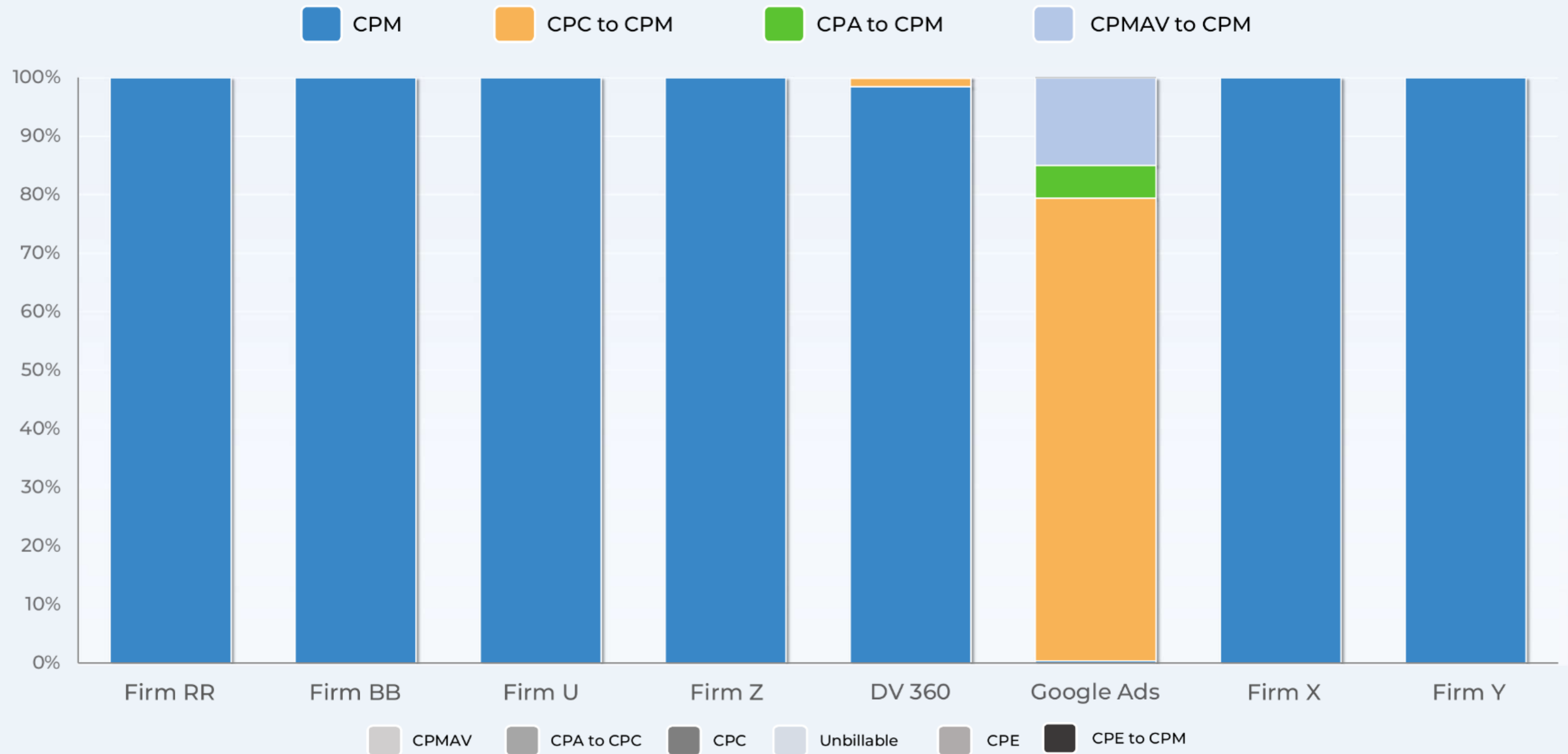


PROPORTION OF WORLDWIDE IMPRESSIONS TRANSACTIONED THROUGH ADX BY COST TYPE (2018–2022)



Demonstrative created from Lee Rebuttal Figure 14.
From Google AdX/Open Bidding data (DOJ RFP 7).

Note: Sample includes indirect open-web display transactions through AdX.

Pls. Demonstrative

Sa

1:23-cv-00108