

Yandex

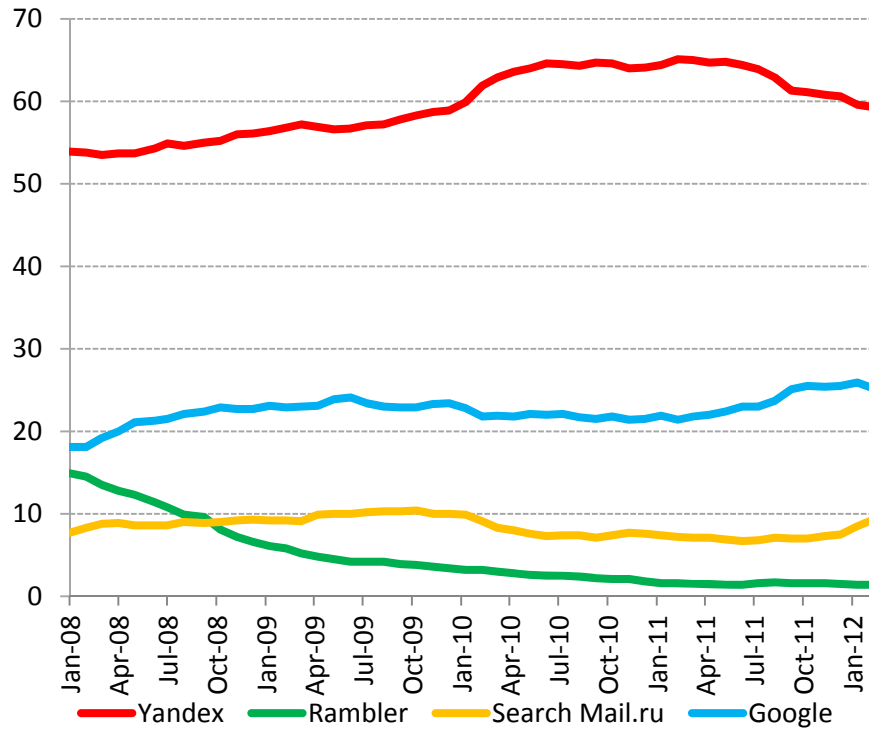
Quarterly Supplementary Materials

Search

February 22, 2012

Share of the Russian Search Market

RUSSIAN SEARCH MARKET, %



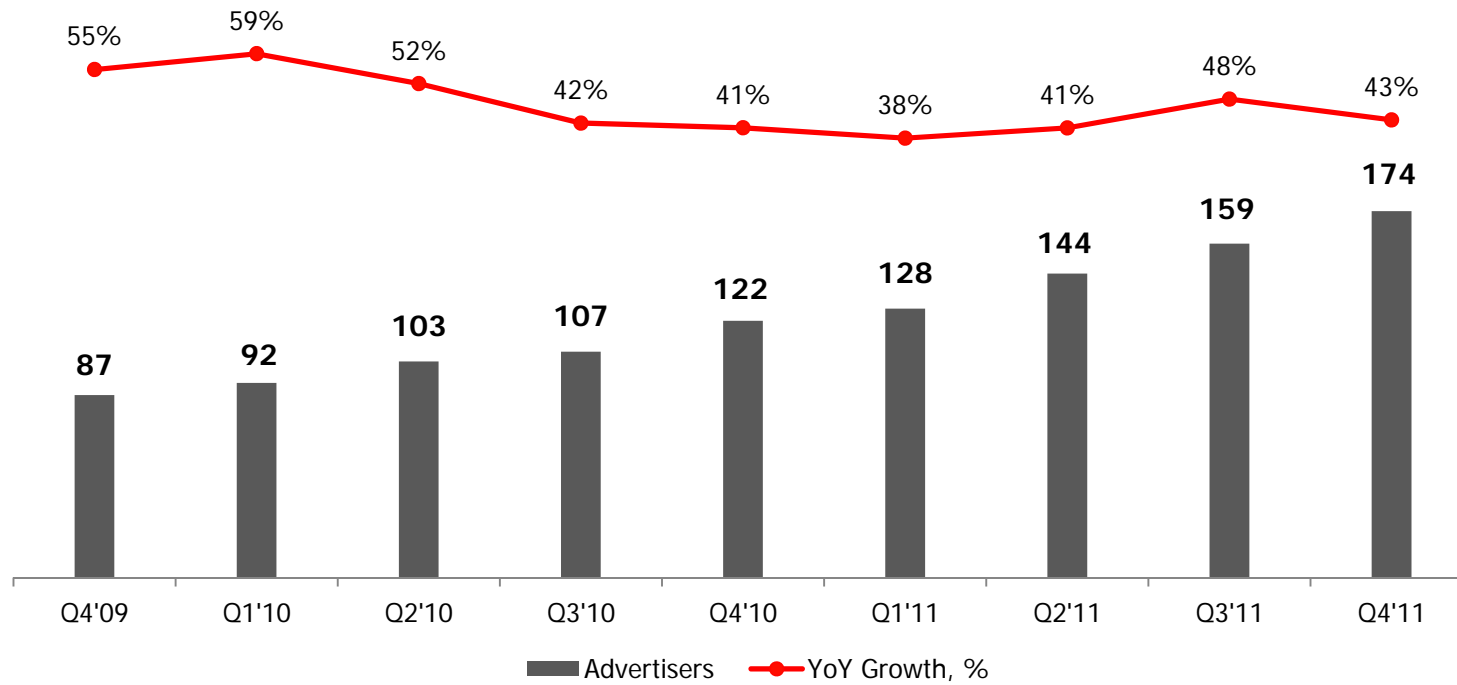
AVERAGE SEARCH SHARE PER QUARTER, %

	Yandex	Google	Mail.ru	Rambler
<i>Q3'09</i>	57.4	23.1	10.3	4.1
<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

Source: LiveInternet.ru (February 2012), Search traffic reflects Russian users to Russian websites

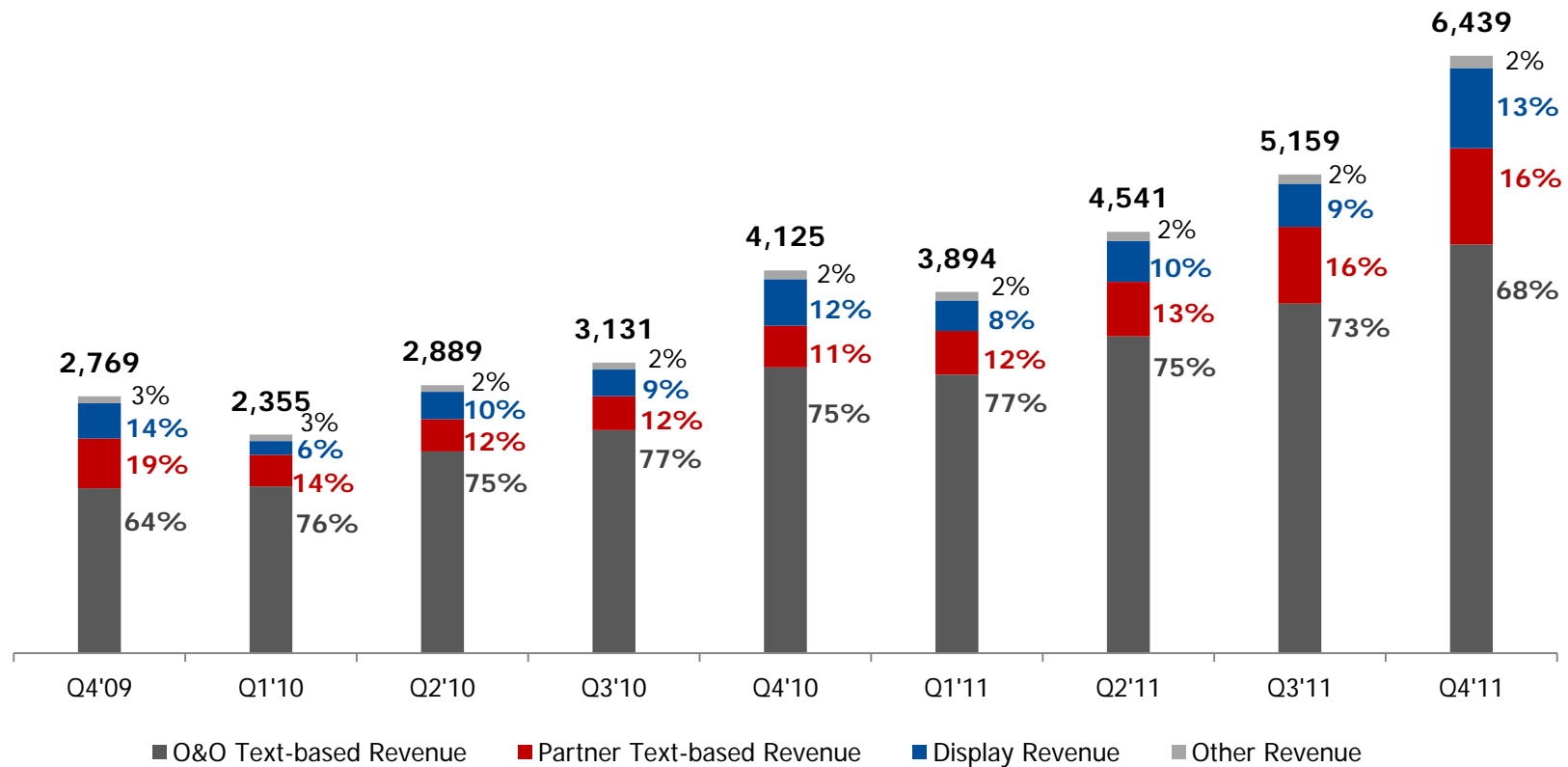
Advertisers

NUMBER OF ADVERTISERS, IN THOUSANDS



Revenue

YANDEX REVENUE¹ BREAKDOWN², MM RUR, %

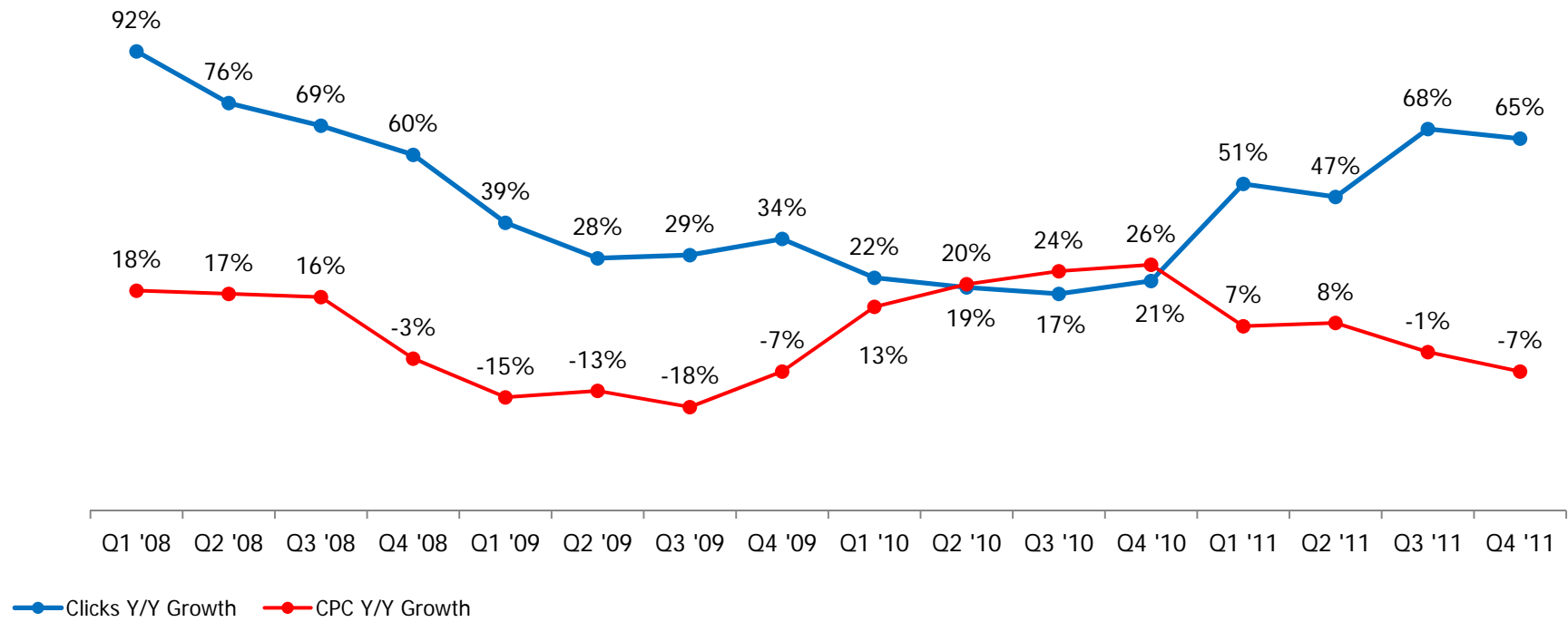


¹ Net of Discounts and Commissions, but gross of TAC

² Items may not total 100% due to rounding

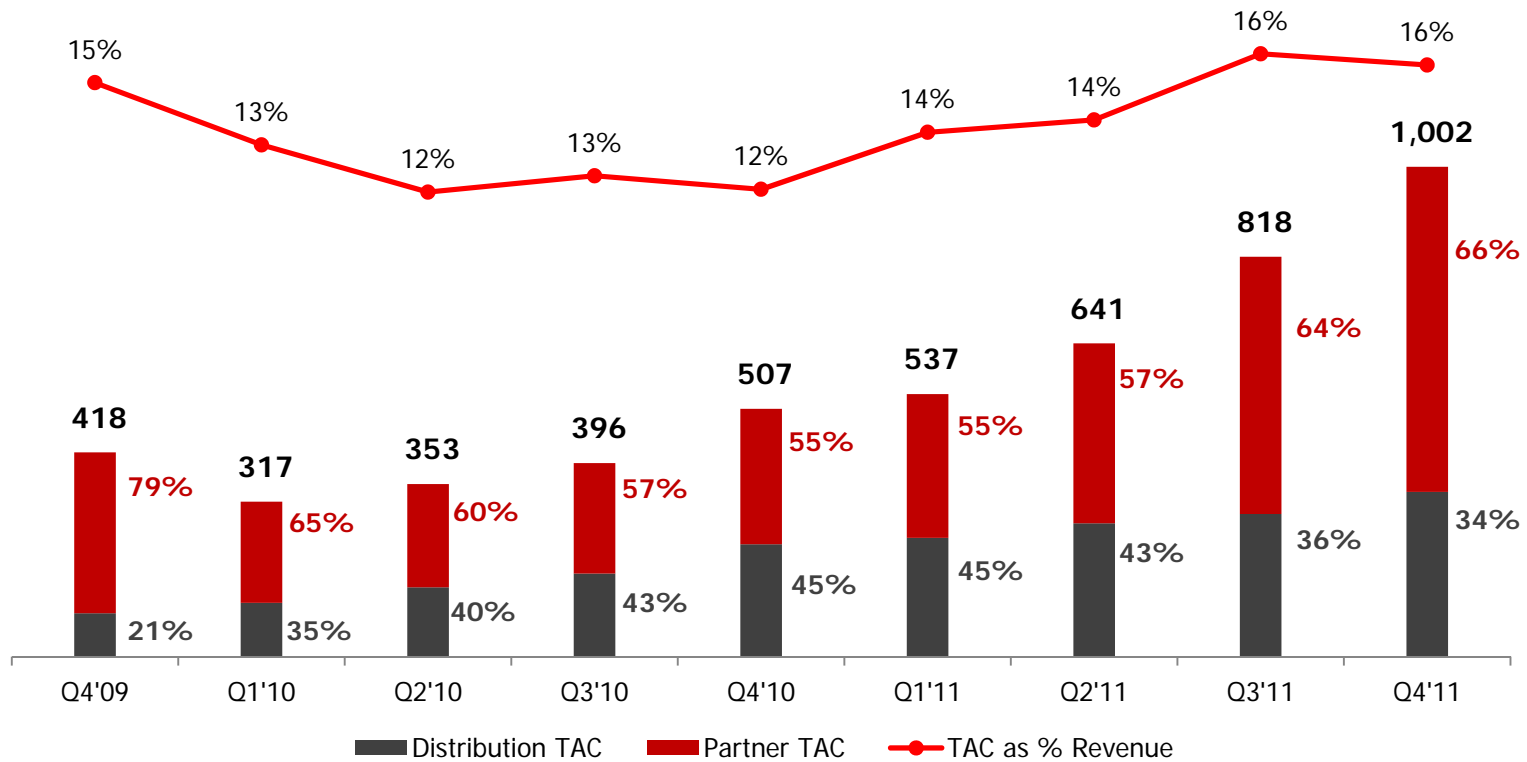
Operational Metrics

GROWTH IN PAID CLICKS AND CPC, %



Traffic Acquisition Costs

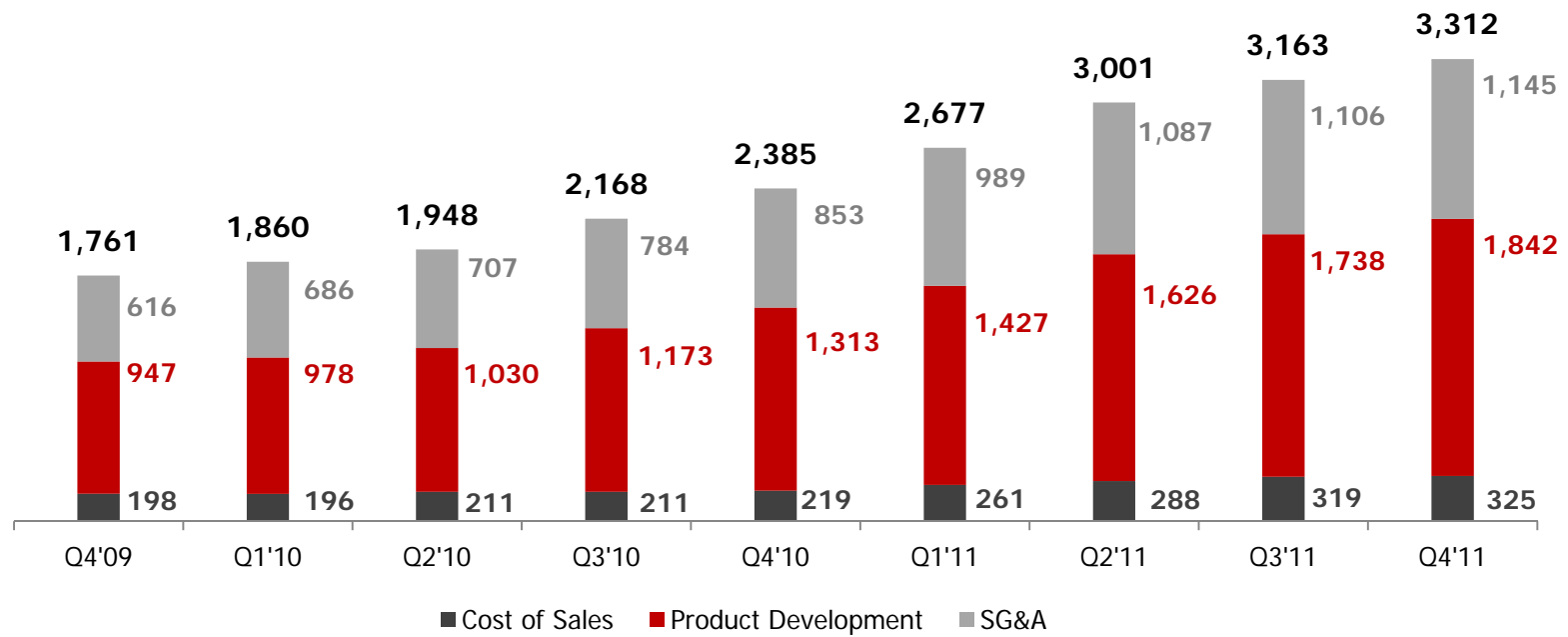
TAC BREAKDOWN¹, MM RUR



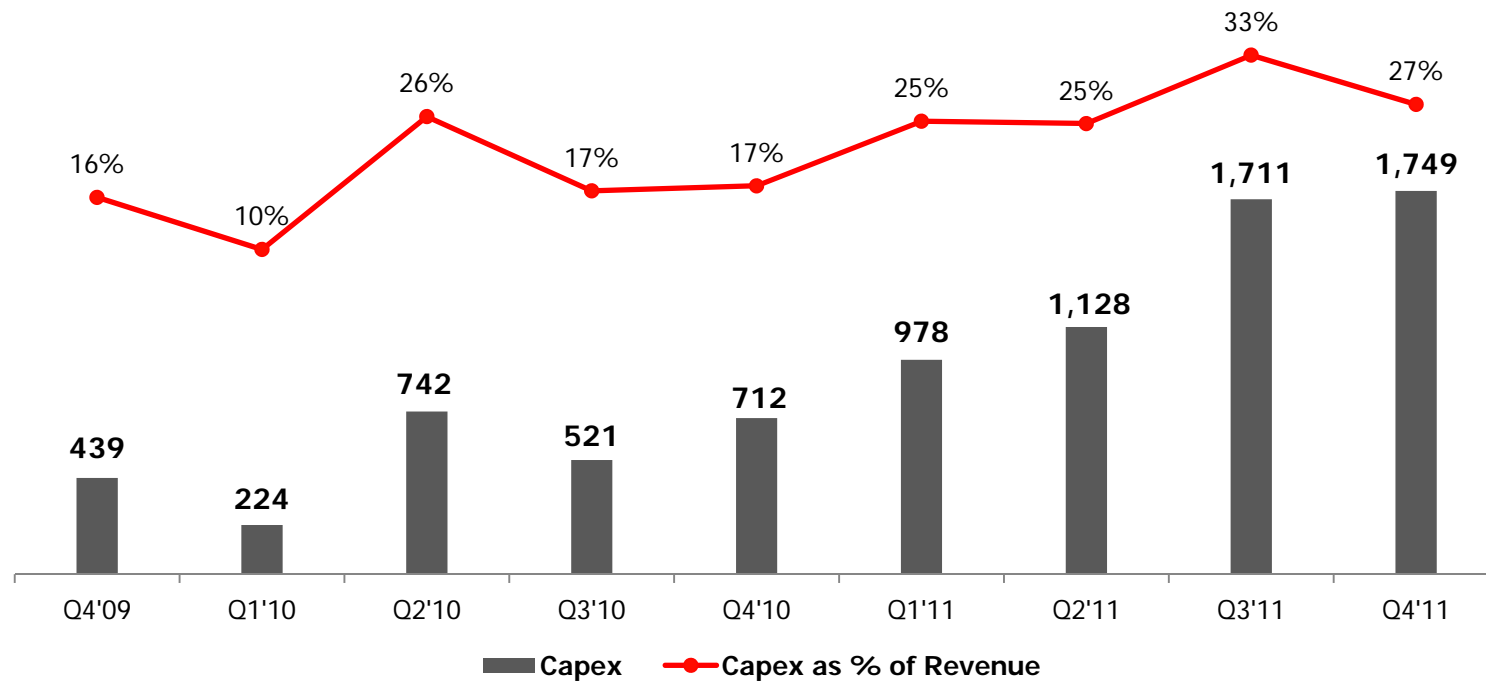
¹ Items may not total 100% due to rounding

Headcount Evolution

PERSONNEL BY GAAP COST CATEGORY



Capex, MM RUR



Costs, MM RUR

	Q4'09	Q1'10	Q2'10	Q3'10	Q4'10	Q1'11	Q2'11	Q3'11	Q4'11
Cost of Sales (COS)									
TAC	418	317	353	396	507	537	641	818	1,002
COS ex-SBC, ex-TAC	233	218	230	265	283	351	387	469	476
SBC related to COS	3	4	3	4	5	6	6	7	7
Total Cost of Sales	654	539	586	665	795	894	1,034	1,294	1,485
Total COS as % of Revenue	24%	23%	20%	21%	19%	23%	23%	25%	23%
Product Development (PD)									
PD ex-SBC	497	468	454	499	565	691	718	751	811
SBC related to PD	15	18	18	22	29	32	38	41	42
Total PD	512	486	472	521	594	723	756	792	853
PD as % of Revenue	18%	21%	16%	17%	14%	19%	17%	15%	13%
SG&A									
SG&A expense ex-SBC	413	361	404	452	564	596	881	786	881
SBC related to SG&A	35	11	11	13	22	32	65	18	35
Total SG&A	448	372	415	465	586	628	946	804	916
SG&A as % of Revenue	16%	16%	14%	15%	14%	16%	21%	16%	14%
Depreciation & Amortization (D&A)	237	259	272	307	343	377	427	488	582
D&A as % of Revenue	9%	11%	9%	10%	8%	10%	9%	9%	9%
Total Costs	1,851	1,656	1,745	1,958	2,318	2,622	3,163	3,378	3,836
Total Costs as % of Revenue	67%	70%	60%	63%	56%	67%	70%	65%	60%

Yandex

Thank you!

Search