

# Partnership Principles

- \* There is a natural alignment between Microsoft and Apple in search. The combination of the large search volumes on Apple devices with Microsoft's global search platform enables a high quality search platform that will be an asset for both companies

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Redacted

\*

\*



Ex. No.  
UPX0614  
1:20-cv-03010-APM

## Proposed Structure

- \* Redacted
- \* Redacted
- \* TAC rate equal to Redacted of Microsoft contribution margin from search on Apple devices

- \* Redacted
- \* Redacted
- \* Redacted



Year 1 | Year 2 | Year 3 | Year 4 | Year 5

# Redacted

Apple's share of profit (\$B)

Redacted

