

Redacted **y/y**

Q2 revenue growth globally was ^{Redacted}% (^{Redacted}% y/y for Americas, ^{Redacted}% y/y for EMEA, and ^{Redacted}% y/y for APAC).

Q2 mobile query growth was ^{Redacted}% y/y vs ^{Redacted}% y/y for CT. Q2 total Search query growth was ^{Redacted}% y/y, improving from Q1 (^{Redacted}% y/y).

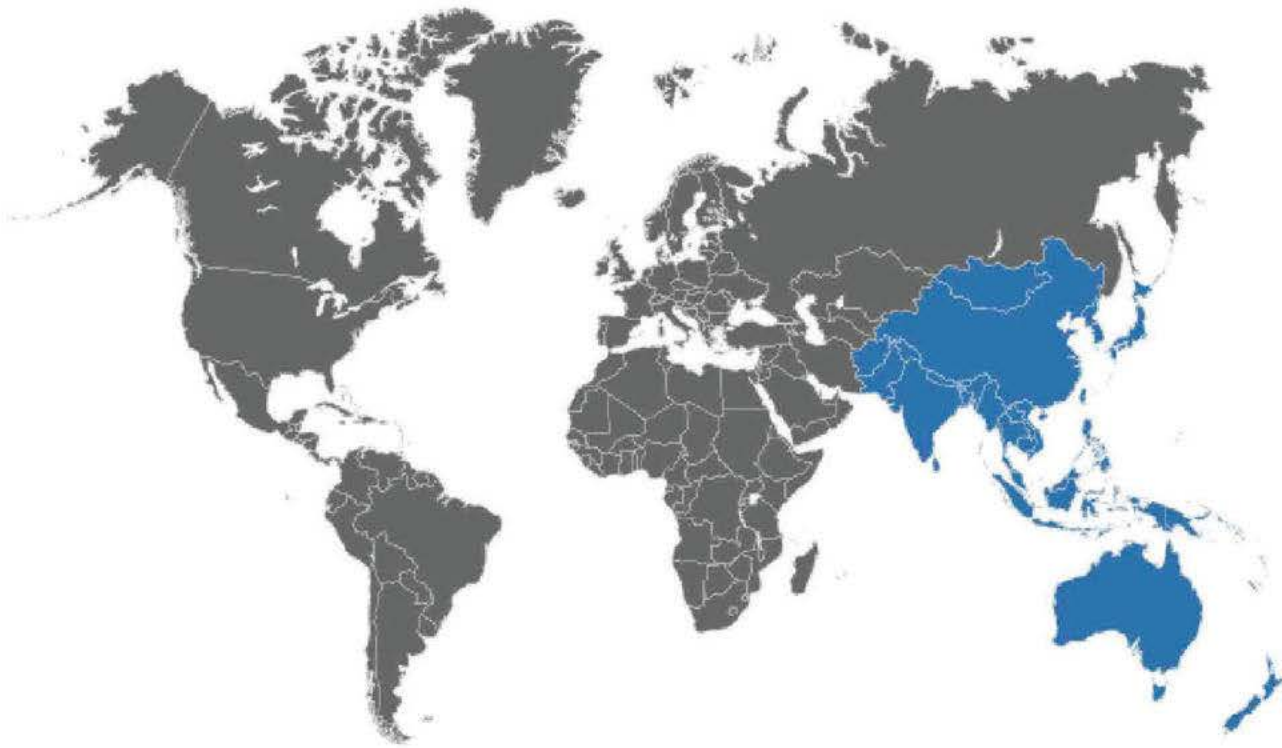
Redacted **%/y**

Redacted

Q2 global revenue was \$ ^{Redacted}, of which \$ ^{Redacted} % y/y) was from Sites, and \$ ^{Redacted} (^{Redacted}% y/y) was from Network.



Ads 2018 operating profit expected at \$ ^{Redacted} % margin), \$ ^{Redacted} above plan, supported by strong served revenue, favorable mix shift, and underspend in opex and other cos. **Redacted**



APAC revenue y/y growth accelerated further in Q2 2018, the 6th consecutive quarter with growth acceleration.

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IV. User Metrics

User Adoption Metrics

	Avg Score	vs LY/LQ	Search				Video		Apps		Android									
			Desktop Search Query Share	vs LY	Mobile Search Query Share	vs LY	Searchness (Android)	vs LY	GApp queries in % of iOS	vs LY	YT Adoption (Android)	vs LY	Share of top 10 app downloads on iOS	Share of app usage on Android	vs LQ	Android Shipments %	vs LY	Android Query Share	vs LY	Play share of app store downloads
US	Redacted		84%	1%	97%	0%														
CA			88%	0%	98%	1%														
GB			85%	-1%	99%	0%														
DE			87%	-3%	99%	0%														
FR			88%	-1%	99%	0%														
JP			51%	1%	66%	5%														
AU			91%	0%	99%	0%														
BR			95%	0%	100%	0%														
IN			94%	1%	99%	0%														
MX			92%	-1%	100%	0%														
PL			94%	-1%	100%	0%														
TR			94%	2%	99%	0%														
RU			22%	1%	48%	-9%														

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Data as of Q2 18, except for YT adoption and Android Shipments % which are as of Q1 18. Apps share data are based on recent four weeks.

Note:

- 1) Searchness (Android): 1-day active search users in % of 1-day active Android users
- 2) GApp queries in % of iOS: % of iOS search queries on Google.com that originate from the Google Search App
- 3) YT Adoption (Android): 1-day active YT users as % of 1-day active Android users
- 4) Share of top 10 app downloads on iOS: % of top 10 apps downloaded on iOS app store that are owned by Google
- 5) App Usage Share on Android: % of time spent on Google Apps on Android. Data likely to have a Google bias given it's based on Google Now users
- 6) Android shipments %: Android % of HED phones shipped;
- 7) Android Query Share: % of Google.com HED searches that are made from Android devices;
- 8) Play share of app store downloads: % of total app downloads across Play + iOS App Store that are made on Play.