



P&D CFO Briefing

Overview Deck

August 2024

Ex. No.

PXR0162

1:20-cv-03010-APM

1:20-cv-03715-APM

2024 | Confidential and Proprietary Google

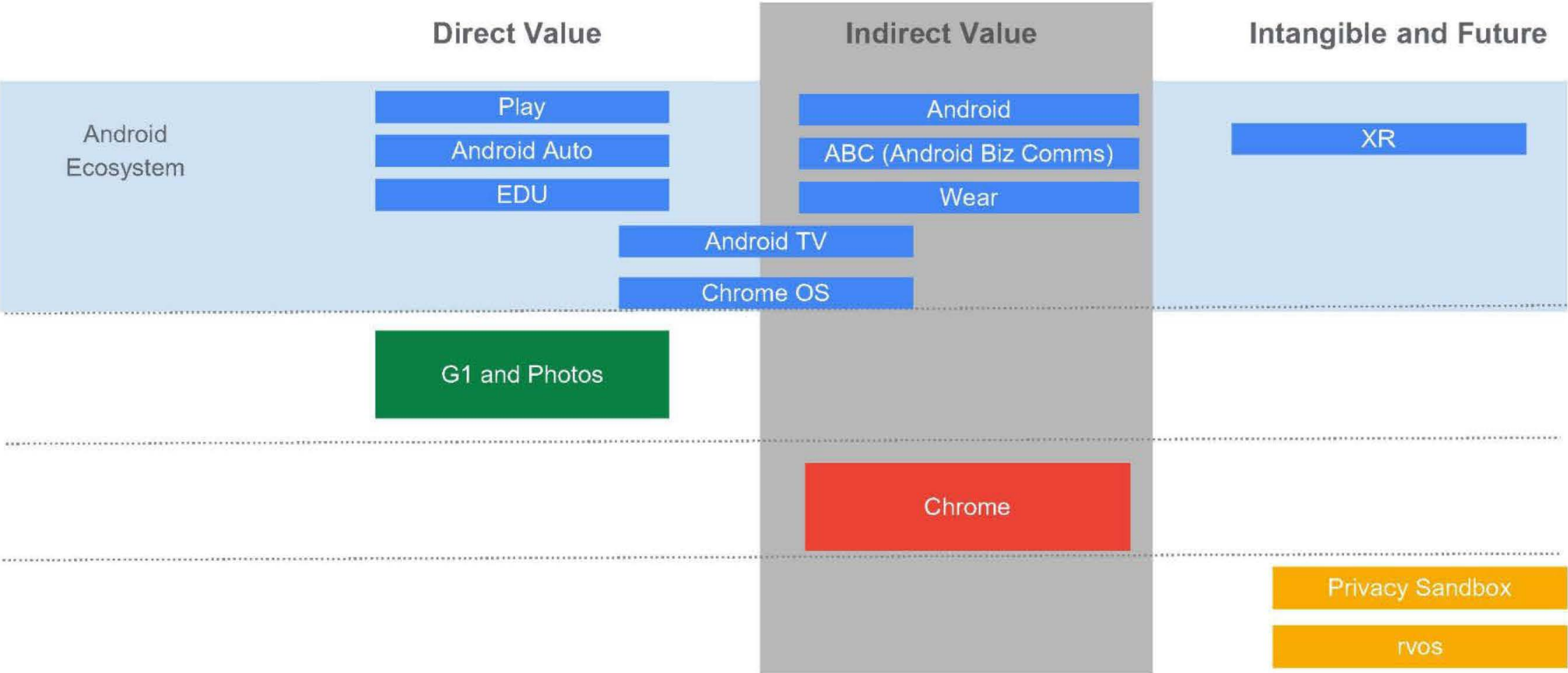
1

GOOG-DOJ-33799851

REDACTED PUBLIC VERSION

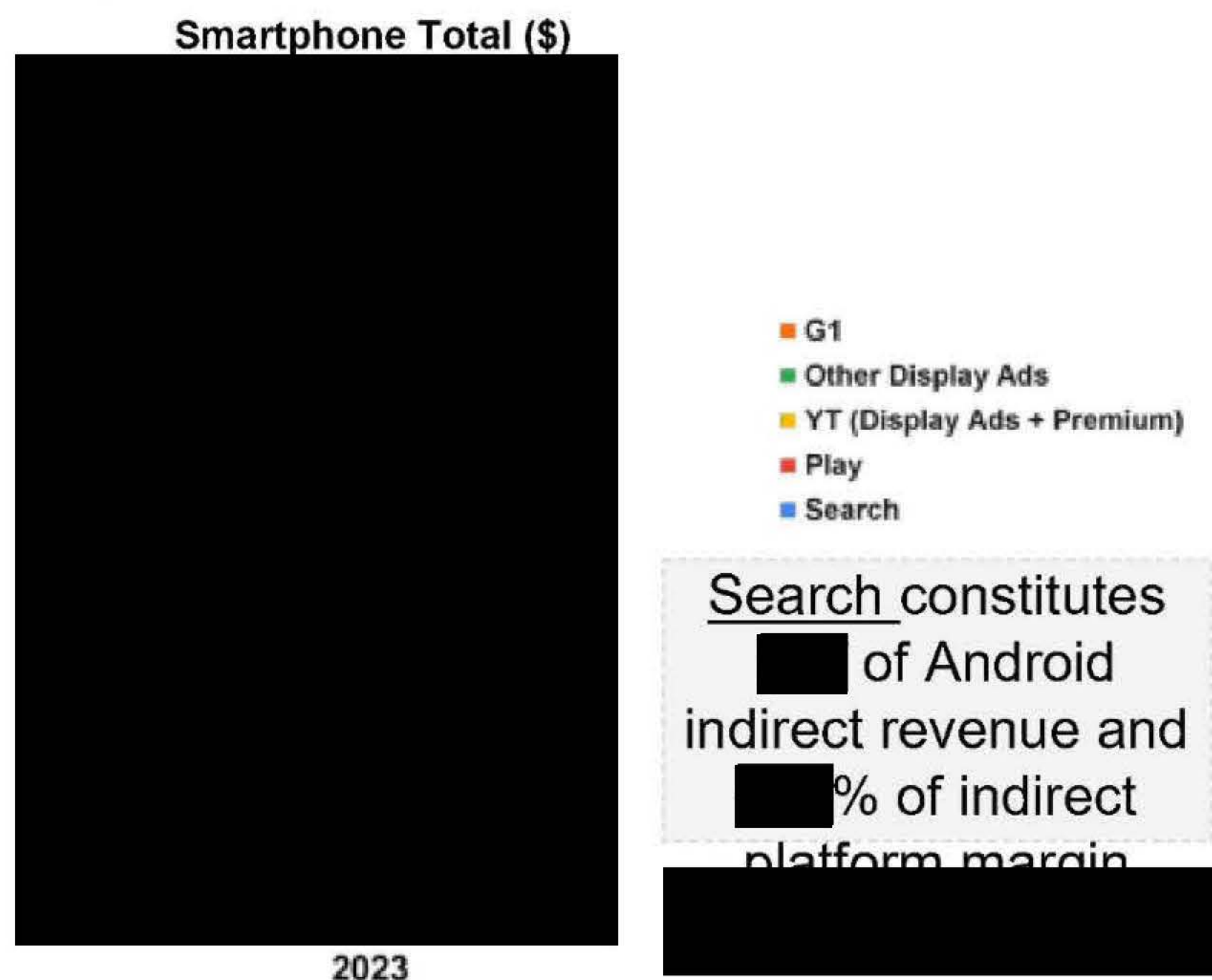
Platforms are categorized by Android Ecosystem, G1 and Photos, Chrome and Others

Some bring direct revenue and some bring indirect revenue or have future value

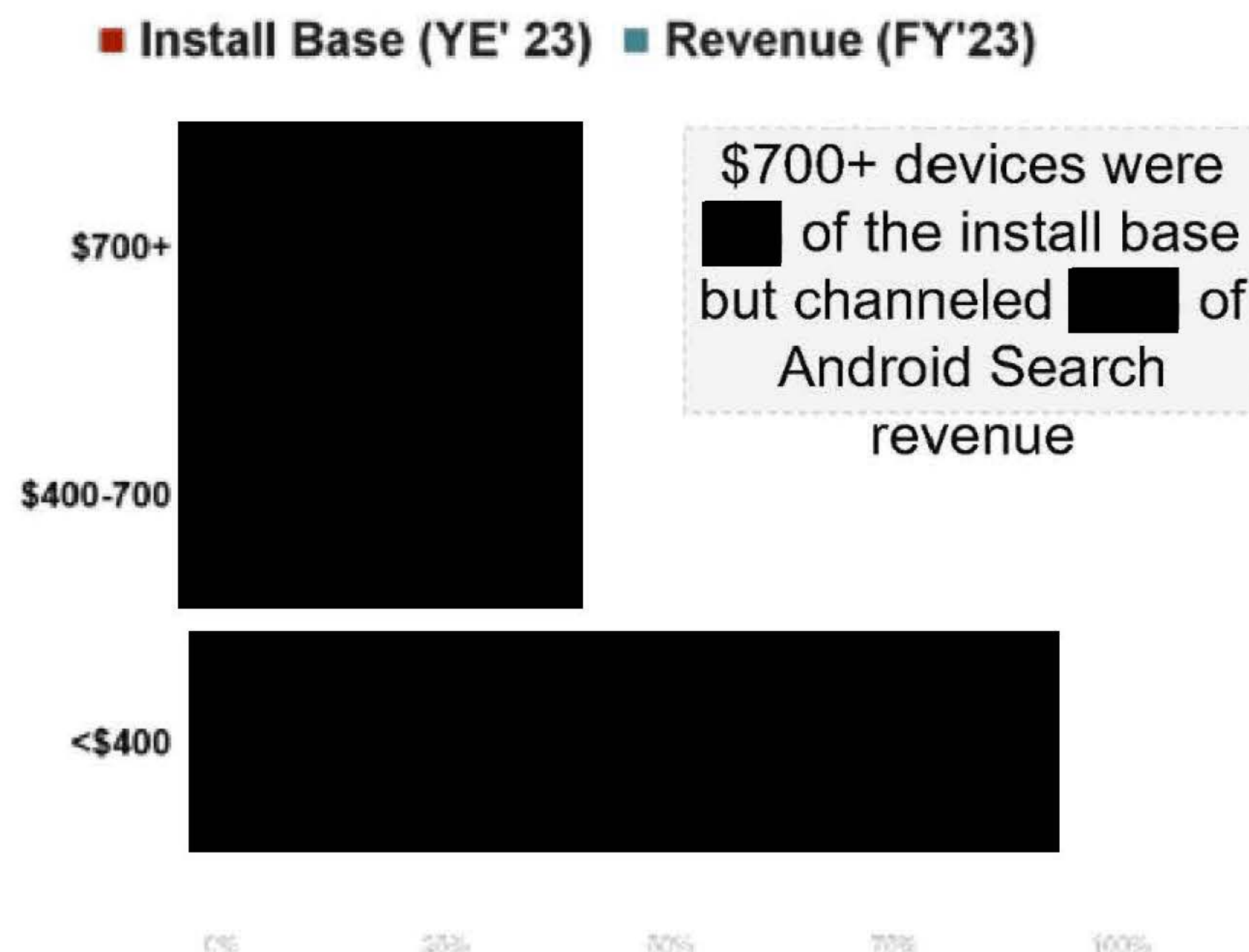


Android Channeled Revenue by Category*: ██████B in indirect revenue channeled through Android smartphones in 2023 with a disproportionate value coming from Search and \$700+ devices

2023 Indirect Revenue channeled through Android Smartphones by category



Android Smartphone Install Base ("Actives") and Indirect Search Revenue by price tier



* "Channeled" or "indirect" revenue is a measure of revenue that flows through Android devices via the monetization of Google services; it is not incremental value to Google, and is not a representation of Android revenue or value. The categories are not a complete representation of value and/or profitability, in that they do not include the complete set of resources / investments required to build and maintain the products. They are also built to guide specific decisions and are not appropriate for guiding investments outside of those specific scenarios (e.g. Google level investments, decisions for another product area).

Search Ads on Android 2023: Management Reporting Example

Search Ads P&L

Search Activities

█ **B Ads Revenue*** on Android smartphones, of total Mobile Search Revenue channeled

~\$█ **B TAC**** paid to OEM/Carrier distribution partners almost entirely on Search

Android Partnership Deals

Android OS

P&E P&L

█ **B Costs** (Direct and allocated payroll & non-payroll) to 1) develop & support Android OS; 2) enable partnership deals; 3) promote product adoption (e.g., marketing)

Attorney Client Privileged and Confidential

* "Channeled" or "indirect" revenue is a measure of revenue that flows through Android devices via the monetization of Google services, it is not incremental value to Google, and is not a representation of Android revenue or value.

** TAC (Traffic Acquisition Cost) refers to the portion of revenue paid to publishers etc to acquire traffic on Google platforms

These categories are not a complete representation of value and/or profitability, in that they do not include the complete set of resources / investments required to build and maintain the products. They are also built to guide specific decisions and are not appropriate for guiding investments outside of those specific scenarios (e.g. Google level investments, decisions for another product area).