

Yandex

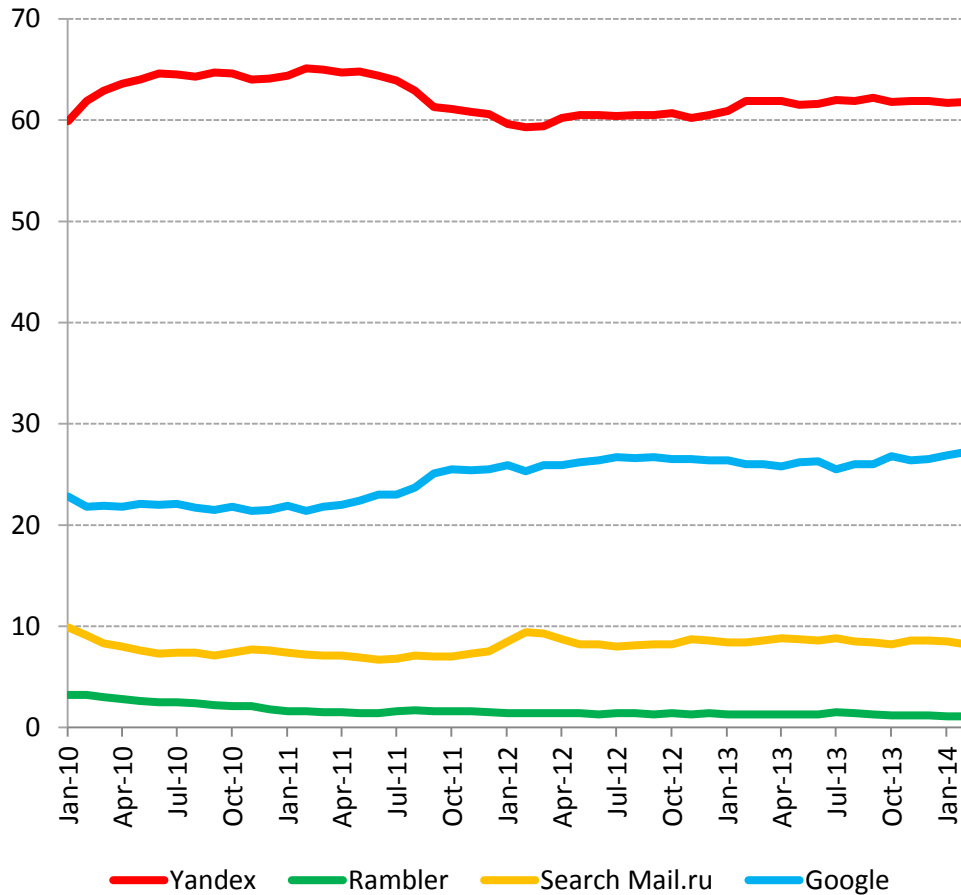
Quarterly Supplementary Materials

Search

February 20, 2014

Share of the Russian Search Market

RUSSIAN SEARCH MARKET, %



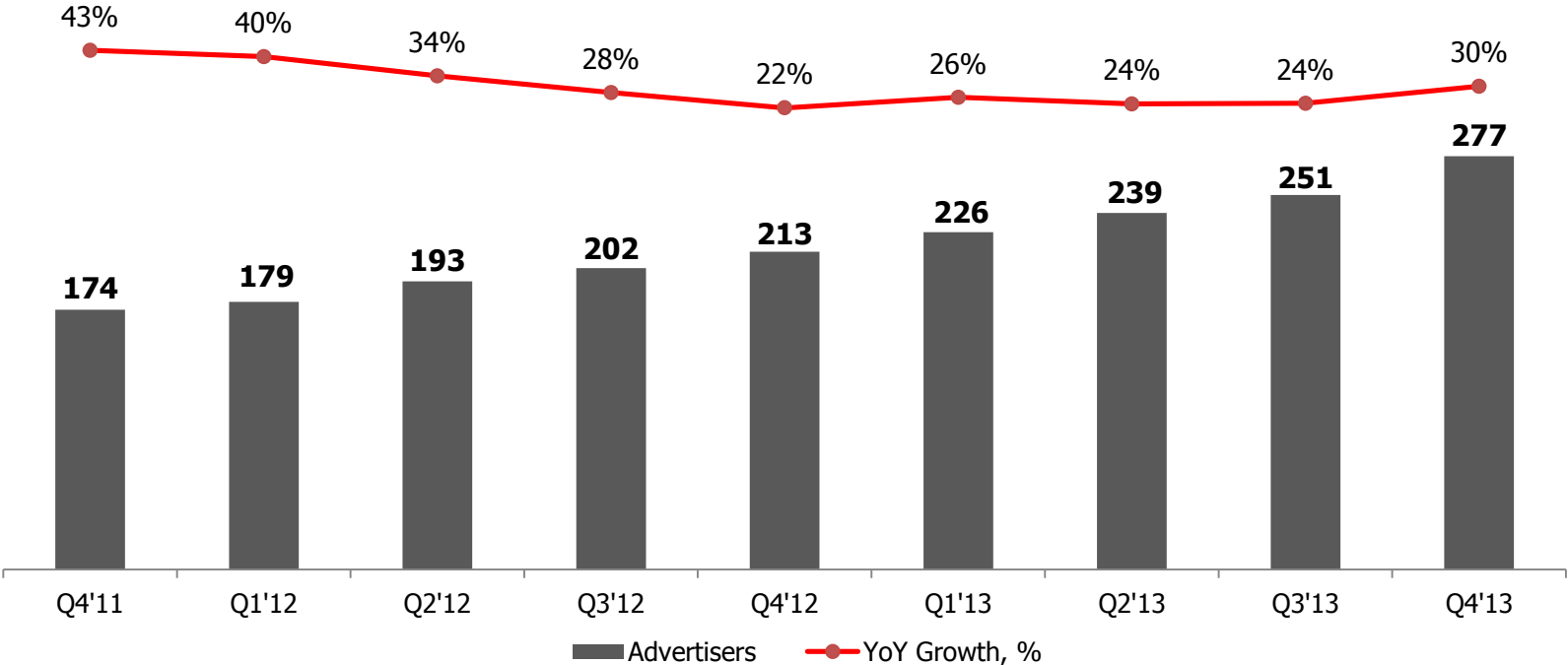
AVERAGE SEARCH SHARE PER QUARTER, %

	Yandex	Google	Mail.ru	Rambler
<i>Q4'11</i>	60.8	25.5	7.3	1.6
<i>Q1'12</i>	59.4	25.7	9.1	1.4
<i>Q2'12</i>	60.4	26.2	8.4	1.4
<i>Q3'12</i>	60.5	26.7	8.1	1.4
<i>Q4'12</i>	60.5	26.5	8.5	1.4
<i>Q1'13</i>	61.6	26.1	8.5	1.3
<i>Q2'13</i>	61.7	26.1	8.7	1.3
<i>Q3'13</i>	62.0	25.8	8.6	1.4
<i>Q4'13</i>	61.9	26.6	8.5	1.2

Source: LiveInternet.ru (through February 18, 2014). Search traffic reflects Russian users to Russian websites

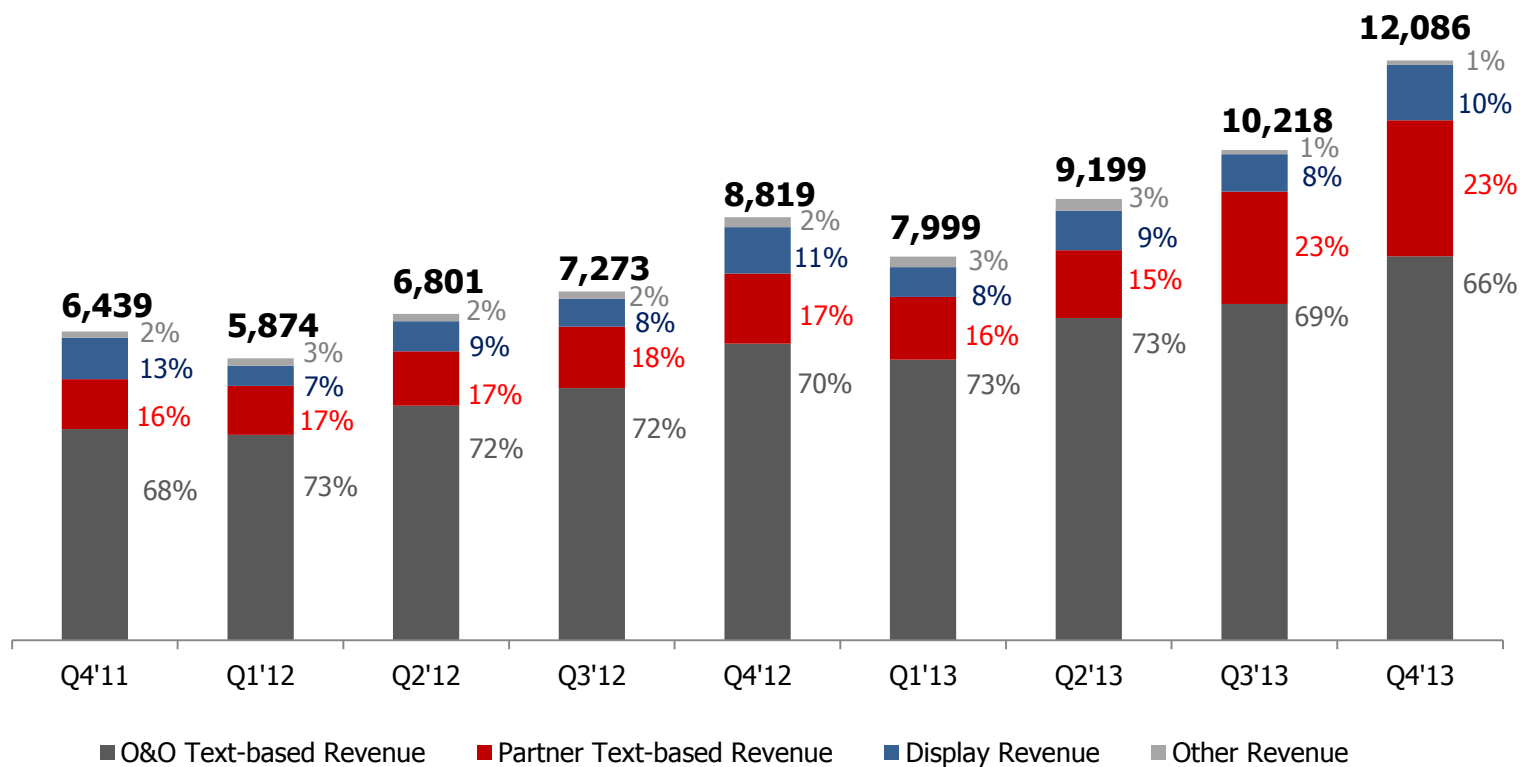
Advertisers

NUMBER OF ADVERTISERS, IN THOUSANDS



Revenue

YANDEX REVENUE¹ BREAKDOWN², MM RUR, %

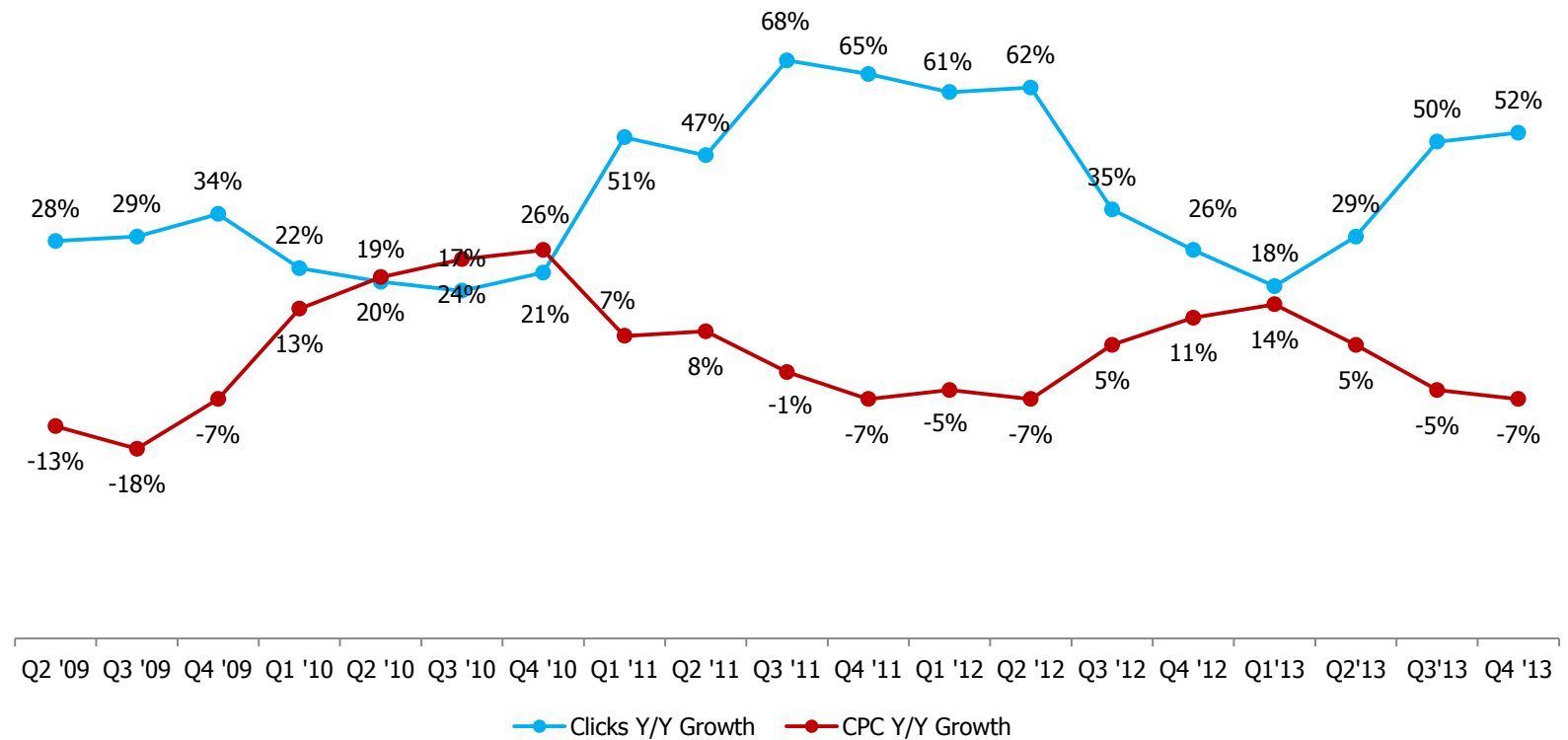


¹ Net of Discounts and Commissions, but gross of TAC

² Items may not total 100% due to rounding

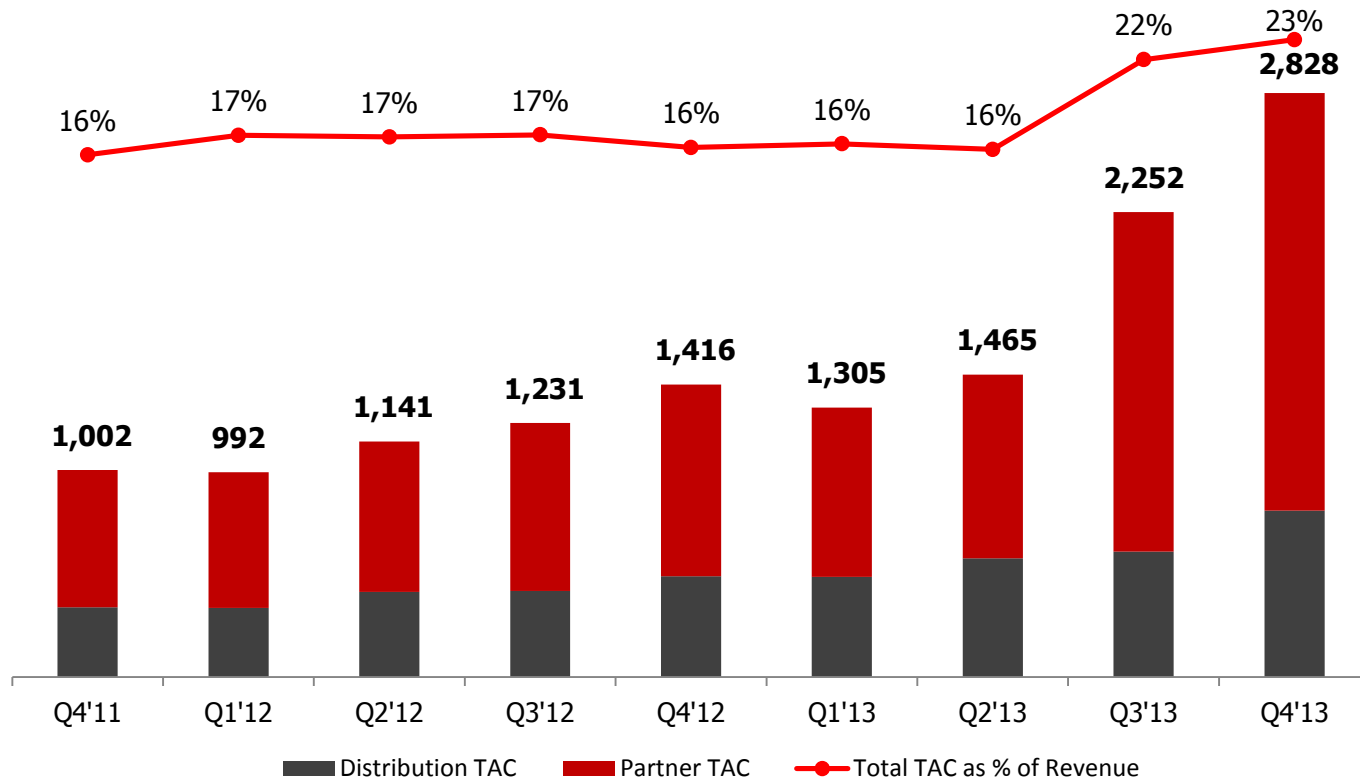
Operational Metrics

GROWTH IN PAID CLICKS AND CPC, %



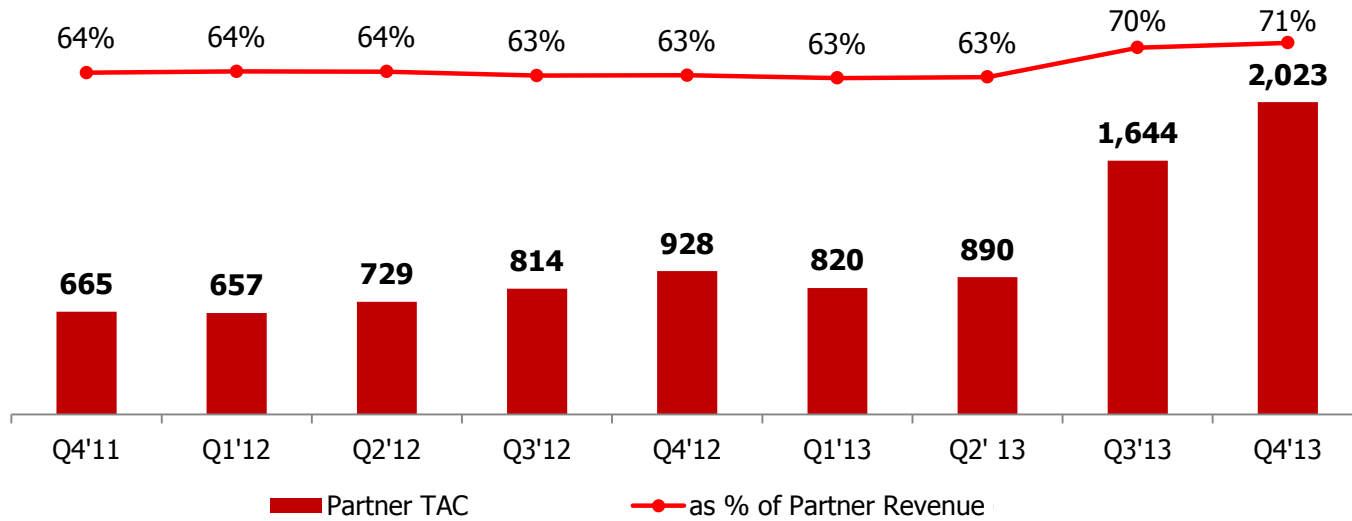
Traffic Acquisition Costs

TAC BREAKDOWN, MM RUR

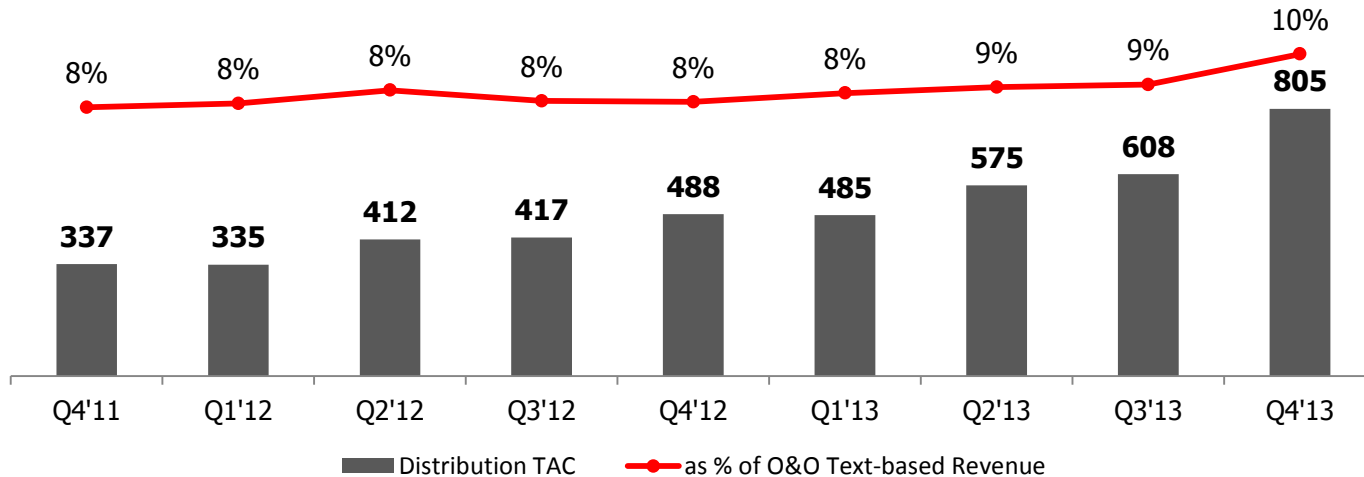


Traffic Acquisition Costs

Partner TAC as % of Partner Revenue, MM RUR, %

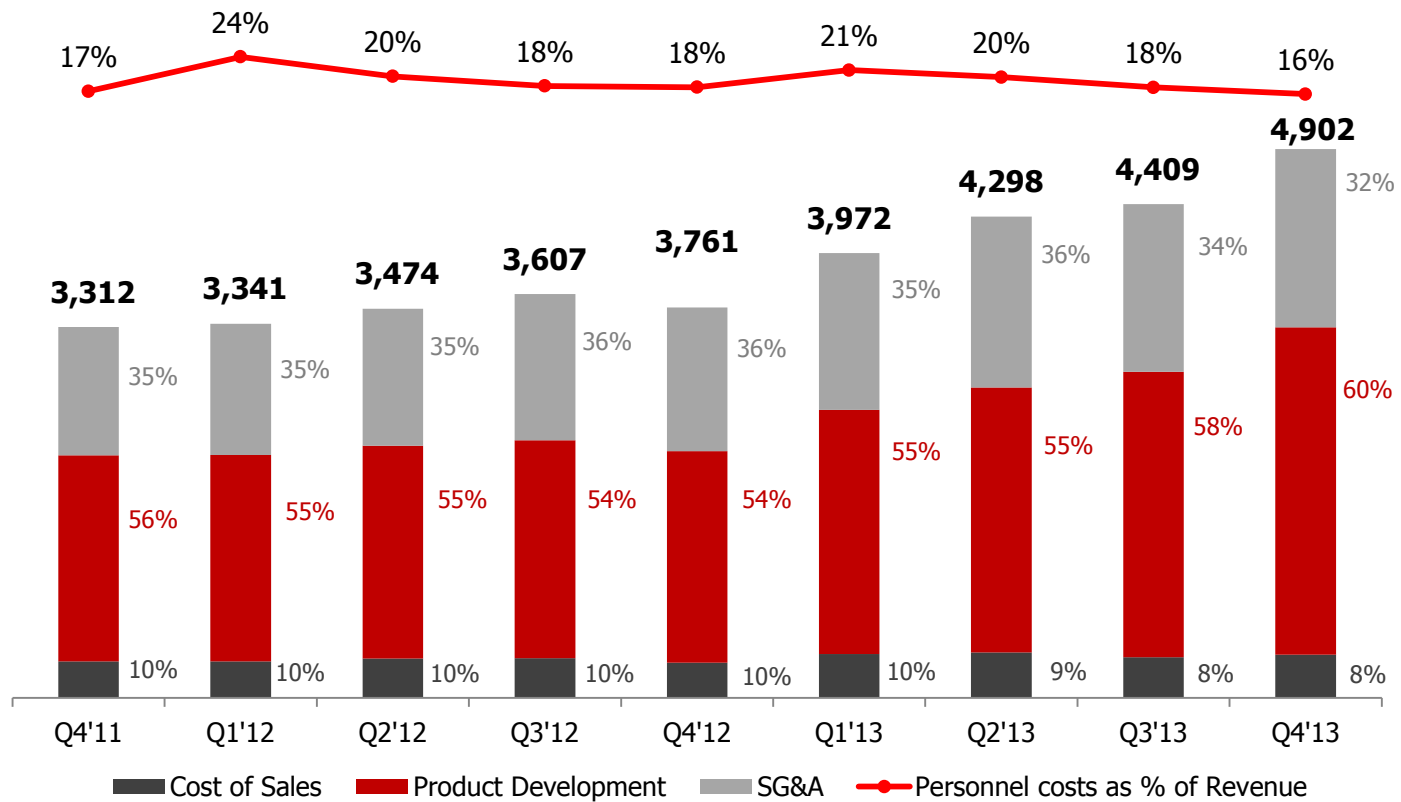


Distribution TAC as % of O&O Text-based Revenue, MM RUR, %



Headcount and Personnel Cost Evolution

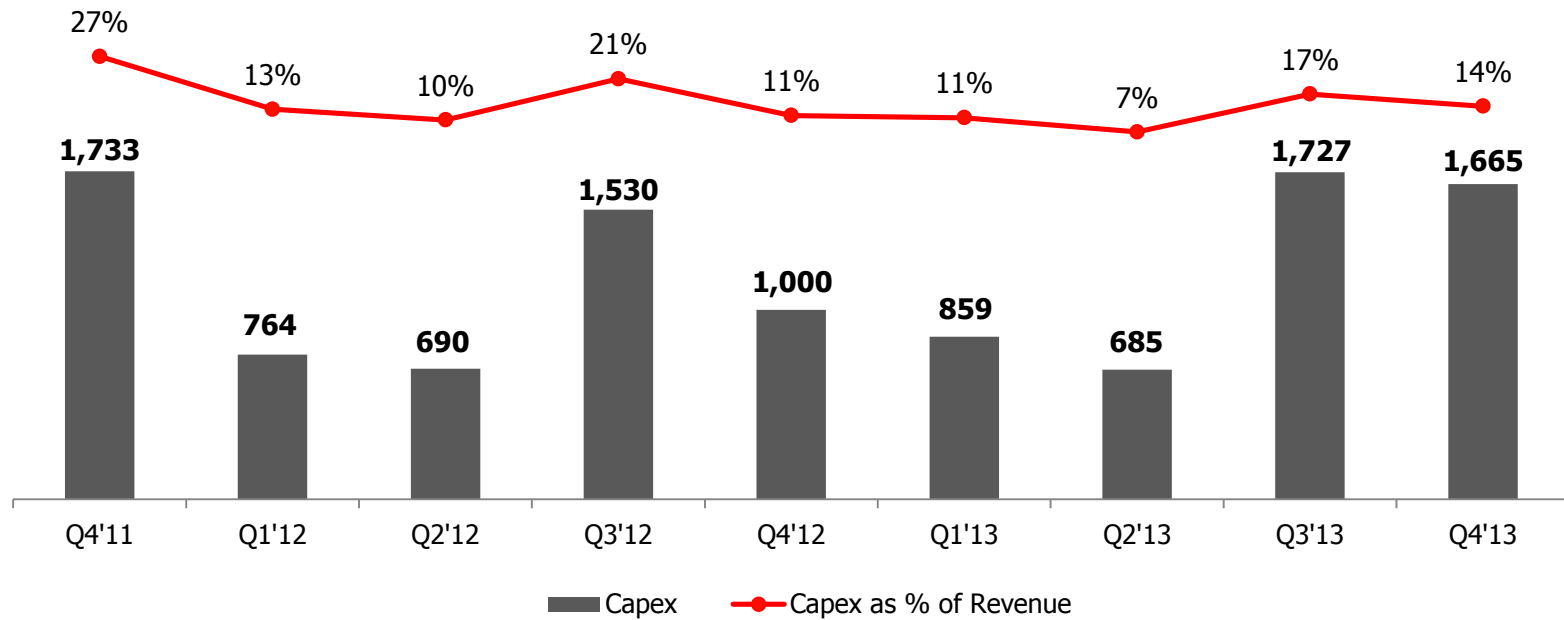
HEADCOUNT¹ BY GAAP COST CATEGORY²



¹ As of the end of the period

² Items may not total due to rounding

Capex, MM RUR¹



¹ Figures have been restated to exclude Yandex.Money capex for all periods.
Capex as % of Revenue excludes Yandex.Money from numerator and denominator

Costs, MM RUR

	Q4'11	Q1'12	Q2'12	Q3'12	Q4'12	Q1'13	Q2'13	Q3'13	Q4'13
Cost of Sales (COS)									
TAC	1,002	992	1,141	1,231	1,416	1,305	1,465	2,252	2,828
COS ex-SBC, ex-TAC	476	520	601	607	646	660	681	659	2,810
SBC related to COS	7	6	6	7	14	11	12	20	18
Total Cost of Sales	1,485	1,518	1,748	1,845	2,076	1,976	2,158	2,931	3,541
Total COS as % of Revenue	23%	26%	26%	25%	24%	25%	23%	29%	29%
Product Development (PD)									
PD ex-SBC	811	1,027	1,006	975	1,045	1,246	1,290	1,333	1,523
SBC related to PD	42	39	53	59	70	82	91	134	128
Total PD	853	1,066	1,059	1,034	1,115	1,328	1,381	1,467	1,651
PD as % of Revenue	13%	18%	16%	14%	13%	17%	15%	14%	14%
SG&A									
SG&A expense ex-SBC	881	1,034	1,037	1,077	1,630	1,305	1,482	1,586	1,906
SBC related to SG&A	35	36	15	40	31	58	48	75	77
Total SG&A	916	1,070	1,052	1,117	1,661	1,363	1,530	1,661	1,983
SG&A as % of Revenue	14%	18%	15%	15%	19%	17%	17%	16%	16%
Depreciation & Amortization (D&A)	582	661	696	734	860	879	912	914	990
D&A as % of Revenue	9%	11%	10%	10%	10%	11%	10%	9%	8%
Total Costs	3,836	4,315	4,556	4,730	5,712	5,546	5,981	6,973	8,165
Total Costs as % of Revenue	60%	73%	67%	65%	65%	69%	65%	68%	68%

Yandex

Thank you!

Search