

Thanks for your interest in Google

- You should view this presentation together with the more detailed information included elsewhere in the Prospectus.
- **An investment in Google involves significant risks.** We're not just saying that. There are many risk factors listed in the prospectus. You should review them carefully before going any further.

Google

Note from our Lawyers

The following presentation contains certain forward-looking statements regarding the Company's long term strategy and growth prospects as well as the projected growth of the Internet advertising market, drivers of the Company's business and its competitive position which are subject to risks and uncertainties.

Google

Note from our Lawyers, Continued

These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described in the "Risk Factors" section of our Prospectus, including but not limited to the significant competition we face in web search and keyword-targeted Internet advertising markets and from traditional media companies, our expectation that our future revenue growth rate will decline and that there will be downward pressure on our operating margin, our ability to successfully innovate and provide new products and services to our users, advertisers and Google Network members.

The Google logo, consisting of the word "Google" in its characteristic multi-colored font.

Note from our Lawyers, Continued

In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances in the presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.

Google



Meet the Management

Google

Eric Schmidt

Chief Executive Officer

Google

Larry Page & Sergey Brin

Founders and Presidents

Google

Why Run an Auction for the Google IPO?

Google

**Why Have You Chosen a Dual-Class
Structure?**

Google

The Company's Mission

Google

Google's Mission

To organize the world's
information and make it universally
accessible and useful

Google

What is the Company trying to accomplish?

What are some of the implications of that mission and those goals?

How do they affect how you run the business?

Google and the Community

Google

The Beginning

Born at Stanford, raised in a garage

STANFORD UNIVERSITY

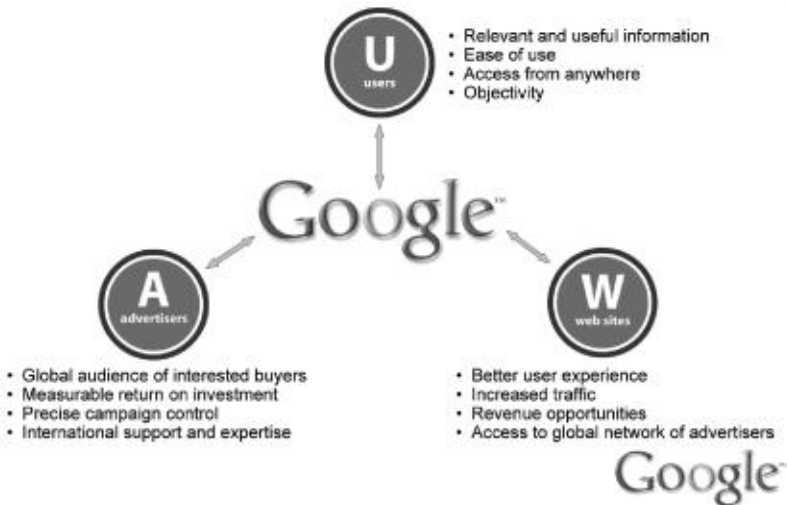


(c) Stanford University

1995: Google – A research project at Stanford University

Google

Google products connect users, advertisers, and web sites



Value to Users

Fast, accurate and easy to use



Google™

[Web](#) [Images](#) [Groups](#) [News](#) [Ercole](#) ^{News!} [more >>](#)

Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

[Make Google Your Homepage!](#)

©2004 Google - Searching 4,285,199,774 web pages

Google™

Value to Users

Google connects users to many kinds of information



Google



WebSearch



Google Image Search



Google News



Gmail



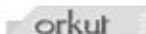
Froogle



Google Groups



Google Catalogs



Orkut



Google Local



Google Toolbar



Google Wireless



Blogger

Google

Value to Users
Consistently #1 in search



World's largest online index of web sites – more than 4 billion web pages

Leading Internet Search Destinations

Total Audience Minutes per Month

(MM)

2,000

1,500

1,000

500

0

1,373

721

685

438

Google

Yahoo!
Search

AOL Search

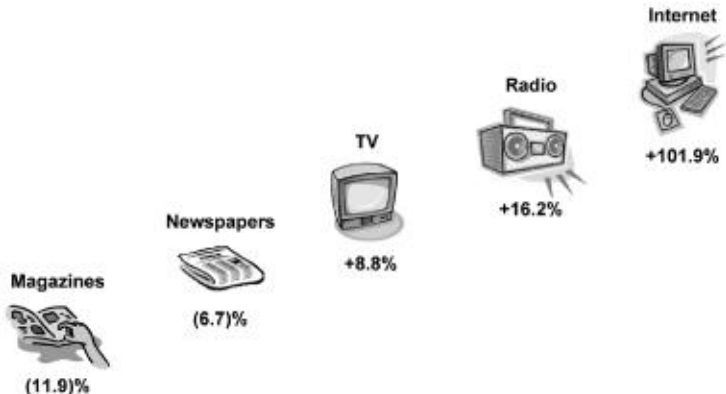
MSN Search

Source: ComScore MediaMetrix, June 2004

Google

Value to Advertisers

The Internet is where the growth is



Notes: 1. Change in media consumption by U.S. consumers
2. Data for 2000-2007 as a % increase(decrease) in absolute terms

Source: Veronis Suhler Stevenson Communications Industry Forecast (2003)

Google

Value to Advertisers

Relevant, cost-effective online advertising



Search Term

Google Web Images Groups News Google™ more »
Flowers Search Advanced Search Dictionary

AdWords Ads

Results 1 - 10 of about 32,606,000 for **Flowers** (0.13 seconds)

Web

FLORIST FLOWERS - Florist delivery and Virtual Flowers® - Welcome...
Virtual Flowers® (VirtualFlowers.com®) - Welcome! We ... occasions. Virtual Flowers is the home of the Original FREE Virtual Bouquet! ...
www.virtualflowers.com/ - 13k - Cached - Similar pages

FTD.COM - Welcome to FTD.COM - Flower Bouquets and Gifts for All ...
... Corporate Services Customer Service Gift Advisor, Extra FREE Greetings Luck of the Irish Sweepstakes Living Virtual Flower FREE Screen Savers Flowers & Plant ...
www.ftd.com/ - 36k - Mar 26, 2004 - Cached - Similar pages

1-800-FLOWERS.COM, welcome to our store
1-800-FLOWERS.COM, welcome to our store
www.1800flowers.com/ - 2k - Mar 26, 2004 - Cached - Similar pages

1-800-FLOWERS.COM - Flowers, Plants, Gourmet, Sweets and Unique...
Flowers, unique gifts, gourmet foods, sweets, plants and Specialty Boutique items presented by 1-800-FLOWERS.COM, a leading online provider of fresh-cut flowers ...
www.1800flowers.com/flowers/welcome.asp?action=0 - 30k - Mar 26, 2004 - Cached - Similar pages
[More results from www.1800flowers.com]

VIRTUAL FLORIST - Buy fresh FLOWERS or send a FREE Virtual Card.
... Fabulous Women you know a Free Virtual Card to celebrate them & let them know how phenomenal they are ... then follow up with a Fresh Bouquet of Flowers to add ...
www.virtualflorist.com/ - 13k - Cached - Similar pages

Sponsored Links

Send Flowers for \$29.95
Don't pay more buying the old way!
Direct from the grower - save 50%
www.proflowers.com

Save \$7.50 at Florist.com
Fresh Flowers, Plants, Gifts & More
Same Day & 1-Hr. Express Delivery
www.florist.com

FTD Flowers Same Day Del.
10% Off - Use The Code "coupon"
Large Selection, Secure, Nationwide
FastFlowersOnline.com

Flowers in 4 Hours
Have your order Hand Delivered
within 4 hours from now.
CanToGoFastFlowers.com

FTD Flowers Fast Delivery
Send Flowers Today to USA & Canada
Express 4 Hour Delivery AM or PM
www.NationwideFlorist.com

Search Results

Google

Value to Web Sites

AdSense Program

AdSense for search



AdSense for content



AOL screenshot (c) 2004 America Online, Inc. Used with permission

Google

Sustaining the Success

Technology and Innovation



Scale



Our Brand



Our Culture



Google

George Reyes
Chief Financial Officer

Google

Value to Advertisers

Relevant, cost-effective online advertising



Search Term

Google Web Images Groups News Google™ more »
Flowers Search Advanced Search Dictionary

AdWords Ads

Results 1 - 10 of about 32,606,000 for **Flowers** (0.13 seconds)

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... Corporate Services Customer Service Gift Advisor, Extra FREE Greetings Luck of the Irish Sweepstakes Living Virtual Flower FREE Screen Savers Flowers & Plant ...
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1-800-FLOWERS.COM - Flowers, Plants, Gourmet, Sweets and Unique...
Flowers, unique gifts, gourmet foods, sweets, plants and Specialty Boutique items presented by 1-800-FLOWERS.COM, a leading online provider of fresh-cut flowers ...
www.1800flowers.com/flowers/welcome.asp?action=0 - 30k - Mar 26, 2004 - Cached - Similar pages
[More results from www.1800flowers.com]

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Save \$7.50 at Florist.com
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www.florist.com

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Have your order Hand Delivered
within 4 hours from now.
CanToGoFastFlowers.com

FTD Flowers Fast Delivery
Send Flowers Today to USA & Canada
Express 4 Hour Delivery AM or PM
www.NationwideFlorist.com

Search Results

Google

Value to Web Sites AdSense Program



AdSense for search



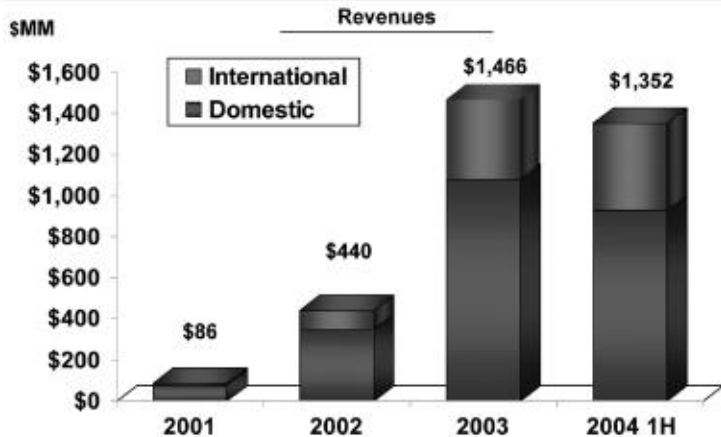
AdSense for content



AOE, screenshot (c) 2004 America Online, Inc. Used with permission.

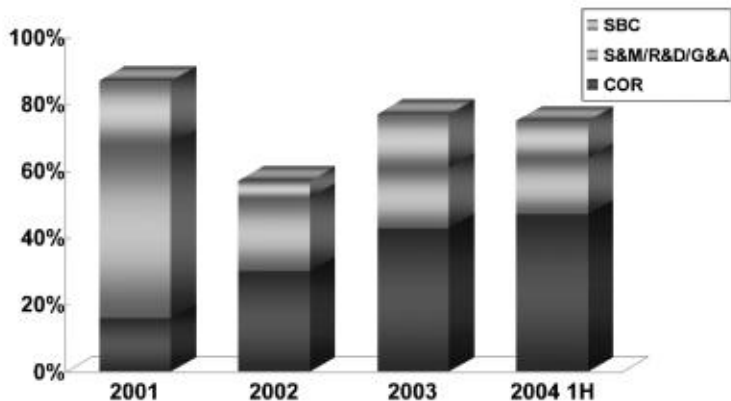
Google

Strong Revenue Growth



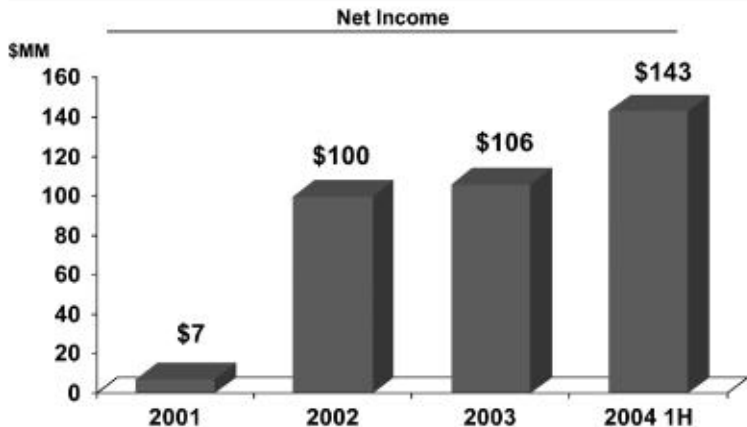
Google

Operating costs as a % of revenues



Strong Profitability

Attractive business model with significant financial scale



Google

The auction process

- You will need an account with one of our underwriters in order to participate
- If you bid, you will be asked to specify both the number of shares and the price per share you are willing to pay
- You should read the sections in the prospectus titled "Auction Process" and "How to Participate in the Auction for our IPO" to understand how our auction will work.
- You should also understand that stocks can be volatile and Google's stock could go down after the IPO.



Google^{=mc²}



Google Inc.