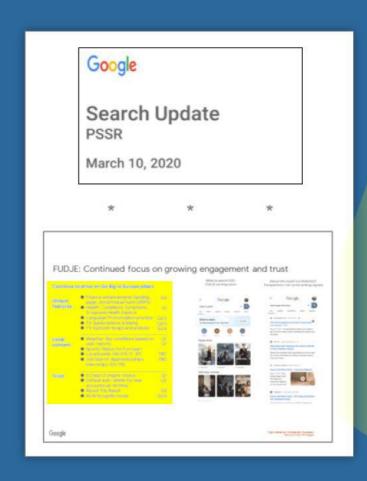
Google's "Go Big in Europe" plan led to investments to improve quality



Unique	 Finance enhancements (landing page, stock/mutual fund OSRPs) 	Q4
features	 Health: Conditions, Symptoms, Drugs and Health Explore 	Q1
	 Language: Pronunciation practice 	Q2/3
	 TV: Subscriptions & linking 	Q2/3
	 TV: Episode recaps and analysis 	Q3/4
Local	Weather: Sky conditions based on	Q1
content	user reports	Q1
	 Sports: Videos for Formula 1 	
	 Local Events i18n (FR, IT, JP) 	TBD
	 Job Search: Apprenticeships, internships (DE, FR) 	TBD
Trust	EU Search engine choice	Q1
	 Default auto-delete for new accounts (at 18 mths) 	Q2
	 About This Result 	Q2
	 AGA Incognito mode 	Q3/4

UPX0764, at -077 (Mar. 10, 2020).

Google's "Go Big in Europe" was a response to the choice screen





- Q. Do you agree that the impetus for those product changes was the implementation of the European choice screen?
- A. I think this made people think about those countries in a slightly different light, and say, "Well, is there some way, some other things that we could be doing that we may be missing."

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Google's "Go Big in Europe" was "above and beyond business as usual"



Okay, but what is "Go Big in Europe"?

Starting March 1, 2020, all new Android devices sold in EU will offer a default search engine choice screen during phone setup.

Go Big in Europe is product investments above and beyond business as usual to make sure Google is top of mind for EU users.

2019