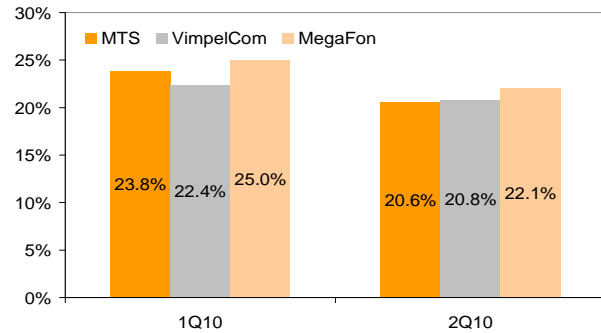


Total Russian VAS Market

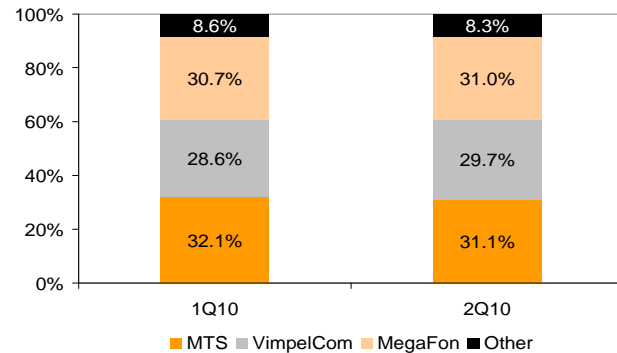
	2Q10	1Q10
VAS revenues, RUR mln (gross)	35 461,7	36 894,6
<i>Growth q-o-q</i>	-3,9%	6,3%
VAS ARPU, RUR (gross)	55,7	58,8
<i>Growth q-o-q</i>	-5,2%	4,5%
VAS share in revenues* (gross)	19,9%	22,4%

*Revenue=Operating Revenue excluding Sales of Equipment

VAS Share in Revenues



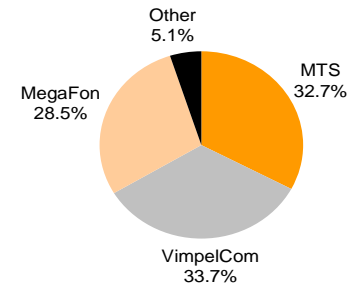
VAS Market Breakdown by Operator



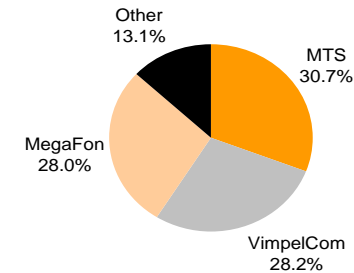
VAS Segmentation

	2Q10	1Q10
Content revenue, RUR mln (gross)	9 271,8	10 038,4
<i>Growth q-o-q</i>	-7,6%	-2,0%
Data revenue, RUR mln (gross)	12 096,7	12 015,8
<i>Growth q-o-q</i>	0,7%	12,6%
Messaging revenue, RUR mln (gross)	12 253,1	13 411,2
<i>Growth q-o-q</i>	-8,6%	7,4%
Other VAS revenue, RUR mln (gross)	1 840,1	1 429,2
<i>Growth q-o-q</i>	28,8%	8,9%

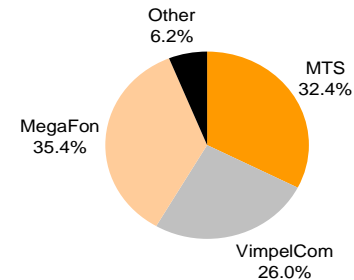
Content Market Breakdown (2Q10)



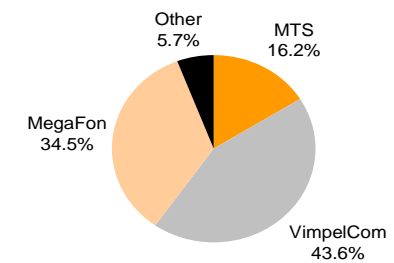
Messaging Market Breakdown (2Q10)



Data Market Breakdown (2Q10)



Other VAS Market Breakdown (2Q10)



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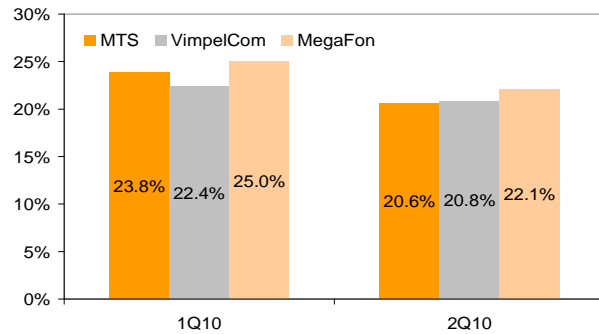
SOURCE: Company data, ACM-Consulting estimates

Total Russian VAS Market

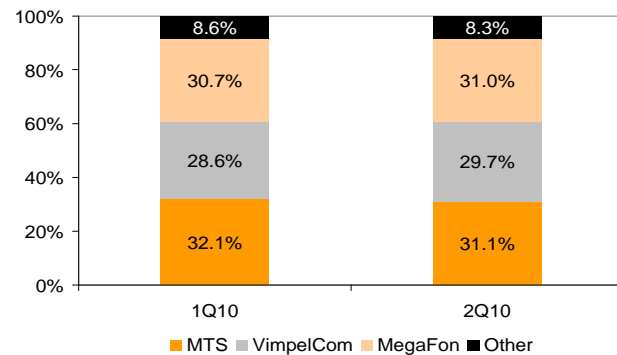
	2Q10	1Q10
VAS revenues, US\$ mln (gross)	1 172,7	1 234,3
<i>Growth q-o-q</i>	-5,0%	4,8%
VAS ARPU, US\$ (gross)	1,8	2,0
<i>Growth q-o-q</i>	-6,3%	3,1%
VAS share in revenues* (gross)	19,9%	22,4%

*Revenue=Operating Revenue excluding Sales of Equipment

VAS Share in Revenues



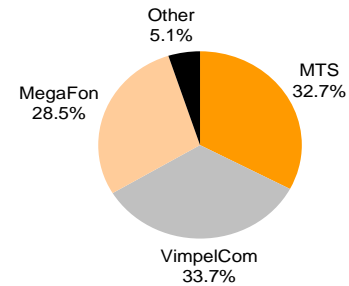
VAS Market Breakdown by Operator



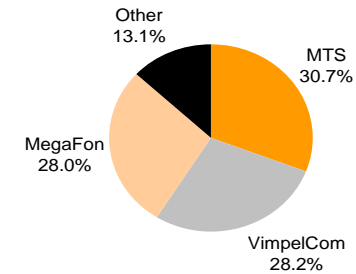
VAS Segmentation

	2Q10	1Q10
Content revenue, US\$ mln (gross)	306,6	335,8
<i>Growth q-o-q</i>	-8,7%	-3,4%
Data revenue, US\$ mln (gross)	400,0	402,0
<i>Growth q-o-q</i>	-0,5%	11,1%
Messaging revenue, US\$ mln (gross)	405,2	448,7
<i>Growth q-o-q</i>	-9,7%	5,9%
Other VAS revenue, US\$ mln (gross)	60,9	47,8
<i>Growth q-o-q</i>	27,3%	7,4%

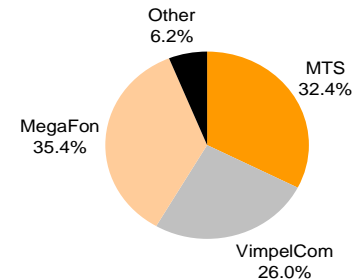
Content Market Breakdown (2Q10)



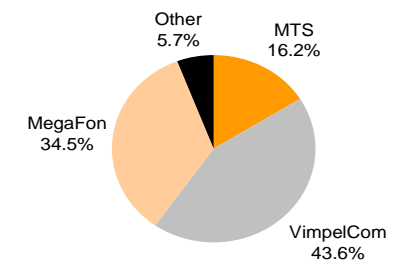
Messaging Market Breakdown (2Q10)



Data Market Breakdown (2Q10)



Other VAS Market Breakdown (2Q10)



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SOURCE: Company data, ACM-Consulting estimates