

Alphabet

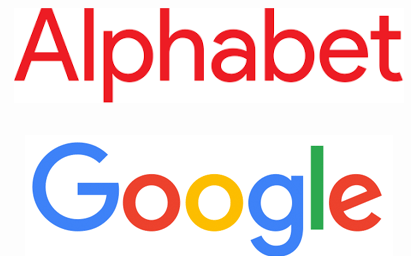
The World's Leading Search Engine

Tiburon Written Research
March 24, 2020



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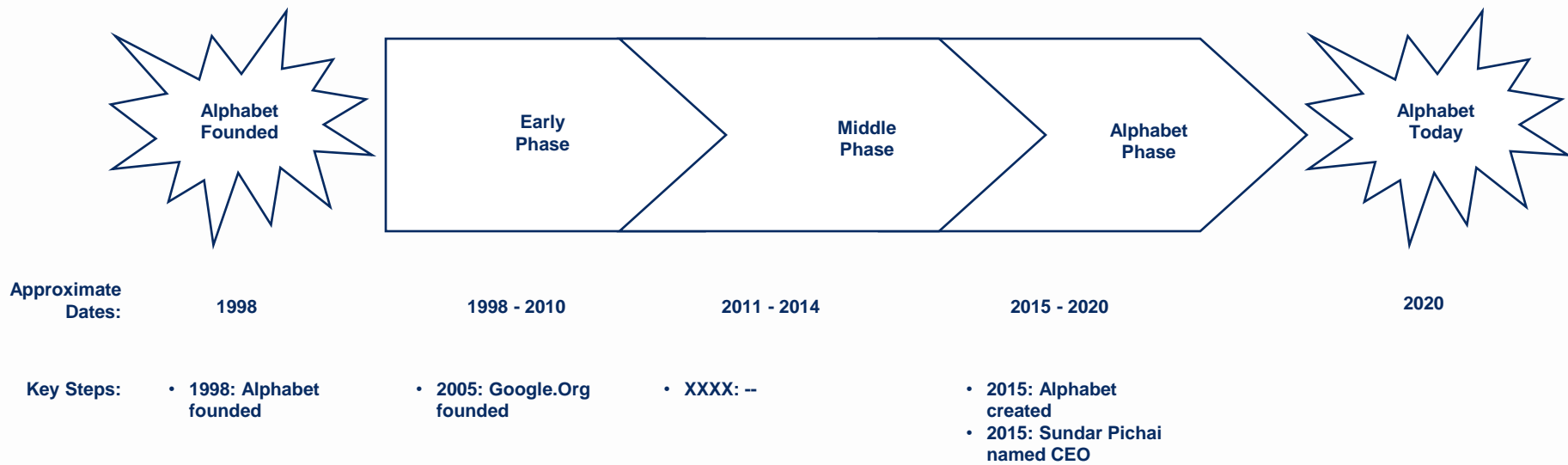


Comments

- **Founded in 1998**
 - **Founded as Google**
 - **Founded by Sergey Brin & Larry Page**
- **Based in Mountain View, CA**
- **98,771 employees**
- **\$161.9 billion revenues**
- **CEO: Sundar Pichai**
- **Web site: www.google.com**

Alphabet was Founded in 1998 and Has Subsequently Evolved through its Early, Middle, & Alphabet Phases

Alphabet History



Source: 4/16/19 Alphabet Web Site; 4/16/19 Wikipedia Web Site; Tiburon Research & Analysis

Alphabet was Founded as Google by Sergey Brin & Larry Page in 1998

September 4,
1998

Comments

Alphabet
Google

- **Founded in 1998**
 - **Founded as Google**
 - **Founded by Sergey Brin & Larry Page**
- **Based in Mountain View, CA**

Alphabet's Google.Org was Founded in 2005



Comments

- --

Alphabet's Predecessor Google was Restructured as Alphabet in 2015

Comments

Alphabet
Google

- --

Alphabet is a Frequent Advertiser

Advertising

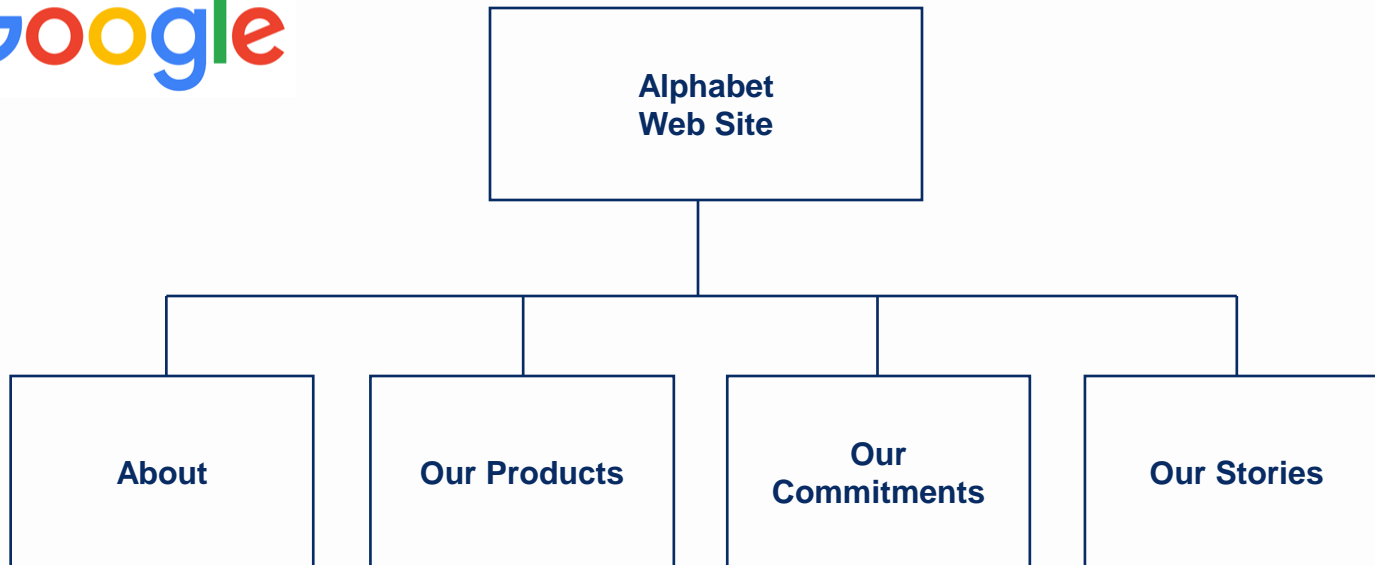
Comments

- --



Alphabet Has a Web Site with Four Core Sections, Including About, Our Products, Our Commitments, & Our Stories

Alphabet Web Site



Alphabet is a Frequent Acquirer

Acquisitions

Comments

- --



Alphabet Has a Charitable Giving Program

Charitable Giving

Comments

- --



Source: Tiburon Research & Analysis

Alphabet Has Offices

Needs data

Alphabet
Offices



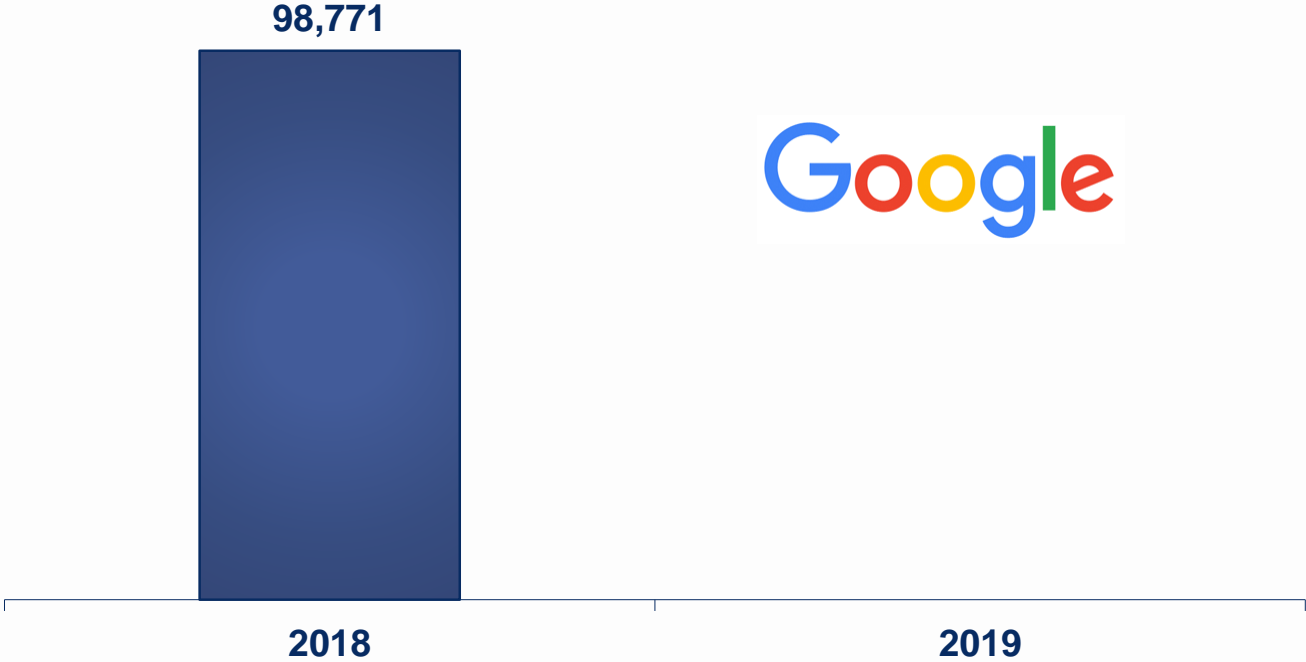
2017 2018

Source: Tiburon Research & Analysis

Alphabet Has 98,771 Employees

Needs data

Alphabet Employees



Source: 4/16/19 Wikipedia Web Site; Tiburon Research & Analysis

Alphabet Has Clients

Needs data

Alphabet
Clients
(Millions)

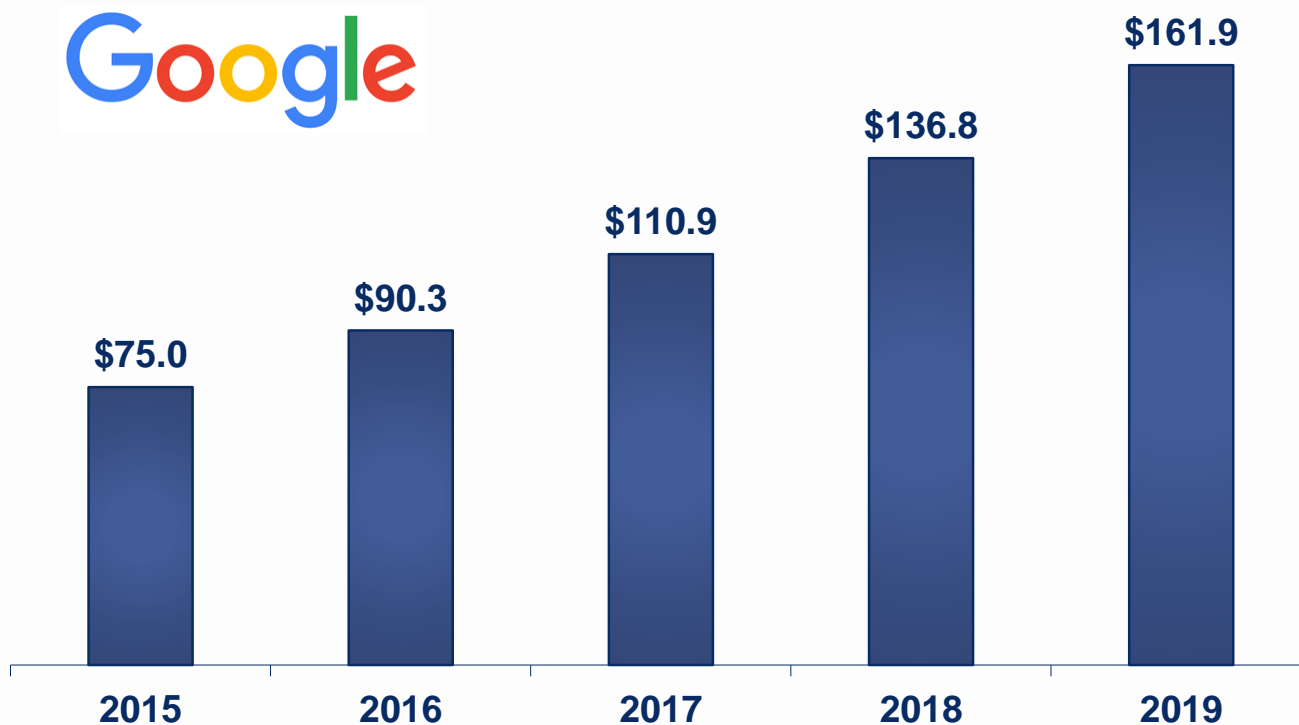


2017 2018

Source: Tiburon Research & Analysis

Alphabet Generates \$161.9 Billion Revenues, Up From \$75 Billion in 2015

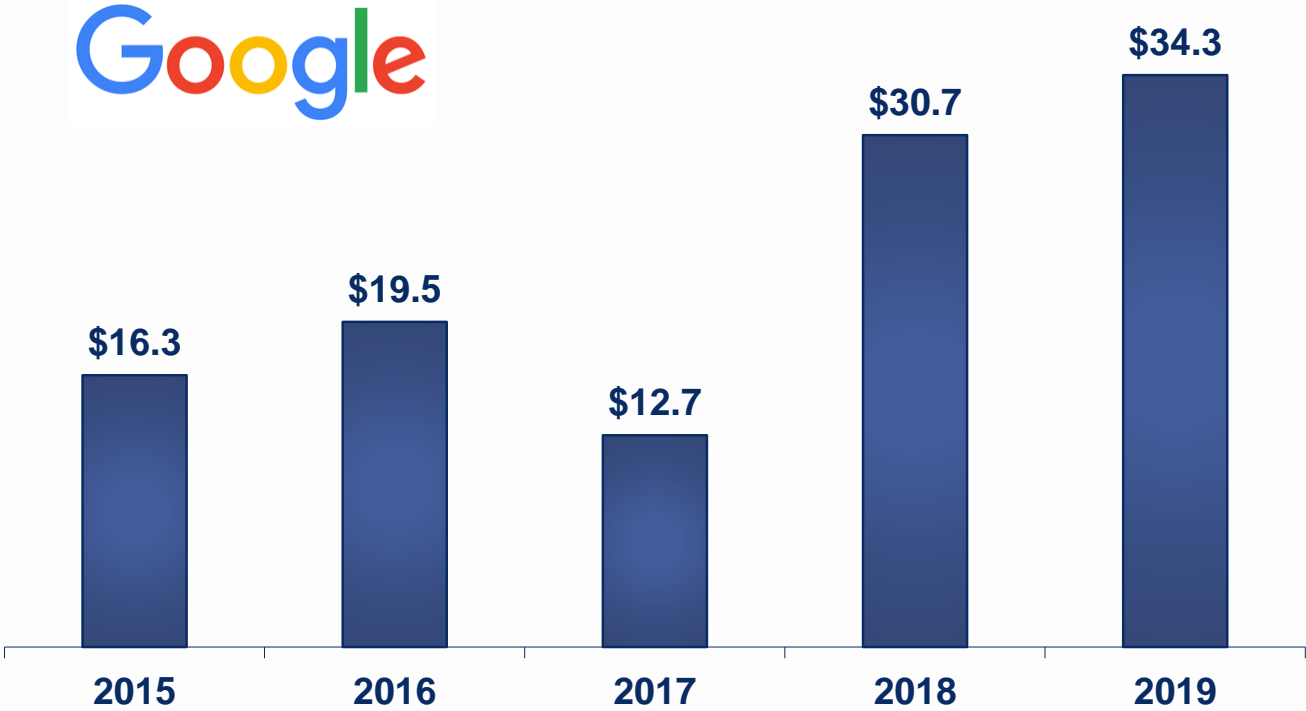
Alphabet Revenues (\$ Billions)



Source: 12/31/19 Alphabet Annual Report; Tiburon Research & Analysis

Alphabet Earns \$34.3 Billion, Up From \$12.7 Billion in 2017

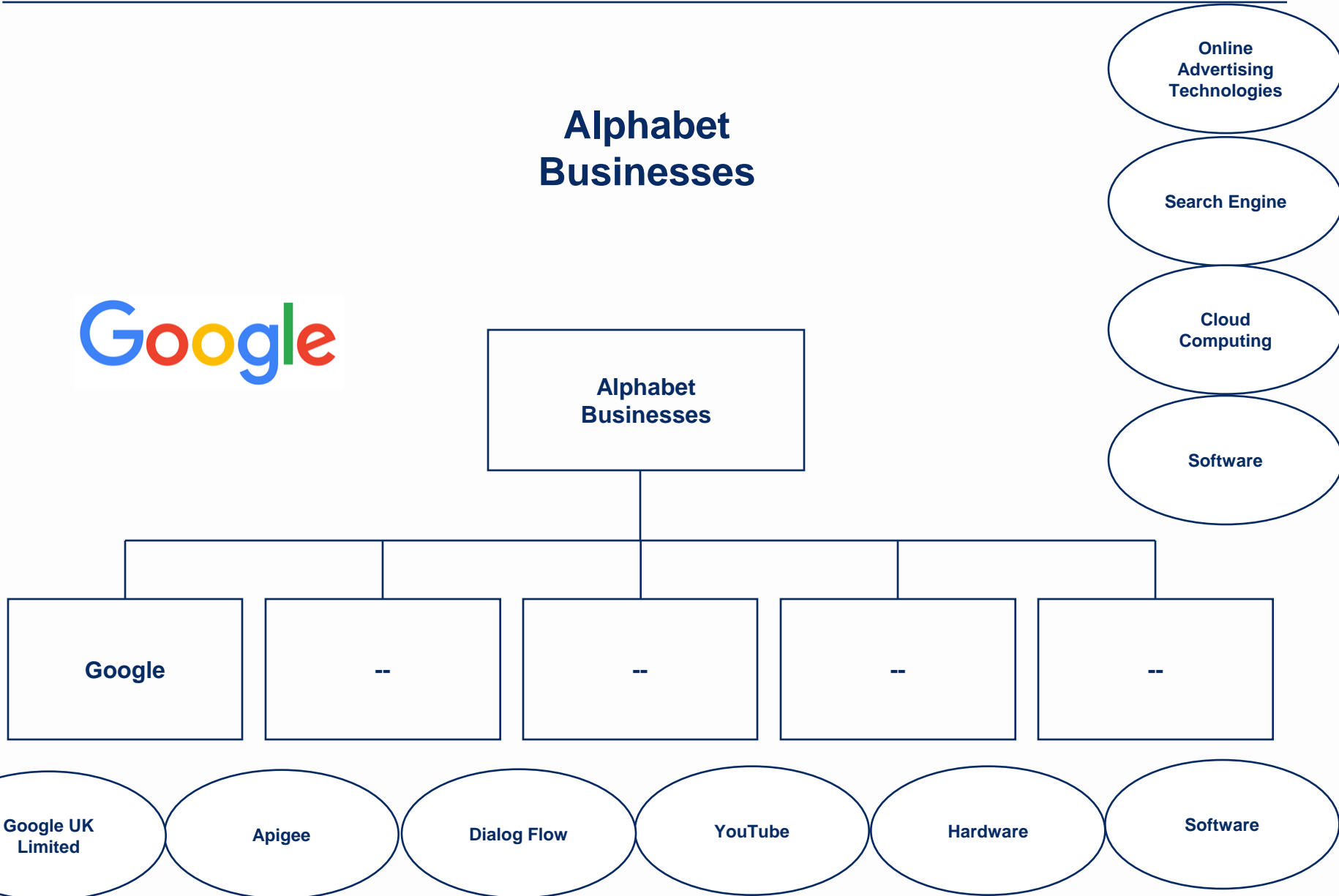
Alphabet Net Profits (\$ Millions)



Source: 12/31/19 Alphabet Annual Report; Tiburon Research & Analysis

Alphabet Has a Number of Businesses, Including Google

Alphabet Businesses



Source: 4/16/19 Google Web Site; Tiburon Research & Analysis

Alphabet's First Businesses is ____



Comments

- --

Alphabet's Second Businesses is ____

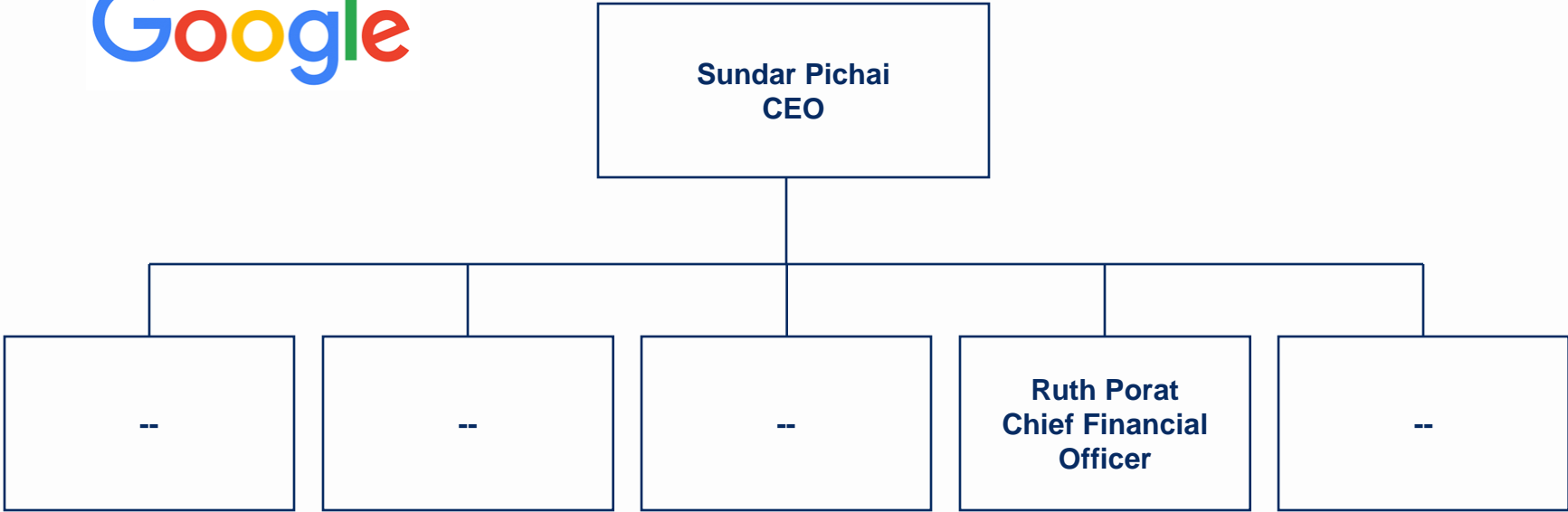


Comments

- --

Alphabet is Led by its CEO Sundar Pichai


Alphabet Organizational Chart



Note: Sundar Pichai joined the firm in XXXX; Ruth Porat joined the firm in XXXX
Source: 4/16/19 Wikipedia Web Site; Tiburon Research & Analysis

Alphabet Has a Board of Directors Led by its Chairman...

Alphabet Board of Directors

--	--	--	--	--
• --	• --	• --	• --	• -- 



Comments

- **\$201.4 billion shareholders' equity**

Alphabet Has Assets

Needs data

**Alphabet
Assets
(\$ Millions)**



2017 2018

Source: Tiburon Research & Analysis

Alphabet Has Liabilities

Needs data

**Alphabet
Liabilities
(\$ Millions)**

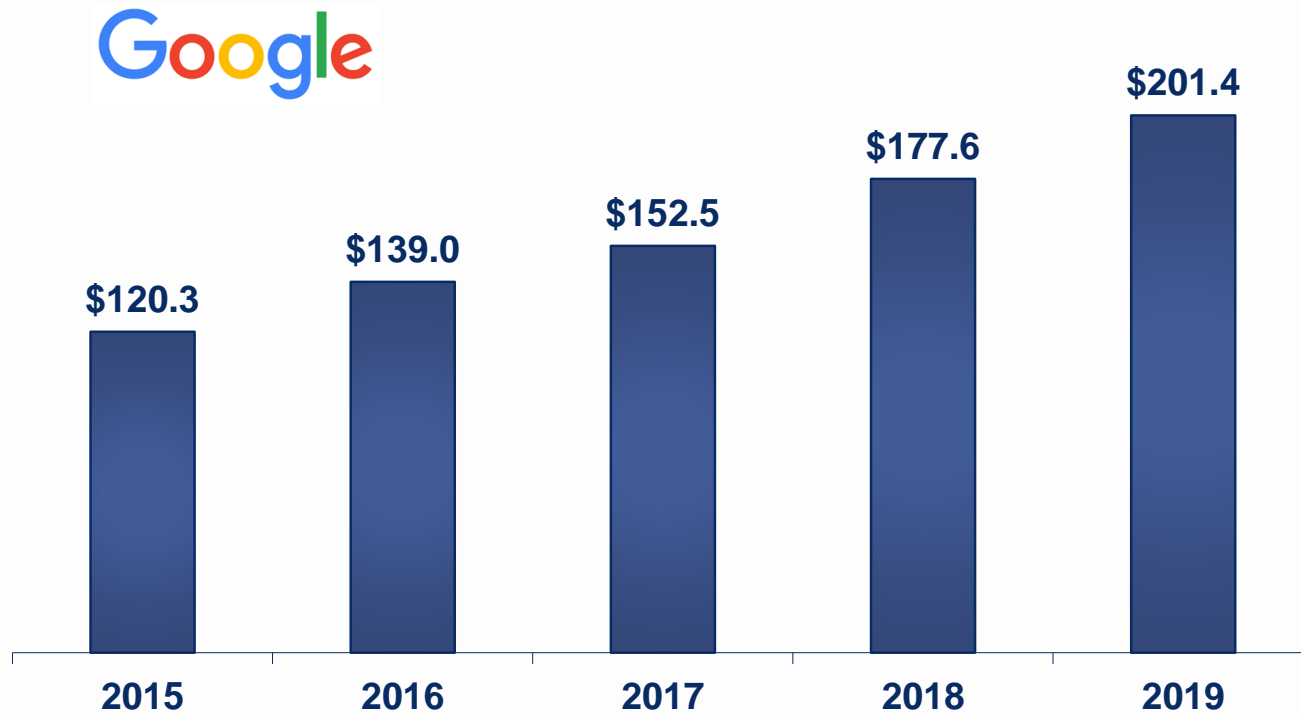


2017 2018

Source: Tiburon Research & Analysis

Alphabet Has \$201.4 Billion Shareholders' Equity, Up From \$120.3 Billion in 2015

Alphabet Shareholders Equity (\$ Billions)



Source: 12/31/19 Alphabet Annual Report; Tiburon Research & Analysis

Alphabet Earns ... Per Share

Needs data

Alphabet Earnings Per Share

The Google logo is displayed in its characteristic multi-colored font, with the letters 'G', 'o', 'o', 'g', 'l', and 'e' in blue, red, yellow, blue, green, and red respectively.

2017

2018

Alphabet Declares ... Dividends Per Share

Needs data

Alphabet Dividends Per Share



2017

2018

Alphabet Has a ... Dividend Yield

Needs data

Alphabet Dividend Yield



2017

2018

Alphabet's Stock Price is ...

Needs data

Alphabet Stock Price



2017

2018

Alphabet Has ... Shares Outstanding

Needs data

Alphabet Shares Outstanding

The Google logo is displayed in its characteristic multi-colored font: 'G' in blue, 'o' in red, 'o' in yellow, 'g' in green, 'l' in blue, and 'e' in red.

2017

2018

Alphabet's Market Capitalization is ...

Needs data

Alphabet Market Capitalization (\$ Millions)

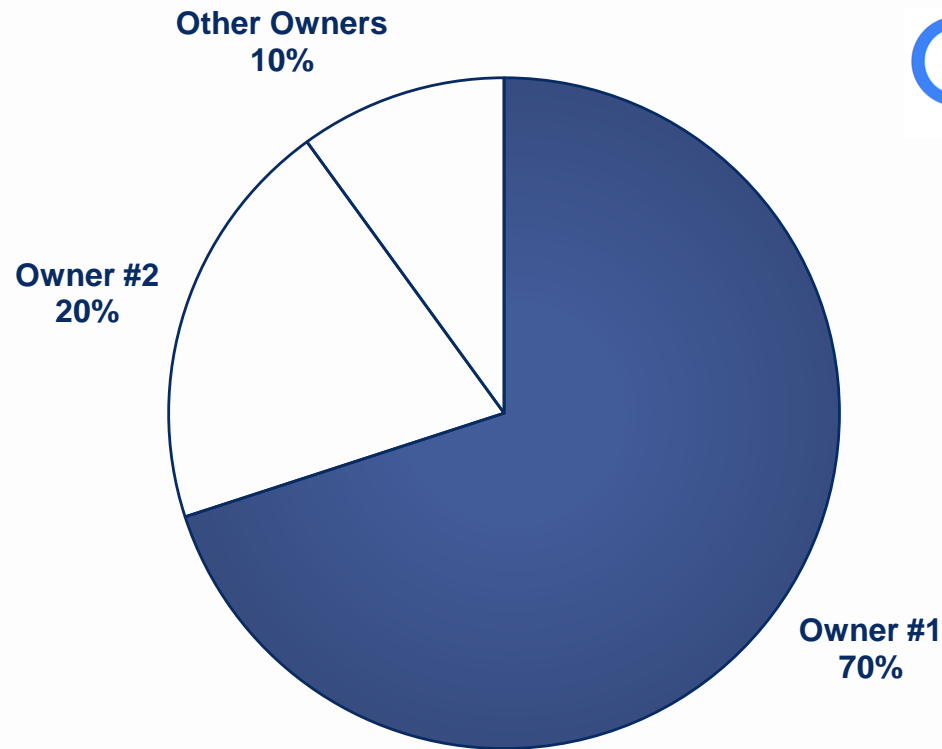
The Google logo is displayed in its characteristic multi-colored font, with the letters 'G', 'o', 'o', 'g', 'l', and 'e' in blue, red, yellow, blue, green, and red respectively.

2017

2018

Needs real data

Alphabet Ownership By Owner



Alphabet's Stock Volume is....

Needs data

Alphabet Stock Volume



2017

2018



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