

Chrome Inputs on General Slides



Ex. No.

PXR0215

1:20-cv-03010-APM

1:20-cv-03715-APM

**REDACTED FOR PUBLIC FILING**

GOOG-DOJ-34809242

## Risks and Opportunities

	Risks	Opportunities
Chrome	<ul style="list-style-type: none"><li>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).</li><li>Microsoft's tactic on Win11 increasingly hostile to Chrome consumer &amp; enterprise adoption and retention on Windows.</li><li>Chrome's privacy story impacted by 3rd party cookie deprecation rollout and launch of anti-covert tracking protections (Privacy Sandbox team execution/timeline).</li></ul>	<ul style="list-style-type: none"><li>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).</li><li>EU mandated choice screen requirements on iOS resulting in incremental growth.</li><li>At 300M MAU, Chrome is one of Google's most successful enterprise products and can drive Cloud business influence and growth.</li></ul>

## 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.



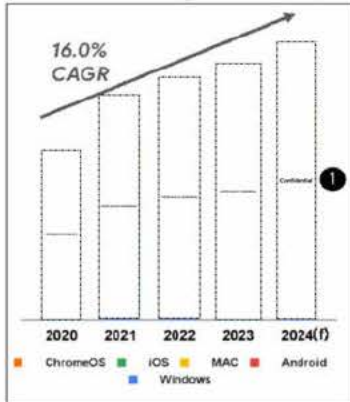
**Cloud**  
New direct revenue stream  
from Chrome Enterprise  
Premium 2024 Launch.

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

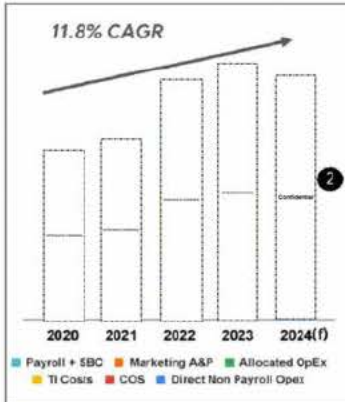
# Chrome 5yr Financial History: Search Revenue v. Investment

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)

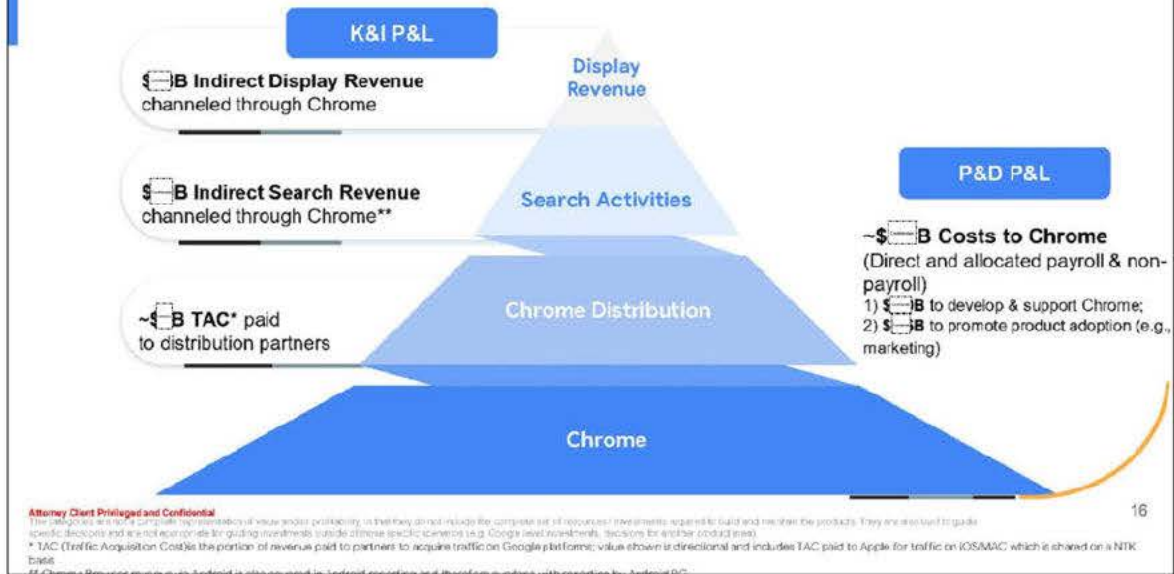


## Commentary

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

REDACTED FOR PUBLIC FILING

## 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