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**Sent:** Tuesday, November 04, 2014 10:45 PM  
**To:** luciana Viana; 'Chris Beard'  
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# Strategic Development Search Negotiations

October 2014

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**MOZ-LIT-000903.001**

# Why Google

Users	Users prefer Google Global search performance is the best Dominant brand Familiar experience to users
Mission Alignment	-
Financial Security	Offer strongest revenue share to date with Google Three-year term Modeling shows all three years over <span style="background-color: black; color: white; padding: 0 2px;">Redacted</span> mm

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# Why not

Users	-
Mission Alignment	Does not promote competition for search Supports the continued dominance of Google Dependency on Google
Financial Security	No revenue guarantee Need product and business focus to succeed Revenue share could drop below projections
Downside Risk	No opportunity to grow share Mozilla must change to focus on search volume / performance No guarantee

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## Why **YAHOO!**

Users	Opportunity to innovate features and services that are customized for Firefox users
Mission Alignment	An agent for change Independence from Google Opportunity to level the playing field in search
Financial Security	High guarantee 5-year term Diversifies sustainability projects Projected growth of market share

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## Why not **YAHOO!**

Users	Search product not currently preferred Low international presence/relevance Users may not be familiar with search experience
Mission Alignment	If unsuccessful, threatens success of both Yahoo! and Mozilla
Financial Stability	Deal may result in business misalignment Limited fallback options
Downside Risks	Contingent on Mozilla's capability to partner deeply Google may become more aggressive in targeting Mozilla

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