

Yandex

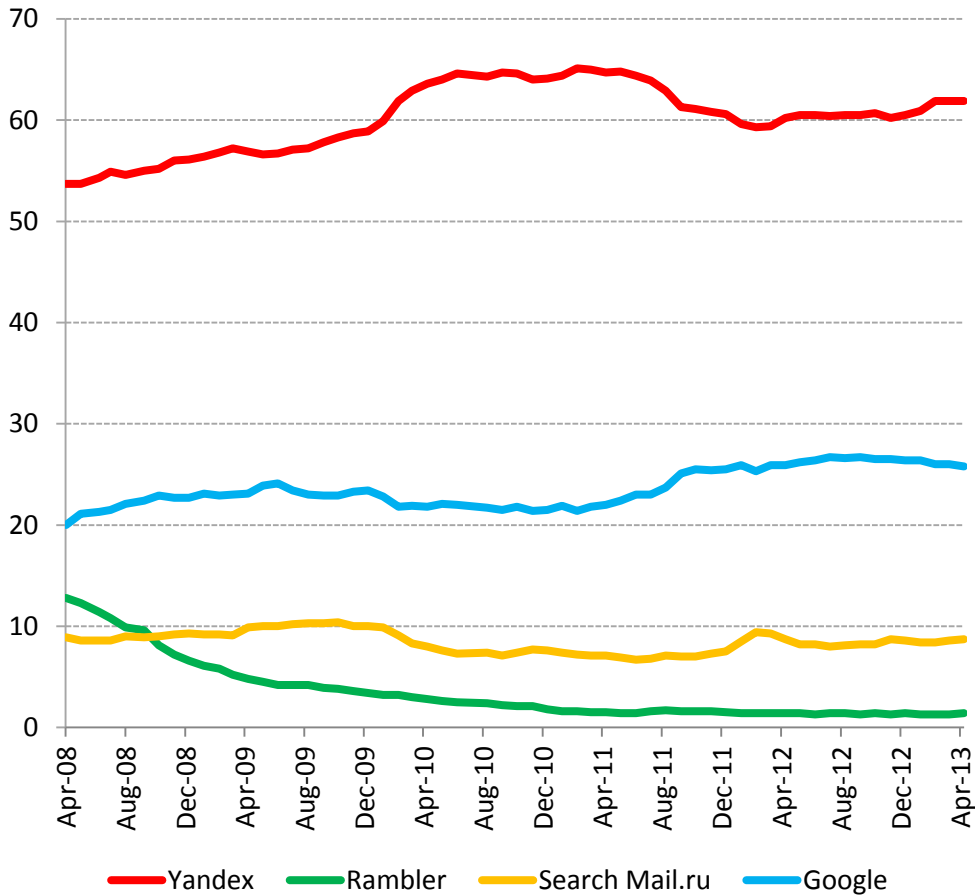
Quarterly Supplementary Materials

Search

April 25, 2013

Share of the Russian Search Market

RUSSIAN SEARCH MARKET, %



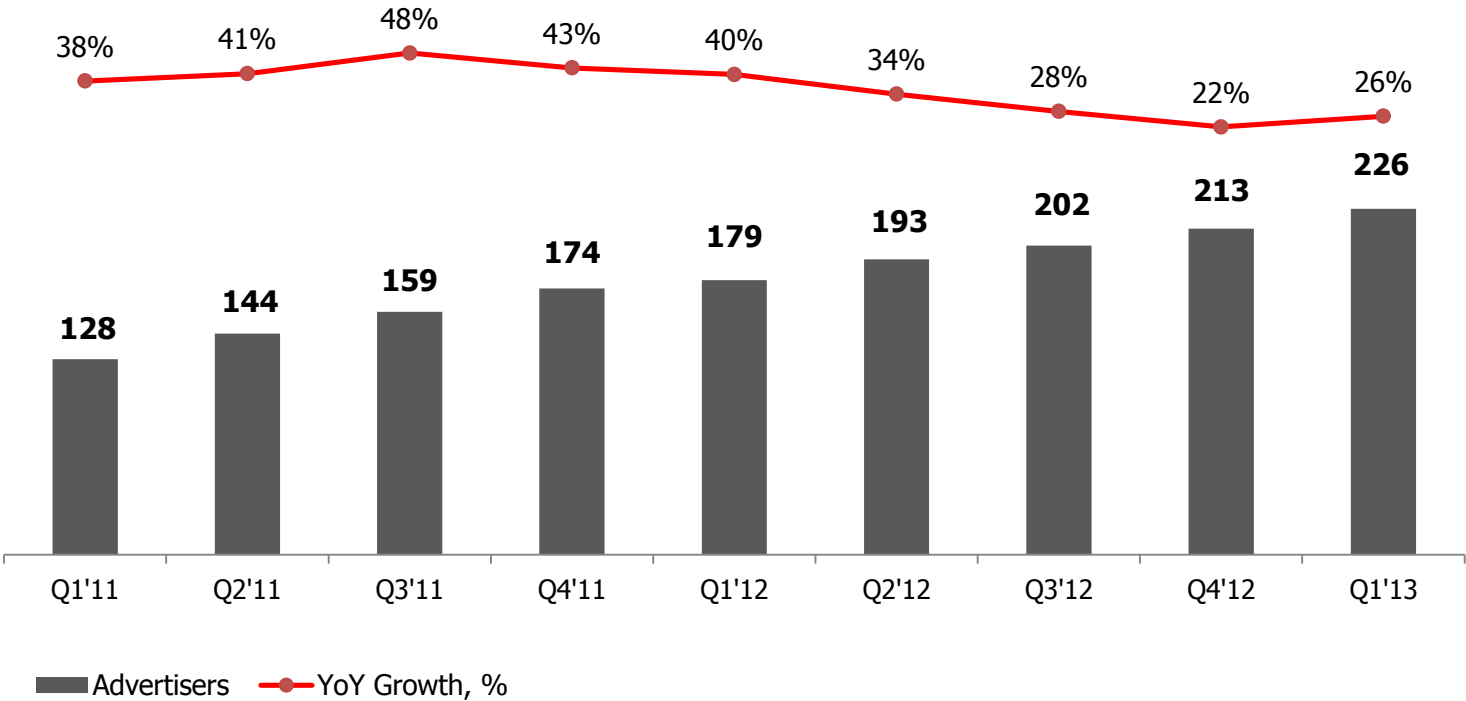
AVERAGE SEARCH SHARE PER QUARTER, %

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

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

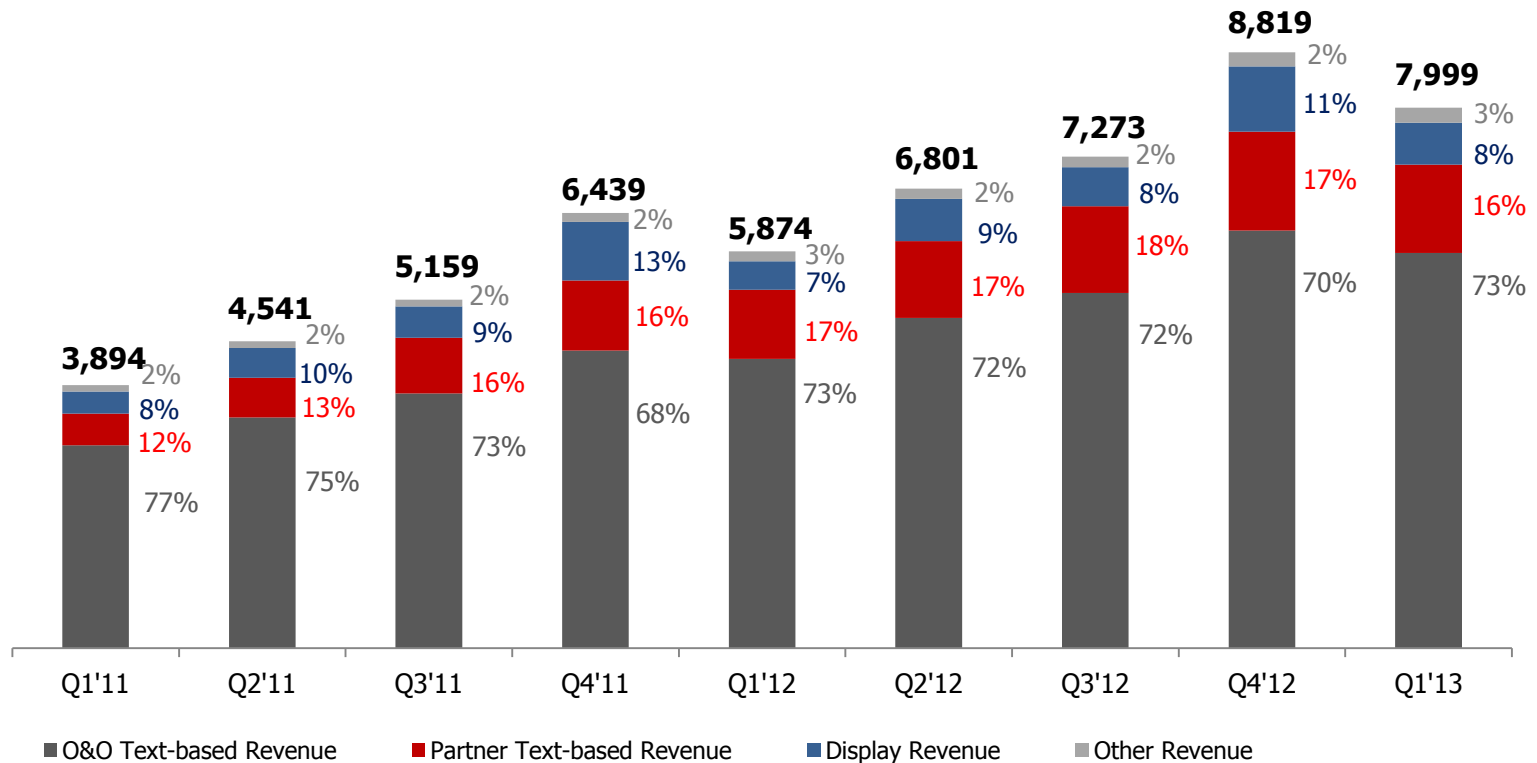
Advertisers

NUMBER OF ADVERTISERS, IN THOUSANDS



Revenue

YANDEX REVENUE¹ BREAKDOWN², MM RUR, %

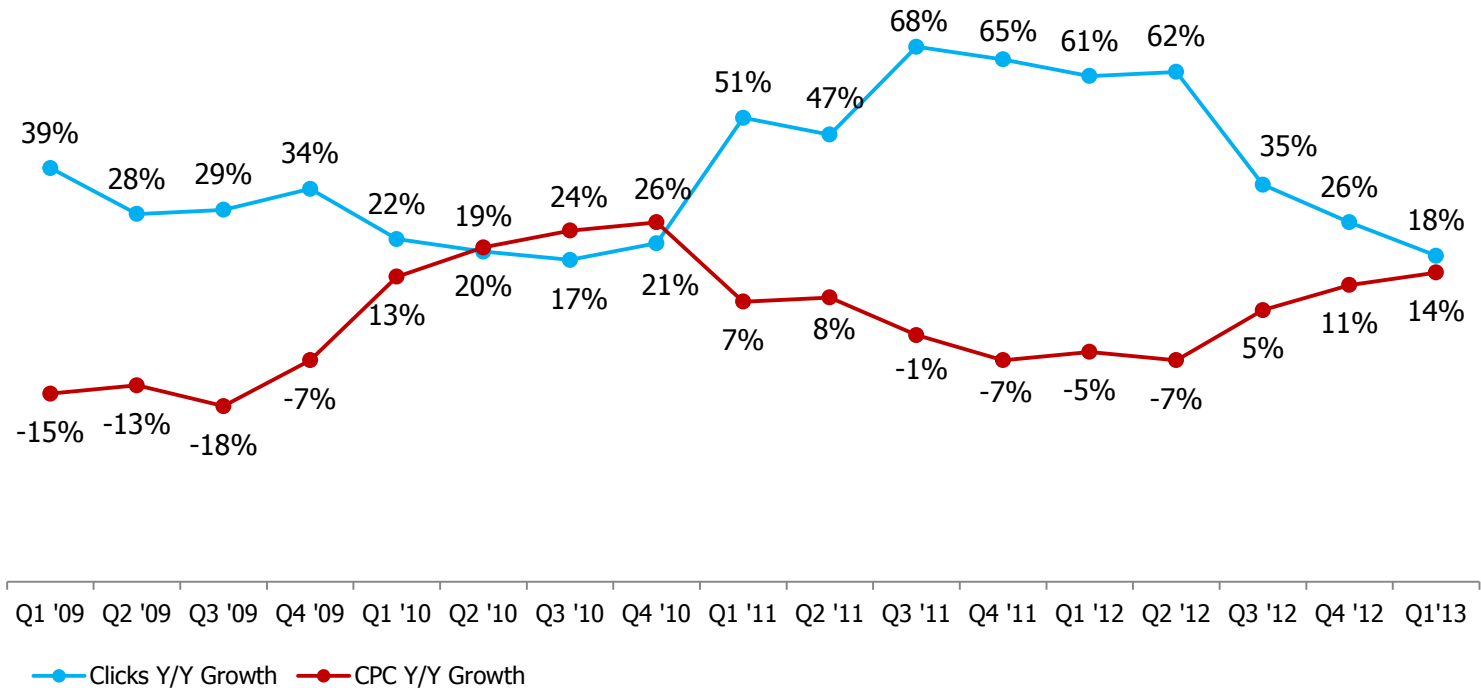


¹ Net of Discounts and Commissions, but gross of TAC

² Items may not total 100% due to rounding

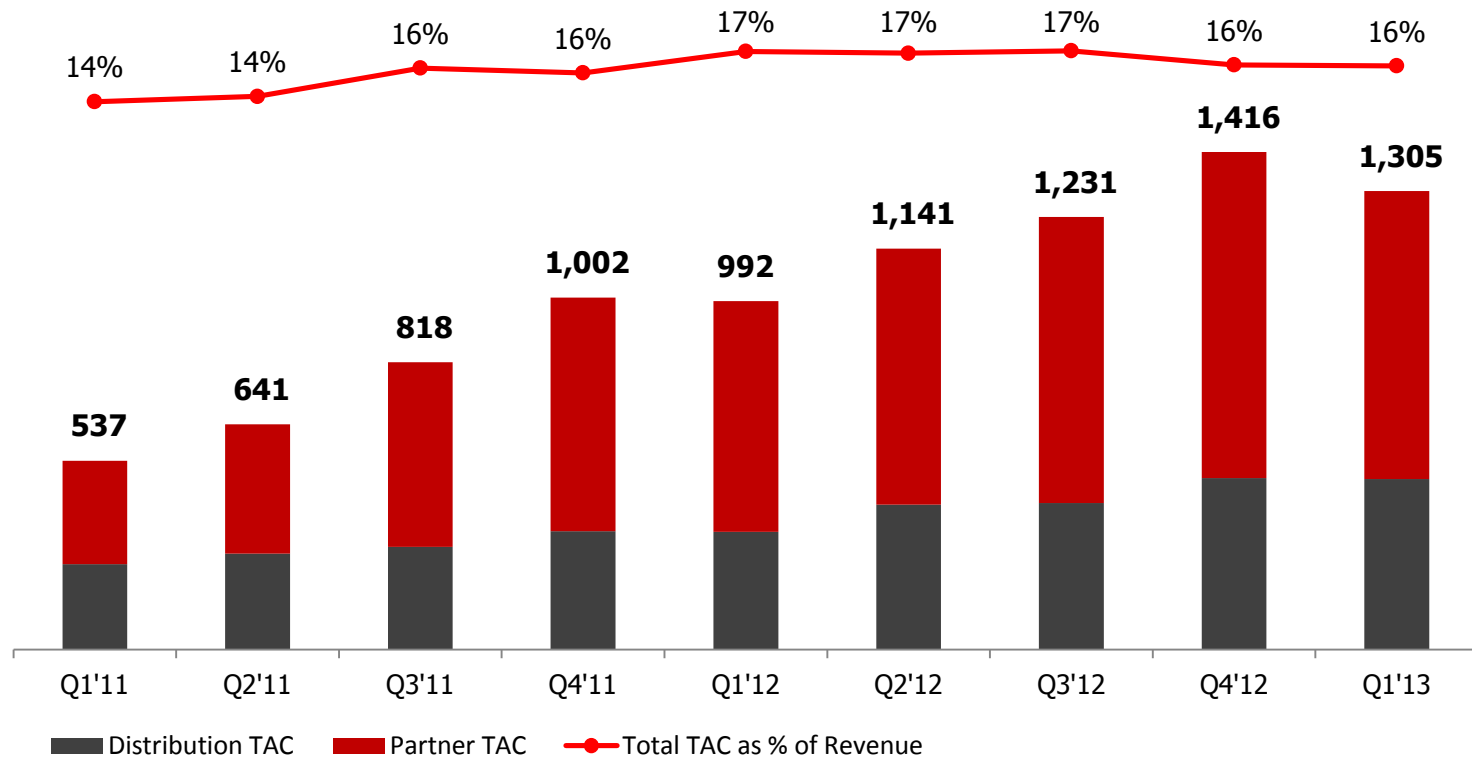
Operational Metrics

GROWTH IN PAID CLICKS AND CPC, %



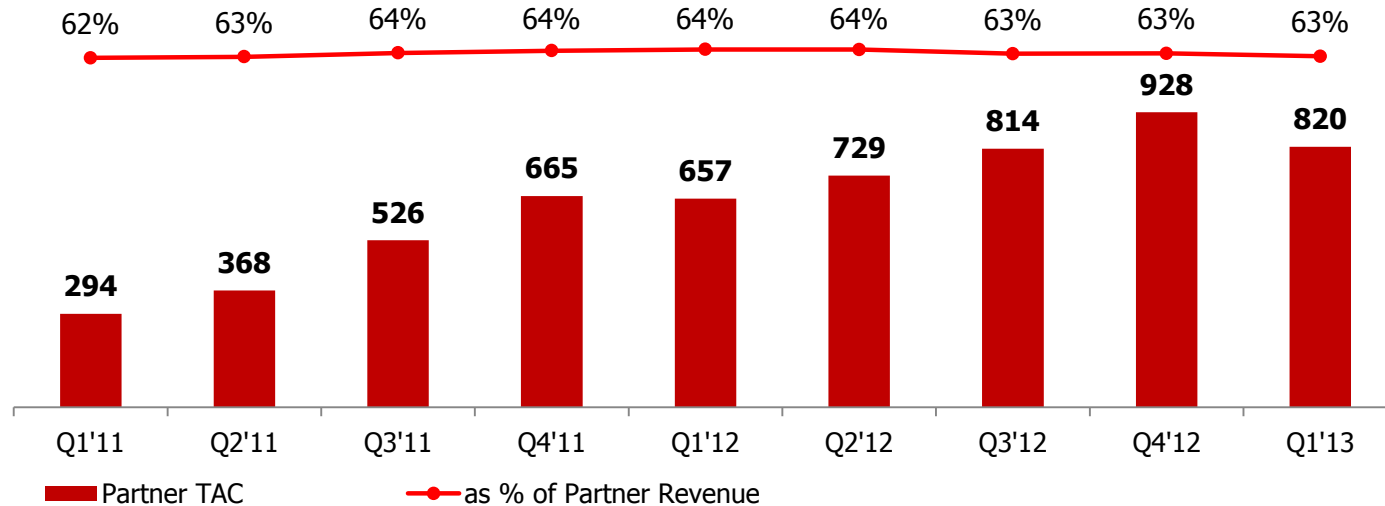
Traffic Acquisition Costs

TAC BREAKDOWN, MM RUR

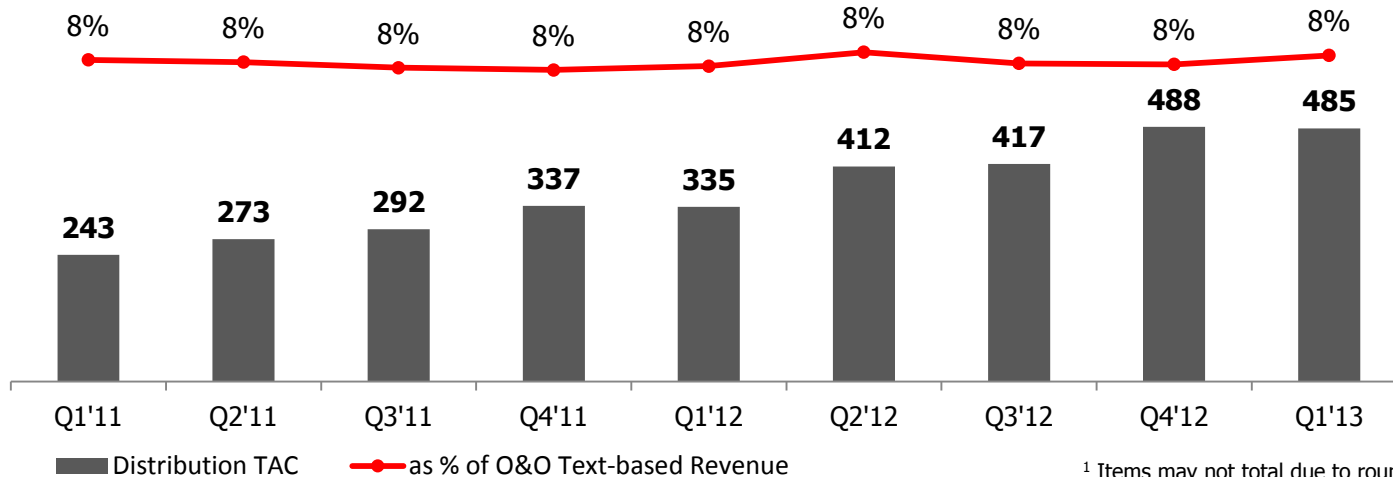


Traffic Acquisition Costs¹

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



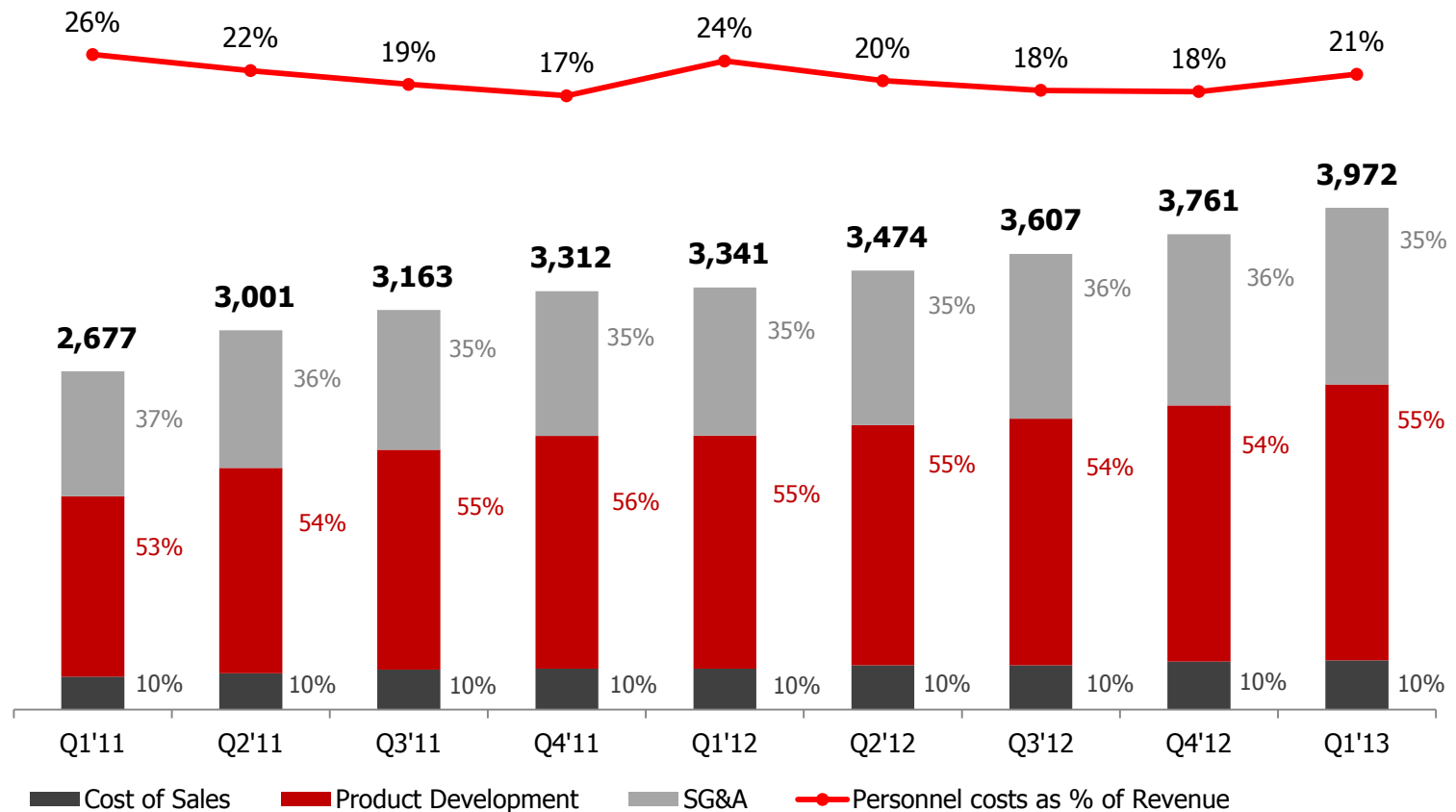
Distribution TAC as % of O&O Text-based Revenue, MM RUR, %



¹ Items may not total due to rounding

Headcount and Personnel Cost Evolution

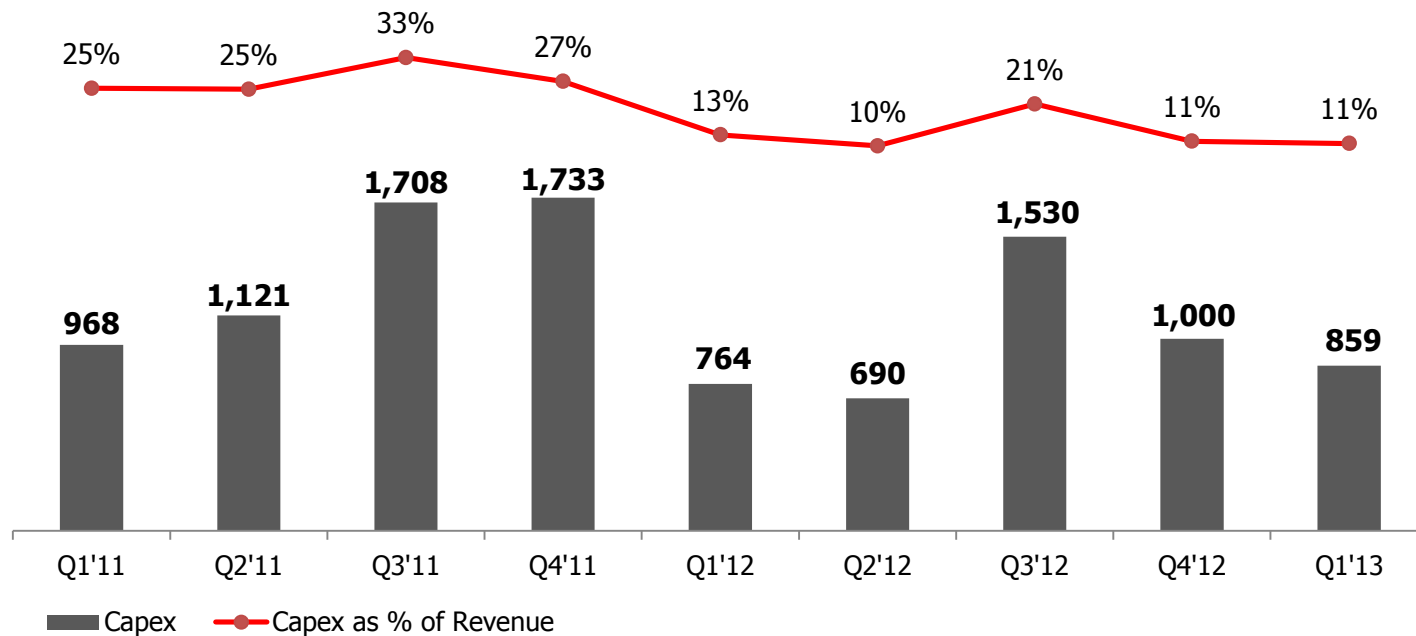
HEADCOUNT¹ BY GAAP COST CATEGORY²



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

	Q1'11	Q2'11	Q3'11	Q4'11	Q1'12	Q2'12	Q3'12	Q4'12	Q1'13
Cost of Sales (COS)									
TAC	537	641	818	1,002	992	1,141	1,231	1,416	1,305
COS ex-SBC, ex-TAC	351	387	469	476	520	601	607	646	660
SBC related to COS	6	6	7	7	6	6	7	14	11
Total Cost of Sales	894	1,034	1,294	1,485	1,518	1,748	1,845	2,076	1,976
Total COS as % of Revenue	23%	23%	25%	23%	26%	26%	25%	24%	25%
Product Development (PD)									
PD ex-SBC	691	718	751	811	1,027	1,006	975	1,045	1,246
SBC related to PD	32	38	41	42	39	53	59	70	81
Total PD	723	756	792	853	1,066	1,059	1,034	1,115	1,328
PD as % of Revenue	19%	17%	15%	13%	18%	16%	14%	13%	17%
SG&A									
SG&A expense ex-SBC	596	881	786	881	1,034	1,037	1,077	1,630	1,305
SBC related to SG&A	32	65	18	35	36	15	40	31	58
Total SG&A	628	946	804	916	1,070	1,052	1,117	1,661	1,363
SG&A as % of Revenue	16%	21%	16%	14%	18%	15%	15%	19%	17%
Depreciation & Amortization (D&A)	377	427	488	582	661	696	734	860	880
D&A as % of Revenue	10%	9%	9%	9%	11%	10%	10%	10%	11%
Total Costs	2,622	3,163	3,378	3,836	4,315	4,556	4,730	5,712	5,547
Total Costs as % of Revenue	67%	70%	65%	60%	73%	67%	65%	65%	69%

Yandex

Thank you!

Search