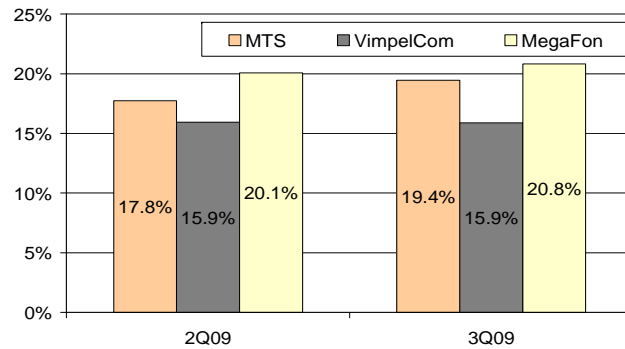


Total Russian VAS Market

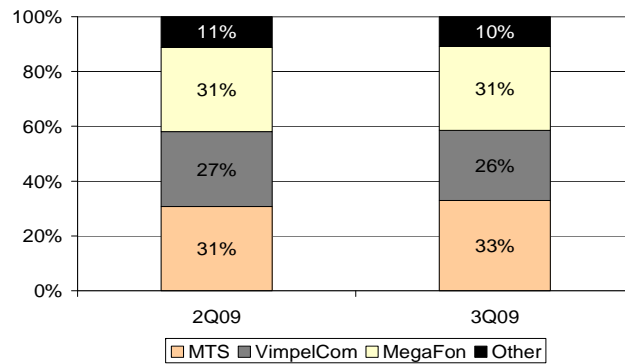
	3Q09	2Q09
VAS revenues, RUR mln (gross)	31 398,2	28 279,1
<i>Growth q-o-q</i>	11,0%	-5,4%
VAS ARPU, RUR (gross)	52,3	48,7
<i>Growth q-o-q</i>	7,4%	-7,5%
VAS share in revenues* (gross)	18,5%	17,6%

*Revenue=Operating Revenue excluding Sales of Equipment

VAS Share in Revenues



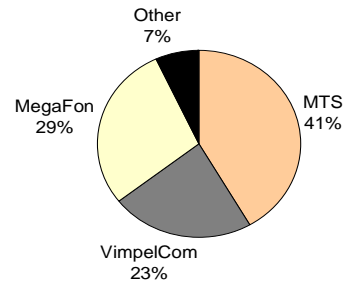
VAS Market Breakdown by Operator



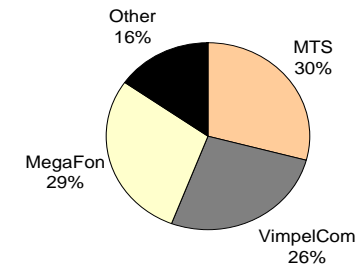
VAS Segmentation

	3Q09	2Q09
Content revenue, RUR mln (gross)	8 312,3	7 208,2
<i>Growth q-o-q</i>	15,3%	0,1%
Data revenue, RUR mln (gross)	9 339,2	8 269,9
<i>Growth q-o-q</i>	12,9%	0,7%
Messaging revenue, RUR mln (gross)	12 662,6	11 730,7
<i>Growth q-o-q</i>	7,9%	-12,6%
Other VAS revenue, RUR mln (gross)	1 084,1	1 070,3
<i>Growth q-o-q</i>	1,3%	1,4%

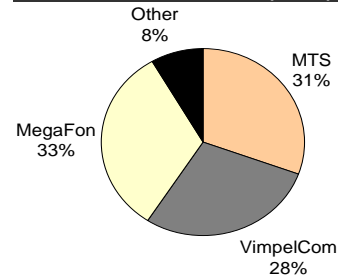
Content Market Breakdown (3Q09)



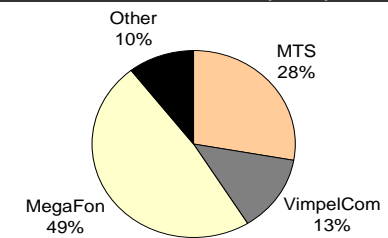
Messaging Market Breakdown (3Q09)



Data Market Breakdown (3Q09)



Other VAS Market Breakdown (3Q09)



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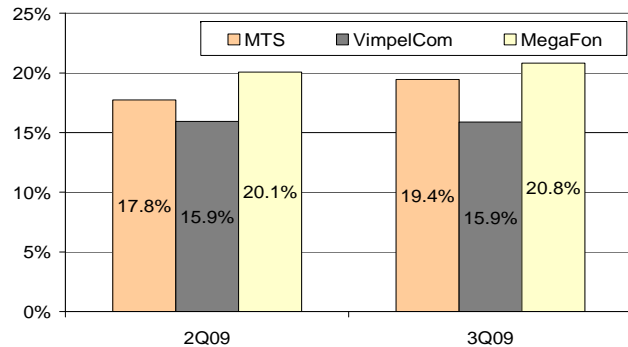
SOURCE: Company data, ACM-Consulting estimates

Total Russian VAS Market

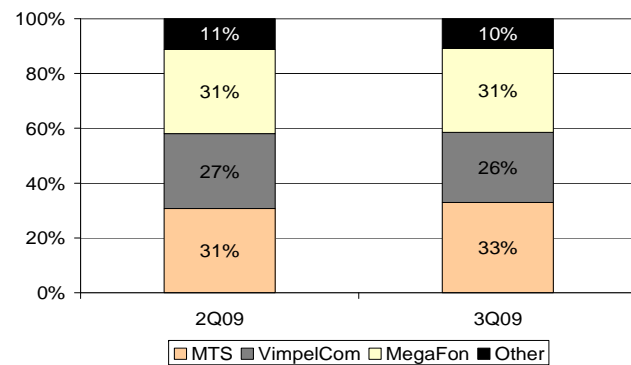
	3Q09	2Q09
VAS revenues, US\$ mln (gross)	1 001,9	878,5
<i>Growth q-o-q</i>	14,0%	-0,3%
VAS ARPU, US\$ (gross)	1,7	1,5
<i>Growth q-o-q</i>	10,4%	-2,6%
VAS share in revenues* (gross)	18,5%	17,6%

*Revenue=Operating Revenue excluding Sales of Equipment

VAS Share in Revenues



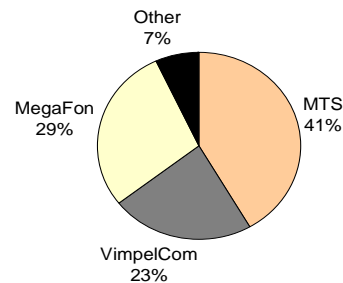
VAS Market Breakdown by Operator



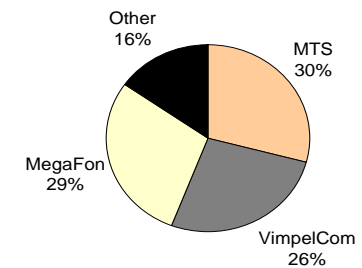
VAS Segmentation

	3Q09	2Q09
Content revenue, US\$ mln (gross)	265,2	223,9
<i>Growth q-o-q</i>	18,4%	5,5%
Data revenue, US\$ mln (gross)	298,0	256,9
<i>Growth q-o-q</i>	16,0%	6,1%
Messaging revenue, US\$ mln (gross)	404,0	364,4
<i>Growth q-o-q</i>	10,9%	-7,9%
Other VAS revenue, US\$ mln (gross)	34,6	33,2
<i>Growth q-o-q</i>	4,0%	6,9%

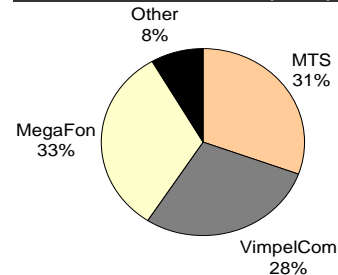
Content Market Breakdown (3Q09)



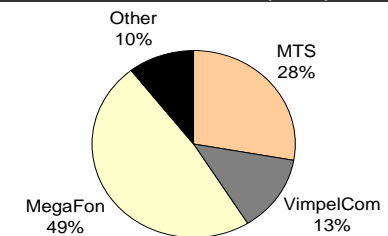
Messaging Market Breakdown (3Q09)



Data Market Breakdown (3Q09)



Other VAS Market Breakdown (3Q09)



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SOURCE: Company data, ACM-Consulting estimates

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