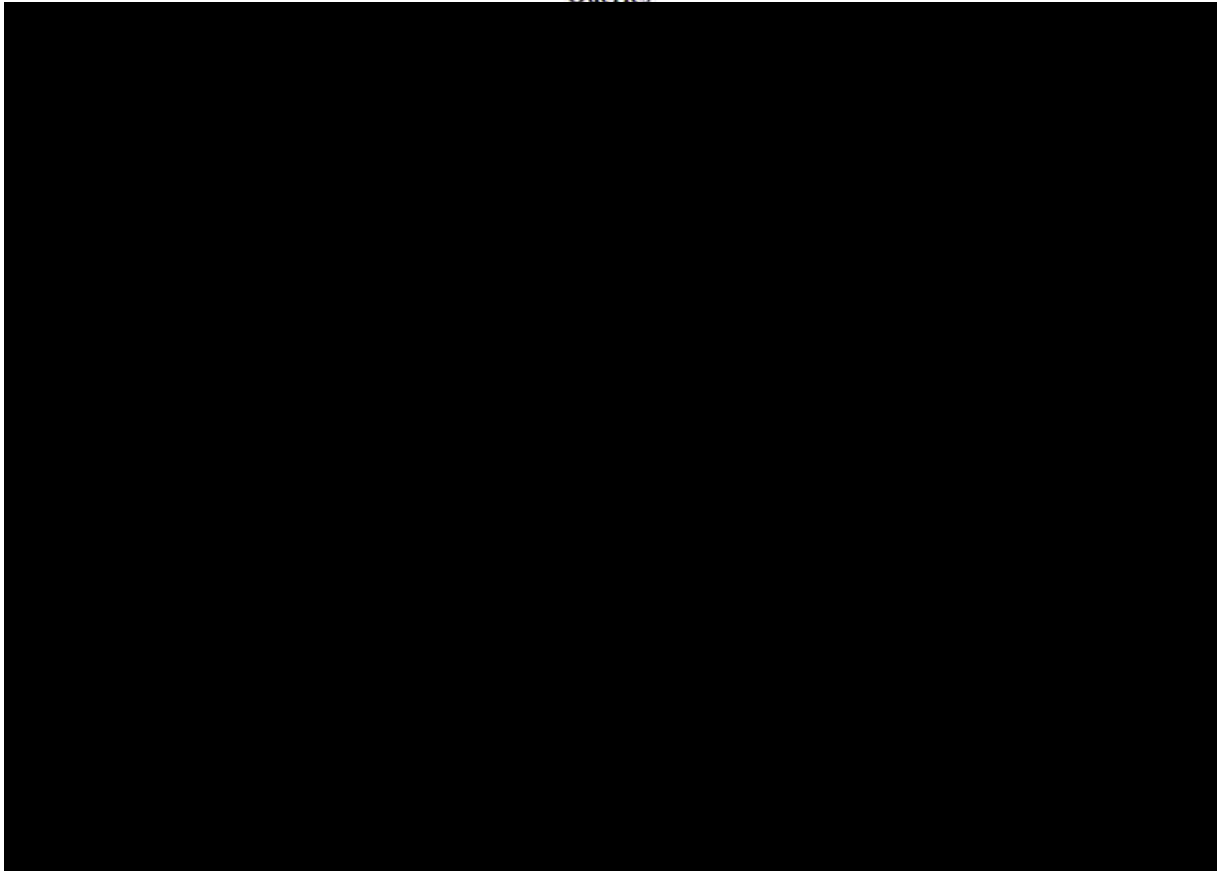




## FIGURE 1\*

Figure 20: Total Query Volume on Selected Search Engines for Google's Top 25 Non-Navigational Shopping Queries

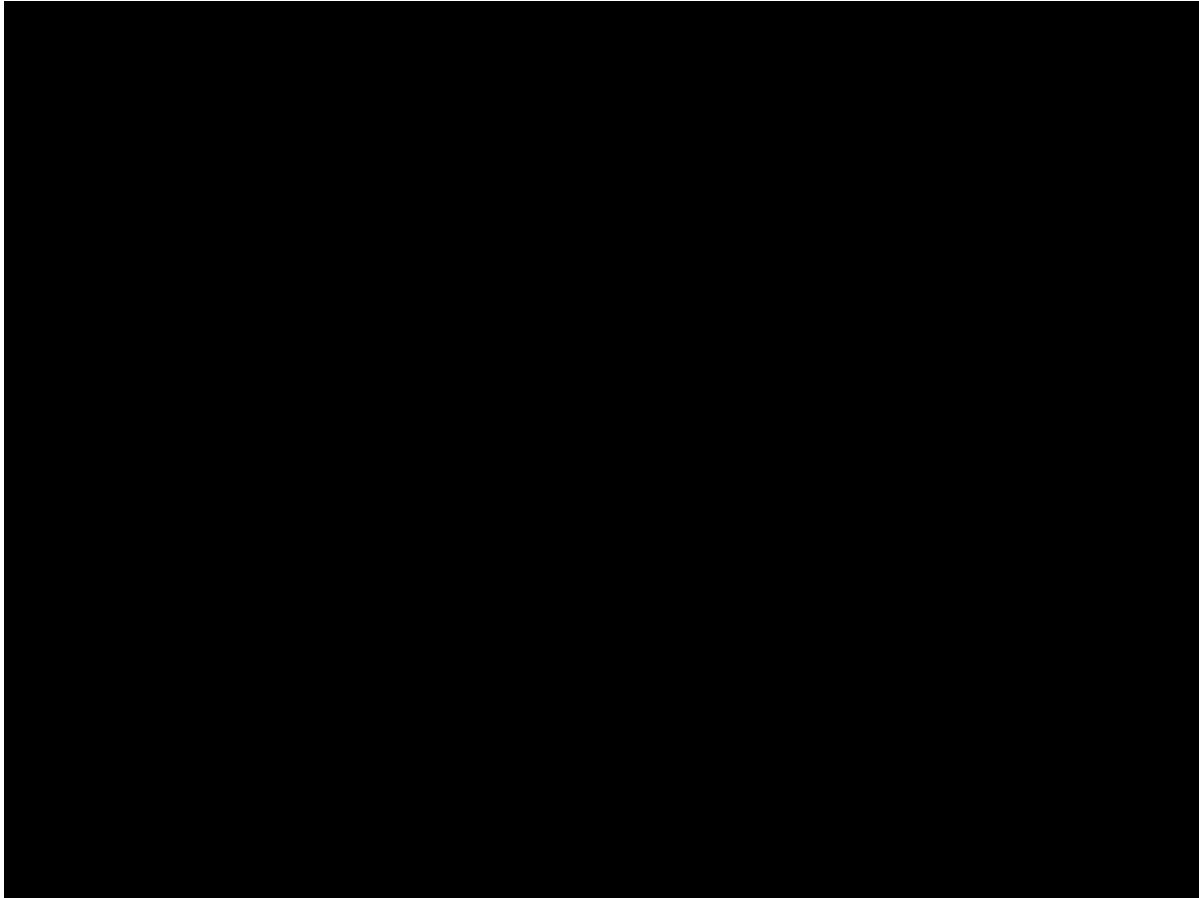


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\* From p. 95 of the Expert Report of Mark A. Israel dated June 4, 2022 (“Israel Report”).

**FIGURE 2\***

Figure 22: Total Query Volume on Selected Search Engines for Google's Top 25 Non-Navigational Local Queries



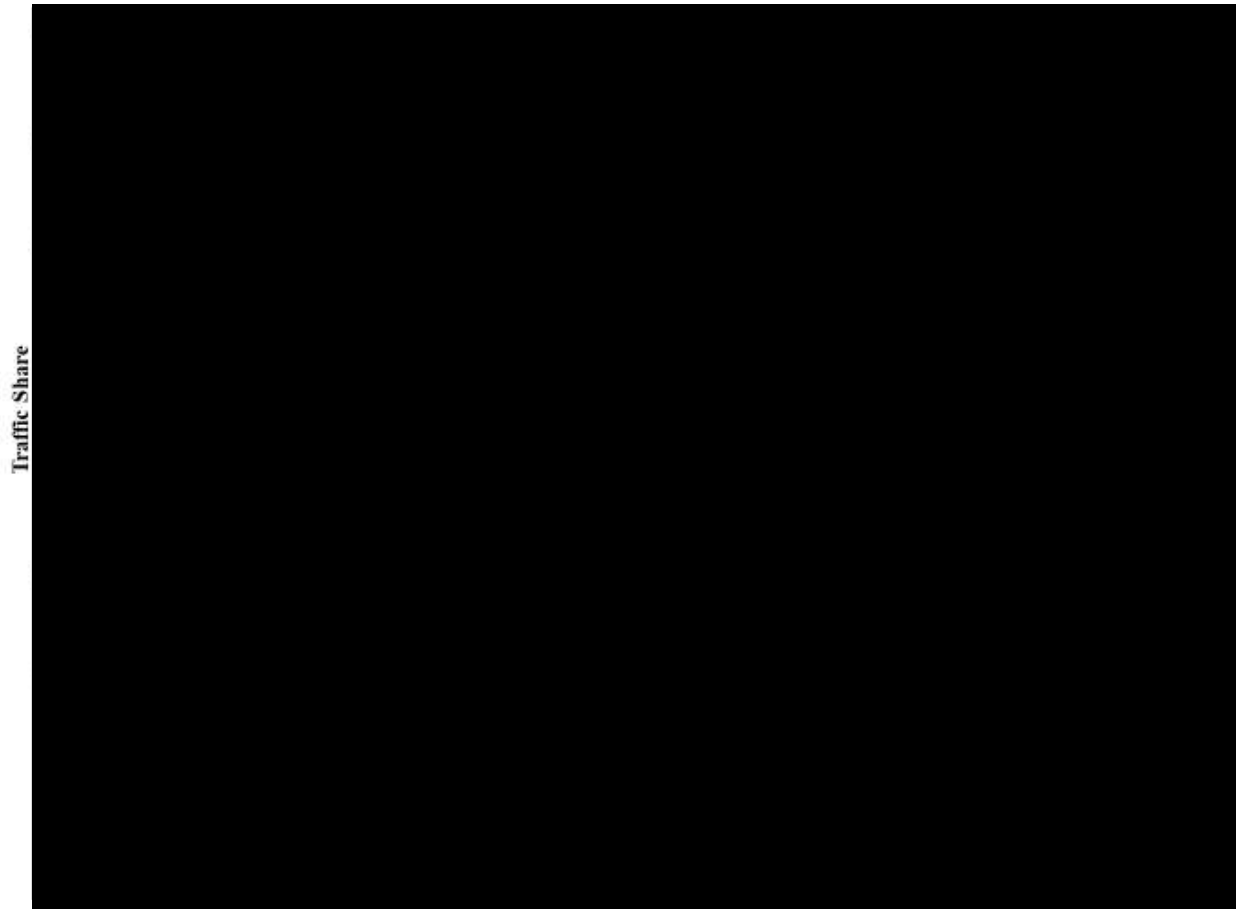
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\* From p. 102 of the Israel Report.



## FIGURE 3\*

Figure 15: GSE and SVP Traffic Shares



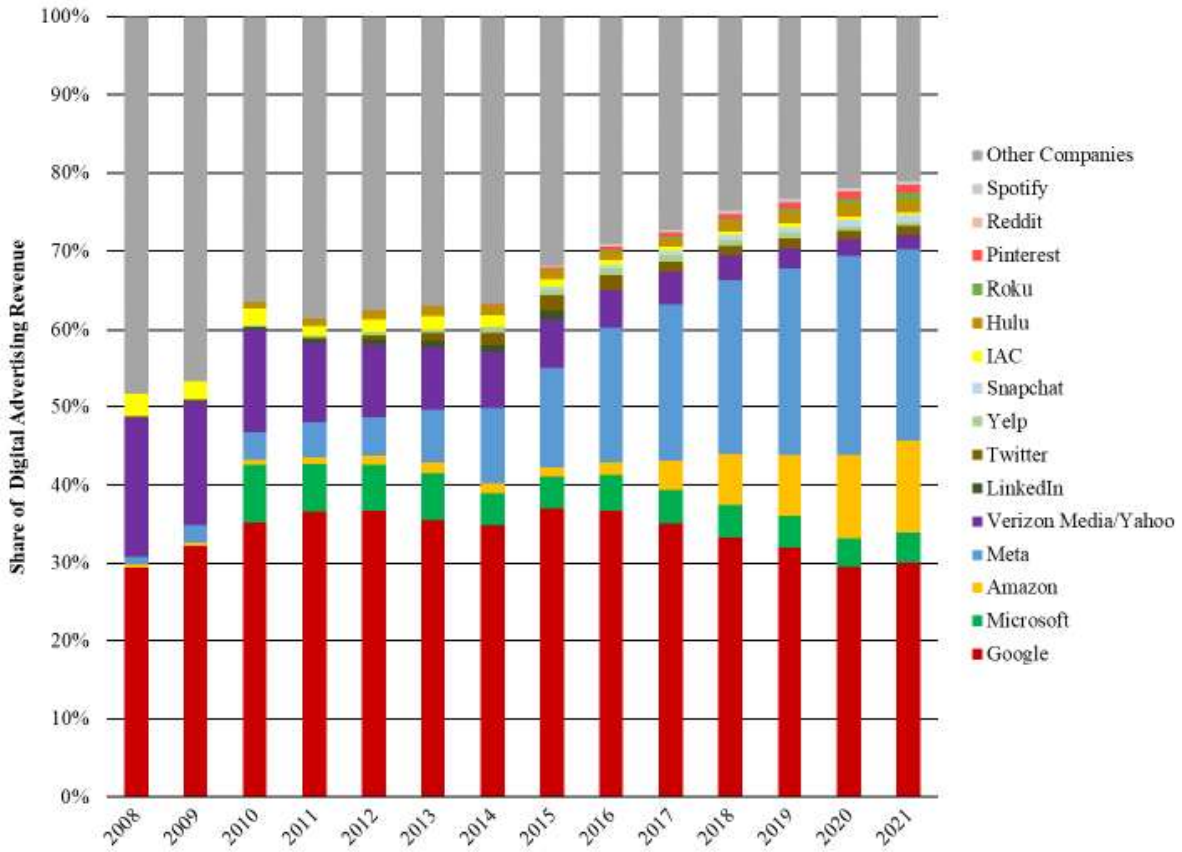
Traffic Share

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\* From p. 59 of the Israel Report.

## FIGURE 4\*

**Figure 16: Share of U.S. Digital Advertising Revenue, by Company, 2008-2021**

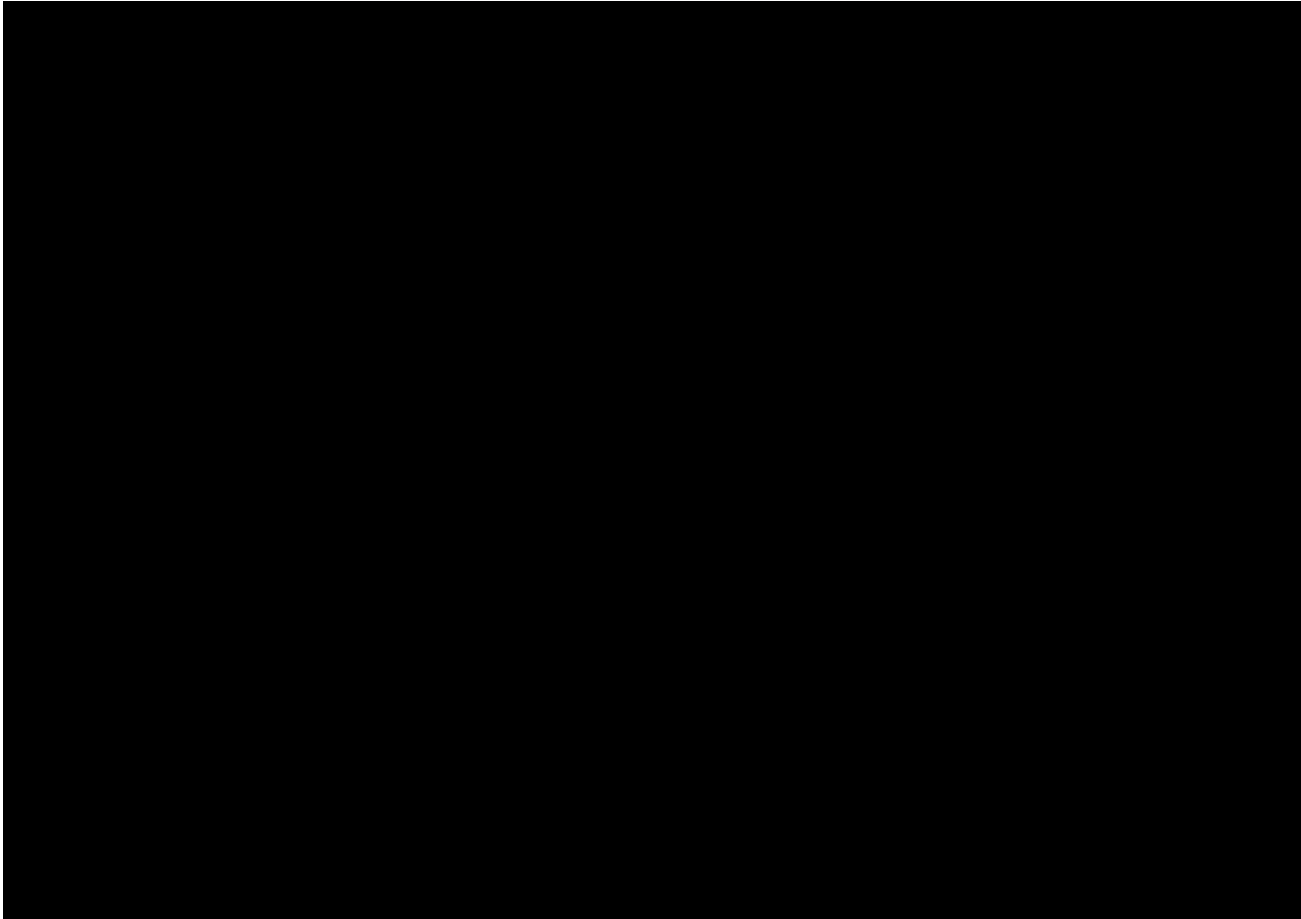


\* From p. 62 of the Israel Report.



**FIGURE 5\***

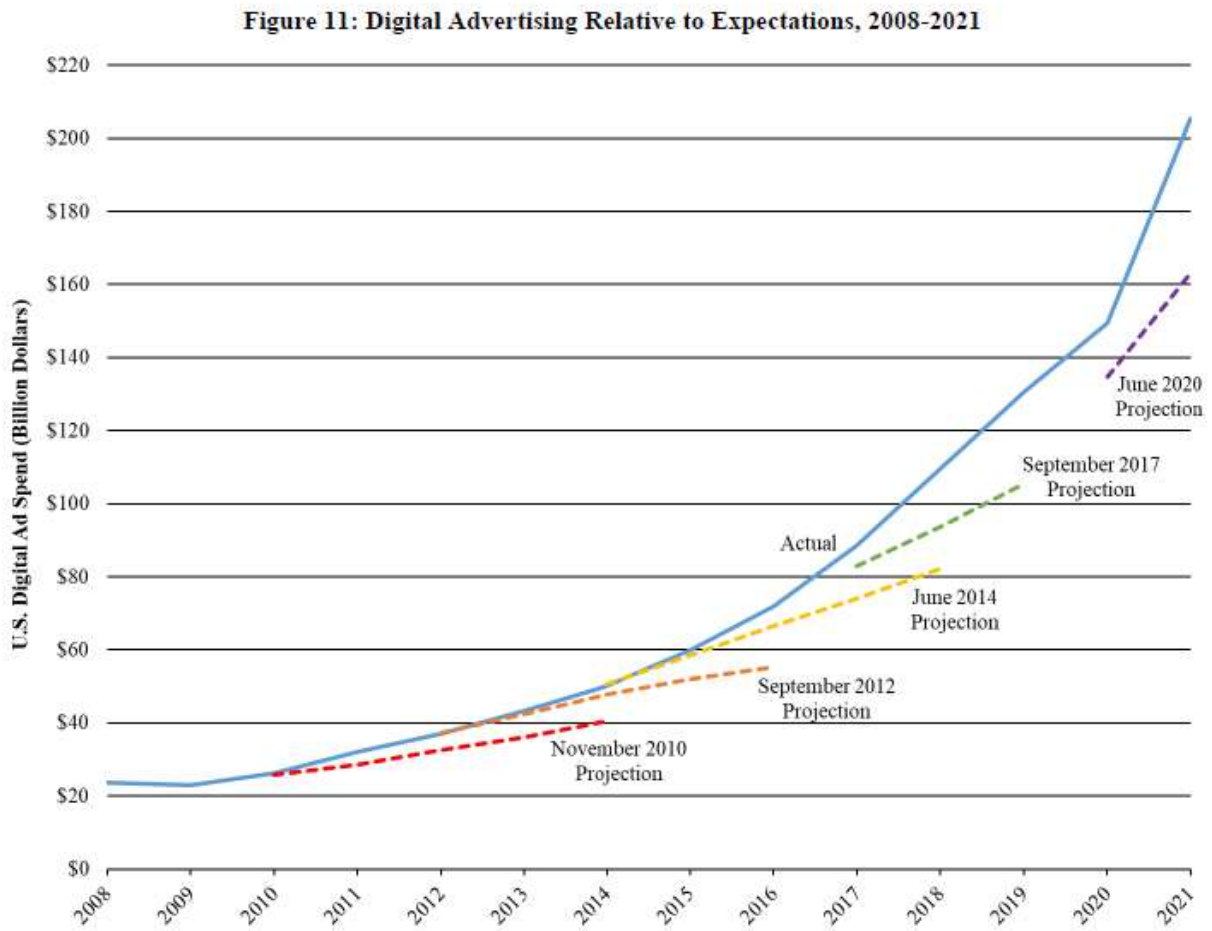
Figure 8: Google Search Query Volume, 2011-2021



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\* From p. 47 of the Israel Report.

## FIGURE 6\*



\* From p. 52 of the Israel Report.