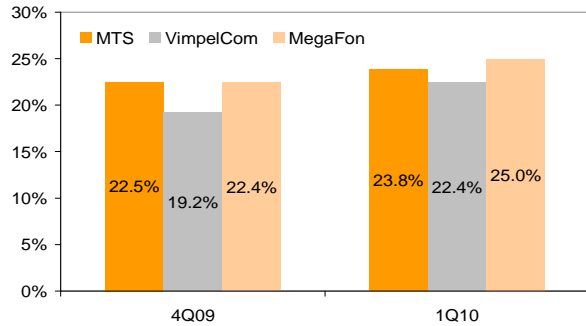


### Total Russian VAS Market

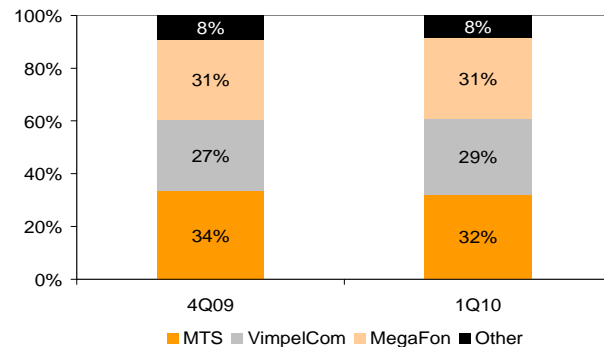
	1Q10	4Q09
<b>VAS revenues, RUR mln (gross)</b>	<b>36 894,6</b>	<b>34 717,5</b>
<i>Growth q-o-q</i>	6,3%	13,0%
<b>VAS ARPU, RUR (gross)</b>	<b>58,8</b>	<b>56,2</b>
<i>Growth q-o-q</i>	4,5%	9,9%
<b>VAS share in revenues* (gross)</b>	<b>22,4%</b>	<b>20,4%</b>

\*Revenue=Operating Revenue excluding Sales of Equipment

### VAS Share in Revenues



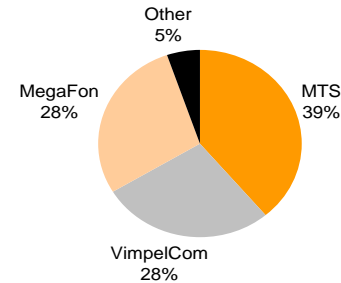
### VAS Market Breakdown by Operator



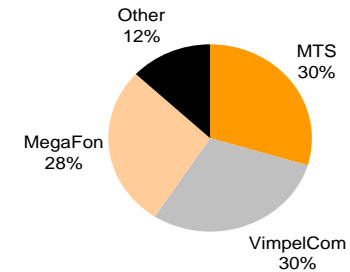
### VAS Segmentation

	1Q10	4Q09
<b>Content revenue, RUR mln (gross)</b>	<b>10 038,4</b>	<b>10 246,2</b>
<i>Growth q-o-q</i>	-2,0%	23,7%
<b>Data revenue, RUR mln (gross)</b>	<b>12 015,8</b>	<b>10 667,7</b>
<i>Growth q-o-q</i>	12,6%	16,4%
<b>Messaging revenue, RUR mln (gross)</b>	<b>13 411,2</b>	<b>12 491,6</b>
<i>Growth q-o-q</i>	7,4%	2,6%
<b>Other VAS revenue, RUR mln (gross)</b>	<b>1 429,2</b>	<b>1 311,9</b>
<i>Growth q-o-q</i>	8,9%	19,4%

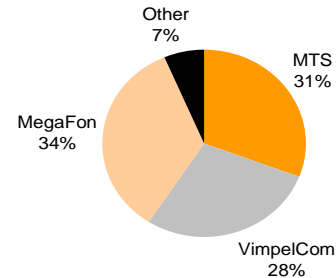
### Content Market Breakdown (1Q10)



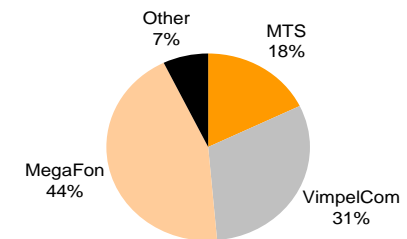
### Messaging Market Breakdown (1Q10)



### Data Market Breakdown (1Q10)



### Other VAS Market Breakdown (1Q10)



Russia

### Advanced Communications & Media

11/2a Armyansky pereulok  
Moscow 101990  
Russia  
Phone: +7 495 933-5578 / 623-5480  
Email: info@acm-consulting.com



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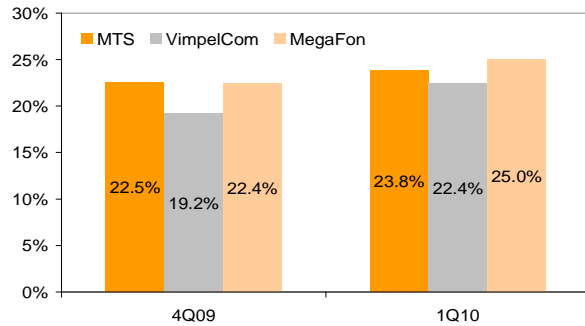
SOURCE: Company data, ACM-Consulting estimates

### Total Russian VAS Market

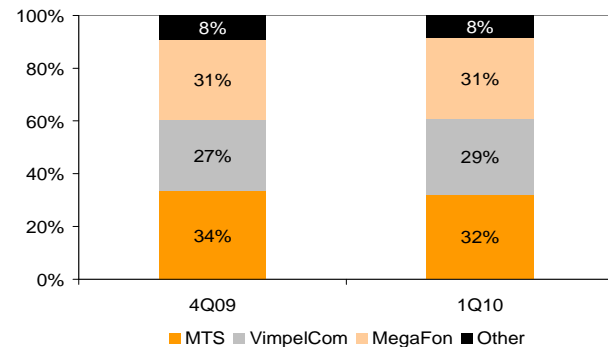
	1Q10	4Q09
<b>VAS revenues, US\$ mln (gross)</b>	<b>1 234,3</b>	<b>1 177,7</b>
<i>Growth q-o-q</i>	4,8%	20,1%
<b>VAS ARPU, US\$ (gross)</b>	<b>2,0</b>	<b>1,9</b>
<i>Growth q-o-q</i>	3,1%	16,8%
<b>VAS share in revenues* (gross)</b>	<b>22,4%</b>	<b>20,4%</b>

\*Revenue=Operating Revenue excluding Sales of Equipment

### VAS Share in Revenues



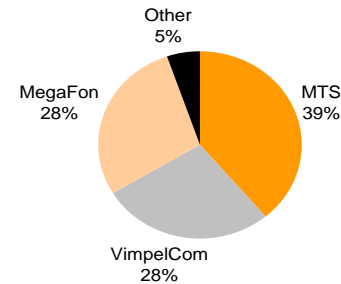
### VAS Market Breakdown by Operator



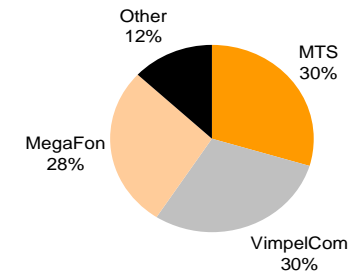
### VAS Segmentation

	1Q10	4Q09
<b>Content revenue, US\$ mln (gross)</b>	<b>335,8</b>	<b>347,6</b>
<i>Growth q-o-q</i>	-3,4%	31,5%
<b>Data revenue, US\$ mln (gross)</b>	<b>402,0</b>	<b>361,9</b>
<i>Growth q-o-q</i>	11,1%	23,7%
<b>Messaging revenue, US\$ mln (gross)</b>	<b>448,7</b>	<b>423,7</b>
<i>Growth q-o-q</i>	5,9%	9,0%
<b>Other VAS revenue, US\$ mln (gross)</b>	<b>47,8</b>	<b>44,5</b>
<i>Growth q-o-q</i>	7,4%	26,9%

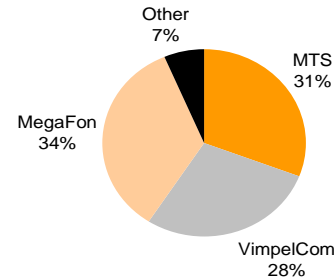
### Content Market Breakdown (1Q10)



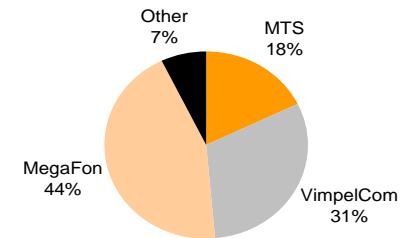
### Messaging Market Breakdown (1Q10)



### Data Market Breakdown (1Q10)



### Other VAS Market Breakdown (1Q10)



Russia

### Advanced Communications & Media

11/2a Armyansky pereulok  
Moscow 101990  
Russia  
Phone: +7 495 933-5578 / 623-5480  
Email: info@acm-consulting.com



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SOURCE: Company data, ACM-Consulting estimates