



Rafael Abramyan

➤ Rambler Group


Rambler Group today



MEDIA

1

Rambler.ru and a number
of leading media brands

Рамблер/ **LENTA.RU**
газета.ru  **ЧЕМПИОНАТ**

and more...

VIDEO

2

Online video streaming
platform

ökko

O2O

ENTERTAINMENT

3

Afisha/Rambler-Kassa
media and ticketing service

афиша
Рамблер/КАССА

**RAMBLER
GROUP**

62m+

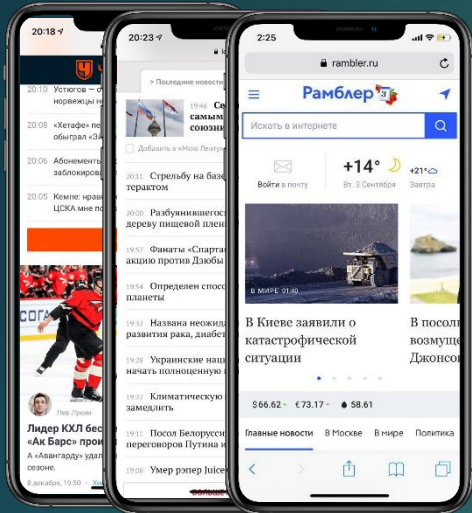
Monthly cross-
device audience

1m+

Monthly paying
users

MEDIA business at a glance

#1 Digital Media Holding in Russia



62_m
Monthly
Audience

9_m
Daily
Audience

+20%
YOY
Growth

Рамблер/ ЛЕНТА.RU ЧЕМПИОНАТ газета.ru

афишаDaily LIVEJOURNAL СЕКРЕТ ФИРМЫ ferra.ru motor Quto.ru

PASSION RU vmj.ru МОСКОВИТА MOSKVA PODNYATOF LETIDOR RNS Ega

2020 and beyond

Improving the platform & introducing selected new features

1

Personalization and recommendation engines; regional expansion to offer local content

2

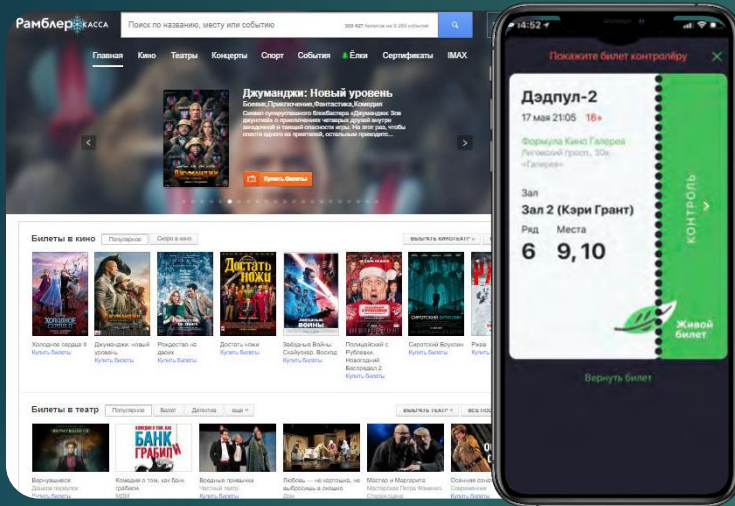
Selected product upgrades

3

Increasing the share of video content

O2O business at a glance

#1 Movie ticketing service in Russia



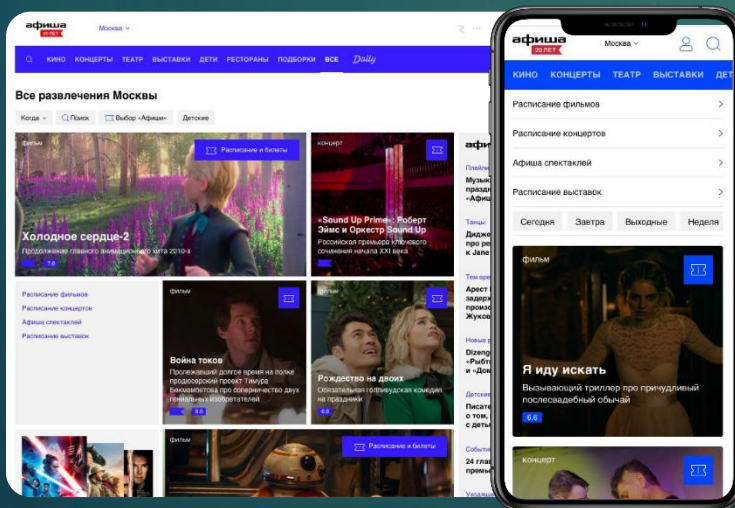
B2B

40%

Movie e-ticketing
market share

550+

Cinemas with
direct connection
to the platform



B2C

450k+

Movies and events
in the database

10m

POI* ratings
submitted by
users



2020 and beyond

Aggressive growth in both cinema and non-cinema segments



Connecting more cinemas to fulfill the full coverage promise. Enter the offline events ticketing market



Dwell on the distribution opportunities with Sberbank (Sberbank Online app, Spasibo)



Afisha: regional expansion; geotag-based content aggregation; event/content recommendation system. Increase of video content share

* Point of interest

VIDEO business deep dive: Okko evolution



From part of telecom company...

2007-2013

- R&D division, operated by WiMAX provider Yota
- Web/mobile platforms. "Russian iTunes"



to being an independent service...

2014-2017

- Independent company. New Okko branding
- Establishing of core team still engaged right now



acquired by Rambler Group...

2018

- # 1 cinema chain starts rebranding to Okko. First case: Afimall City
- EPL exclusive rights secured

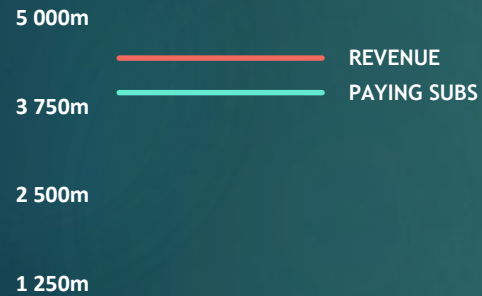


becoming part of Sberbank ecosystem

2019

- Soaring revenue & subs base
- Integration with Sberbank services and products

Revenue, RUB



Paying subs

1 200th

800th

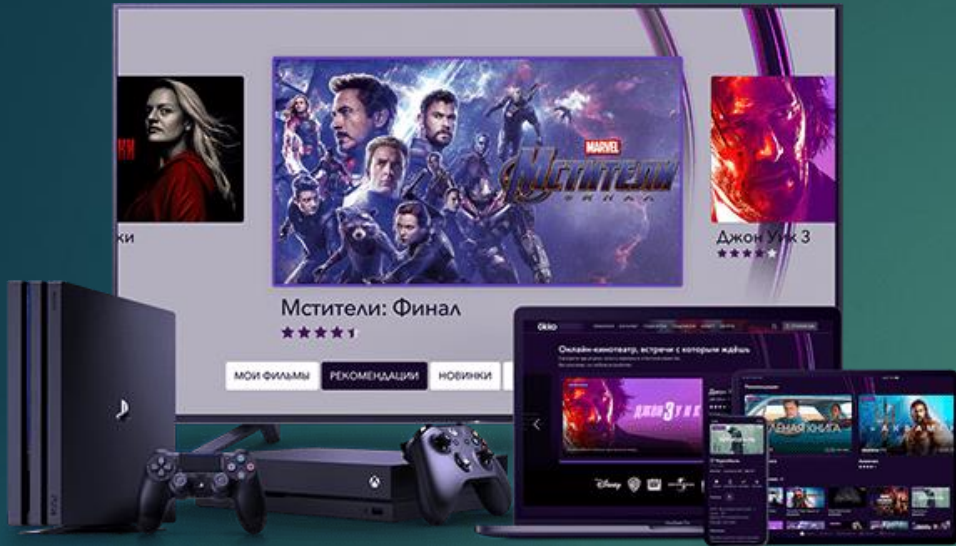
400th

Revenue
+80% YOY

Revenue
+100% YOY

Paying Users
3x YOY

VIDEO business deep dive: Okko today



One of the leading OTT Services in Russia
with #1 position in EST*

1 million

Paying users (2019E)

43k

Content pieces

For each and every taste

Series

Movies

Sports

Edutainment

Kids

Culture

- Available on all major platforms, including gaming consoles and tablets
- Okko.Sport - exclusive holder of English Premier League rights in Russia
- Okko.Theater - new business stream launched in November 2019



* OTT - Over the Top (direct-to-consumer distribution via internet). EST - Electronic sell-through (purchase of digital copy)

VIDEO business deep dive: key focus in 2020 for Okko - product and technology



Ensuring best-in-class product offering with top-notch UX/UI and undisputed tech leadership for years to come

Action plan

2020

2021-2023



Product improvements

Ensuring leadership in UX/UI convenience and responsiveness among competition

Cross-device usage link, seamless 4k live streaming across platforms; leadership in NPS score and customer satisfaction



Recommendation system

Recommendation engine enhancement and full roll-out

80% of usage initiated by recommendations; measured accuracy > 75%



Cloud

Transforming infrastructure/code for hybrid deployment

Full cloud readiness with auto-scaling capabilities

Strong synergies with Sberbank

VIDEO business deep dive: key focus in 2020 for Okko - content



“Display of displays” strategy

Partnership with leading local and international content providers

AMEDIATEKA
HOME OF **HBO**

START

with many more soon to come...

Wining in content

- 1 Boosting rights deals with global and local majors



- 2 Top-notch alternative content expansion



TED **medici.tv**

and counting...

Co-production

- 1 Largest own production pipeline announced:

- over 18 movies and 44 TV series in 2020

- 2 Alternative content production pioneer:

- Okko Theater: co-production with leading Russian and international venues
- Non-scripted shows: driving user retention, linear TV substitute

VIDEO business deep dive: key focus in 2020 for Okko - distribution and marketing



Distribution and marketing highlights:



Smart TV

- Maintaining and, where applicable, establishing leadership in current and new platforms
- Promo subscriptions with new TVs, promo codes, joint marketing



Marketing

- Investment in brand and content marketing to drive recognition
- 360° marketing presence including TV, outdoor, digital, transport/HoReCa to ensure maximum coverage; ~6x increase of annual marketing spend by 2023



Partners (Telcos, Retail)

- Product bundling, distribution of printed promo codes, special offers

And there's one more channel...

Sberbank: a silver bullet in OKKO's distribution and scaling strategy



Initiatives already launched

- Distribution through Sberbank branches and ATMs
- Special offers to Sberbank employees
- Green Day + other marketing initiatives
- Substantial direct-marketing efforts: SMS, push notifications, emails, etc.
- Ecosystem input - upselling Okko to clients:



Initiatives to be launched

- Integration into Sberbank digital ecosystem products on exclusive basis with regards to online content viewership
- Doubling down on mobile-only content tailored to SBOL viewership (30+ series planned for 2020)
- Enhancement of recommendation system and ML algorithms with Sberbank user data
- Using SberCloud opportunities for efficient scaling
- Sberbank Spasibo program further integration



пришёл в @sberbank
перевыпускать карту

ушёл с подпиской на
@okkomovies

We have just started

RAMBLER
GROUP