

Google

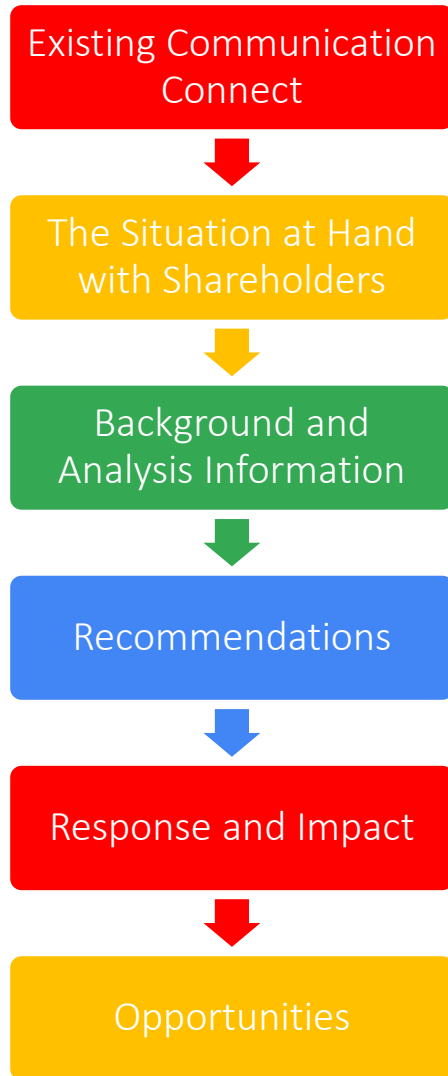
Conflicting narrative of a negative perception of **trust**
brought on by the data tracking lawsuits with our
vendors, investors, and users.

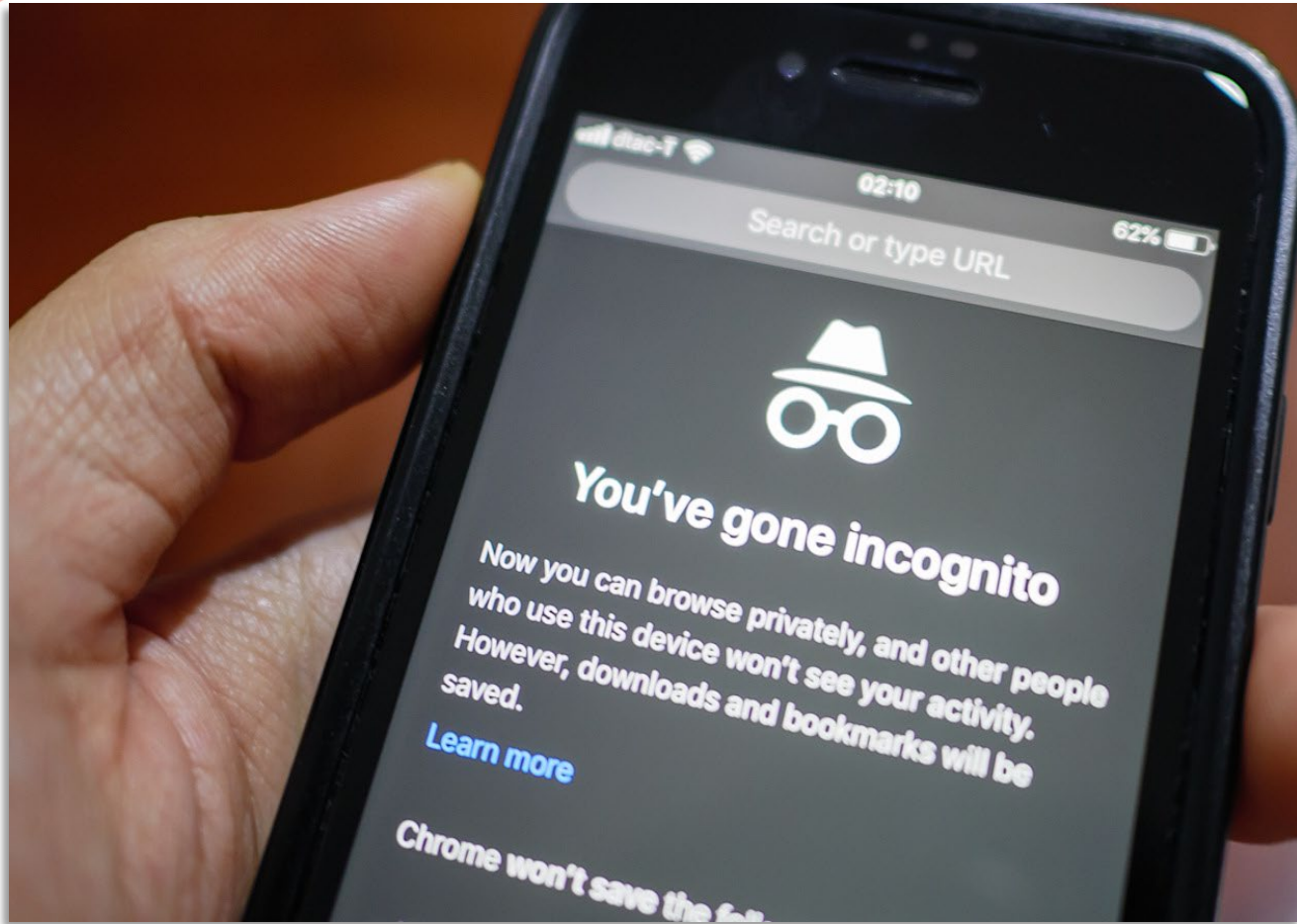


We will address this in a **bi-annual conference** and **ad campaign**. We can regain the **trust in our users** as well as **protecting ad revenue**.



Agenda

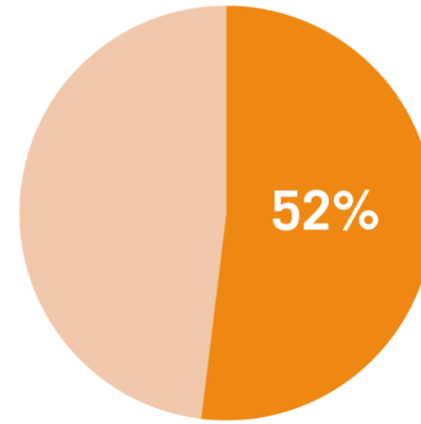




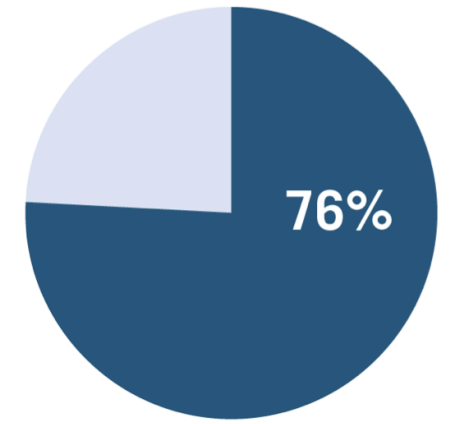
Google Faces \$5 Billion Lawsuit For Data Tracking



Profit Loss Without Personalized Ads



Offline advertising does not reach their target audience



Personalized ads helped find new customers

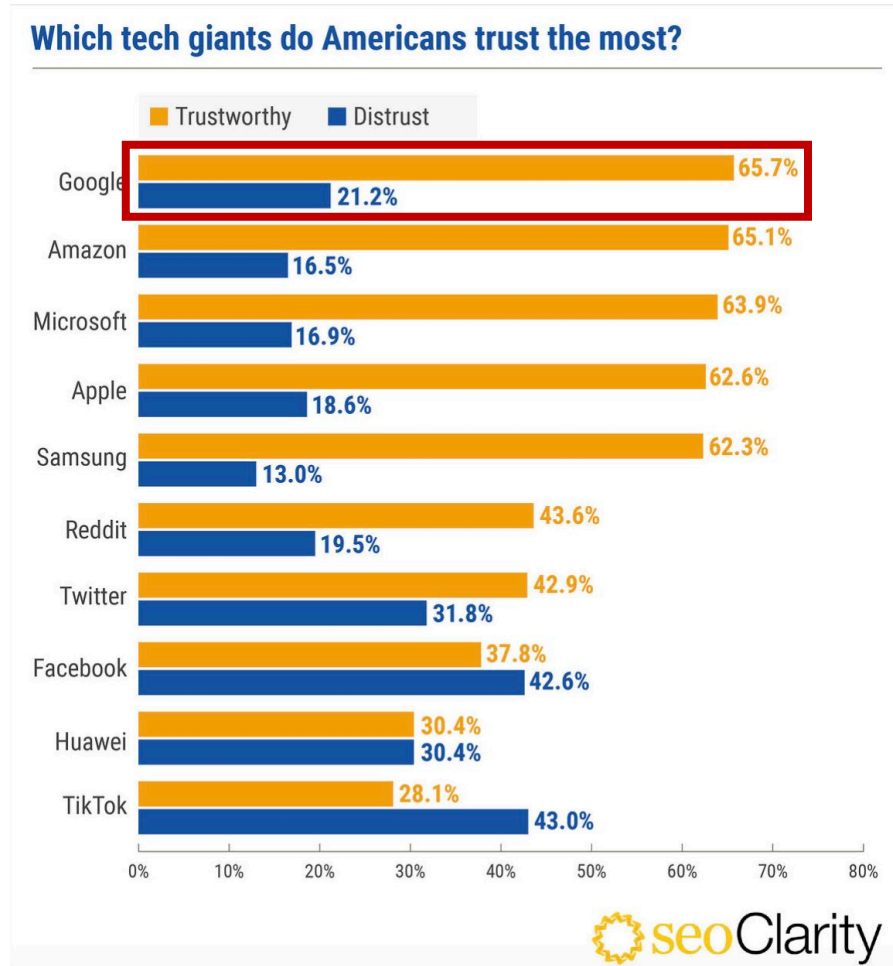
Source: Mueller & Castro, Center for Data Innovation

Consider Seven Sisters Scones, a mail-order pastry shop in Johns Creek, Ga., which **relies on Facebook ads to promote its items**. Nate Martin, who leads the bakery's digital marketing, said that after Apple blocked some ad tracking, its **digital marketing campaigns** on Facebook became **less effective**. Because Facebook could no

Source: Chen, New York Times



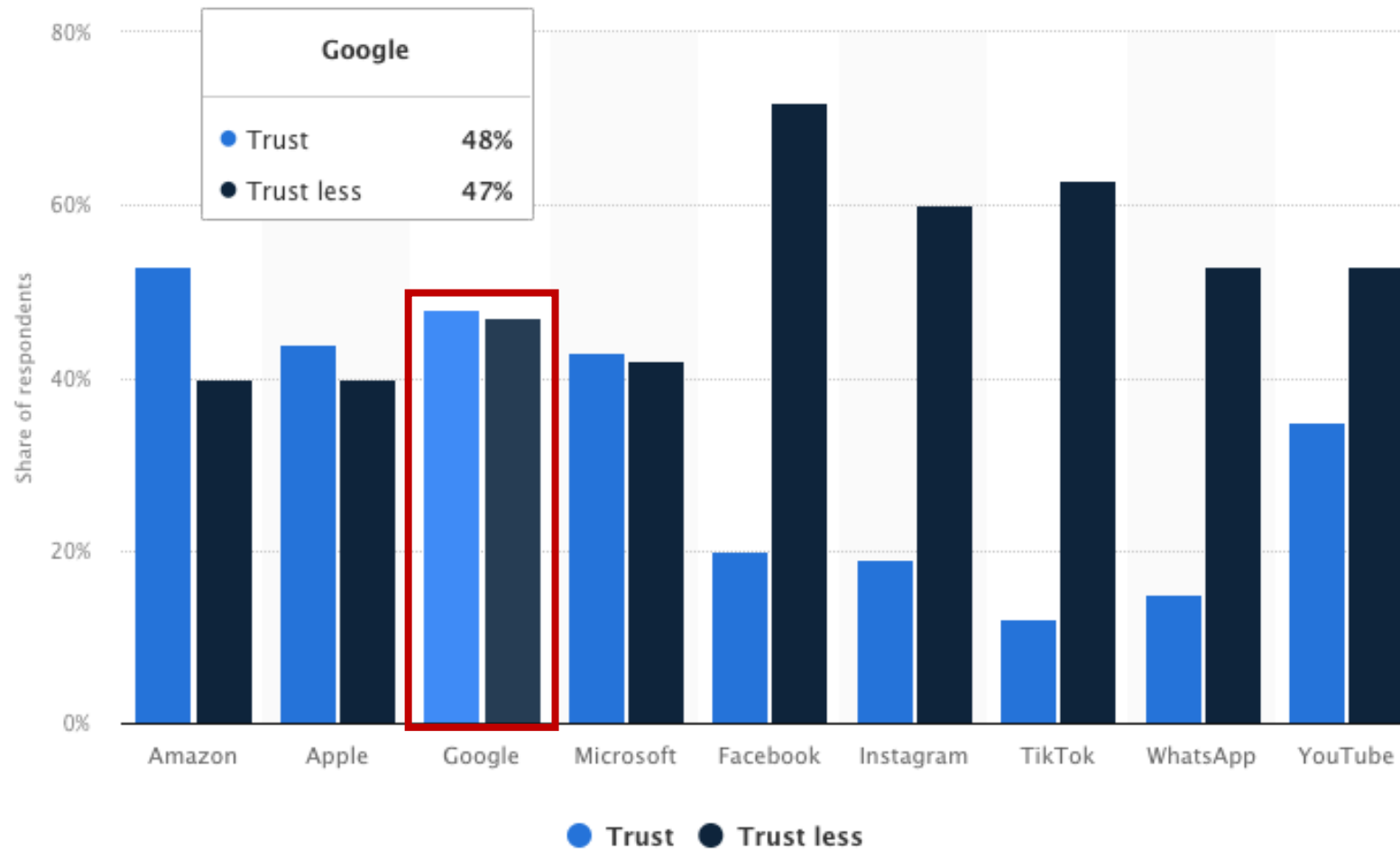
Decrease in Trust from Our Users



Source: Gandhi, SeoClarity



Decrease in Trust from Our Users



Source: Johnson, Statista



Lack of Confidence from our Shareholders



Source: Yahoo Finance



Targeting Communication to Stakeholders



Users Data is in Good Hands

The goals of the Privacy Sandbox

The Privacy Sandbox is currently in development. It aims to:



Build new technology to keep your information private



Enable publishers and developers to keep online content free

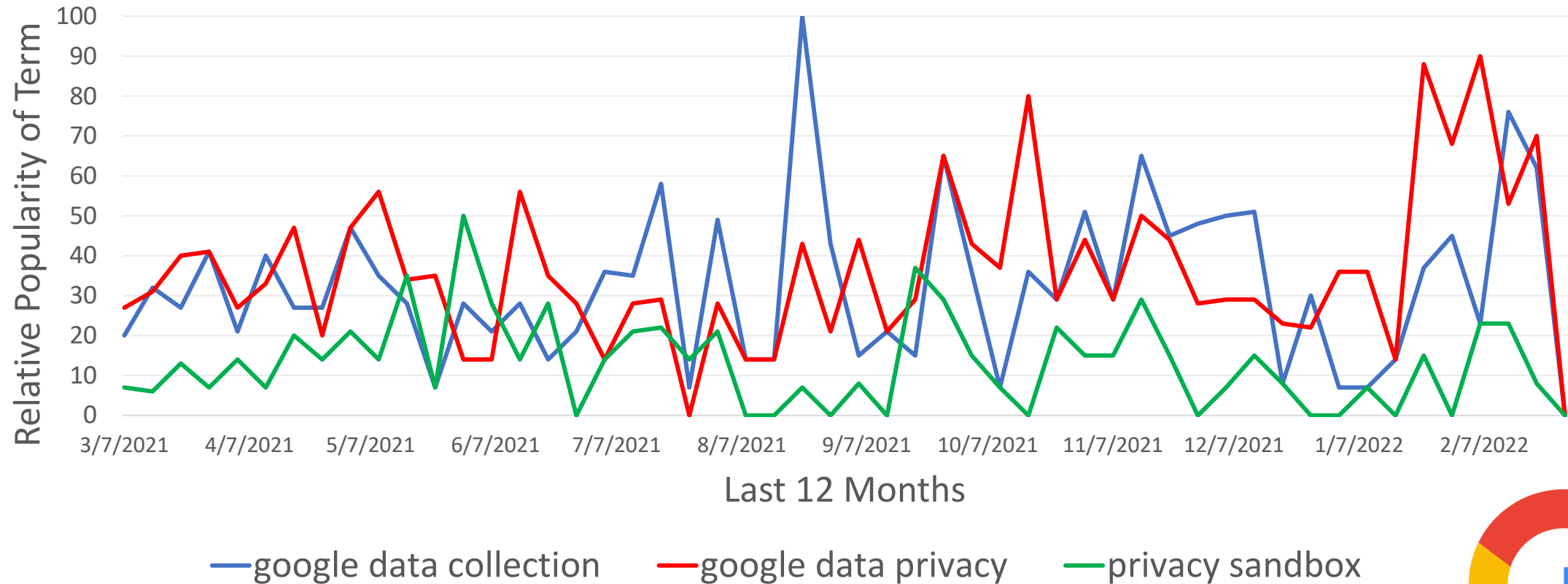


Collaborate with the industry to build new internet privacy standards



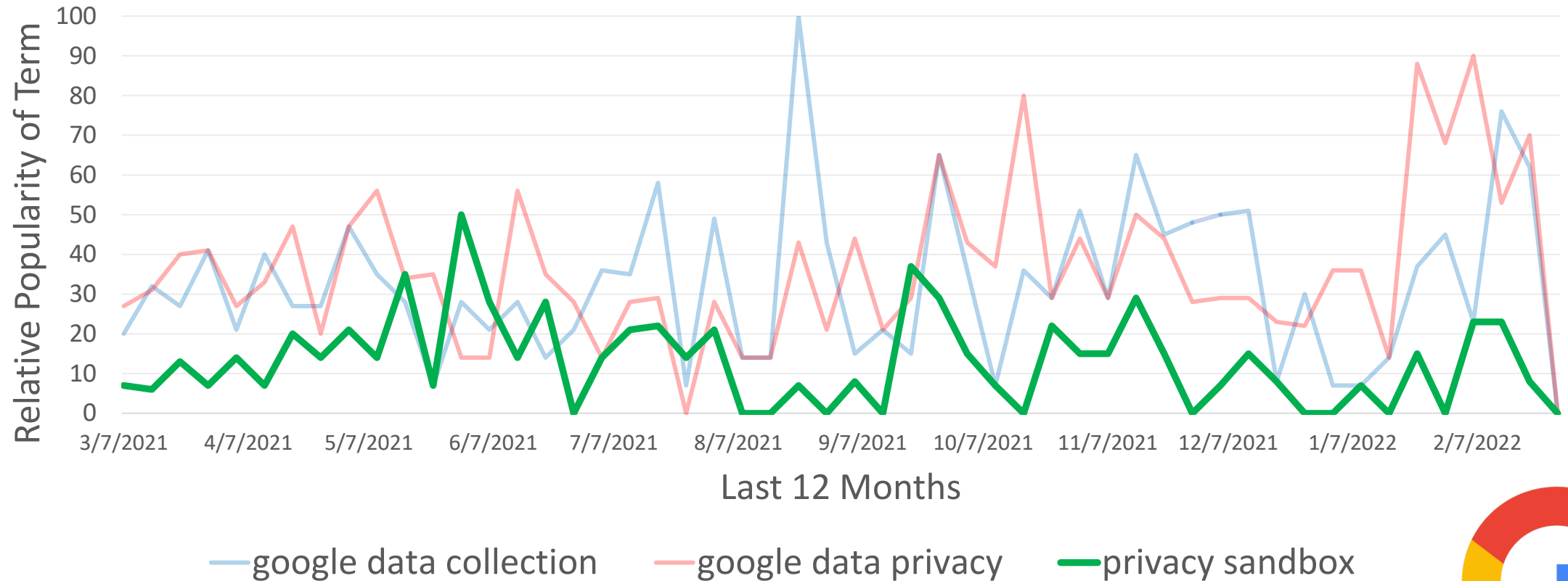
Our Privacy Initiative is Unfamiliar

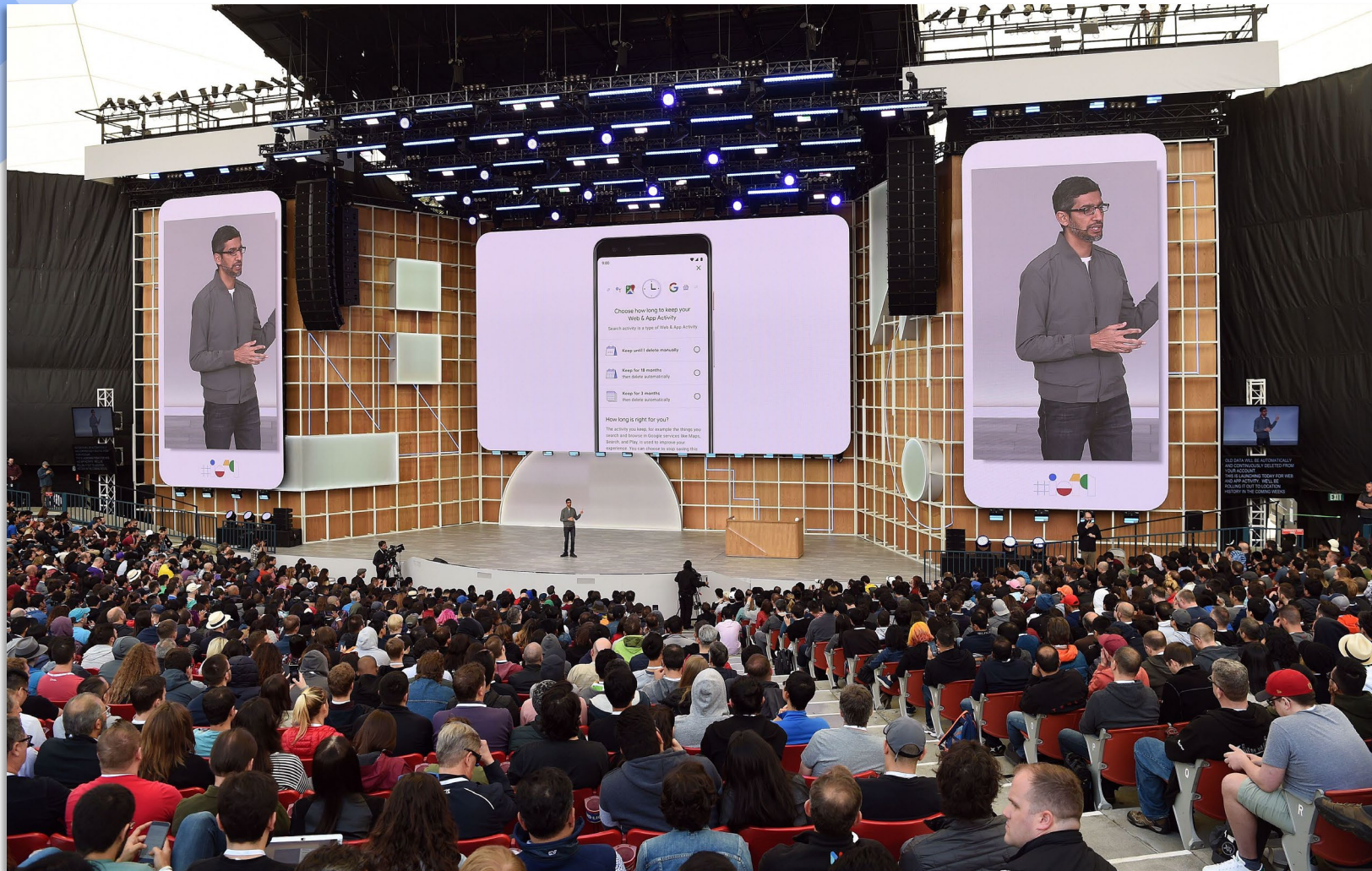
Popularity of Google Data Related Search Terms



Our Privacy Initiative is Unfamiliar

Popularity of Google Data Related Search Terms





Implementation Of Google's Bi-Annual Conference



Building A Strong Future For Our Stakeholders

Vendors



Assure effective advertising with new technology

Shareholders



Reinforce confidence in our business model





To: Investors and Vendors
From: Javier Soltero, VP of Google Suite
Subject: Inviting You To Google's Bi-Annual Conference

Dear Valued Investors and Vendors,

Privacy is the future of internet legislation. We need to be ahead of the curve before drastic legislative steps are taken, so we are developing new methods and technologies with our advertising partners to allow for the same kind of ad success while also addressing user concerns.

To further the discussion on the change in advertising, we are inviting you to a conference taking place on **Friday September 2, 2022**. Due to the current situation with COVID-19, this conference will be taking place online with a link that will be provided at a later date. This conference is the first of a bi-annual conference letting vendors and investors communicate their concerns or any questions they may have about new technology.

The topic of this conference will be the change in advertising in relation to the implementation of Google's new service "**Privacy Sandbox**." Privacy Sandbox is our new initiative where we are partnering with advertisers to develop new ways of categorizing users without the use of third-party cookies and cross-site tracking.

Kindly respond to this email by no later than August 1, 2022 to confirm your attendance in Google's first bi-annual conference. We are eagerly looking forward to your participation on September 2nd. If you have any questions, please contact us at support-in@google.com.

Thank you for your time,

Javier Soltero
VP of Google Suite



Meeting Agenda

Organizer: Javier Soltero and Justin Schuh

Date: September 2, 2022

Time: 9 am

Meeting Type: Video Conference

Meeting Purpose: Discuss the changes in Google's advertising with the implementation of Privacy Sandbox

9:00 am: Welcome Message

9:15 am: Privacy Issue Affecting Google

9:30 am: How do Personalized Ads Affect Advertising?

10:00 am: What is "Privacy Sandbox" and Why Is It Needed?

10:45 am: What Will Change with Google Advertising?

11:00 am: Breakout Rooms with Google Associates

11:45 am: Q & A with Justin Schuh

12:00 pm: Lunch

1:00 pm: Welcome Back from Break

1:05 pm: The Rollout and Implementation of Privacy Sandbox

1:45 pm: Q&A with Justin Schuh

2:00 pm: Closing Remarks



What Can We Learn From Our Competitors?

Apple's Annual Shareholder Meeting in 2019 created an open line of communication between the company and their investors that it **raised stock prices 7%** in the following days.



Source: The street investors



Who Can Attend the Conference?

Capped at 1000 people

Eligible to:

Shareholders who own over
100 shares of Google

or

Vendors that spend over
\$50,000 in advertising for the
previous year

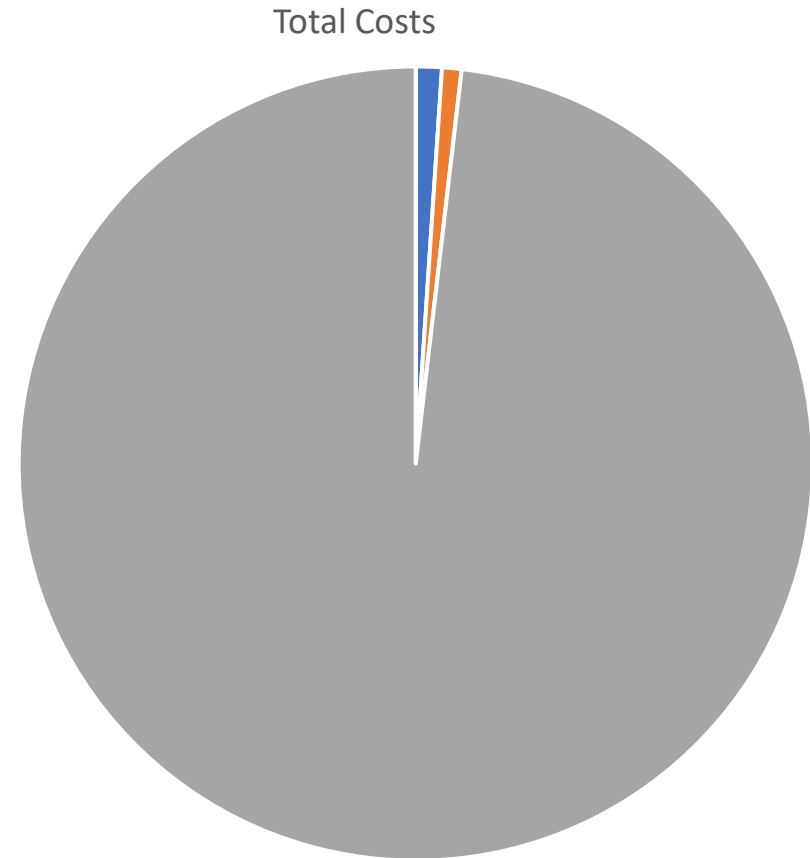


The Cost Of A Conference

KPIs:

Stock Price 

Ad Spent 



■ Rehearsal ■ App Interaction ■ Labor Hours ■ Studio and Online Platform

Beg of Q2:
Emails sent out to
investors



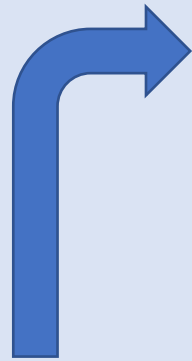
Beg of Q3:
Receive responses
from investors and
vendors



End of Q3:
Conference held in
September



Advertise Future of Privacy

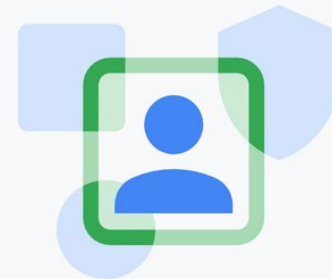


YOUTUBE ADS
CAMPAIGN



When you use our services, you're trusting us with your information. We understand this is a big responsibility and work hard to protect your information and put you in control.

Privacy Sandbox





Success of Similar Ad Campaign



Customer Deposits Before Ad Campaign

- 2018 → -\$30 Billion

Customer Deposits After Ad Campaign

- 2019 → +\$37 Billion
- 2020 → +\$80 Billion

-Wells Fargo Annual Reports



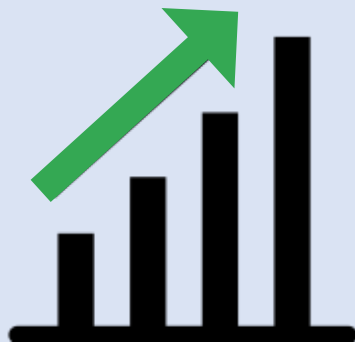
Strategy Going Forward

KPI: User Trust Metrics

Now:



Future:



Plan: Timeline and Budget

Ad Campaign 

6 Months: Q4 2022 – Q1 2023

Budget

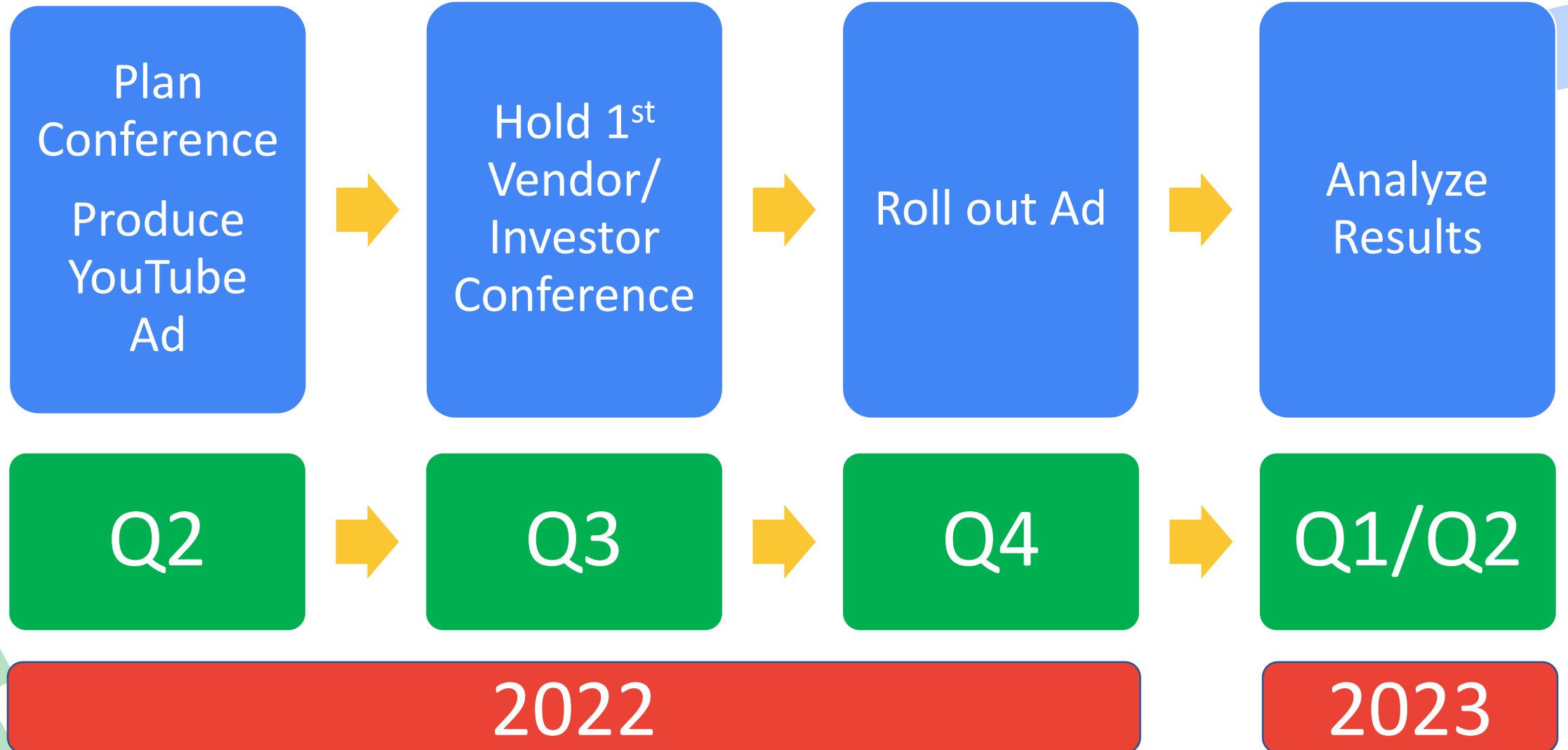
Production Costs: \$15,000

YouTube Ad Costs: \$300,000

Total = \$315,000



Turning Opportunity into Success



Who To Reach Out To?



Catherine Courage
VP Ads, User Experience



Justin Schuh
Chrome Engineering, Privacy
Sandbox



Javier Soltero
VP of Google Suite



Google



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