

RUB millions	3Q19	3Q20	YoY	9M19	9M20	YoY
Online advertising	9 056	9 510	5.0%	25 300	26 069	3.0%
as % of total revenue	41%	36%		41%	35%	
MMO games	7 184	9 615	33.8%	20 474	26 988	31.8%
as % of total revenue	33%	36%		33%	36%	
Community IVAS	3 912	4 237	8.3%	12 011	13 433	11.8%
as % of total revenue	18%	16%		19%	18%	
Other revenue	1 839	3 010	63.7%	3 959	7 679	94.0%
as % of total revenue	8%	11%		6%	10%	
Total Group aggregate segment revenue	21 991	26 372	19.9%	61 744	74 169	20.1%
EBITDA	6 829	6 734	-1.4%	19 527	19 890	1.9%
EBITDA margin, %	31.1%	25.5%	-5.6pp	31.6%	26.8%	-4.8pp

RUB millions	3Q19	3Q20	YoY	9m19	9m20	YoY
Communications and Social						
Total revenue	12 441	12 622	1.5%	35 606	36 886	3.6%
as % of total revenue	56.6%	47.9%		57.7%	49.7%	
EBITDA	6 681	5 846	-12.5%	19 442	18 264	-6.1%
EBITDA margin, %	53.7%	46.3%	-7.4pp	54.6%	49.5%	-5.1pp
Games						
Total revenue	8 039	10 672	32.8%	22 543	29 677	31.6%
as % of total revenue	36.6%	40.5%		36.5%	40.0%	
EBITDA	881	2 011	128.3%	2 089	4 842	131.8%
EBITDA margin, %	11.0%	18.8%	7.8pp	9.3%	16.3%	7.0pp
New initiatives						
Total revenue	1 594	3 173	99.1%	3 822	7 842	105.2%
as % of total revenue	7.2%	12.0%		6.2%	10.6%	
EBITDA	-733	-1 123		-2 004	-3 216	
EBITDA margin, %	-46.0%	-35.4%	10.6pp	-52.4%	-41.0%	11.4pp
Eliminations						
	-83	-95		-227	-236	

Balance sheet items	3Q20
Net Cash (excl. leasing liabilities), RUB bn	2.9
Net Debt (incl. leasing liabilities), RUB bn	8.2
Leverage (net debt/ LTM EBITDA)	0.3x

Communications and Social	<ul style="list-style-type: none"> • VK: +12.9% YoY <ul style="list-style-type: none"> ○ SME ad rev: c.+40% YoY ○ MAU: 72.9mn (+4.2% YoY) in Russia, incl. 67.4mn on mobile (+6.3% YoY). DAU: +4.6% YoY ○ Time spent: 33 mins (July) ○ Engagement: Video views +50% YoY, monthly unique story authors +13% YoY, and VK Mini Apps MAU +68% YoY ○ VK Connect: rolled out to Marusia, Delivery Club, Citymobil, VK Combo, Youla ○ VK Clips: MAU of 43mn, DAU of 6.7mn, 5.5bn views in Sept, record: daily views >211mn ○ Music: >4mn Premium tier users ○ VK Mini Apps: +2,000 in Q3 to 22,600; DAU +195% YoY to 3.2mn, MAU +68% YoY to 28.4mn • OK Russia MAU: ~40mn <ul style="list-style-type: none"> ○ Engagement: Video views +20% YoY, video uploads +14% YoY, viewing time +10% YoY
Games/MMO games	<ul style="list-style-type: none"> • Registered users: 740 mn (+6% QoQ). Top mobile games: War Robots, Hustle Castle, Left to Survive, Love Sick: Interactive Stories, and Zero City, Grand Hotel Mania • MMO games revenue excl. Deus Craft: +24% YoY • FX-neutral MMO revenue growth: >20% • Expect FY 2020 MMO games revenue ~+30% • International revenue share (in Games revenue): 76% (vs. 74% in Q2) • Mobile revenue share (in Games revenue): 75% (versus 71% in Q3 2019).
New Initiatives	<ul style="list-style-type: none"> • Youla revenue: +34.4% YoY to RUB 759m (vs +25% YoY in 2Q20). Guidance: RUB 2.7-3.0bn revenue and a proportionate EBITDA loss at or below the 2019 level. • Online education revenues: +2.9x YoY, >RUB 1.6bn. Guidance: RUB 5bn+ in revenues in 2020 • Pulse: MAU of 40.6mn in September, with DAU of 4.3mn (+86% YoY)
O2O JV	<ul style="list-style-type: none"> • DC revenues: +2.1x YoY (to RUB 2.6 bn); # of orders + 2.0x YoY (to 15.3mn), >30,800 restaurants (vs 16,300 at the end of Q1) • Samokat (75.6% stake): Revenues +20x YoY (to RUB 2bn), 4.5mn in orders (+12x YoY) in Q3 • Local Kitchen (84.7% stake): 1.5 mn in orders (+3.0x YoY), RUB 0.7 bn in revenues (+3.1x YoY) • CM rides +4x YoY to 50mn (+3x YoY in Q2). GMV + 3x YoY (+2x in Q2). MAU +3.1x YoY (~5mn)
AER JV	<ul style="list-style-type: none"> • GMV: +60% in Aug vs April, DAU ~9mn, >130mn in registered users, # of local sellers +120% since March to > 22,000 in Oct, with >3.5mn in local SKUs and >20% local GMV contribution