

Yandex

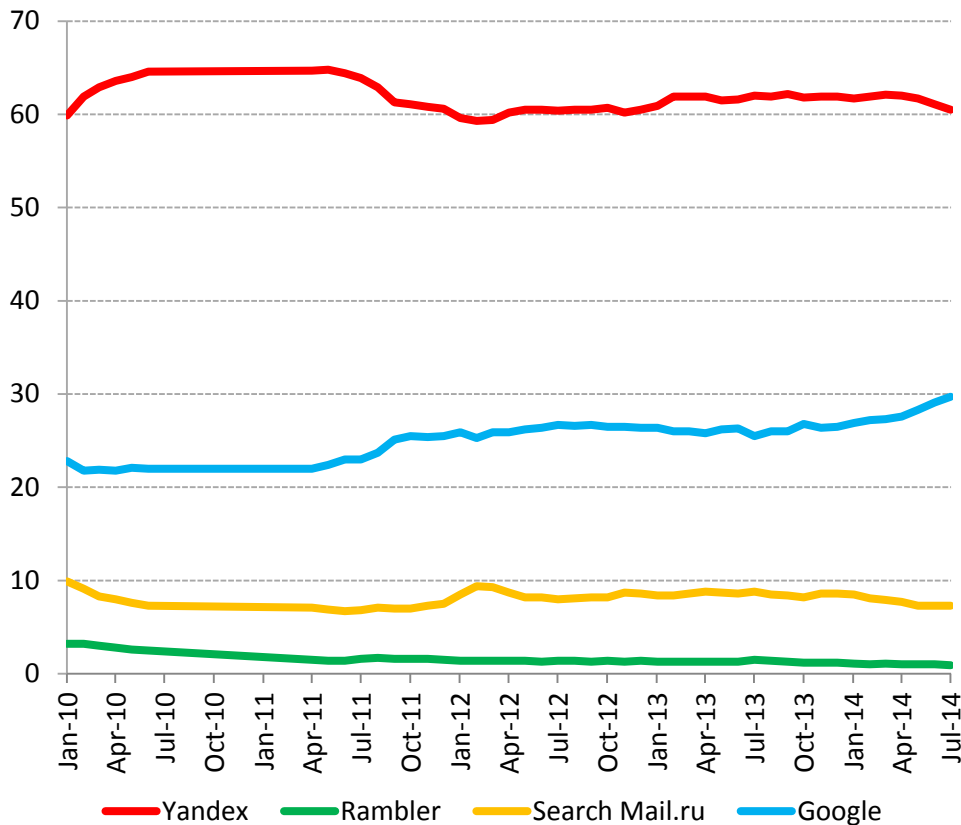
Quarterly Supplementary Materials

Search

July 29, 2014

Share of the Russian Search Market

RUSSIAN SEARCH MARKET, %



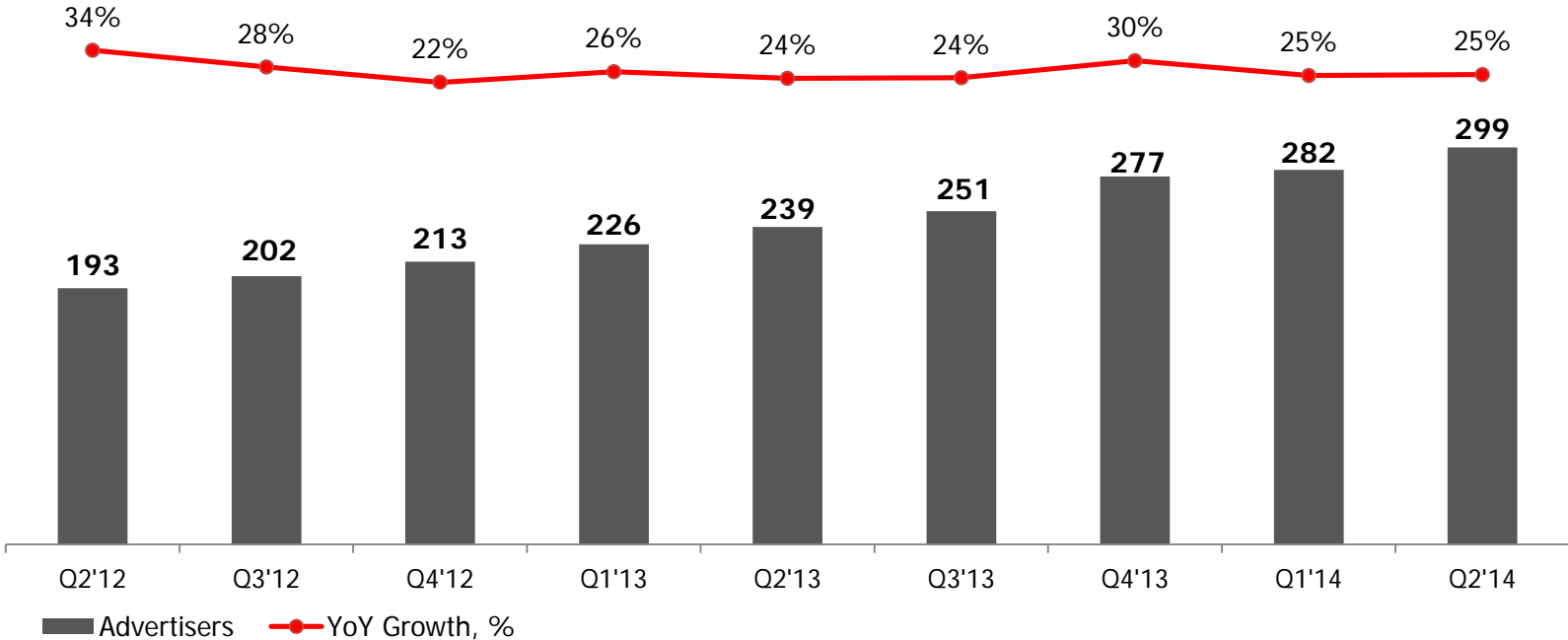
AVERAGE SEARCH SHARE PER QUARTER, %

	Yandex	Google	Mail.ru	Rambler
<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
<i>Q4'13</i>	61.9	26.6	8.5	1.2
<i>Q1'14</i>	61.9	27.6	8.2	1.1
<i>Q2'14</i>	61.6	28.3	7.4	1.0

Source: LiveInternet.ru (through July 28, 2014). Search traffic reflects Russian users to Russian websites. Includes mobile searches

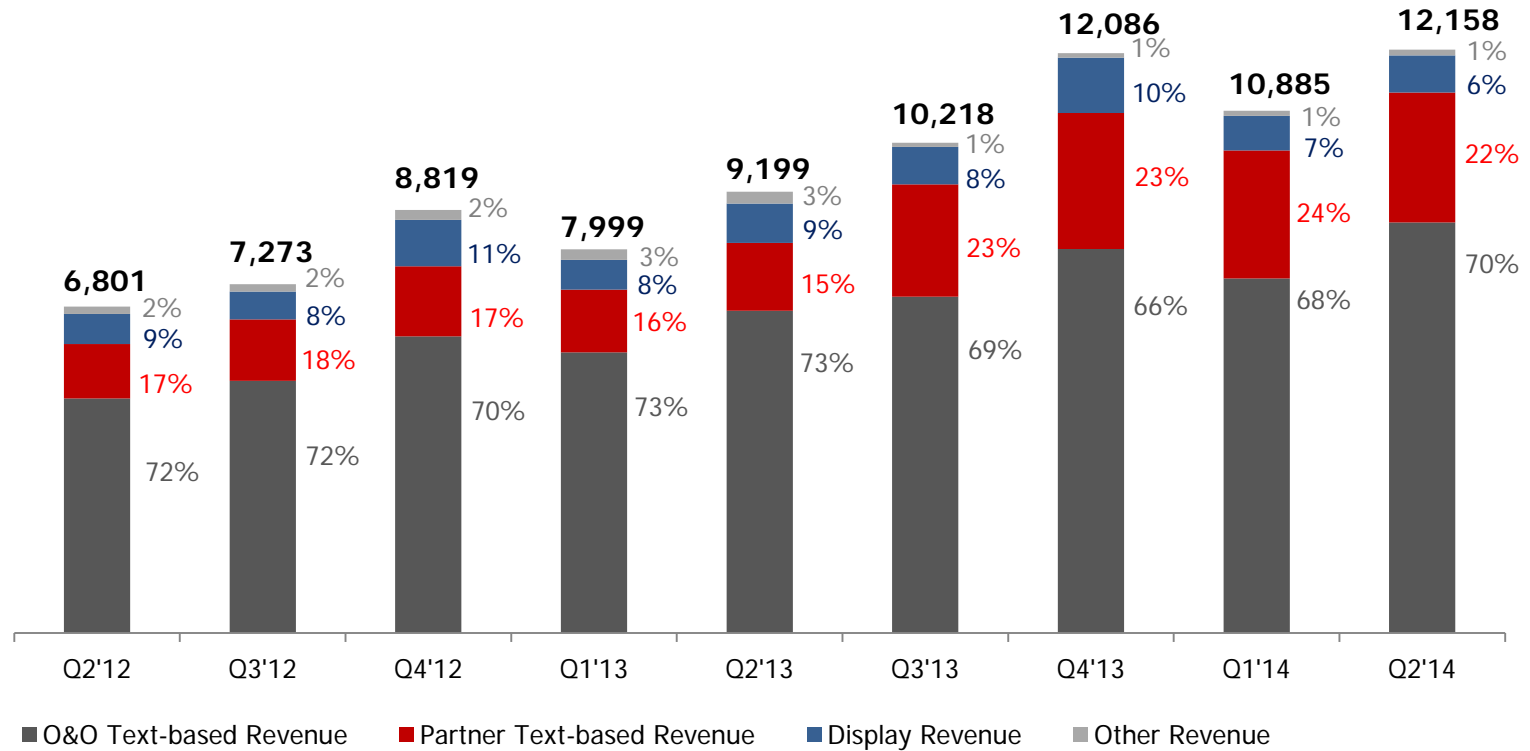
Advertisers

NUMBER OF ADVERTISERS, IN THOUSANDS



Revenue

YANDEX REVENUE¹ BREAKDOWN², MM RUR, %

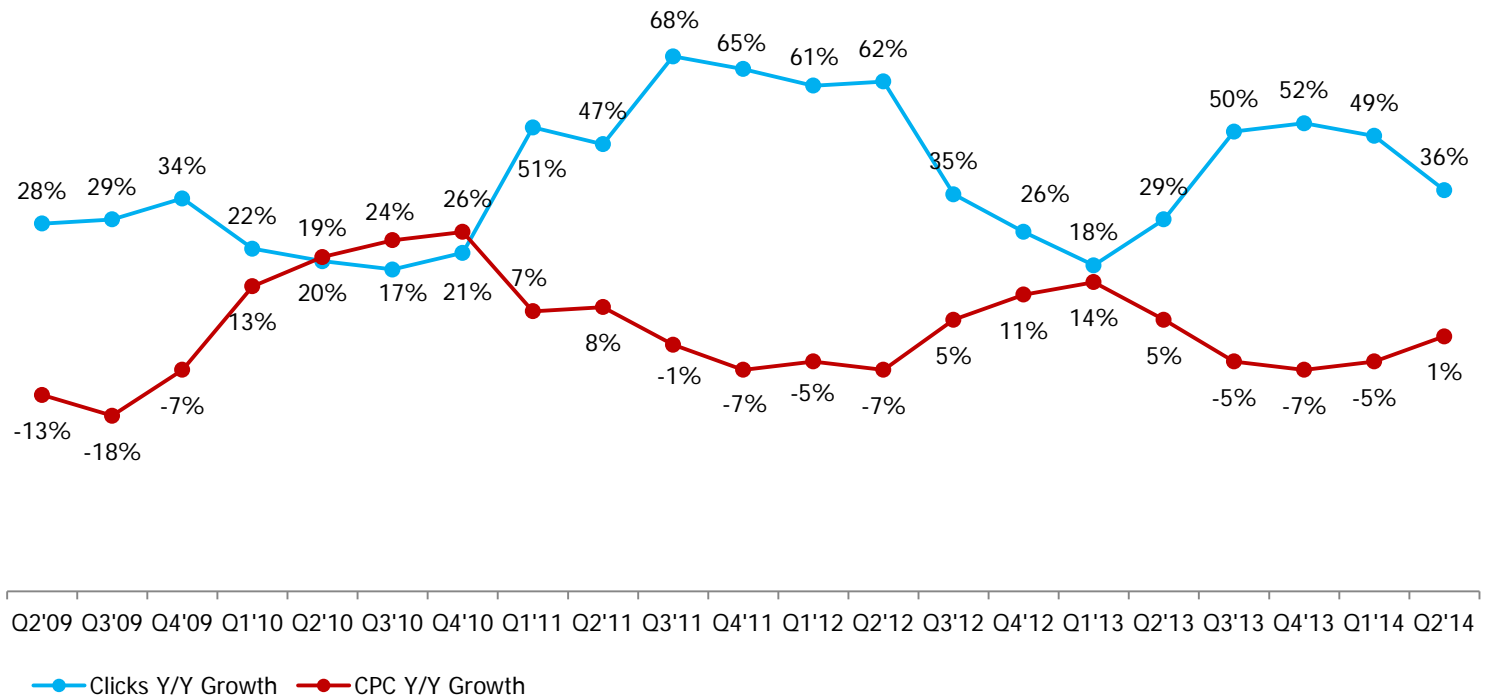


¹ Net of Discounts and Commissions, but gross of TAC

² Items may not total 100% due to rounding

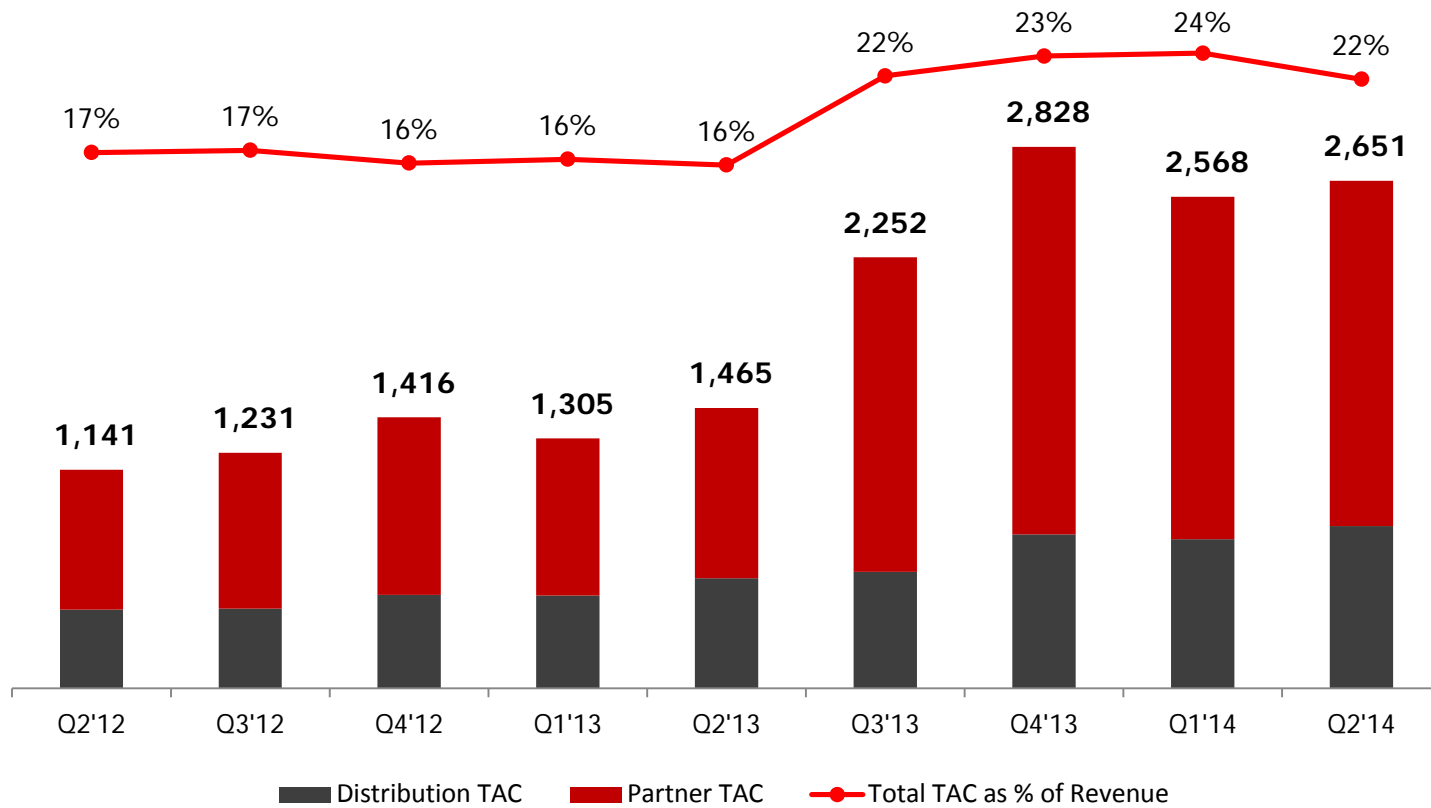
Operational Metrics

GROWTH IN PAID CLICKS AND CPC, %



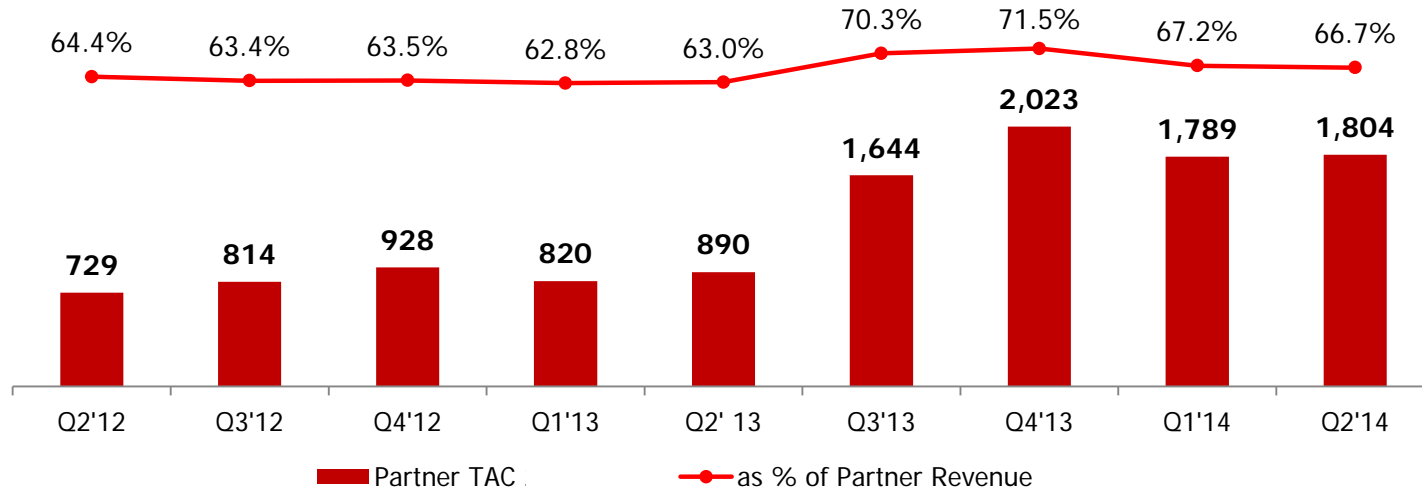
Traffic Acquisition Costs

TAC BREAKDOWN, MM RUR

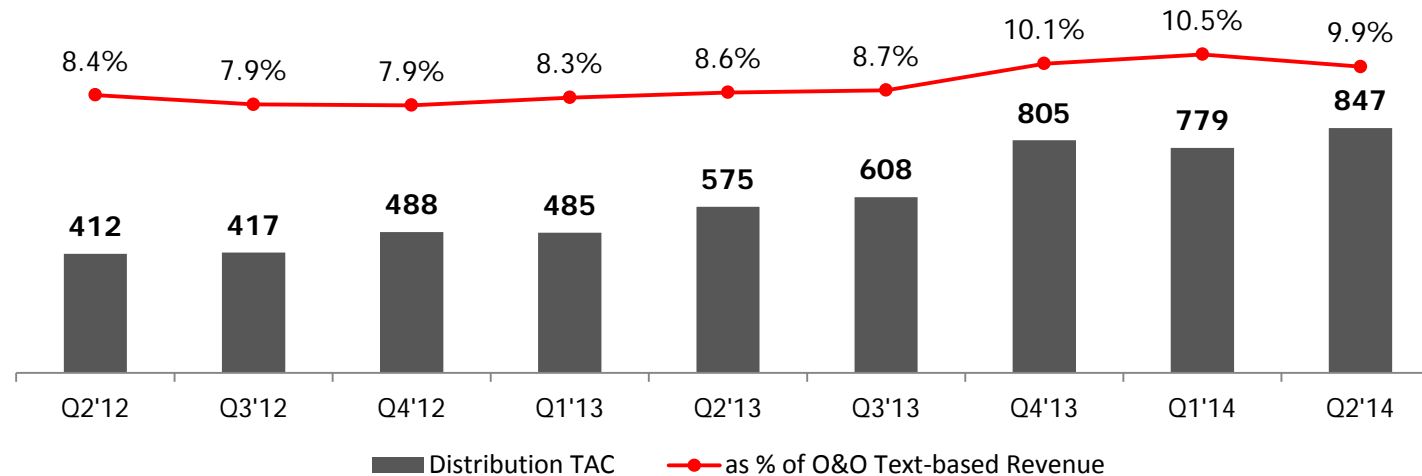


Traffic Acquisition Costs

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

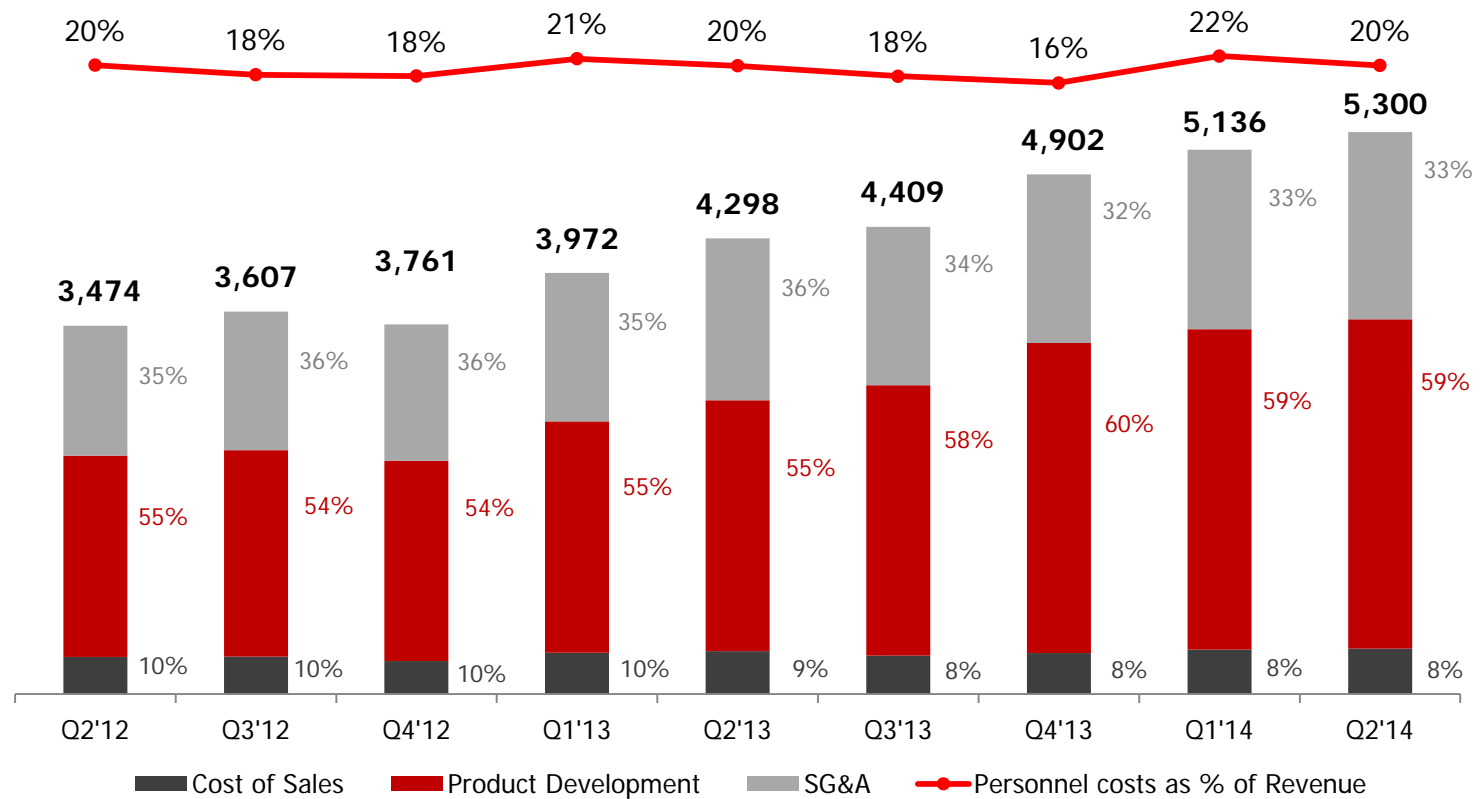


Distribution TAC as % of O&O Text-based Revenue, MM RUR, %



Headcount and Personnel Cost Evolution

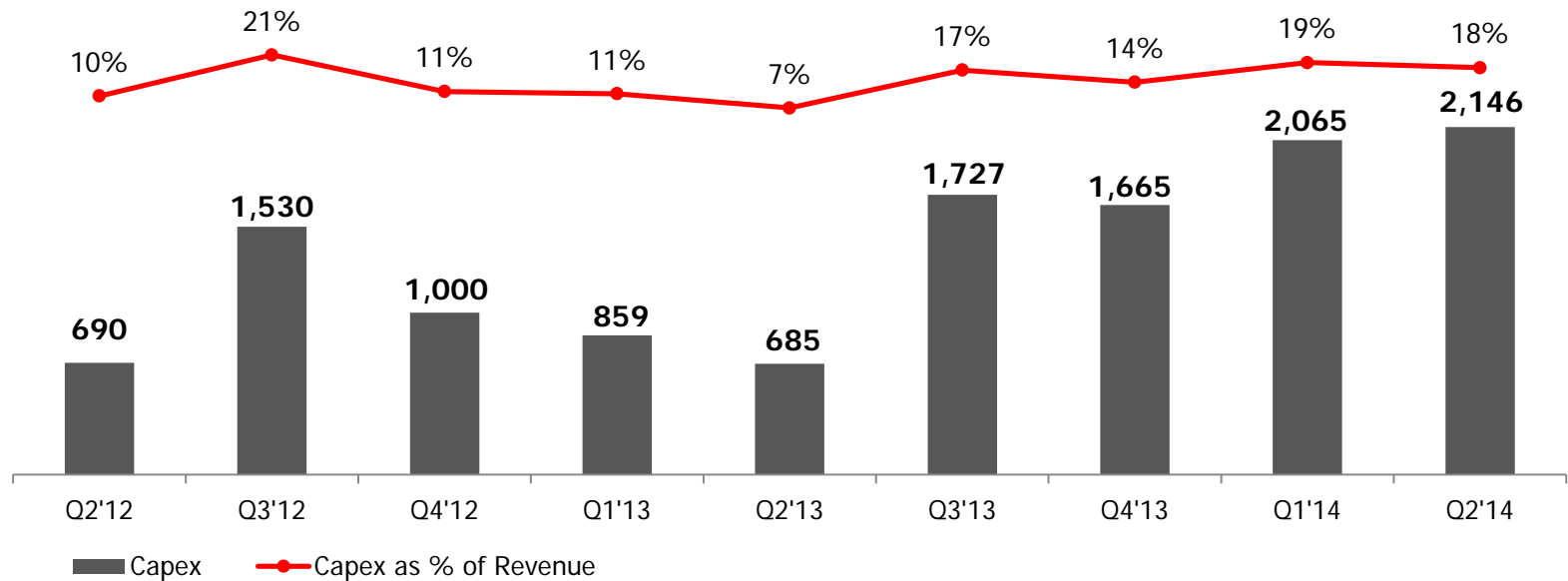
HEADCOUNT¹ BY GAAP COST CATEGORY²



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

	Q1'12	Q2'12	Q3'12	Q4'12	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14
Cost of Sales (COS)										
TAC	992	1,141	1,231	1,416	1,305	1,465	2,252	2,810	2,568	2,651
COS ex-SBC, ex-TAC	520	601	607	646	660	681	659	713	745	753
SBC related to COS	6	6	7	14	11	12	20	18	19	23
Total Cost of Sales	1,518	1,748	1,845	2,076	1,976	2,158	2,931	3,541	3,332	3,427
Total COS as % of Revenue	26%	26%	25%	24%	25%	23%	29%	29%	31%	28%
Product Development (PD)										
PD ex-SBC	1,027	1,006	975	1,045	1,246	1,290	1,333	1,523	1,834	1,914
SBC related to PD	39	53	59	70	82	91	134	128	170	165
Total PD	1,066	1,059	1,034	1,115	1,328	1,381	1,467	1,651	2,004	2,079
PD as % of Revenue	18%	16%	14%	13%	17%	15%	14%	14%	18%	17%
SG&A										
SG&A expense ex-SBC	1,034	1,037	1,077	1,630	1,305	1,482	1,586	1,906	1,696	1,818
SBC related to SG&A	36	15	40	31	58	48	75	77	66	87
Total SG&A	1,070	1,052	1,117	1,661	1,363	1,530	1,661	1,983	1,762	1,905
SG&A as % of Revenue	18%	15%	15%	19%	17%	17%	16%	16%	16%	16%
Depreciation & Amortization (D&A)	661	696	734	860	879	912	914	990	1,069	1,114
D&A as % of Revenue	11%	10%	10%	10%	11%	10%	9%	8%	10%	9%
Total Costs	4,315	4,556	4,730	5,712	5,546	5,981	6,973	8,165	8,167	8,526
Total Costs as % of Revenue	73%	67%	65%	65%	69%	65%	68%	68%	75%	70%

Items may not total due to rounding

Yandex

Thank you!

Search