

Yandex

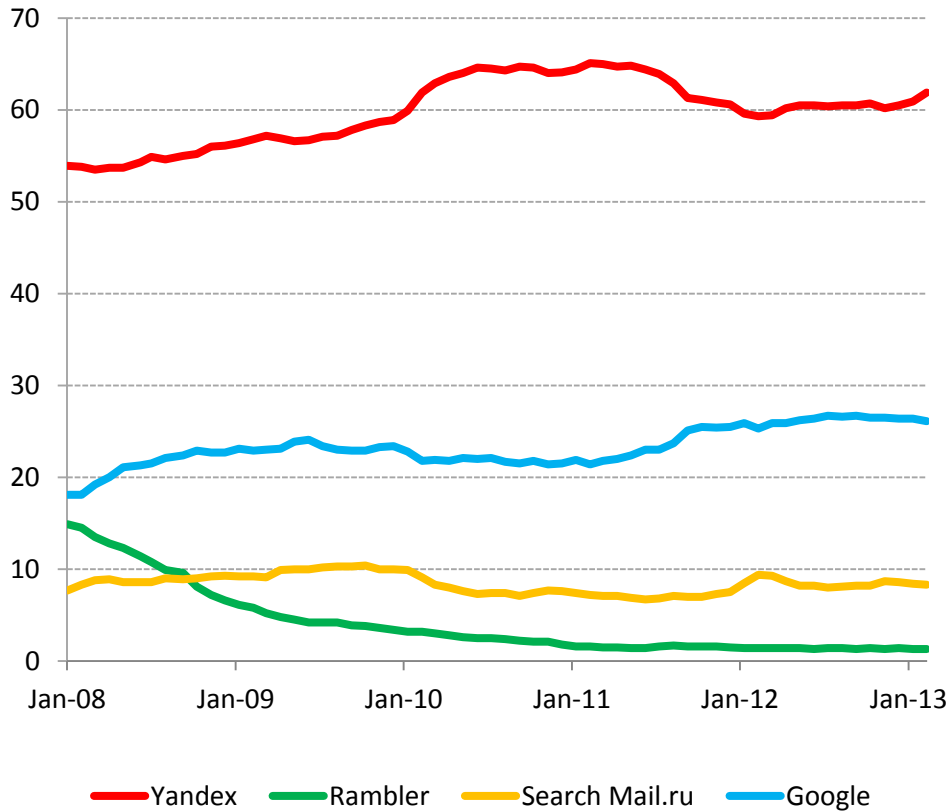
Quarterly Supplementary Materials

Search

February 19, 2013

Share of the Russian Search Market

RUSSIAN SEARCH MARKET, %



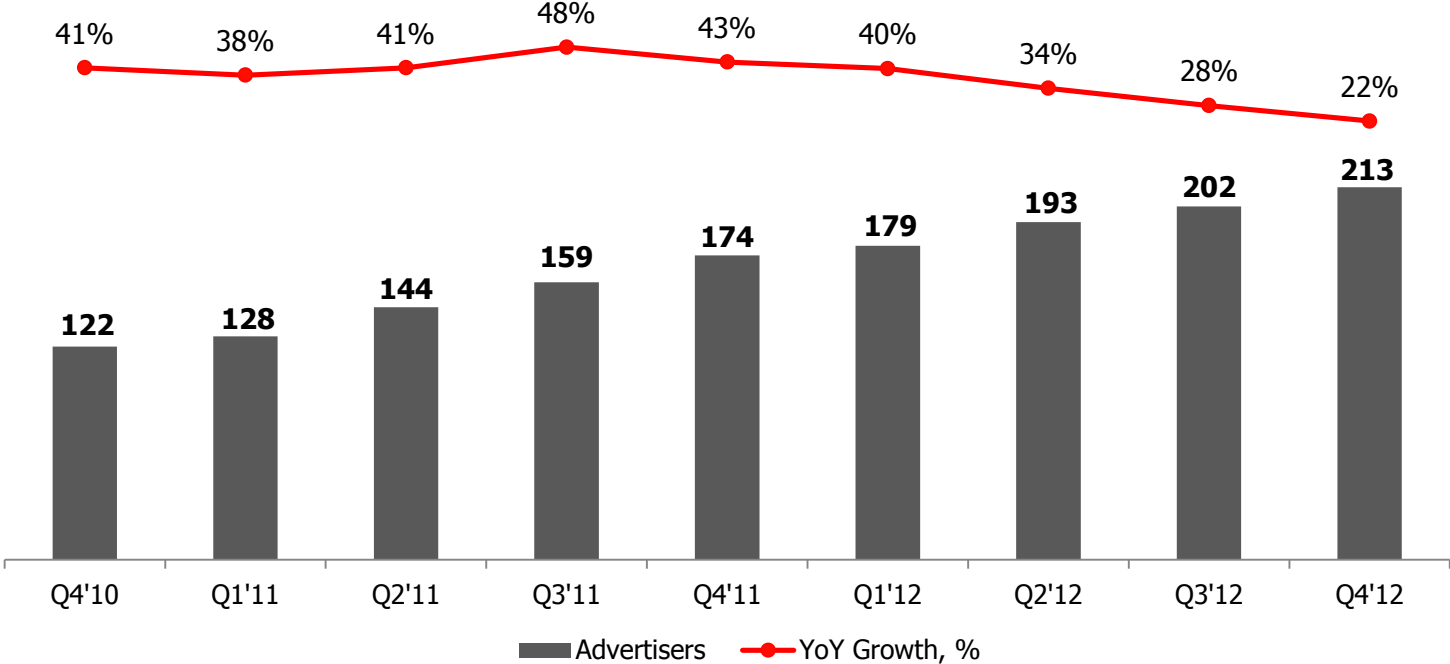
AVERAGE SEARCH SHARE PER QUARTER, %

	Yandex	Google	Mail.ru	Rambler
<i>Q4'09</i>	58.6	23.2	10.1	3.6
<i>Q1'10</i>	61.6	22.2	9.1	3.1
<i>Q2'10</i>	64.1	22.0	7.6	2.6
<i>Q3'10</i>	64.5	21.8	7.3	2.4
<i>Q4'10</i>	64.2	21.6	7.6	2.0
<i>Q1'11</i>	64.8	21.7	7.2	1.6
<i>Q2'11</i>	64.6	22.5	6.9	1.4
<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

Source: LiveInternet.ru (through February 17, 2013), Search traffic reflects Russian users to Russian websites

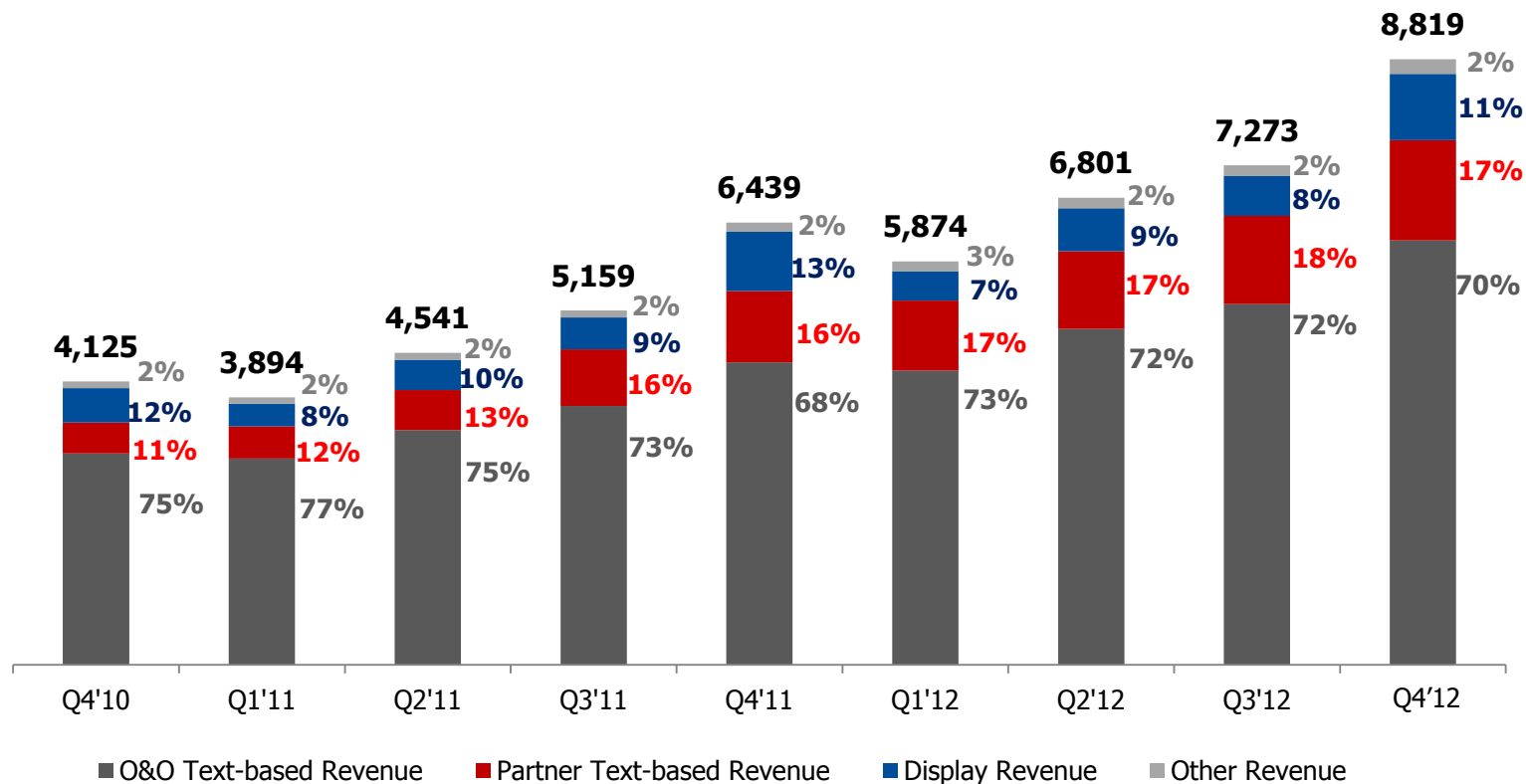
Advertisers

NUMBER OF ADVERTISERS, IN THOUSANDS



Revenue

YANDEX REVENUE¹ BREAKDOWN², MM RUR, %

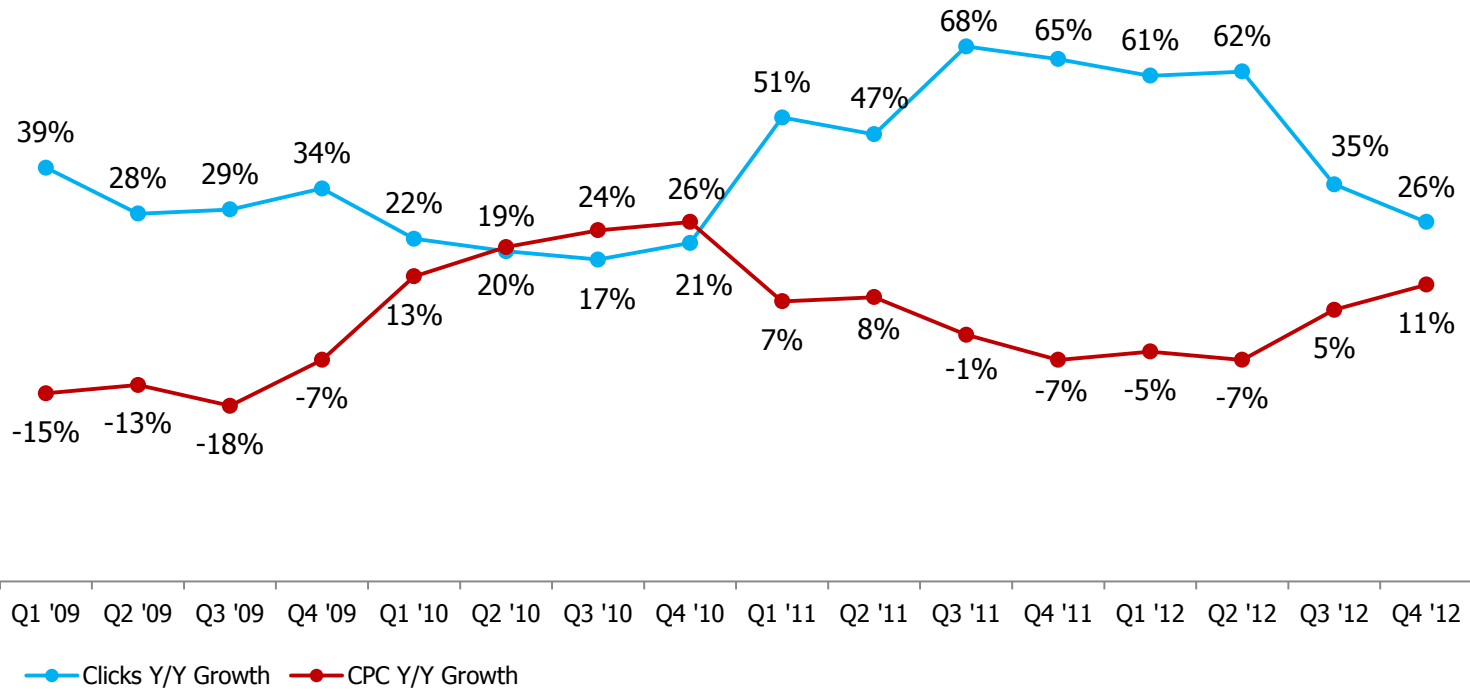


¹ Net of Discounts and Commissions, but gross of TAC

² Items may not total 100% due to rounding

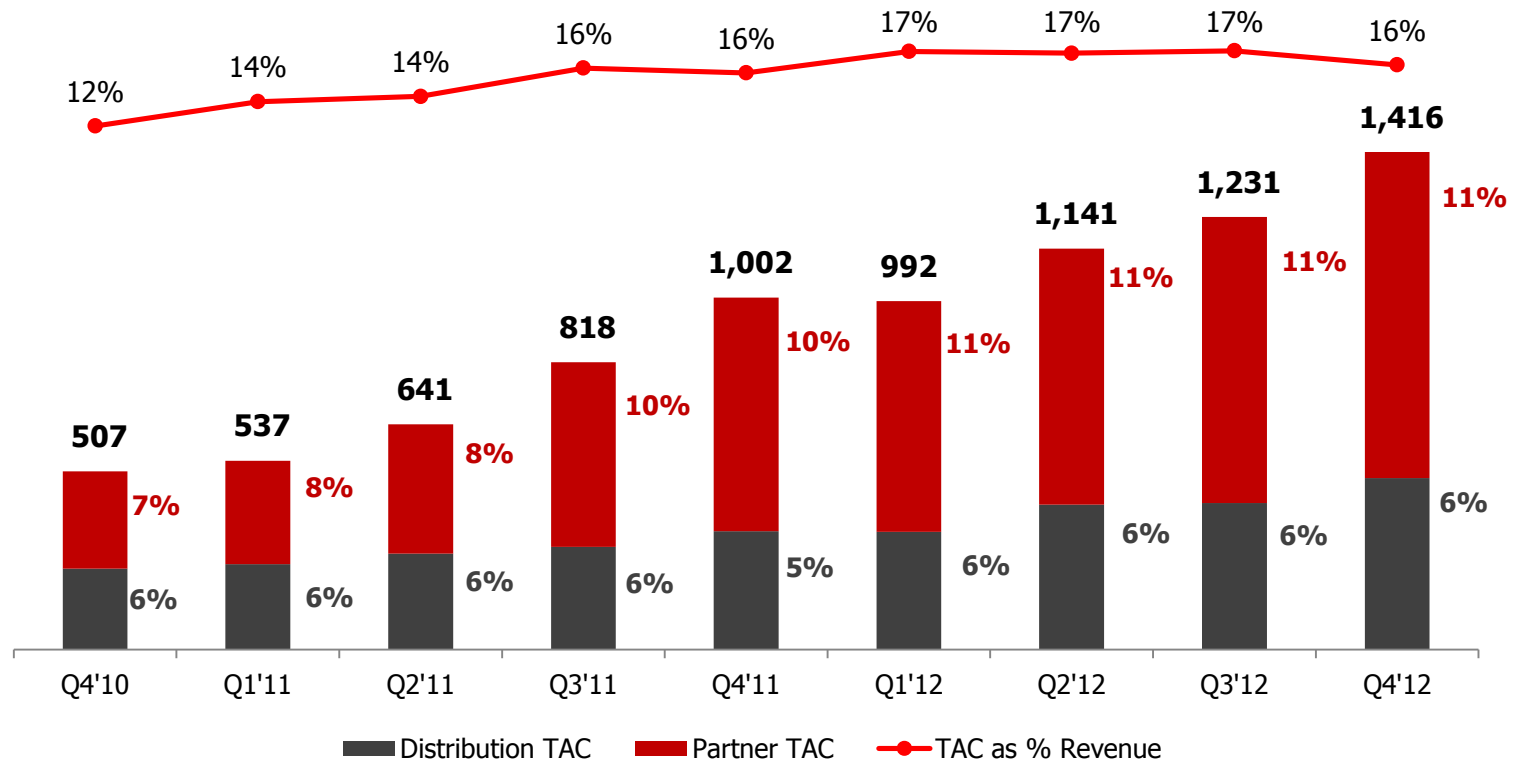
Operational Metrics

GROWTH IN PAID CLICKS AND CPC, %



Traffic Acquisition Costs

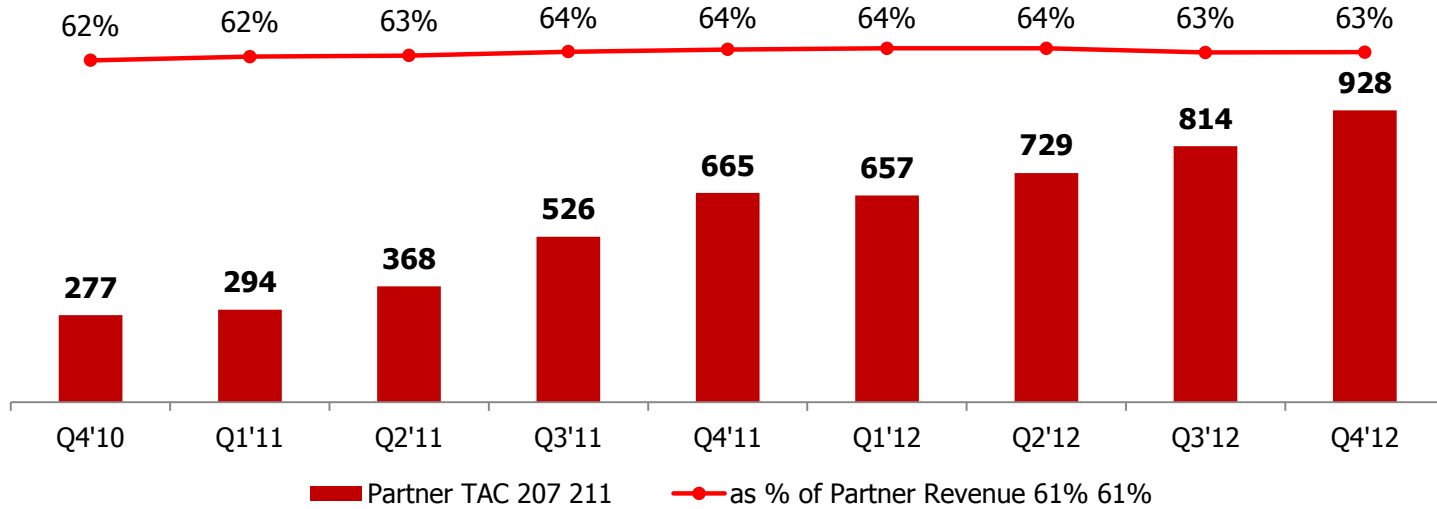
TAC BREAKDOWN¹, MM RUR



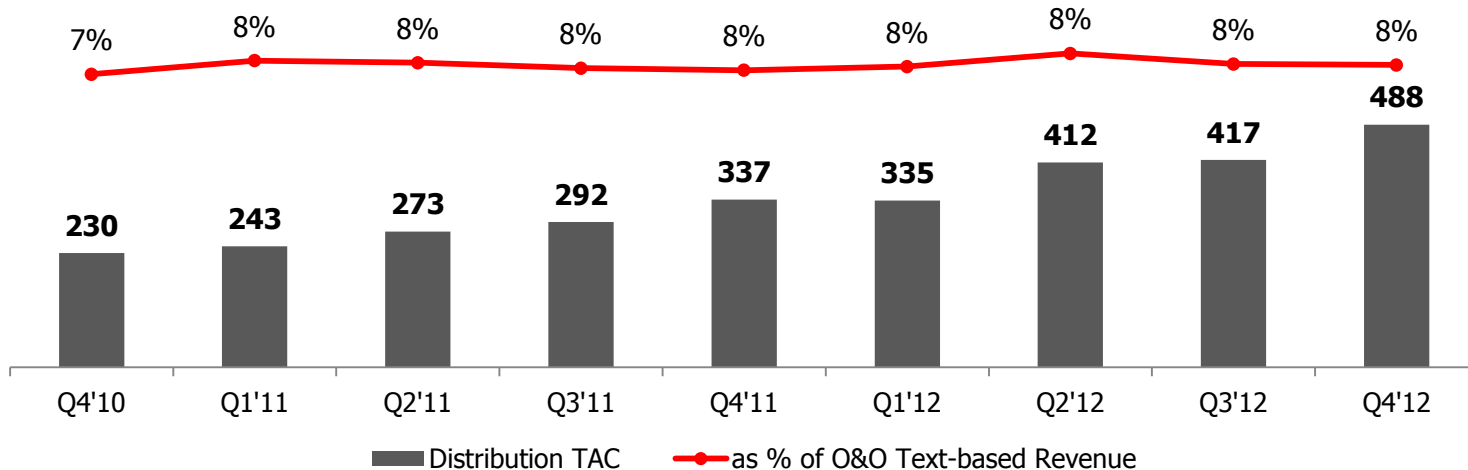
¹ Items may not total due to rounding

Traffic Acquisition Costs¹

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



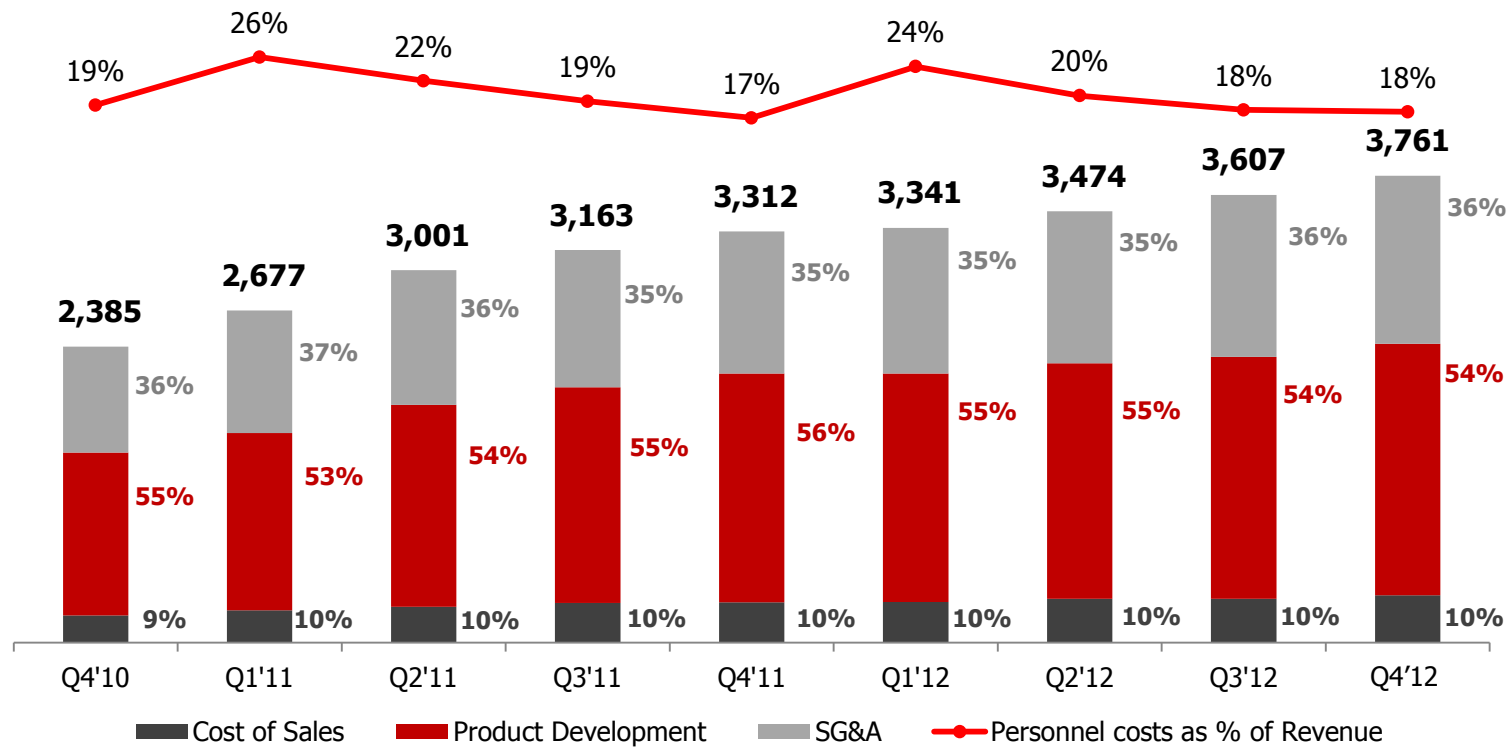
Distribution TAC as % of O&O Text-based Revenue, MM RUR, %



¹ Items may not total due to rounding

Headcount and Personnel Cost Evolution

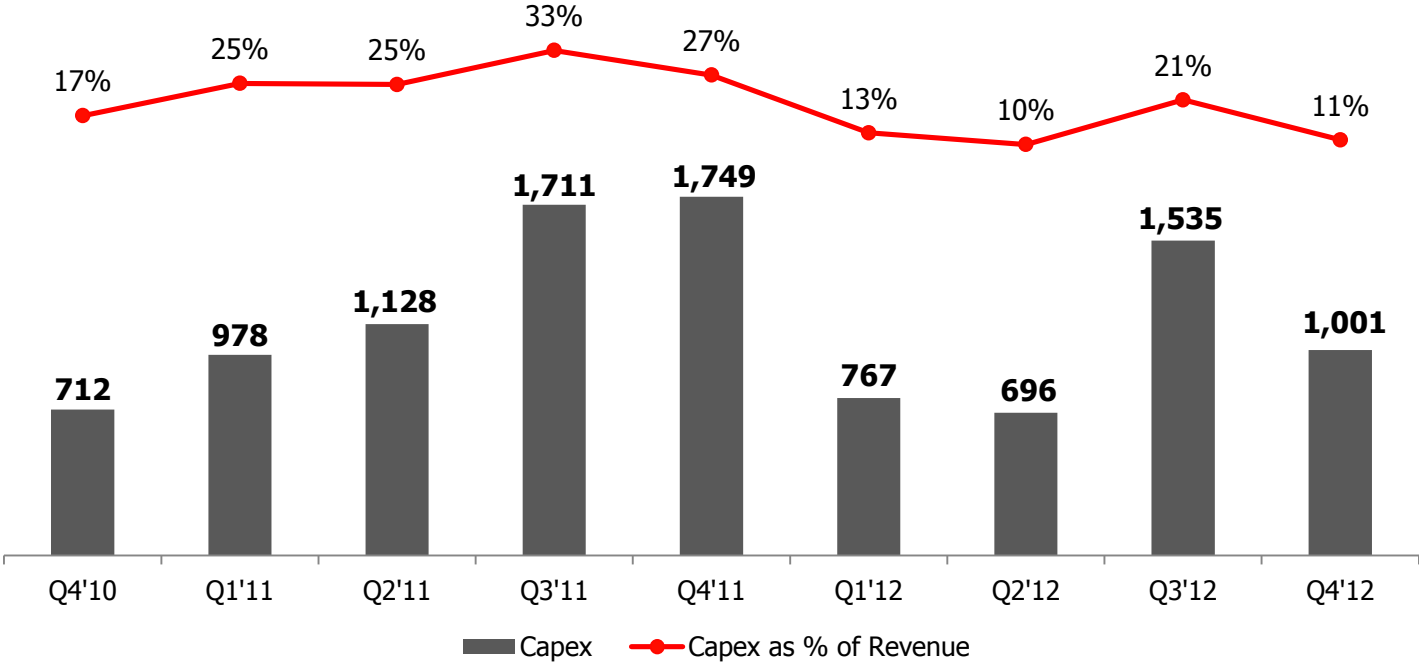
PERSONNEL¹ BY GAAP COST CATEGORY²



¹ as of the end of the period

² Items may not total due to rounding

Capex, MM RUR



Costs, MM RUR

	Q4'10	Q1'11	Q2'11	Q3'11	Q4'11	Q1'12	Q2'12	Q3'12	Q4'12
Cost of Sales (COS)									
<i>TAC</i>	507	537	641	818	1,002	992	1,141	1,231	1,416
<i>COS ex-SBC, ex-TAC</i>	283	351	387	469	476	520	601	607	646
<i>SBC related to COS</i>	5	6	6	7	7	6	6	7	14
Total Cost of Sales	795	894	1,034	1,294	1,485	1,518	1,748	1,845	2,076
<i>Total COS as % of Revenue</i>	19%	23%	23%	25%	23%	26%	26%	25%	24%
Product Development (PD)									
<i>PD ex-SBC</i>	565	691	718	751	811	1,027	1,006	975	1,045
<i>SBC related to PD</i>	29	32	38	41	42	39	53	59	70
Total PD	594	723	756	792	853	1,066	1,059	1,034	1,115
<i>PD as % of Revenue</i>	14%	19%	17%	15%	13%	18%	16%	14%	13%
SG&A									
<i>SG&A expense ex-SBC</i>	564	596	881	786	881	1,034	1,037	1,077	1,630
<i>SBC related to SG&A</i>	22	32	65	18	35	36	15	40	31
Total SG&A	586	628	946	804	916	1,070	1,052	1,117	1,661
<i>SG&A as % of Revenue</i>	14%	16%	21%	16%	14%	18%	15%	15%	19%
Depreciation & Amortization (D&A)	343	377	427	488	582	661	696	734	860
<i>D&A as % of Revenue</i>	8%	10%	9%	9%	9%	11%	10%	10%	10%
Total Costs	2,318	2,622	3,163	3,378	3,836	4,315	4,556	4,730	5,712
Total Costs as % of Revenue	56%	67%	70%	65%	60%	73%	67%	65%	65%

Yandex

Thank you!

Search