

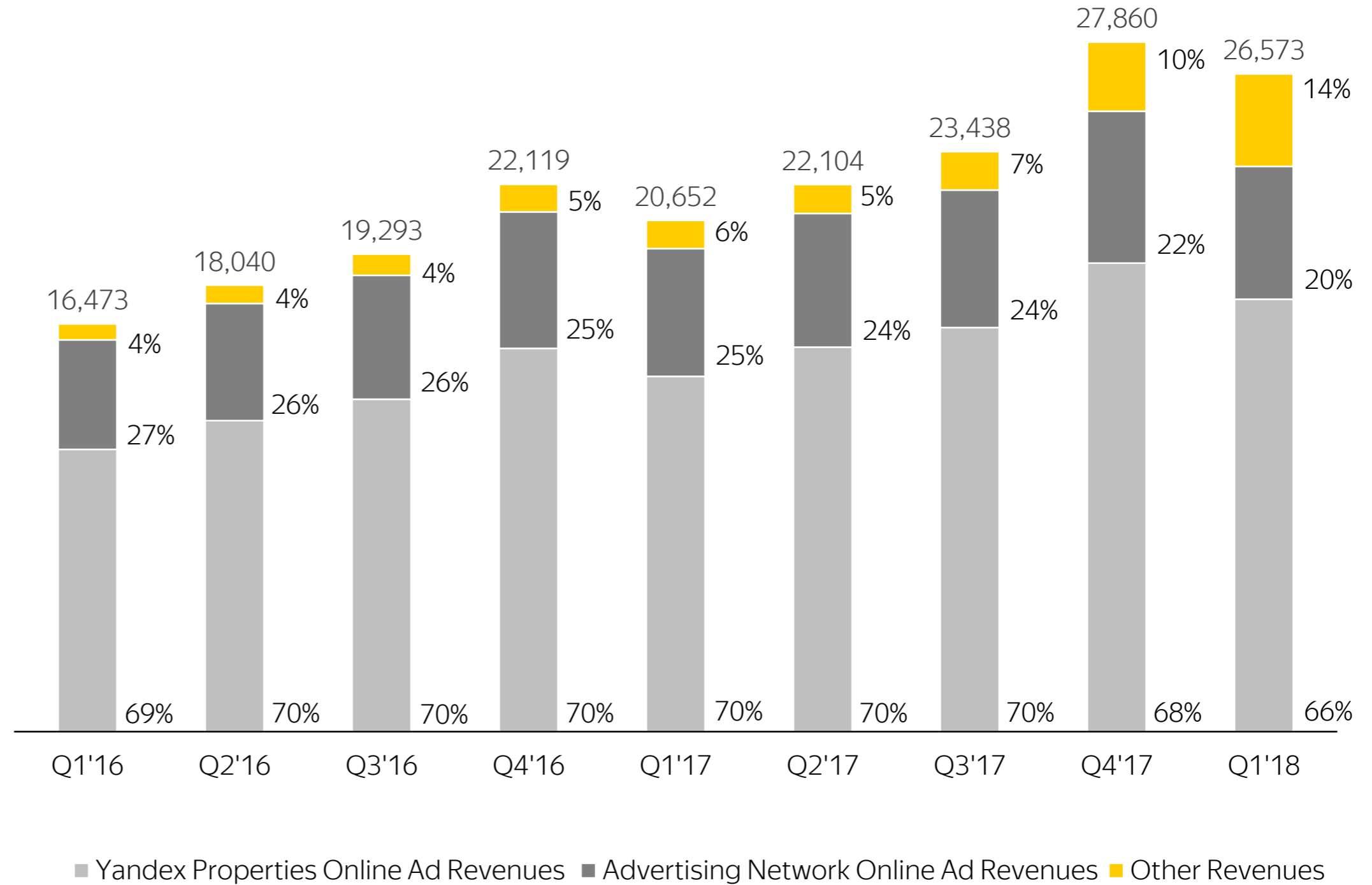
Яндекс

Quarterly Supplementary Materials

April 25th, 2018

Revenue Structure

Yandex Revenue Breakdown¹, MM RUB, %

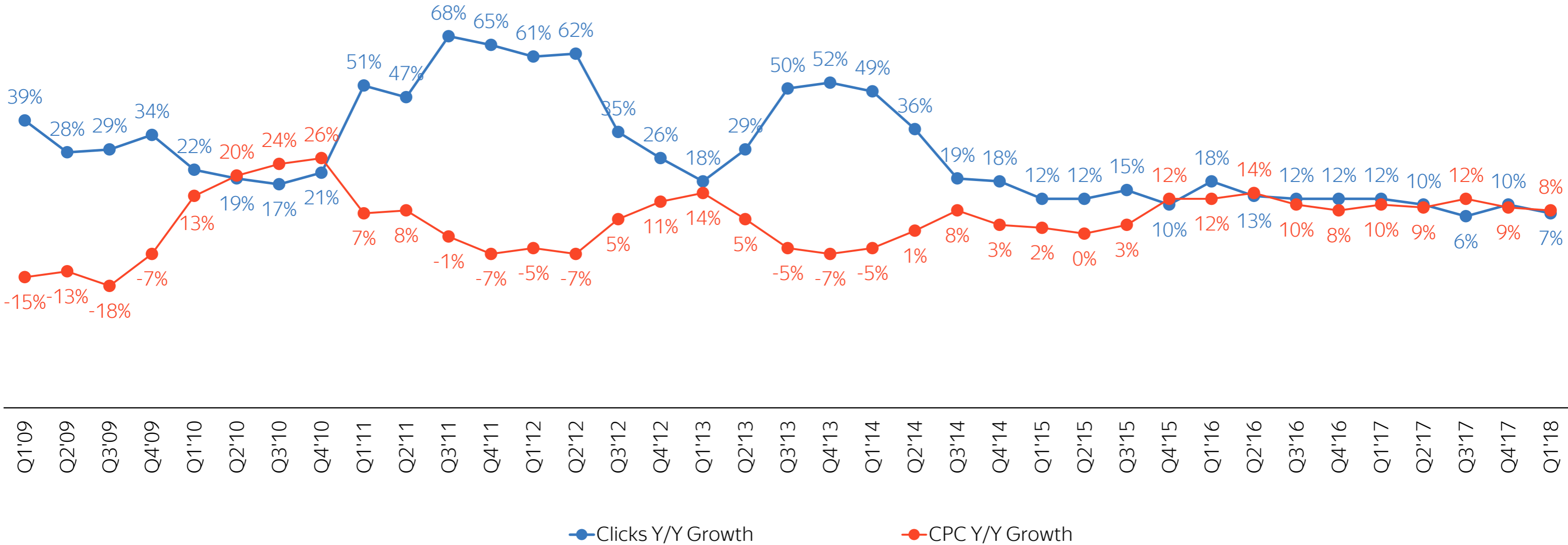


¹ As online advertising formats continue to converge, starting from Q1 2016 we are no longer providing a breakdown of our online ad revenues into text-based and display revenues. However, we continue to separately present online advertising revenues from Yandex properties and revenues from our Ad Network.

Items may not total 100% due to rounding

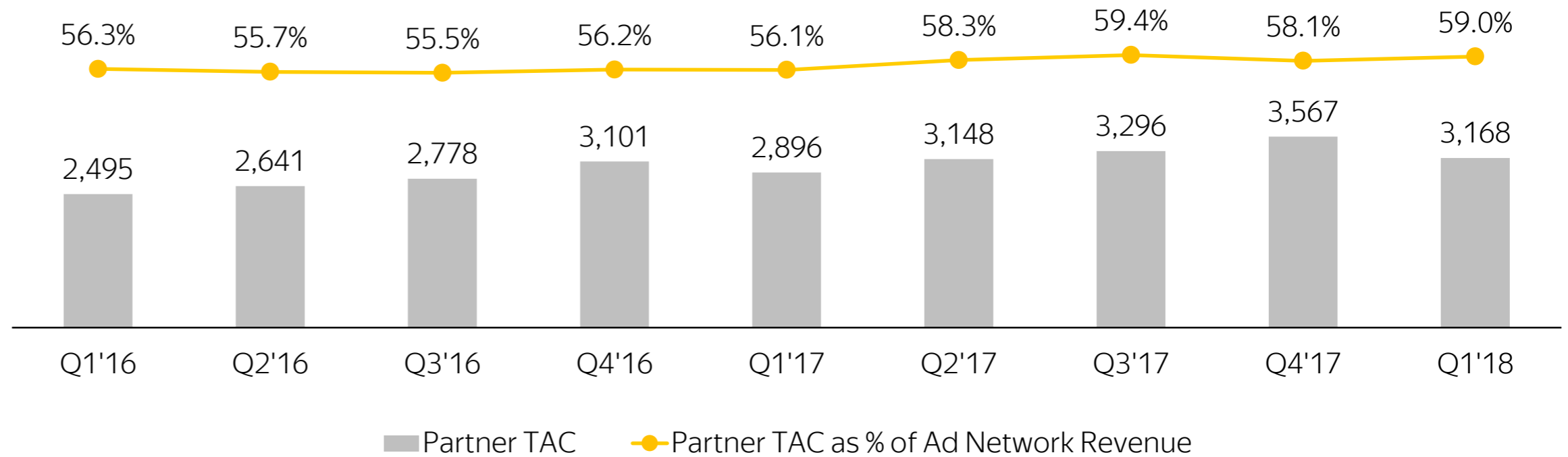
Operational Metrics

Growth In Paid Clicks and CPC, %

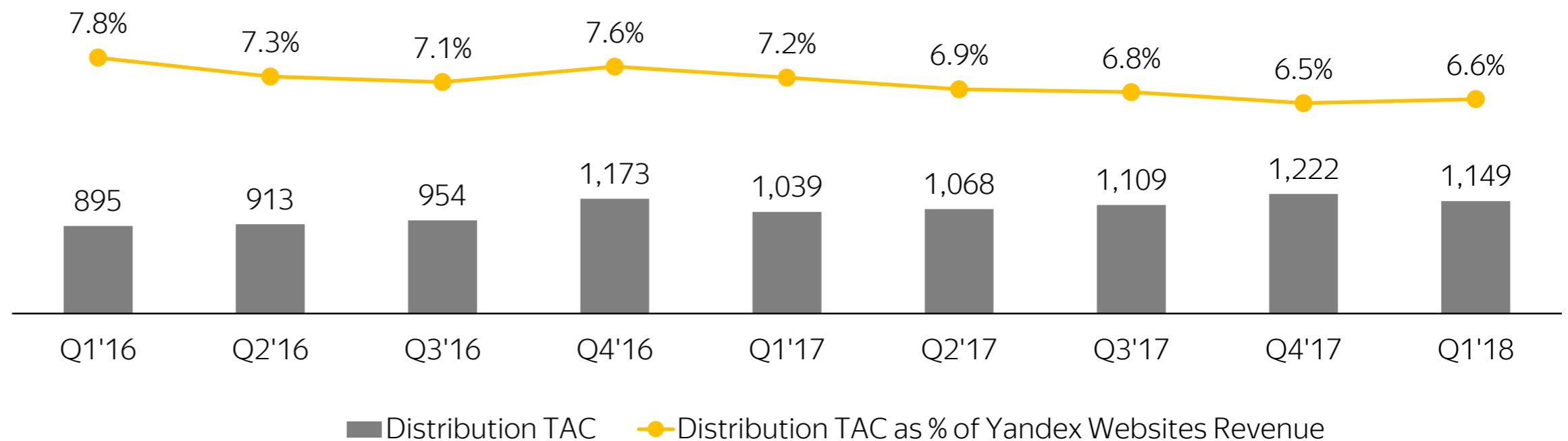


Traffic Acquisition Costs

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



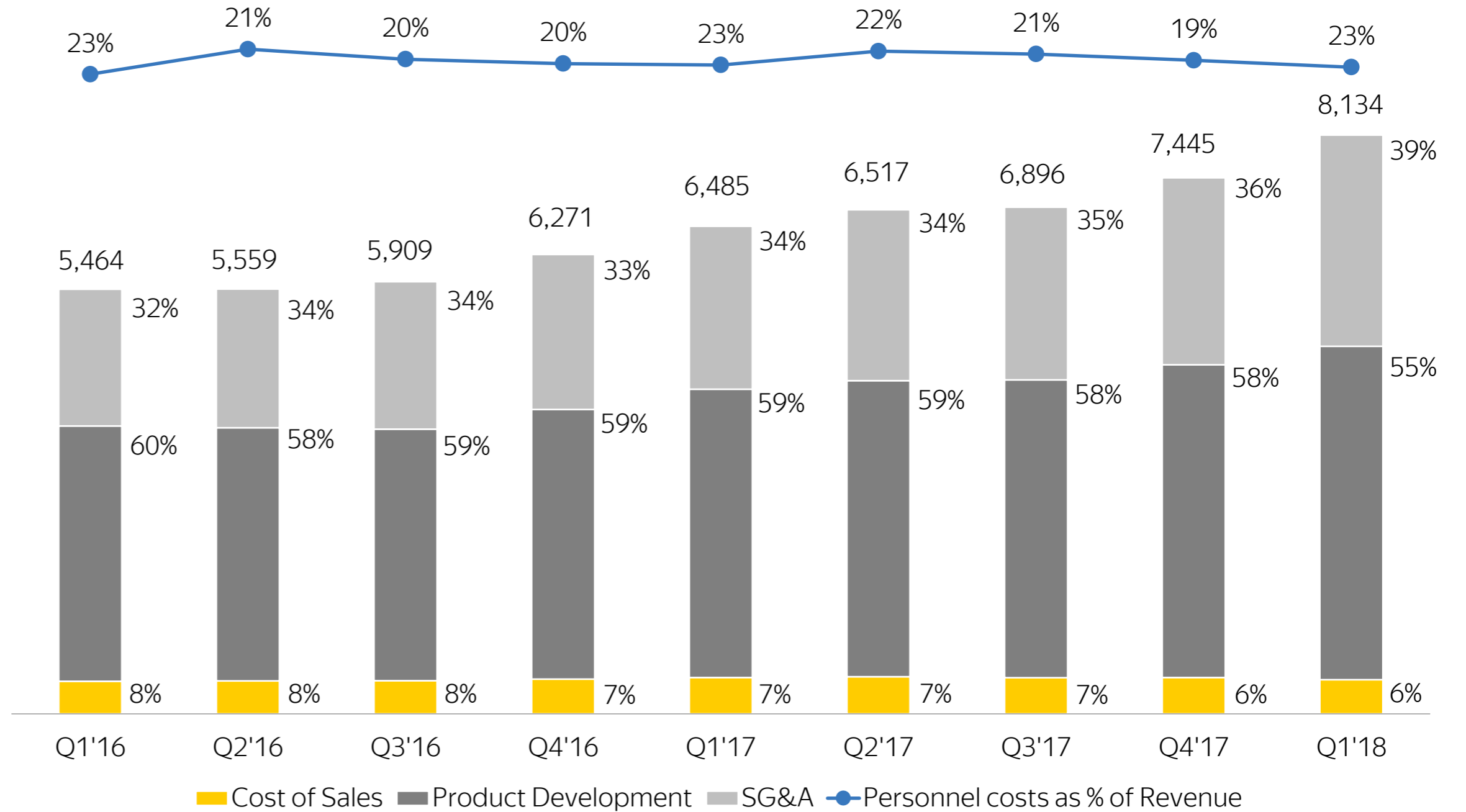
Distribution TAC as % of Yandex Websites Online Ad Revenue, MM RUB, %



¹ 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 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

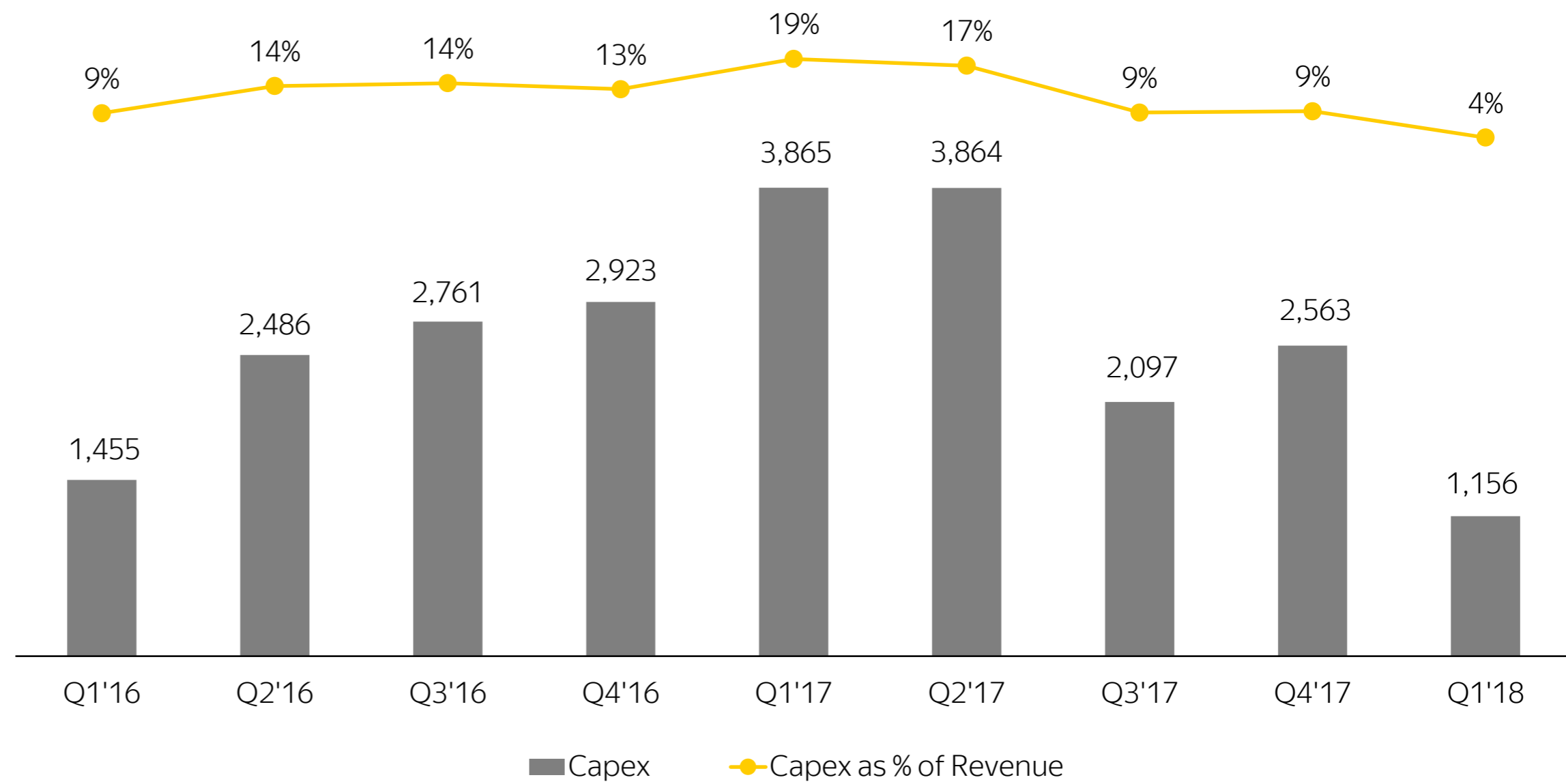
Headcount¹ by GAAP Cost Category²



¹ As of the end of the period

² Items may not total 100% due to rounding

Capex



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	Q4'17	Q1'18
Cost of Sales (COS)													
TAC	2,717	3,022	3,282	3,720	3,390	3,554	3,732	4,274	3,935	4,216	4,405	4,789	4,317
COS ex-SBC, ex-TAC	953	919	995	1,034	1,065	1,096	1,136	1,314	1,371	1,467	1,604	1,972	2,359
SBC related to COS	43	41	41	43	49	46	50	48	42	64	36	36	36
Total Cost of Sales	3,713	3,982	4,318	4,797	4,504	4,696	4,918	5,636	5,348	5,747	6,045	6,797	6,712
<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>	<i>24%</i>	<i>25%</i>
Product Development (PD)													
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	4,390	4,657
SBC related to PD	379	395	457	629	595	545	532	566	576	542	548	811	1,146
Total PD	3,347	3,300	3,168	3,606	3,877	3,794	3,858	4,303	4,518	4,473	4,569	5,201	5,803
<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>	<i>19%</i>	<i>22%</i>
SG&A													
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	7,475	7,558
SBC related to SG&A	138	158	173	221	247	290	203	251	340	359	292	547	451
Total SG&A	2,303	2,568	2,618	4,112	3,258	3,717	4,475	6,435	4,948	6,064	8,047	8,022	8,009
<i>SG&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>	<i>29%</i>	<i>30%</i>
Depreciation & Amortization (D&A)													
D&A	1,490	1,874	2,152	2,275	2,394	2,316	2,489	2,408	2,463	2,823	2,930	3,023	2,890
<i>D&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>	<i>11%</i>	<i>11%</i>
Total Costs	10,853	11,724	12,256	15,366*	14,033	14,523	15,740	18,782	17,277	19,107	21,591	23,043	23,414
<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>	<i>83%</i>	<i>88%</i>

Items may not total 100% due to rounding

* Total costs in Q4 2015 include 576MM RUB of goodwill impairment related to KinoPoisk acquisition

Quarterly Financial Summary by Segment

Old Segment Structure

Revenues, MM RUB	Q1'16	Q2'16	Q3'16	Q4'16	FY'16	Q1'17	Q2'17	Q3'17	Q4'17	FY'17
Search & Portal	15,147	16,532	17,482	20,095	69,256	18,656	20,135	21,117	24,067	83,975
E-commerce	1,043	1,069	1,200	1,406	4,718	1,295	1,168	1,060	1,445	4,968
Taxi	445	528	587	753	2,313	778	772	1,150	2,191	4,891
Classifieds	241	313	352	398	1,304	371	462	556	693	2,082
Experiments	185	153	210	282	830	326	344	412	576	1,658
Eliminations	(588)	(555)	(538)	(815)	(2,496)	(774)	(777)	(857)	(1,112)	(3,520)
Total Revenues	16,473	18,040	19,293	22,119	75,925	20,652	22,104	23,438	27,860	94,054

Adj. EBITDA, MM RUB	Q1'16	Q2'16	Q3'16	Q4'16	FY'16	Q1'17	Q2'17	Q3'17	Q4'17	FY'17
Search & Portal	5,911	6,927	7,484	8,123	28,445	7,973	9,098	8,922	10,665	36,658
E-commerce	380	325	386	329	1,420	560	445	223	370	1,598
Taxi	0	(153)	(633)	(1,300)	(2,086)	(1,245)	(1,966)	(3,168)	(1,584)	(7,963)
Classifieds	(6)	23	26	(97)	(54)	4	(17)	49	72	108
Experiments	(515)	(360)	(375)	(354)	(1,604)	(418)	(347)	(331)	(230)	(1,326)
Total Adj. EBITDA	5,770	6,762	6,888	6,701	26,121	6,874	7,213	5,695	9,293	29,075

- 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 includes our Yandex.Taxi service and Food delivery business FoodFox acquired in December 2017;
- 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.

*The numbers may not total due to rounding

New Segment Structure

Revenues, MM RUB	Q1'16	Q2'16	Q3'16	Q4'16	FY'16	Q1'17	Q2'17	Q3'17	Q4'17	FY'17	Q1'18
Search & Portal	15,143	16,527	17,517	20,112	69,299	18,671	20,166	21,159	24,172	84,168	22,285
E-commerce	1,043	1,069	1,200	1,406	4,718	1,295	1,168	1,060	1,445	4,968	1,255
Taxi	445	528	587	753	2,313	778	772	1,150	2,191	4,891	3,116
Classifieds	234	306	338	392	1,270	367	456	548	688	2,059	706
Media Services	130	126	159	234	649	244	251	290	402	1,187	421
Experiments	21	4	18	31	74	66	65	92	146	369	182
Eliminations	(542)	(520)	(525)	(809)	(2,396)	(769)	(774)	(861)	(1,184)	(3,588)	(1,392)
Total Revenues	16,473	18,040	19,293	22,119	75,925	20,652	22,104	23,438	27,860	94,054	26,573

Adj. EBITDA, MM RUB	Q1'16	Q2'16	Q3'16	Q4'16	FY'16	Q1'17	Q2'17	Q3'17	Q4'17	FY'17	Q1'18
Search & Portal	5,606	6,795	7,356	8,061	27,818	7,901	9,057	8,936	10,736	36,630	10,367
E-commerce	380	325	386	329	1,420	560	445	223	370	1,598	(162)
Taxi	0	(153)	(633)	(1,300)	(2,086)	(1,245)	(1,966)	(3,168)	(1,584)	(7,963)	(1,712)
Classifieds	(6)	20	16	(102)	(72)	3	(20)	44	70	97	(287)
Media Services	(98)	(80)	(91)	(103)	(372)	(150)	(106)	(104)	(84)	(444)	(97)
Experiments	(113)	(145)	(146)	(184)	(587)	(195)	(197)	(236)	(215)	(843)	(405)
Total Adj. EBITDA	5,770	6,762	6,888	6,701	26,121	6,874	7,213	5,695	9,293	29,075	7,704

- In Q1 2018 we introduced the following changes to our segments structure:
- Search and Portal segment (including Geolocation services) offers a broad range of services 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. Since Q1 2018 our Search and Portal segment also includes Search and Portal in Turkey and Yandex Launcher, previously reported in Experiments and Yandex.Travel, previously reported in Classifieds.
- E-commerce segment includes our Yandex.Market service;
- Taxi segment includes our Taxi business (including Yandex.Taxi and Uber in Russia and neighboring countries) and Food Delivery business (including Yandex.EATs and UberEATs);
- Classifieds segment includes Auto.ru, Yandex.Realty and Yandex.Jobs;
- Media Services segment includes KinoPoisk, Yandex.Music, Yandex.Afisha and Yandex.TV program; Media Services were broken out from Experiments and now constitute a separate business unit;
- Experiments segment includes Zen, Yandex.Cloud, Yandex.Health, Yandex.Drive and Yandex Data Factory. Yandex.Cloud and Yandex.Health initiatives previously were a part of our Search and Portal segment. Yandex.Drive is our car-sharing service, launched in February 2018.
- Eliminations represent the elimination of transactions between the reportable segments, primarily related to advertising.
- Previous periods are restated in accordance with the new segment approach.

Annual Financial Summary by Segment

Annual data for 2013-2016 is presented in the old segment structure

Revenues, MM RUB	2013	2014	2015	2016	2017 Old	2017 New*
Search & Portal	37,039	47,920	55,905	69,256	83,975	84,168
E-commerce	2,810	2,889	3,400	4,718	4,968	4,968
Taxi	112	327	984	2,313	4,891	4,891
Classifieds	327	539	894	1,304	2,082	2,059
Media Services						1,187
Experiments	179	337	441	830	1,658	369
Eliminations	(965)	(1,245)	(1,832)	(2,496)	(3,520)	(3,588)
Total Revenues	39,502	50,767	59,792	75,925	94,054	94,054

Adj. EBITDA, MM RUB	2013	2014	2015	2016	2017 Old	2017 New*
Search & Portal	16,136	20,417	21,651	28,445	36,658	36,630
E-commerce	2,071	1,873	1,726	1,420	1,598	1,598
Taxi	57	217	162	(2,086)	(7,963)	(7,963)
Classifieds	221	278	146	(54)	108	97
Media Services						(444)
Experiments	(1,118)	(1,733)	(2,716)	(1,604)	(1,326)	(843)
Total Adj. EBITDA	17,367	21,052	20,969	26,121	29,075	29,075

Revenue growth, %,YoY	2013**	2014	2015	2016	2017 Old	2017 New*
Search & Portal		29%	17%	24%	21%	21%
E-commerce		3%	18%	39%	5%	5%
Taxi		192%	201%	135%	111%	111%
Classifieds		65%	66%	46%	60%	62%
Media Services						83%
Experiments		88%	31%	88%	100%	n/a
Total Revenues		29%	18%	27%	24%	24%

Adj. EBITDA Margin, %	2013	2014	2015	2016	2017 Old	2017 New*
Search & Portal	43.6%	42.6%	38.7%	41.1%	43.7%	43.5%
E-commerce	74%	65%	51%	30%	32%	32%
Taxi	51%	66%	16%	-90%	-163%	-163%
Classifieds	68%	52%	16%	-4%	5%	5%
Media Services						-37%
Experiments	-625%	-514%	-616%	-193%	-80%	-228%
Total Adj. EBITDA Margin	44.0%	41.5%	35.1%	34.4%	30.9%	30.9%

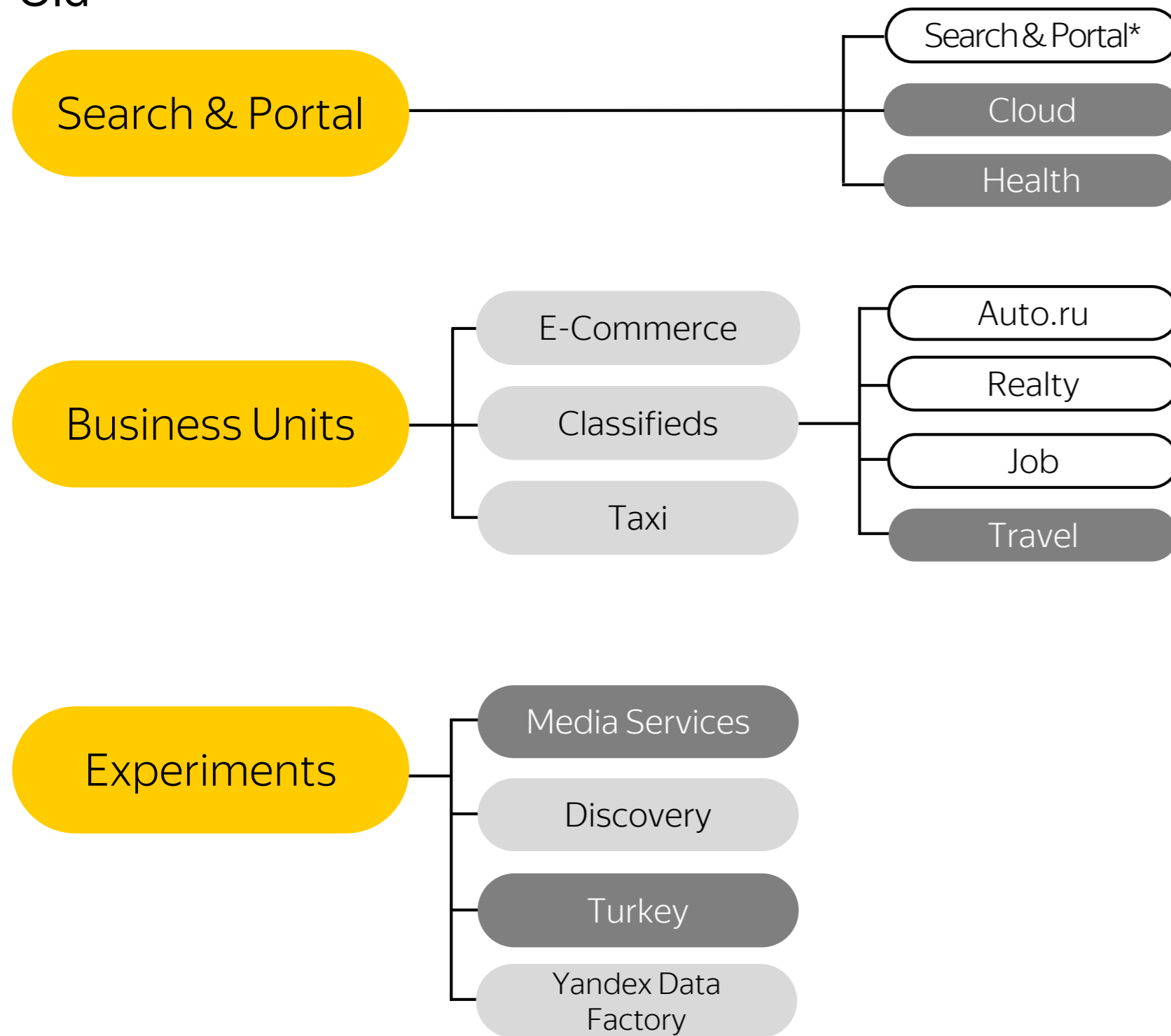
- Search and Portal segment includes all our services offered in Russia, Belarus and Kazakhstan (and, for periods prior to the imposition of sanctions on Yandex by the government of Ukraine in May 2017, all our services offered in Ukraine), other than those described below;
- E-commerce segment includes our Yandex.Market service;
- Taxi segment includes our Yandex.Taxi service and Food delivery business FoodFox acquired in December 2017;
- 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.

* '2017 New' column is presented in the new segment structure that is described on slide 8

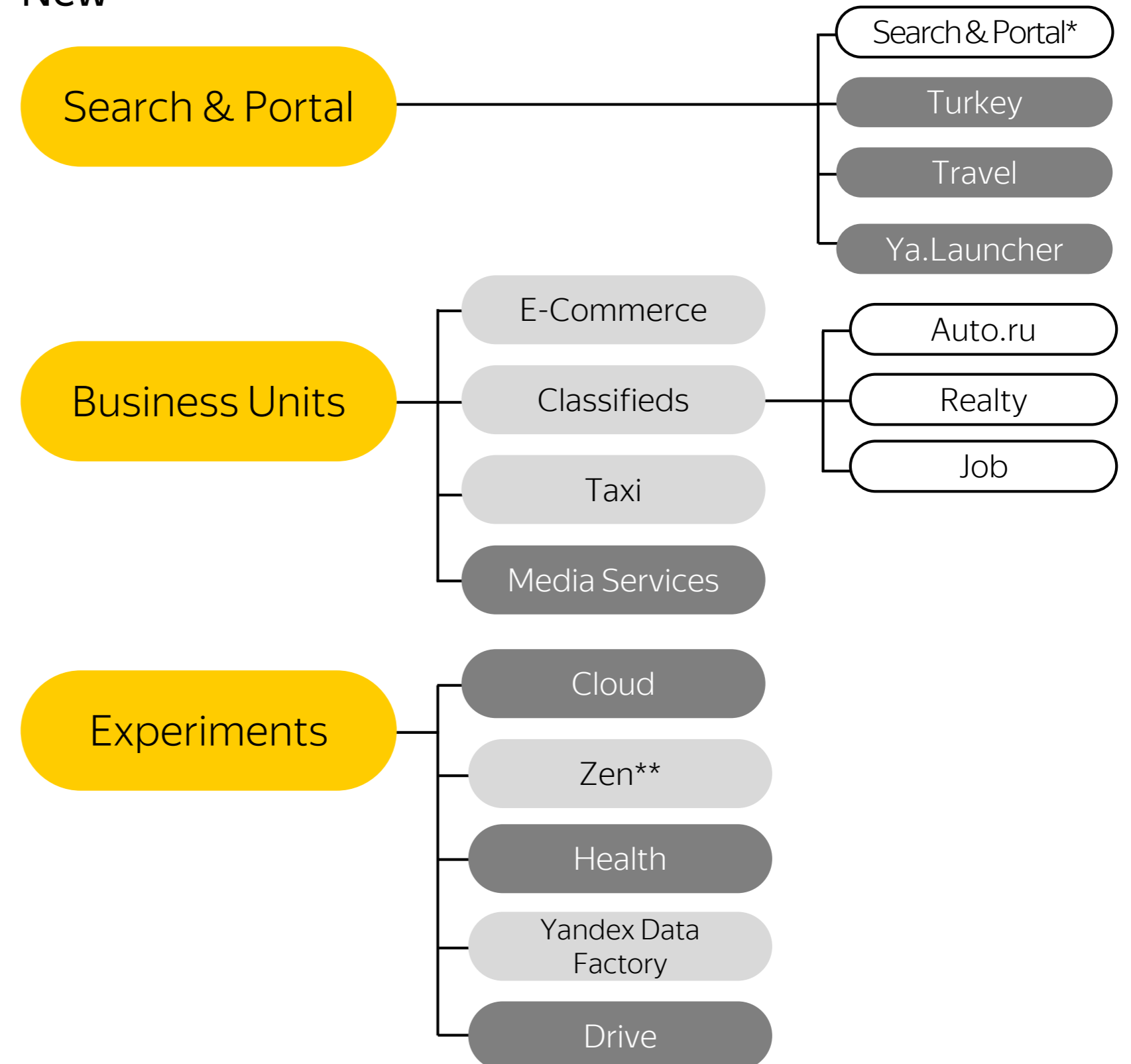
**We do not show YoY growth rates of BUs in 2013, as we had not yet formed segments in 2012

Changes in the Composition of Segments

Old



New



* Search & Portal includes Geolocation Services

**In the old structure of our Discovery segment was represented by Zen and Yandex Launcher

This slide is provided for your convenience in order to help with visual representation of the changes in the components of our segments