

Chrome Inputs on General Slides



Ex. No.

PXR0215

1:20-cv-03010-APM

1:20-cv-03715-APM

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GOOG-DOJ-34809242

Risks and Opportunities

	Risks	Opportunities
Chrome	<ul style="list-style-type: none">Increased regulatory impact and engagement has increased the complexity, constraint, and cost of serving Chrome users globally (e.g., regionalized choice screens and data processing requirements in EU).Microsoft tactics on Win11 increasingly hostile to Chrome consumer & enterprise adoption and retention on Windows.Chrome's privacy story impacted by 3rd party cookie deprecation rollout and launch of anti-covert tracking protections (Privacy Sandbox team execution/timeline).	<ul style="list-style-type: none">Increasing capacity to bring Google's AI innovation to 4B Chrome users (consumer, enterprise, and web developers), in particular as the main entrypoint on 3P operating systems (i.e. Windows, macOS, iOS).EU mandated choice screen requirements on iOS resulting in incremental growth.At 300M MAU, Chrome is one of Google's most successful enterprise products and can drive Cloud business influence and growth.

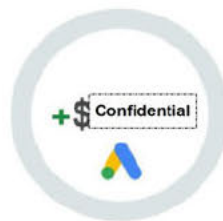
Examples of tangible value Chrome is delivering



Search
Incremental Search revenue
(vs. forecast) in 2023,
amounting to Confidential



YouTube
Recurring annual costs
savings from decreased
bandwidth/ storage from
encoding tech.



Ads
Recurring revenue for Ads by
converting static assets to videos.



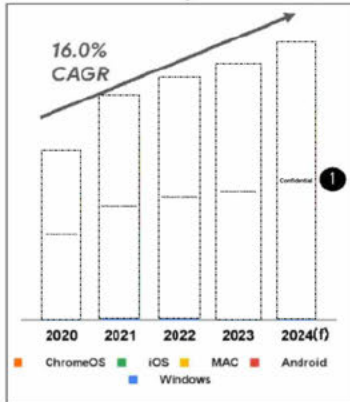
Cloud
New direct revenue stream
from Chrome Enterprise
Premium 2024 Launch.

And much more value added to Android, ChromeOS, Workspace, Commerce, and more.

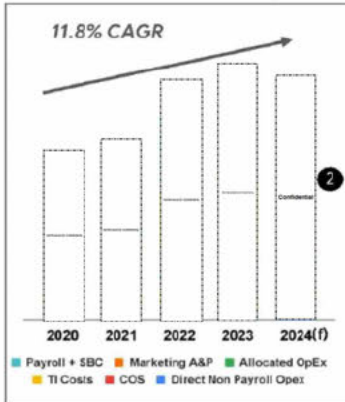
Chrome 5yr Financial History: Search Revenue v. Investment

Since 2020, growth of Search revenue via Chrome outpaced investment in Chrome

Search Revenue flowing through Chrome Browser by Platform (\$B)



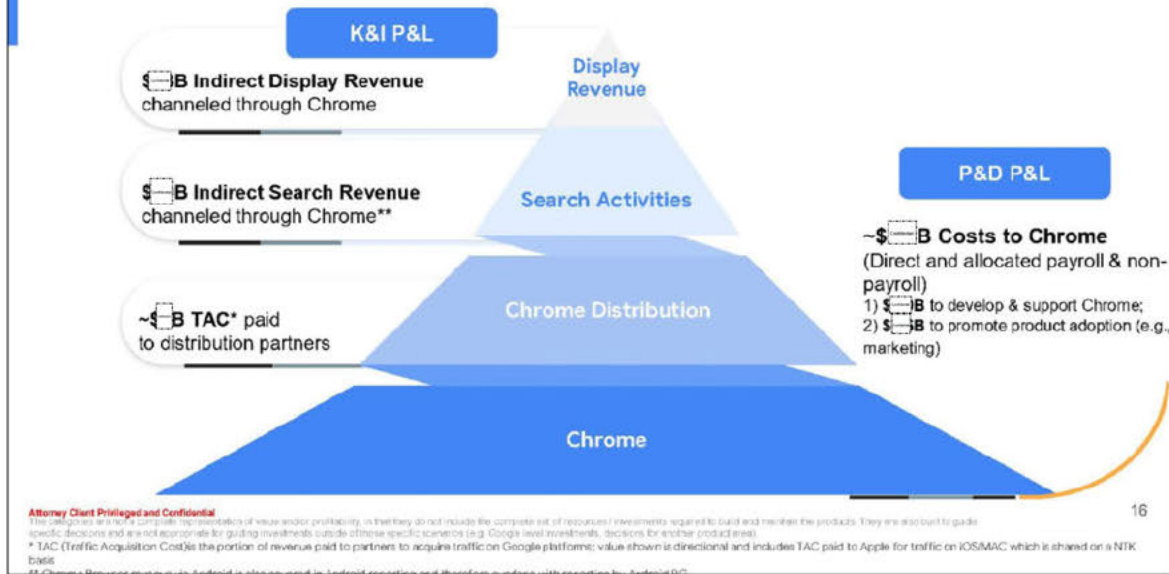
Investment by P&L Category (\$B)
(total investment in Browser)



Commentary

- 1 Annual Revenue via Chrome grew by \$[redacted] over 5yrs; absolute growth driven by Windows (+\$[redacted]) and Android (+\$[redacted]); revenue on iOS ([redacted]% CAGR) and MacOS ([redacted]% CAGR) had highest growth rates.
- 2 Investment in Chrome grew by \$[redacted] over 5yrs; [redacted]% of growth driven by Marketing (+\$[redacted]) spend for "Futura" program focused on Chrome on iOS growth. Payroll growth over past 5yrs (+\$[redacted])% CAGR) trailed platform's revenue growth.

Management Reporting Example - Search Ads via Chrome 2023



Note: NOTE: Display revenue is assumed to be driven by user behavior/site visits and not incrementally impacted by Chrome browser v. other browser usage; Display revenue includes revenue tagged to Chrome via mobile apps; investigation ongoing as to appropriateness of attribution