

Yandex

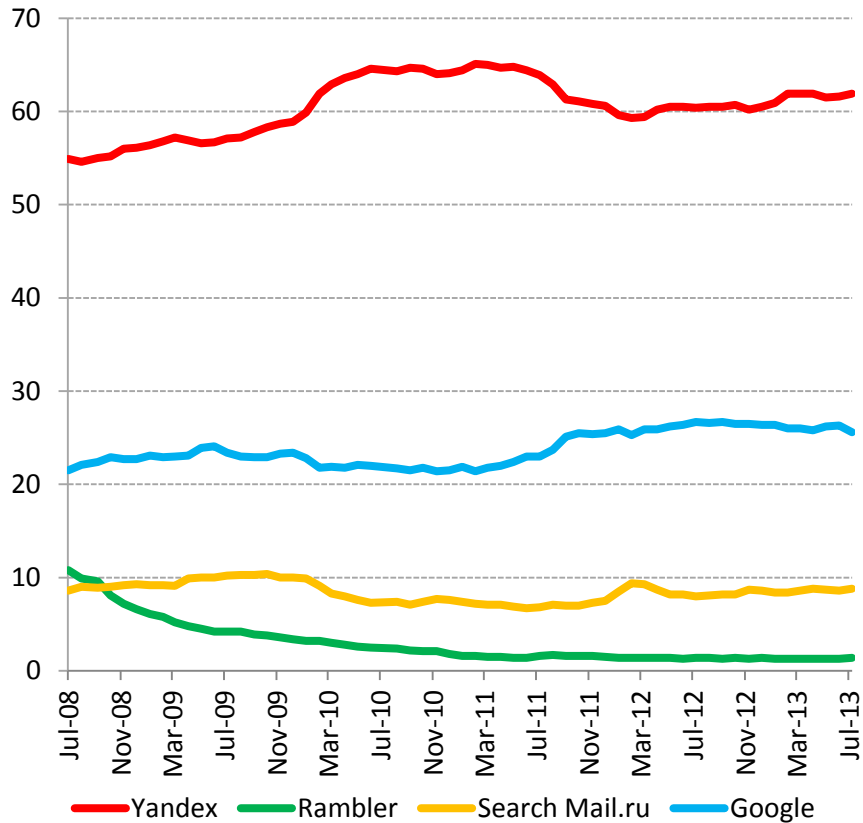
Quarterly Supplementary Materials

Search

July 25, 2013

Share of the Russian Search Market

RUSSIAN SEARCH MARKET, %



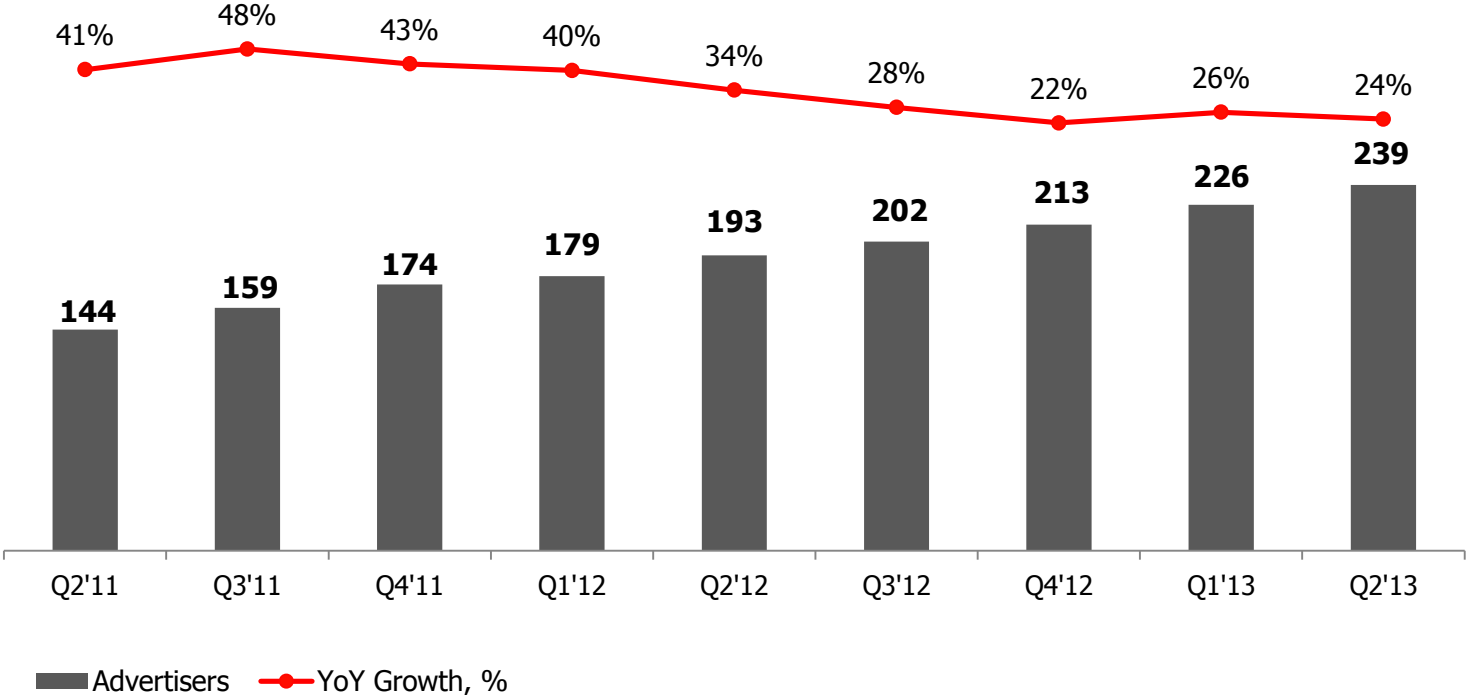
AVERAGE SEARCH SHARE PER QUARTER, %

	Yandex	Google	Mail.ru	Rambler
<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
<i>Q1'13</i>	61.6	26.1	8.5	1.3
<i>Q2'13</i>	61.7	26.1	8.7	1.3

Source: LiveInternet.ru (through July 23, 2013), Search traffic reflects Russian users to Russian websites

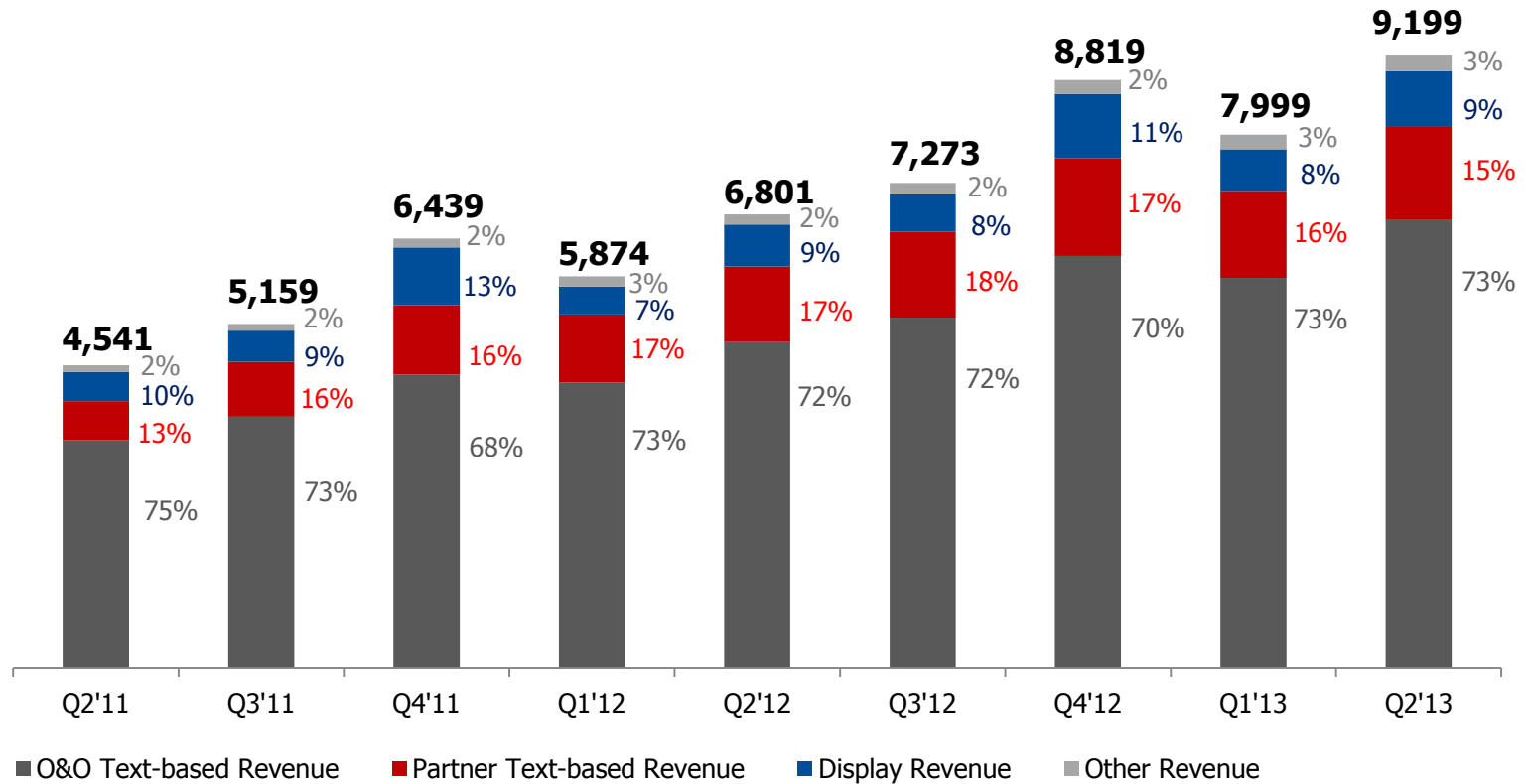
Advertisers

NUMBER OF ADVERTISERS, IN THOUSANDS



Revenue

YANDEX REVENUE¹ BREAKDOWN², MM RUR, %

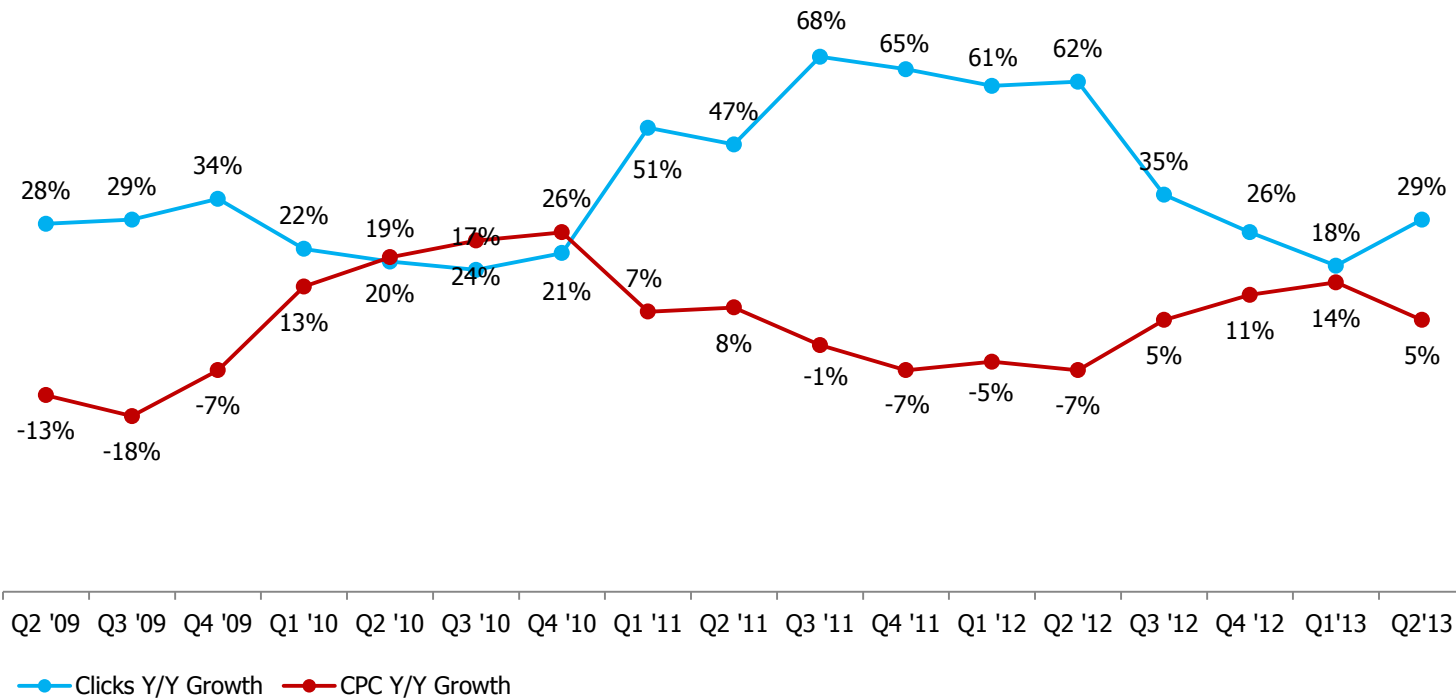


¹ Net of Discounts and Commissions, but gross of TAC

² Items may not total 100% due to rounding

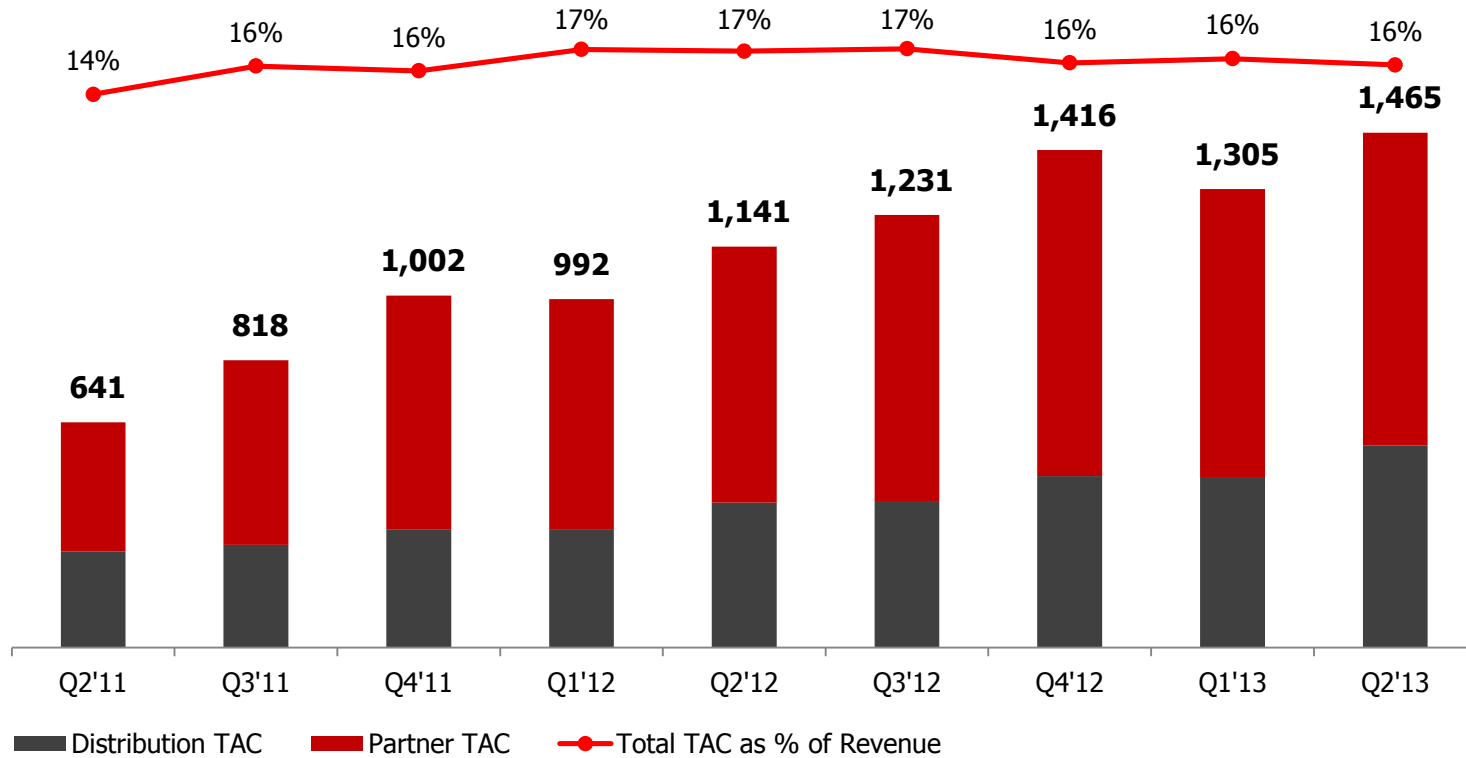
Operational Metrics

GROWTH IN PAID CLICKS AND CPC, %



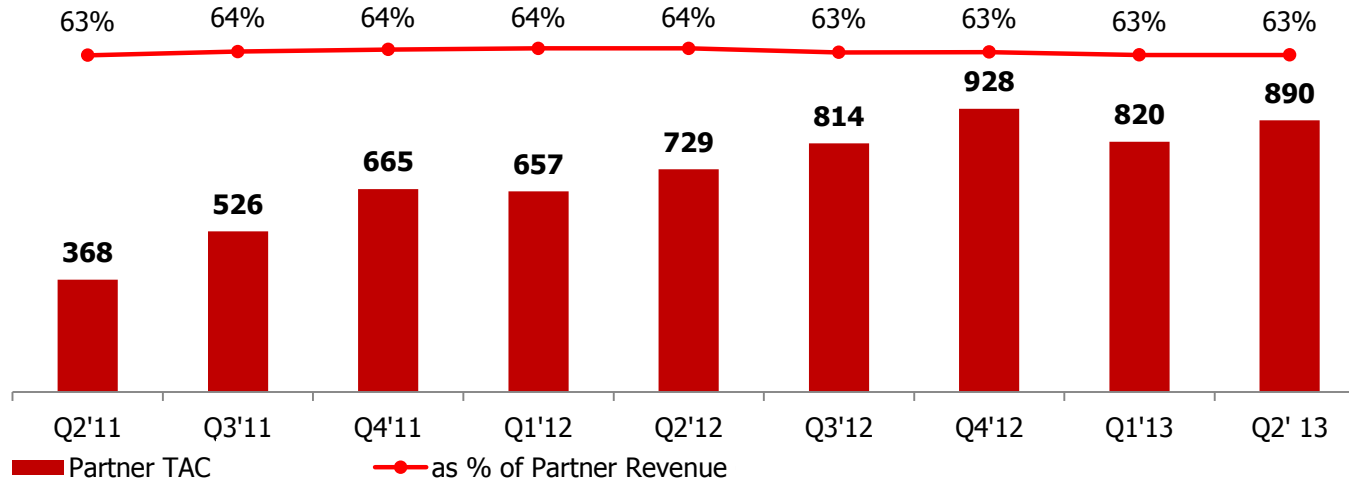
Traffic Acquisition Costs

TAC BREAKDOWN, MM RUR

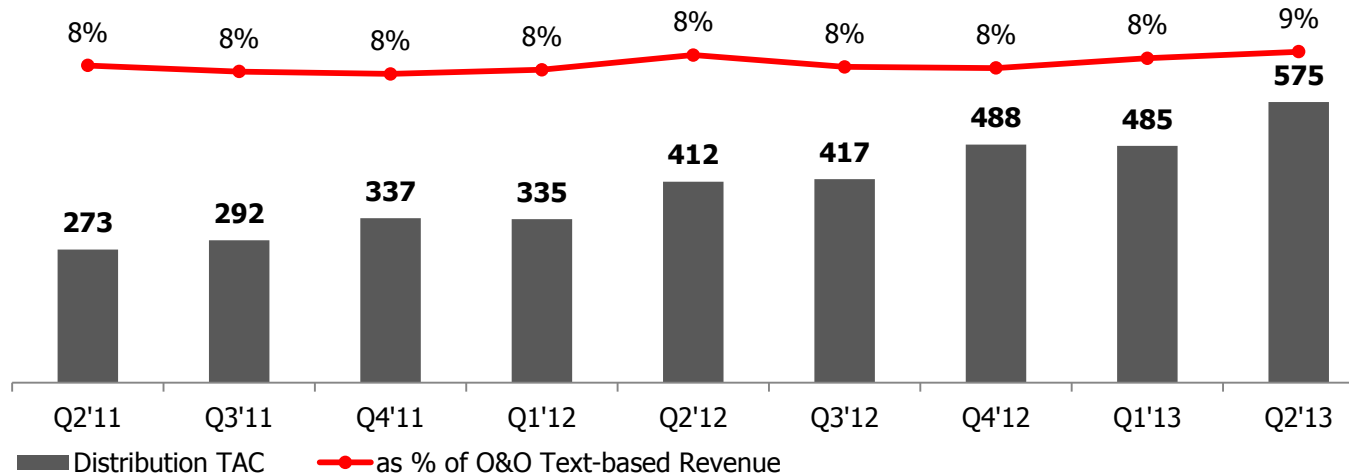


Traffic Acquisition Costs

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

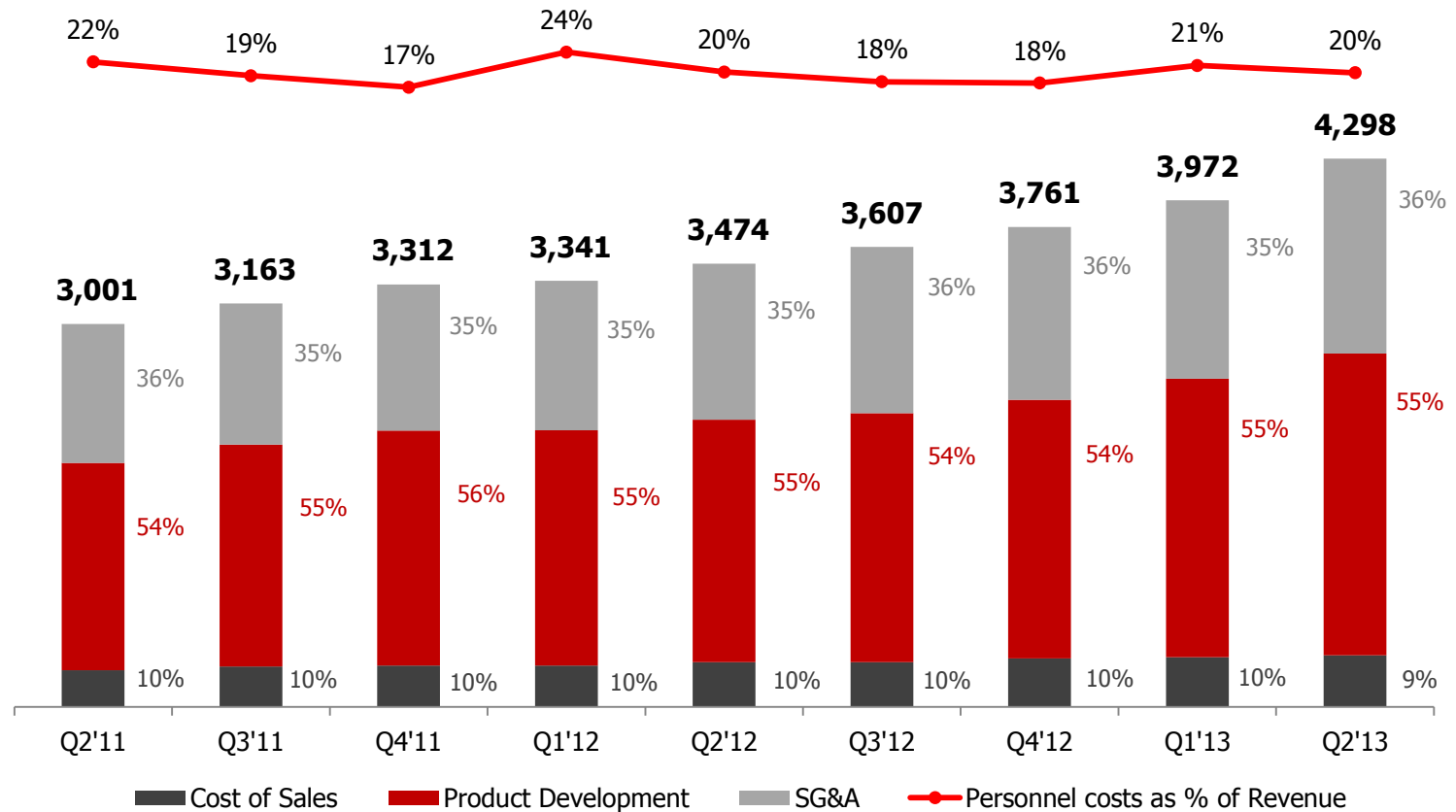


Distribution TAC as % of O&O Text-based Revenue, MM RUR, %



Headcount and Personnel Cost Evolution

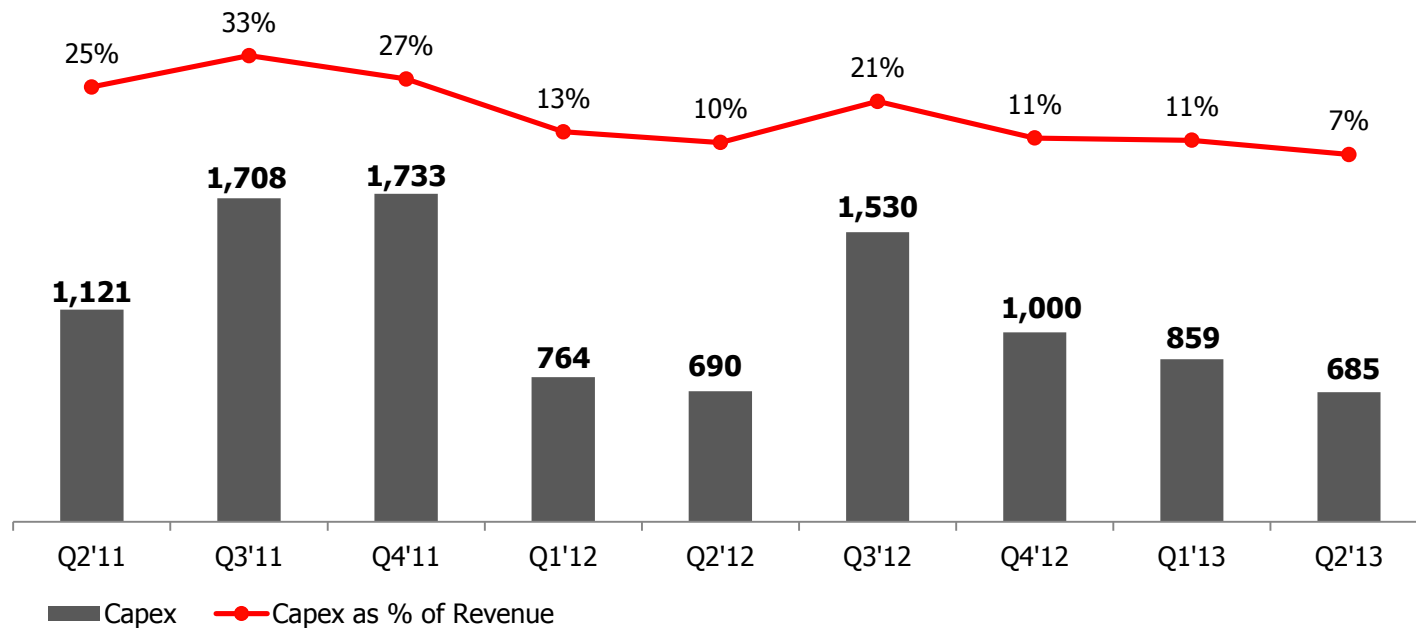
HEADCOUNT¹ BY GAAP COST CATEGORY²



¹ As of the end of the period

² Items may not total due to rounding

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

	Q2'11	Q3'11	Q4'11	Q1'12	Q2'12	Q3'12	Q4'12	Q1'13	Q2'13
Cost of Sales (COS)									
TAC	641	818	1,002	992	1,141	1,231	1,416	1,305	1,465
COS ex-SBC, ex-TAC	387	469	476	520	601	607	646	660	681
SBC related to COS	6	7	7	6	6	7	14	11	12
Total Cost of Sales	1,034	1,294	1,485	1,518	1,748	1,845	2,076	1,976	2,158
Total COS as % of Revenue	23%	25%	23%	26%	26%	25%	24%	25%	23%
Product Development (PD)									
PD ex-SBC	718	751	811	1,027	1,006	975	1,045	1,246	1,290
SBC related to PD	38	41	42	39	53	59	70	82	91
Total PD	756	792	853	1,066	1,059	1,034	1,115	1,328	1,381
PD as % of Revenue	17%	15%	13%	18%	16%	14%	13%	17%	15%
SG&A									
SG&A expense ex-SBC	881	786	881	1,034	1,037	1,077	1,630	1,305	1,482
SBC related to SG&A	65	18	35	36	15	40	31	58	48
Total SG&A	946	804	916	1,070	1,052	1,117	1,661	1,363	1,530
SG&A as % of Revenue	21%	16%	14%	18%	15%	15%	19%	17%	17%
Depreciation & Amortization (D&A)	427	488	582	661	696	734	860	879	912
D&A as % of Revenue	9%	9%	9%	11%	10%	10%	10%	11%	10%
Total Costs	3,163	3,378	3,836	4,315	4,556	4,730	5,712	5,546	5,981
Total Costs as % of Revenue	70%	65%	60%	73%	67%	65%	65%	69%	65%

Yandex

Thank you!

Search