Subject: Fwd: discussion materials for 4-30

From: "Adrian Perica" <████@apple.com>

Received(Date): Tue, 30 Apr 2024 22:50:37 +0000

To: "Eddy Cue" <████@apple.com>, "Kate Adams" <████@apple.com>

Cc: "BJ Watrous" <████@apple.com>, "Steve Smith" <████@apple.com>,"Victoria Nassi" <████@apple.com>

Attachment: Apple-Gemini term sheet discussion (4-30-24) [external].pdf

Date: Tue, 30 Apr 2024 22:50:37 +0000

FYI - Google's proposal

> Begin forwarded message:
>
> From: Neal Pancholi ████@google.com>
> Subject: discussion materials for 4-30
> Date: April 30, 2024 at 3:19:18 PM PDT
> To: Adrian Perica <████@apple.com>, Steve Smith ████@apple.com>
> Cc: Donald Harrison ████@google.com>
>
> please find attached.
>
>
> --
>
> Neal J. Pancholi | Director, Global Partnerships - Google Search |
████@google.com <mailto████@google.com> |
>
[OBJ]

FYI - Google's proposal

Begin forwarded message:

From: Neal Pancholi <████@google.com>

Subject: discussion materials for 4-30

Date: April 30, 2024 at 3:19:18 PM PDT

To: Adrian Perica ████@apple.com>, Steve Smith <████@apple.com>

Cc: Donald Harrison ████@google.com>

please find attached.

--

Neal J. Pancholi | Director, Global Partnerships - Google Search | ███████████ ‌google.com

Term Sheet - **Term and Promotion**

Term Length

[REDACTED]

Launch Promotion & Promotional Value

- When Apple first introduces third party generative AI services into its products and devices, Apple will promote the Gemini Service for all implementations which provide multimodal responses
- For any generative AI access points on Apple's products and devices where the Gemini Service is able to respond to user prompts and where Apple chooses to use a third party generative AI service, Apple will refer users to Gemini in response to user prompts

[REDACTED]

Google

REDACTED PUBLIC VERSION