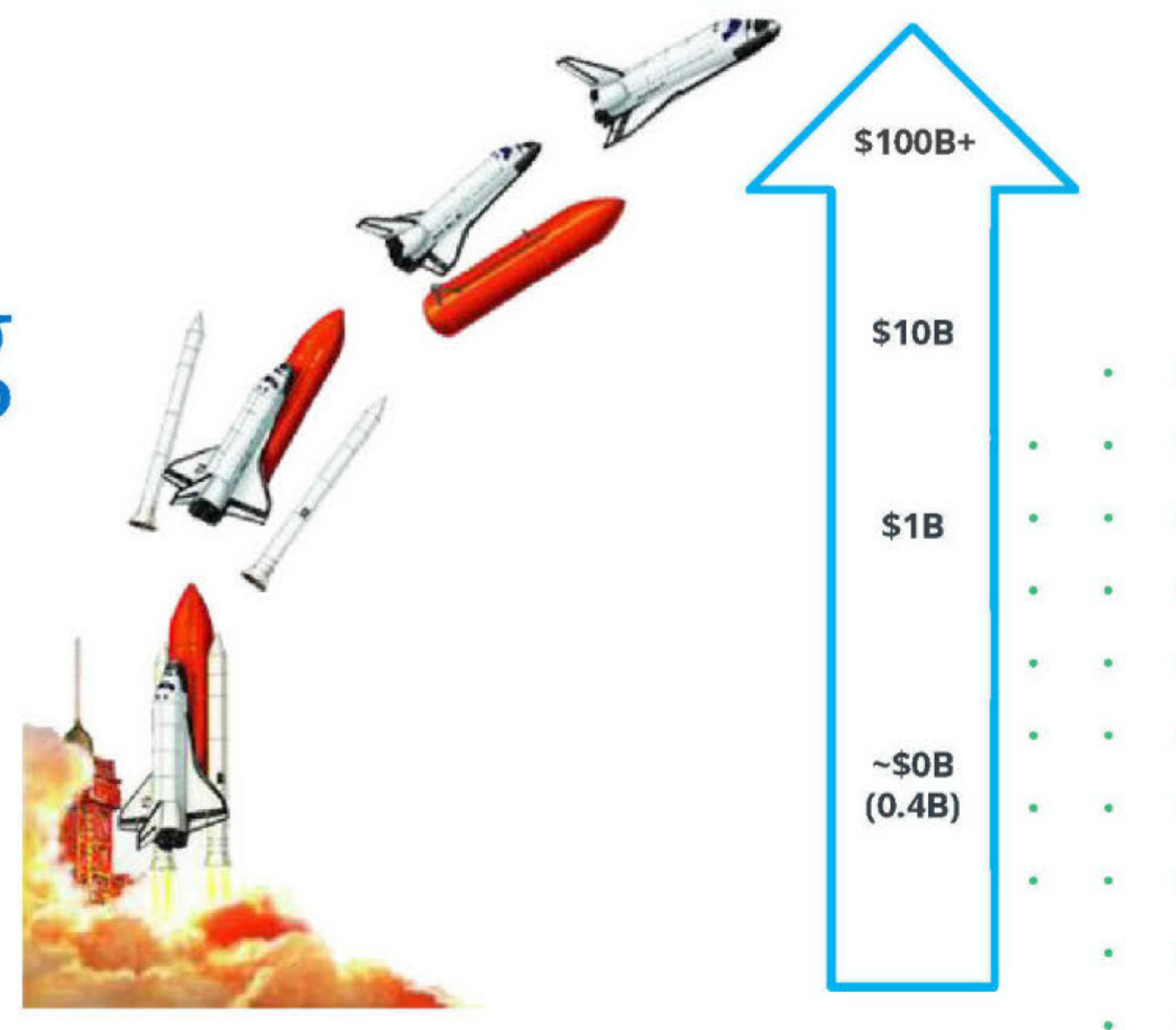


branch

Branch Board Meeting

April 14th, 2021

Remote Conference Call



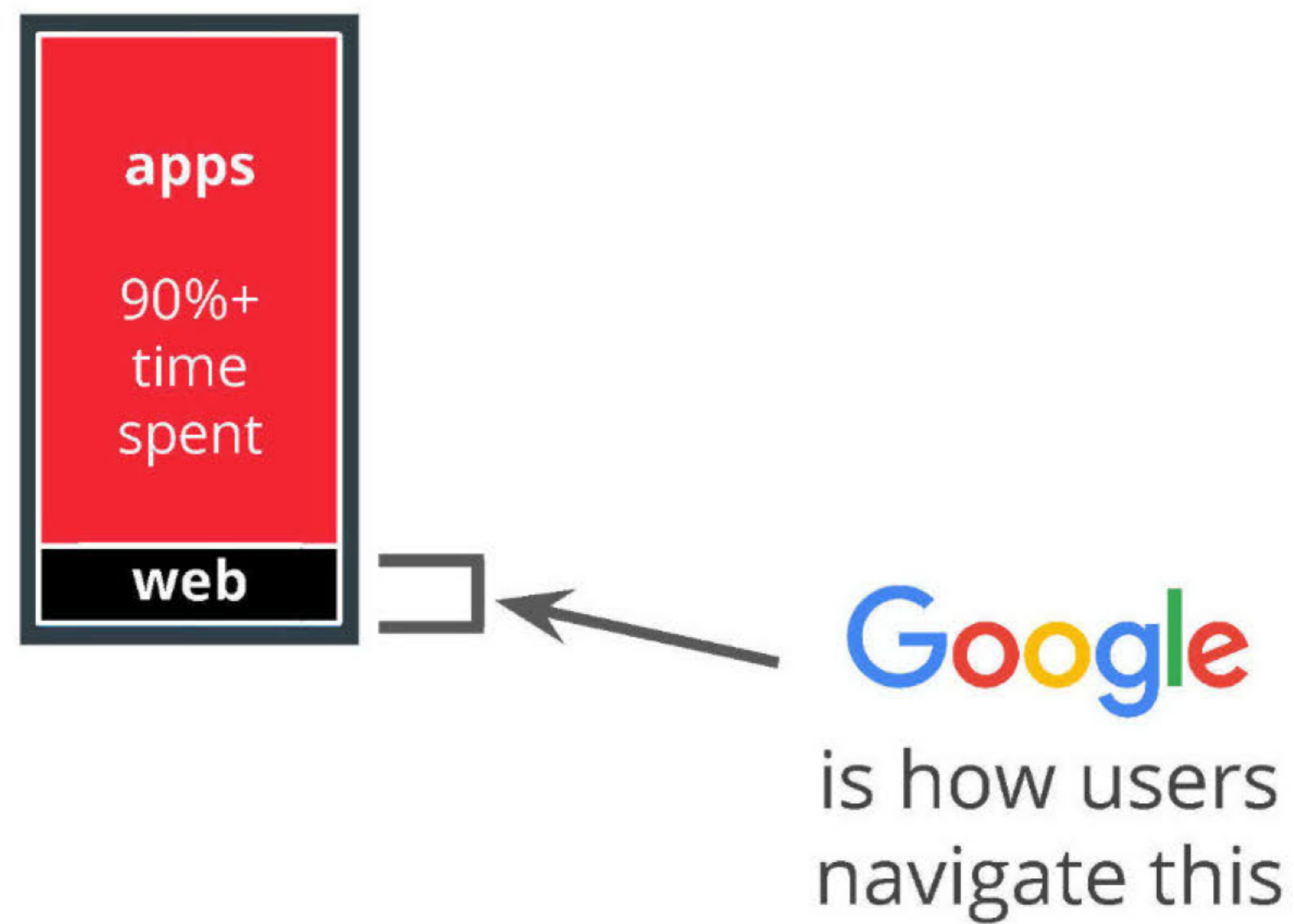
Ex. No.

UPX0685

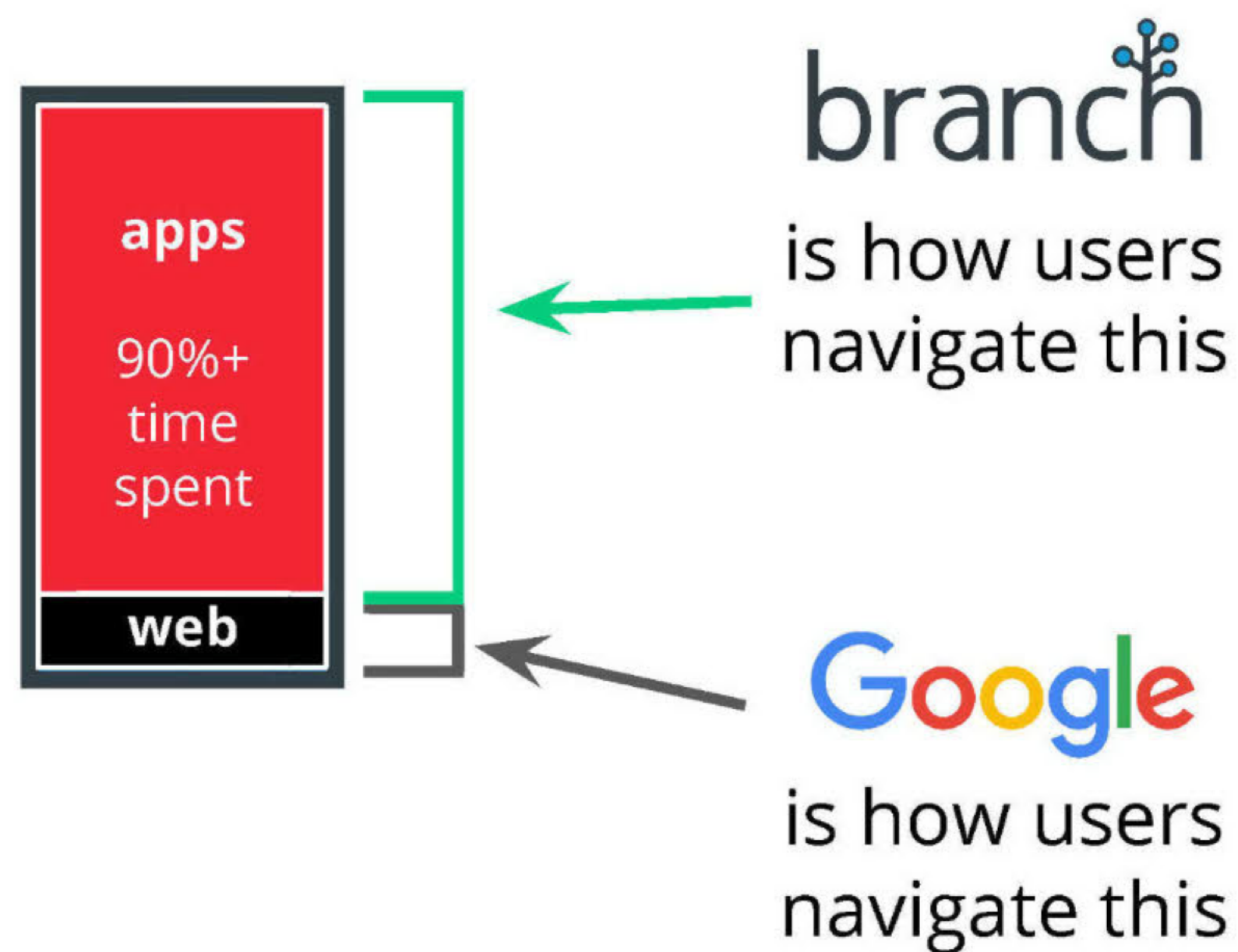
1:20-cv-03010-APM



Google operates in decreasing market in mobile



- ④ Branch controls the majority use case



④ And we're just getting started





Reminder: old integration vs LDS integration



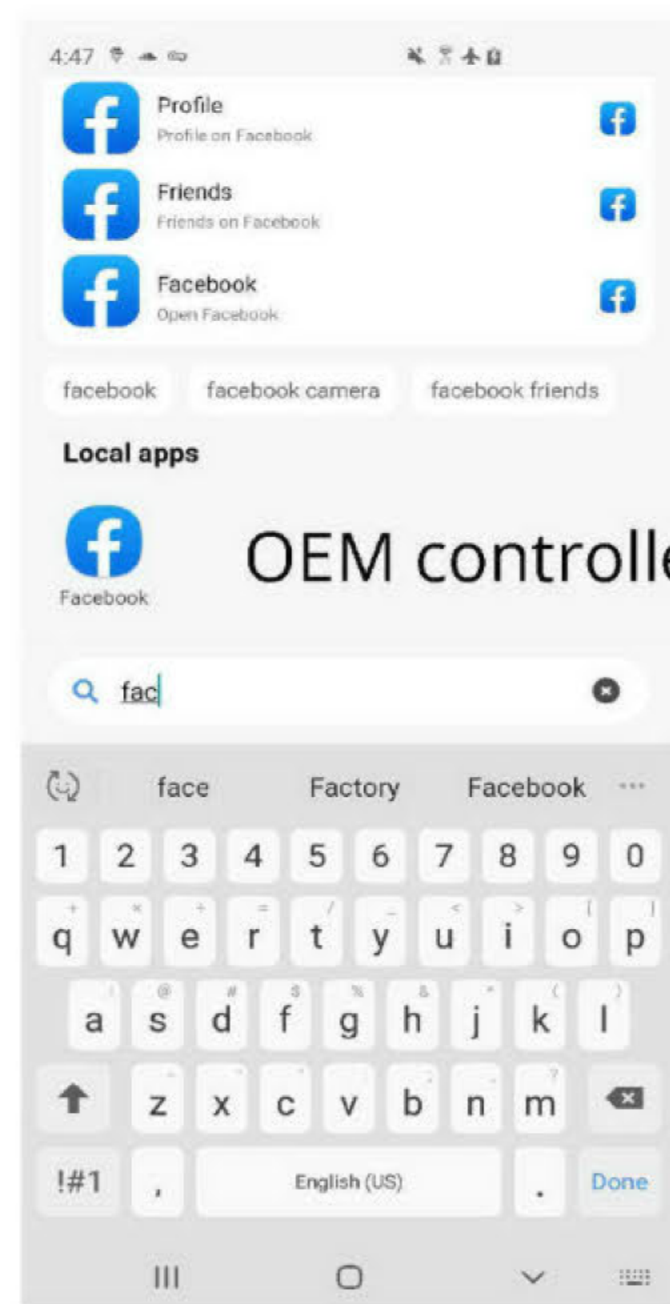
Old Search Integration

~4% CTR

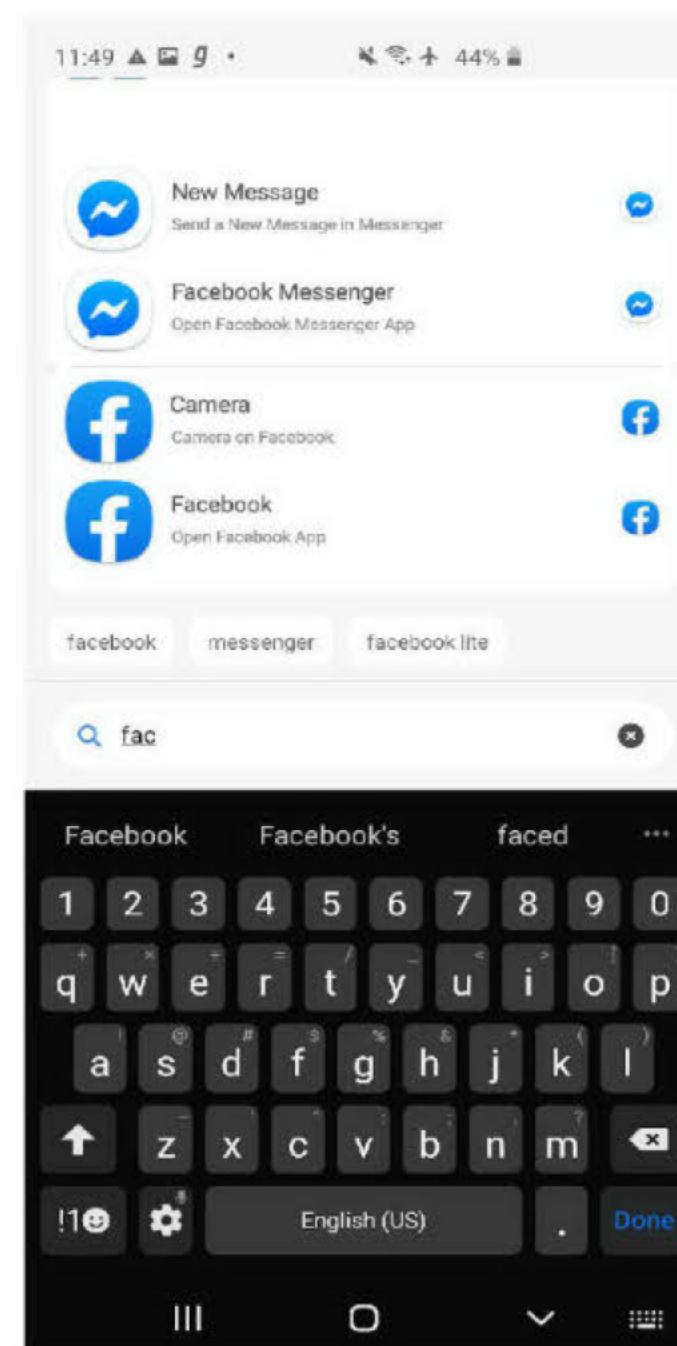
Local Discovery System (LDS)

~80% CTR

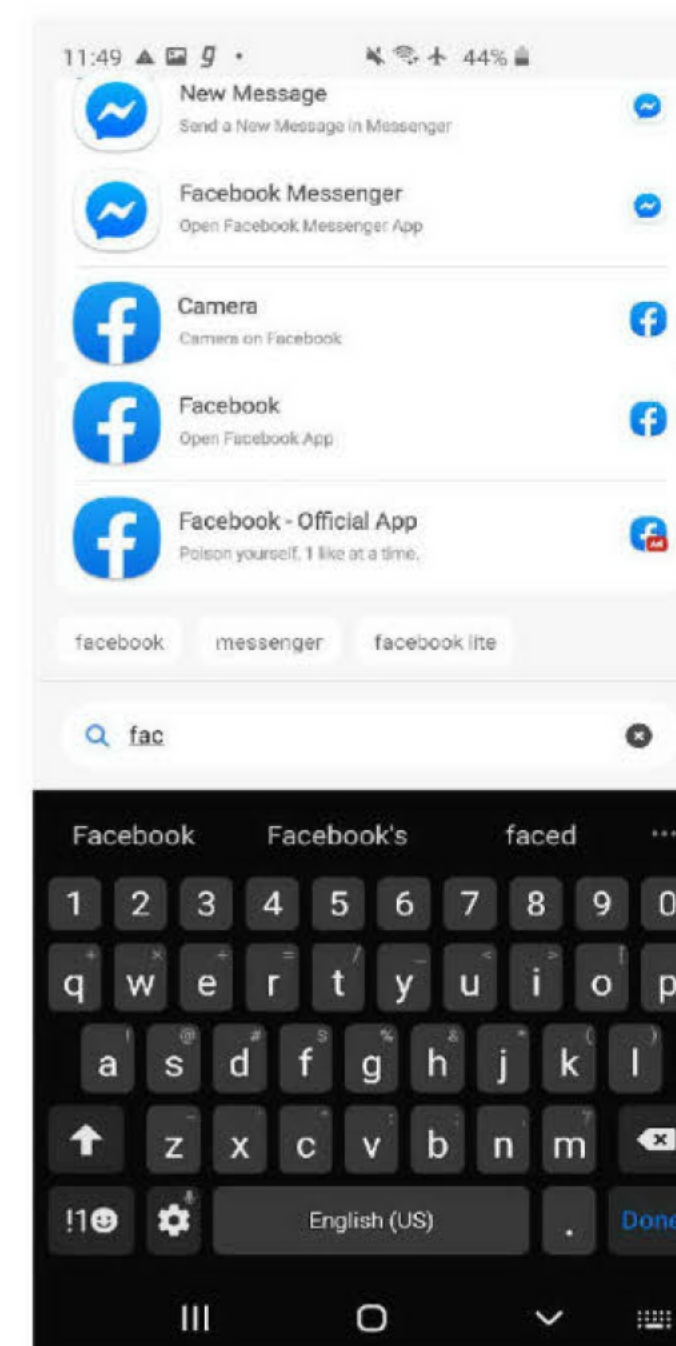
Branch stuff



OEM controlled



Full Branch control



④ Deep dive on Samsung



④ Google RSA 3.0 language / scope change:

In order for Samsung to qualify for revenue share ...

RSA 2.0 “Google must be the only web search engine on device”

RSA 3.0 “Google must be the only connected search and internet search on device

Introducing Branch "offline" search

