



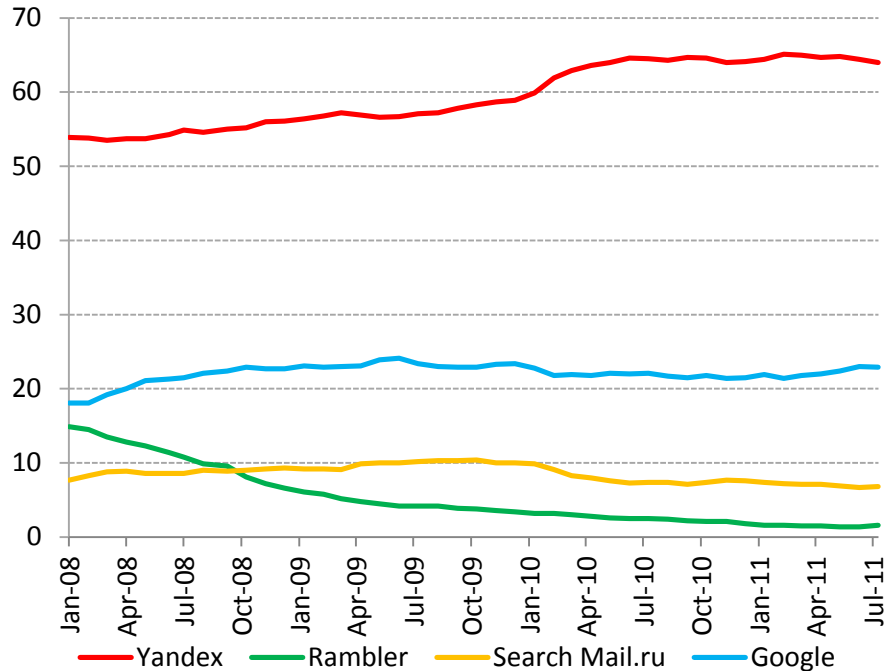
Q2 2011 Quarterly Earnings Overview

Search

July 28, 2011

Share of the Russian Search Market

RUSSIAN SEARCH MARKET, %



AVERAGE SEARCH SHARE PER QUARTER, %

	Yandex	Google	Mail.ru	Rambler
<i>Q2'09</i>	56.7	23.7	10.0	4.5
<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

Source: LiveInternet.ru (July 2011), Search traffic reflects Russian users to Russian websites

Our share of searches is stable:

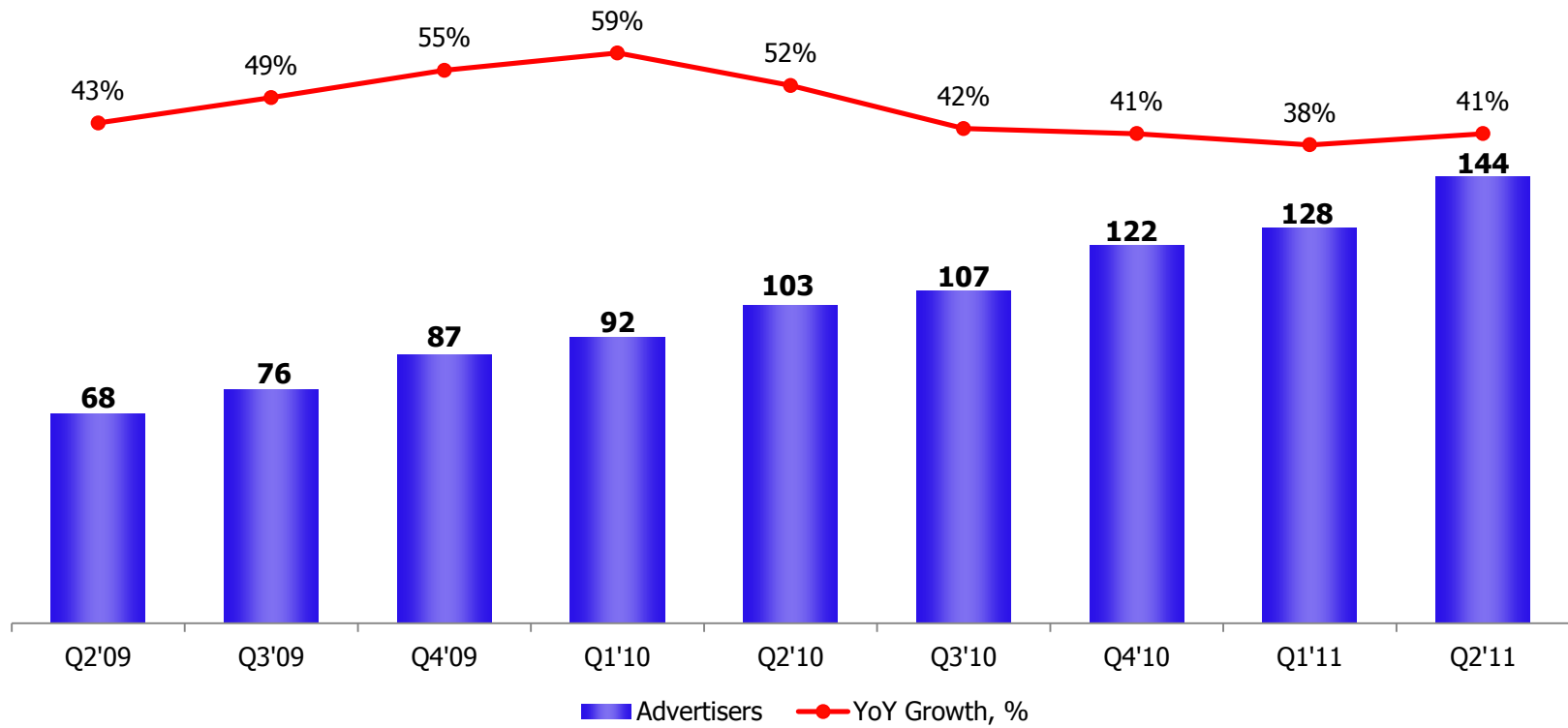
Ukraine – 30%

Belarus – 39%

Kazakhstan – 25%

Advertisers

NUMBER OF ADVERTISERS, IN THOUSANDS



Search partnership with Rambler

Business Directory growth

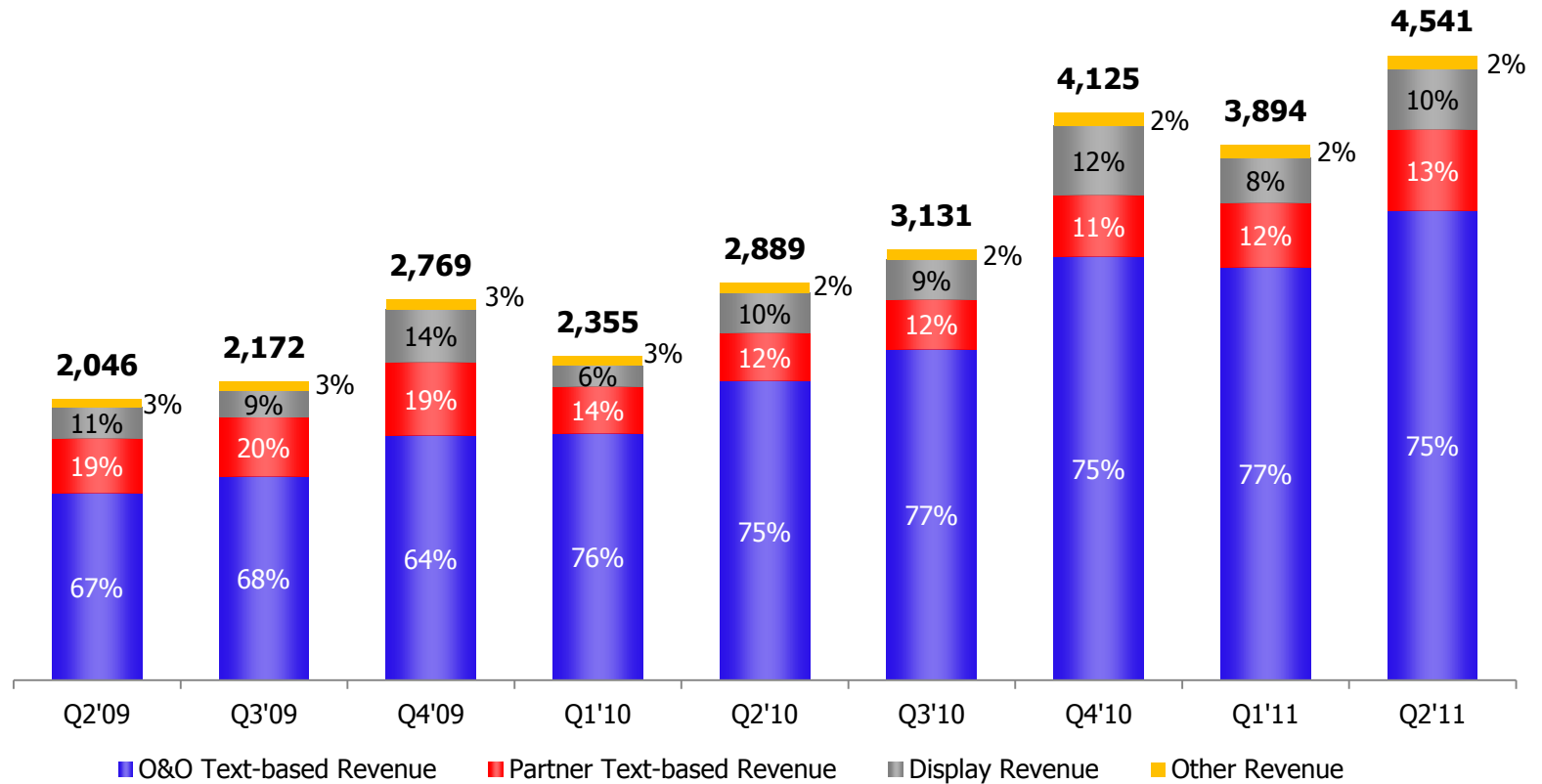
Maps product offerings

Software for Mobile

Yandex.Factory

Revenue

YANDEX REVENUE¹ BREAKDOWN², MM RUR, %

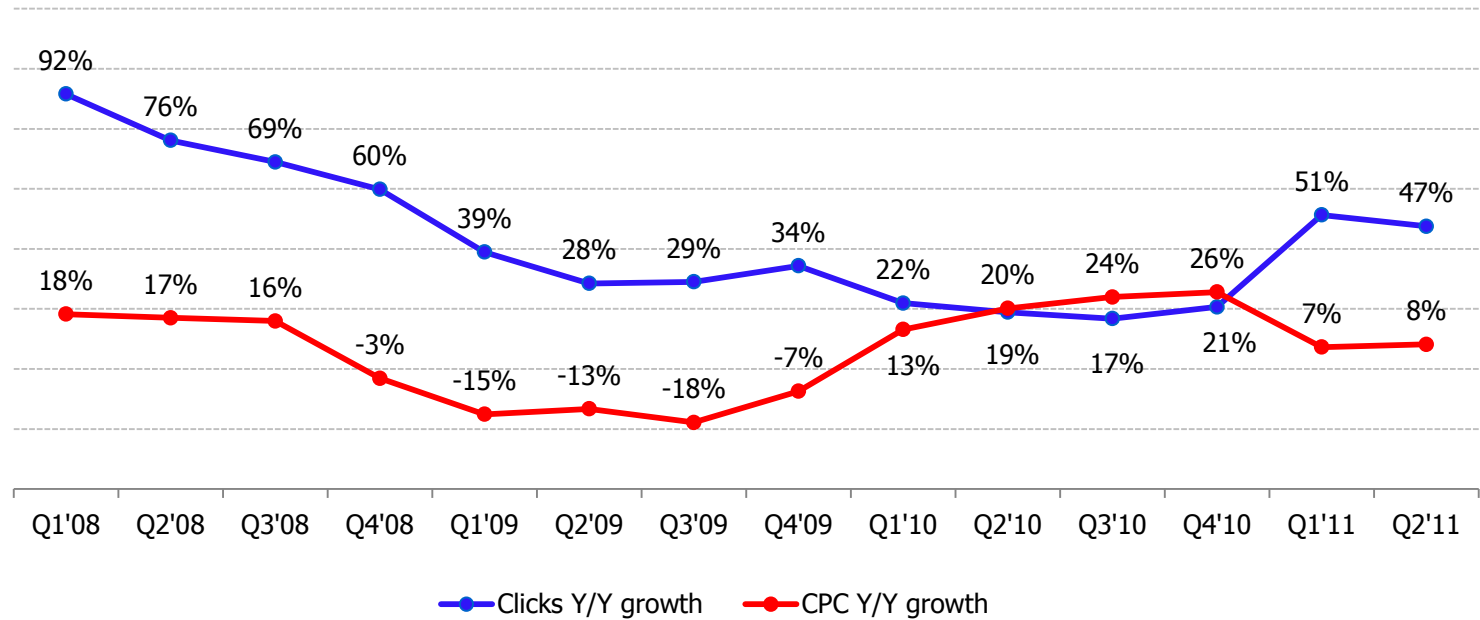


¹ Net of Discounts and Commissions, but gross of TAC

² Items may not total 100% due to rounding

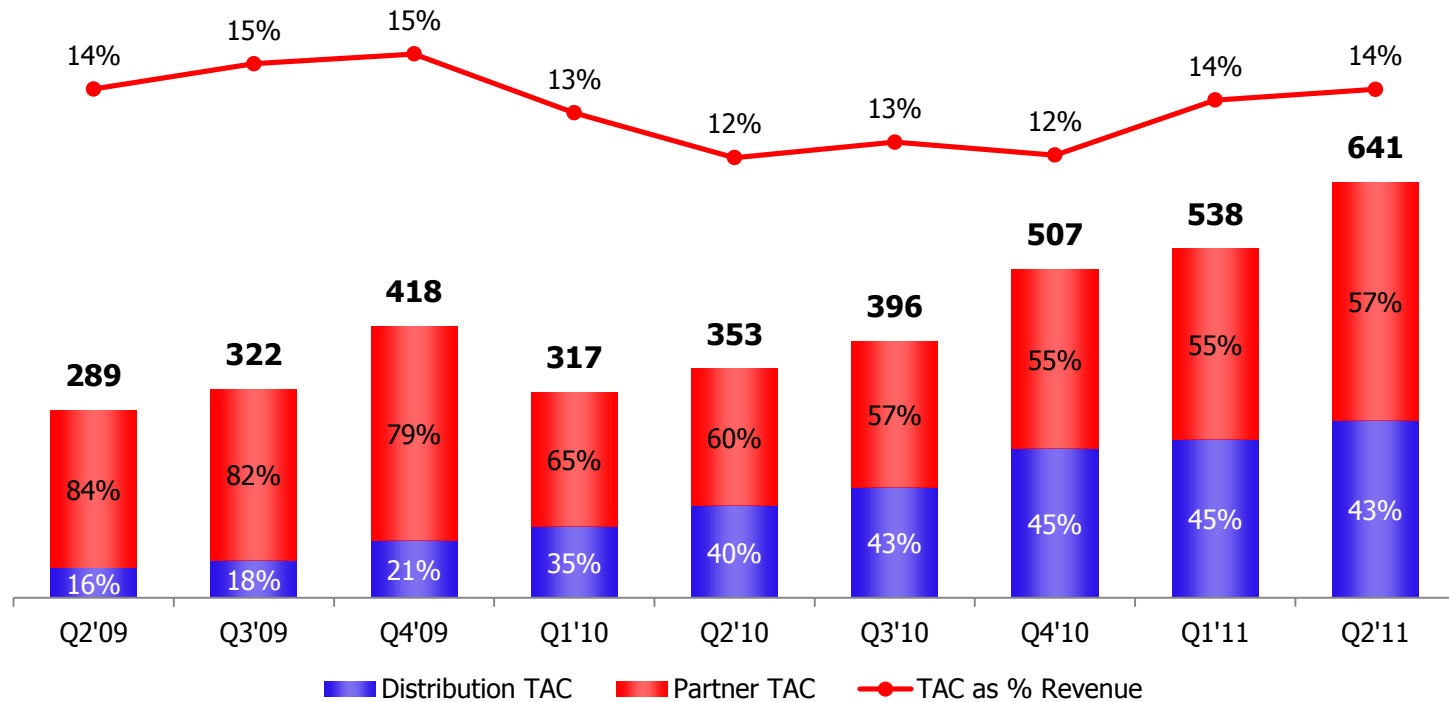
Operational Metrics

GROWTH IN PAID CLICKS AND CPC, %



Traffic Acquisition Costs

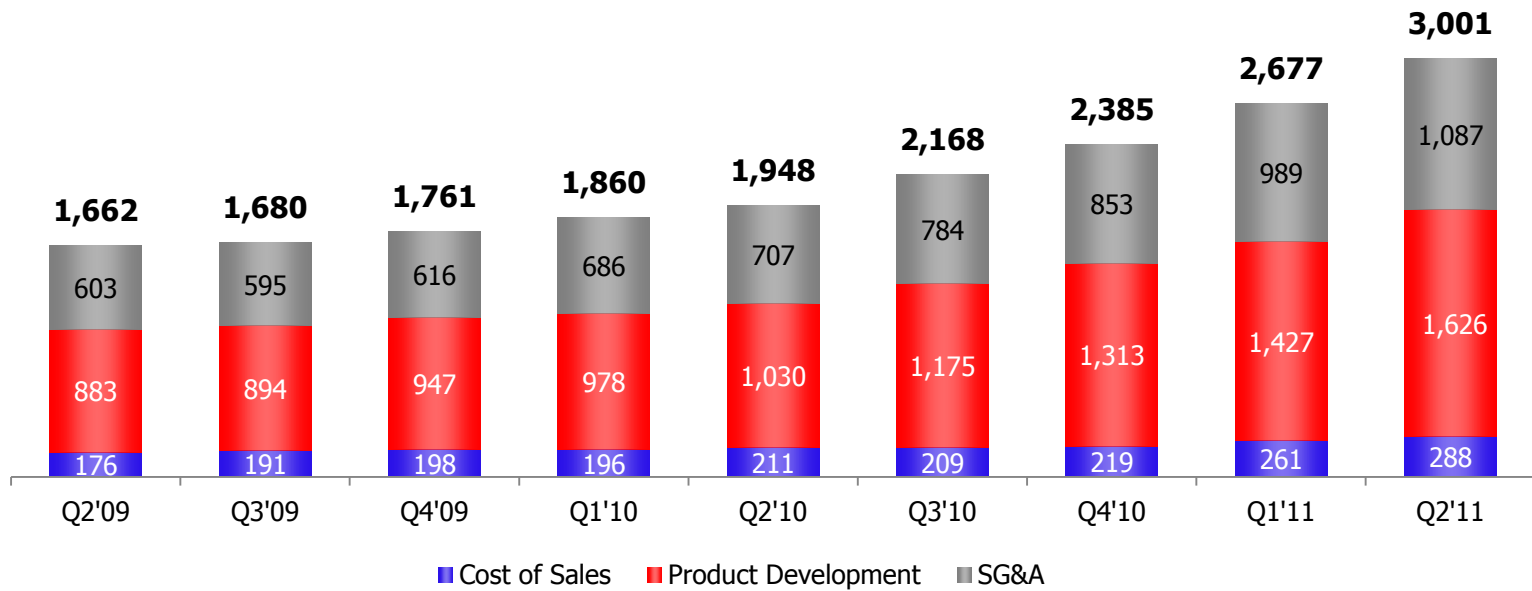
TAC BREAKDOWN¹, MM RUR



¹ Items may not total 100% due to rounding

Headcount Evolution

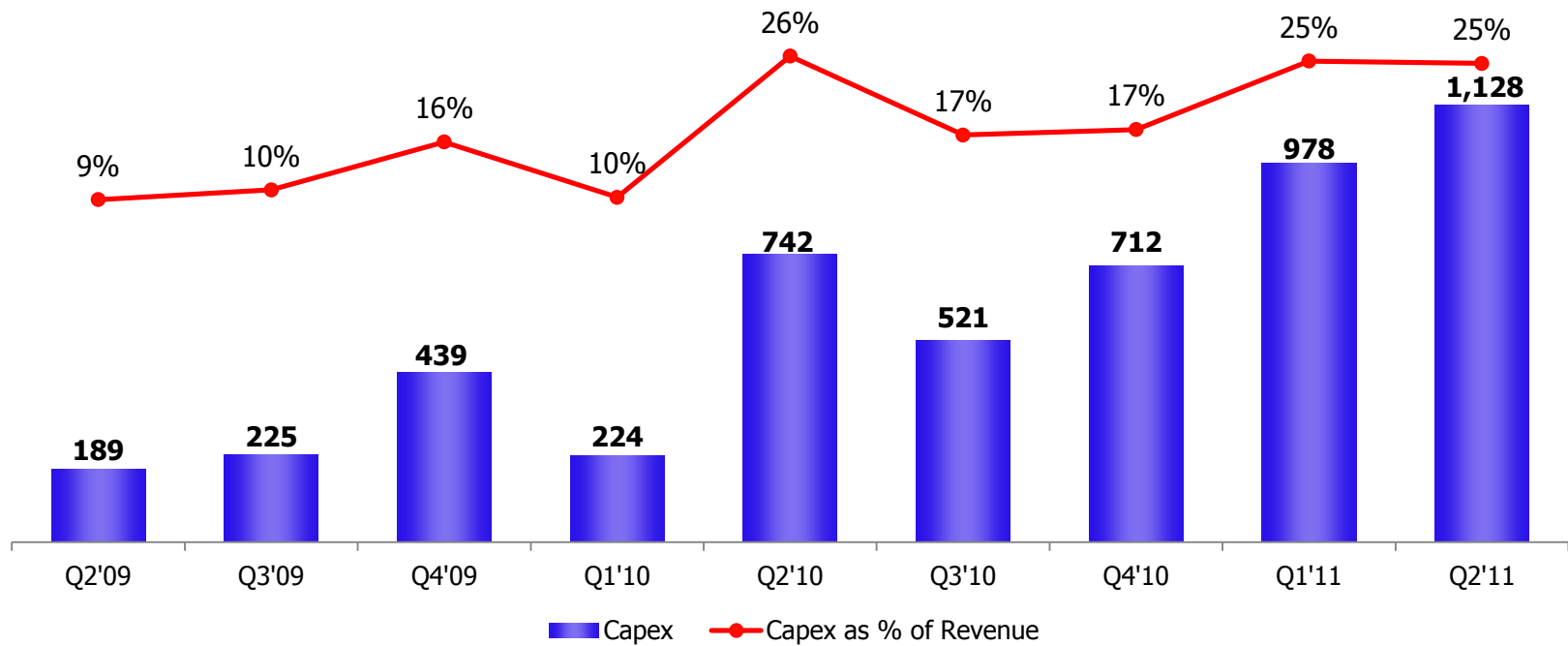
PERSONNEL BY GAAP COST CATEGORY



Costs

	Q2'09	Q3'09	Q4'09	Q1'10	Q2'10	Q3'10	Q4'10	Q1'11	Q2'11
<u>Cost of Sales (COS)</u>									
TAC	289	322	418	317	353	396	507	538	641
COS ex-SBC, ex-TAC	172	192	233	218	230	265	283	350	387
SBC related to COS	2	2	3	4	3	4	5	6	6
Total Cost of Sales	463	516	654	539	586	665	795	894	1,034
Total COS as % of Revenue	23%	24%	24%	23%	20%	21%	19%	23%	23%
<u>Product Development (PD)</u>									
PD ex-SBC	332	363	497	468	454	500	564	691	718
SBC related to PD	16	16	15	18	18	21	30	32	38
Total PD	348	379	512	486	472	521	594	723	756
PD as % of Revenue	17%	17%	18%	21%	16%	17%	14%	19%	17%
<u>SG&A</u>									
SG&A expense ex-SBC	307	316	413	361	404	452	564	596	881
SBC related to SG&A	39	33	35	11	11	13	22	32	65
Total SG&A	346	349	448	372	415	465	586	628	946
SG&A as % of Revenue	17%	16%	16%	16%	14%	15%	14%	16%	21%
Depreciation & Amortization (D&A)	243	232	237	259	272	307	343	377	427
D&A as % of Revenue	12%	11%	9%	11%	9%	10%	8%	10%	9%
Total Costs	1,400	1,476	1,851	1,656	1,745	1,958	2,318	2,622	3,163
Total Costs as % of Revenue	68%	68%	67%	70%	60%	63%	56%	67%	70%

Capex, MM RUR



Yandex

Thank you!

Search