

# Google - Q4 2025 Financial Report

Metric	Value
Revenue	\$13,957,495.00
Growth Rate	22.6%
Profit Margin	22.5%

**\*\*Google - Q4 2025 Financial Report\*\*** **\*\*Executive Summary:\*\*** Google concluded 2025 with a strong Q4, demonstrating continued growth and resilience despite evolving market dynamics. Consolidated revenue reached \$98.5 billion, a 14% increase year-over-year. This performance reflects the strength of our core advertising business, coupled with sustained momentum in Google Cloud and strategic growth in other ventures. Diluted earnings per share (EPS) were \$28.75, exceeding analyst expectations and driven by disciplined cost management and operational efficiencies. We remain focused on long-term innovation and shareholder value creation.

**\*\*Revenue Performance:\*\*** Advertising revenue, the mainstay of our business, contributed \$70.2 billion, a 12% increase from Q4 2024. This growth was primarily driven by YouTube advertising, which saw a 17% surge, reflecting its increasing dominance in the connected TV space and success of short-form video formats. Search advertising continued to be a significant contributor, growing 10% year-over-year, showcasing the enduring relevance of our search platform. Google Cloud generated \$10.5 billion in revenue, marking a 25% increase and highlighting the accelerating adoption of our AI-powered cloud solutions. Other Bets revenue, including Verily and Waymo, reached \$1.2 billion, reflecting increasing commercialization efforts within these innovative initiatives.

**\*\*Key Highlights:\*\*** \* Successfully integrated advanced AI capabilities into Search, enhancing user experience and driving engagement. \* Google Cloud Platform (GCP) saw increased enterprise adoption, fueled by our robust security offerings and AI/ML tools. Secured several major contracts with Fortune 500 companies during the quarter. \* YouTube Premium subscriber base surpassed 100 million, demonstrating the value of our subscription offerings. \*

**Continued expansion of our responsible AI initiatives, prioritizing ethical development and deployment of AI technologies.**

**\*\*Market Conditions and Competitive Landscape:\*\*** The Internet Services & Technology sector remained highly competitive. We face intense competition from established players like Amazon and Microsoft in cloud computing, as well as emerging social media platforms. Shifting privacy regulations and growing consumer awareness require us to maintain a proactive stance on data privacy and user consent. We are actively investing in innovative solutions to navigate these evolving dynamics.

**\*\*Forward-Looking Statements:\*\*** Looking ahead to 2026, we anticipate continued growth, albeit at a more moderate pace, reflecting the scale of our operations. We expect Google Cloud to be a major growth driver, achieving profitability by the end of 2026. We will continue investing in AI, quantum computing, and other cutting-edge technologies to maintain our competitive edge. Our Q1 2026 revenue guidance is \$89 - \$92 billion. We remain confident in our long-term strategy and our ability to deliver sustainable value to our shareholders.