

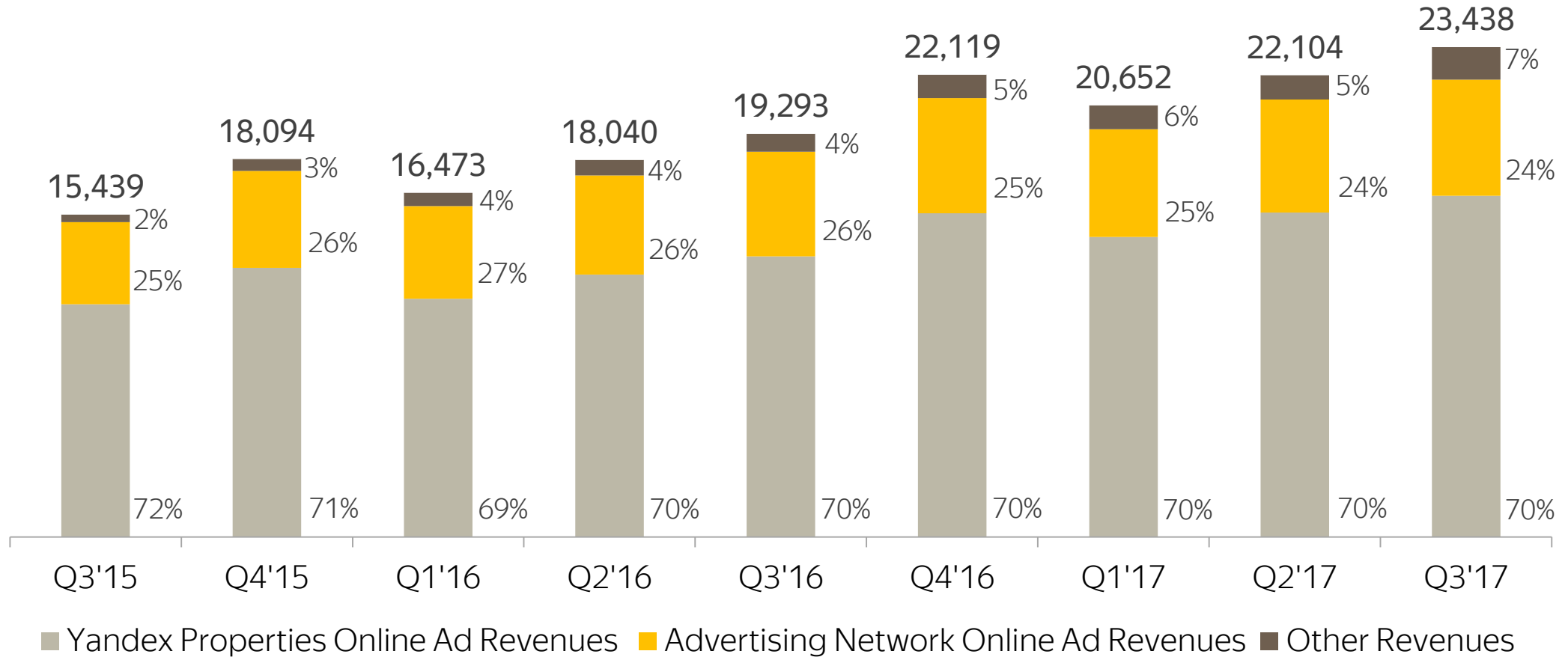
Yandex

# Quarterly Supplementary Materials

October 24<sup>th</sup>, 2017

# Revenue Structure

Yandex Revenue Breakdown<sup>1</sup>, MM RUB, %

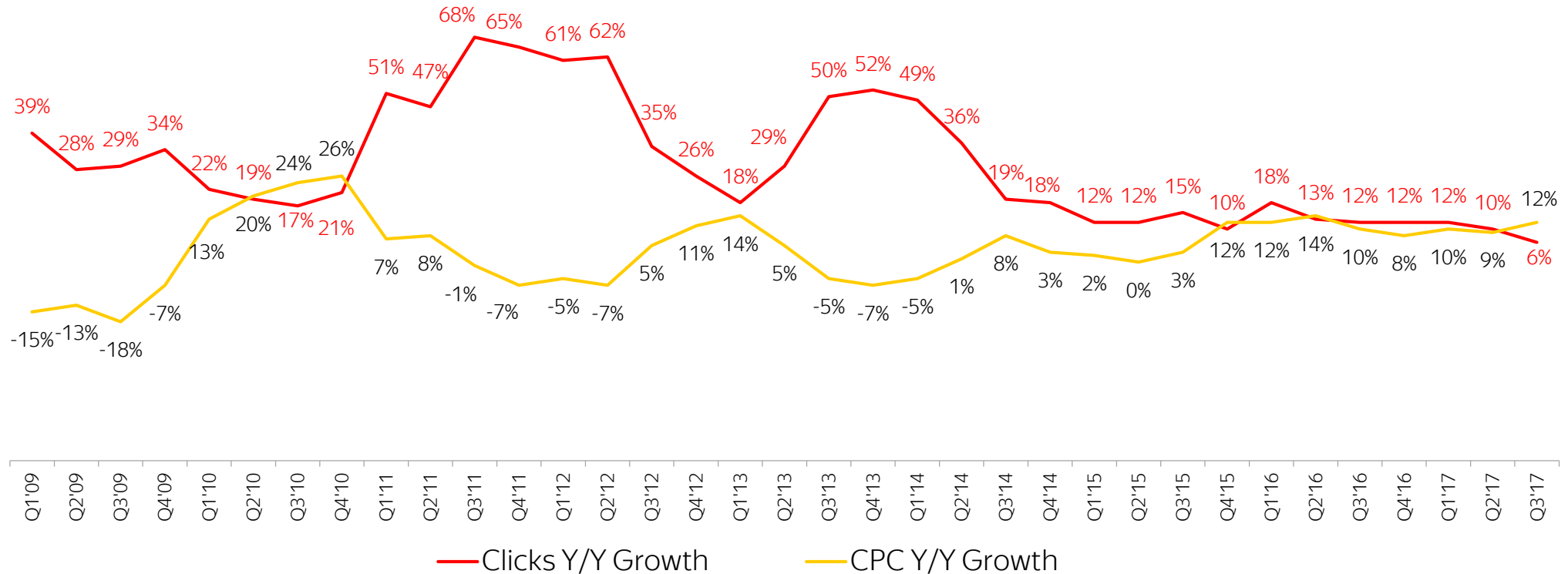


<sup>1</sup> As online advertising formats continue to converge, starting from Q1 2016 we are no longer providing a breakdown of our online ad revenues into text-based and display revenues. However, we continue to separately present online advertising revenues from Yandex properties and revenues from our Ad Network.

Items may not total 100% due to rounding

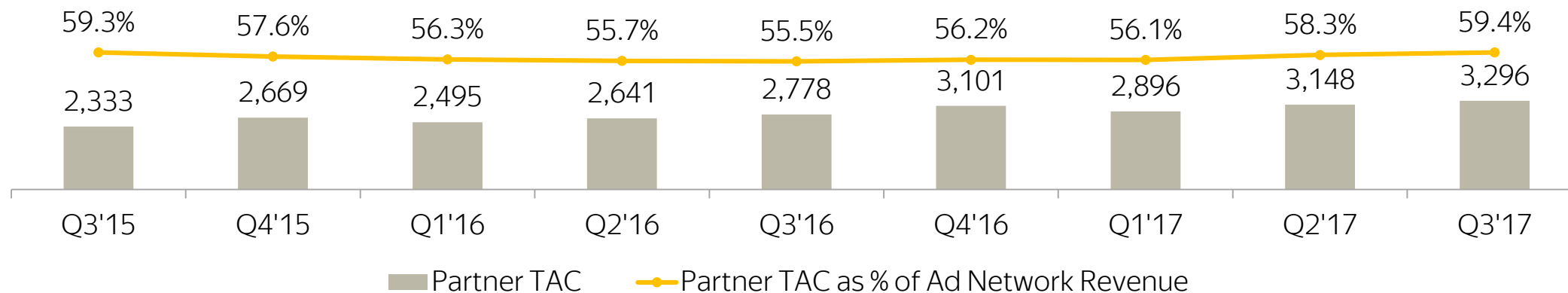
# Operational Metrics

Growth In Paid Clicks and CPC, %

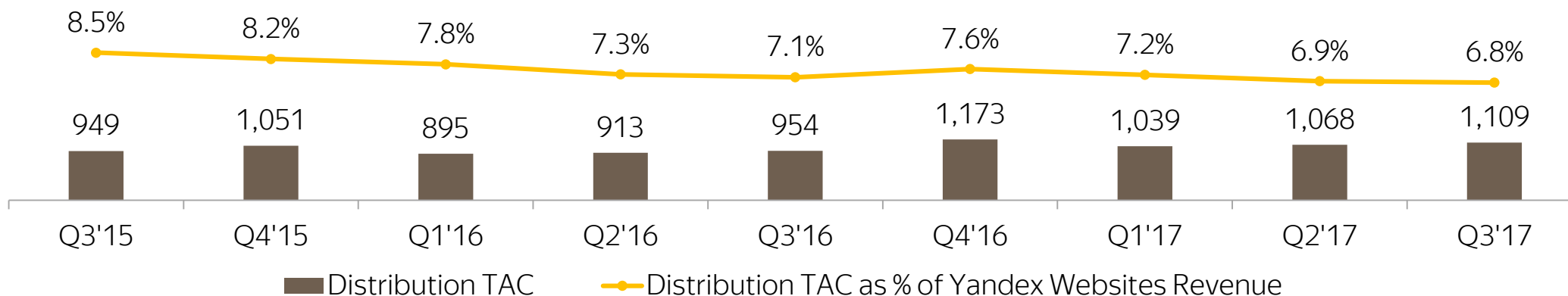


# Traffic Acquisition Costs

Partner TAC as % of Ad Network Revenue, MM RUB, %



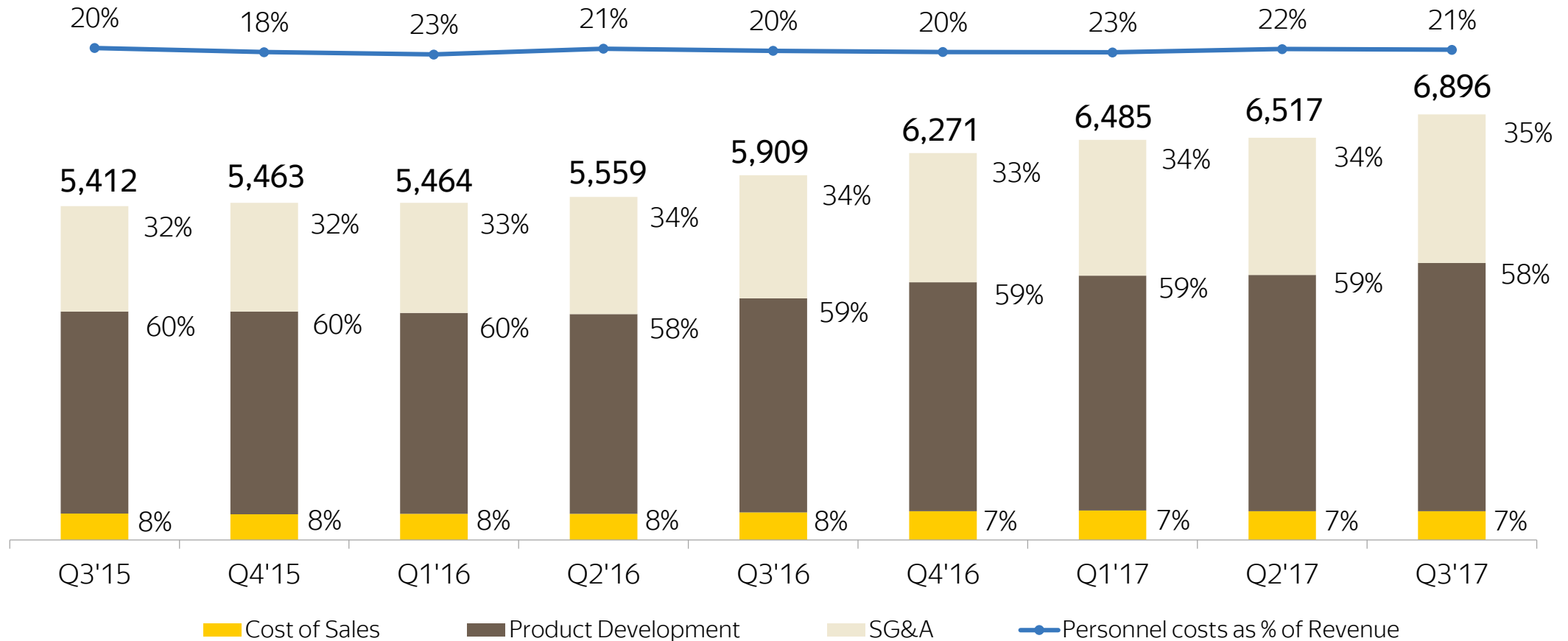
Distribution TAC as % of Yandex Websites Online Ad Revenue, MM RUB, %



<sup>1</sup> As online advertising formats continue to converge, starting from Q1 2016 we are no longer providing a breakdown of our online ad revenues into text-based and display revenues. However, we continue to separately present online advertising revenues from Yandex properties and revenues from our Ad Network. As a result, we now show Partner TAC as % of our Ad Network revenue, which includes revenues from text-based ad network and our display ad network, and distribution TAC as % of our online advertising revenues from text-based and display advertising on our owned and operated websites.

# Headcount by Cost Category and Personnel Cost Evolution

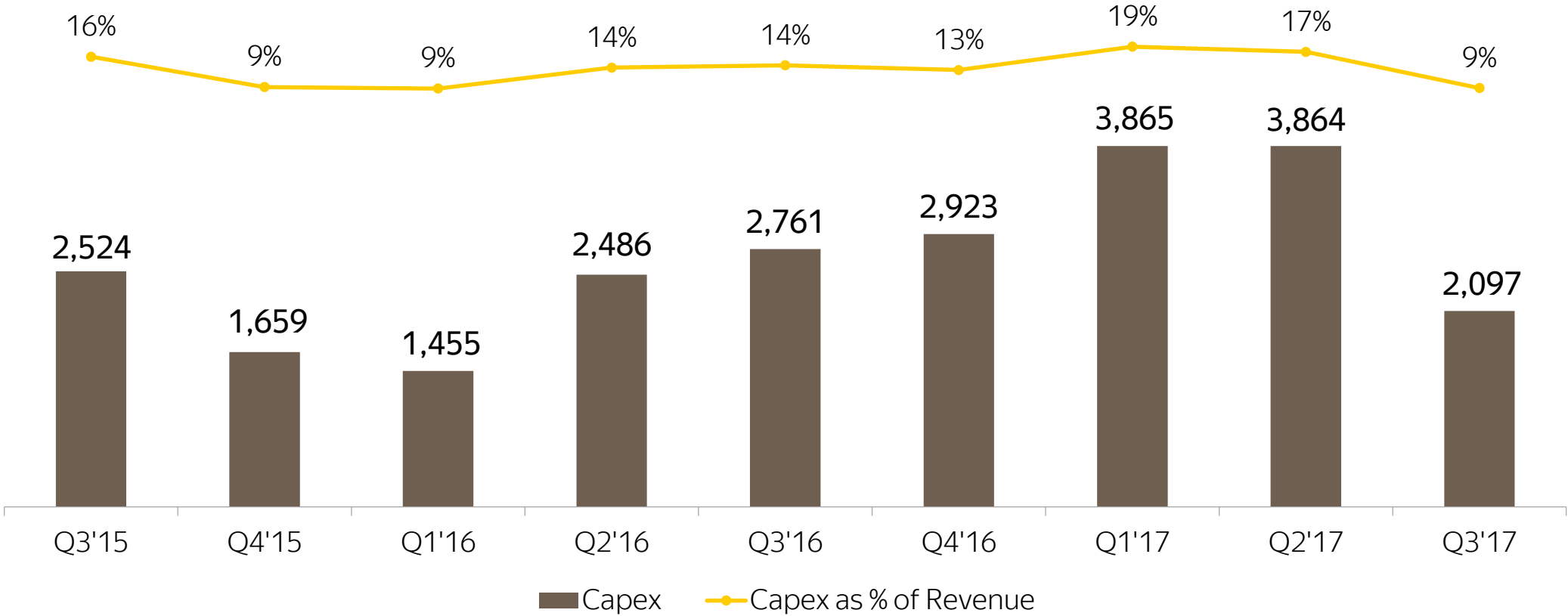
Headcount<sup>1</sup> by GAAP Cost Category<sup>2</sup>



<sup>1</sup> As of the end of the period

<sup>2</sup> Items may not total 100% due to rounding

# Capex, MM RUB



# Costs, MM RUB

Revenues, MM RUB	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17
<b>Cost of Sales (COS)</b>											
TAC	2,717	3,022	3,282	3,720	3,390	3,554	3,732	4,274	3,935	4,216	4,405
COS ex-SBC, ex-TAC	953	919	995	1,034	1,065	1,096	1,136	1,314	1,371	1,467	1,604
SBC related to COS	43	41	41	43	49	46	50	48	42	64	36
<b>Total Cost of Sales</b>	<b>3,713</b>	<b>3,982</b>	<b>4,318</b>	<b>4,797</b>	<b>4,504</b>	<b>4,696</b>	<b>4,918</b>	<b>5,636</b>	<b>5,348</b>	<b>5,747</b>	<b>6,045</b>
<i>Total COS as % of Revenue</i>	<i>30%</i>	<i>29%</i>	<i>28%</i>	<i>27%</i>	<i>27%</i>	<i>26%</i>	<i>25%</i>	<i>25%</i>	<i>26%</i>	<i>26%</i>	<i>26%</i>
<b>Product Development (PD)</b>											
PD ex-SBC	2,968	2,905	2,711	2,977	3,282	3,249	3,326	3,737	3,942	3,931	4,021
SBC related to PD	379	395	457	629	595	545	532	566	576	542	548
<b>Total PD</b>	<b>3,347</b>	<b>3,300</b>	<b>3,168</b>	<b>3,606</b>	<b>3,877</b>	<b>3,794</b>	<b>3,858</b>	<b>4,303</b>	<b>4,518</b>	<b>4,473</b>	<b>4,569</b>
<i>PD as % of Revenue</i>	<i>27%</i>	<i>24%</i>	<i>21%</i>	<i>20%</i>	<i>24%</i>	<i>21%</i>	<i>20%</i>	<i>19%</i>	<i>22%</i>	<i>20%</i>	<i>20%</i>
<b>SG&amp;A</b>											
SG&A expense ex-SBC	2,165	2,410	2,445	3,891	3,011	3,427	4,272	6,184	4,608	5,705	7,755
SBC related to SG&A	138	158	173	221	247	290	203	251	340	359	292
<b>Total SG&amp;A</b>	<b>2,303</b>	<b>2,568</b>	<b>2,618</b>	<b>4,112</b>	<b>3,258</b>	<b>3,717</b>	<b>4,475</b>	<b>6,435</b>	<b>4,948</b>	<b>6,064</b>	<b>8,047</b>
<i>SG&amp;A as % of Revenue</i>	<i>19%</i>	<i>18%</i>	<i>17%</i>	<i>23%</i>	<i>20%</i>	<i>21%</i>	<i>23%</i>	<i>29%</i>	<i>24%</i>	<i>27%</i>	<i>34%</i>
<b>Depreciation &amp; Amortization (D&amp;A)</b>	<b>1,490</b>	<b>1,874</b>	<b>2,152</b>	<b>2,275</b>	<b>2,394</b>	<b>2,316</b>	<b>2,489</b>	<b>2,408</b>	<b>2,463</b>	<b>2,823</b>	<b>2,930</b>
<i>D&amp;A as % of Revenue</i>	<i>12%</i>	<i>13%</i>	<i>14%</i>	<i>13%</i>	<i>15%</i>	<i>13%</i>	<i>13%</i>	<i>11%</i>	<i>12%</i>	<i>13%</i>	<i>13%</i>
<b>Total Costs</b>	<b>10,853</b>	<b>11,724</b>	<b>12,256</b>	<b>15,366*</b>	<b>14,033</b>	<b>14,523</b>	<b>15,740</b>	<b>18,782</b>	<b>17,277</b>	<b>19,107</b>	<b>21,591</b>
<i>Total Costs as % of Revenue</i>	<i>88%</i>	<i>84%</i>	<i>79%</i>	<i>85%</i>	<i>85%</i>	<i>81%</i>	<i>82%</i>	<i>85%</i>	<i>84%</i>	<i>86%</i>	<i>92%</i>

Items may not total 100% due to rounding

\* Total costs in Q4 2015 include 576MM RUB of goodwill impairment related to Kinopoisk acquisition, reflecting more conservative projected free cash flows

# Quarterly Financial Summary by Segment

Revenues, MM RUB	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17
Search & Portal	11,620	13,107	14,505	16,673	15,147	16,532	17,482	20,095	18,656	20,135	21,117
E-commerce	671	730	827	1,172	1,043	1,069	1,200	1,406	1,295	1,168	1,060
Taxi	161	194	234	395	445	528	587	753	778	772	1,150
Classifieds	179	211	243	261	241	313	352	398	371	462	556
Experiments	99	94	106	142	185	153	210	282	326	344	412
Eliminations	(391)	(416)	(476)	(549)	(588)	(555)	(538)	(815)	(774)	(777)	(857)
<b>Total Revenues</b>	<b>12,339</b>	<b>13,920</b>	<b>15,439</b>	<b>18,094</b>	<b>16,473</b>	<b>18,040</b>	<b>19,293</b>	<b>22,119</b>	<b>20,652</b>	<b>22,104</b>	<b>23,438</b>

Revenue growth, %, YoY	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17
Search & Portal	13%	13%	17%	22%	30%	26%	21%	21%	23%	22%	21%
E-commerce	3%	10%	18%	34%	55%	46%	45%	20%	24%	9%	-12%
Taxi	247%	254%	191%	171%	176%	172%	151%	91%	75%	46%	96%
Classifieds	124%	174%	61%	13%	35%	48%	45%	52%	54%	48%	58%
Experiments	42%	15%	41%	29%	87%	63%	98%	99%	76%	125%	96%
<b>Total Revenues</b>	<b>13%</b>	<b>14%</b>	<b>18%</b>	<b>23%</b>	<b>34%</b>	<b>30%</b>	<b>25%</b>	<b>22%</b>	<b>25%</b>	<b>23%</b>	<b>21%</b>

Adj. EBITDA, MM RUB	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17
Search & Portal	3,585	4,897	6,041	7,128	5,911	6,927	7,484	8,123	7,973	9,098	8,922
E-commerce	393	411	436	486	380	325	386	329	560	445	223
Taxi	87	50	44	(19)	0	(153)	(633)	(1 300)	(1 245)	(1 966)	(3,168)
Classifieds	10	67	83	(14)	(6)	23	26	(97)	4	(17)	49
Experiments	(504)	(608)	(583)	(1 021)	(515)	(360)	(375)	(354)	(418)	(347)	(331)
<b>Total Adj. EBITDA</b>	<b>3,571</b>	<b>4,817</b>	<b>6,021</b>	<b>6,560</b>	<b>5,770</b>	<b>6,762</b>	<b>6,888</b>	<b>6,701</b>	<b>6,874</b>	<b>7 213</b>	<b>5,695</b>

Adj. EBITDA Margin, %	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17
Search & Portal	31%	37%	42%	43%	39%	42%	43%	40%	43%	45%	42%
E-commerce	59%	56%	53%	41%	36%	30%	32%	23%	43%	38%	21%
Taxi	54%	26%	19%	-5%	0%	-29%	-108%	-173%	-160%	-255%	-275%
Classifieds	6%	32%	34%	-5%	-2%	7%	7%	-24%	1%	-4%	9%
Experiments	-509%	-647%	-550%	-719%	-278%	-235%	-179%	-126%	-128%	-101%	-80%
<b>Total Adj. EBITDA Margin</b>	<b>29%</b>	<b>35%</b>	<b>39%</b>	<b>36%</b>	<b>35%</b>	<b>37%</b>	<b>36%</b>	<b>30%</b>	<b>33%</b>	<b>33%</b>	<b>24%</b>

Search and Portal segment includes all our services offered in Russia, Belarus and Kazakhstan (and, for periods prior to the imposition of sanctions on Yandex by the government of Ukraine in May 2017, all our services offered in Ukraine), other than those described below; E-commerce segment includes our Yandex.Market service; Taxi segment consists of our Yandex.Taxi service; Classifieds segment includes Auto.ru, Yandex.Realty, Yandex.Jobs and Yandex.Travel; Experiments segment includes Media Services (including KinoPoisk, Yandex.Music, Yandex.Afisha and Yandex.TV program), Yandex Data Factory, Discovery services (including Yandex Zen and Yandex Launcher international revenues) and Search and Portal in Turkey. Eliminations represent the elimination of transactions between the reportable segments, primarily related to advertising.



# Annual Financial Summary by Segment

Revenues, MM RUB	2013	2014	2015	2016	9M 2017
Search & Portal	37,039	47,920	55,905	69,256	59,908
E-commerce	2,810	2,889	3,400	4,718	3,523
Taxi	112	327	984	2,313	2,700
Classifieds	327	539	894	1,304	1,389
Experiments	179	337	441	830	1,082
Eliminations	(965)	(1,245)	(1,832)	(2,496)	(2,408)
<b>Total Revenues</b>	<b>39,502</b>	<b>50,767</b>	<b>59,792</b>	<b>75,925</b>	<b>66,194</b>

Revenue growth, %,YoY	2013*	2014	2015	2016	9M 2017
Search & Portal		29%	17%	24%	22%
E-commerce		3%	18%	39%	6%
Taxi		192%	201%	135%	73%
Classifieds		65%	66%	46%	53%
Experiments		88%	31%	88%	97%
<b>Total Revenues</b>		<b>29%</b>	<b>18%</b>	<b>27%</b>	<b>23%</b>

Adj. EBITDA, MM RUB	2013	2014	2015	2016	9M 2017
Search & Portal	16,136	20,417	21,651	28,445	25,993
E-commerce	2,071	1,873	1,726	1,420	1,228
Taxi	57	217	162	(2,086)	(6,379)
Classifieds	221	278	146	(54)	36
Experiments	(1,118)	(1,733)	(2,716)	(1,604)	(1,096)
<b>Total Adj. EBITDA</b>	<b>17,367</b>	<b>21,052</b>	<b>20,969</b>	<b>26,121</b>	<b>19,782</b>

Adj. EBITDA Margin, %	2013	2014	2015	2016	9M 2017
Search & Portal	44%	43%	39%	41%	43%
E-commerce	74%	65%	51%	30%	35%
Taxi	51%	66%	16%	-90%	-236%
Classifieds	68%	52%	16%	-4%	3%
Experiments	-625%	-514%	-616%	-193%	-101%
<b>Total Adj. EBITDA Margin</b>	<b>44%</b>	<b>41%</b>	<b>35%</b>	<b>34%</b>	<b>30%</b>

Search and Portal segment includes all our services offered in Russia, Belarus and Kazakhstan (and, for periods prior to the imposition of sanctions on Yandex by the government of Ukraine in May 2017, all our services offered in Ukraine), other than those described below;

E-commerce segment includes our Yandex.Market service; Taxi segment consists of our Yandex.Taxi service; Classifieds segment includes Auto.ru, Yandex.Realty, Yandex.Jobs and Yandex.Travel; Experiments segment includes Media Services (including KinoPoisk, Yandex.Music, Yandex.Afisha and Yandex.TV program), Yandex Data Factory, Discovery services (including Yandex Zen and Yandex Launcher international revenues) and Search and Portal in Turkey. Eliminations represent the elimination of transactions between the reportable segments, primarily related to advertising.

\*We do not show YoY growth rates of BUs in 2013, as we had not yet formed segments in 2012