Approval of the Commitment Plan submitted by Google LLC Overview of the alleged conduct



The above conduct of Google LLC made it difficult for Yahoo to provide Mobile Syndication Transactions, which might violate the Antimonopoly Act.*

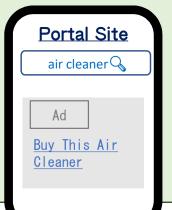
* The Article 3 of the Act (Private Monopolization) or the Article 19 of the Act (Paragraph 2 (Other Refusal to Trade) or Paragraph 14 (Interference with a Competitor's Transactions) of Designation of Unfair Trade Practices).

(Reference) What are the Mobile Syndication Transactions?

Mobile Syndication Transactions

Website Operators, etc.

- -Provide advertising space on websites and apps.
- -Receive distribution of advertising fees based on ad taps.



Ad spaces

- **2.** Distributing ads for "air cleaner" related to search query.
- **5.** Partial distribution of advertising revenues.



Search advertising distributors (Google, Yahoo)

- -<u>Distribute advertisements</u>
 related to search query to the
 ad spaces of website operators.
- -<u>Distribute advertising</u> revenues obtained from advertisers.

Acceptance of ad submissions and distribution are managed by their digital platforms.

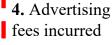


Advertisers

-Submit advertisements
for purposes such as
brand recognition and
product sales promotion.

Pay an advertising for

-Pay an advertising fee when an ad is tapped.



Ads for

"air cleaner"





1. User searches for "air cleaner"

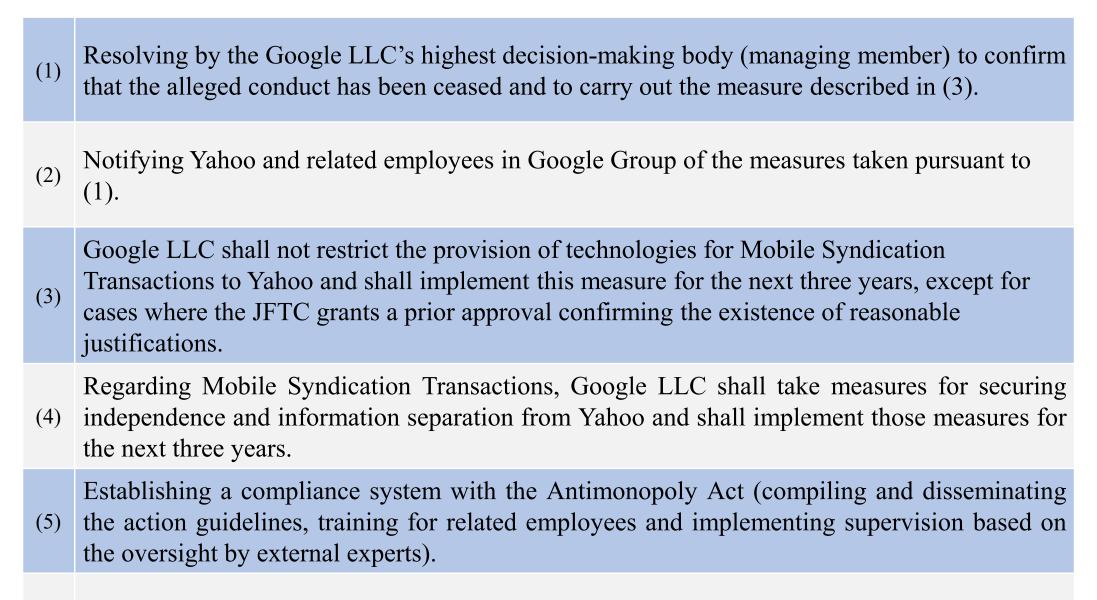




3. User taps on ad



Approval of the Commitment Plan (Overview)



(6) Reporting the status of implementation of the measures described in (1) to (5) above periodically to the JFTC.