

Message

**From:** Jackson Castleberry [PII]@google.com]  
**Sent:** 3/25/2024 3:26:15 PM  
**To:** Peter Fitzgerald [PII]@google.com]  
**CC:** Adrienne McCallister [PII]@google.com]; Christian Santiago [PII]@google.com]; Christopher Li [PII]@google.com]; Mona Weng [PII]@google.com]; Shimrit Ben-Yair [PII]@google.com]  
**Subject:** Re: Samsung / Gemini

Understood - thanks, Peter. Will look forward to collaborating on next steps as this takes shape.

Adding in Adrienne for viz

Jackson Castleberry | Director of Strategic Partnerships - Google Photos & Google One  
[PII]@google.com [PII]

On Mon, Mar 25, 2024 at 11:22 Peter Fitzgerald [PII]@google.com> wrote:  
They are going to pass and appreciate we brought this to them first.

They want to work on a strategic, more comprehensive Gemini deal between the companies over the next couple of months. It will likely span multiple areas. To be clear, they want to do something with us in this area they said but within a larger strategic deal.

Peter

On Mon, Mar 25, 2024, 5:21 AM Jackson Castleberry [PII]@google.com> wrote:  
Hi Peter/Chris - checking on this to see how the discussions went last week and if Jay (or others) shared more specific feedback.

Thanks,  
Jackson

Ex. No.  
PXR0125

1:20-cv-03010-APM  
1:20-cv-03715-APM

Jackson Castleberry | Director of Strategic Partnerships - Google Photos & Google One  
[PII]@google.com [PII]

On Tue, Mar 19, 2024 at 20:06 Jackson Castleberry [PII]@google.com> wrote:  
Hi all - we spent some time with Finance today to see what else could make this interesting for Samsung. Zooming out, a no-strings EFT (meaning no preloads & no GTM investments) will be of minimal value for all of us and potentially anchor Samsung's expectations lower for AIP more broadly. We've seen multiple examples (OEMs and Telcos) where the product integrations aren't there and they underperform across the board. Preloads for G1 are what drives EFT performance - that is the biggest lever for us. Preloads for Gemini will drive upper funnel utilization which will drive conversion - so we believe this would be in *their commercial interest*.

It sounds like Samsung believes we have more commercial clarity than we actually do - the cost drivers around AIP are material, and we don't yet have a sense for our margin profile due to

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