

Message

From: Chris LaSala [chrisl@google.com]
Sent: 2/6/2020 1:34:43 PM
To: Bonita Stewart [bonita@google.com]; Scott Sheffer [ssheffer@google.com]; Guy de Rocquigny [gdrocquigny@google.com]; Paul Coffey [pcoffey@google.com]; Kristina Hahn [khahn@google.com]; Cyrus Beagley [cbeagley@google.com]; Donald Harrison [harrison@google.com]; Simon Bolger [simonbo@google.com]; Anthony Nakache [anakache@google.com]; Andrey Donovan [adonov@google.com]; April Anderson [april@google.com]; Bethanie Baynes [bethanie@google.com]; Gabe Kronstadt [gabekronstadt@google.com]; Heather Johnson [heatherj@google.com]; Ping Huang [pinghuang@google.com]; Thomas Schreiber [tschreiber@google.com]; Varun Sharma [varunsharma@google.com]
CC: Giulio Minguzzi [gminguzzi@google.com]; Marlena Kudej [marlena@google.com]; Jeff Lau [jefflau@google.com]; Suzanne Blackburn [suzblackburn@google.com]; Joe Barraozotto [joebarraozotto@google.com]
Subject: Fwd: 5/2 WSJ article on DOJ investigation

Hi Sell-Side Leads,

Per our brief discussion in sell-side leads meeting, please see below the guidance for how to address the inquiries around the DOJ investigations.

Simply put, our response is *"We have no plans to sell or exit this business. We're deeply committed to providing value to a wide array of publisher and advertiser partners in a highly competitive sector."*

We defer to GTM teams on how best to guide the partnerships teams, but you may want to consider reminding your teams of these best practices.

- Please **DO NOT** discuss ongoing investigations externally with partners, **and even internally with other Googlers** (unless Legal is involved)
- Reminder to always communicate with care, and review [go/competition](#) and [go/fiverules](#).

It is also worth noting that we seem to have some leaks about how we are approaching this work (as in some of the content in articles/tweets/etc sounds a bit too familiar), so also a good reminder to teams to stick to our scripts.

Chris

----- Forwarded message -----

From: Giulio Minguzzi <gminguzzi@google.com>
Date: Wed, Feb 5, 2020 at 8:25 PM
Subject: 5/2 WSJ article on DOJ investigation
To: Nancy Yoo <nyoo@google.com>, Genevieve Kelly <genevievek@google.com>, Nicolas Baquié <nbaquie@google.com>, Sandeep Bhardwaj <sabhardwaj@google.com>, Danny Lloyd <djlloyd@google.com>
Cc: Marlena Kudej <marlena@google.com>, Chris LaSala <chrisl@google.com>

Hello,

As you might be aware, today the WSJ published [an article](#) highlighting the increased emphasis of the Justice Department's investigation on Google's ad tech business. The article also speculates about internal discussions at Google about potentially divesting the DoubleClick / ad tech business.

Talking points in [Google Ads Compete: In the News](#) have been updated, and include our on the record [statement](#). **Please remind Partnerships teams to refer to these updated talking points.**

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Additionally, I'd like us to take this opportunity to remind a few best practices to Partnerships client facing teams:

- Please **DO NOT** discuss ongoing investigations externally with partners, **and even internally with other Googlers** (unless Legal is involved)
- Reminder to always communicate with care, and review [go/competition](#) and [go/fiverules](#).

Thank you for your help on this sensitive topic, and please let me know if you have any questions.

Best,
Giulio

If asked, please refer to our statement (also included in the article).

- salespeople should not be discussing the investigations externally with customers *or internally with other Googlers* (unless Legal is involved).

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Giulio Minguzzi

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