IN THE UNITED STATES DISTRICT COURT FOR THE DISTRICT OF COLUMBIA

| UNITED STATES OF AMERICA, ET AL., |) |
|-----------------------------------|------------------------------------|
| Plaintiffs, |)) CV No. 20-3010 |
| VS. |) Washington, D.C. |
| GOOGLE LLC, |) September 20, 202) 9:45 a.m. |
| Defendant. |) Day 7 Morning Session |

TRANSCRIPT OF BENCH TRIAL PROCEEDINGS
BEFORE THE HONORABLE AMIT P. MEHTA
UNITED STATES DISTRICT JUDGE

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PLAINTIFF's:

MIKE ROSZAK 1601 1699

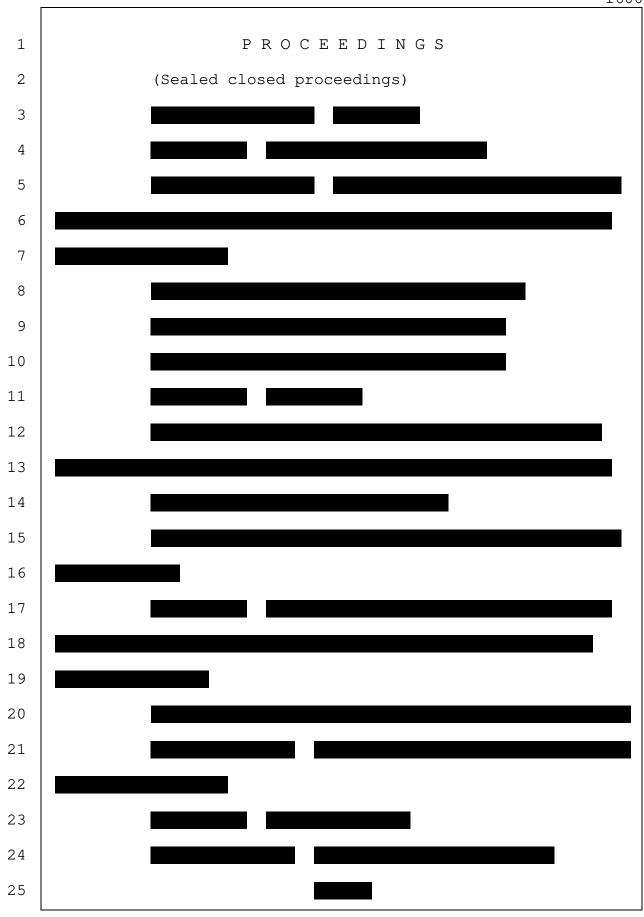
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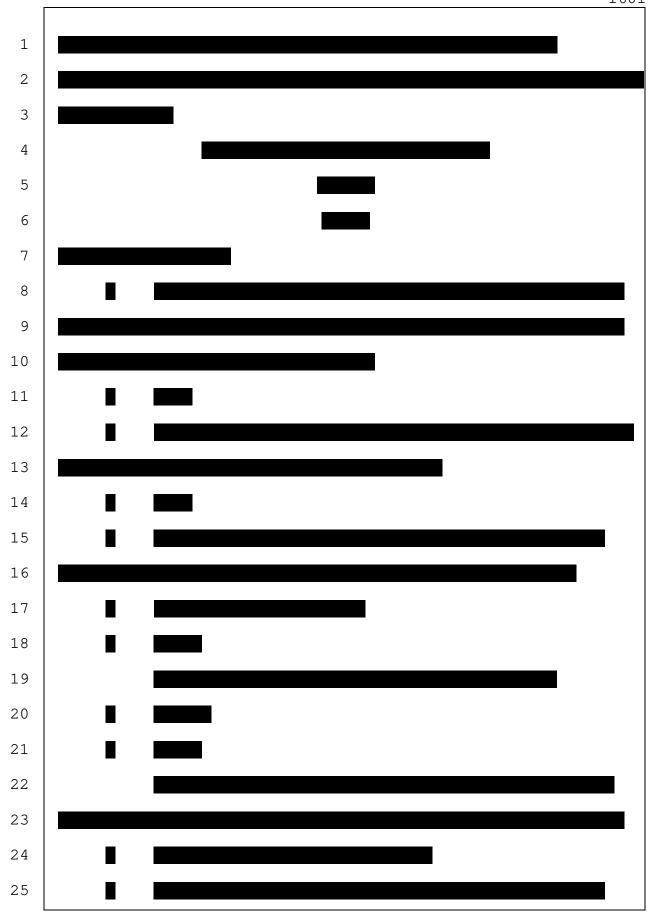
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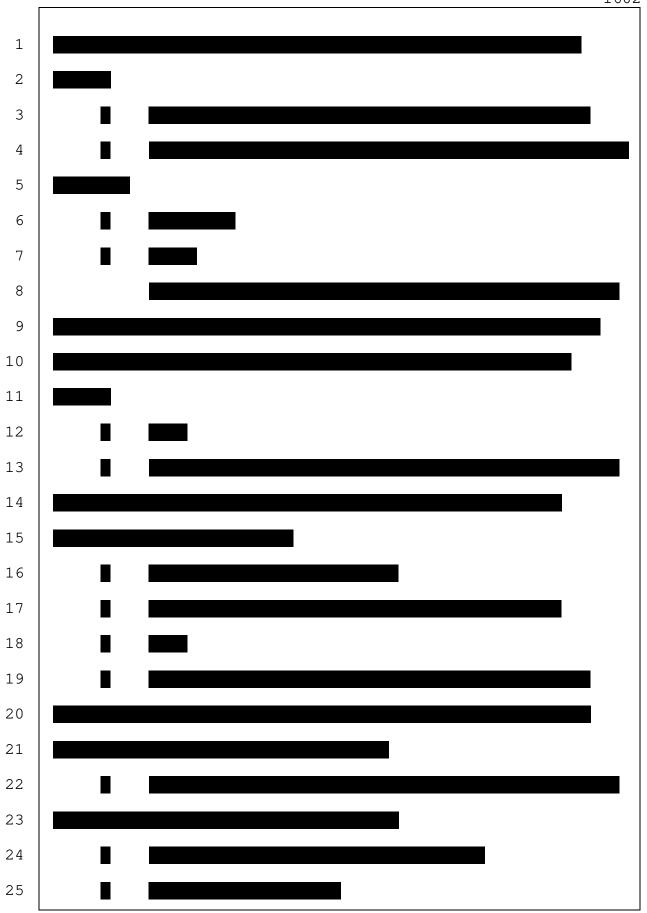
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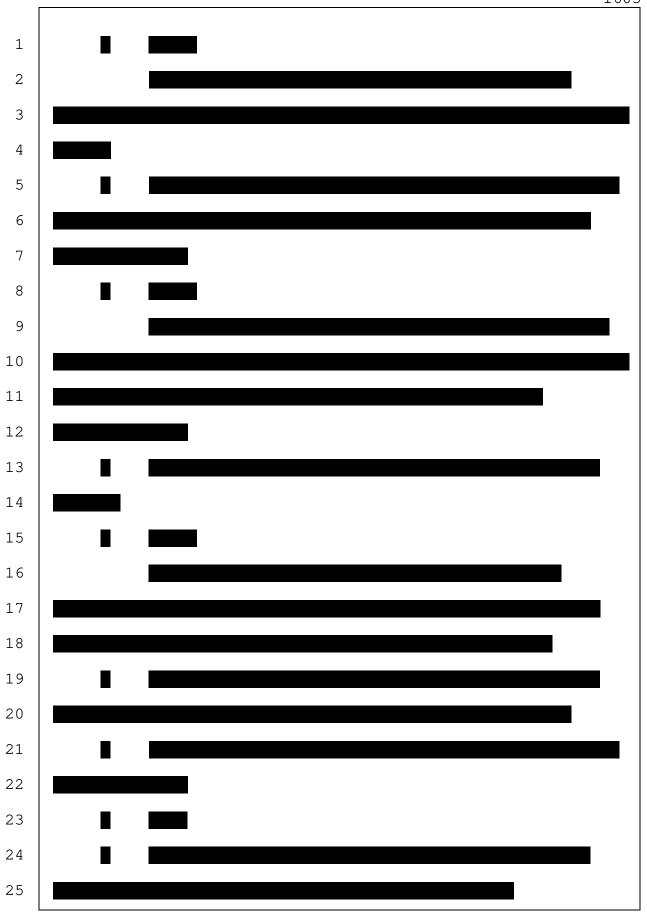
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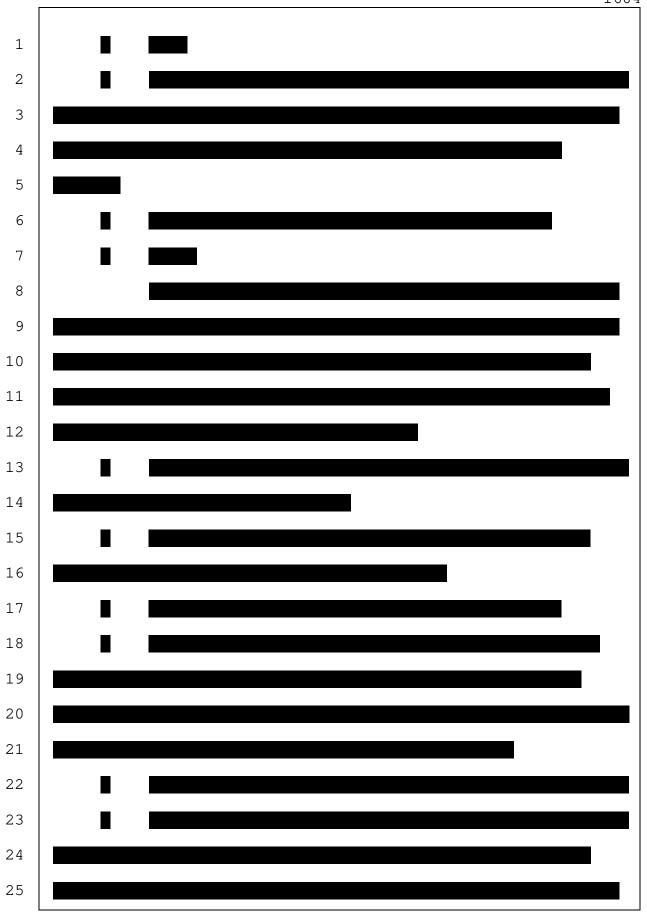
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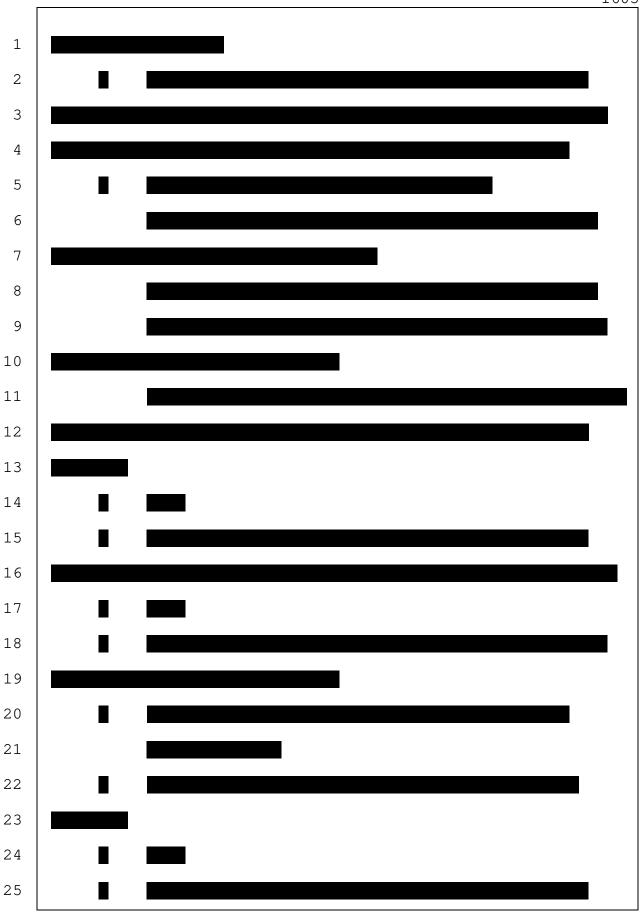


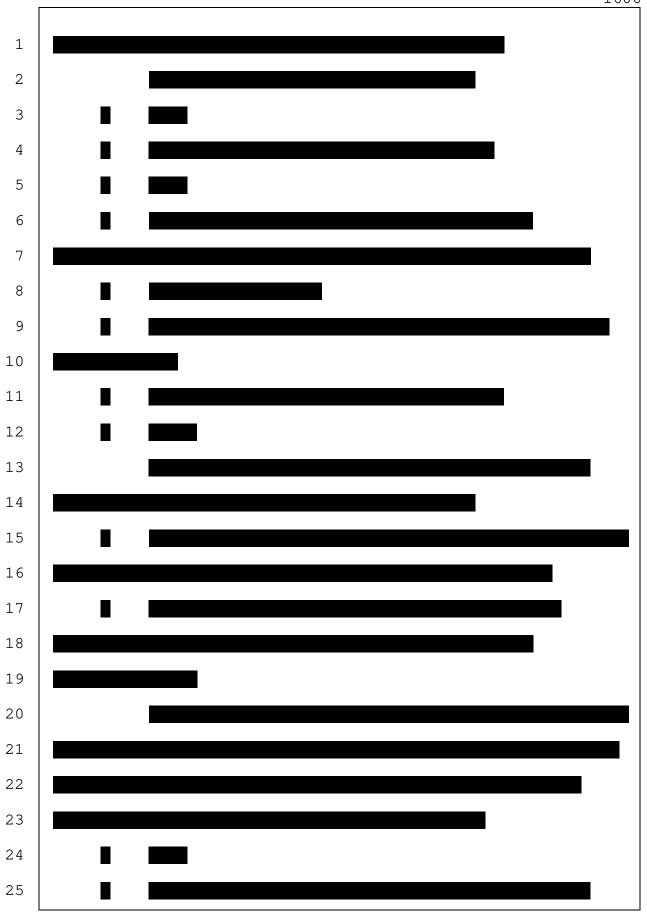


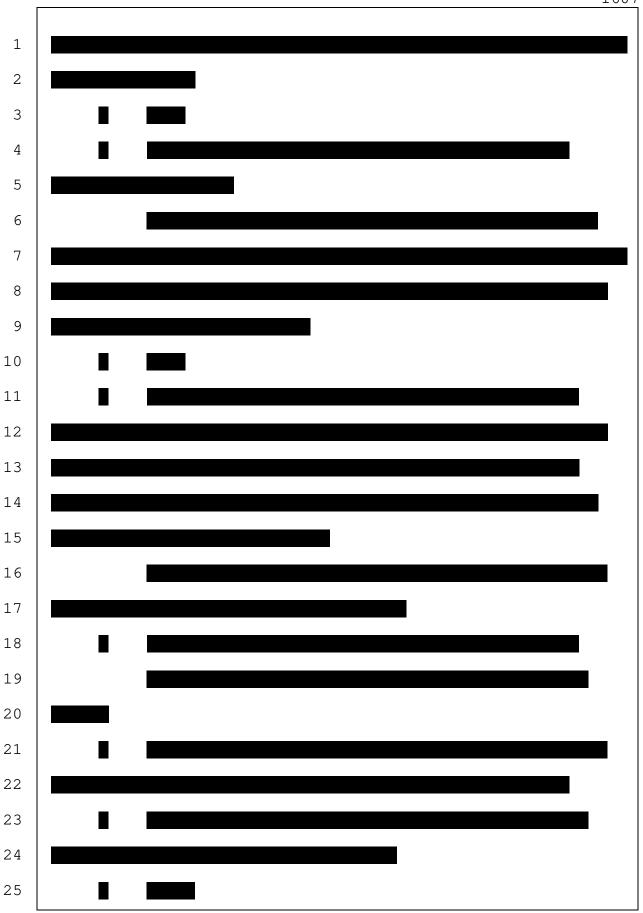


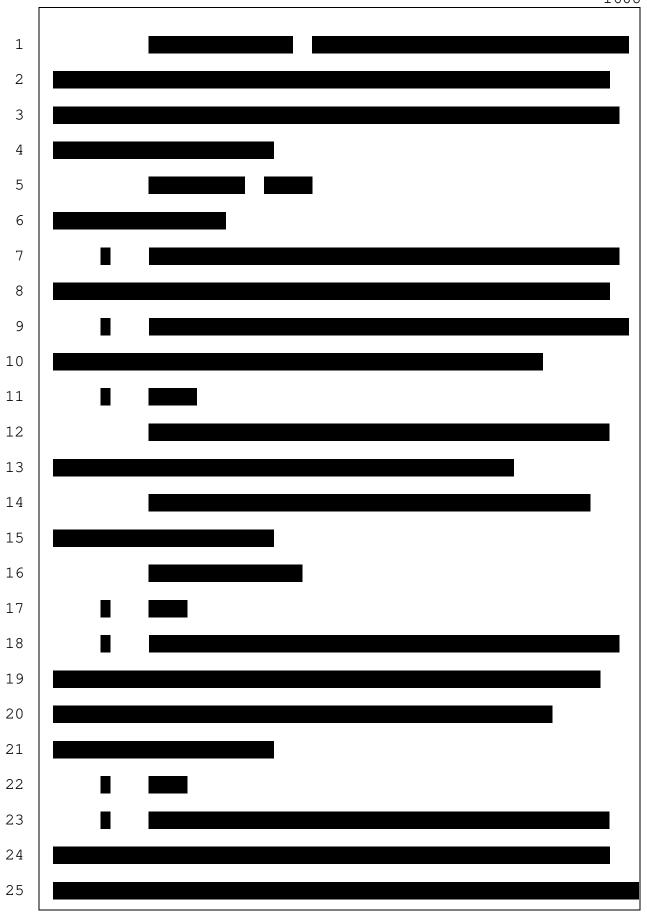


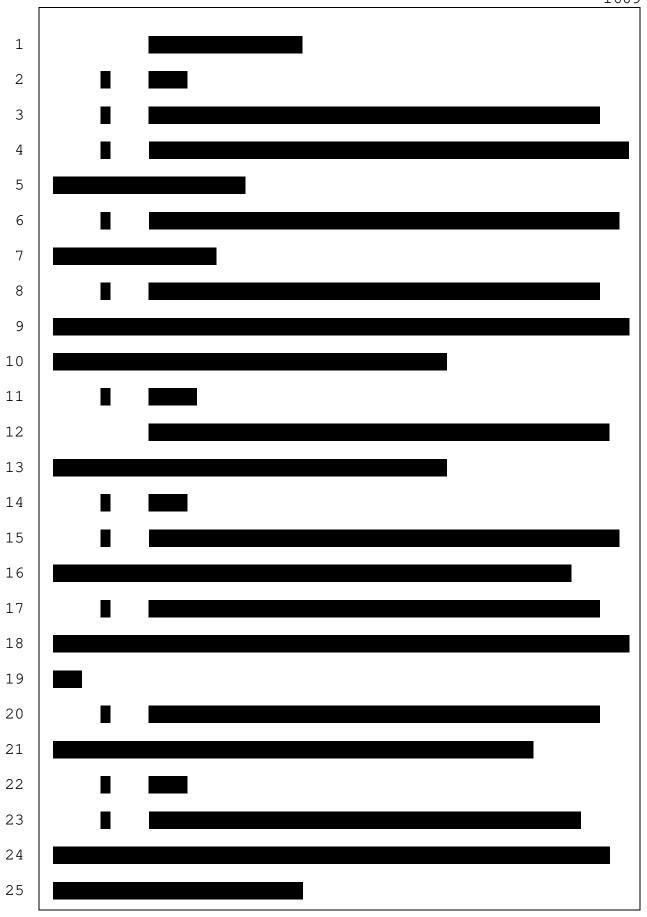


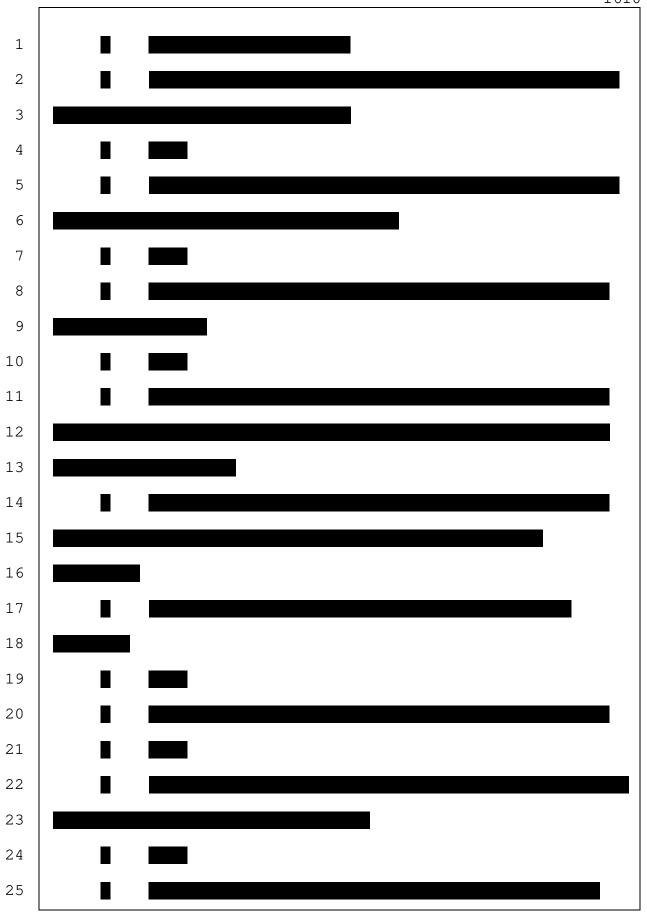


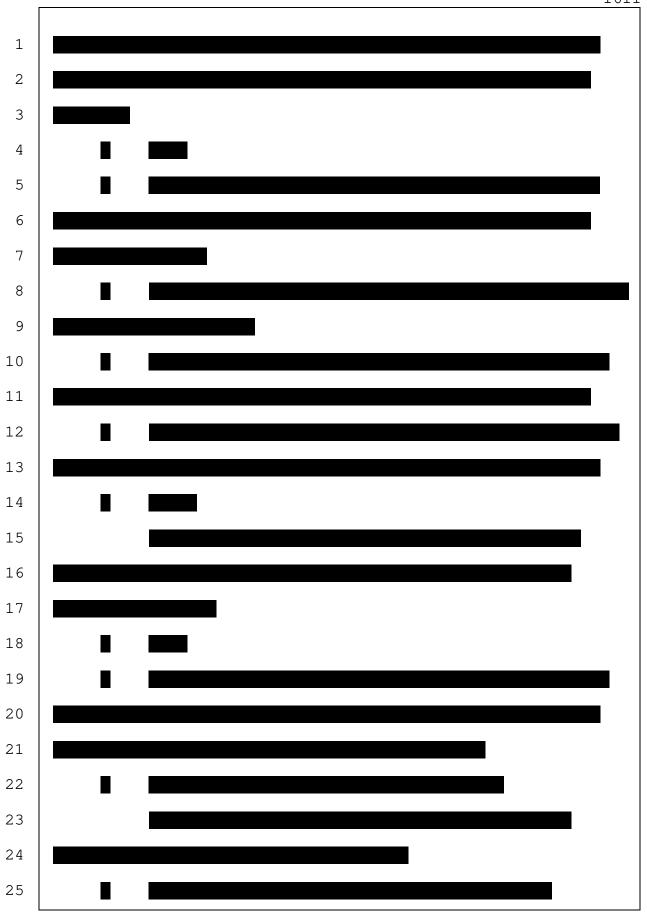


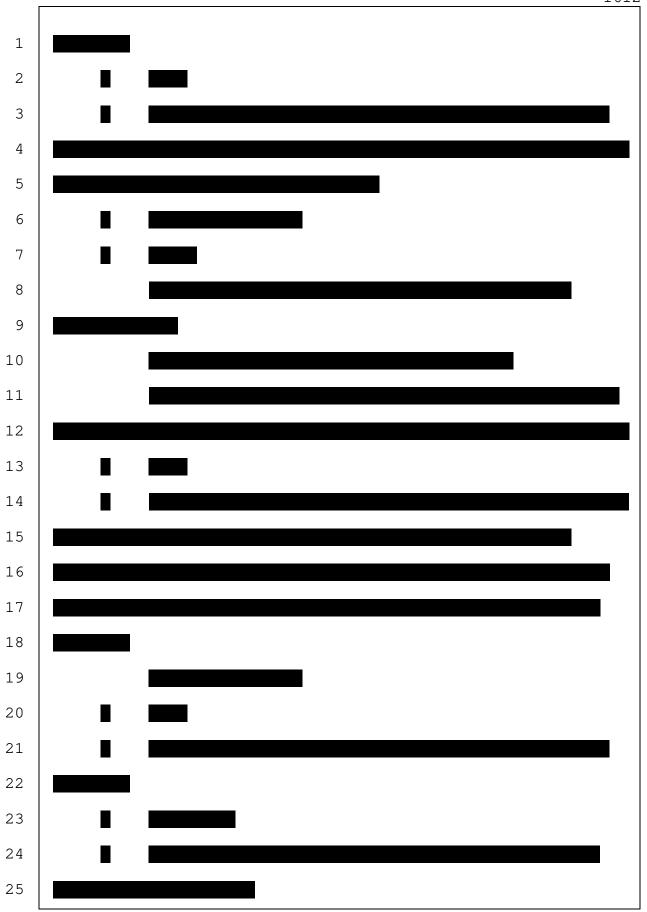


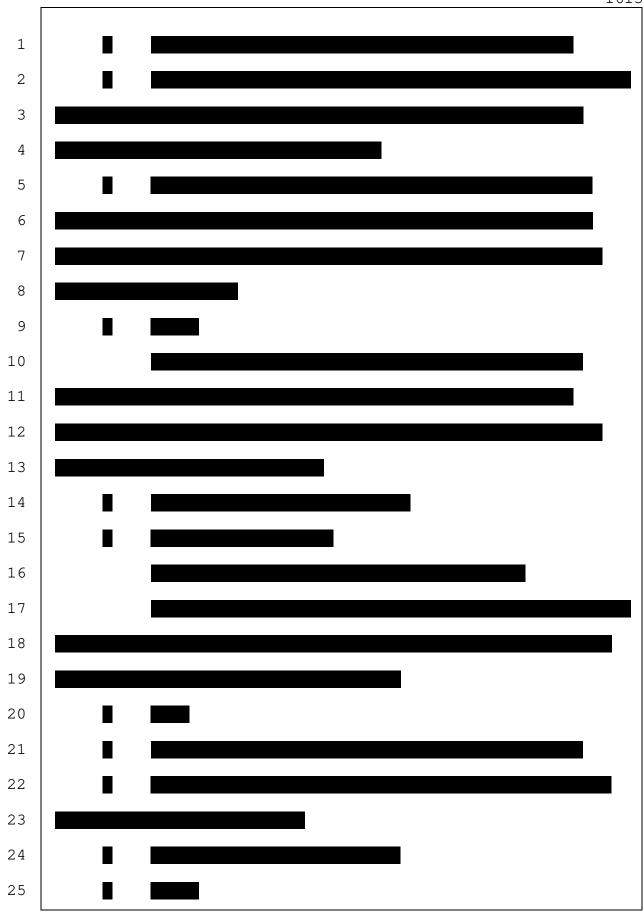


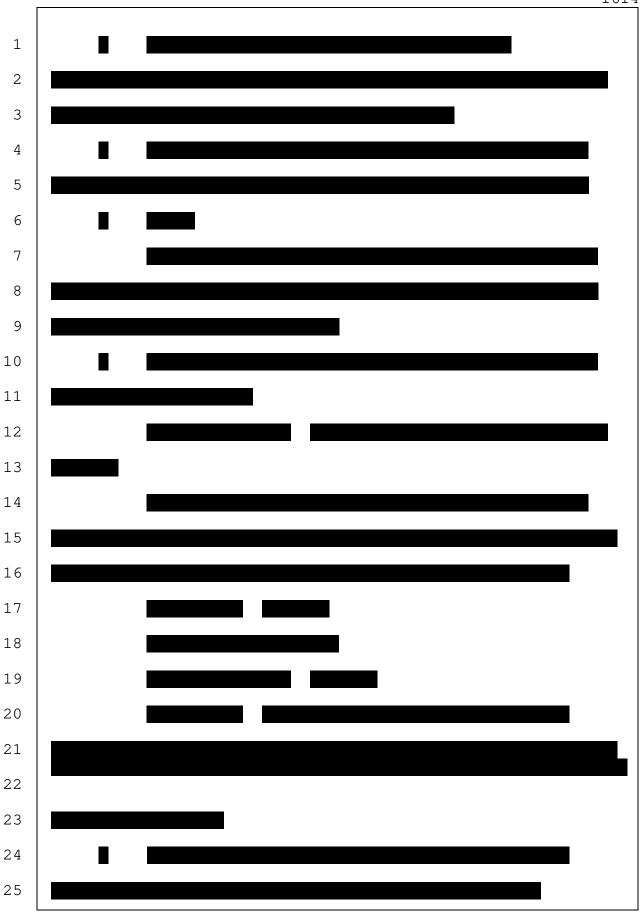


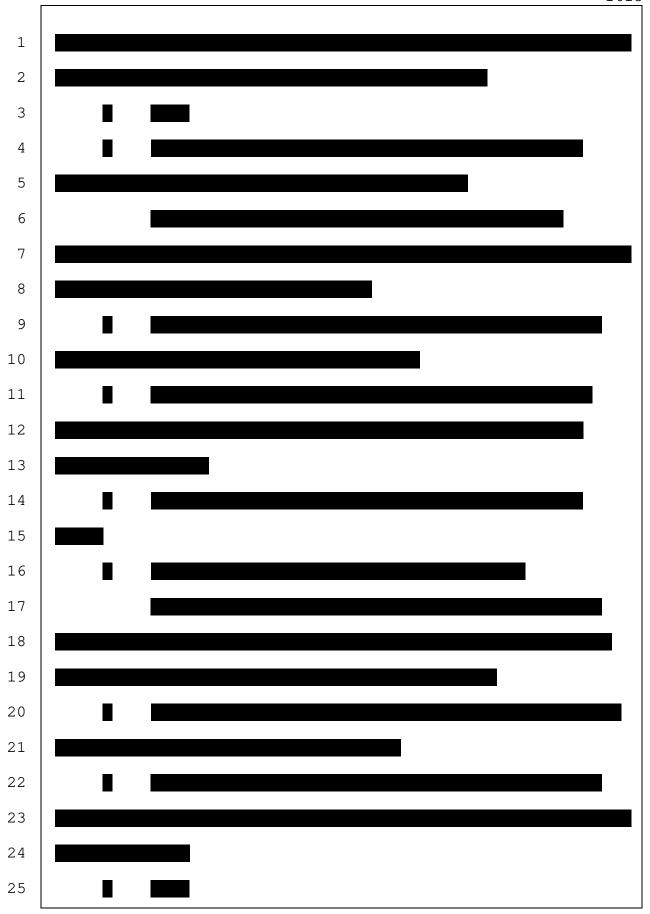


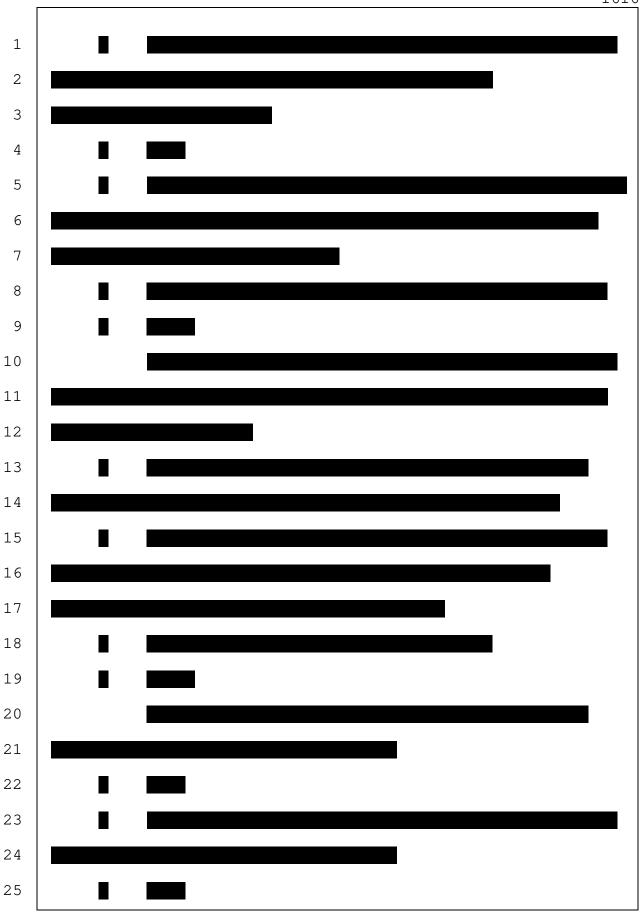


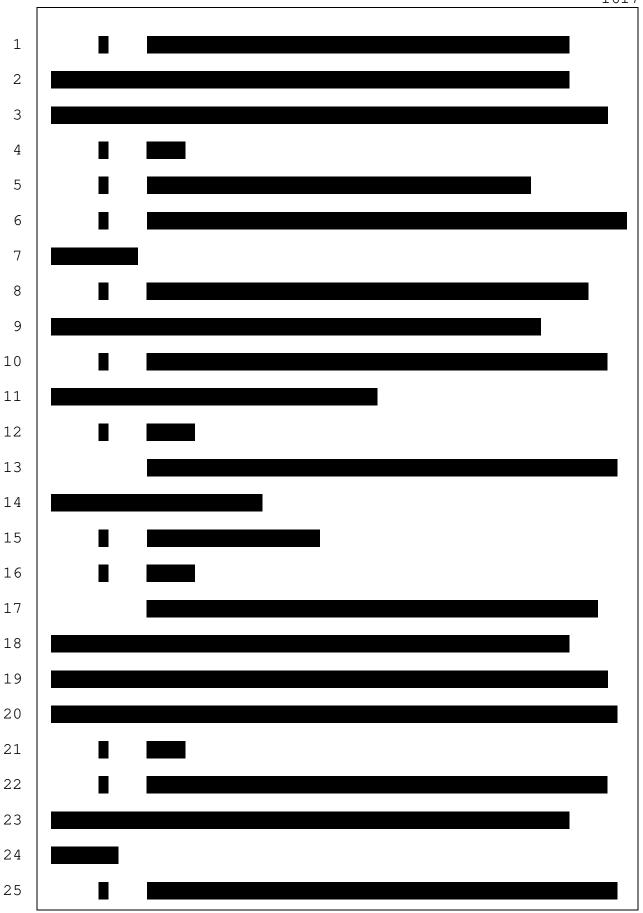


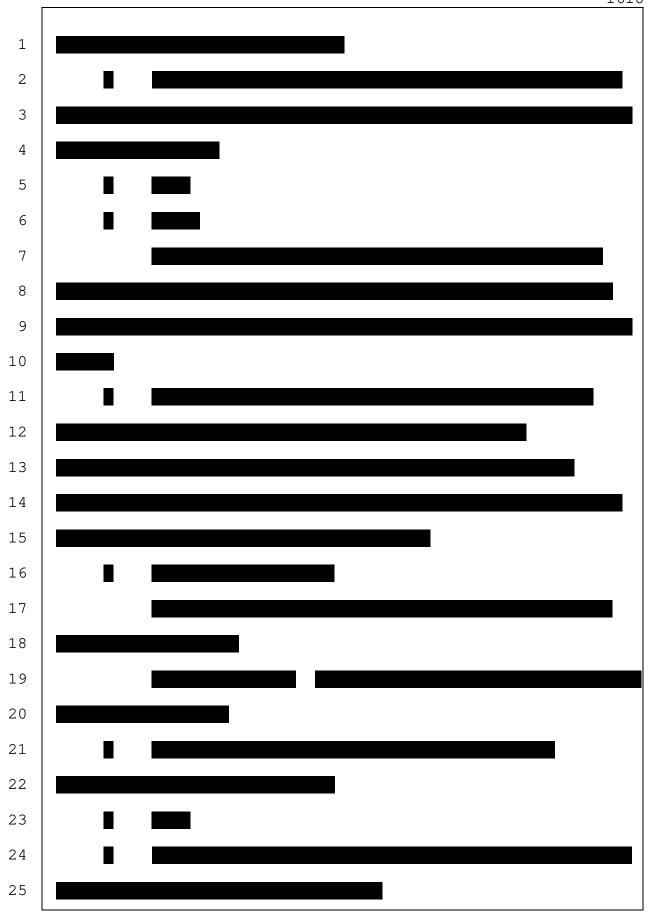


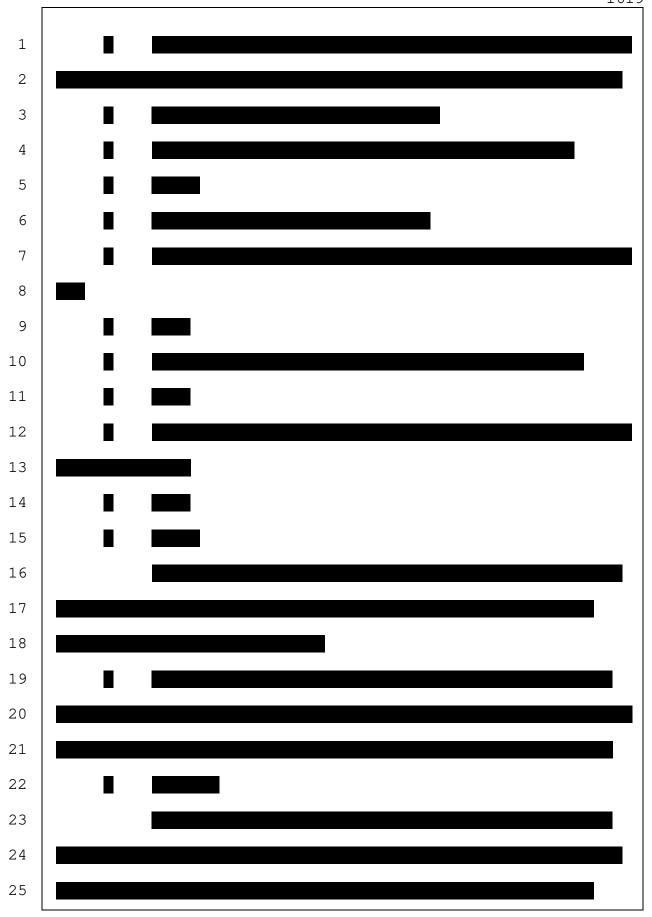


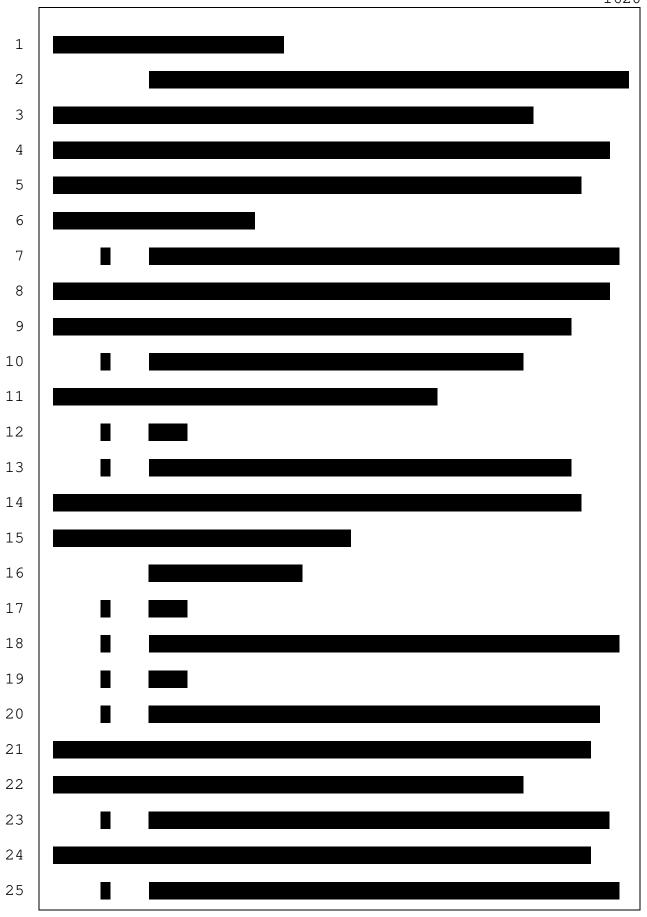


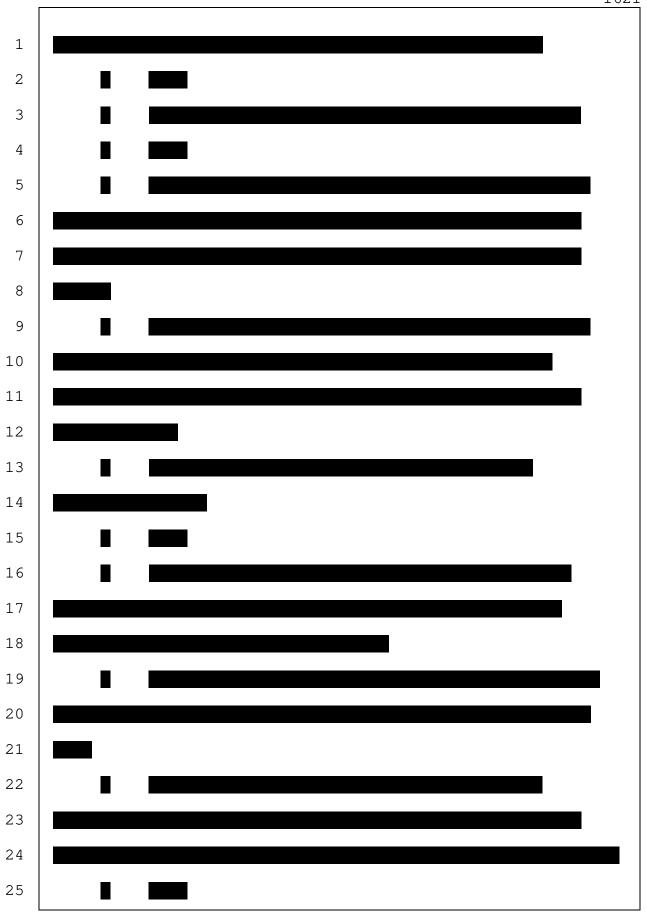


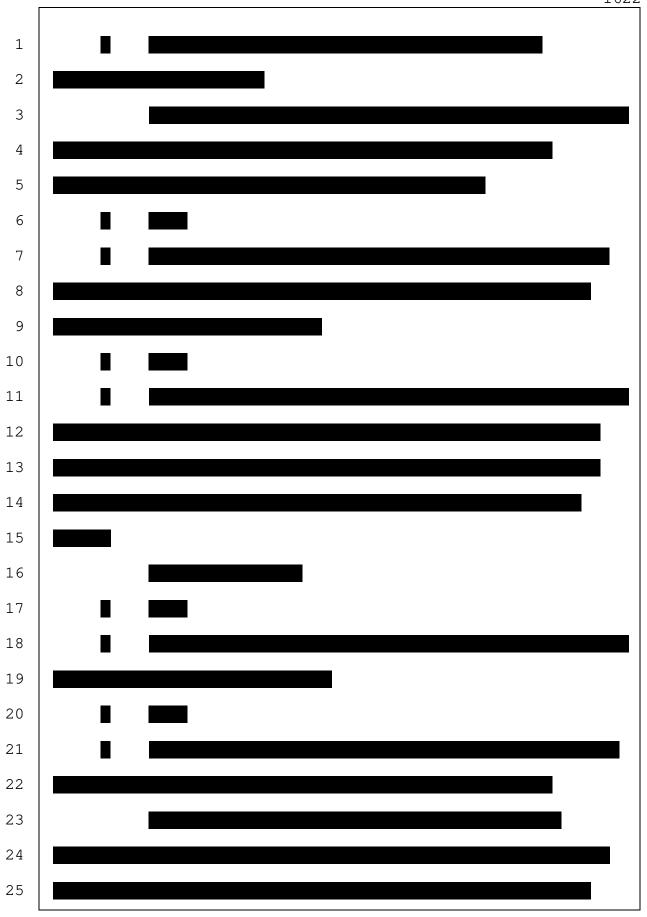


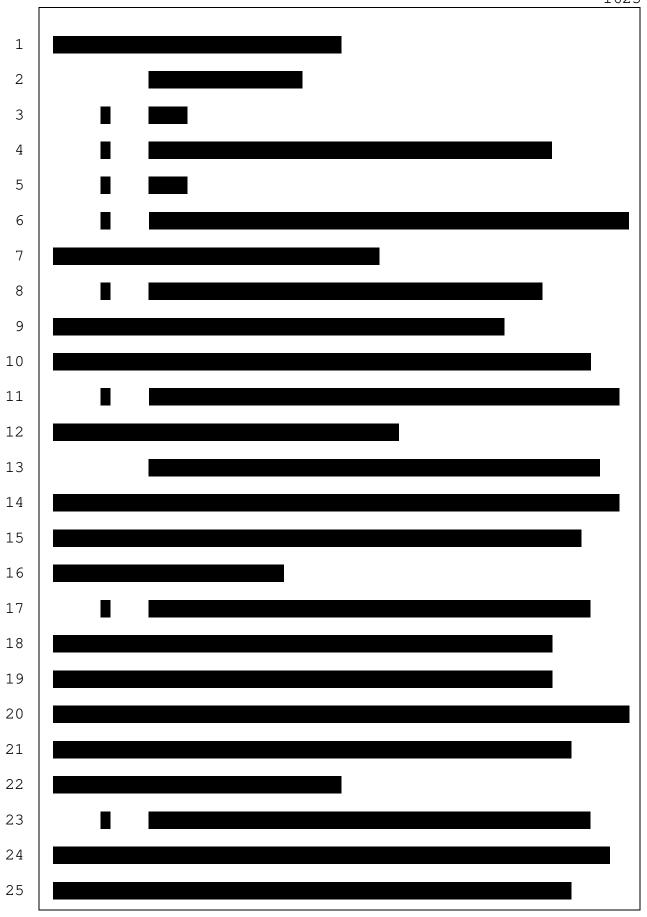


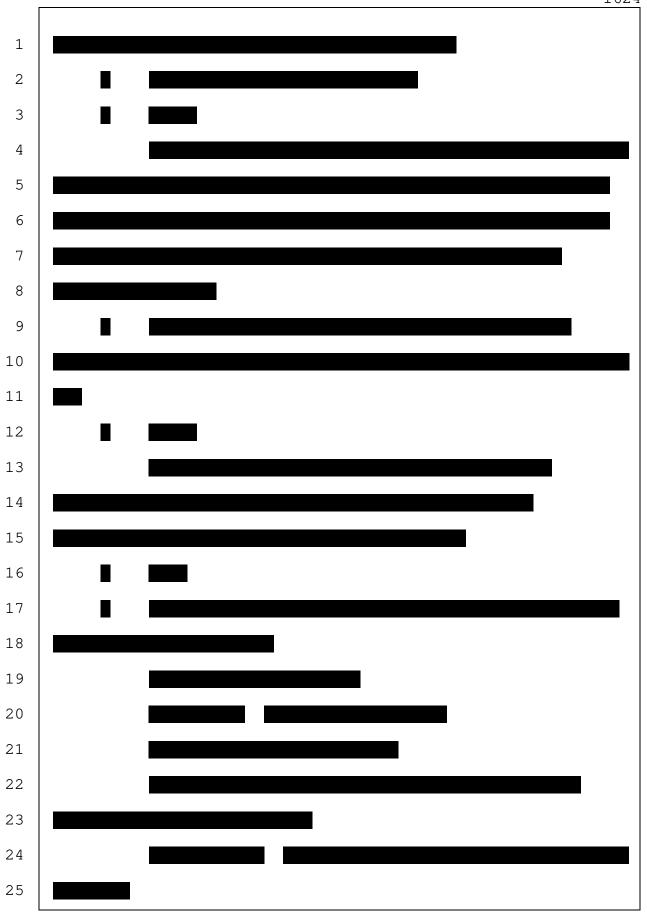


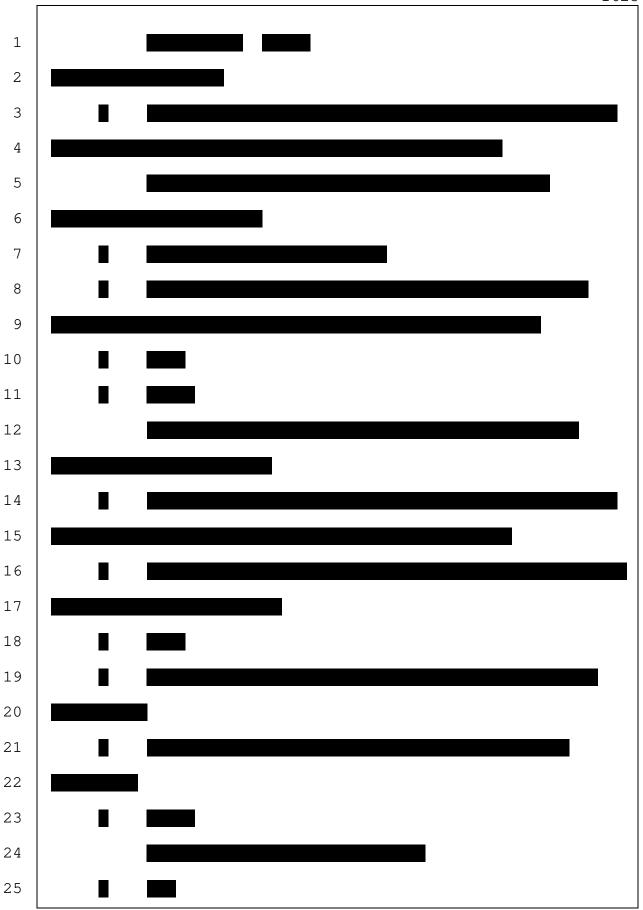


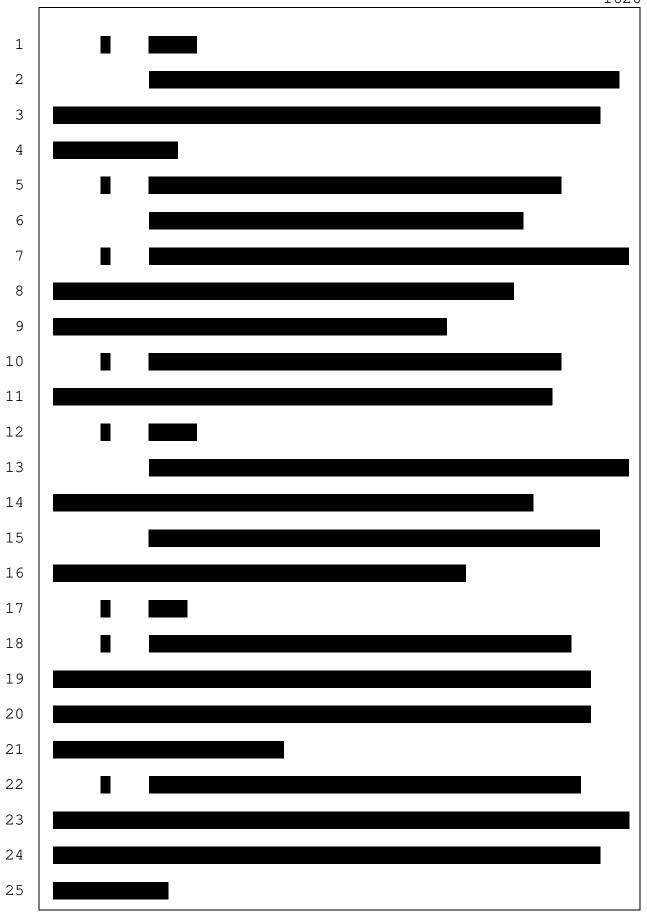


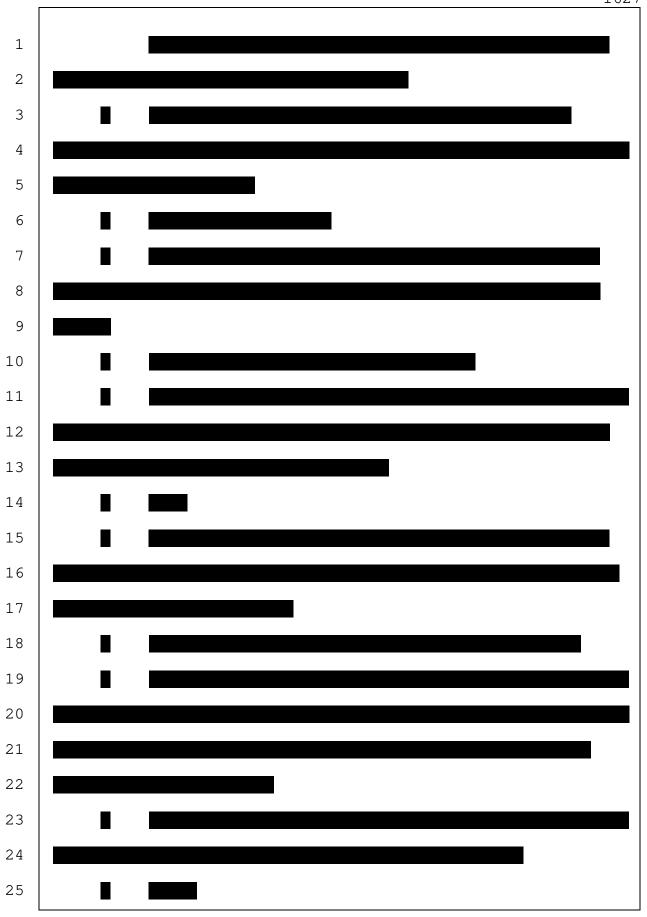


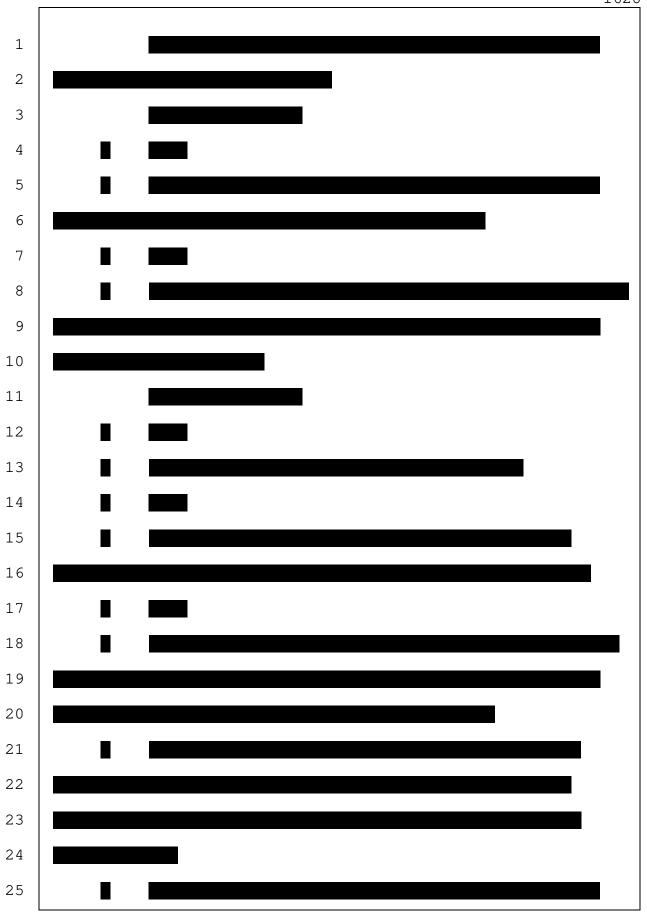


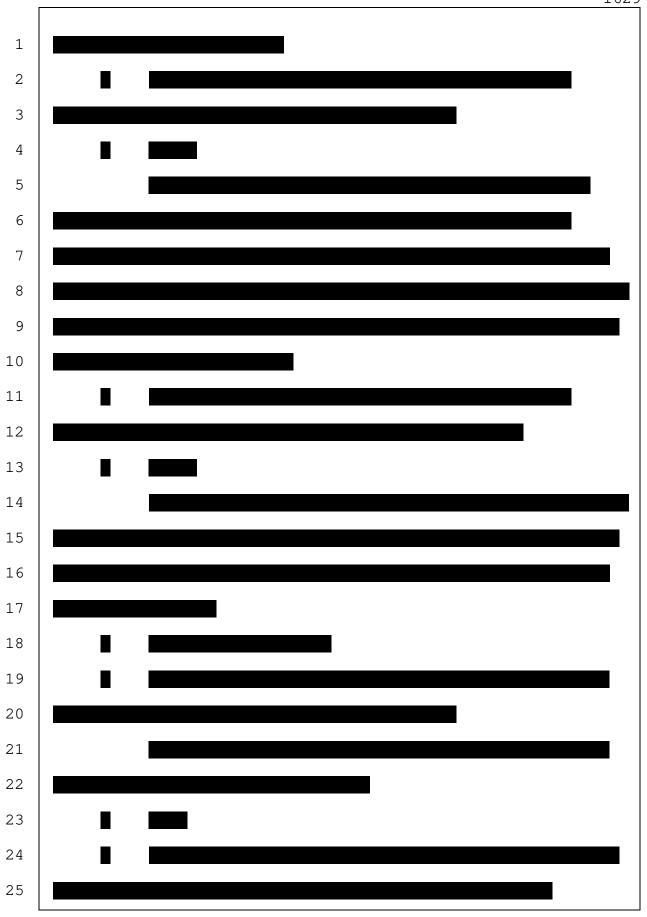


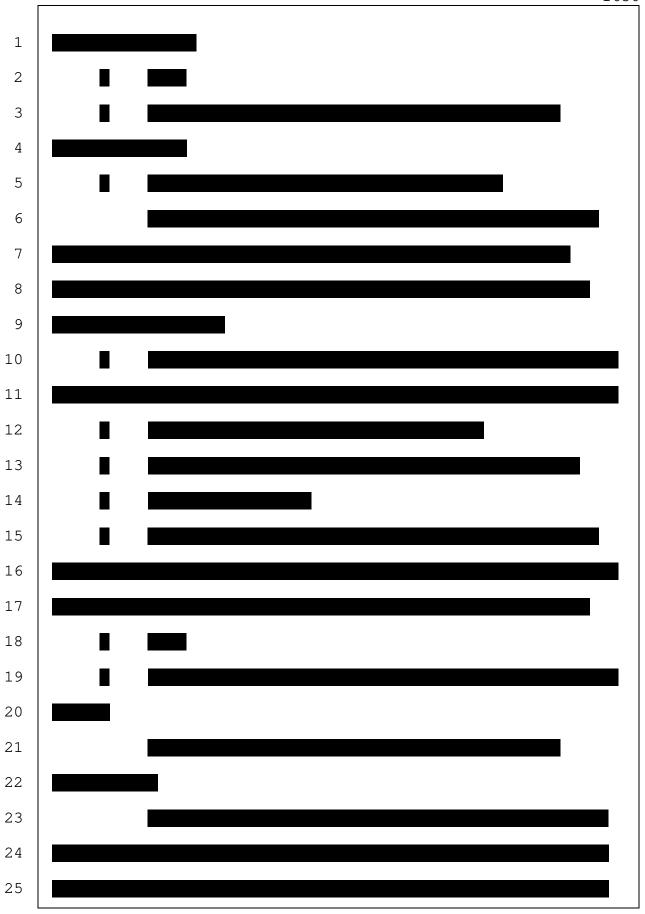


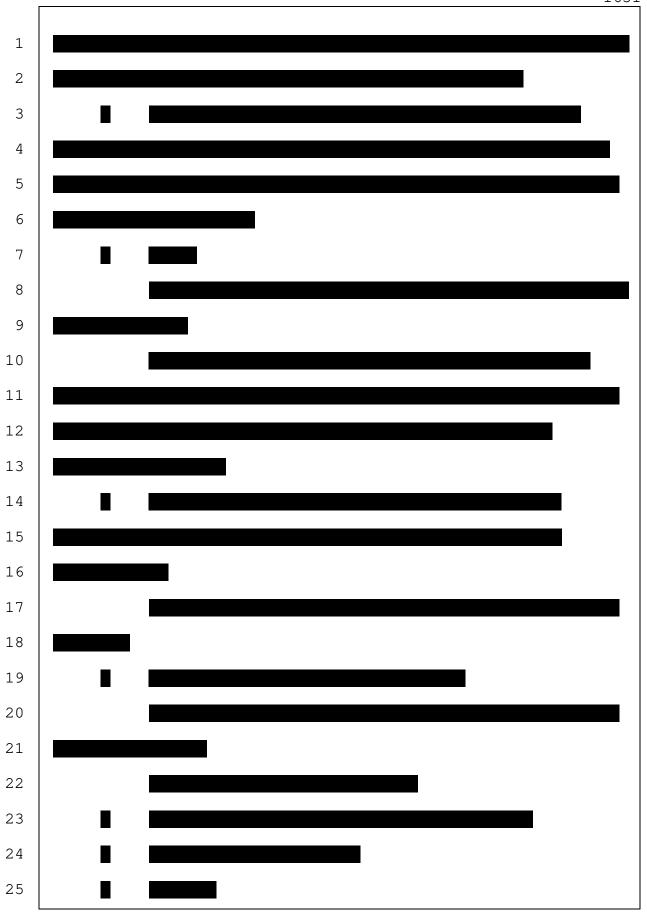


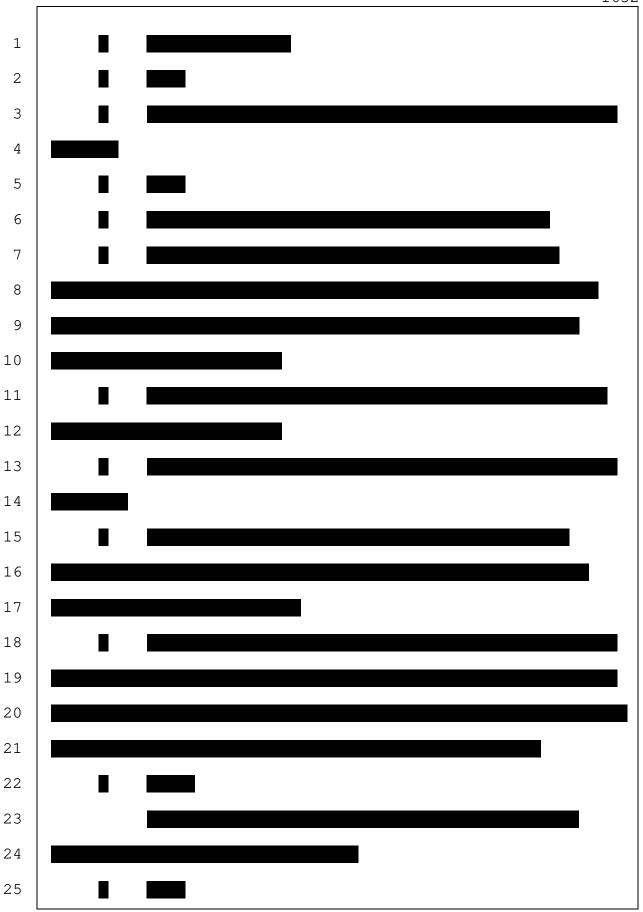


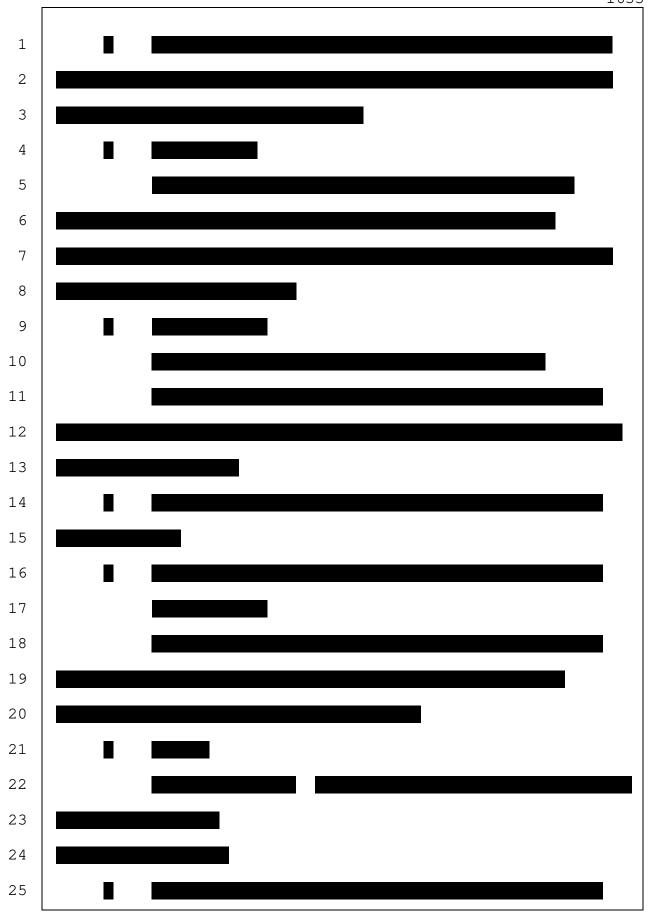


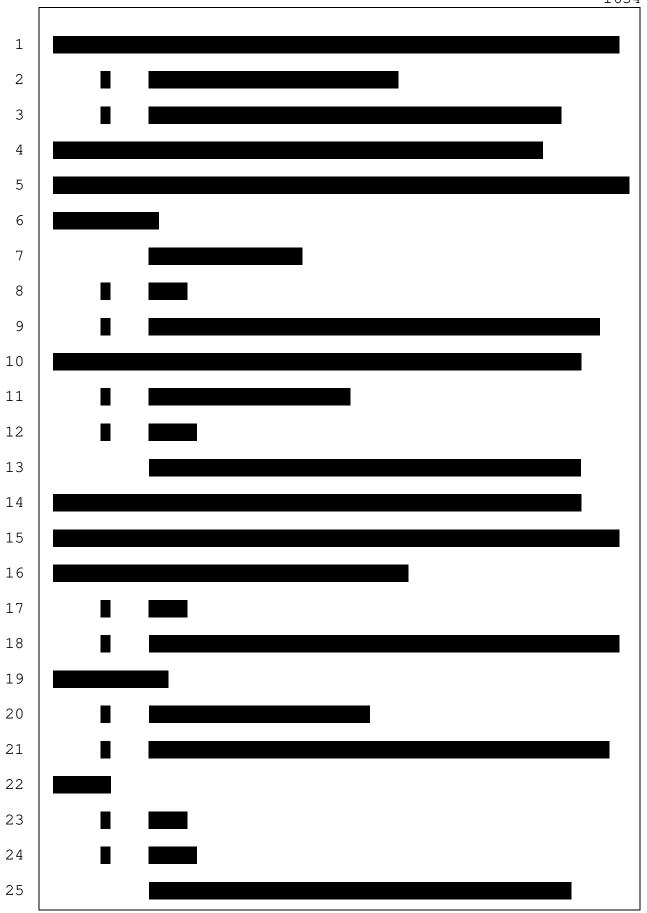


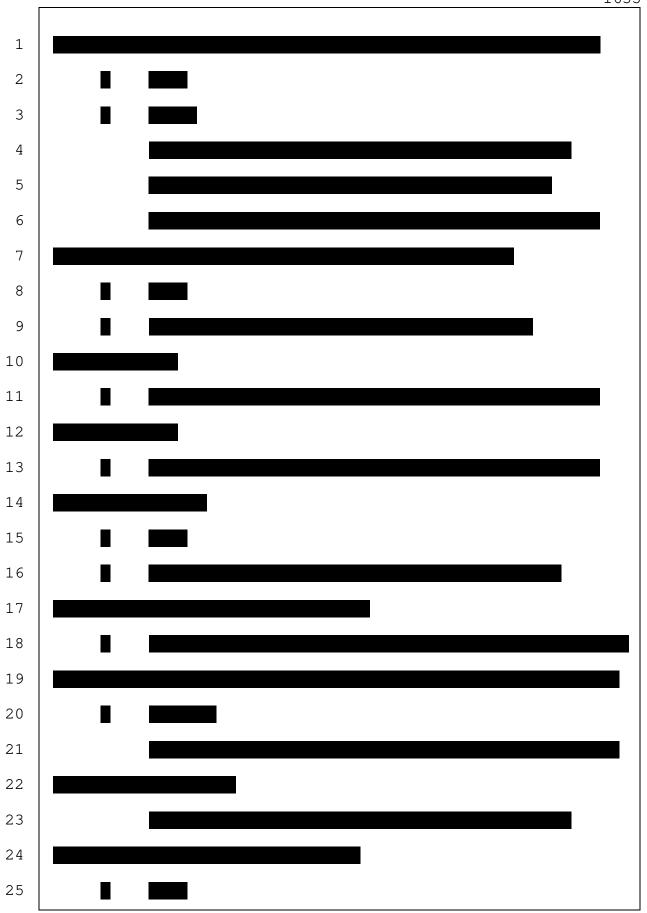


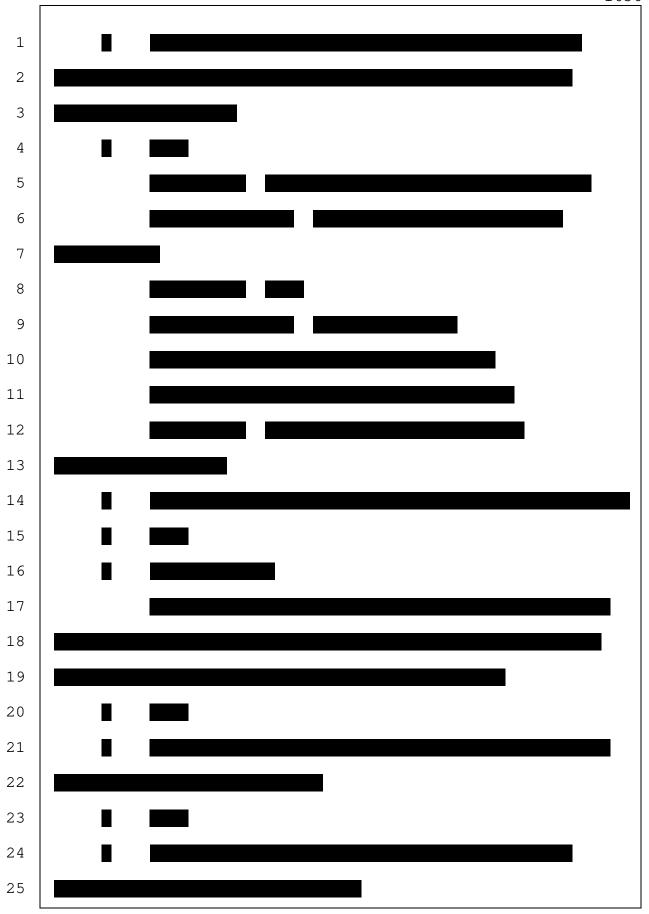


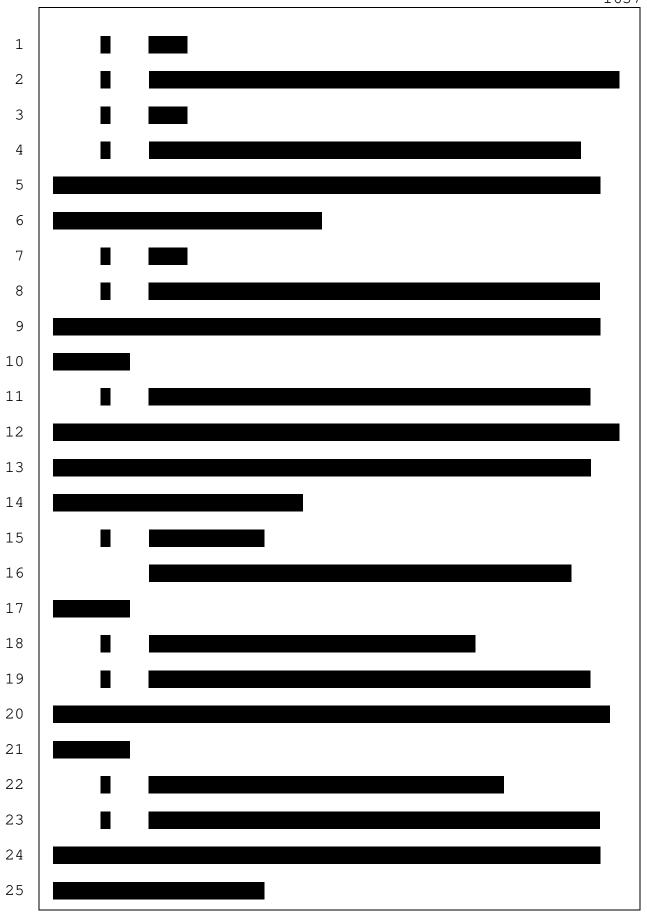


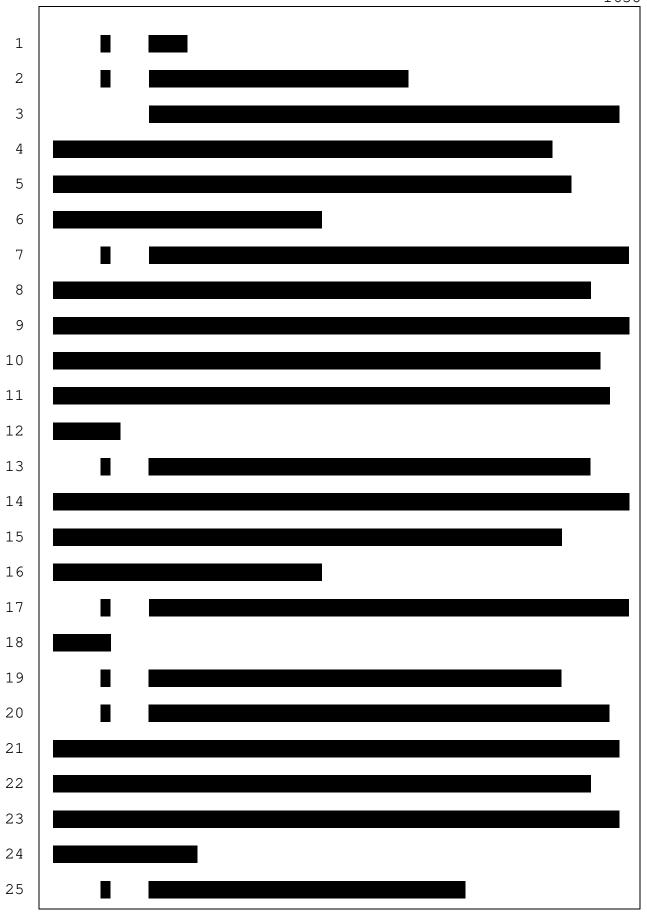


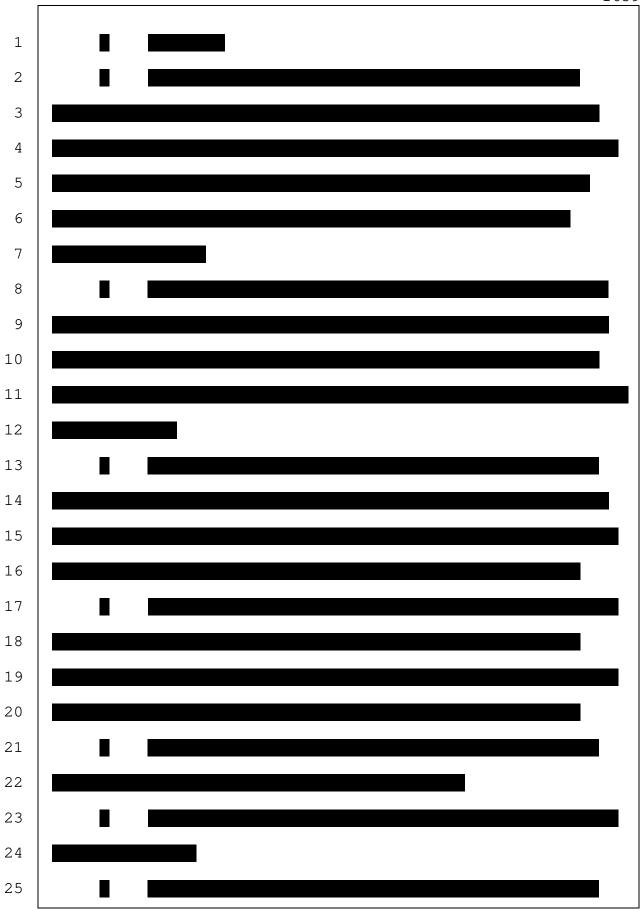


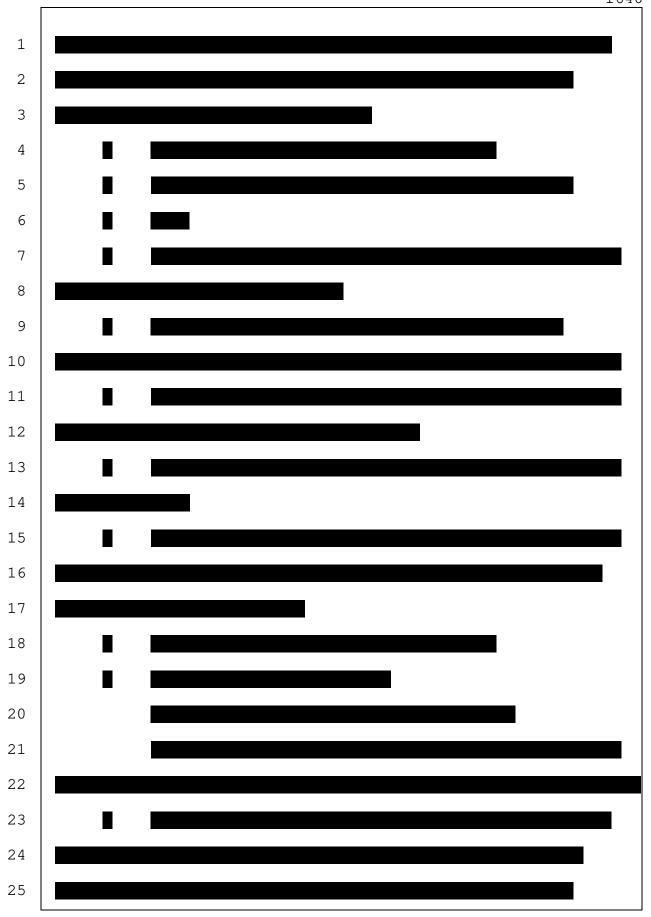


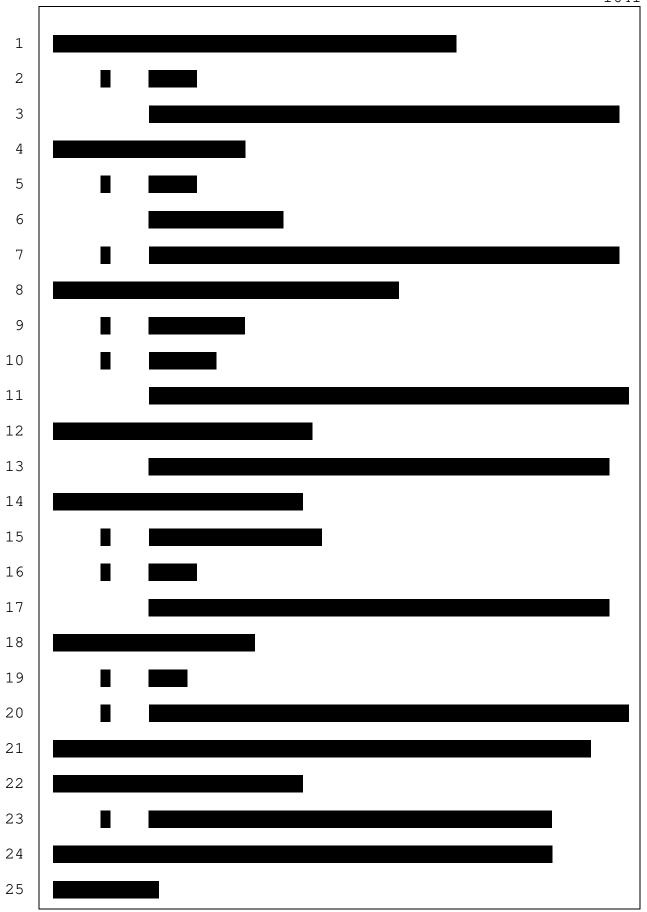


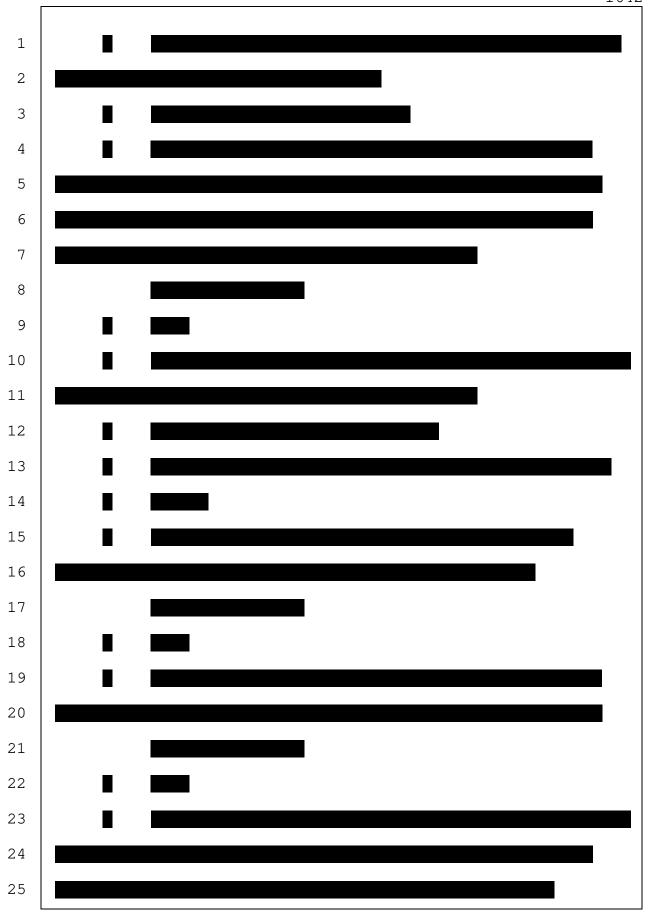


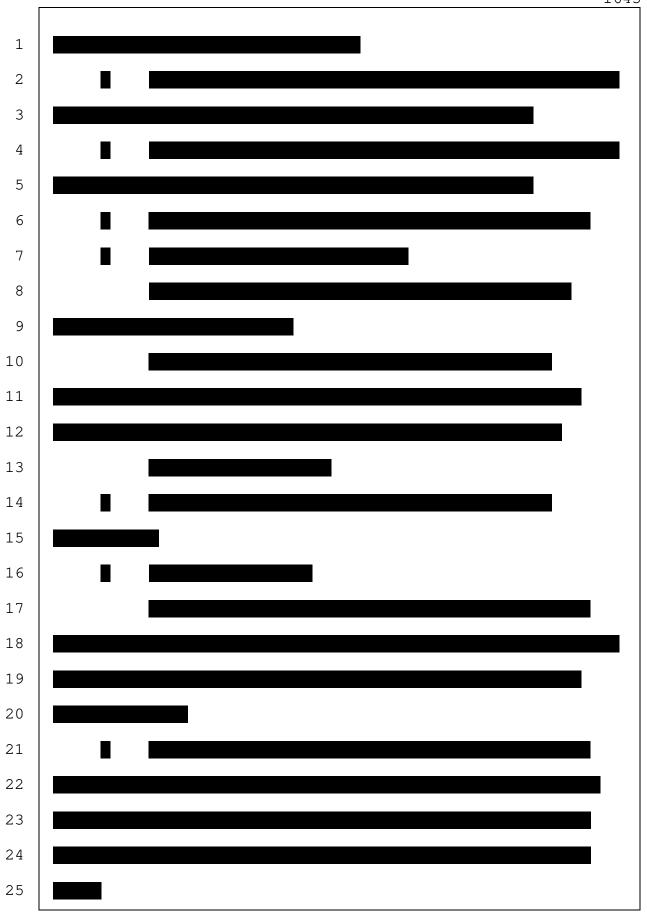


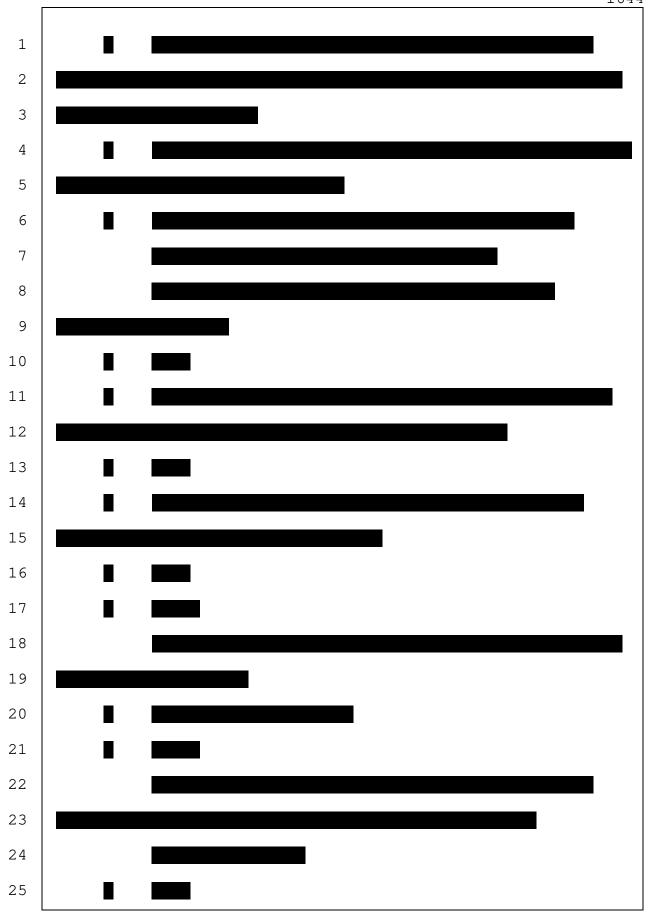


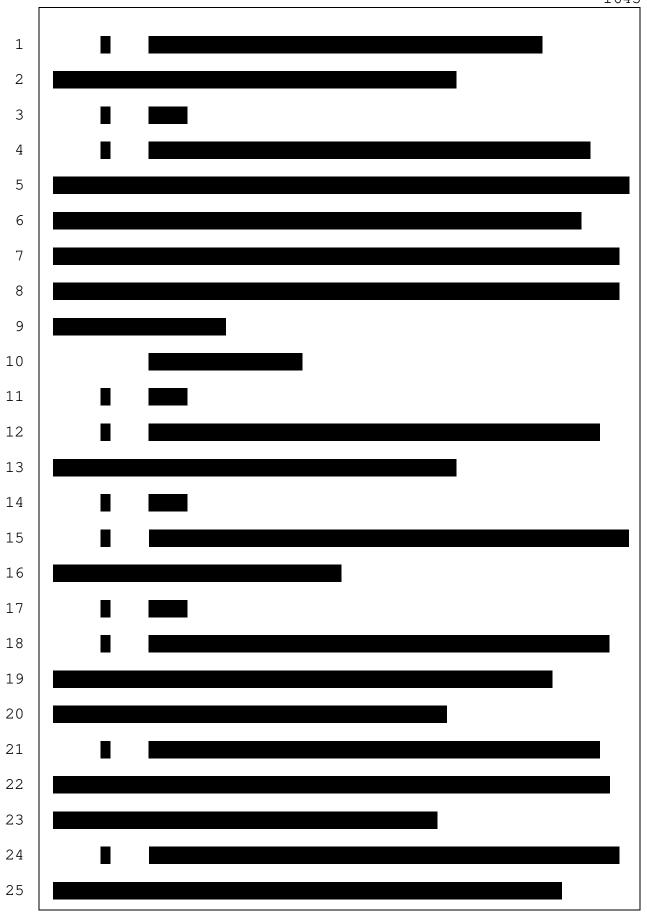


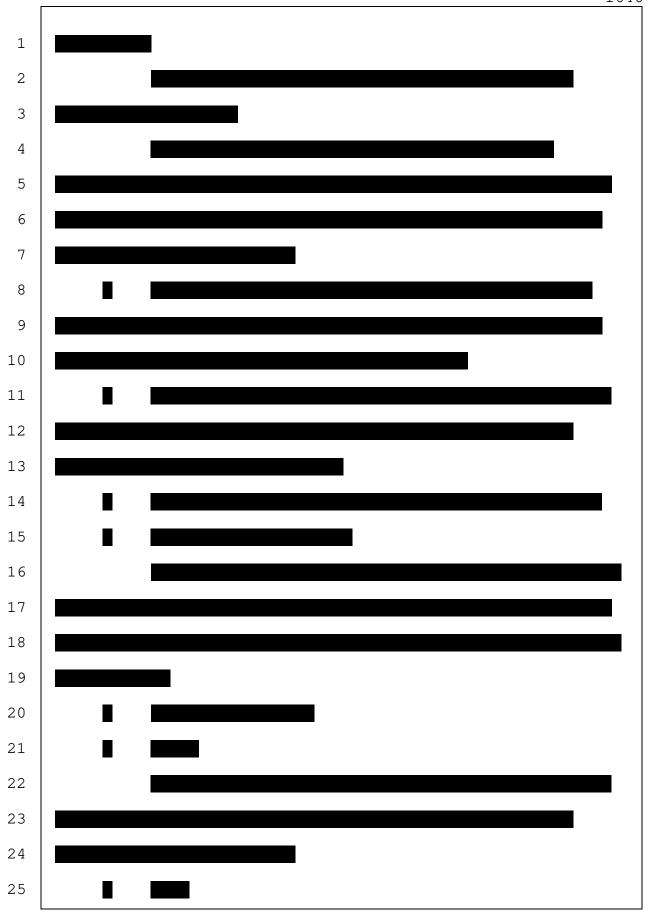


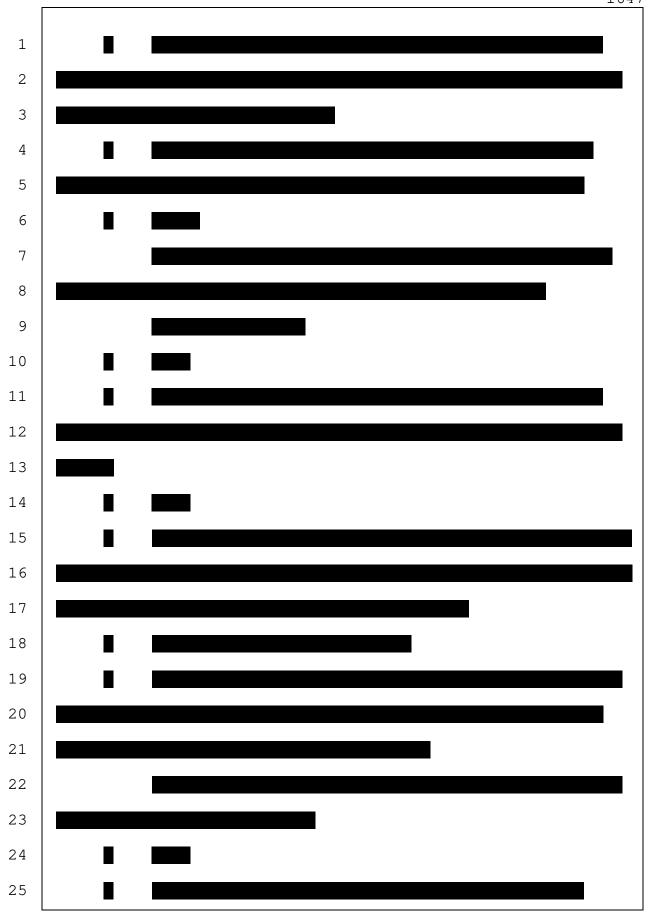


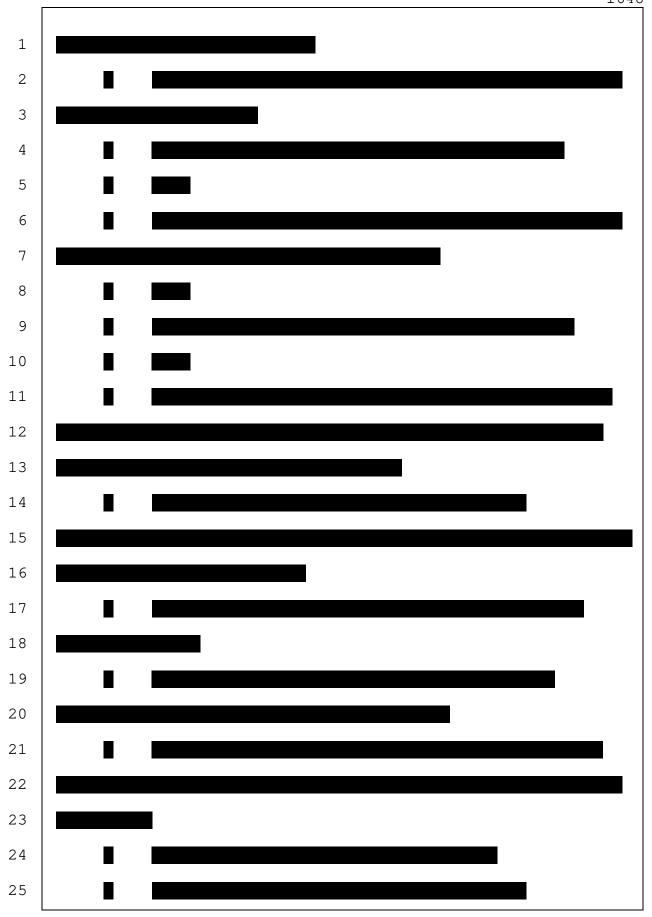


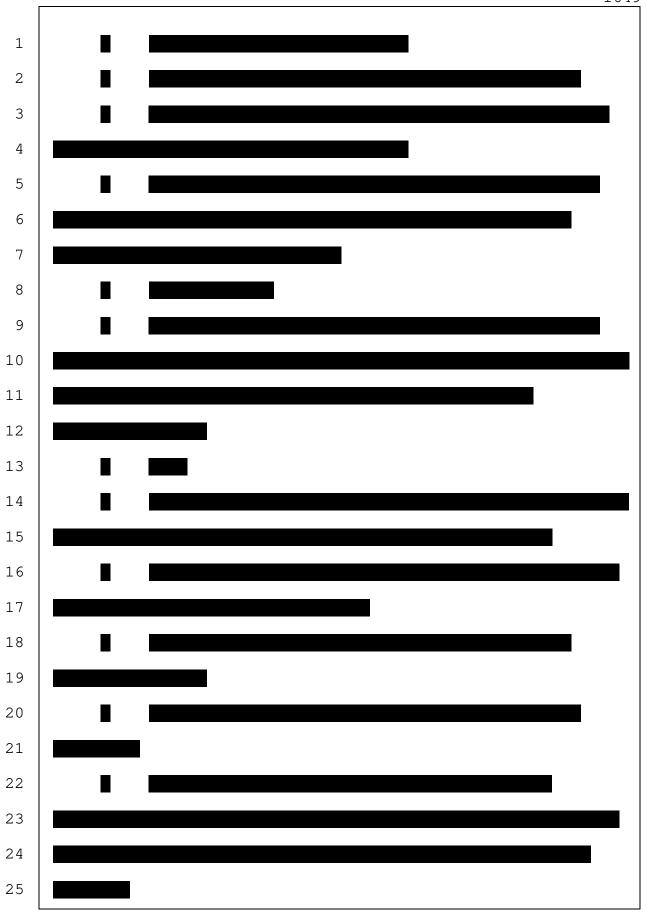


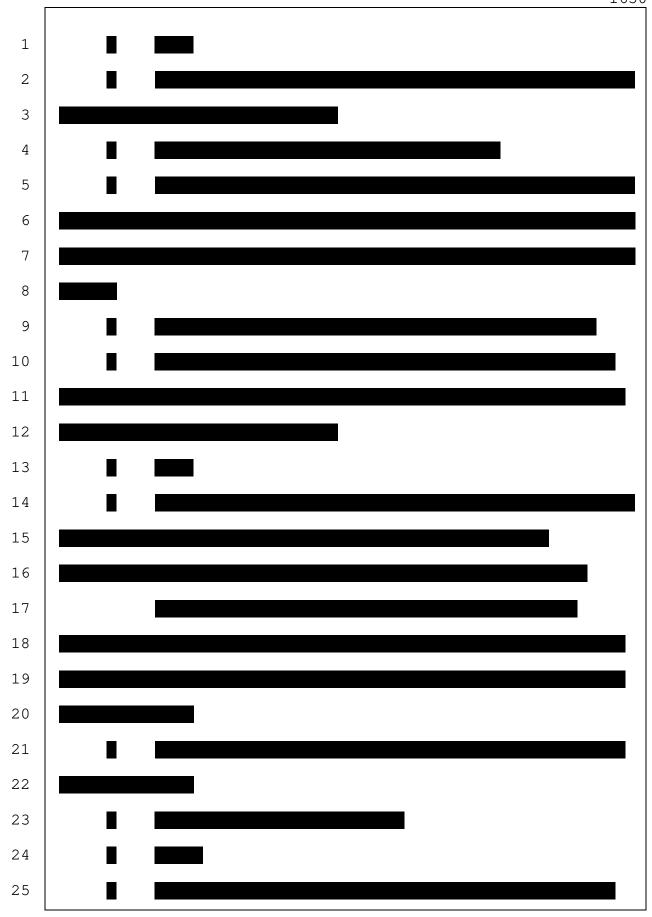


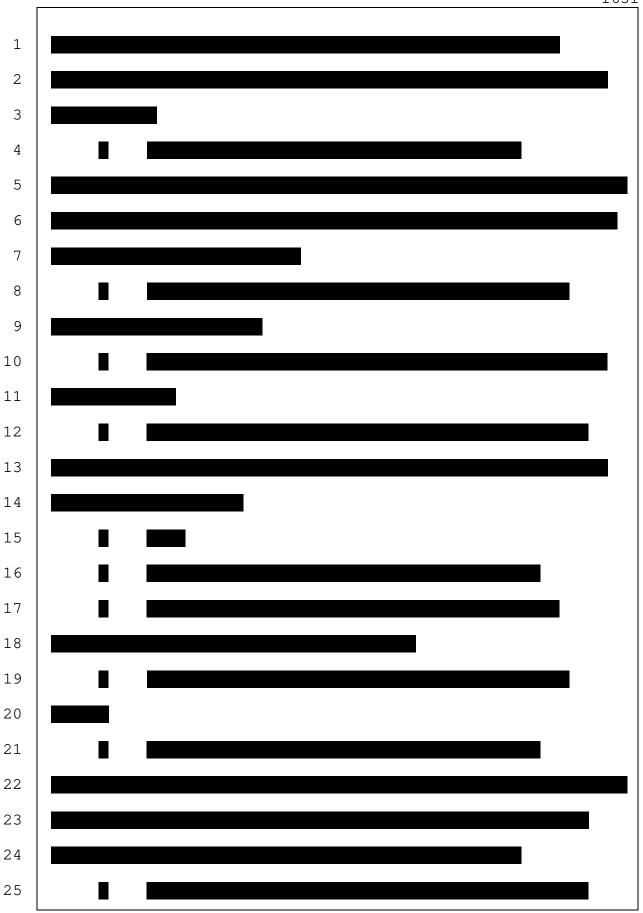


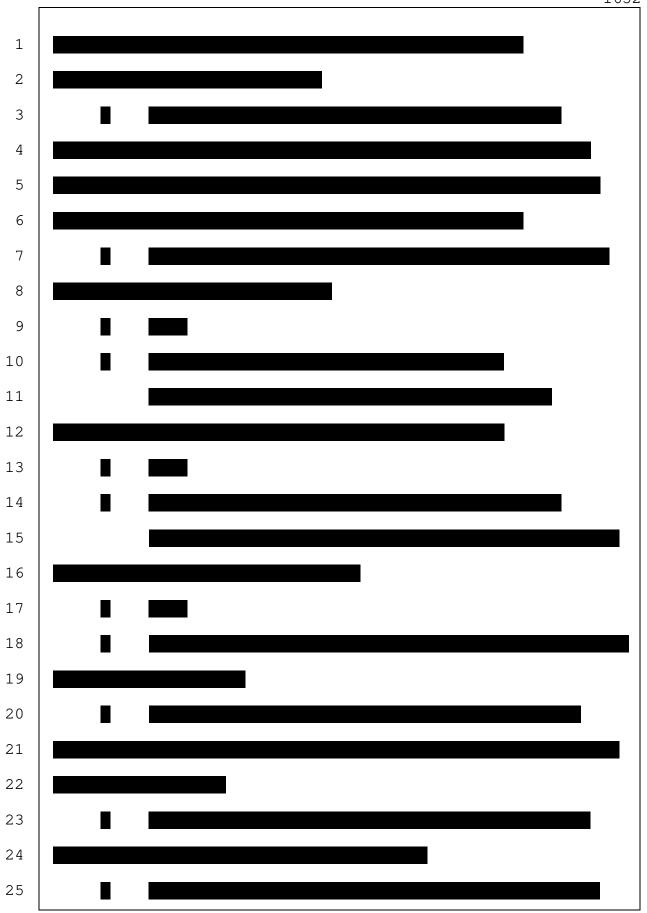


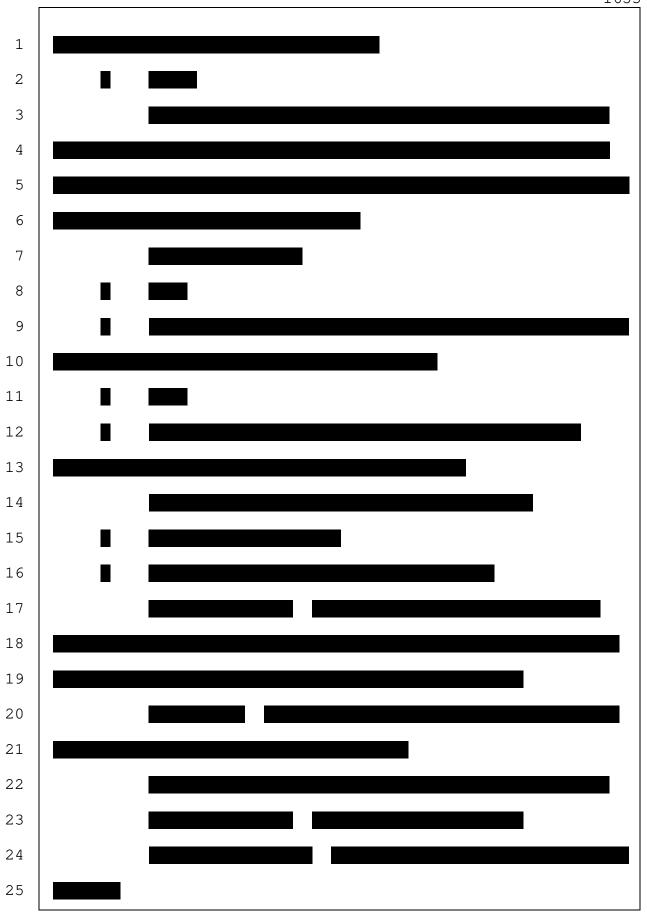


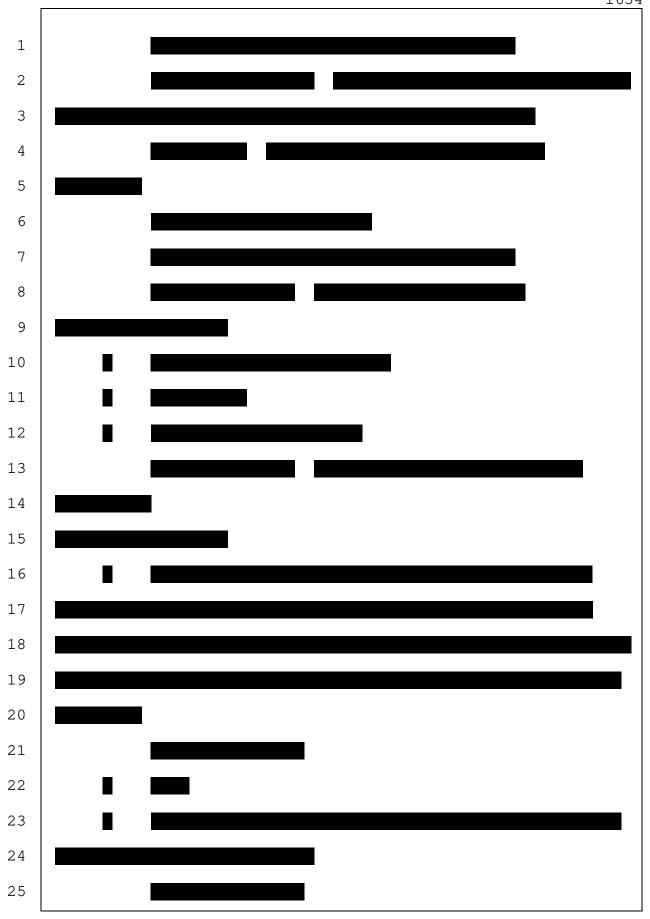


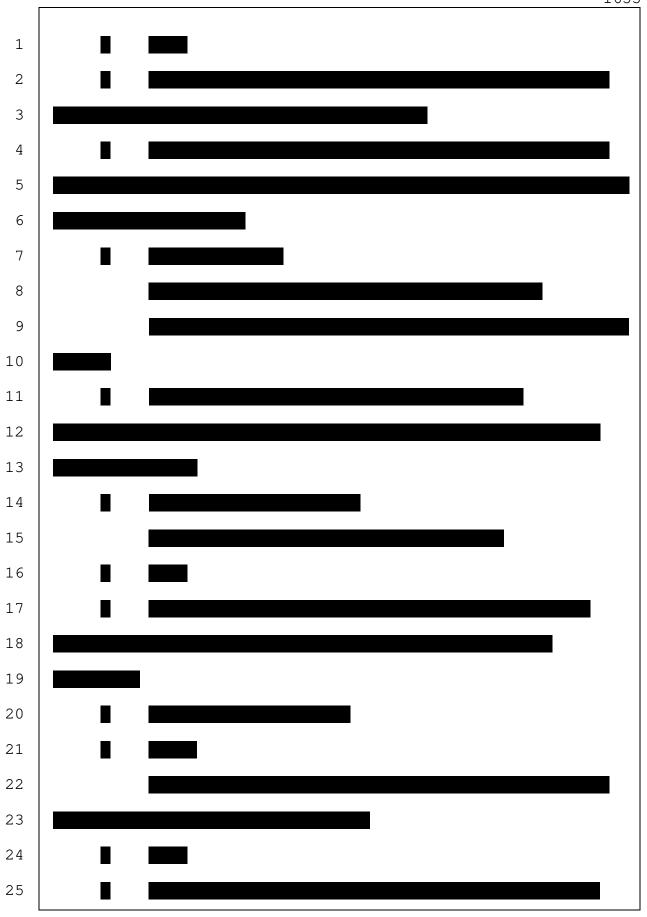




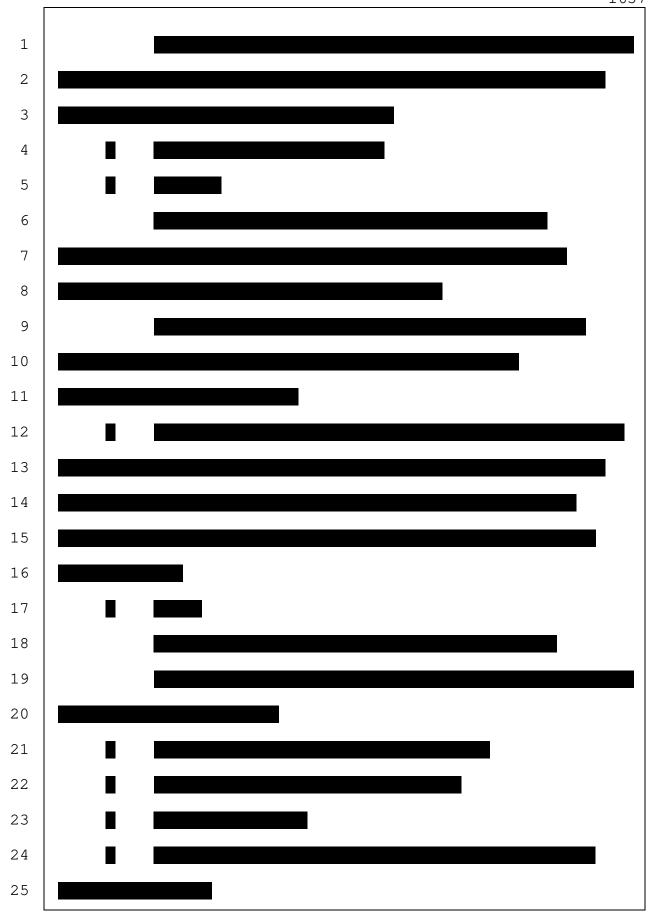


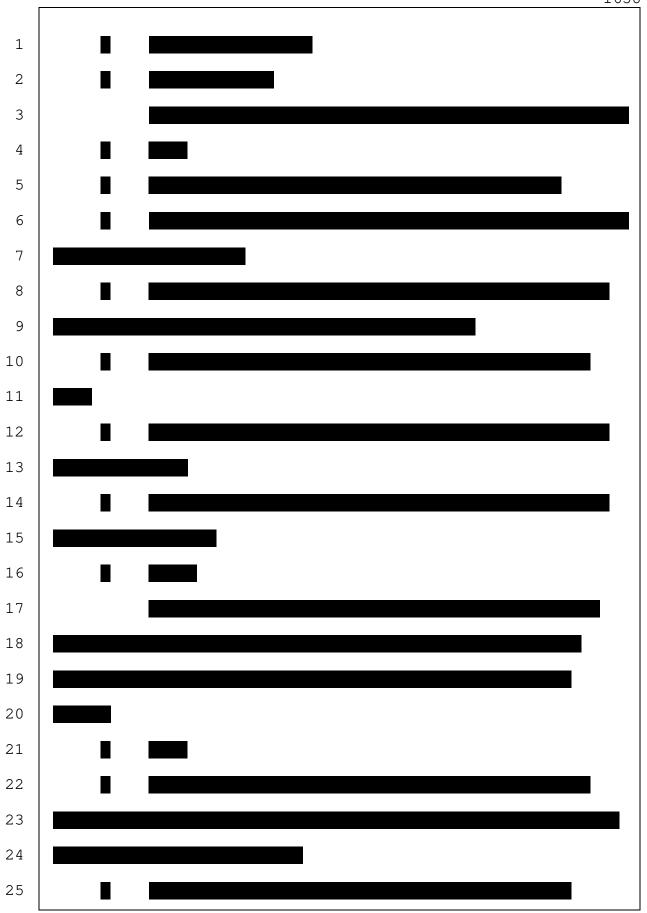


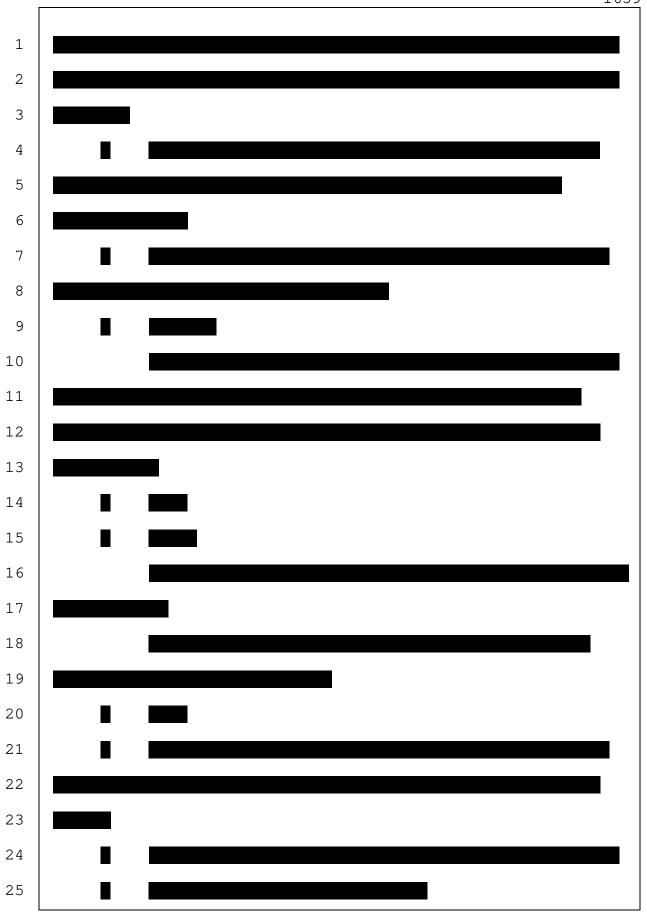


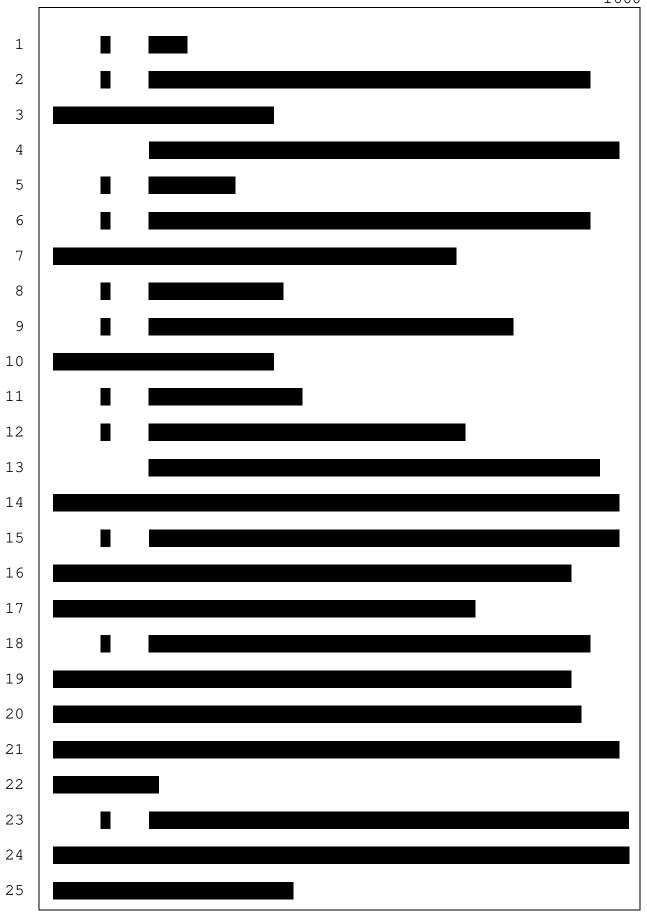


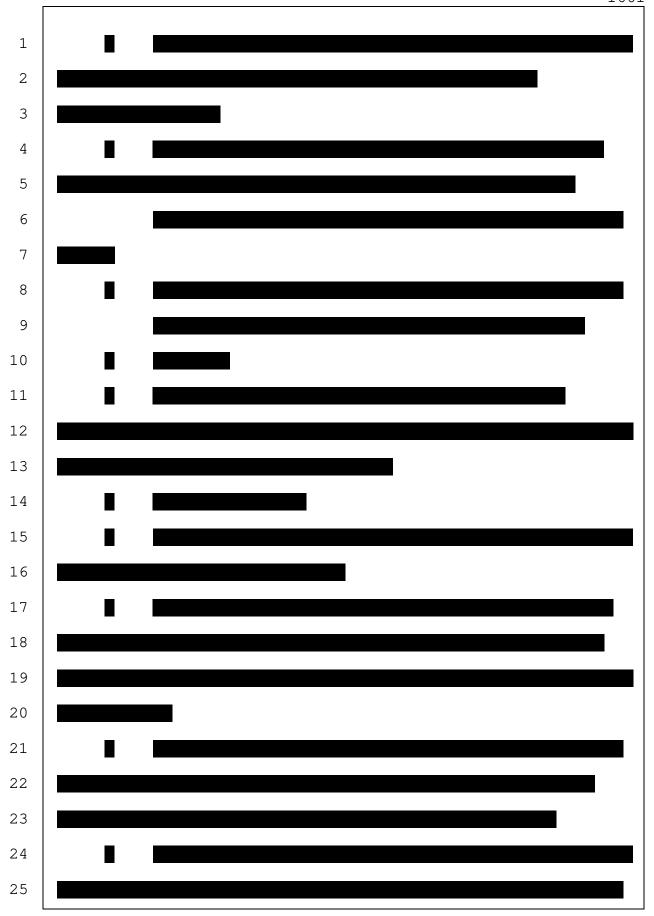


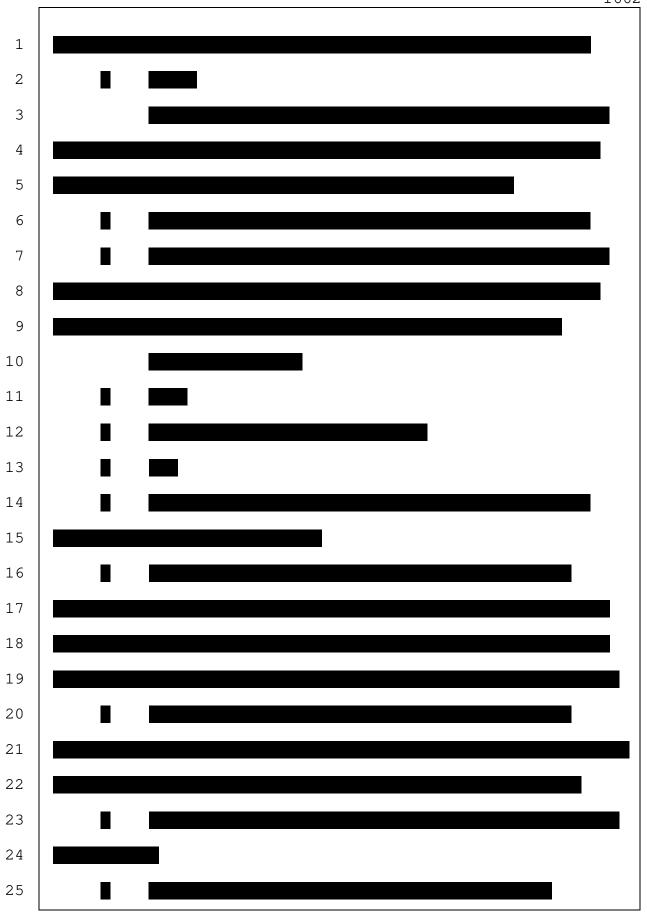


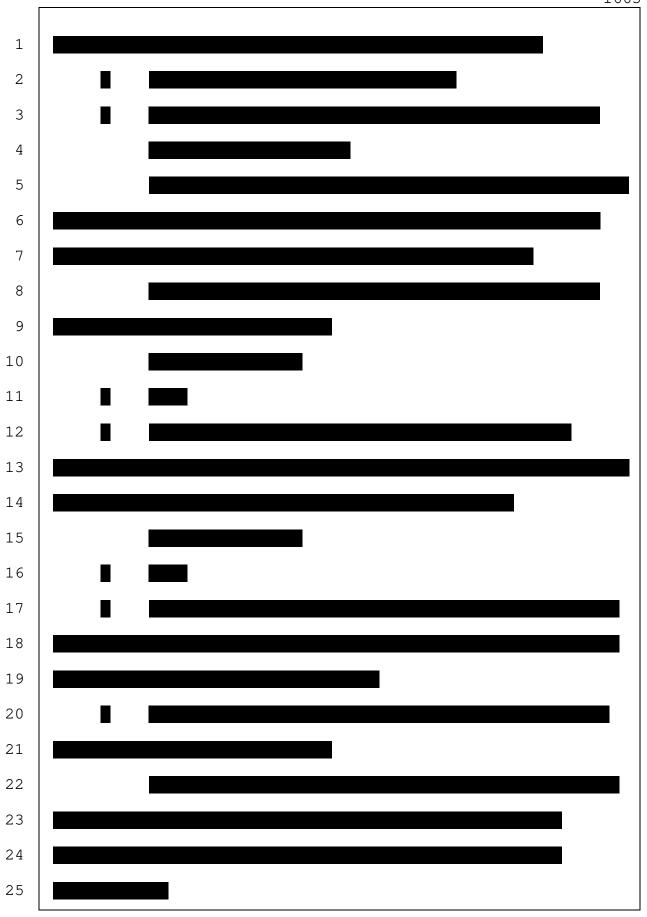


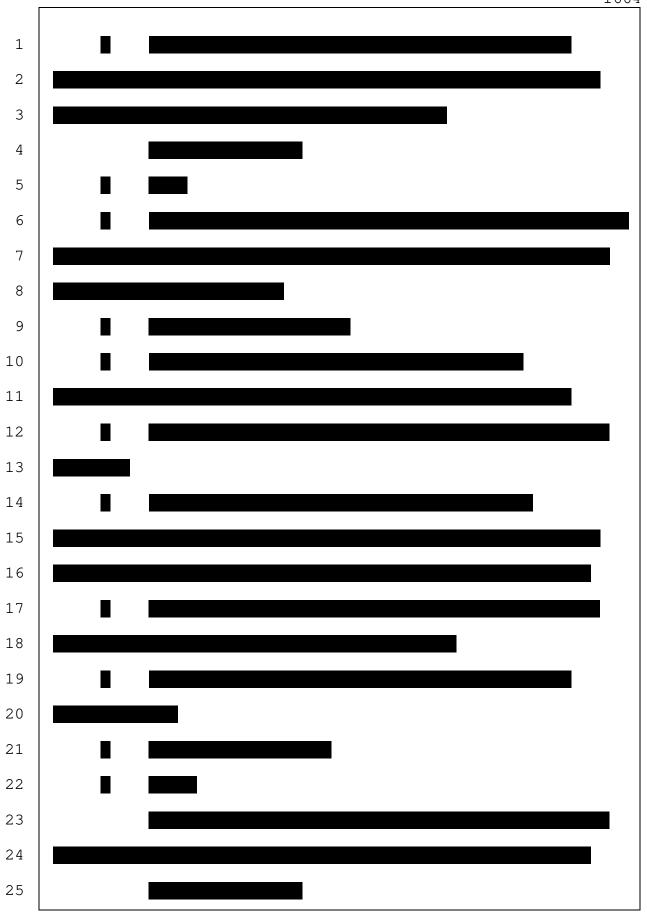


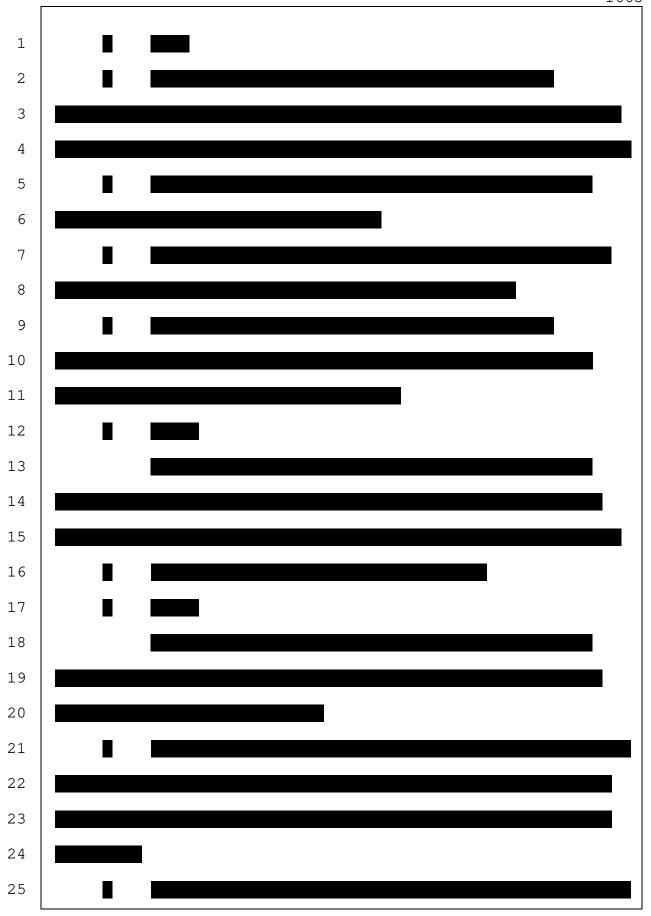


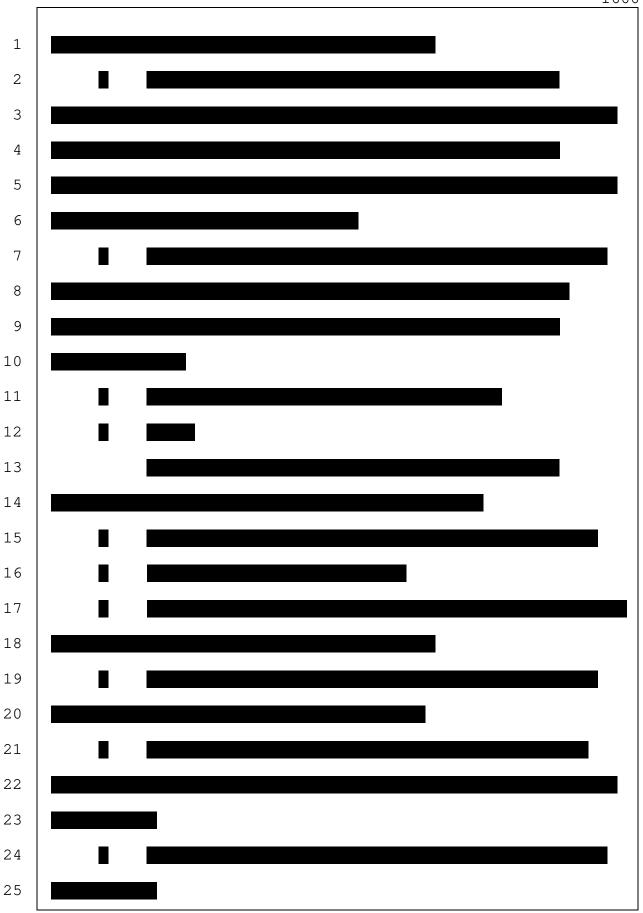


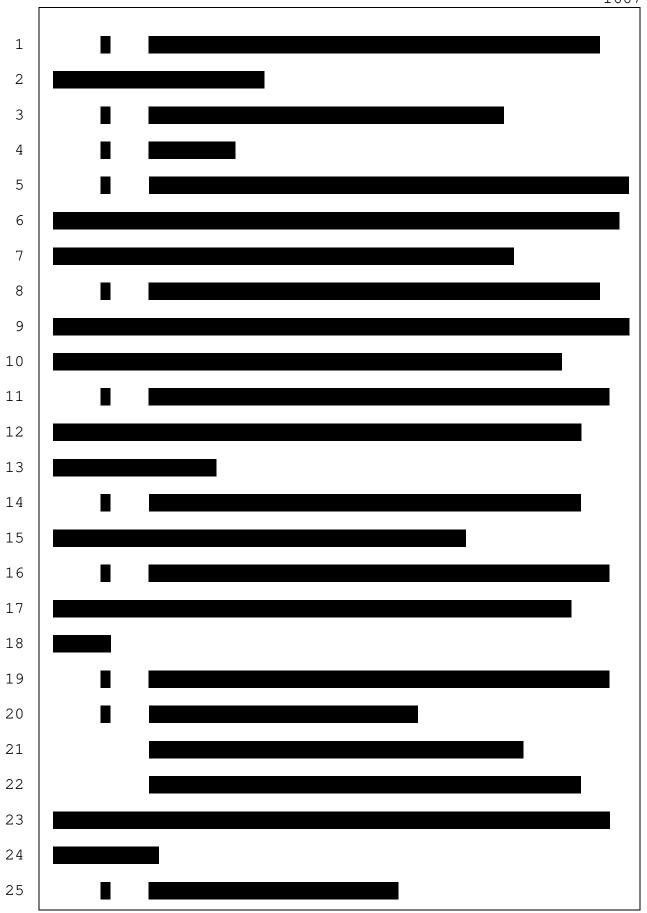


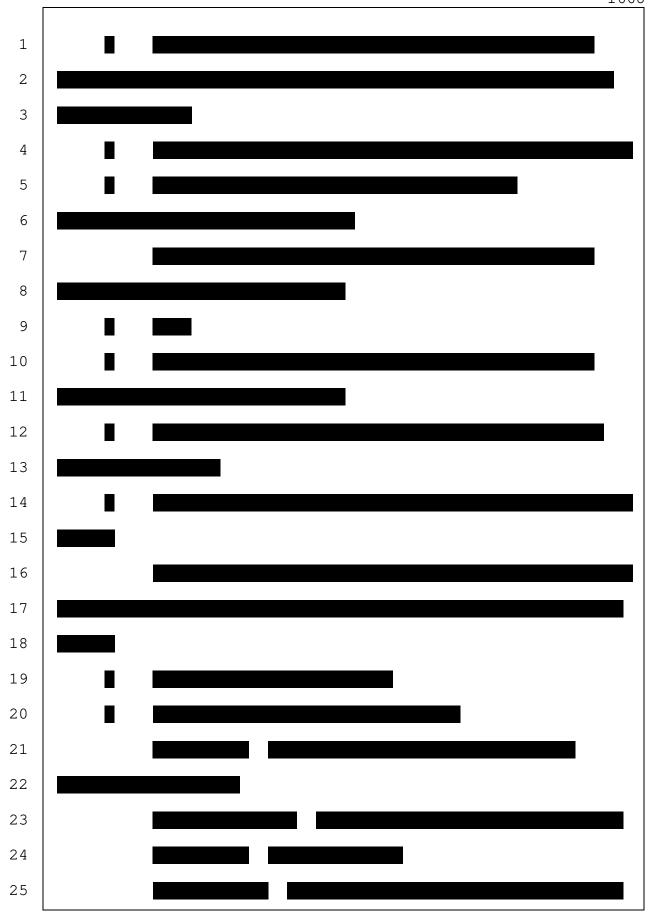


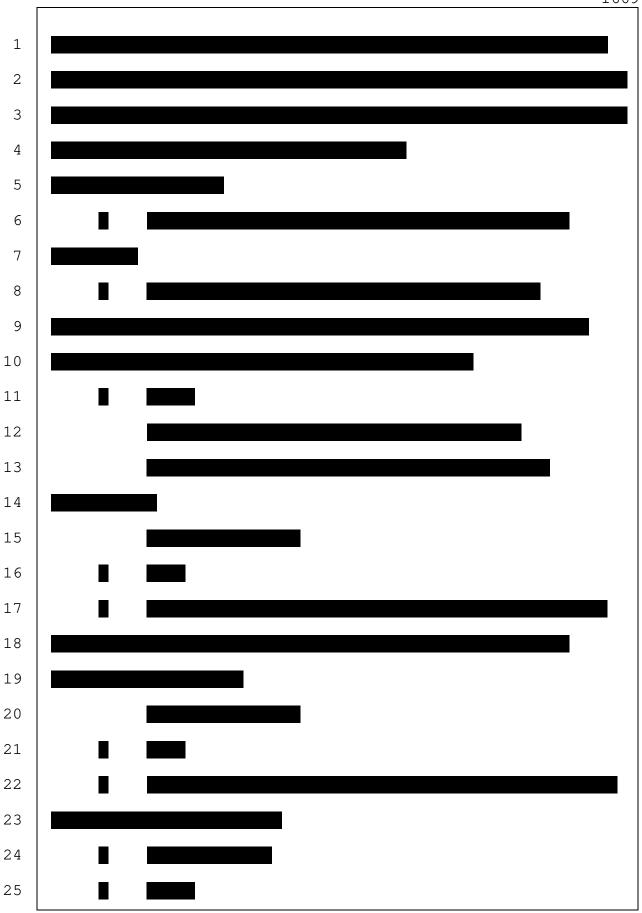


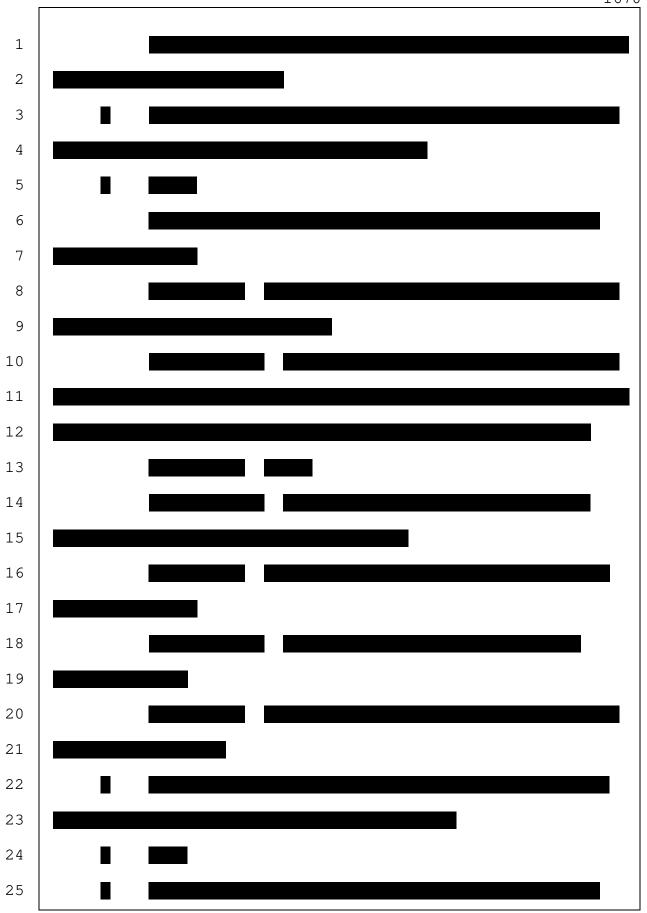


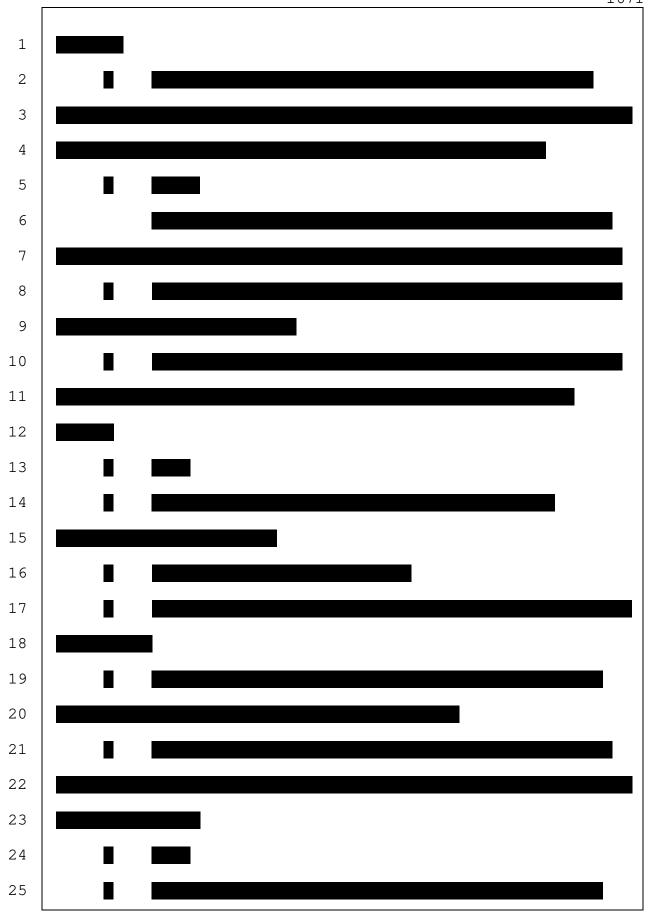


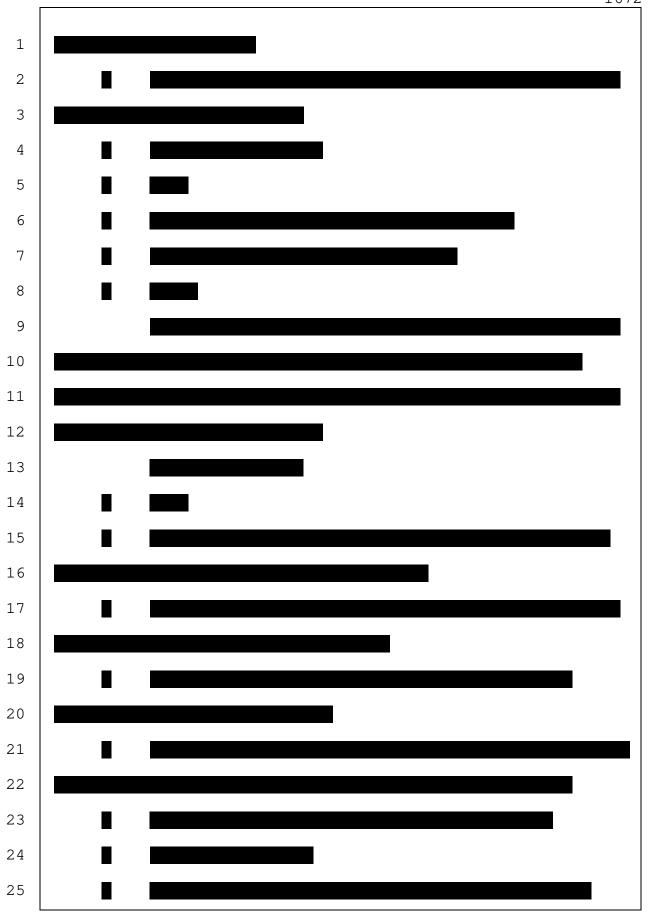


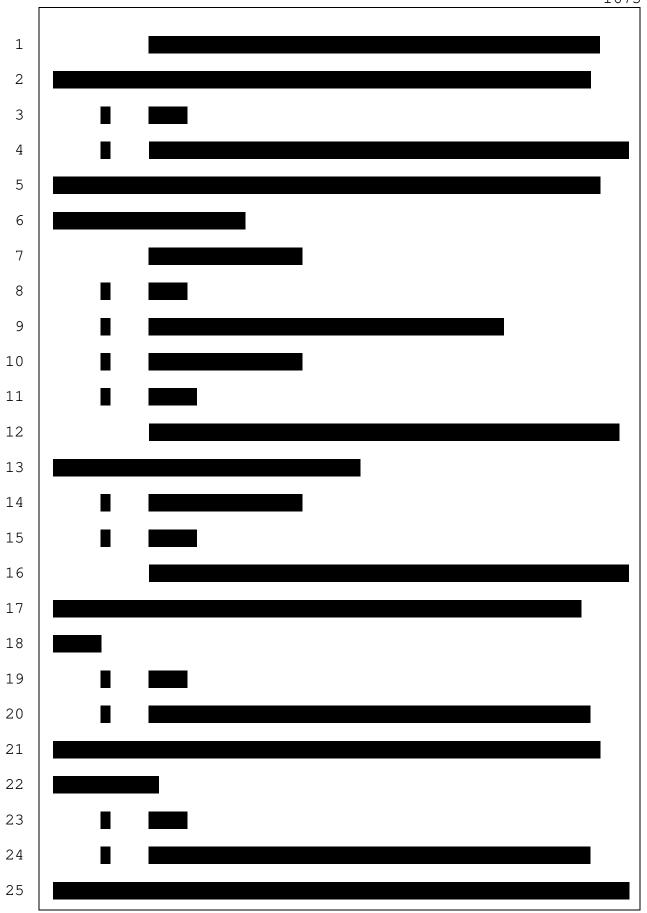


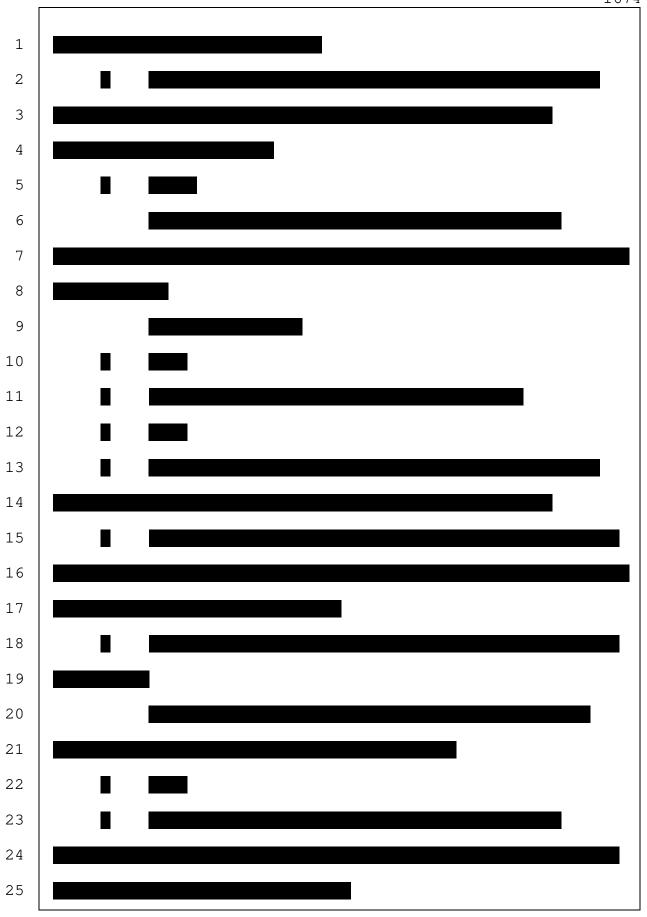


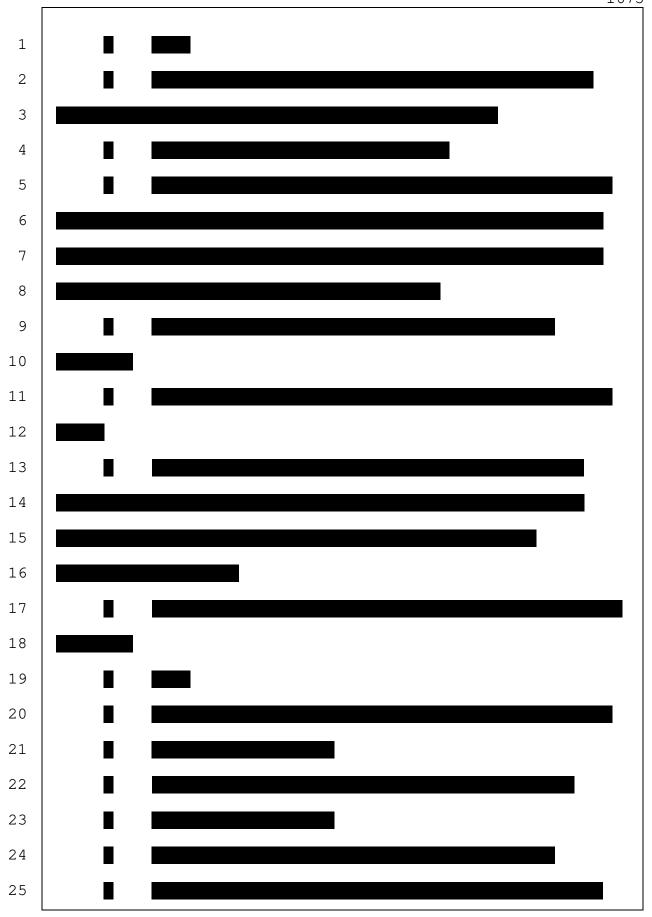


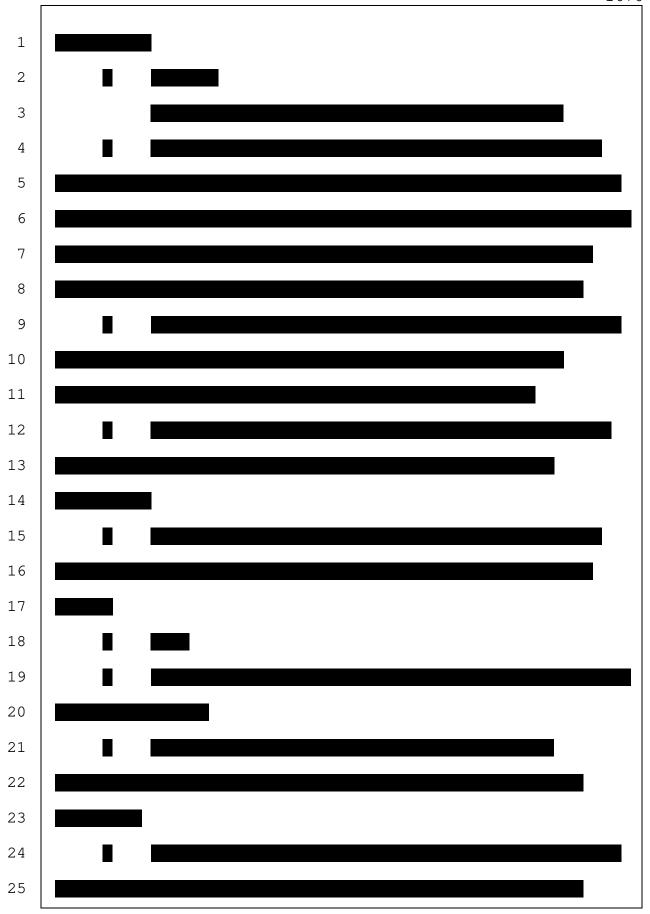


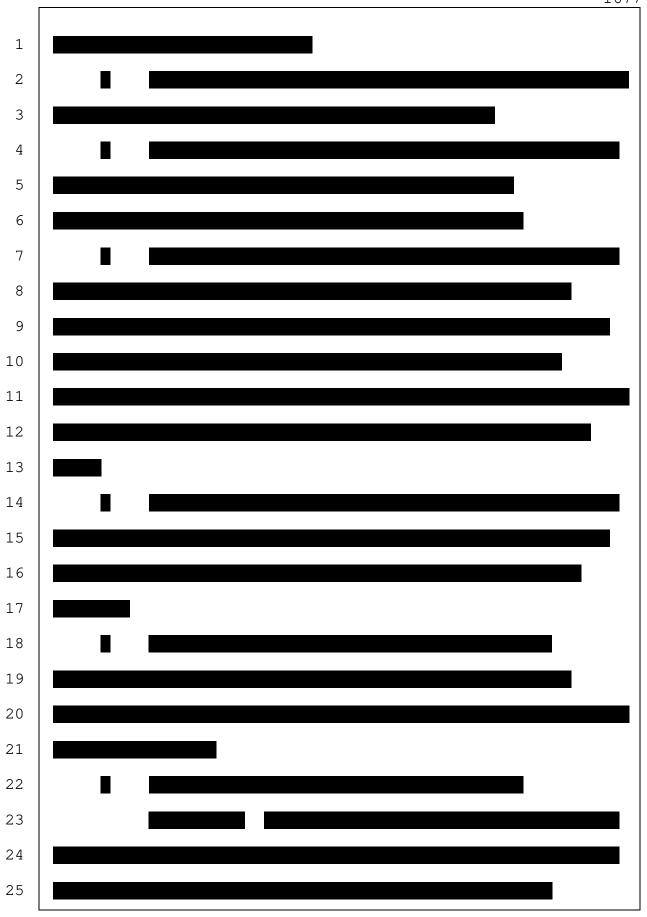


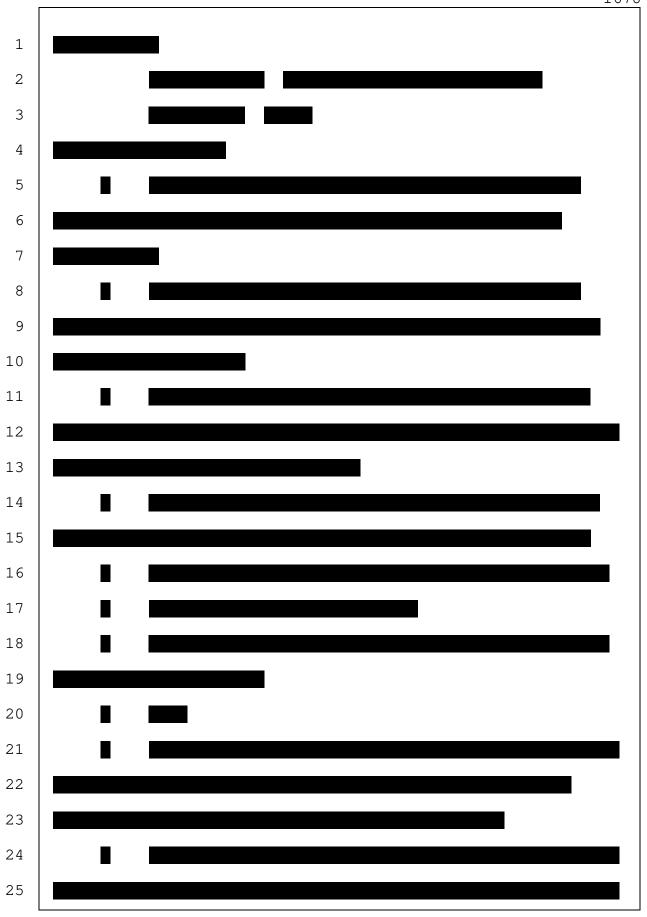


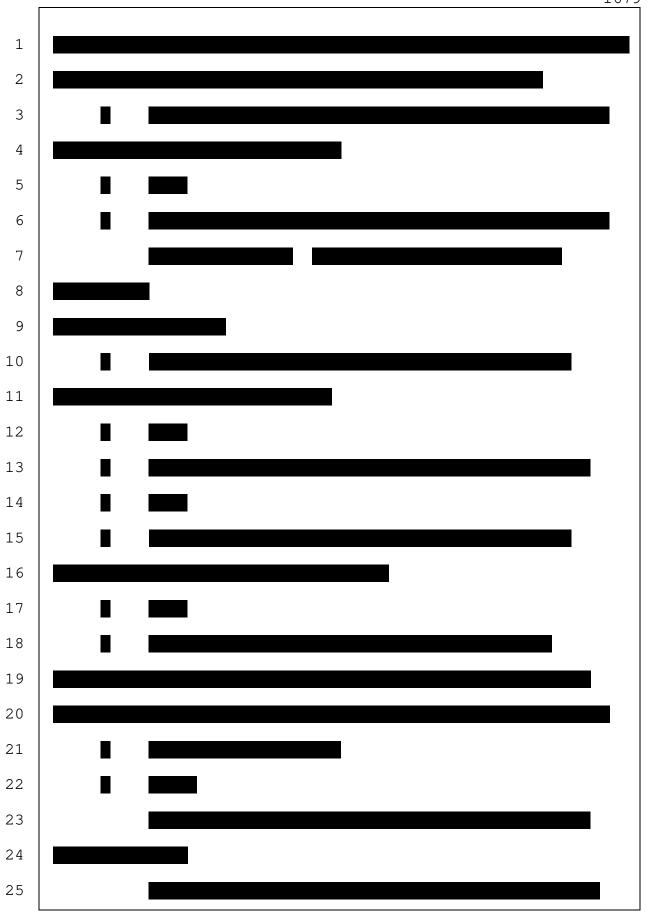


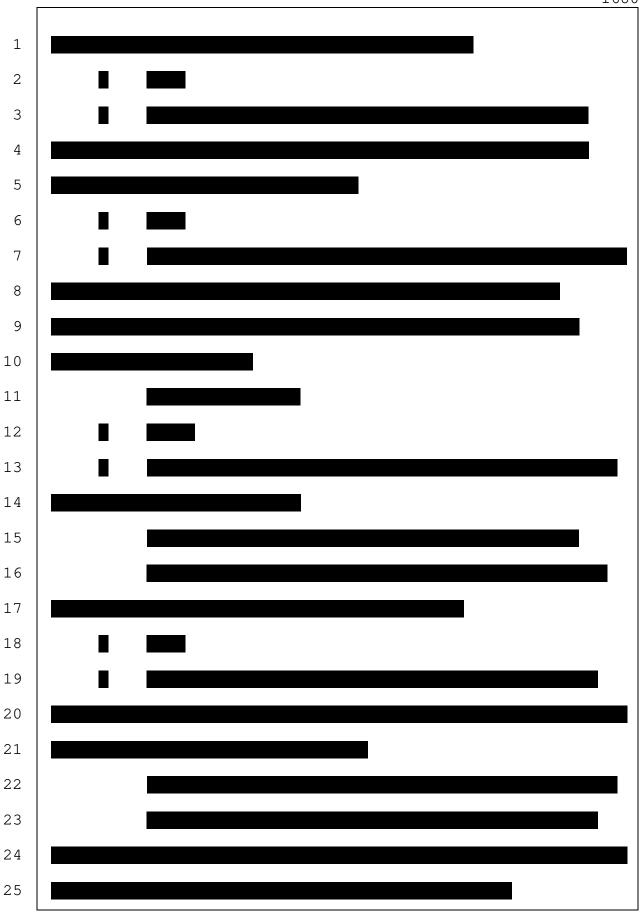


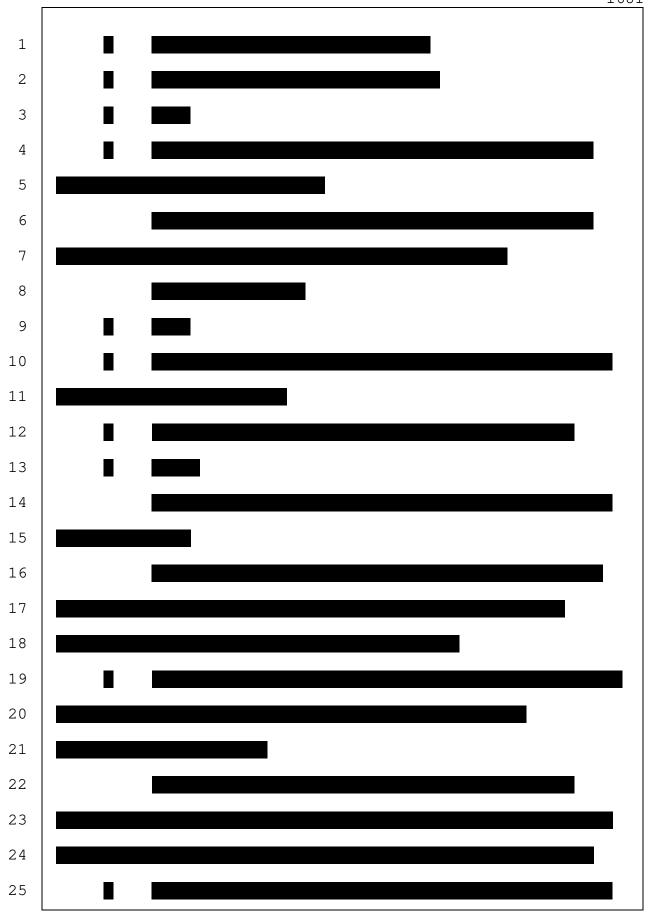


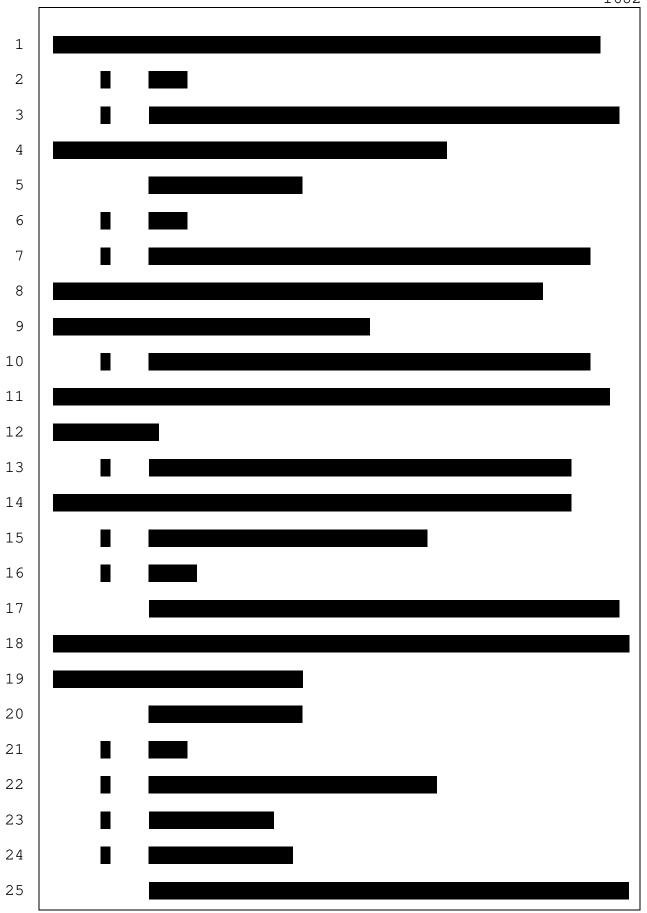


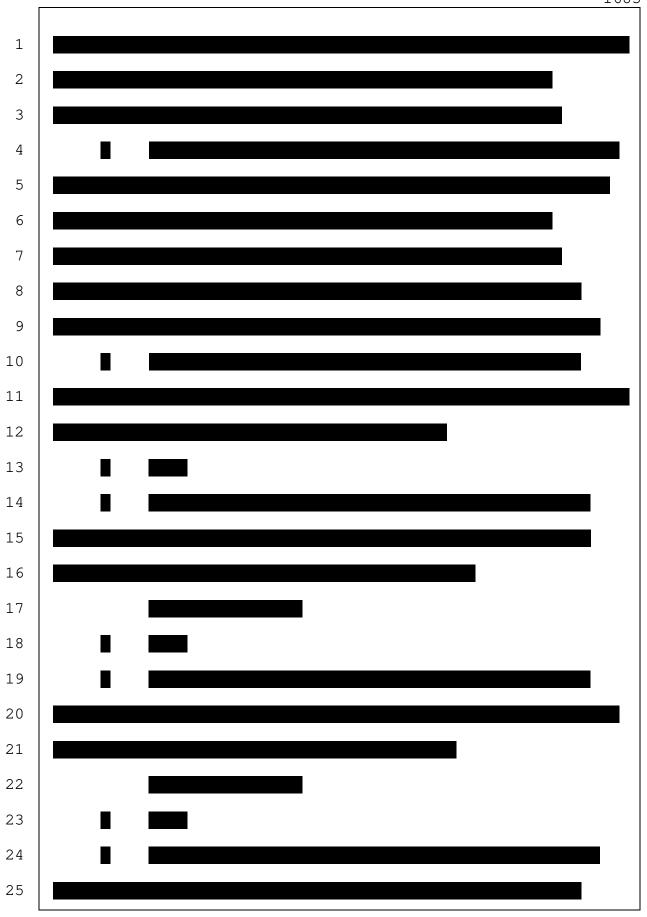


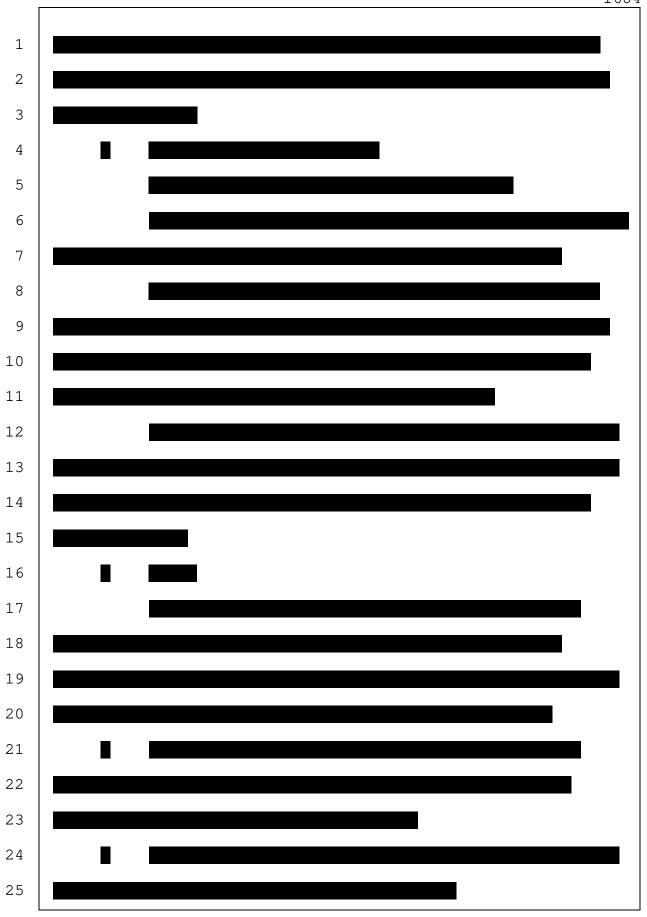


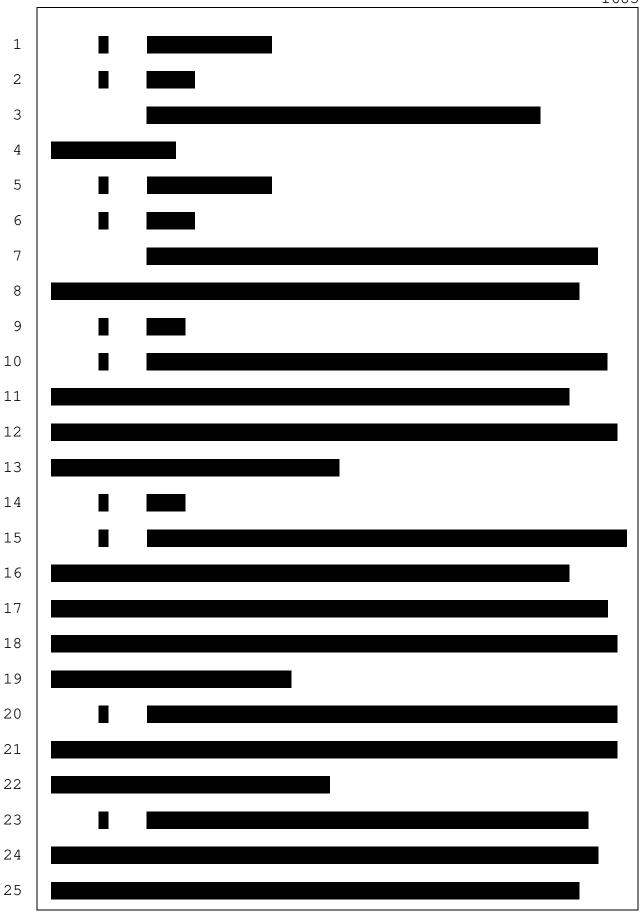


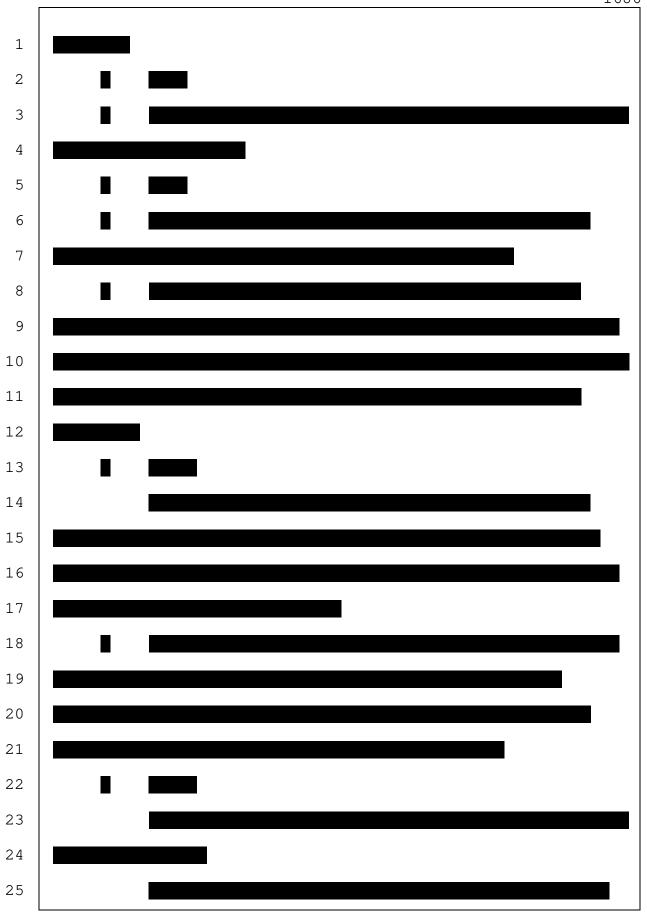


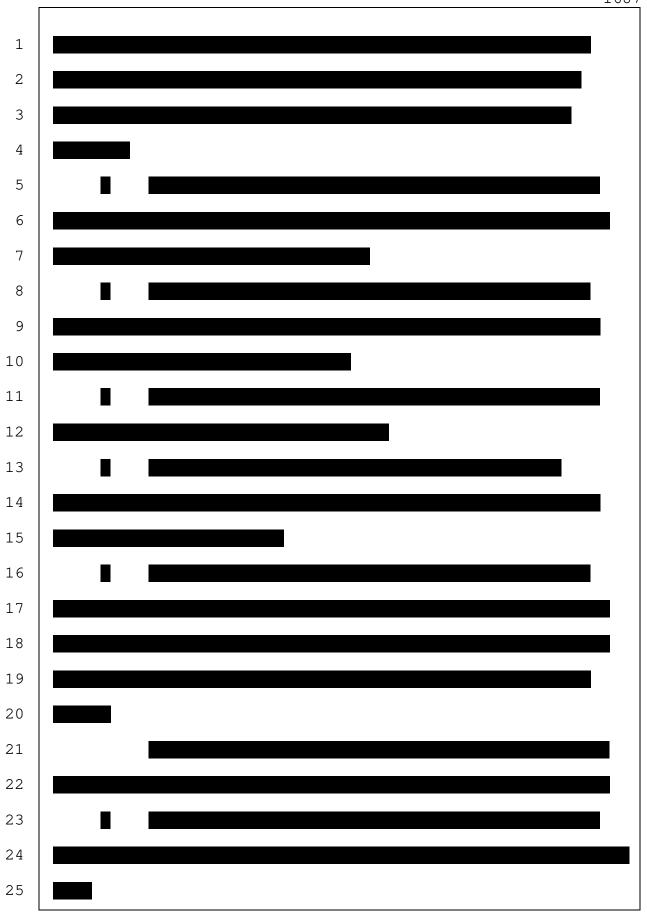


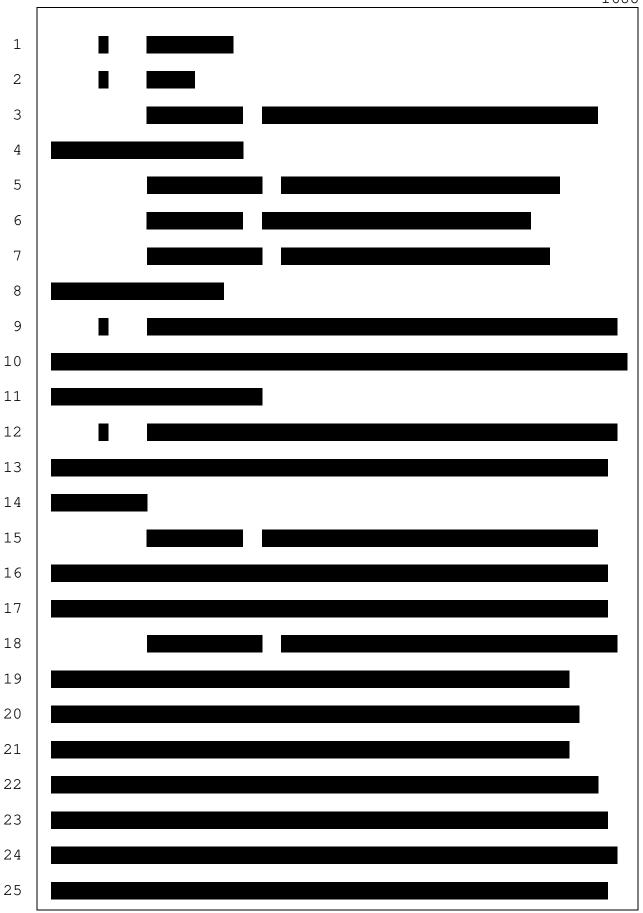


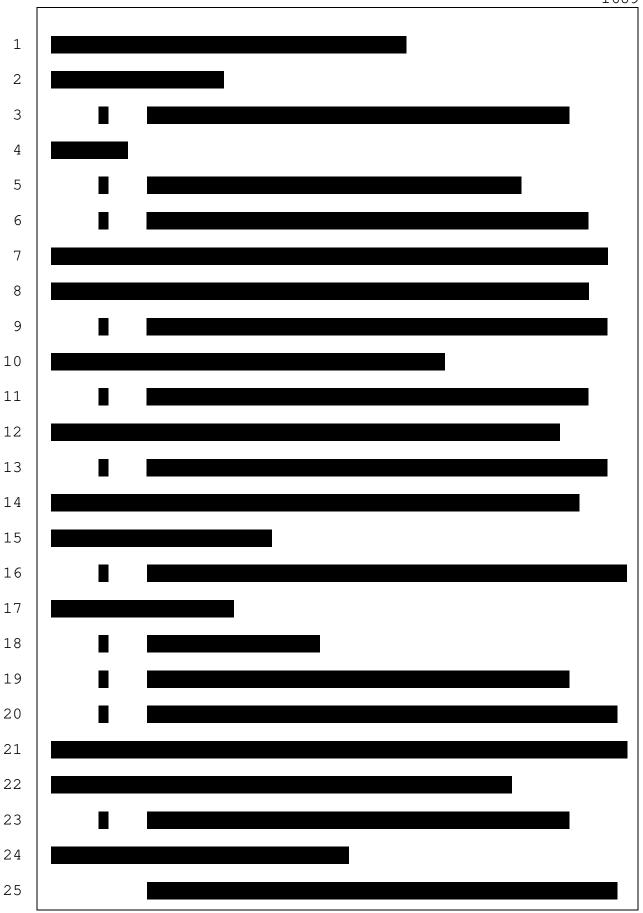












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| 5 | |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |
| 11 | One more document, Mr. Roszak. Let's take a look |
| 12 | at UPX38. |
| 13 | MR. HAFENBRACK: And, Your Honor, before we |
| 14 | publish Mr. Penado may we publish UPX38 on the screen? |
| 15 | THE COURT: This is the document we were talking |
| 16 | about the end of the day yesterday? |
| 17 | MR. HAFENBRACK: Yes, Your Honor. |
| 18 | THE COURT: Since we're in closed session, we're |
| 19 | all in agreement that it can be shown. |
| 20 | MR. BENNETT: That's fine, Your Honor. |
| 21 | BY MR. HAFENBRACK: |
| 22 | Q And, Mr. Roszak, before I get into the document, I |
| 23 | want to put the metadata for this document up on the screen. |
| 24 | And this is the metadata sheet that was produced |
| 25 | to us in association with this document by your counsel. |

```
And did you see that under both custodial --
 1
 2
     custodian fields your name is there?
 3
          Α
               I see what is highlighted, yes.
 4
          0
               And you see that that's your name, correct?
 5
          Α
               Yes.
 6
          Q
               And you see the e-author is mroszak@google.com?
 7
          Α
               Yes.
               Is that your email address?
 8
          Q
 9
          Α
               Yes.
10
          Q
               And you see the file path is a file path for Mike
11
     Roszak?
12
               I see that.
13
               And that would be a file path to a folder you have
14
     on your work computer or server?
15
          Α
               I do not know what that is.
16
               Okay. And you see the file name is "Search
17
     Advertising Speech"?
18
          Α
               Yes.
19
               And the date created, July 27, 2017, correct?
20
               Yes.
          Α
21
               We can go back to UPX38, Mr. Penado.
          Q
22
               THE COURT: I'm sorry. What was the date again?
23
     I missed that.
24
               MR. HAFENBRACK: July 27th, 2017, Your Honor.
25
```

```
BY MR. HAFENBRACK:
 1
 2
               And, Mr. Roszak is -- to the best of your
     recollection, is UPX38 a document you wrote on a Google
 3
 4
     computer?
 5
               I don't recall, but I would assume so.
 6
          Q
               Okay.
 7
               Is it your standard practice to write work-related
     documents on your work computer?
 8
 9
               I write most things on my work computer.
10
          Q
               Okay.
11
               And I believe you testified that you presented --
12
     this is notes for a speech; is that right?
1.3
               Yes. I mentioned as part of a training class,
14
     there was an afternoon communications course. And there
15
     were some tips around presentation that, you know, jotted
16
     this down as part of that communications training.
17
               And that was a training at Google?
18
               It was a training -- it was not on -- it was not
19
     on, like, at Google. It was off-site. I don't know if
20
     that's what you're asking.
21
               An off-site training, but hosted or sponsored by
2.2.
     Google; is that right?
23
          Α
               Yes.
24
               And do you recall how big the class was?
25
          Α
               I don't recall.
```

And were the other attendees at the class also 1 2 Google employees? 3 Attendees, yes. 4 And who gave the -- if there was a leader of the 5 presentation, who was the leader of the training? 6 There was an external firm, I forget who. 7 0 Okay. And you don't recall who the other Google 8 9 employees at the training were? 10 I don't recall. 11 Would it have been members of your team or people 12 you didn't know? 1.3 People I did not know. Α 14 Q Okay. Okay. 15 Let's take a look at UPX38 and direct your 16 attention to the first paragraph, Mr. Roszak, and we'll 17 highlight that on the screen for you. And there's a reference here to a dinner with a 18 19 person named Christian. Do you see that? 20 Yes. 21 And Christian is Christian Cramer, C-r-a-m-e-r; is 2.2. that right? 23 Α I think when we touched on this last time, I said 24 that was maybe the case. I do not think it was him. 25 Q Who do you think it was?

I do not know who this Christian was off the top 1 2 of my head. 3 Between your deposition and today, what made you 4 think -- what made you think it wasn't Mr. Cramer? 5 Connecting the date to this training, Christian 6 was not at this training. 7 0 I see. 8 Were you able to figure out anyone else who was at 9 the training? 10 Α No. 11 Q Okay. 12 And in the first paragraph here -- strike that. Do you recall who you had this dinner with? 13 I don't recall. 14 Α 15 0 Okay. 16 The first paragraph, I'm going to read it, it 17 says, "Search advertising is one of the world's greatest 18 business models ever created - maybe Windows is on that same 19 level as Christian and I discussed at dinner. And there are 20 certainly illicit businesses (cigarettes or drugs) that 21 could rival these economics, but we are fortunate to have an 2.2. amazing business." 23 Did I read those words correctly? 24 I believe so, yes.

And that's a bullet point that you wrote; is that

25

right? 1 2. Yes. 3 And the reference to Windows, does that refer to 4 the Microsoft -- the Microsoft computer platform? 5 I don't recall the specifics of what we were 6 talking about around that. 7 0 And, again, just asking about this bullet point. In the context of this bullet point when you say, "We are 8 fortunate to have an amazing business," you're referring 9 10 there to Google's search business, right? 11 Α Yes. 12 Q Okay. 1.3 Let's go to the second and third bullets. 14 And the first bullet says, "Part of what's been so 15 amazing about that is that we've essentially been able to 16 ignore one of the fundamental laws of economics - businesses 17 need to worry about supply and demand-businesses, " correct? 18 Α Well, I see that. 19 I don't know if I would say it's correct. 20 I just meant --0 21 I just know this exercise is -- yeah. Α 22 I don't necessarily believe that was the case, but 23 that is what -- if you're saying is that what it says, 24 that's what it says. I just meant that I read that correctly, right? 25

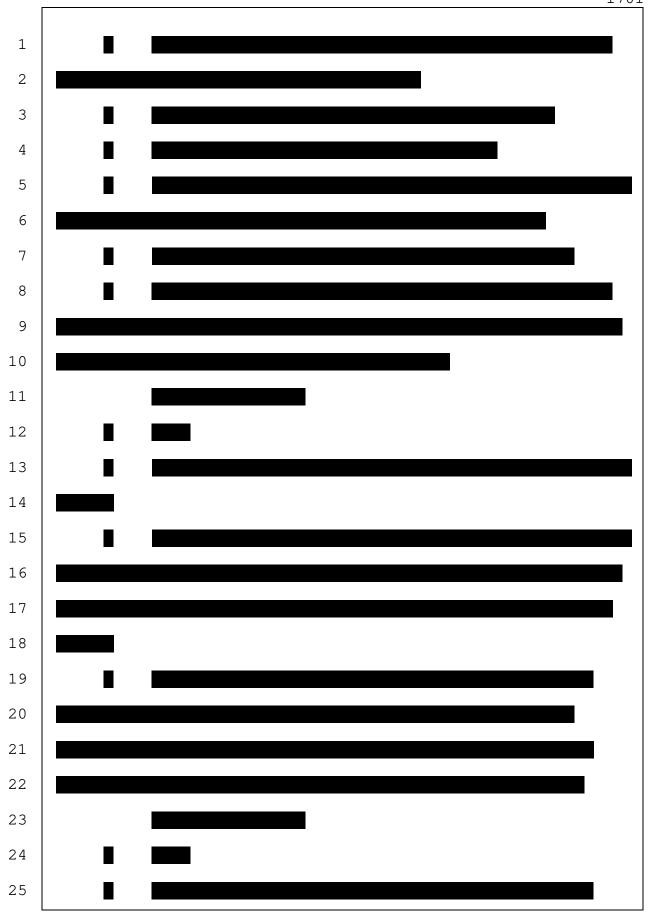
- 1 A Yes.
- 2 Q And that's another bullet point that you wrote,
- 3 correct?
- 4 A Yes.
- And the next bullet point down that's highlighted says, "When talking about revenue, we can mostly ignore the demand side of the equation (users and queries), and only focus on supply side of advertisers, ad formats, and sales,"
- 9 | correct?
- 10 A Well, again --
- 11 Q That's what it says?
- 12 A When you say "correct," that's what it says.
- 13 Q That's what it says, correct?
- 14 A Yes.
- 15 Q And you wrote that one as well, right?
- 16 A Yes.
- Q And the "we" in "we can mostly ignore the demand side of the equation" is Google; is that right?
- 19 A So this is where I'm not -- this is where it's,
- 20 | like, full hyperbole and exaggeration. Like, I don't know
- 21 | if I really had any thoughts in mind around what these
- 22 | things were. It was much more around, like, playing around
- 23 | with the hyperbole and exaggeration in terms of this
- 24 document.
- Q Okay. But my question is just when you say, "We

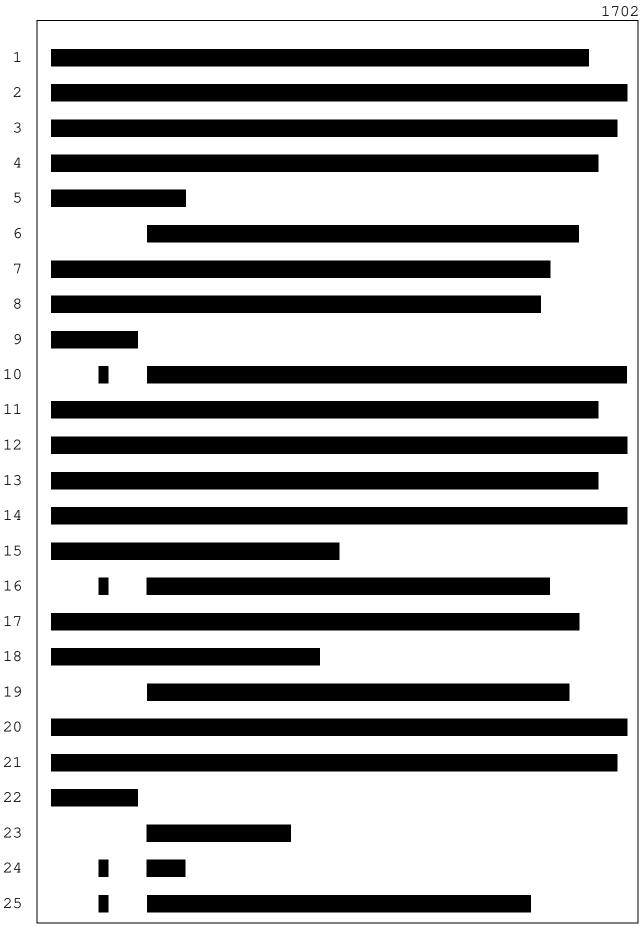
could mostly ignore the demand side of the equation, " is the 1 2 "we" there a reference to Google, correct? 3 I would assume it was Google. 4 0 Okay. 5 And then one more bullet point, and the next one 6 says, "Sure. We had to build the best product, made smart 7 marketing/distribution investments to get our product 8 everywhere, but we could essentially tear the economics textbook in half." 9 10 Did I read that correctly? 11 Α Yes. 12 Q And you wrote that sentence as well, correct? 13 Α Yes. 14 And the smart distribution investments that got Q 15 Google everywhere were defaults, correct? 16 I don't recall what I was thinking about at that 17 time. 18 Okay. Q 19 And with respect to all of these bullet points, 20 you -- at the time you wrote these bullet points, you were 21 the finance director for the Google Search product, correct? 22 Α I believe so, yes. 23 And you'd been in the finance department at Google 24 for almost a decade, correct? 25 Α Yes.

```
And you're a vice president at Google today,
 1
 2
     correct?
 3
          Α
               I am today.
 4
               MR. HAFENBRACK: No further questions, Your Honor,
 5
     at this time.
 6
               THE COURT: Okay. Thank you, Mr. Hafenbrack.
 7
               MR. HAFENBRACK: Actually, I do have one more
 8
     question, if I may, Your Honor.
 9
               THE COURT: Okay.
10
     BY MR. HAFENBRACK:
11
               We briefly discussed a Christian Cramer, and you
12
     mentioned you didn't think that the first bullet point in
13
     UPX38 was referring to him?
14
          Α
               Yes.
15
               Mr. Cramer is an employee at Google, correct?
16
          Α
               Yes.
17
               And he, like you, is a finance employee at Google;
18
     is that right?
19
               Yes.
          Α
20
          Q
               Okay.
21
               MR. HAFENBRACK: Thank you, Your Honor.
22
               MR. CAVANAUGH: Your Honor, we have no questions
23
     of this witness.
24
               THE COURT: Okay.
25
               All right. We'll begin with Google's examination.
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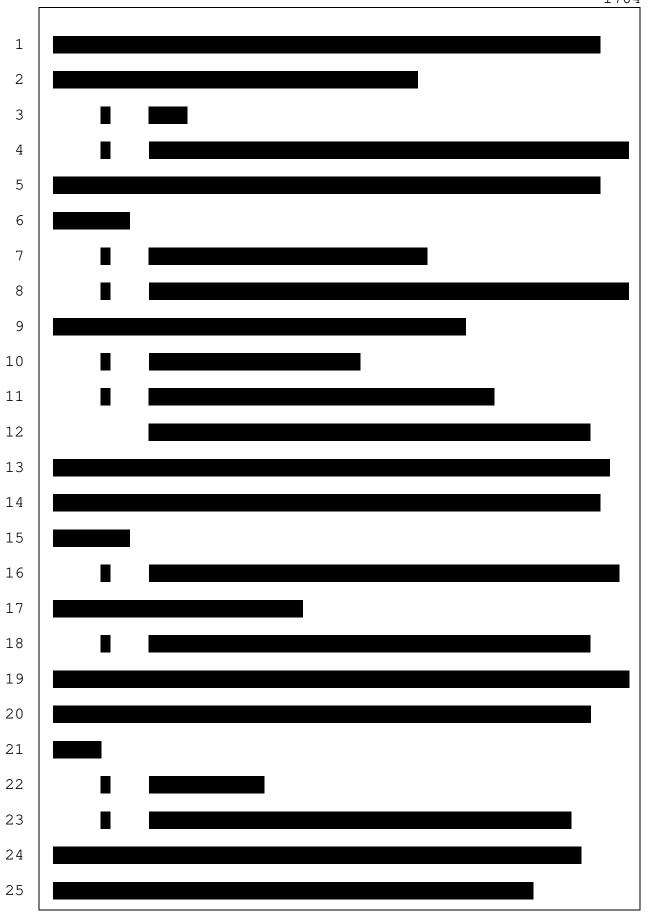
MR. BENNETT: We do, Your Honor. 1 2. 3 CROSS-EXAMINATION 4 BY MR. BENNETT: 5 Good afternoon. Ted Bennett from Williams & 6 Connolly on behalf of Google. 7 Good afternoon, Mr. Roszak. It is afternoon. 8 A few questions for you. I'll try to be brisk. 9 Just looking at Exhibit 38, which is in front of 10 you, yeah, I noticed in the meta --11 Can we put the metadata up? The metadata indicates that this document was 12 13 created and last saved during about an hour-long period, oh, 14 a little over seven years ago. Does that sound about right 15 when you went to this training? 16 Yes, that sounds about right. 17 And you haven't accessed the document in more than 18 seven years? 19 Α No. 20 The metadata doesn't indicate that you sent that 21 document to anybody. Does that seem about right? 2.2. Α Oh, yes, I did not spend this to anyone. I would 23 not have sent this to anyone. 24 This training you went to, did Google assign you 25 to go to the training or was this something you did

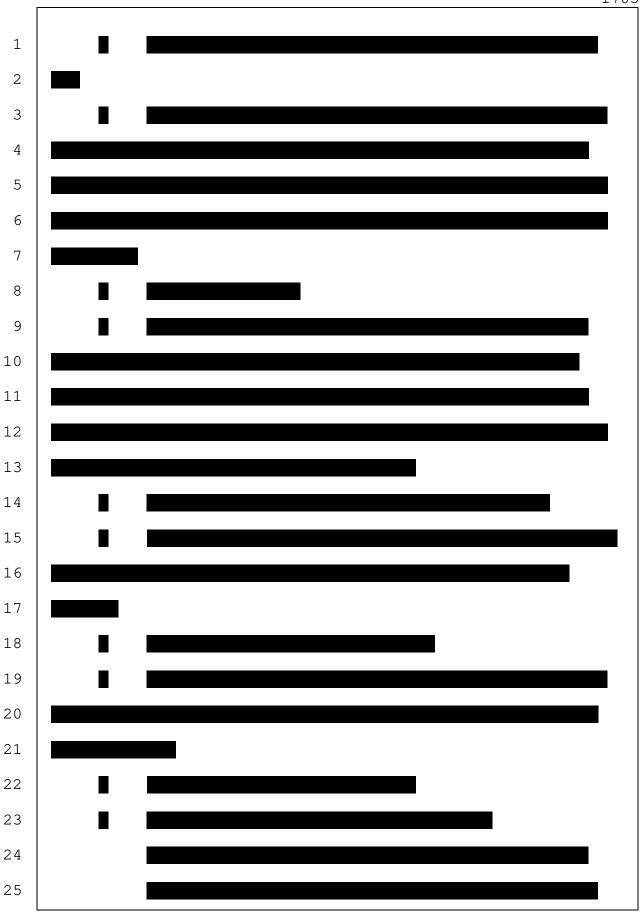
voluntarily, specifically the public speaking training? 1 2 It was part of a broader training. It was part of 3 like a six-day training one afternoon then. 4 I don't remember exactly how I ended up in the 5 overall training. 6 But was there a menu of things you could take, of 7 different breakout sessions? No, it was a pretty set curriculum in terms of --8 the curriculum was set as we entered the training. 9 10 Q Okay. 11 The first four bullets on Exhibit 38, I'm not 12 going to walk back through them. First of all, 1.3 do you believe the statements made in those first four bullets to be true? 14 15 No, I do think Google has to care about supply and Α 16 I do think Google has to care about demand. 17 Part of this exercise was playing around with, 18 like, how to get attention upfront, and I used this training 19 as an opportunity to work on hyperbole and exaggeration and 20 say things that I do not think are true. 21 You can put that aside. Q Thank you. 2.2. 23 24 25

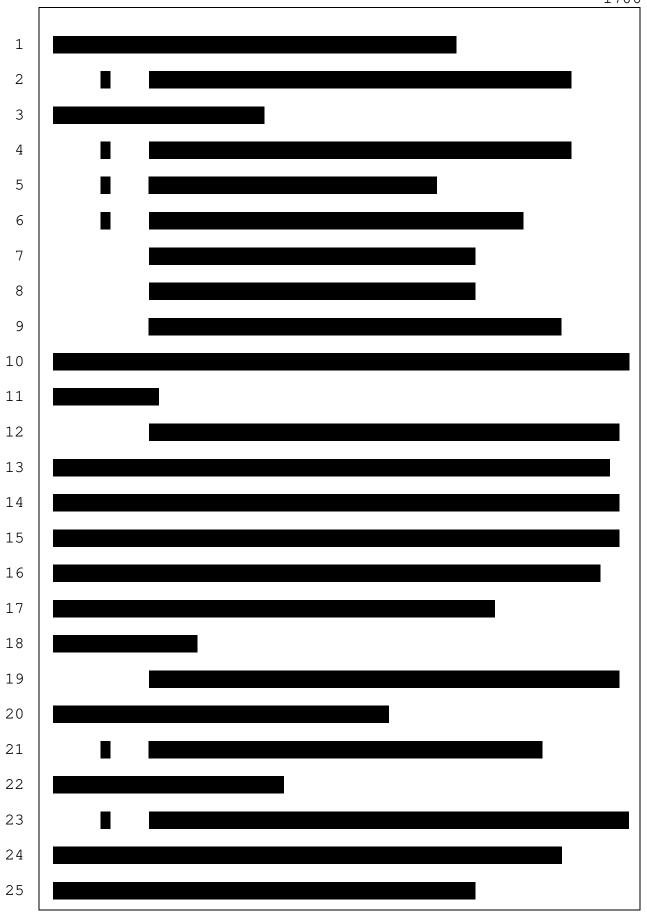


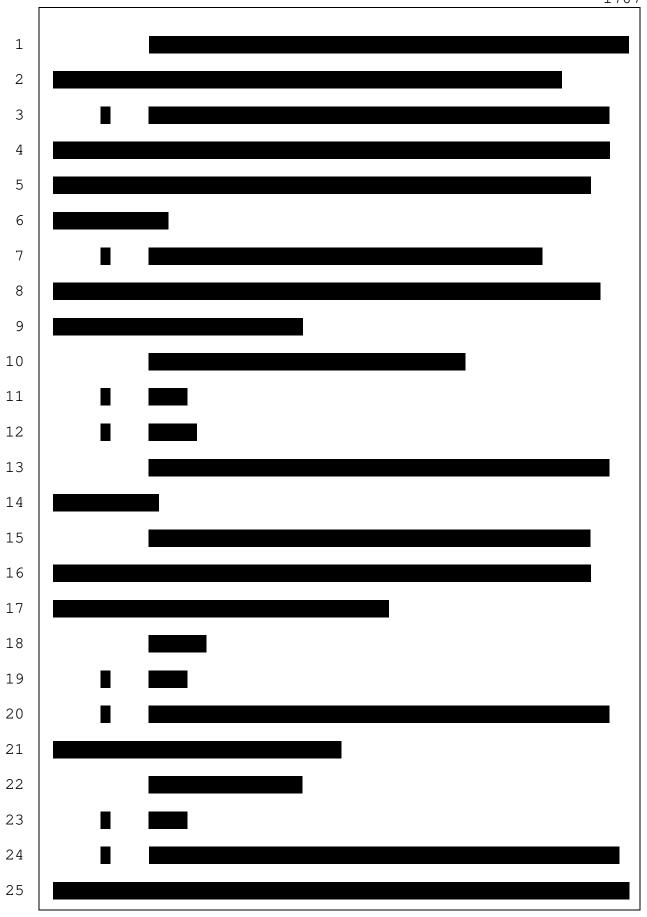


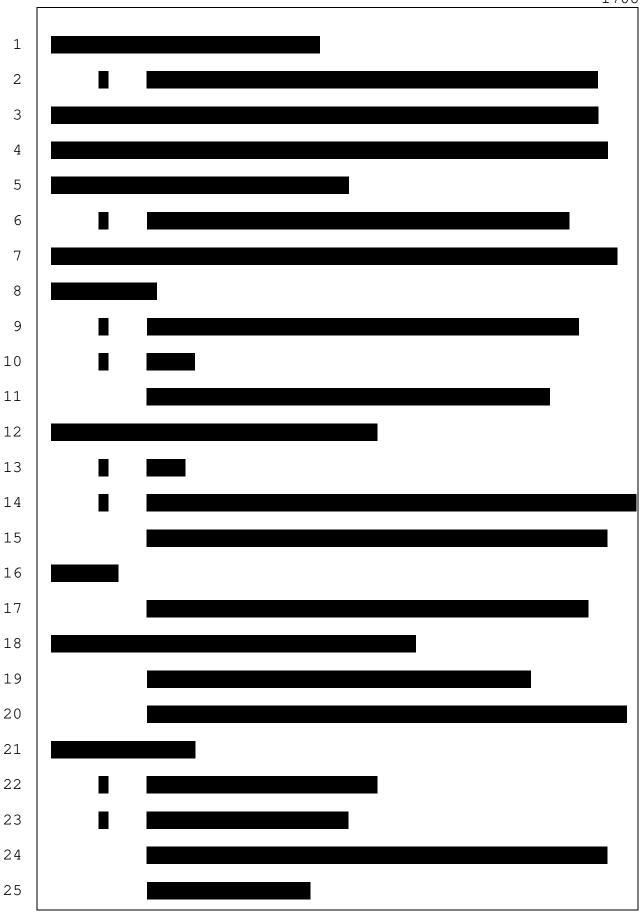


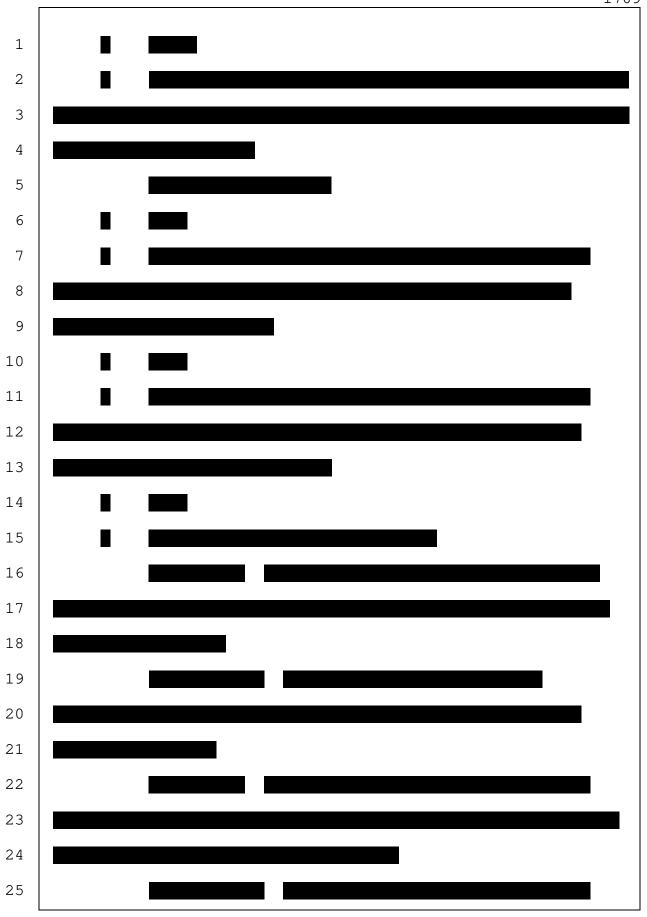


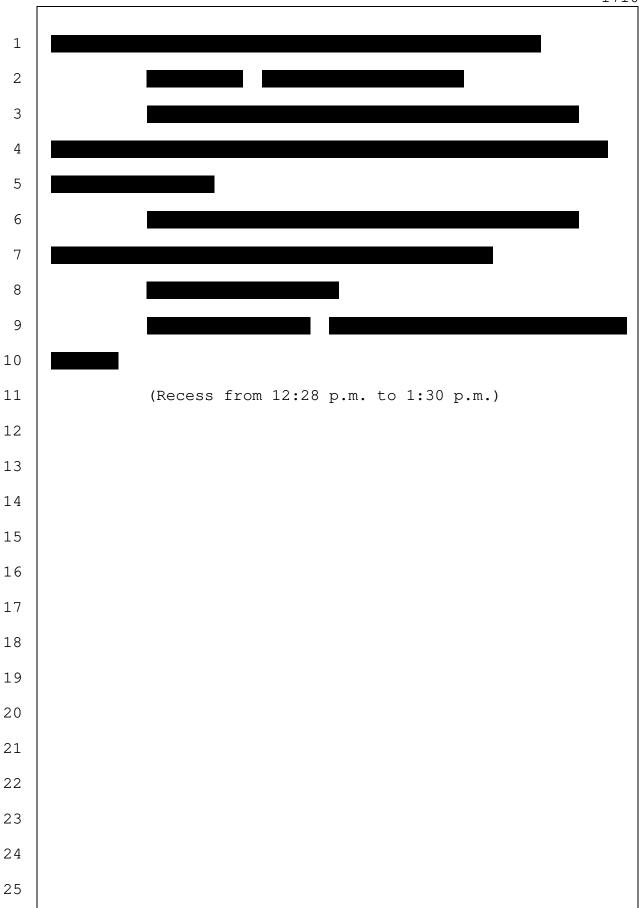












CERTIFICATE

I, William P. Zaremba, RMR, CRR, certify that the foregoing is a correct transcript from the record of proceedings in the above-titled matter.

Date:__September 20, 2023__



William P. Zaremba, RMR, CRR

closed [2] 1600/2

be [4] 1690/19 1691/13 1690/18 **1:30 [1]** 1710/11 above-titled [1] 1711/4 BY MR. 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