



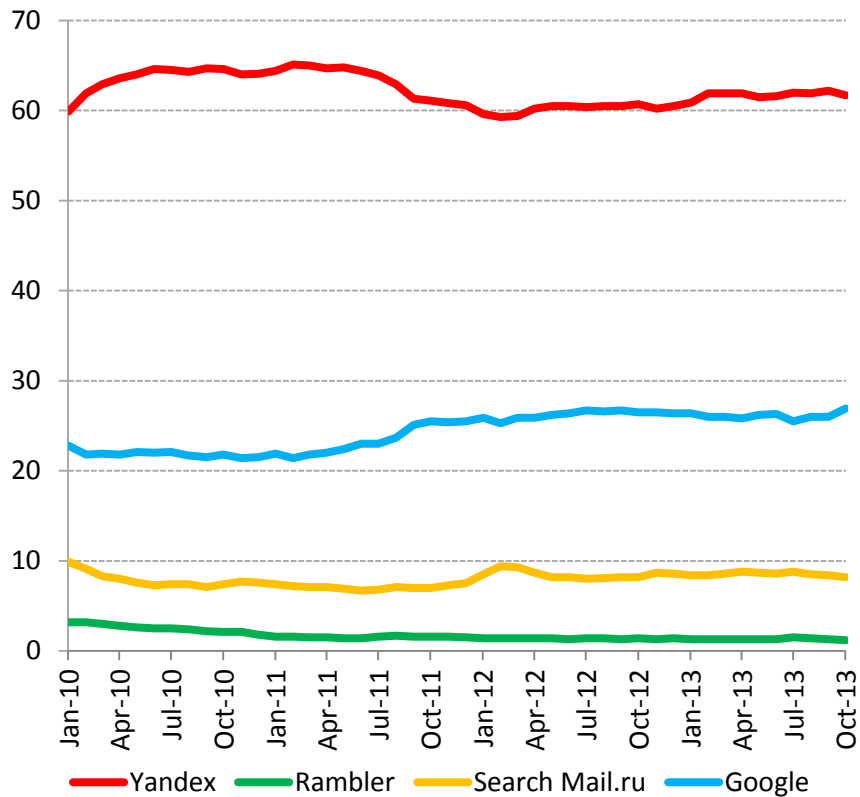
Quarterly Supplementary Materials

Search

October 24, 2013

Share of the Russian Search Market

RUSSIAN SEARCH MARKET, %



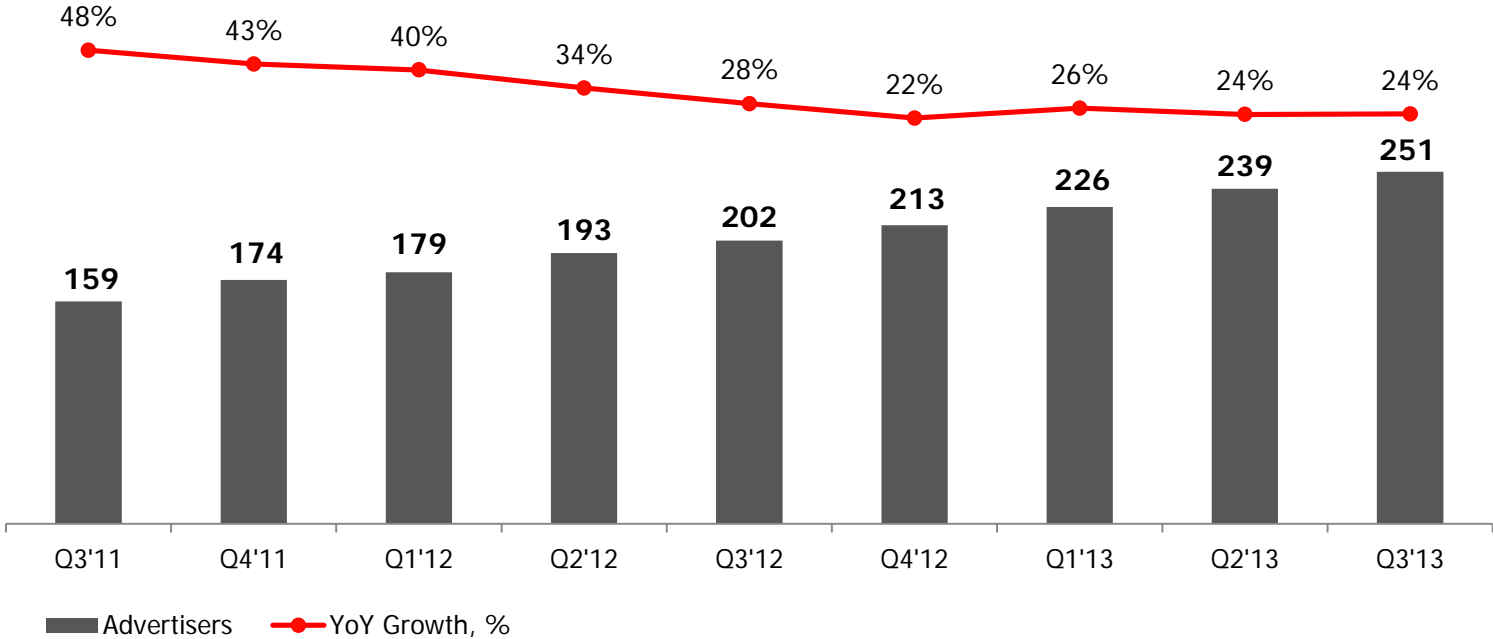
AVERAGE SEARCH SHARE PER QUARTER, %

	Yandex	Google	Mail.ru	Rambler
<i>Q3'11</i>	62.7	23.9	7.0	1.6
<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

Source: LiveInternet.ru (through October 22, 2013), Search traffic reflects Russian users to Russian websites

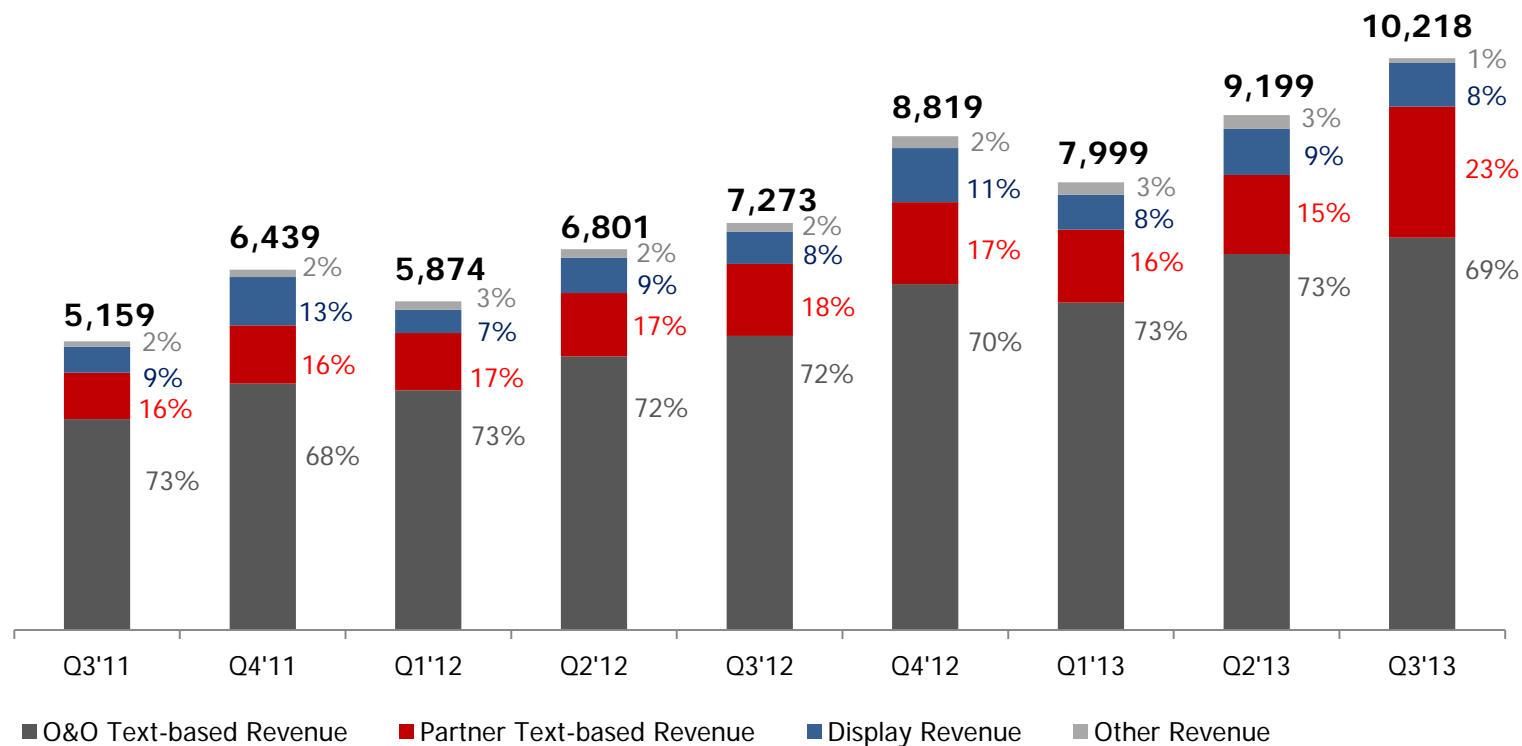
Advertisers

NUMBER OF ADVERTISERS, IN THOUSANDS



Revenue

YANDEX REVENUE¹ BREAKDOWN², MM RUR, %

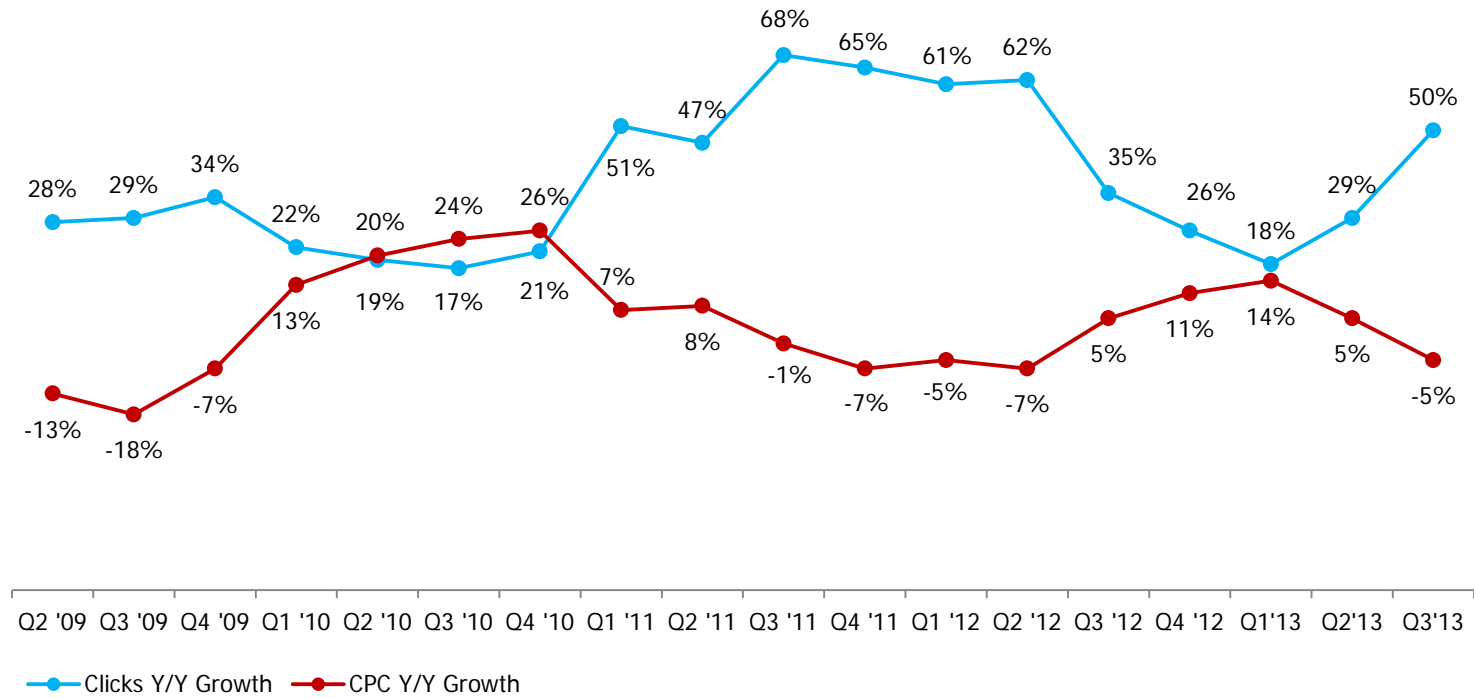


¹ Net of Discounts and Commissions, but gross of TAC

² Items may not total 100% due to rounding

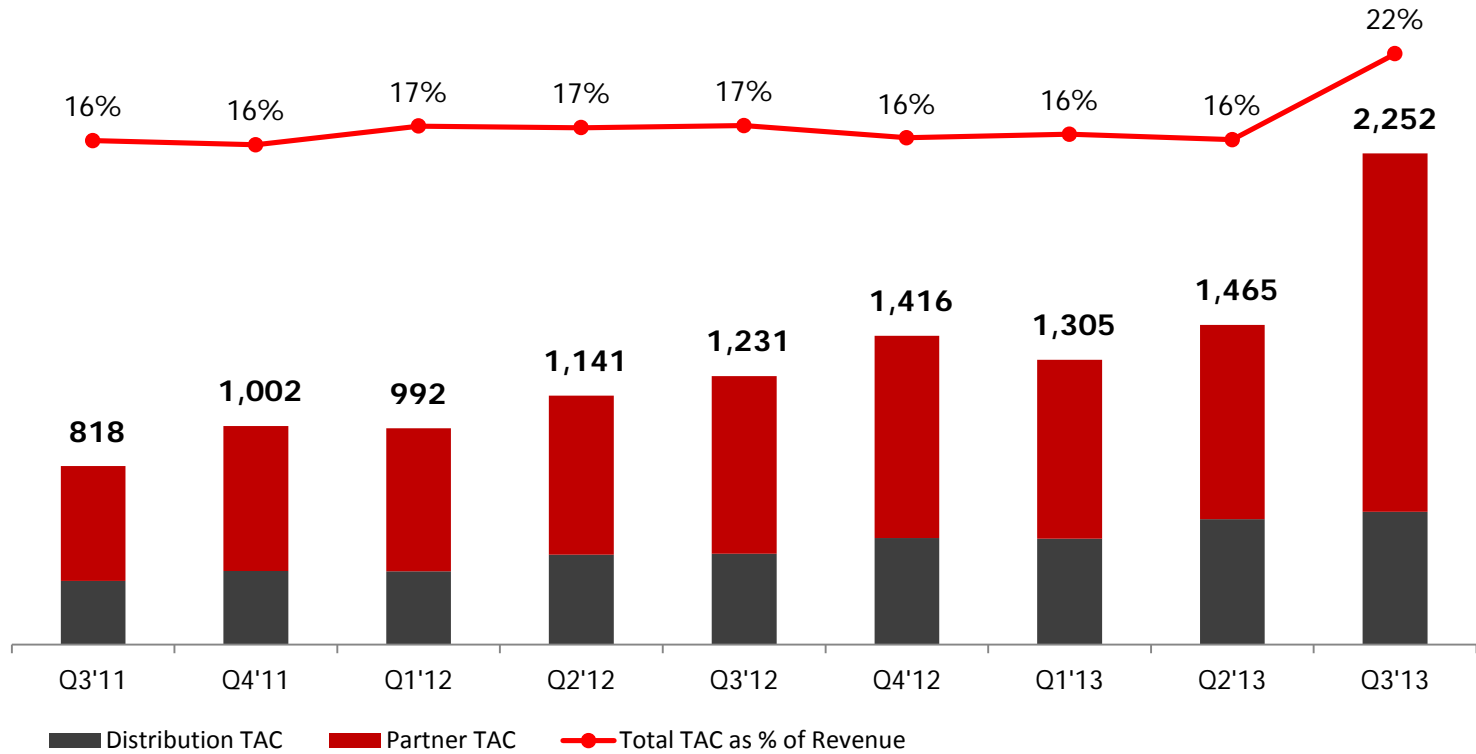
Operational Metrics

GROWTH IN PAID CLICKS AND CPC, %



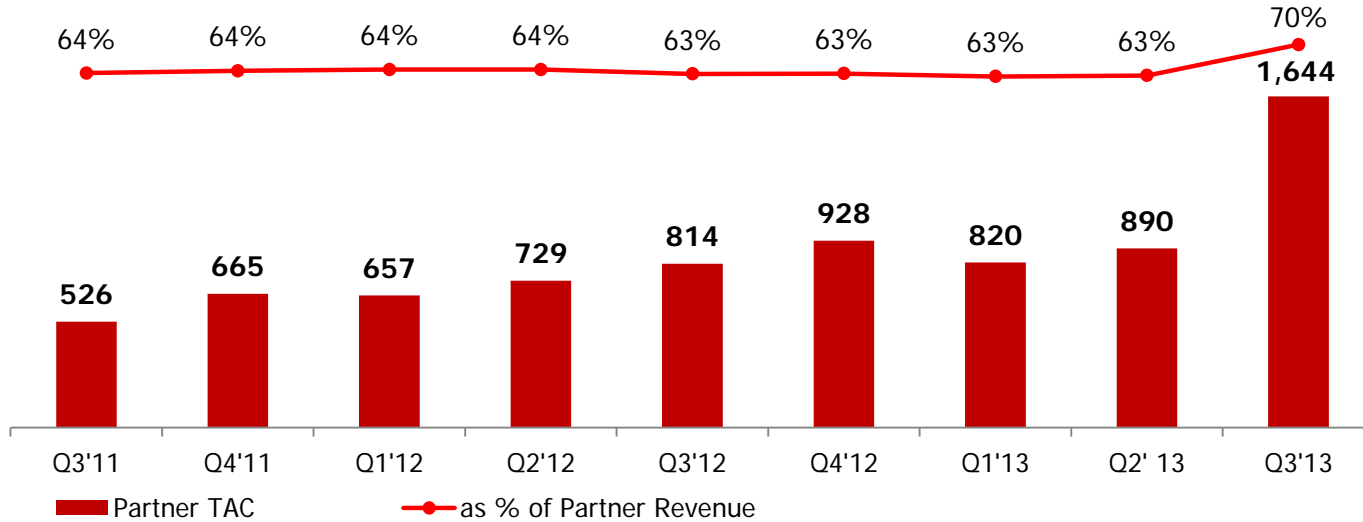
Traffic Acquisition Costs

TAC BREAKDOWN, MM RUR

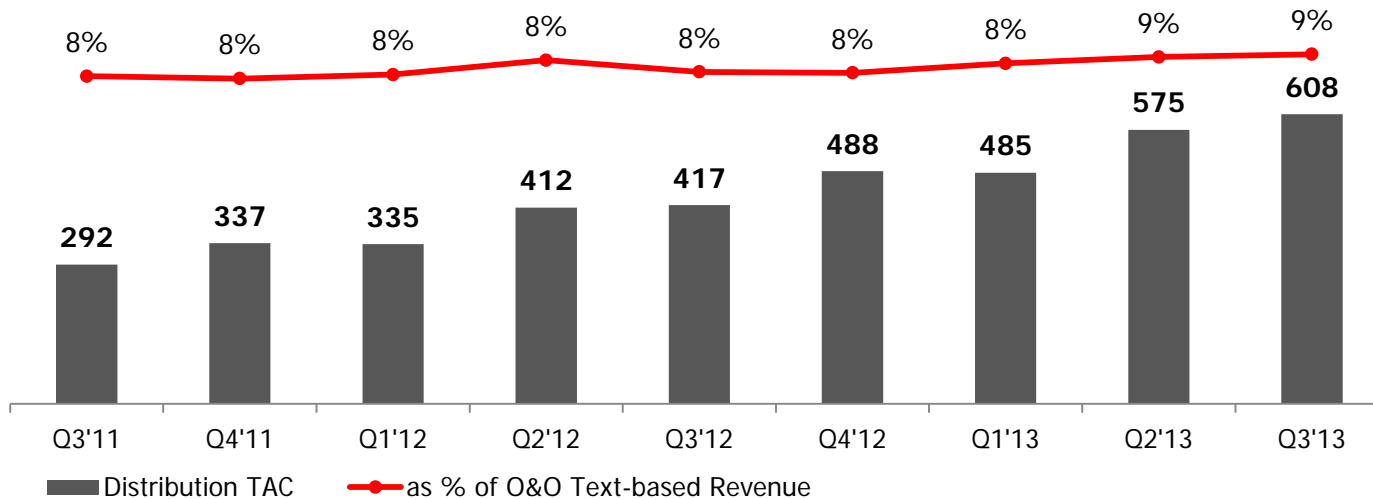


Traffic Acquisition Costs

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

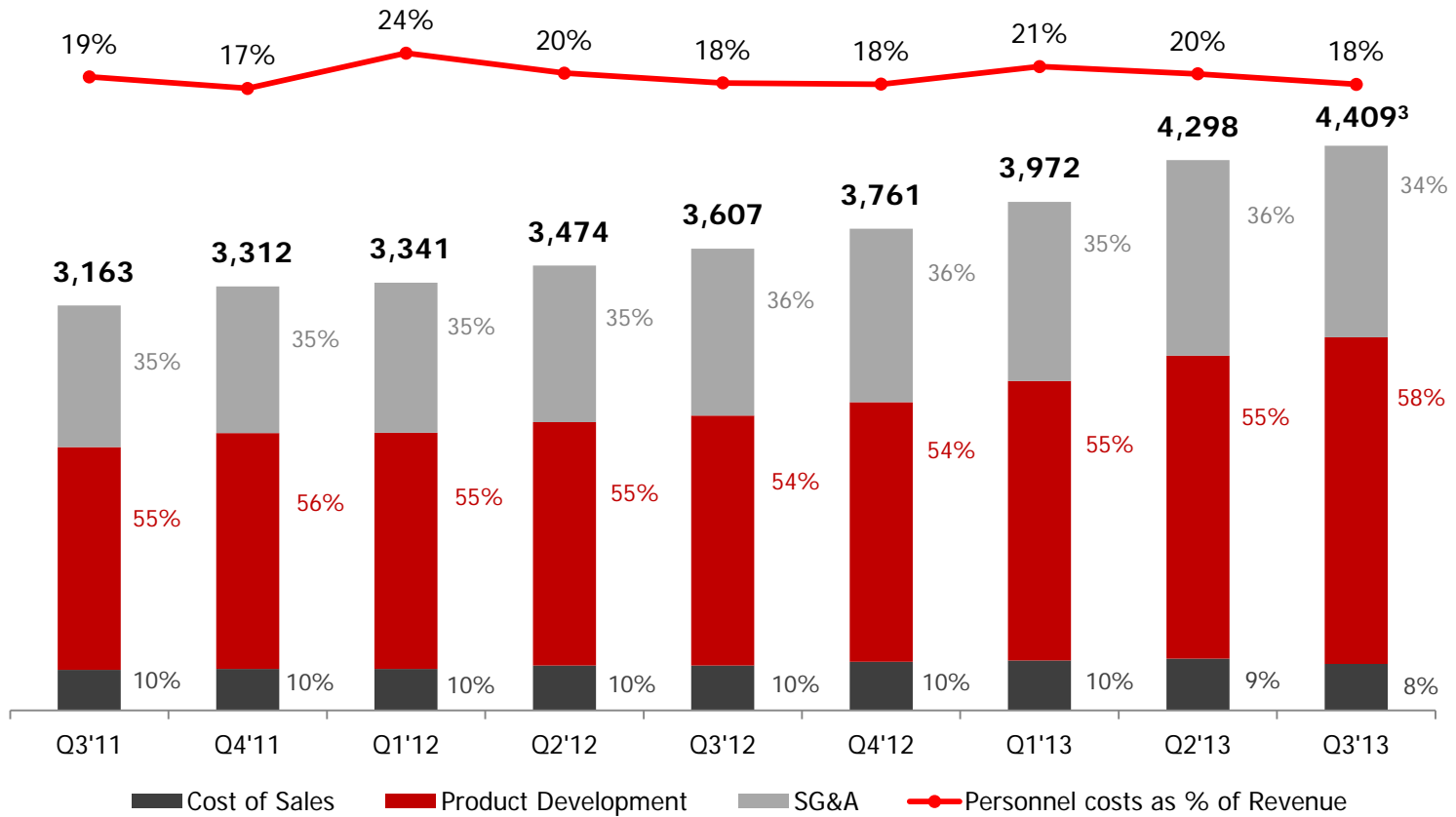


Distribution TAC as % of O&O Text-based Revenue, MM RUR, %



Headcount and Personnel Cost Evolution

HEADCOUNT¹ BY GAAP COST CATEGORY²

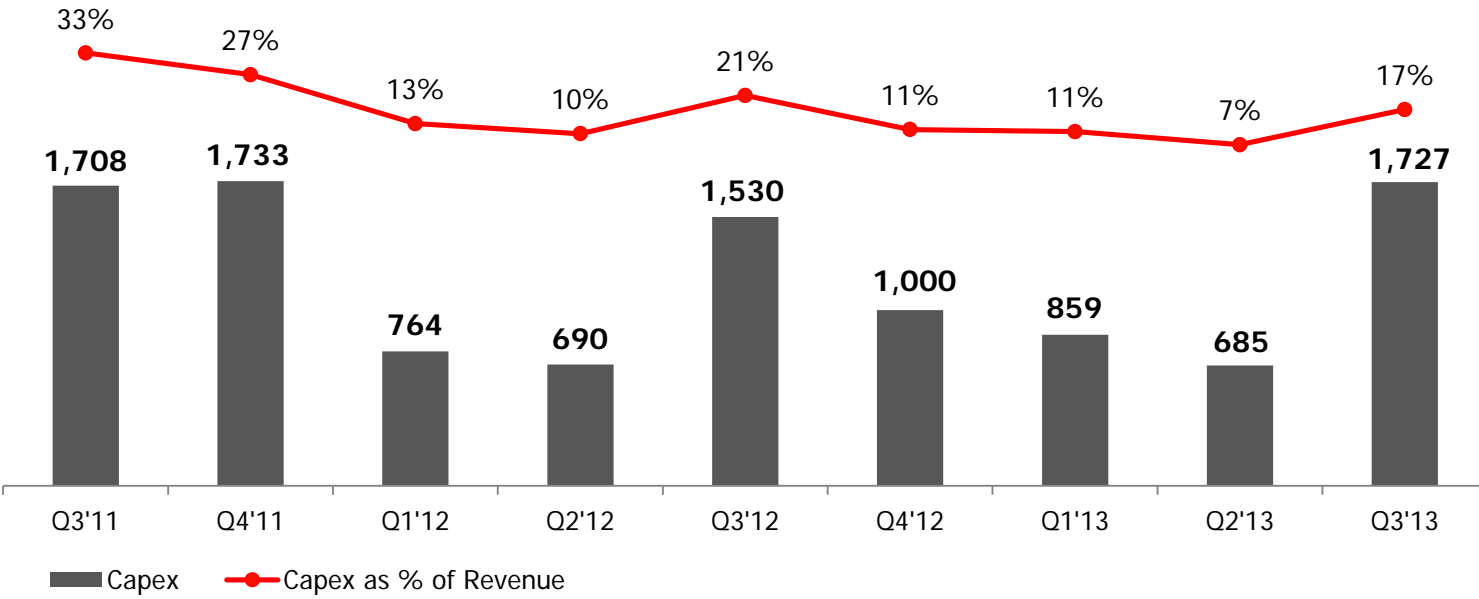


¹ As of the end of the period

² Items may not total due to rounding

³ Excluding Yandex.Money employees

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

	Q3'11	Q4'11	Q1'12	Q2'12	Q3'12	Q4'12	Q1'13	Q2'13	Q3'13
Cost of Sales (COS)									
<i>TAC</i>	818	1,002	992	1,141	1,231	1,416	1,305	1,465	2,252
<i>COS ex-SBC, ex-TAC</i>	469	476	520	601	607	646	660	681	659
<i>SBC related to COS</i>	7	7	6	6	7	14	11	12	20
Total Cost of Sales	1,294	1,485	1,518	1,748	1,845	2,076	1,976	2,158	2,931
<i>Total COS as % of Revenue</i>	25%	23%	26%	26%	25%	24%	25%	23%	29%
Product Development (PD)									
<i>PD ex-SBC</i>	751	811	1,027	1,006	975	1,045	1,246	1,290	1,333
<i>SBC related to PD</i>	41	42	39	53	59	70	82	91	134
Total PD	792	853	1,066	1,059	1,034	1,115	1,328	1,381	1,467
<i>PD as % of Revenue</i>	15%	13%	18%	16%	14%	13%	17%	15%	14%
SG&A									
<i>SG&A expense ex-SBC</i>	786	881	1,034	1,037	1,077	1,630	1,305	1,482	1,586
<i>SBC related to SG&A</i>	18	35	36	15	40	31	58	48	75
Total SG&A	804	916	1,070	1,052	1,117	1,661	1,363	1,530	1,661
<i>SG&A as % of Revenue</i>	16%	14%	18%	15%	15%	19%	17%	17%	16%
Depreciation & Amortization (D&A)	488	582	661	696	734	860	879	912	914
<i>D&A as % of Revenue</i>	9%	9%	11%	10%	10%	10%	11%	10%	9%
Total Costs	3,378	3,836	4,315	4,556	4,730	5,712	5,546	5,981	6,973
<i>Total Costs as % of Revenue</i>	65%	60%	73%	67%	65%	65%	69%	65%	68%

Yandex

Thank you!

Search