
From: Sender Unspecified
To: Panos Panay <REDA@microsoft.com>
Sent: 3/9/2020 4:35:27 PM
Subject: RE: Google/SA360

This is the lack of support for Bing Ads in the their ad tools platform. Concern is that Google is using its large and growing share position in ad tools to further disadvantage Bing. There are 25 feature parity gaps in the platform (places where Google Ads and Bing Ads have the same capabilities but SA360 only supports Google). We identified 9 high priority gaps. The escalation has been asking Google to provide more parity in their support. They dragged their feet for the second half of last year until I finally formally escalated to Don in December. They then dragged their feet again and finally provided an official response on Friday. [REDACTED]

From: Panos Panay
Sent: Monday, March 9, 2020 9:31 AM
To: Jon Tinter
Subject: Re: Google/SA360

I am confused as well. What is it. What made the turn

Sent from DUO

From: Jon Tinter <RED@microsoft.com>
Sent: Monday, March 9, 2020 9:20:35 AM
To: Panos Panay <REDA@microsoft.com>
Subject: Google/SA360

This issue took a very negative turn end of last week. The proposal G came back with was very narrow and doesn't address any of the issues/feedback. Lack of progress here is having an accelerating negative impact on Bing business.

I have tried to keep this from becoming a formal escalation but think that is going to be increasingly hard to do. SA360 is completely separate from Hiroshi's world (I don't even think he knew what it was when it first came up) so it should be isolated.

I am working on a note to Satya and Brad. This is their call to make and both have asked for update. I will put you on that note so you can offer your perspective. Look for something in the next couple of hours.

Let me know if you have questions.

EXHIBIT
PSX00715