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Discovery and Google

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Branch's Local Discovery System (LDS) has no overlap with Google

On Account of the following :

- Search Scope :
  - On-device results only
  - No internet connection required
  - Only app results and NO Web Search

- Product Design :
  - Branch's search use case is totally different and distinct from Google search, and there is zero impact on Google search traffic after implementing Branch.
  - Branch improves existing, OEM-managed Android OS functionality that has existed since Android version 1.

Our valued operator partners support this view : All our operator partners (Top 7 in the world) have confirmed that they don't see any overlap with their Google RSA. Through these operators we are working with multiple OEMs to launch Discovery.

Lastly, In an operator distributed OEM device, operator's RSA is the one that decides what can and what cannot be done as the Google client ID is operator's.

Branch's Search Scope is very different from Google's

- **Only Apps. NO Web Search is supported by Branch's Discovery**

  - Google search returns website results based on crawling the web whereas Branch returns app pages based on app providers sharing this data privately with Branch. Branch's Discovery results are not delivered from Internet content. Branch does not derive any results by crawling the web.

  - On-device search and web search are totally different use cases & markets. Branch is NOT a replacement for Google's search, and Google usage is unaffected by implementing Branch's solution.

  - Branch enhances and improves OEM-managed, Android OS functionality (on device search) that has existed since Android 1, which has co-existed with Google search without issue.

  - Discovery has no search functionality on Home screen. None of the Google Search entry point are affected by Branch.

Branch's delivers result in a very different way vs. Google

LDS is Branch's IP and our experts have paid great deal of attention to ensure that our proposition is unique and well differentiated vs any other product/solution in the ecosystem (incl. Google)

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- Branch's search doesn't involve a real time, server-based search
- App content is stored on device
- App content is derived from private relationships managed by Branch
- Data is regularly synced from cloud
- Results are provided from cache to match user query
- This means that functionality is maintained even when the user is offline

Google

- Google Search requires real-time server connections
- User query sent in real-time to various services
- Servers return results to device via a server connection
- Google returns Websites crawled from the open Web

Branch's LDS focus is to enhance app discovery and app engagement while ensuring a great customer experience.

Our solution does not require users to re-learn or re-adapt. Swipe Up from Home Screen is a very commonly used gesture and we enhance the app drawer to make it more feature rich and intelligent.