

Alphabet

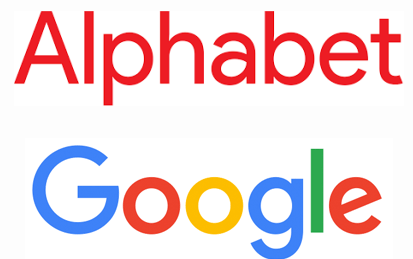
The World's Leading Search Engine

Tiburon Written Research
March 24, 2020



TIBURON STRATEGIC ADVISORS

Industry Leading Think Tank, Advisor, and Investor in
Wealth & Investment Management (and Related WealthTech) Firms

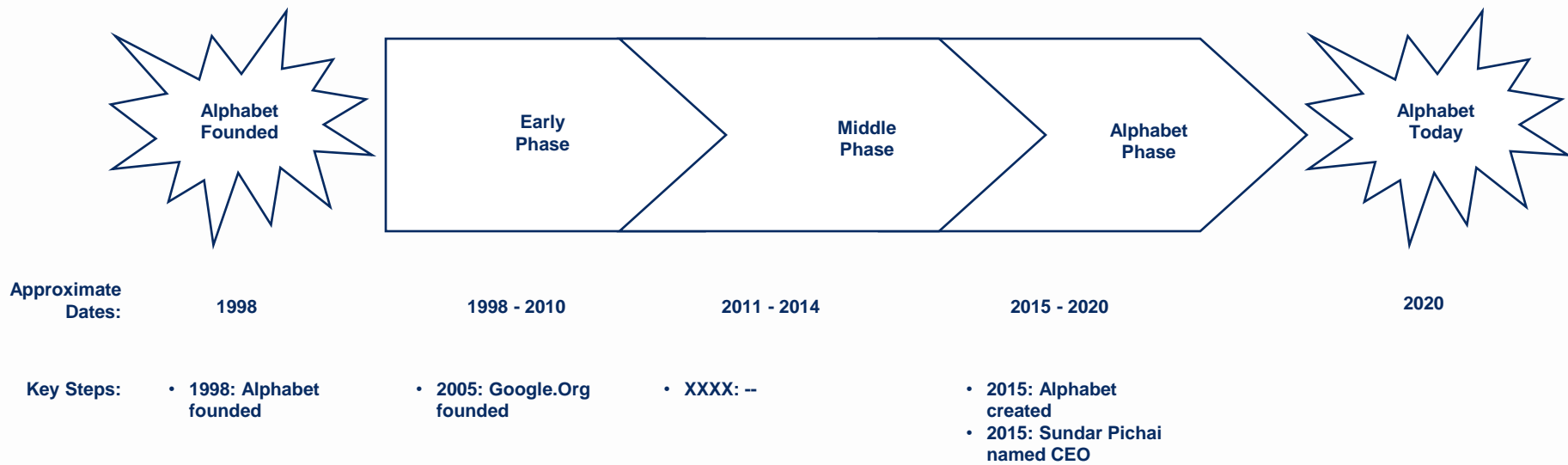


Comments

- **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 is a Frequent Advertiser



Comments
<ul style="list-style-type: none"><li data-bbox="664 391 741 411">• --

Source: Tiburon Research & Analysis

Alphabet is a Frequent Acquirer



Comments
<ul style="list-style-type: none"><li data-bbox="664 391 741 411">• --

Source: Tiburon Research & Analysis

Alphabet Has a Charitable Giving Program

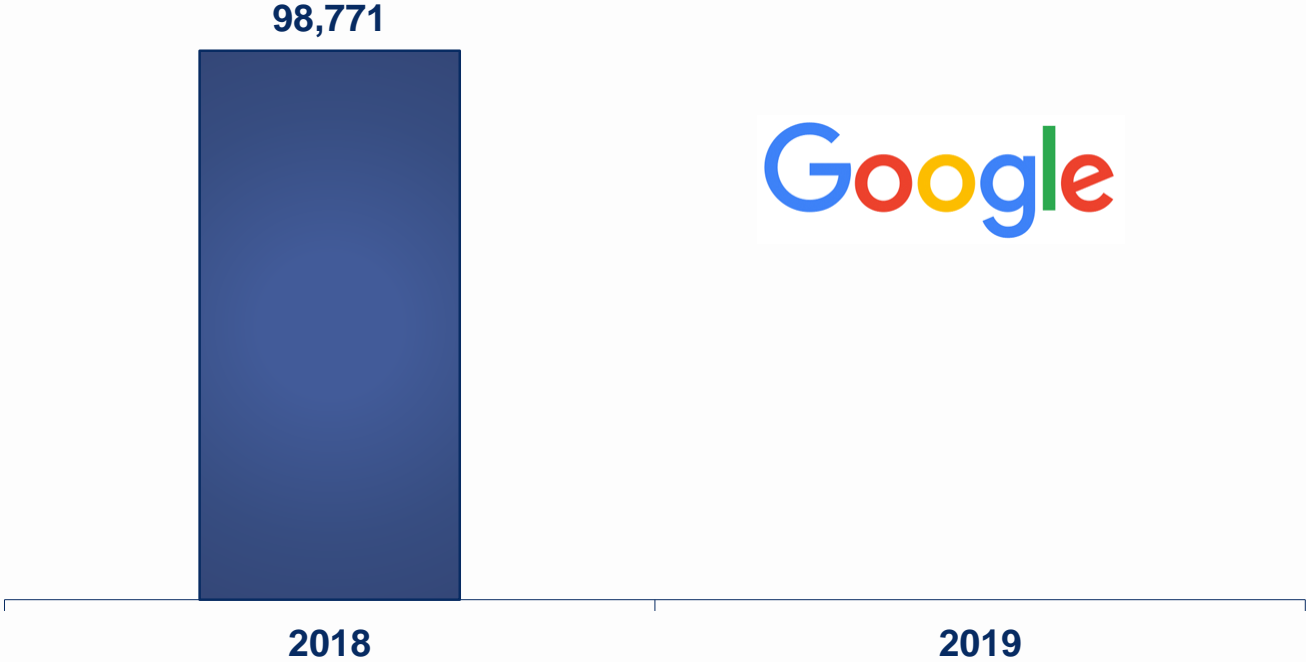


Comments
<ul style="list-style-type: none"><li data-bbox="664 391 741 411">• --

Source: Tiburon Research & Analysis

Alphabet Has 98,771 Employees

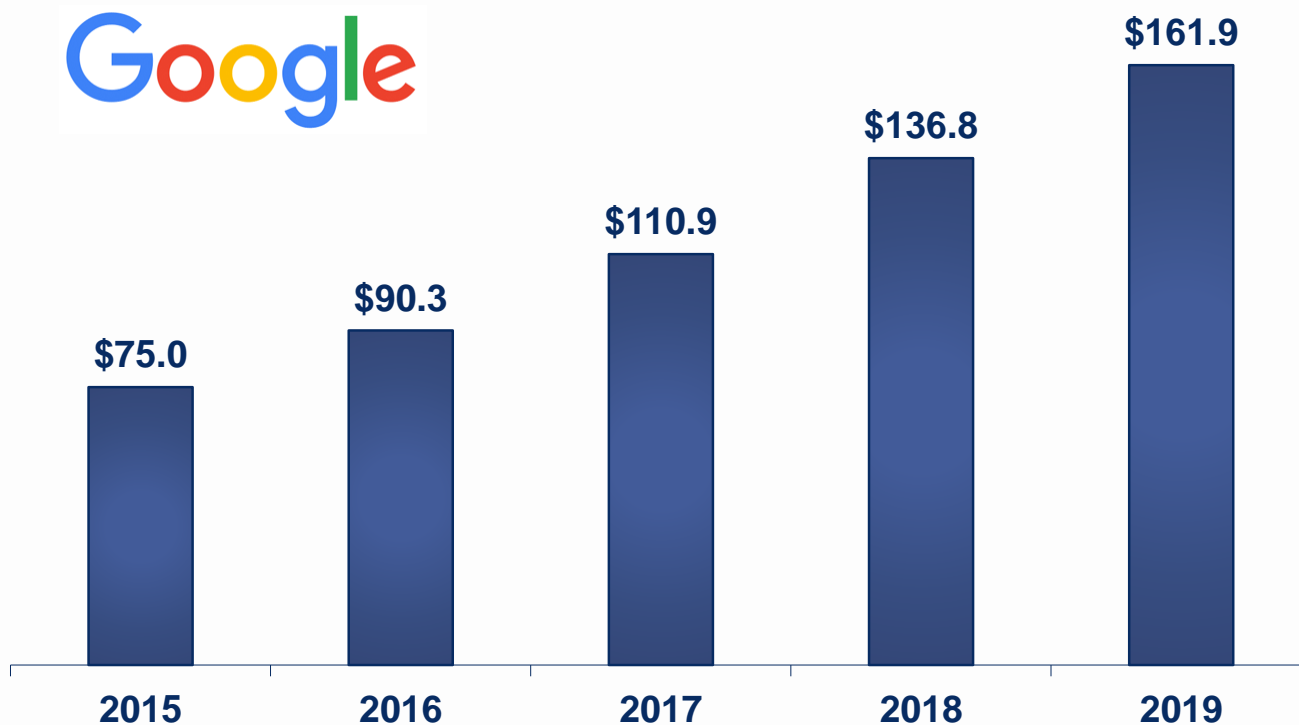
Alphabet Employees



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

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

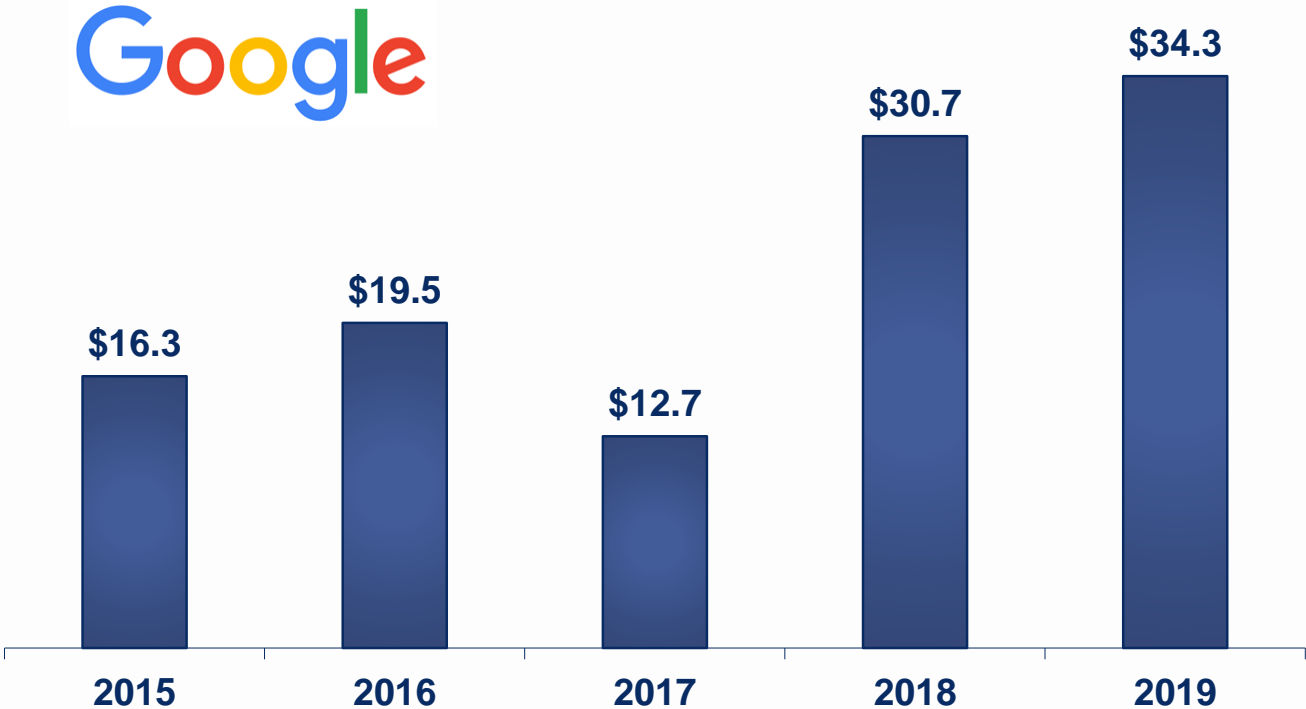
Alphabet Revenues (\$ Billions)



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

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

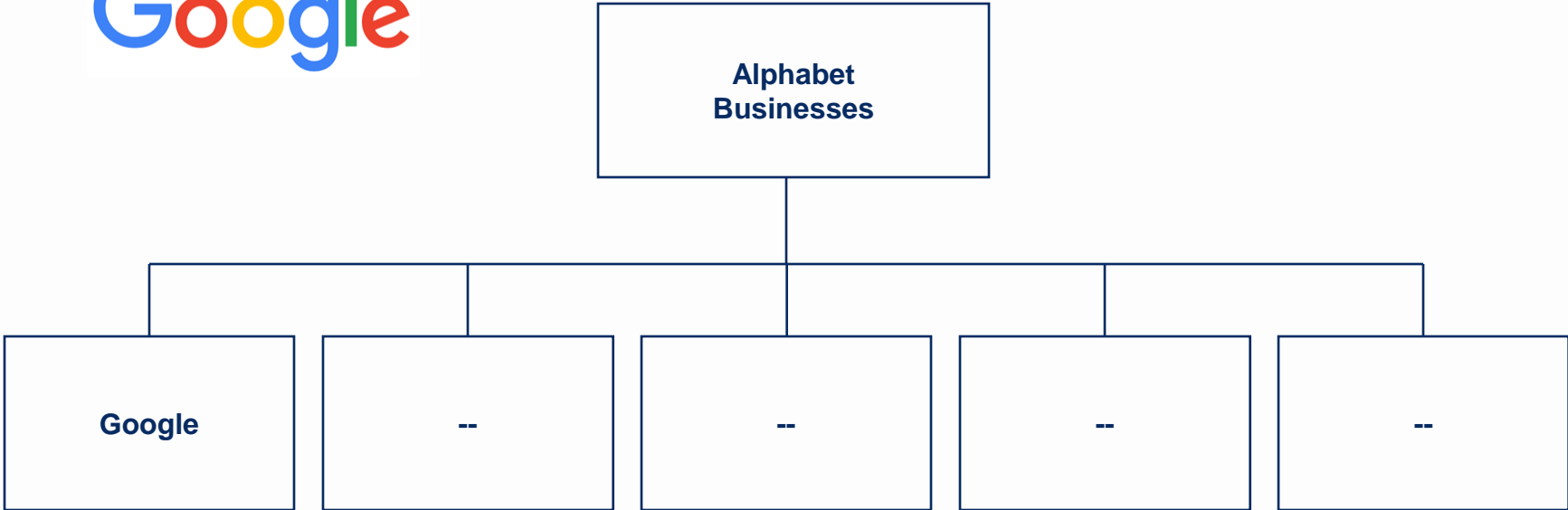
Alphabet Net Profits (\$ Millions)



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 ____

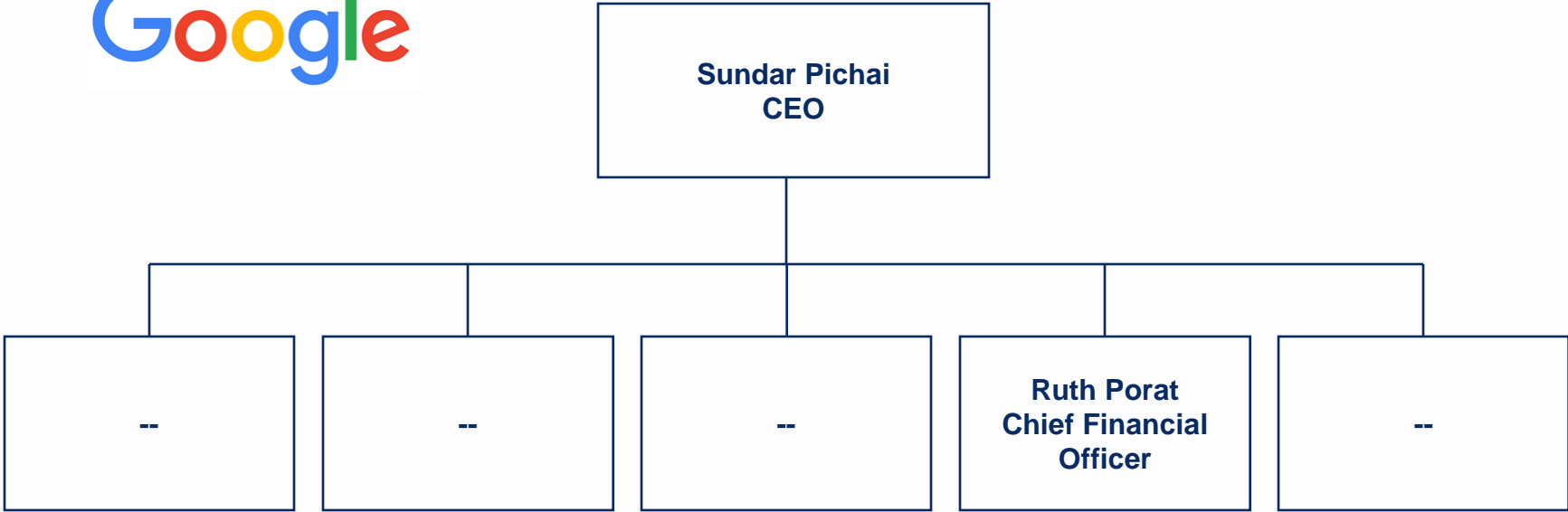


Comments

- --

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

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

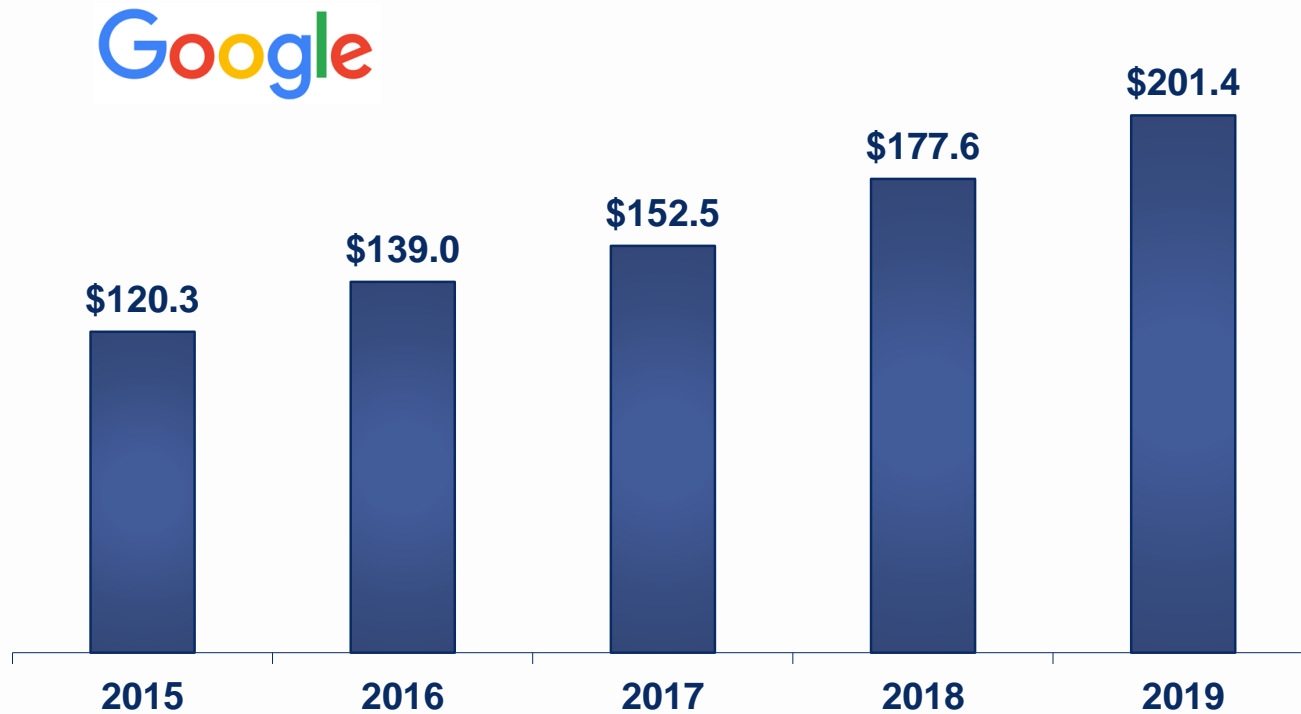


Comments

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

Alphabet Has \$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



TIBURON STRATEGIC ADVISORS

Industry Leading Think Tank, Advisor, and Investor in
Wealth & Investment Management (and Related WealthTech) Firms