Total Russian VAS Market

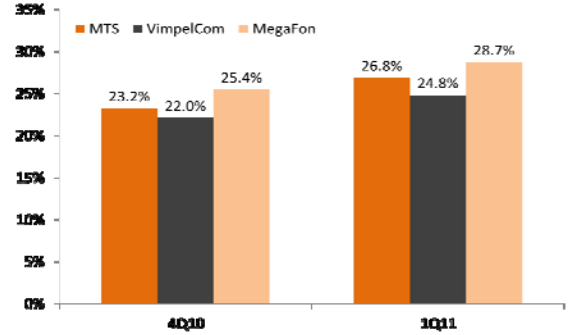
	1Q11	1Q11/1Q10	1Q11/4Q10
VAS revenues, RUR mln	44 208,5	19,8%	8,0%
VAS ARPU, RUR	67,0	14,0%	6,9%
VAS share in revenues*	24,8%		

**Revenue=Operating Revenue excluding Sales of Equipment*

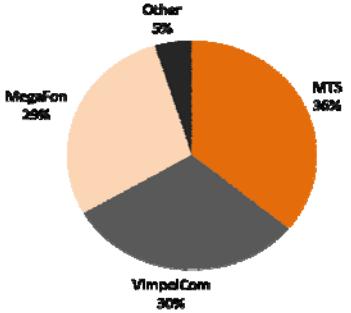
VAS Segmentation

Revenue, RUR mln	1Q11	1Q11/1Q10	1Q11/4Q10
Content	11 833,5	17,9%	8,0%
Data	17 143,9	42,7%	12,8%
Messaging	13 261,1	-1,1%	4,5%
Other VAS	1 970,0	37,8%	-6,1%

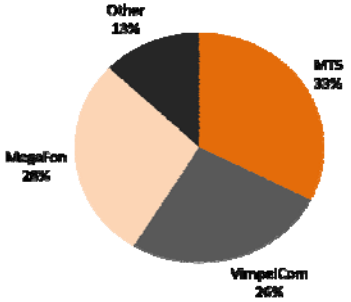
VAS Share in Revenues



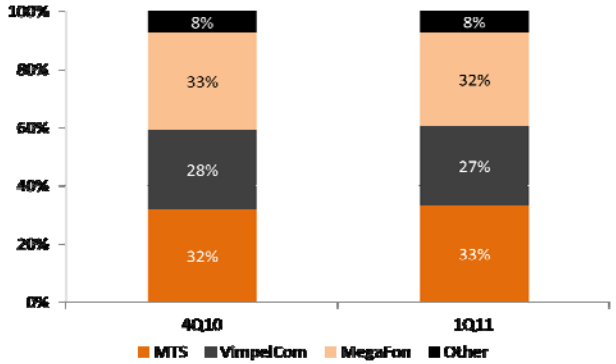
Content Market Breakdown (1Q11)



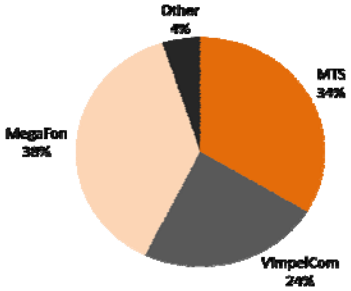
Messaging Market Breakdown (1Q11)



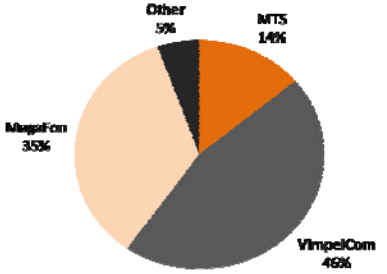
VAS Market Breakdown by Operator



Data Market Breakdown (1Q11)



Other VAS Market Breakdown (1Q11)



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SOURCE: Company data, ACM-Consulting estimates

Total Russian VAS Market

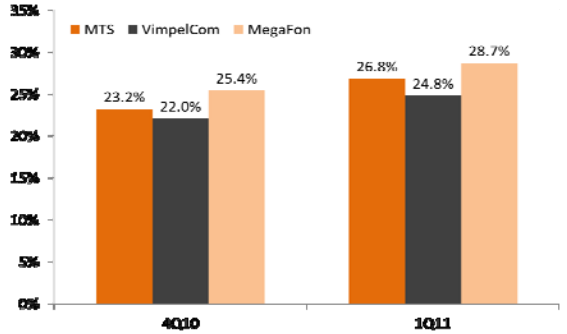
	1Q11	1Q11/1Q10	1Q11/4Q10
VAS revenues, US$ mln	1 510,4	22,4%	13,3%
VAS ARPU, US$	2,3	16,4%	12,2%
VAS share in revenues*	24,8%		

**Revenue=Operating Revenue excluding Sales of Equipment*

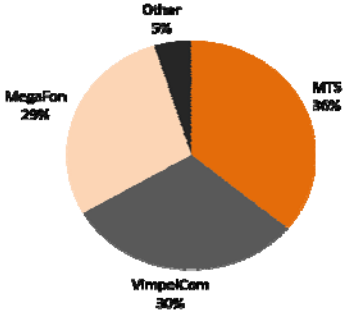
VAS Segmentation

Revenue, US$ mln	1Q11	1Q11/1Q10	1Q11/4Q10
Content	404,3	20,4%	13,3%
Data	585,7	45,7%	18,4%
Messaging	453,1	1,0%	9,6%
Other VAS	67,3	40,8%	-1,5%

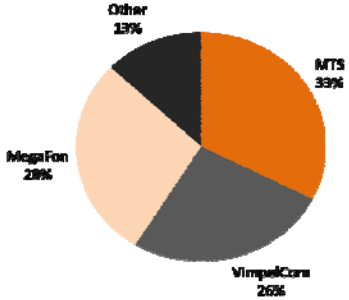
VAS Share in Revenues



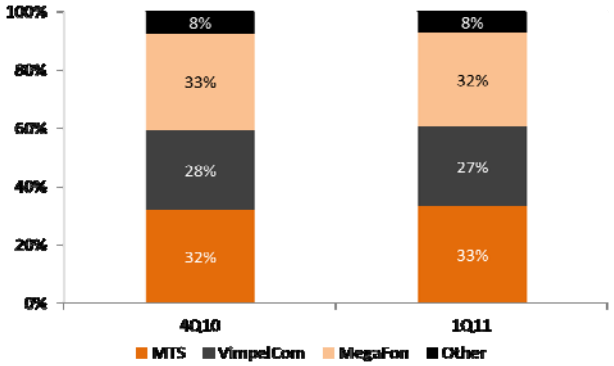
Content Market Breakdown (1Q11)



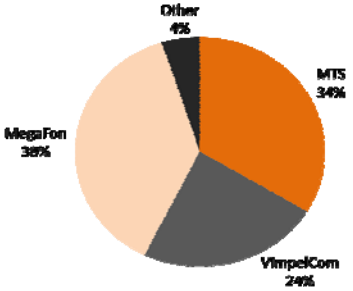
Messaging Market Breakdown (1Q11)



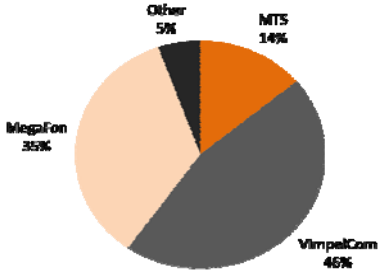
VAS Market Breakdown by Operator



Data Market Breakdown (1Q11)



Other VAS Market Breakdown (1Q11)



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