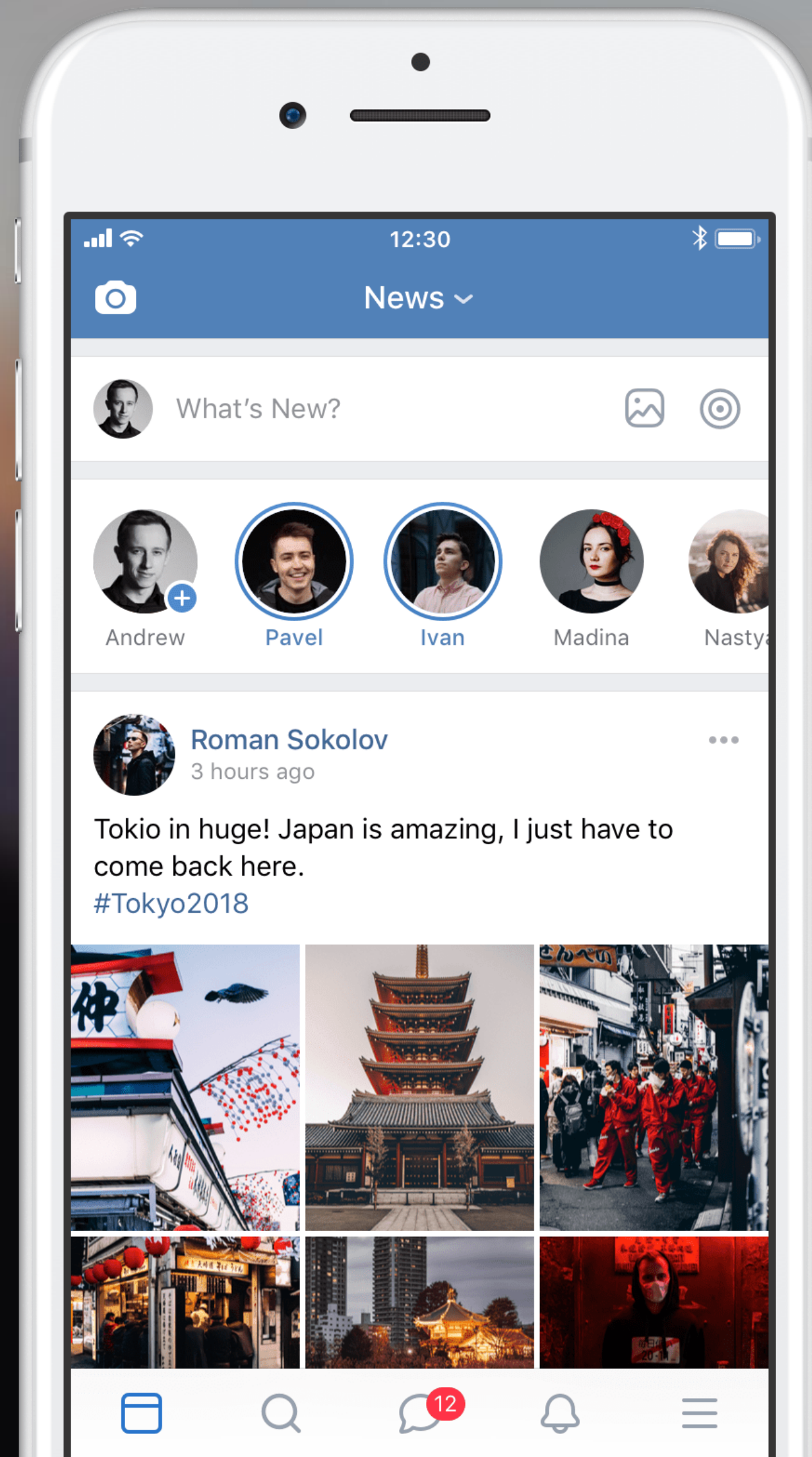
# Content Ecosystem

A group of five people are gathered in a modern office space, likely a rooftop or high-rise view. They are sitting on blue beanbag chairs and using laptops. The room features large windows with a view of a cityscape, including a prominent building with a dome. The overall atmosphere is professional and collaborative.

Andrew Zakonov

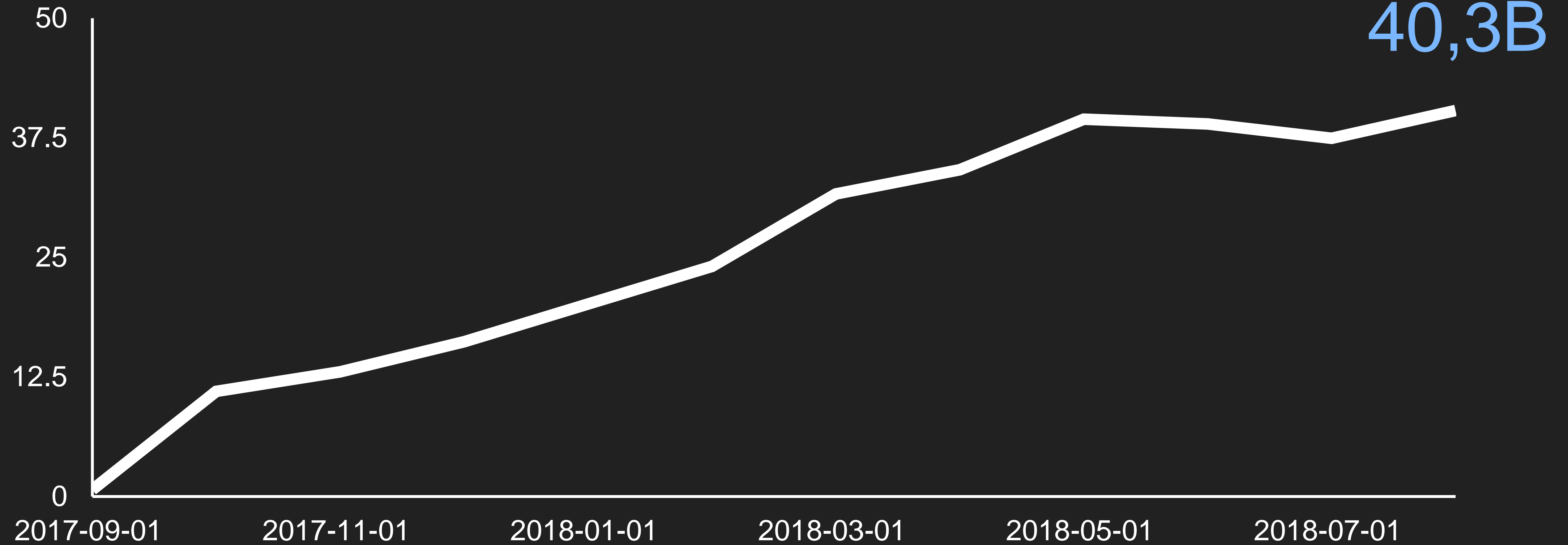
Director of Growth and Research

# Newsfeed & Discover



# Discover

## Post views per month



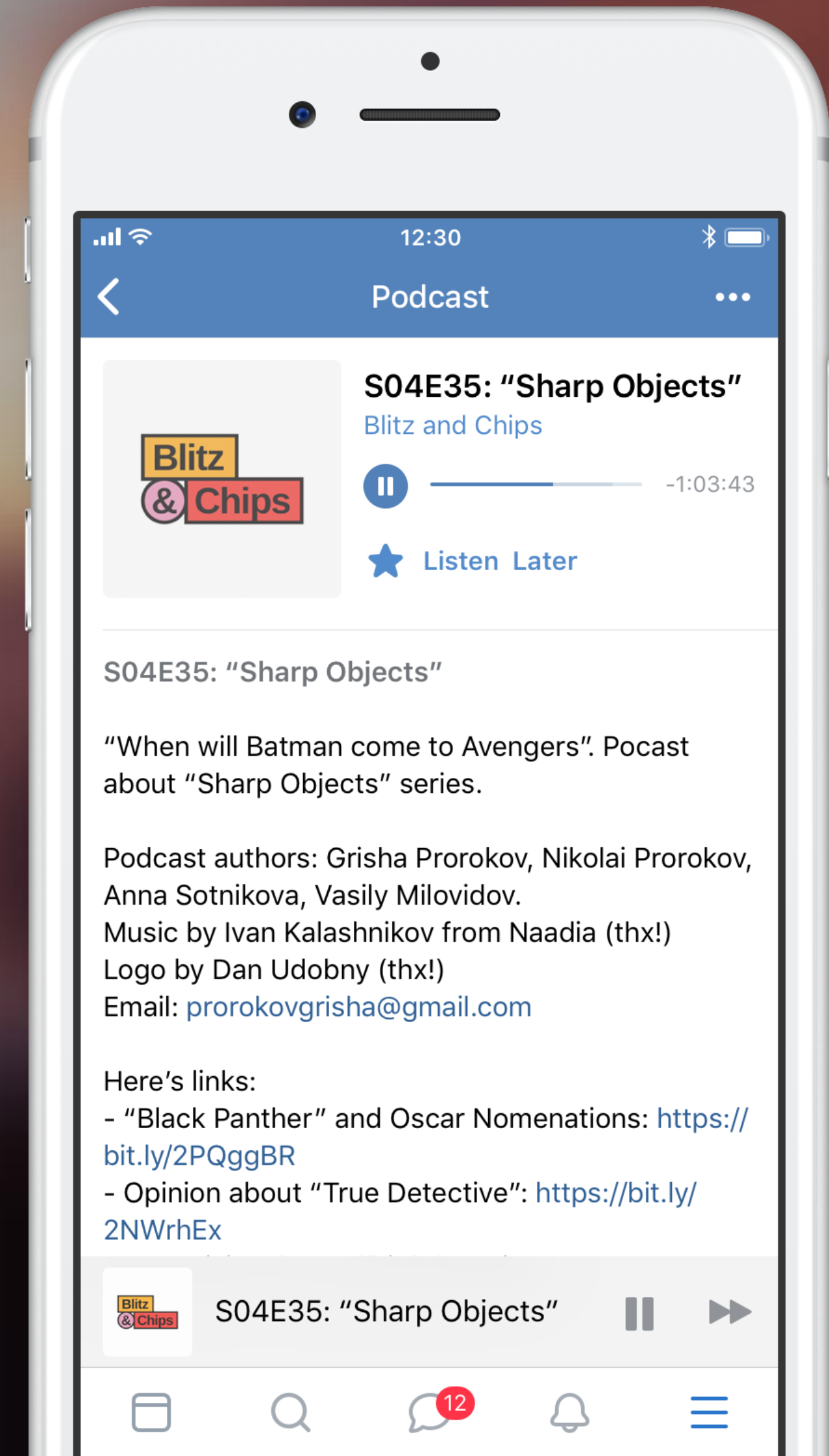
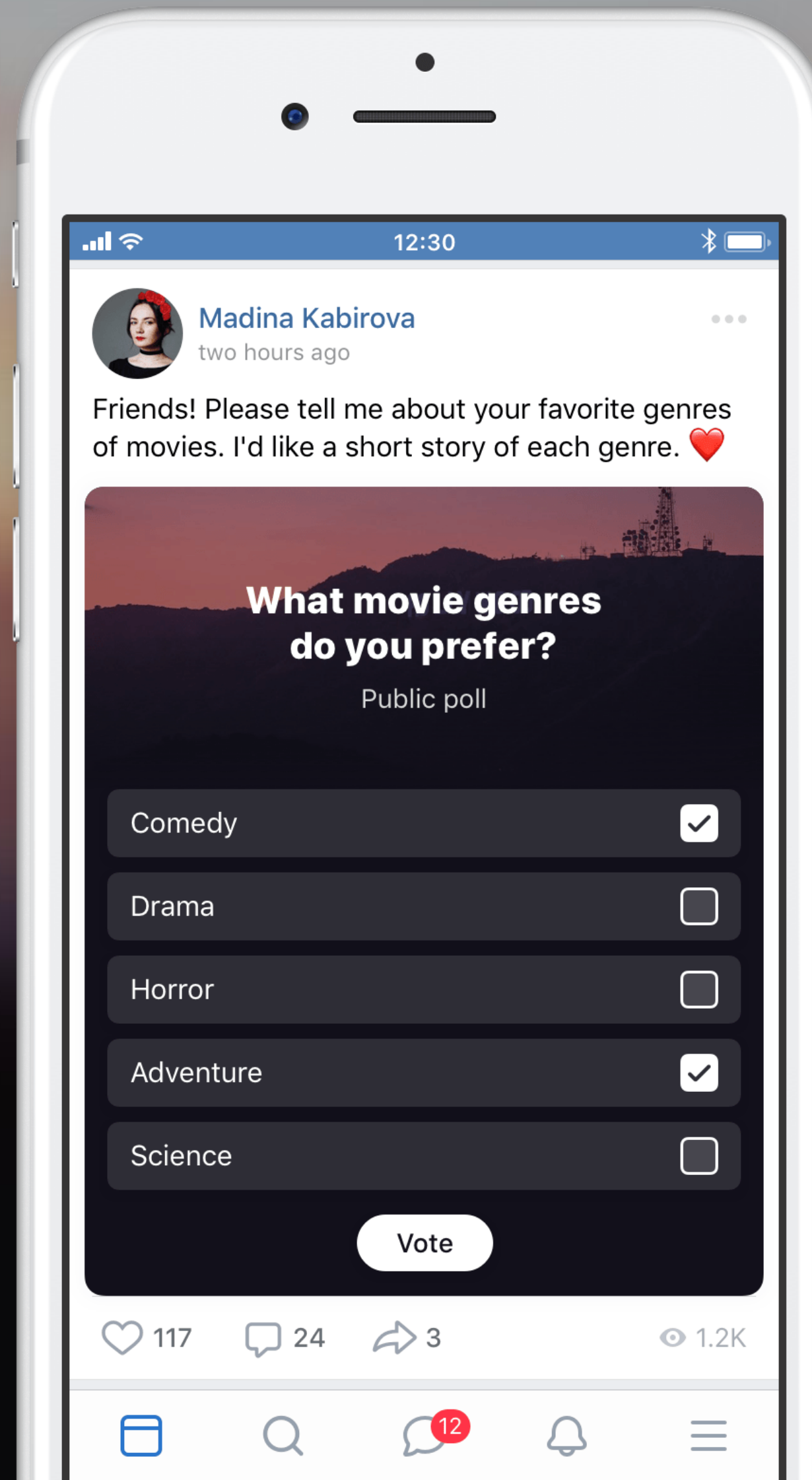
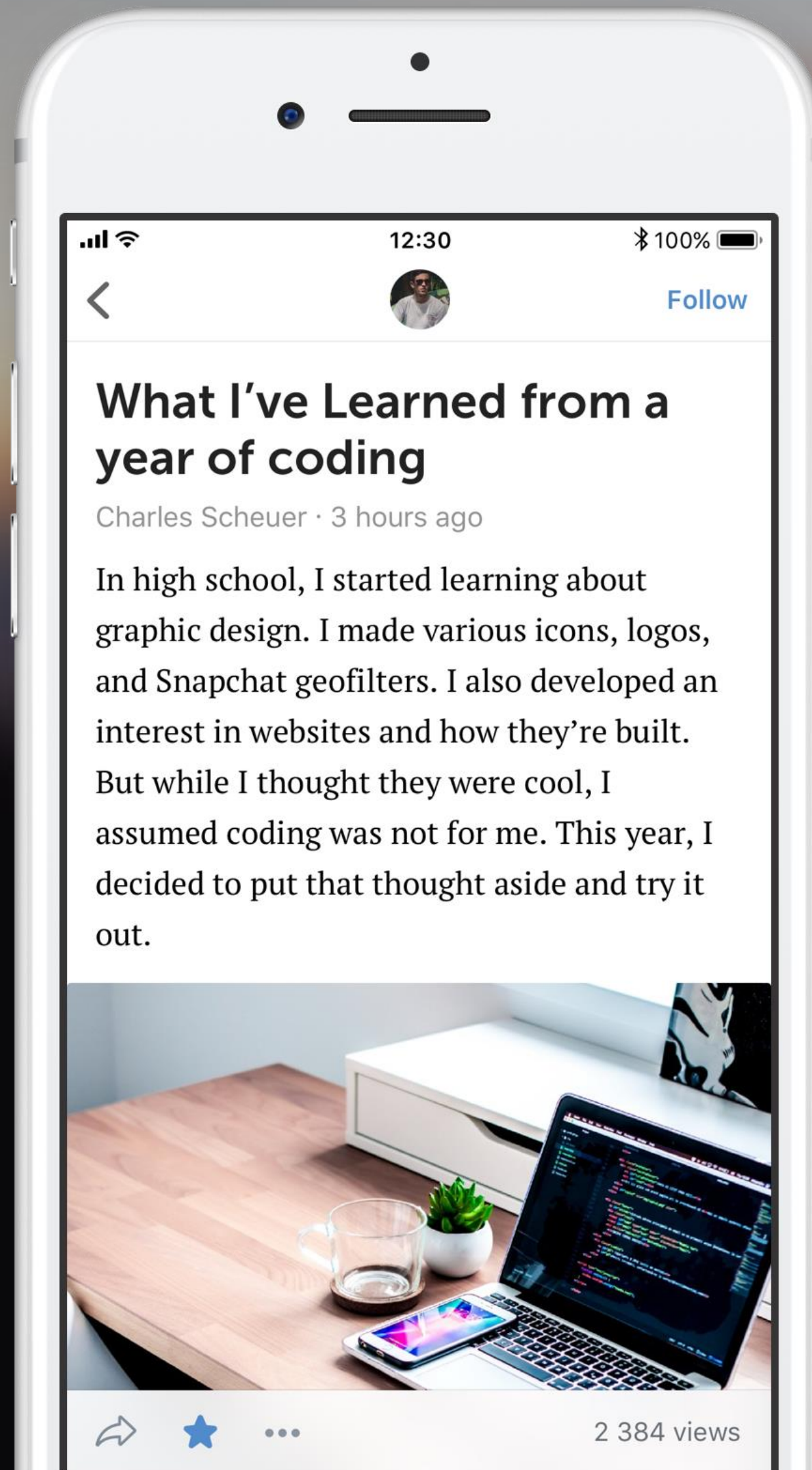
Source: Internal Data



VK Talents  
and  
Prometheus  
Algorithm

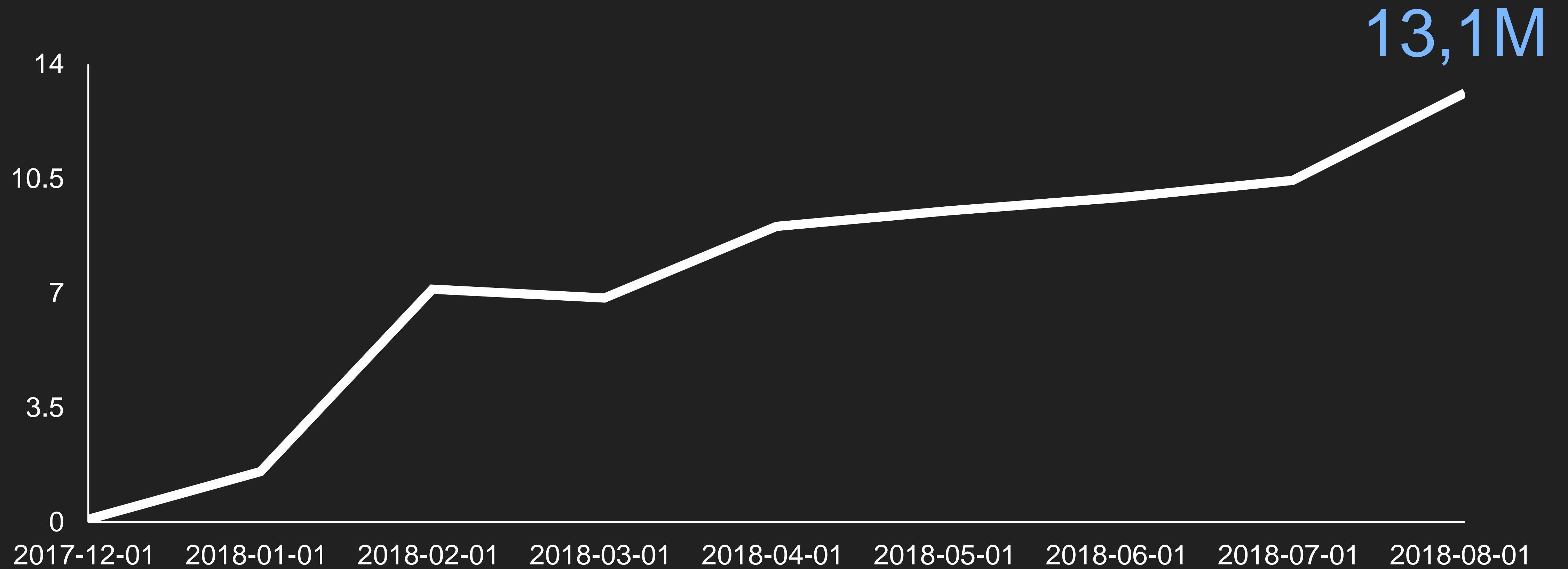


# Longreads, Polls, Podcasts



# Longreads

## Daily Active Users



Source: Internal Data

# Growth Driven by Delivering Best Platform for Authors

1. Discover section and Prometheus AI algorithm to grow reach and to connect authors with new audience
2. New content formats and monetization opportunities including profit sharing ads platform and donation tools
3. Loyal authors community supported by VK Talents program

# Product Highlights

A dimly lit office space with several desks, computers, and office chairs. A large potted plant is on the left, and a blue beanbag chair is in the foreground. The text "Product Highlights" is overlaid in the center.

Ivan Kozlov

CPO

A modern office interior with a round table and chairs, overlaid with a dark blue tint and white text. The scene is dimly lit, with a warm glow from a lamp in the foreground. The background shows a glass-walled office space with other tables and chairs.

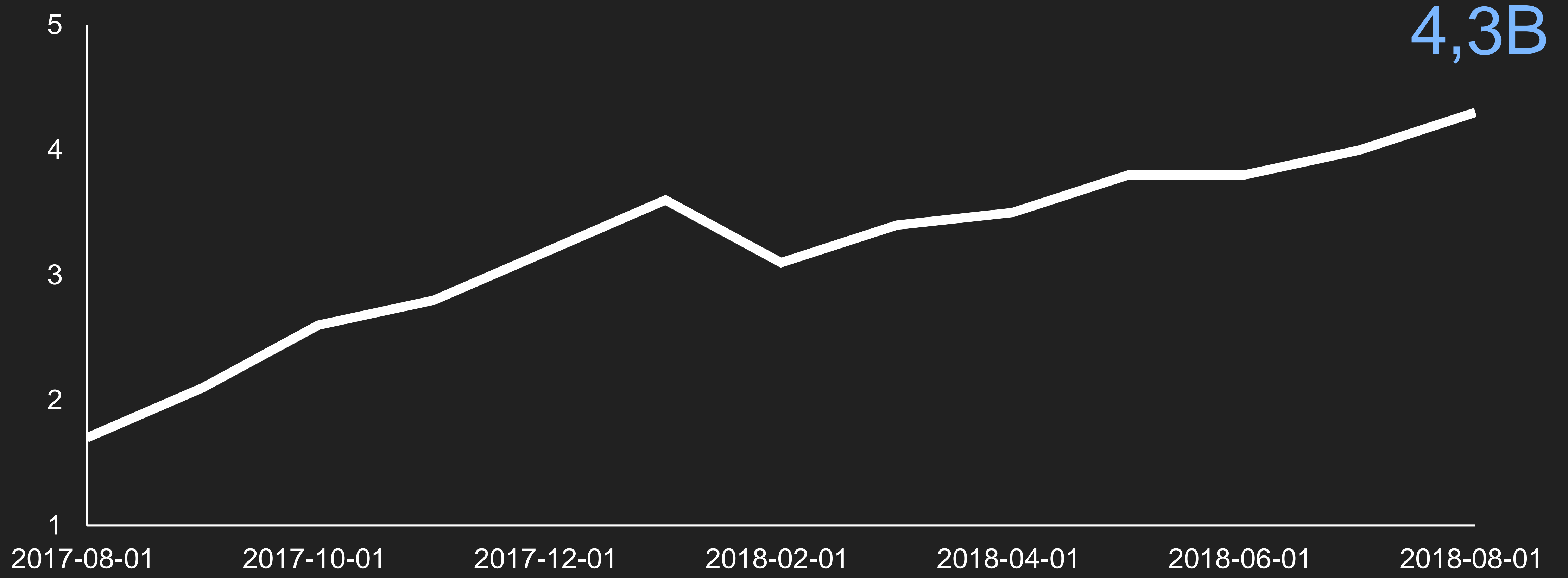
# Best Product Initiatives Over The Last 12 Months

# Stories



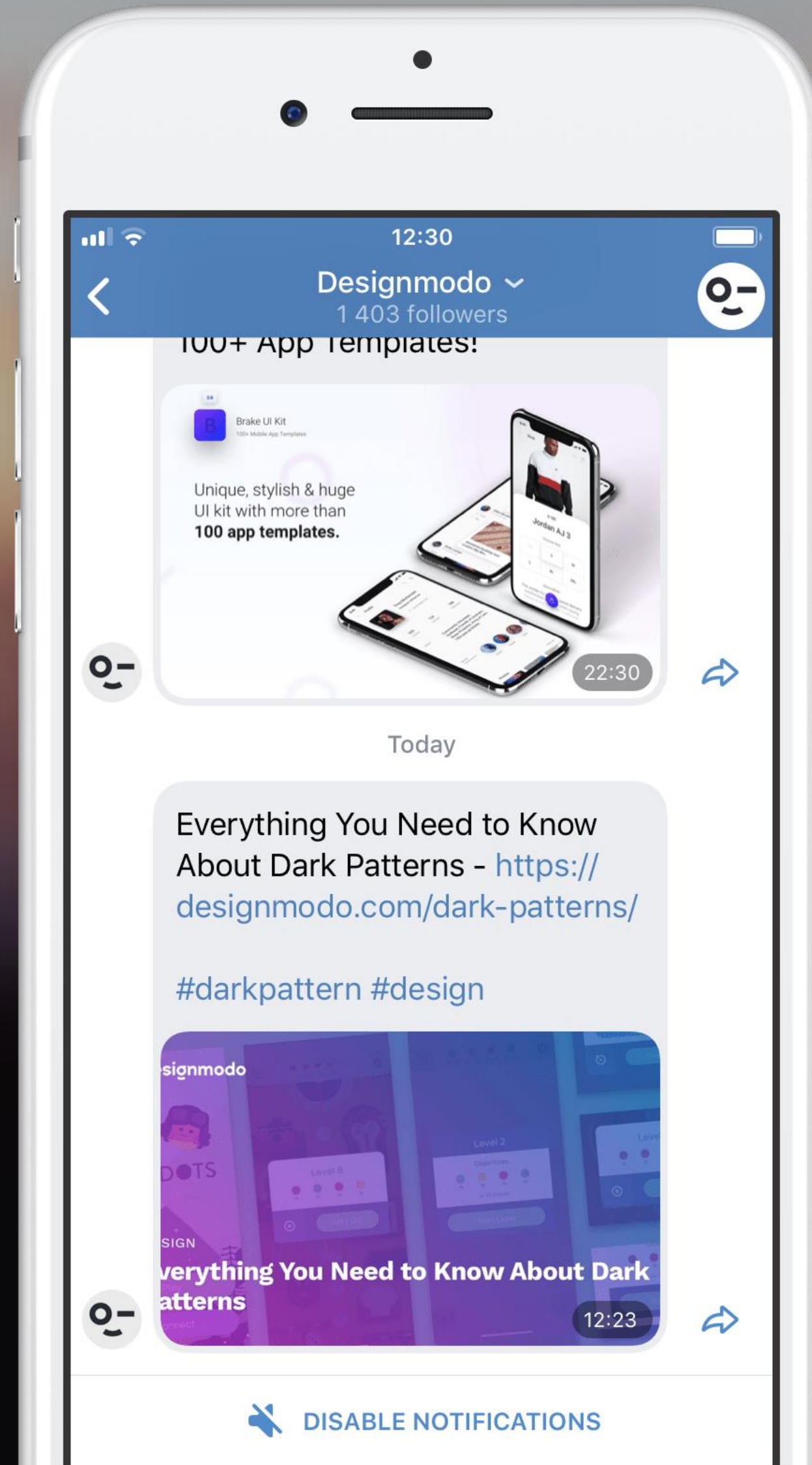
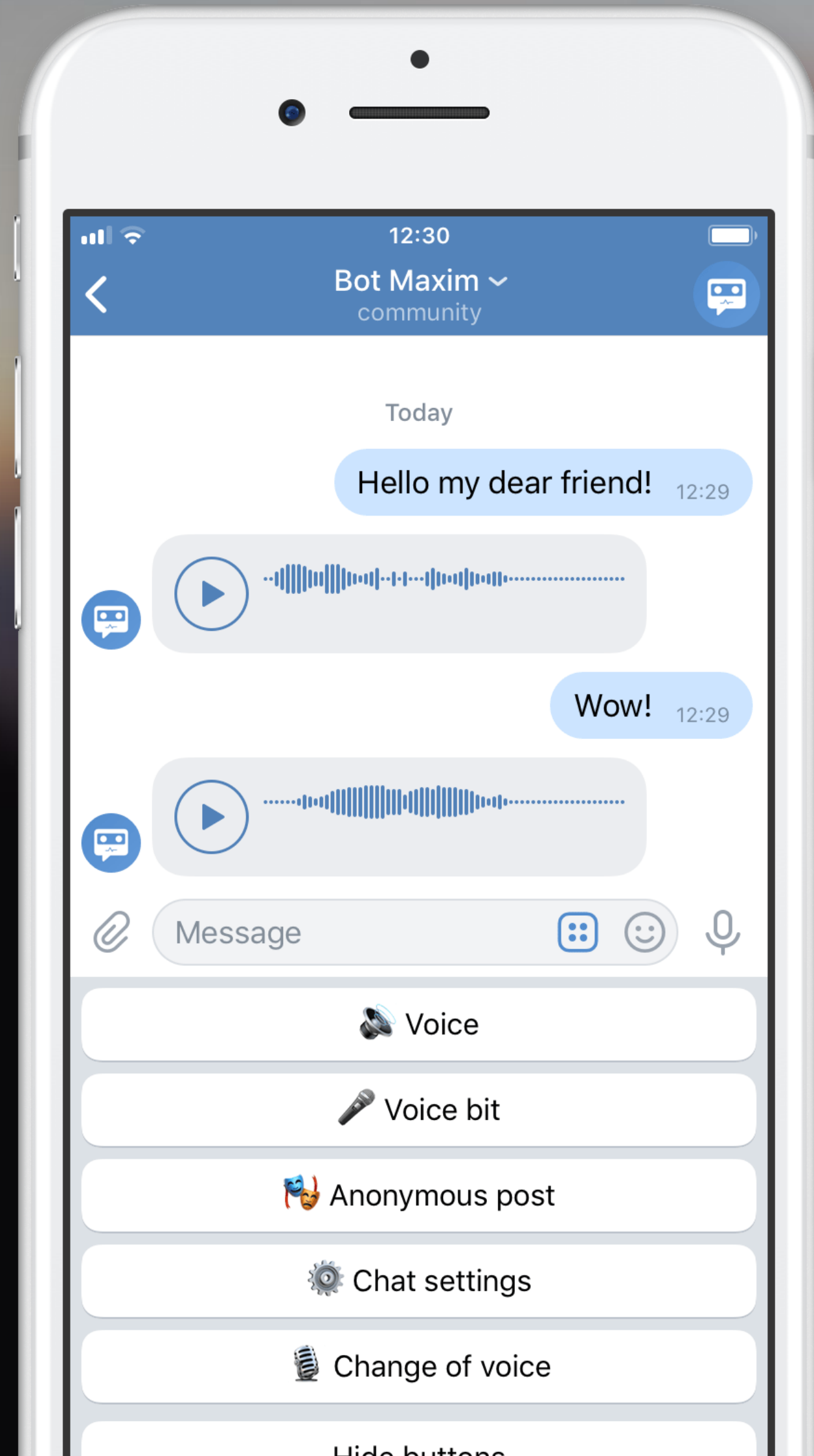
# Stories Views

views per month

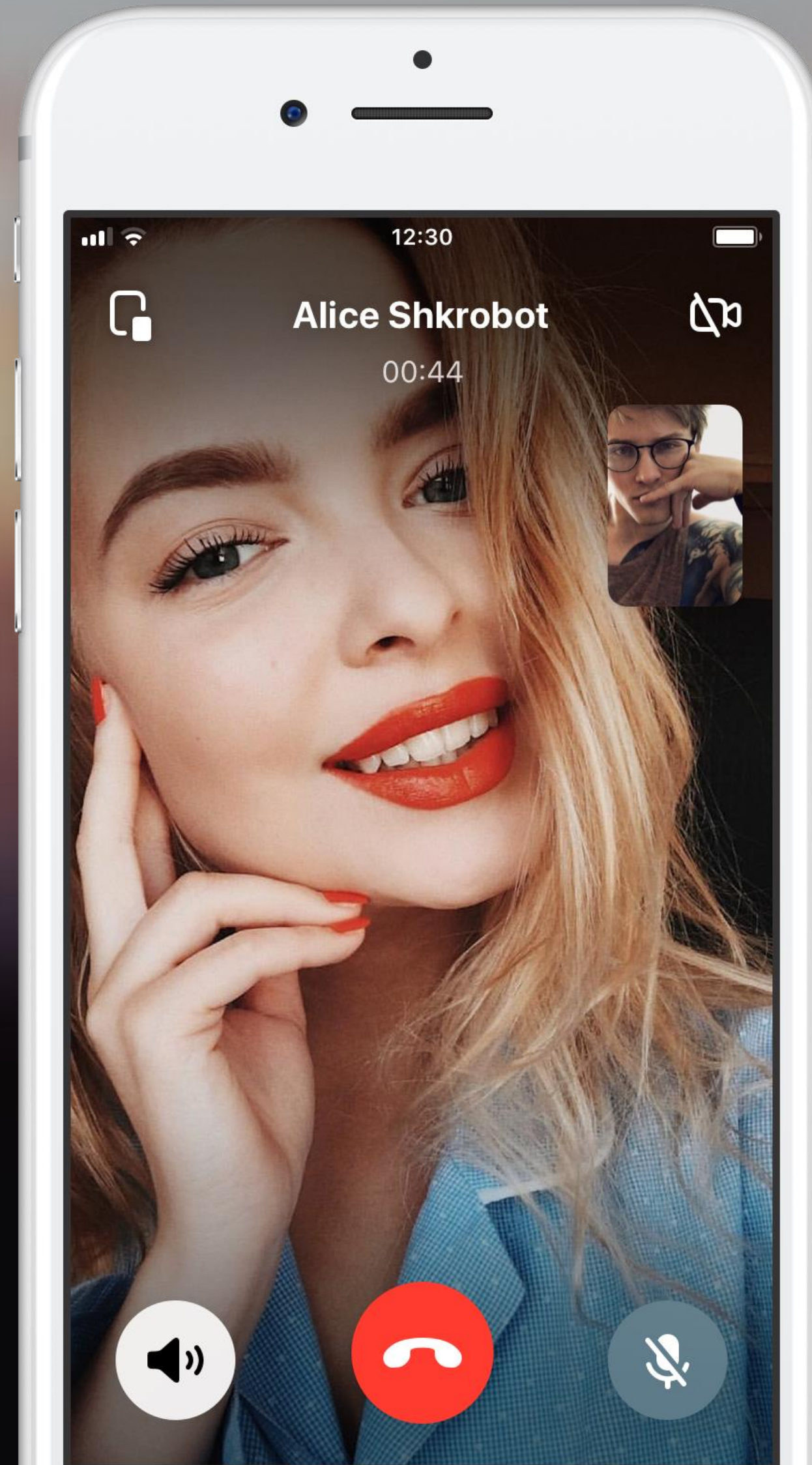




# Bot Platform, Channels, Money Transfers



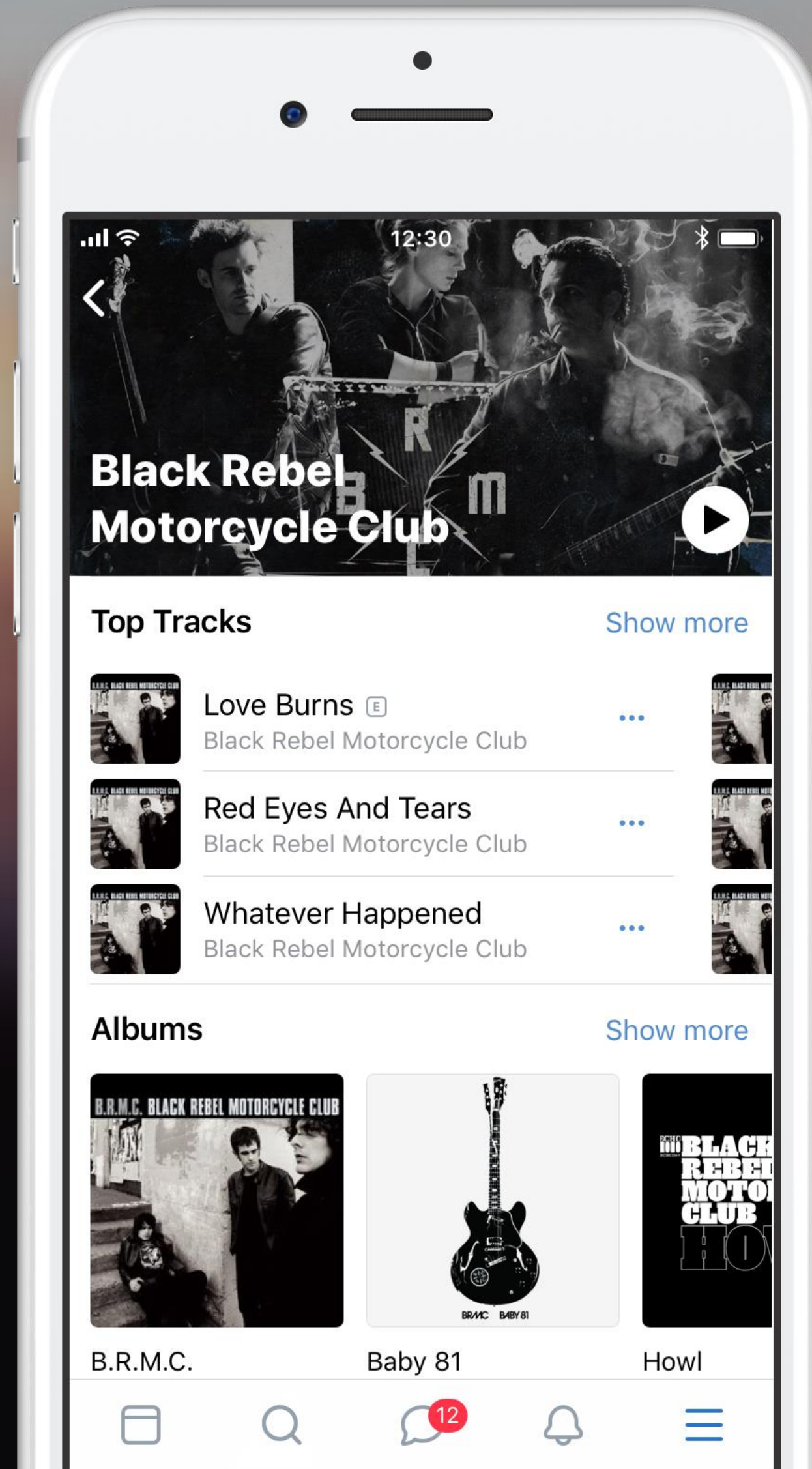
# Calls



# Animated Stickers

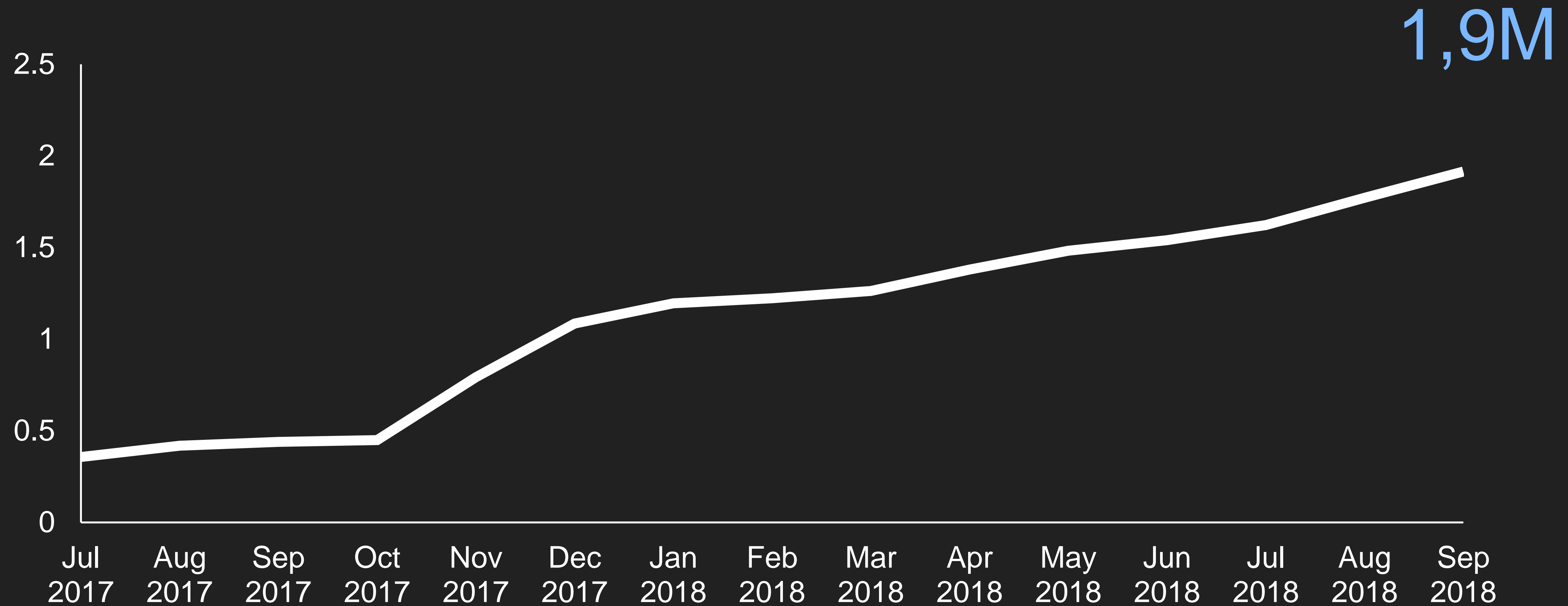


# Music 2.0



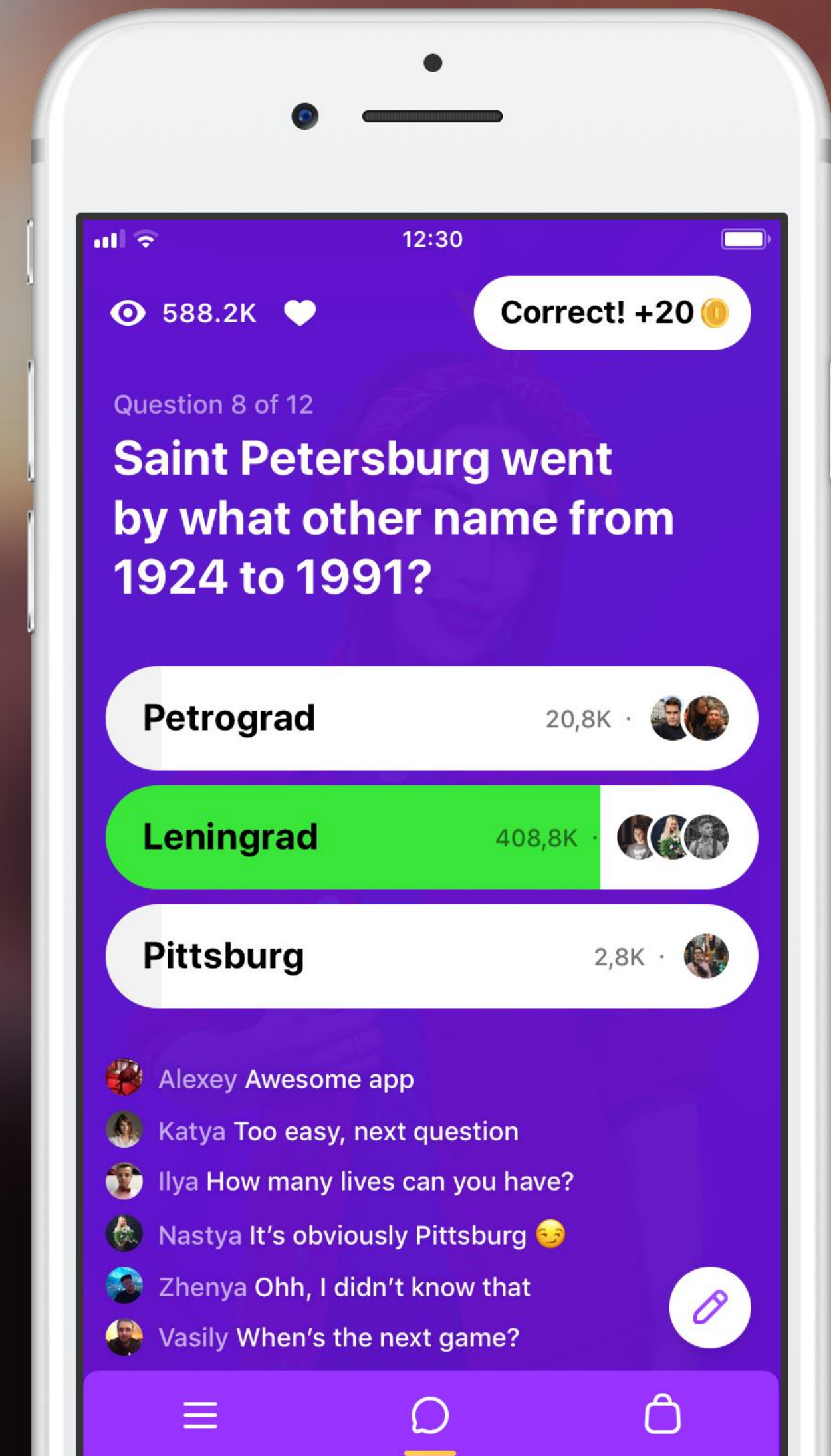
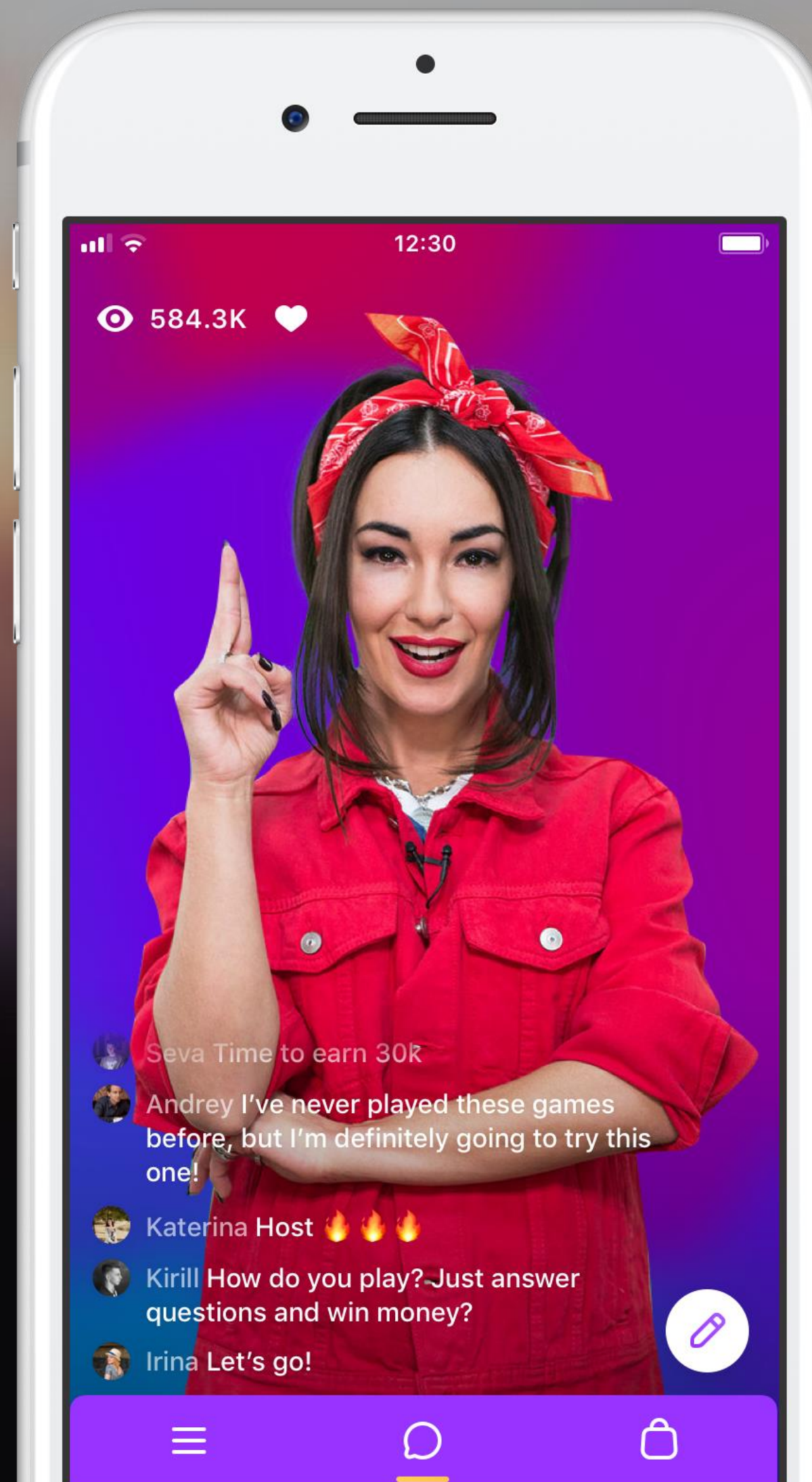
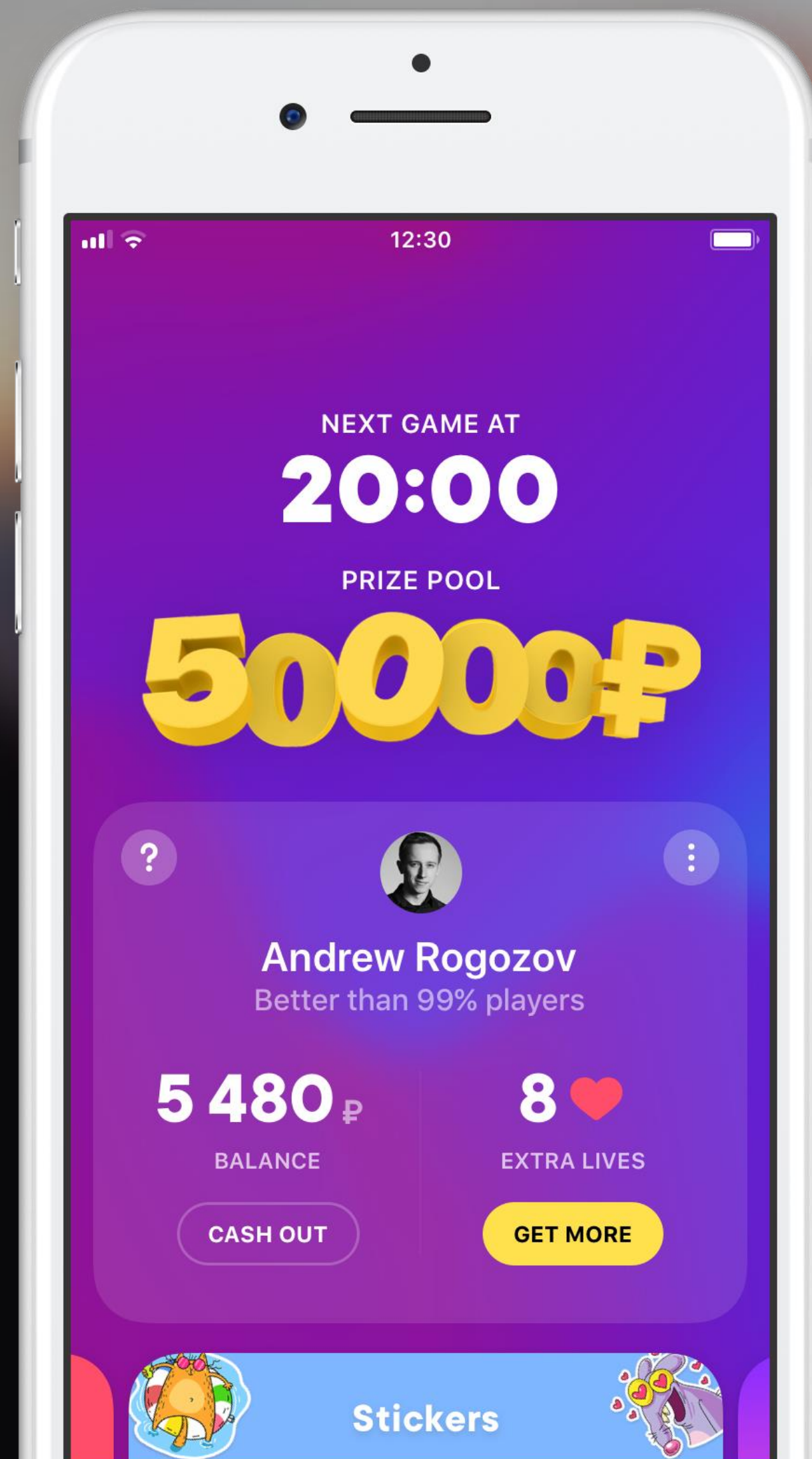
# Music Subscriptions

VK App + Boom



# Clever

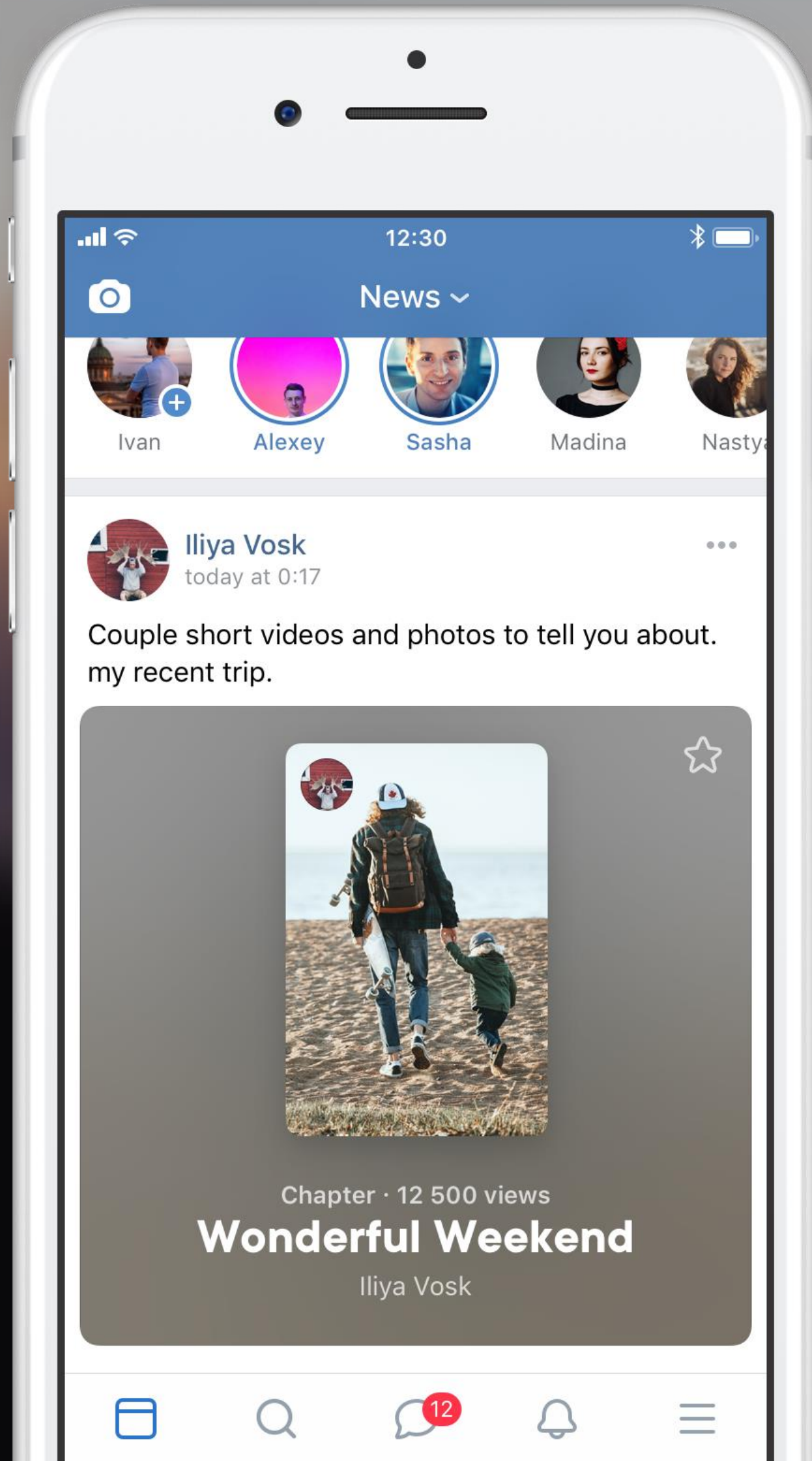
326 episodes, 24M ₺ already paid, 890k concurrent players





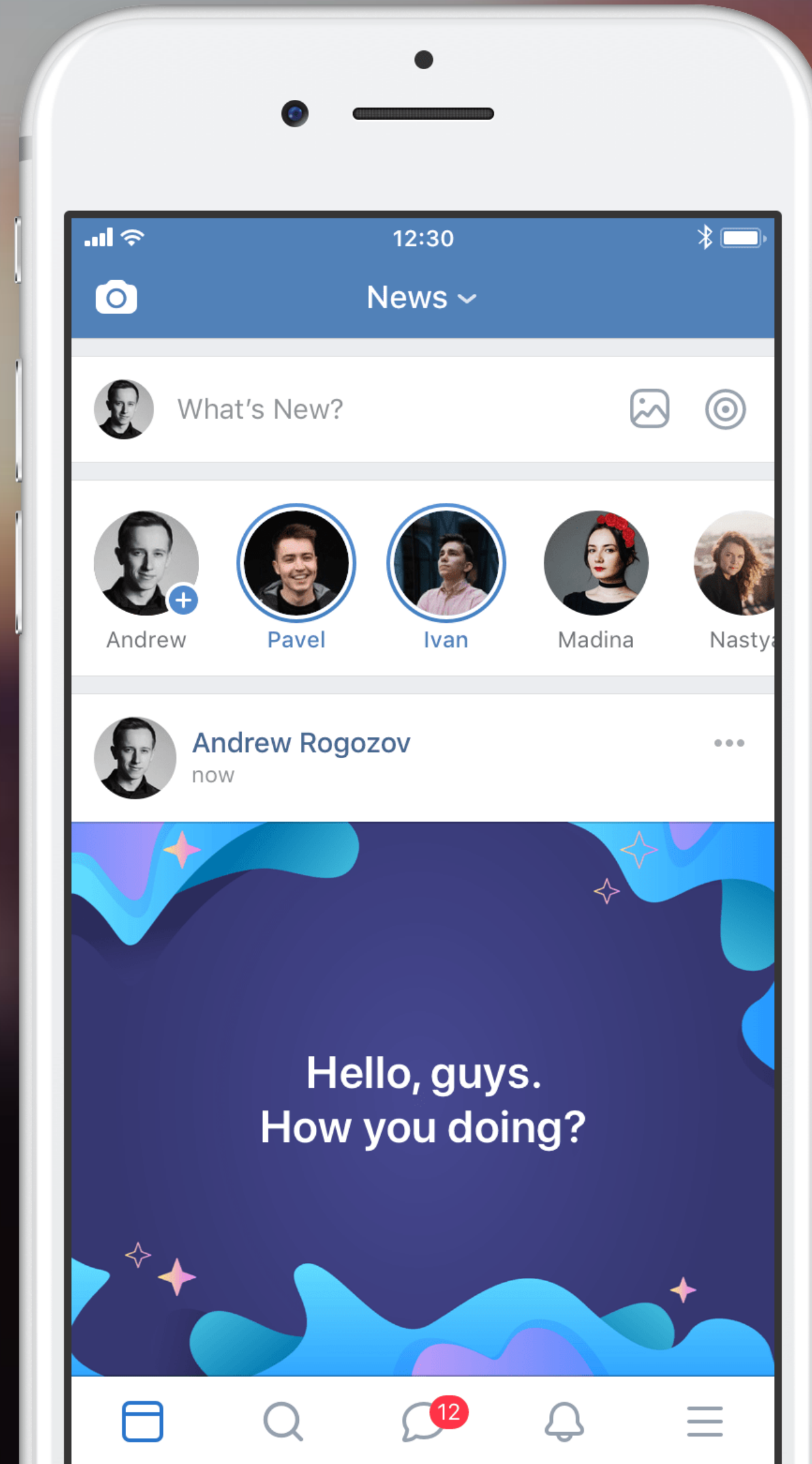
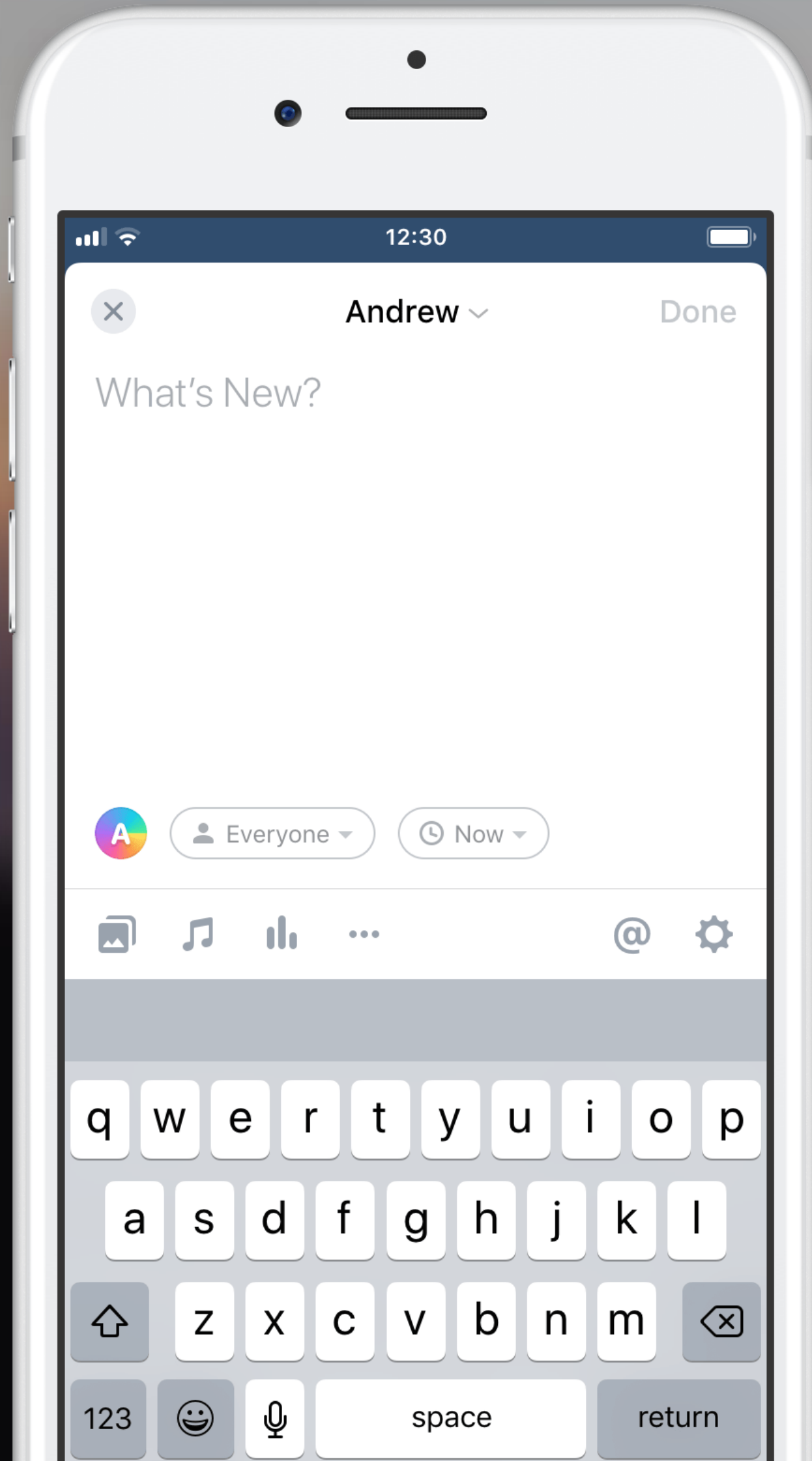
Most Exciting  
New Projects  
Over The Next Year

# Narratives

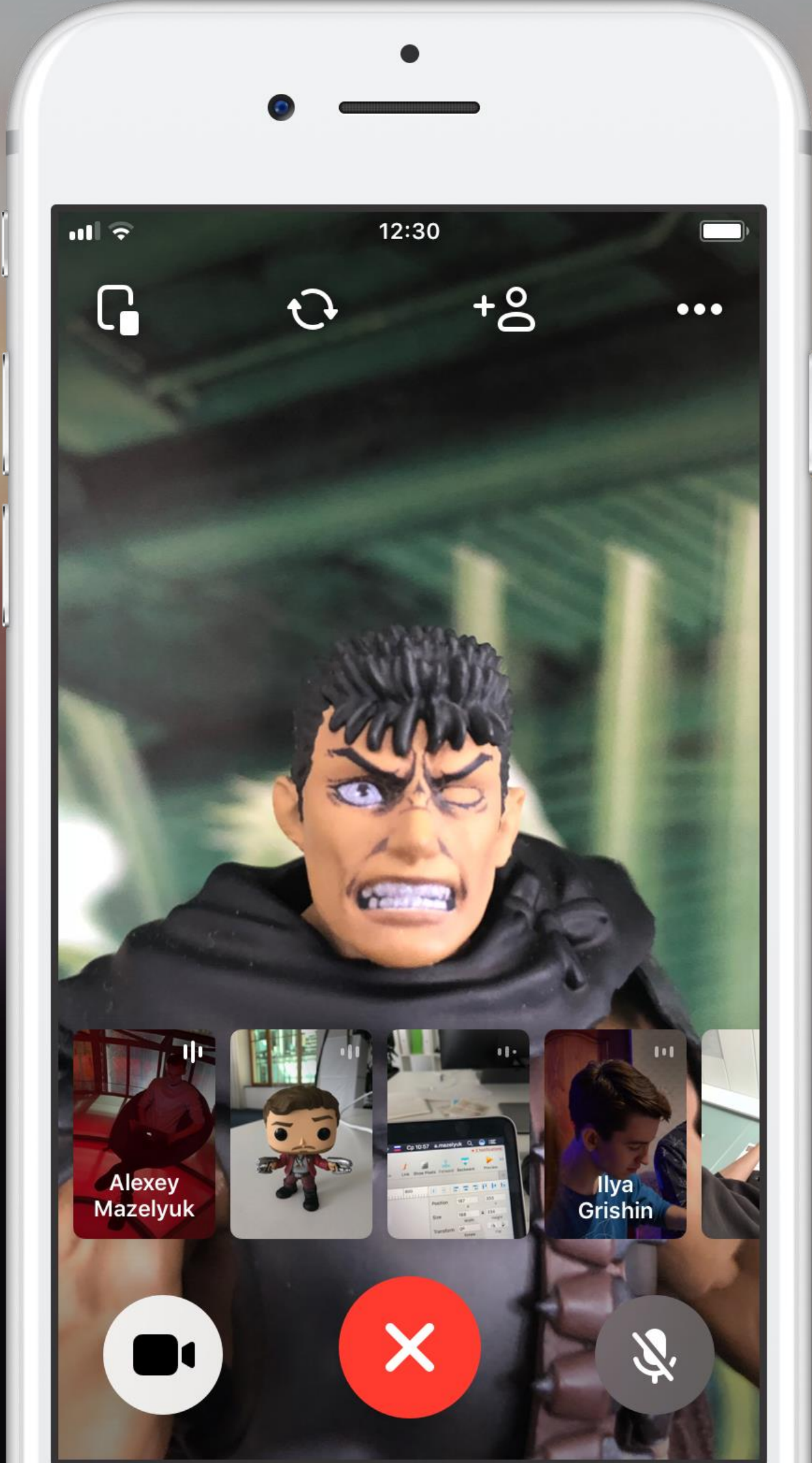




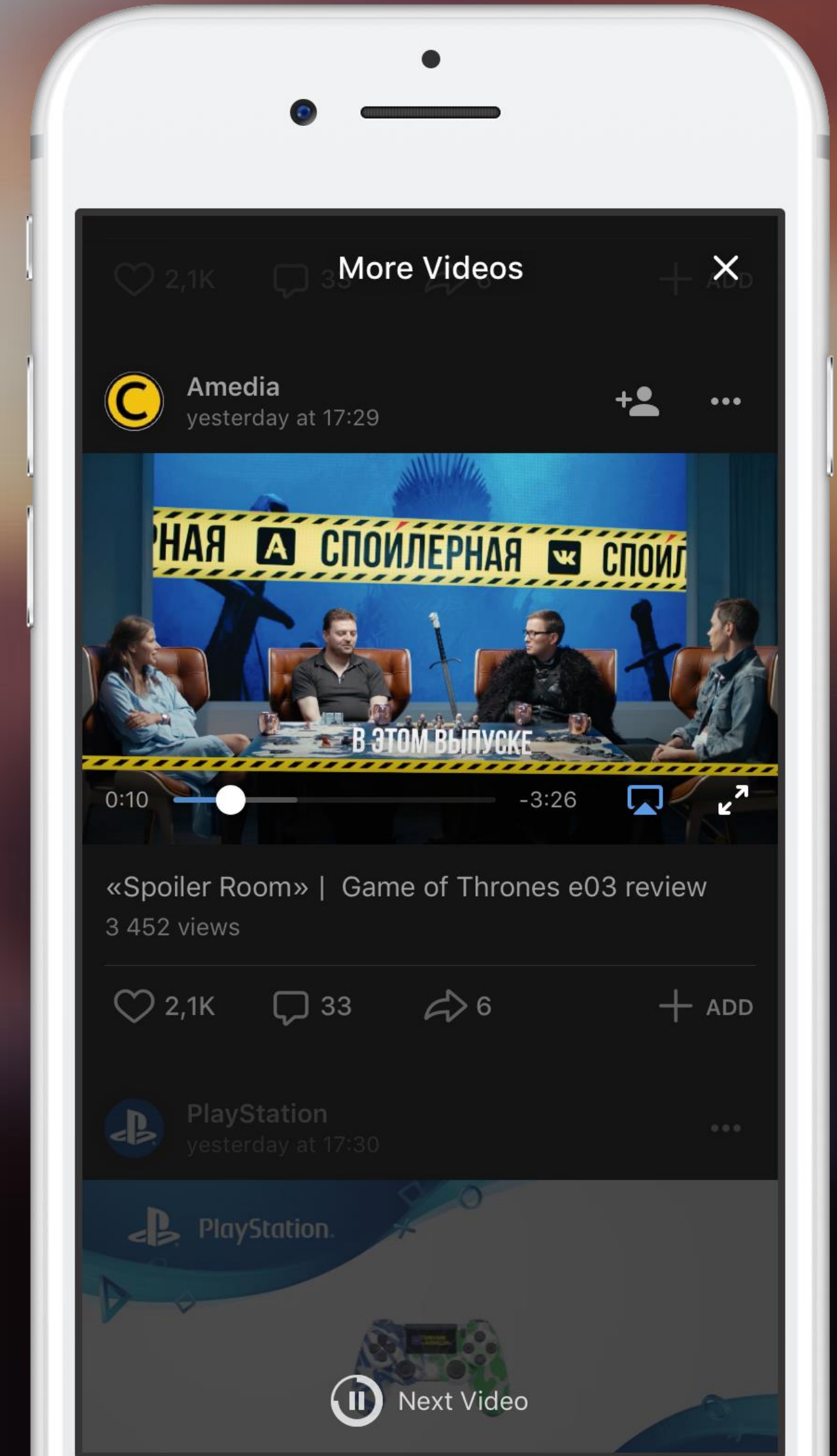
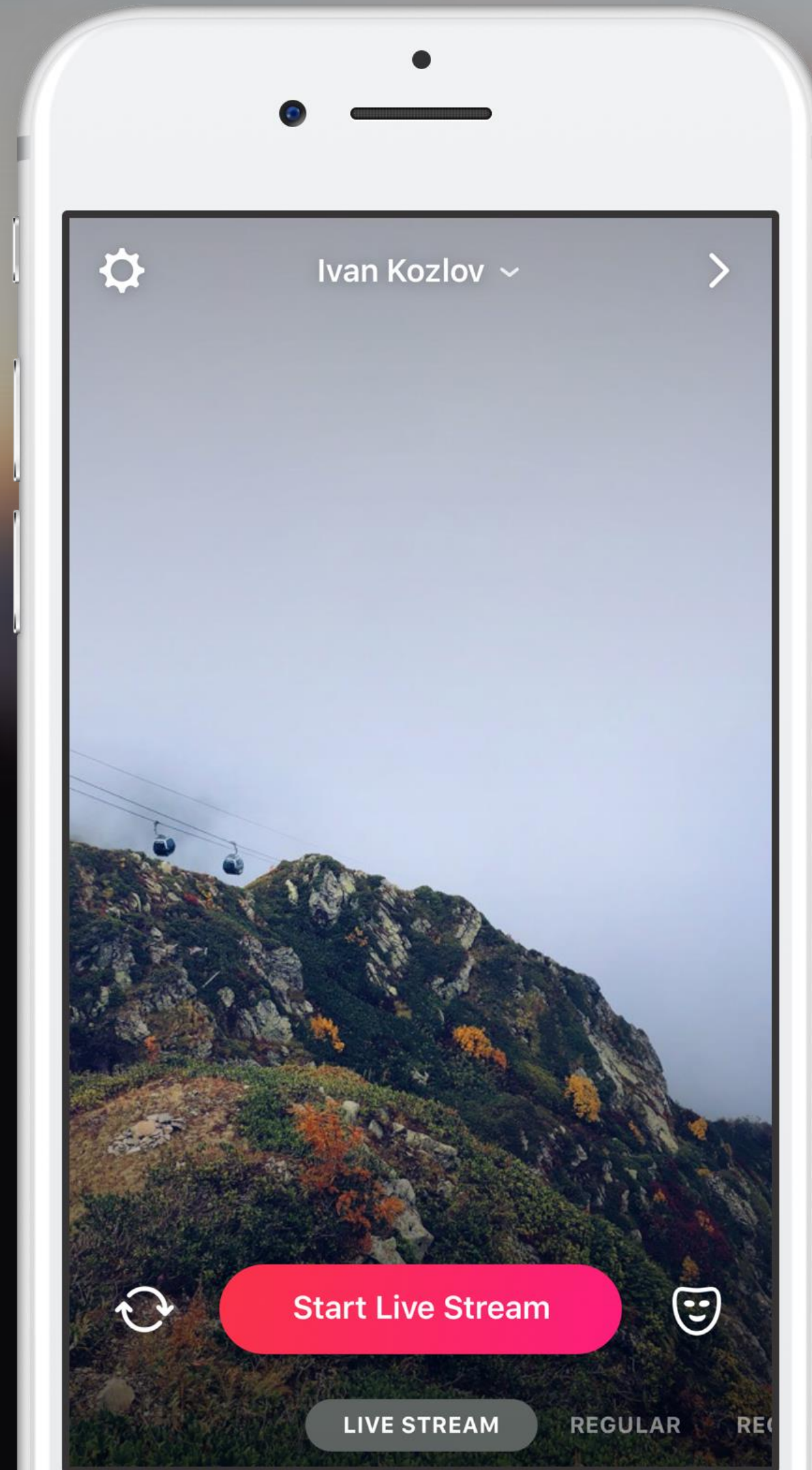
# Poster



# Group Calls

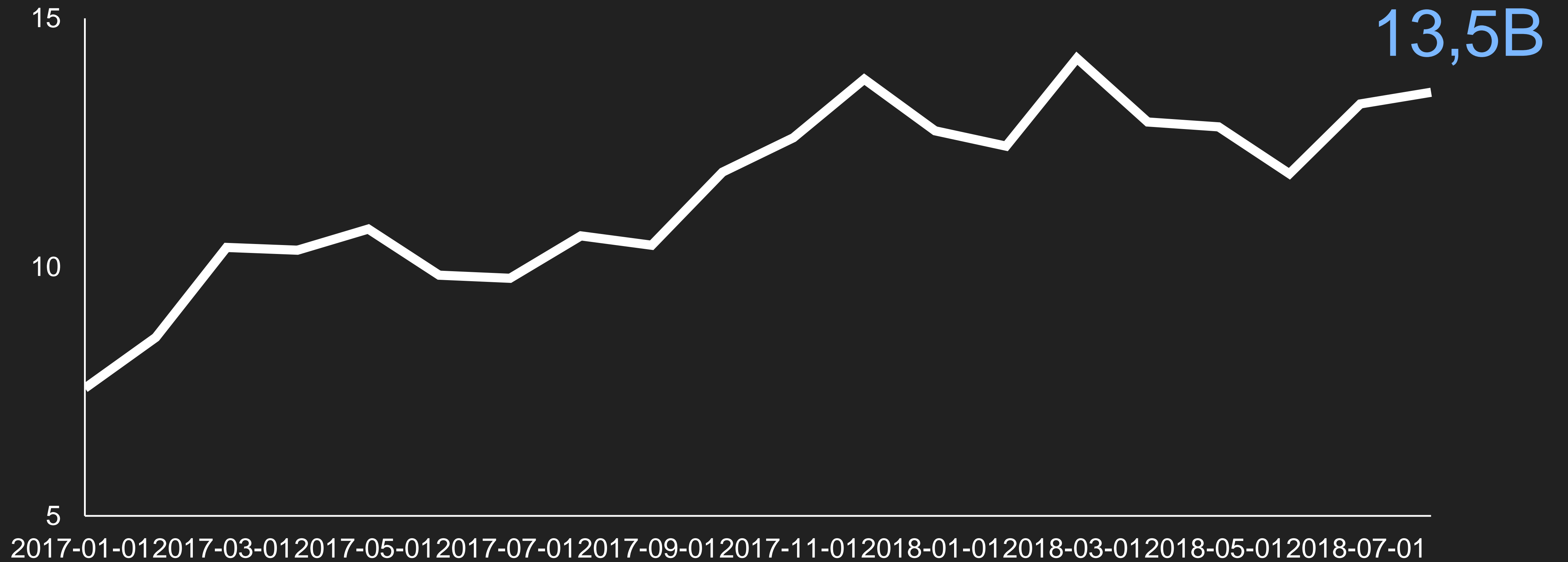


# Video & Live Streams

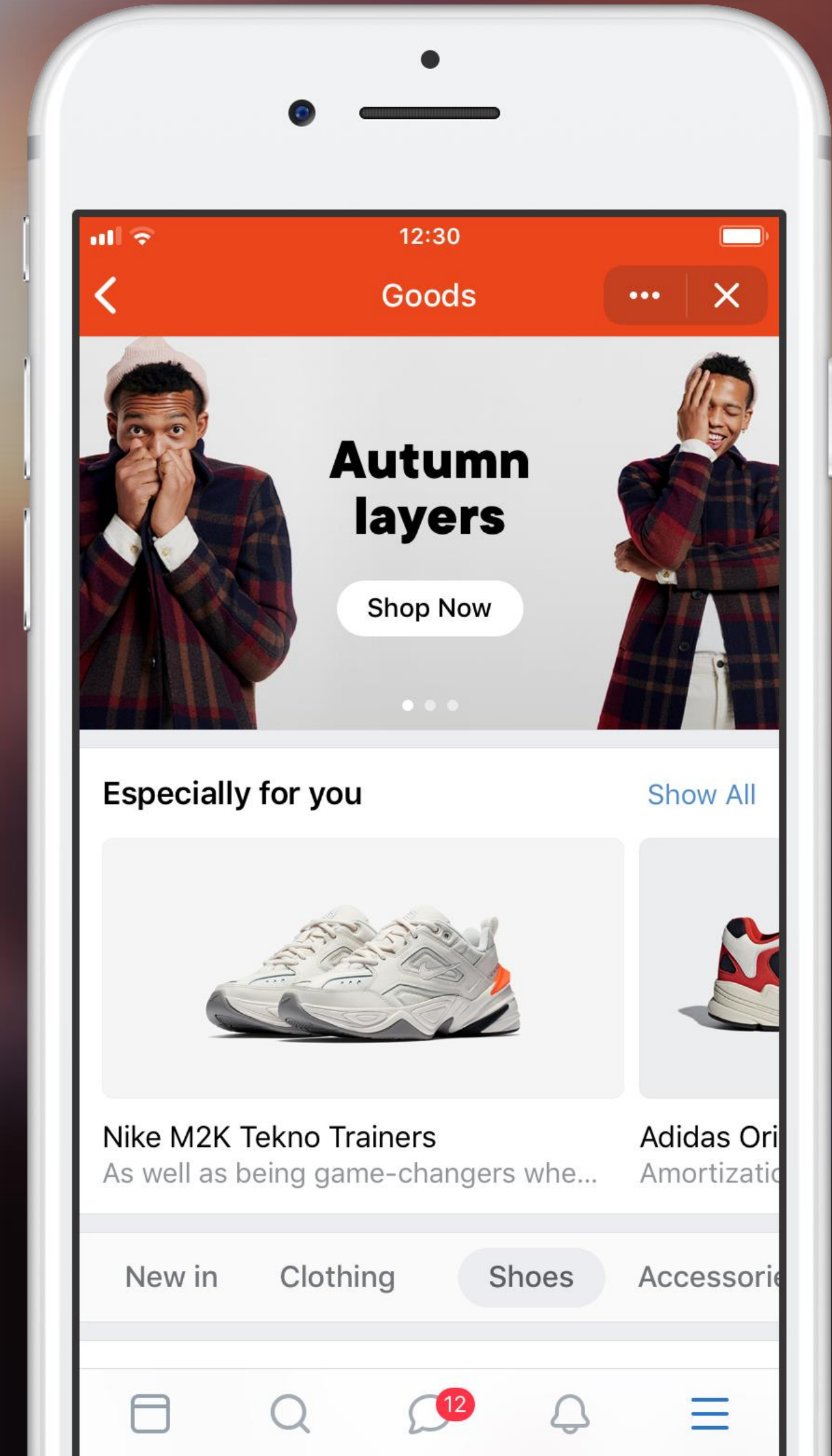
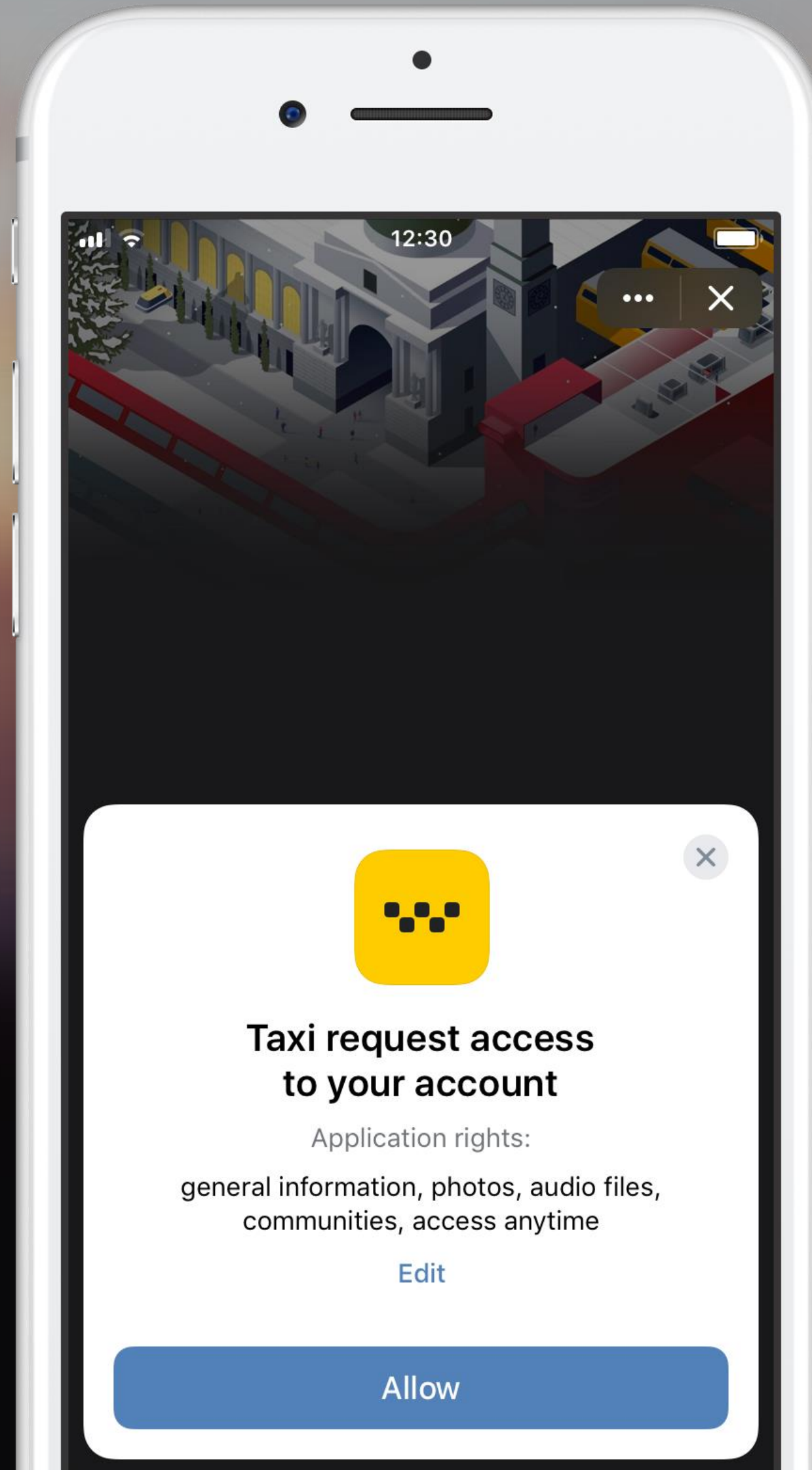
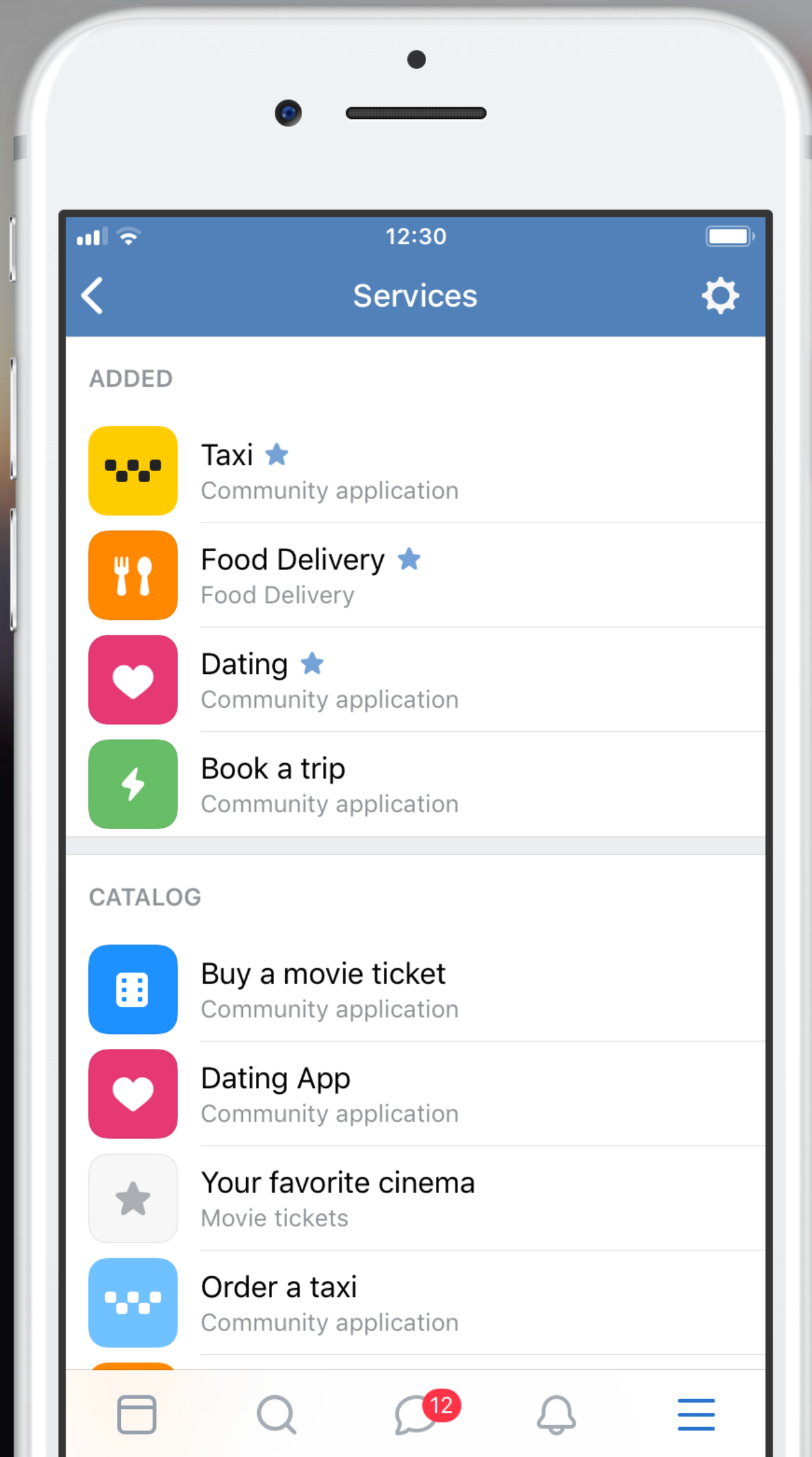


# Video Views

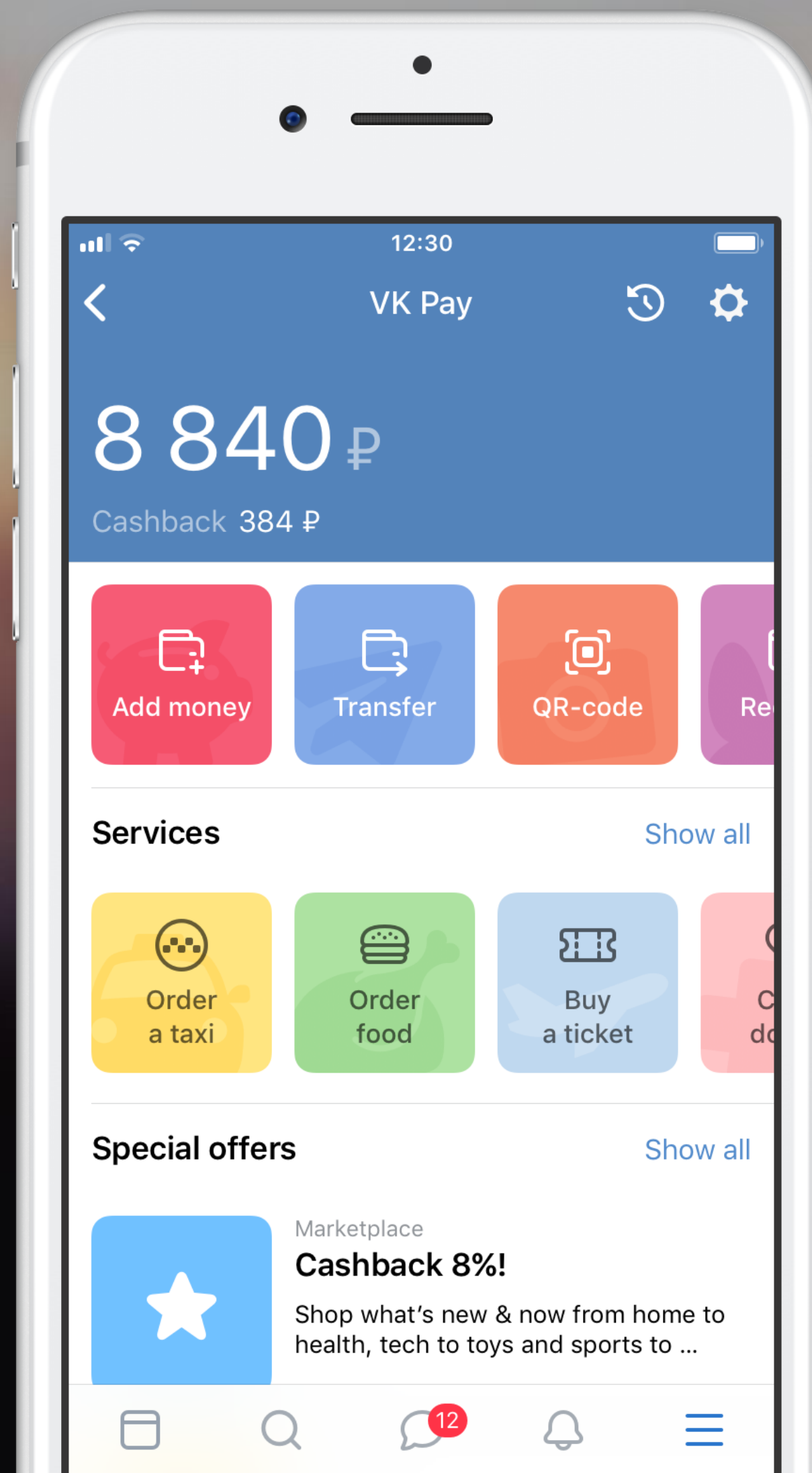
views per month



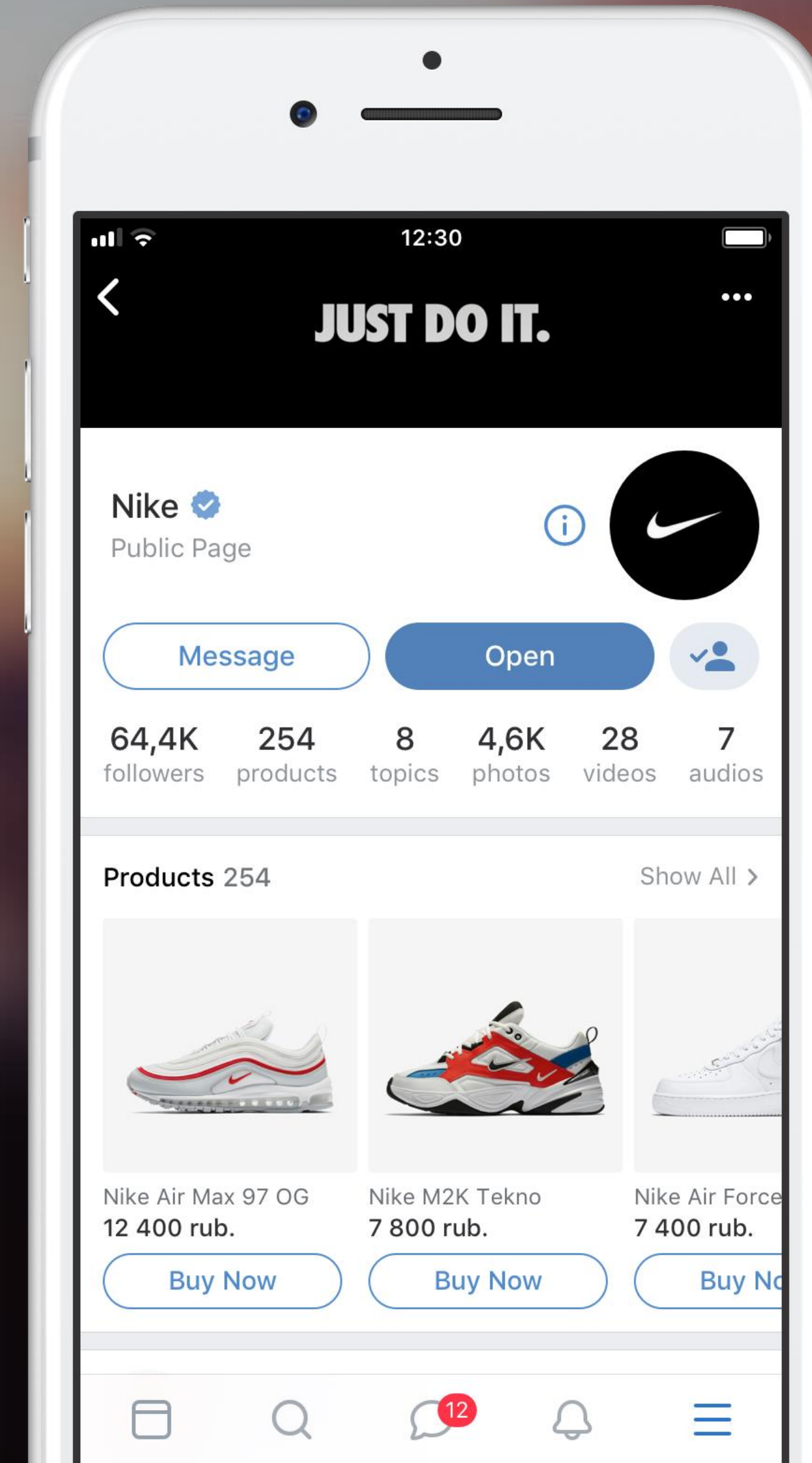
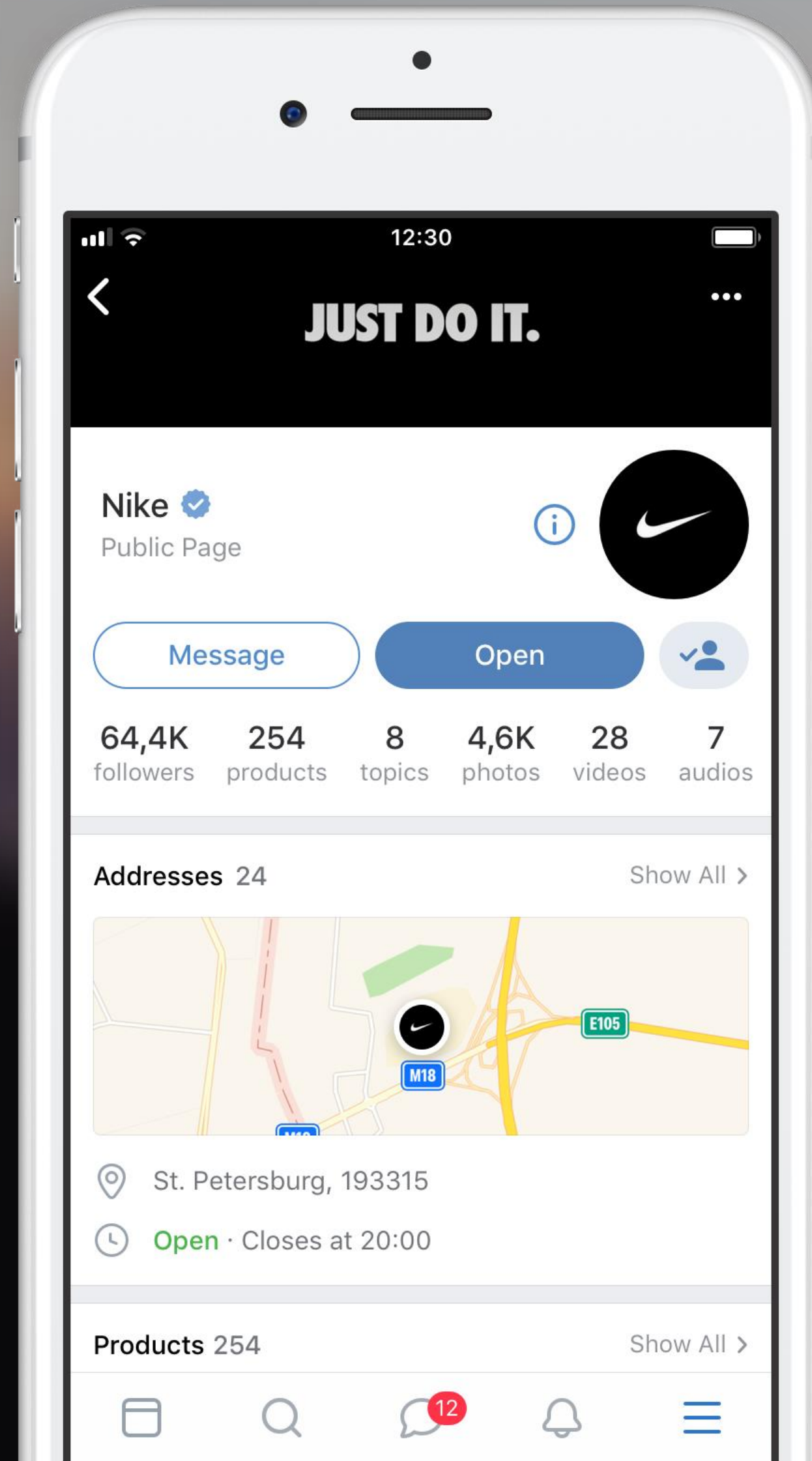
# VK Apps



# VK Pay



# New Abilities for Business Pages

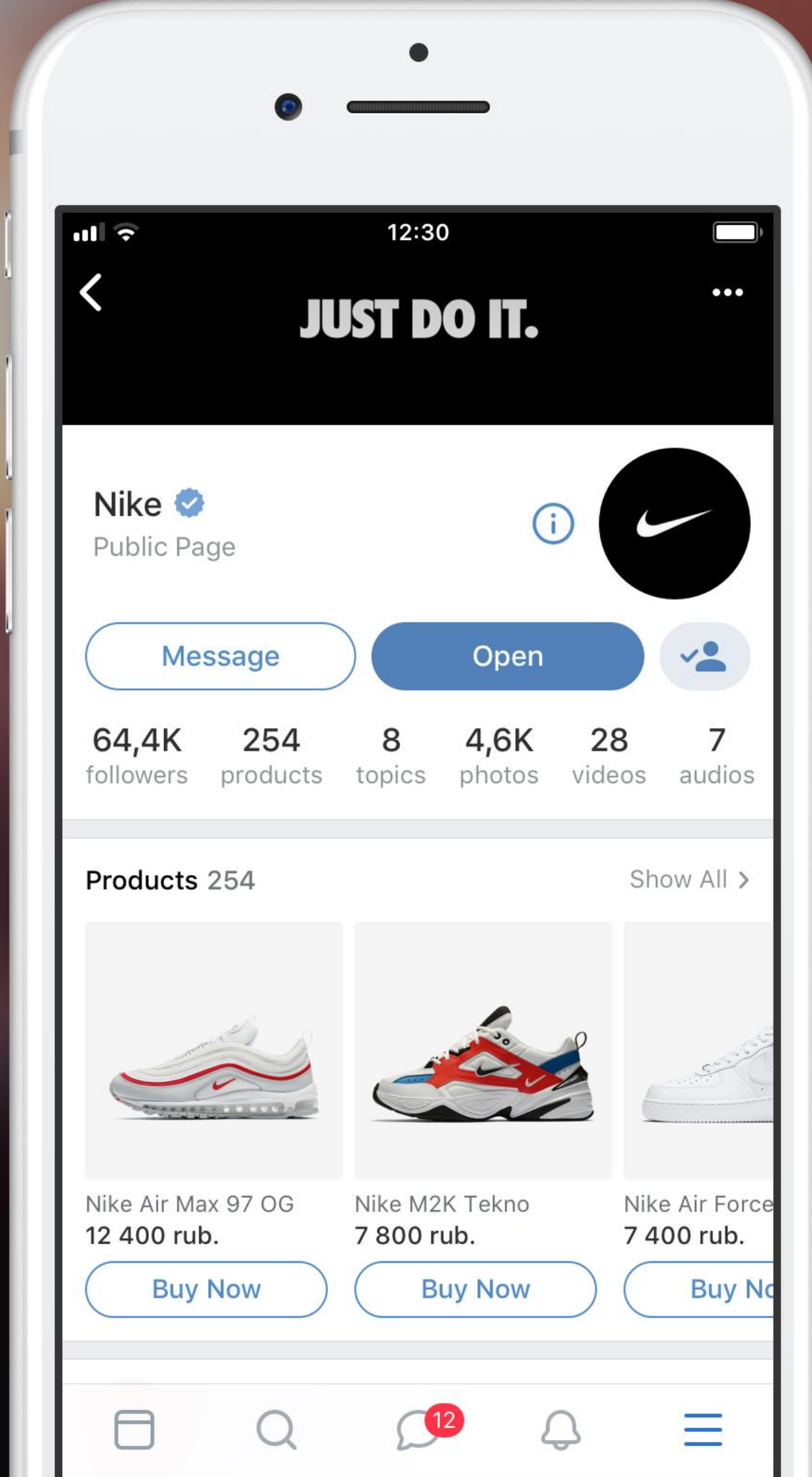
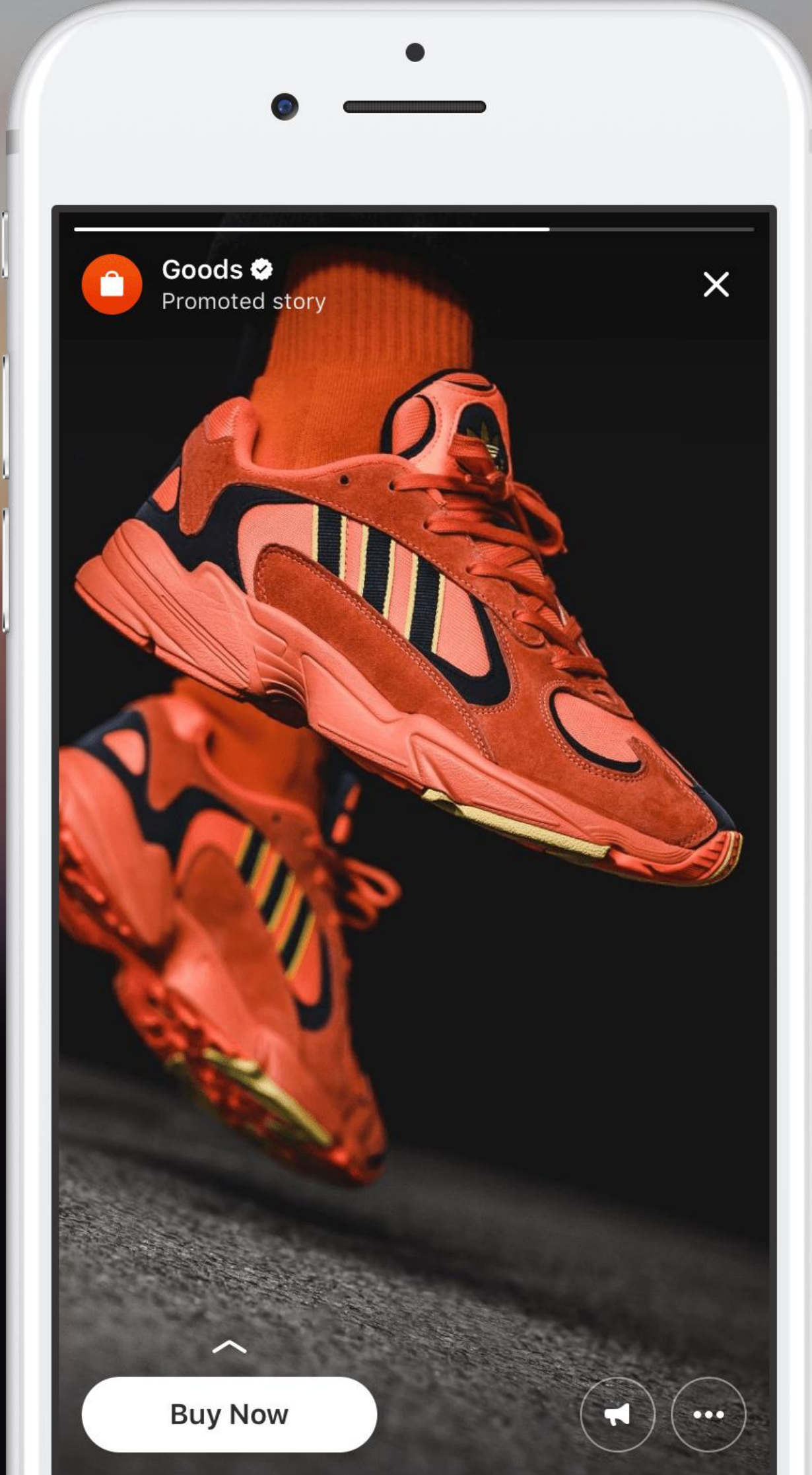
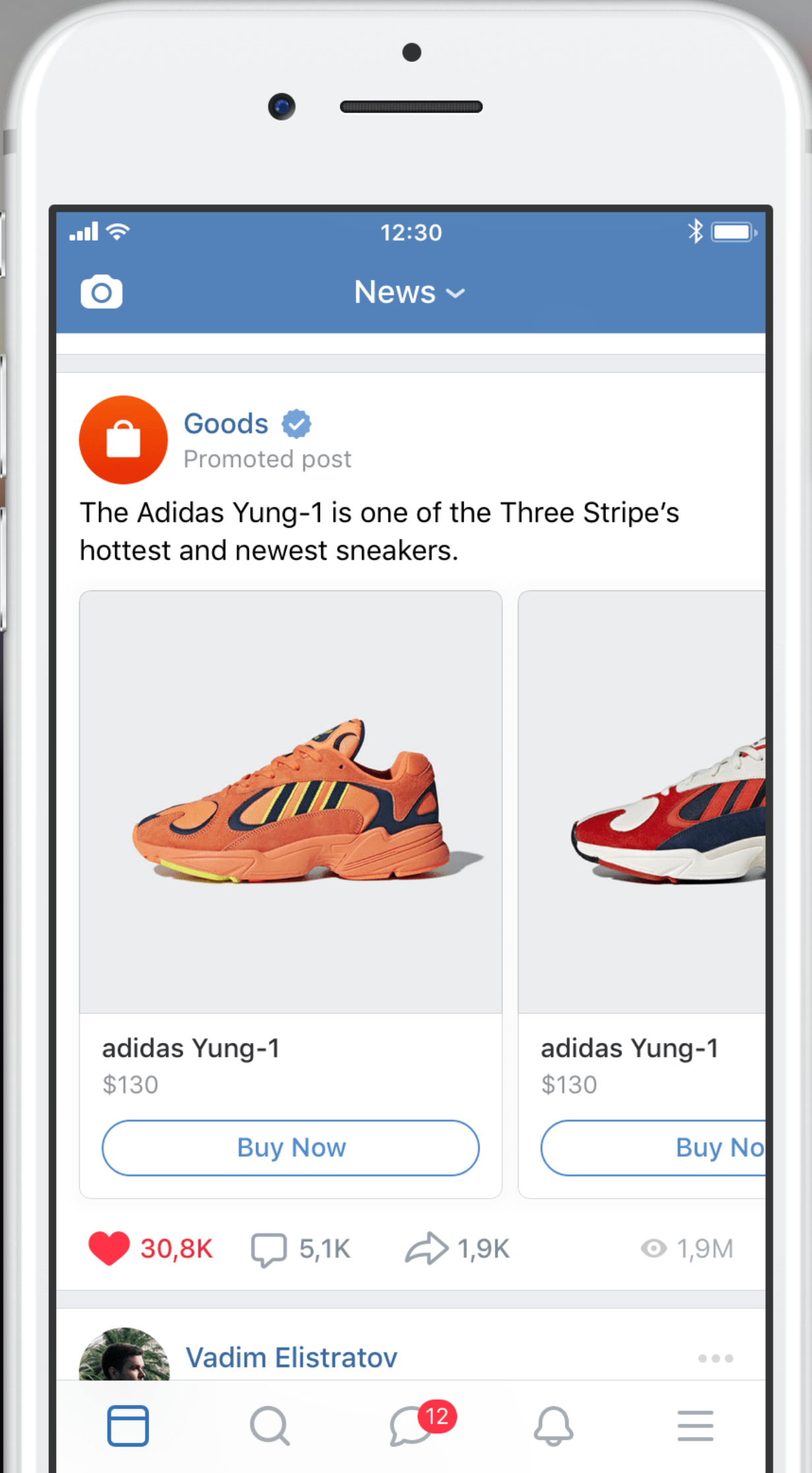


An aerial, high-angle photograph of a vast outdoor market at night. The market is densely packed with hundreds of stalls, each covered by a brightly colored canopy. The canopies are in various colors, including blue, yellow, red, purple, green, and white, creating a vibrant, multi-colored mosaic. The stalls are arranged in a grid-like pattern, with narrow aisles between them. People can be seen walking through the aisles, and the overall atmosphere is one of a busy, bustling marketplace. The lighting is a mix of the warm, yellowish light from the stalls and the cooler, blueish light from the night sky.

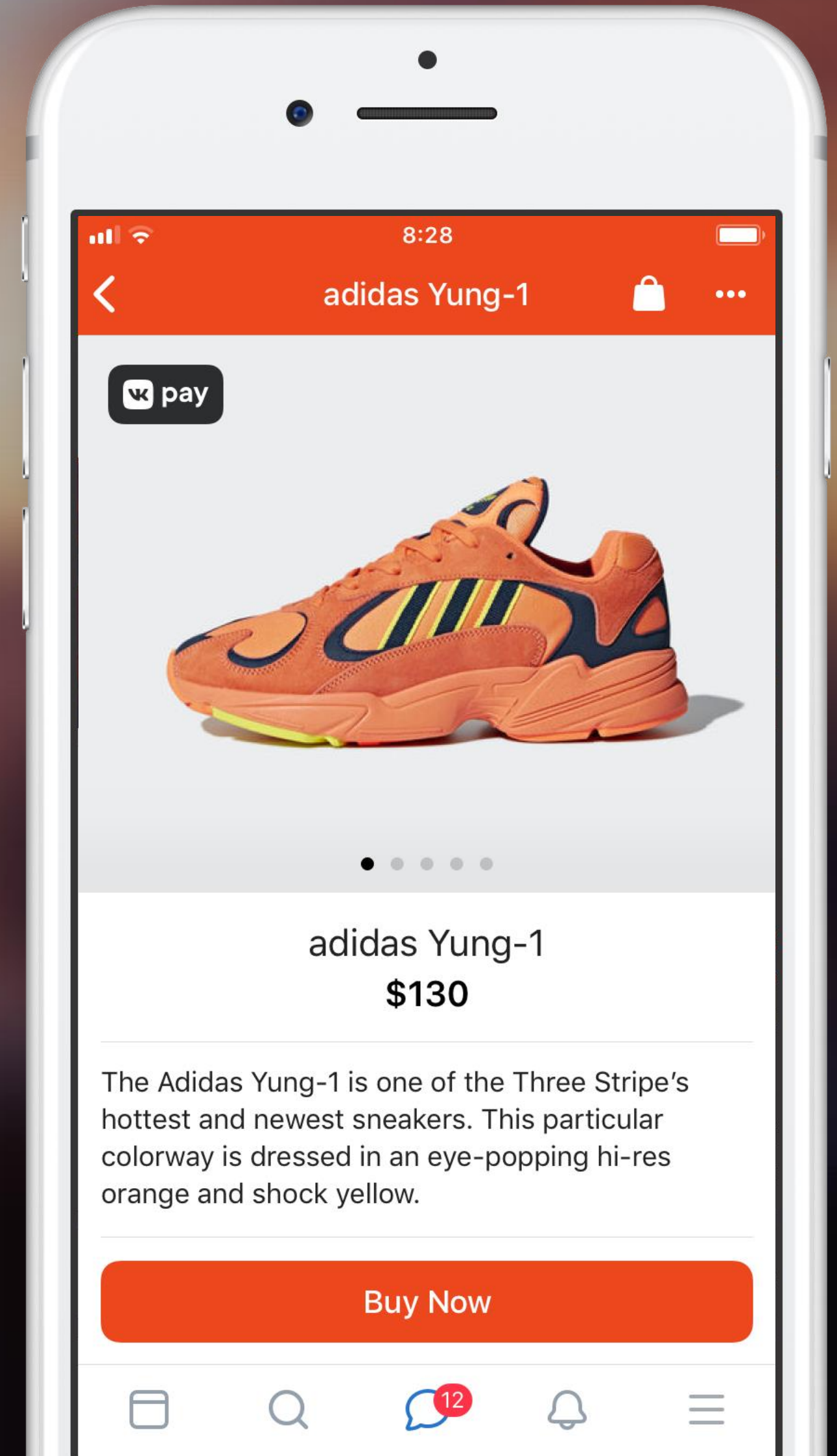
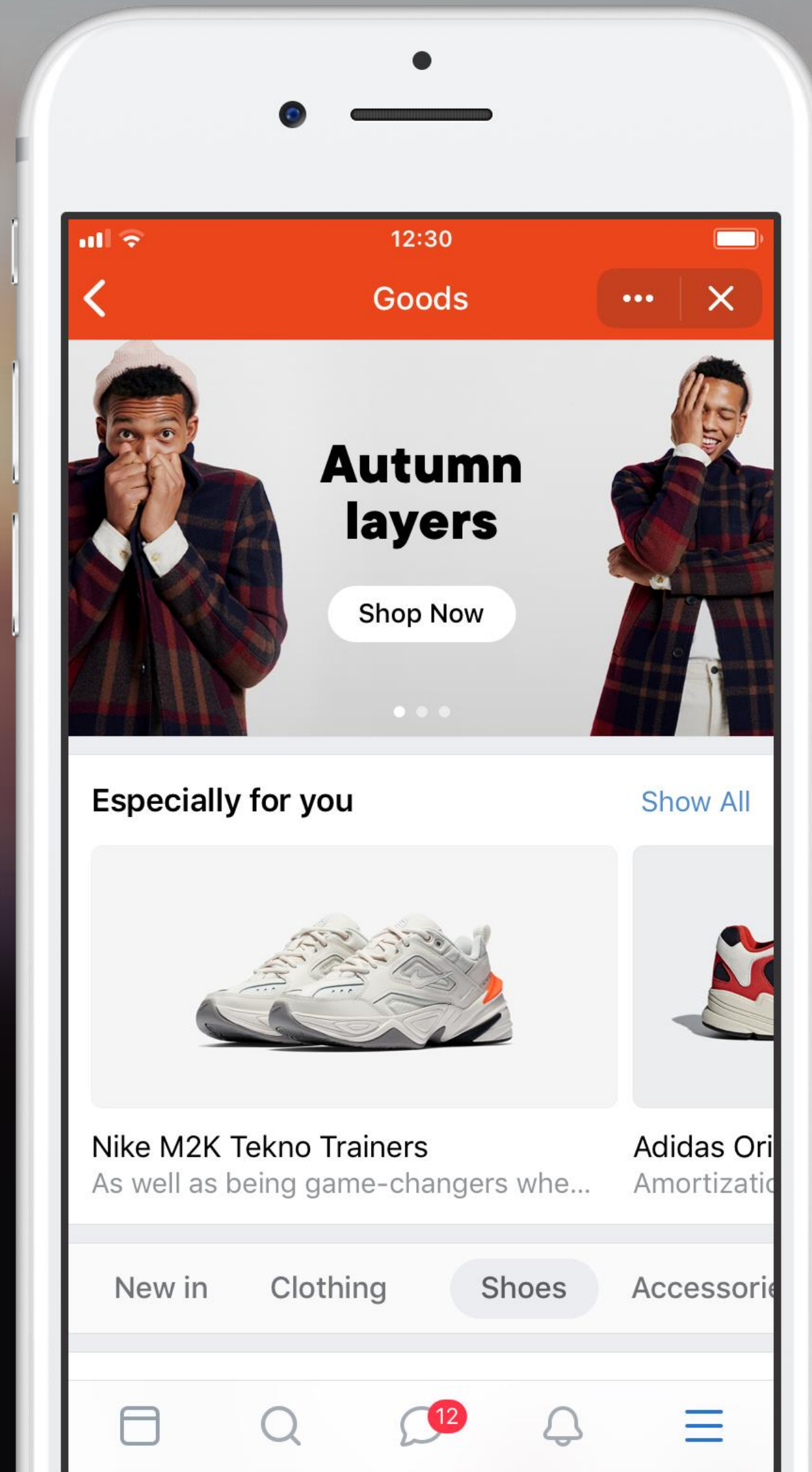
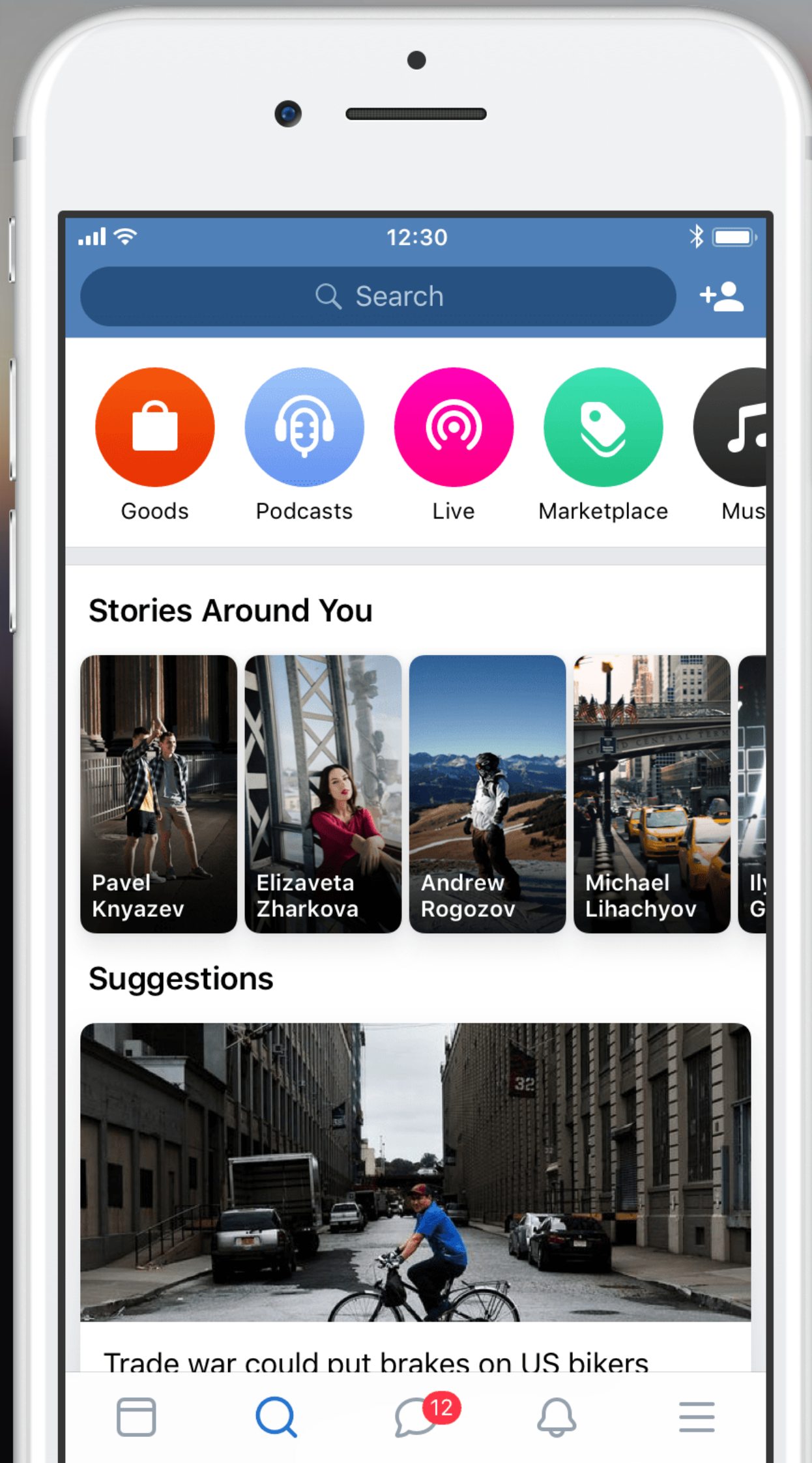
# Social Commerce



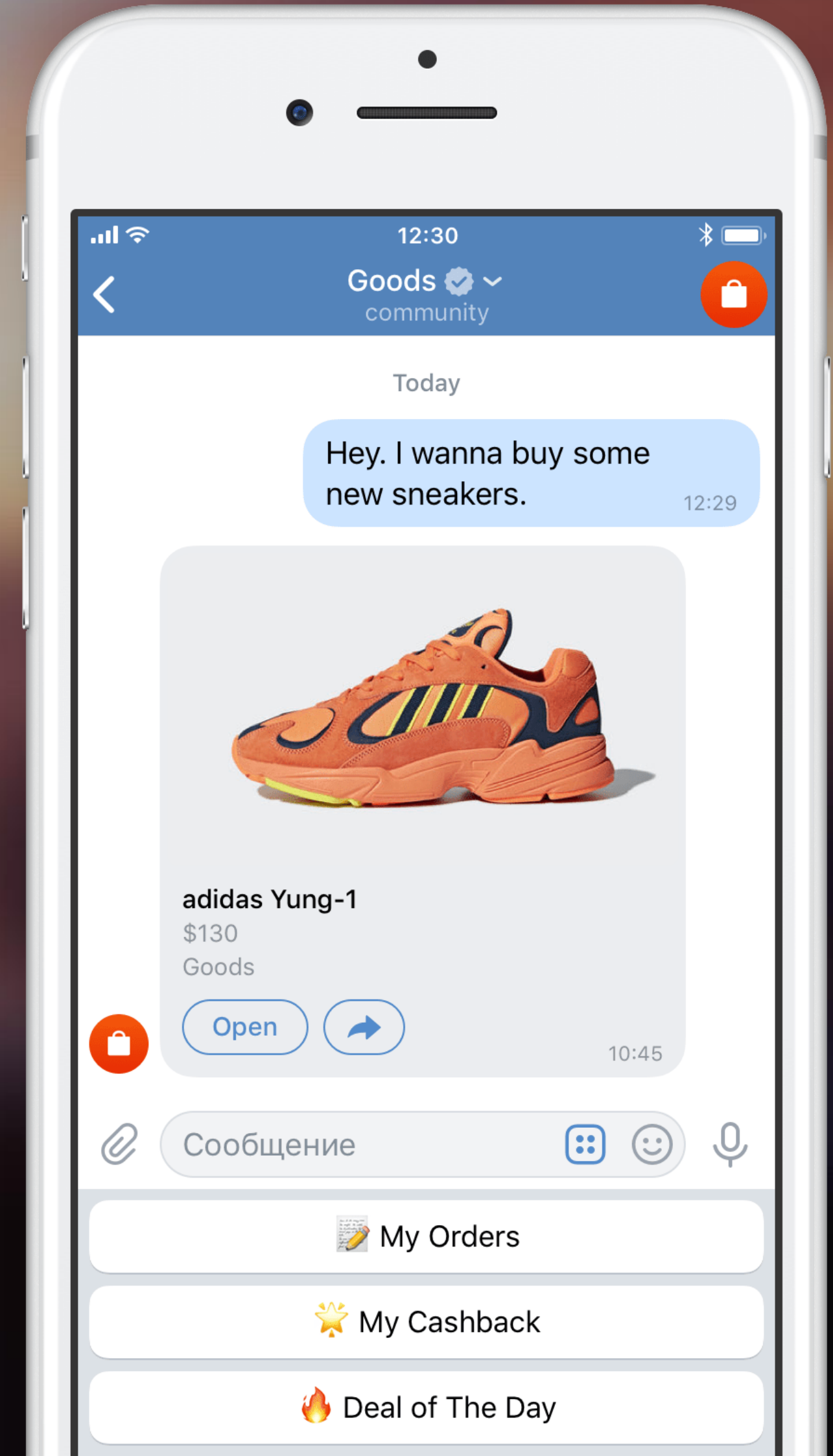
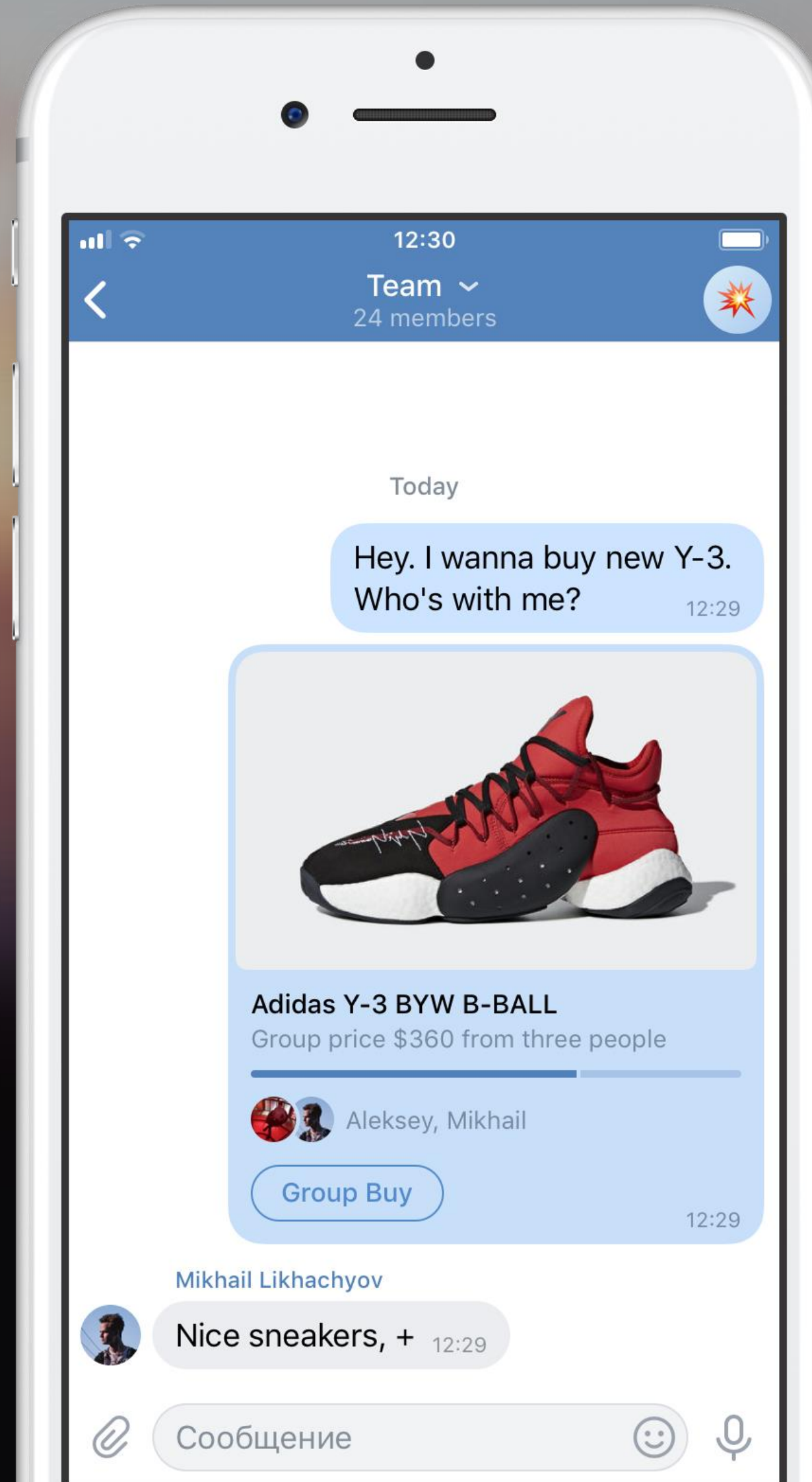
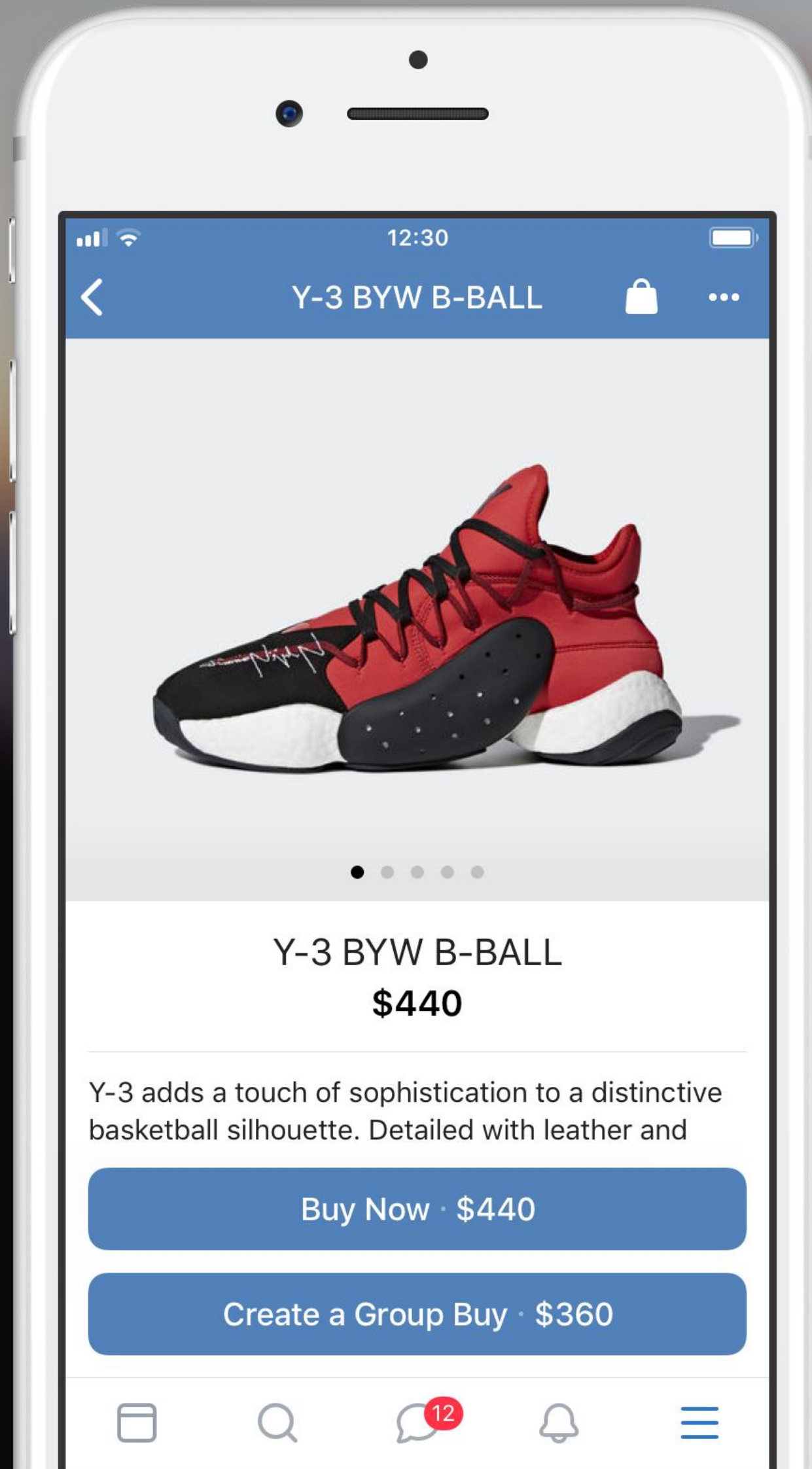
# Product Distribution



# Complete In-App Experience



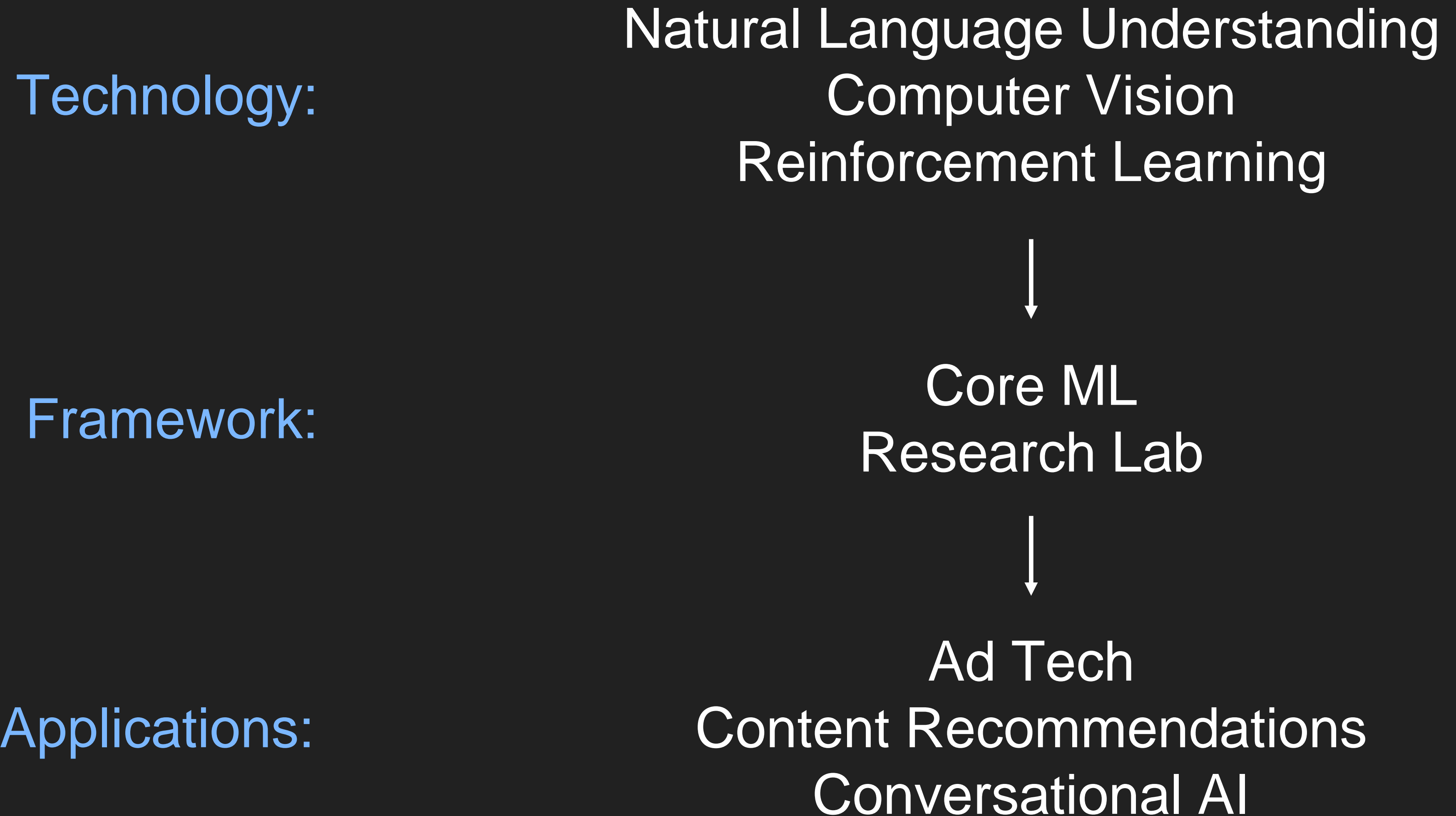
# Social Integrations



The image features a dark, textured background composed of a grid of small, rectangular cells. Each cell contains a small, colorful sticky note. The colors of the sticky notes vary, including shades of blue, green, yellow, pink, and purple. The notes are arranged in a somewhat random pattern, with some appearing in clusters and others isolated. In the center of the grid, the text "R&D" is displayed in a large, white, sans-serif font. The overall effect is that of a busy, organized workspace or a project management board.

R&D

# AI Tech





# girl  
# coat  
# square  
# bag  
# glasses  
# scarf  
# sneakers



AI can enrich user data and create new use case scenarios

# Ad Tech and Growth Opportunities

1. Artificial Intelligence underlies the 2X potential CTR growth
2. VK Pay and eCommerce integration is the new data source for the efficient targeting
3. Easy to use hyper local and dynamic targeting for SMB and eCommerce
4. New Ad inventory opportunities within and outside VK: Discover section, longreads, Youla, MT network etc.

# Our Strategy

1. Focus on building **mobile first platform** around content and commerce
2. **Innovate on formats** for easier and more engaging consumption
3. **Educate** content creators and businesses to take advantage of the **content and communication platform**
4. **Invest in R&D** to be as **tech-enabled** as possible



# Our Team

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We work with the most talented and passionate people from IT industry





2014

2018



# Summary

1. Growth of user engagement underlies the overall growth
2. Scaling of SMB increases the connectivity with the real world
3. eCommerce deep integration opens new opportunities for further growth



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