

Fast, secure checkout across the Web

Google's Role in E-Commerce



Google helps users more easily and efficiently find merchants and purchase products.

Search

Google Users

- 51% of internet users are influenced by search engines for their purchases.*
- Google reaches more Internet users worldwide than any other web property or ad network.
- Google receives more than 475 million unique visitors/month.**

Find







Buy

Merchant Customers

Toys"R"Us- Elmo Toys



^{*} Internet Retailer news, March 6, 2007

^{**} Custom Analysis by ComScore/Google, Sept. 2006

Key Opportunities in E-Commerce



64% of consumers want a single page checkout versus several checkout pages.*

The Opportunity: Grow e-commerce by improving checkout

- Streamline the checkout process: Reduce the number of steps allowing users to make a purchase with a single login.
- Minimize the number of accounts: Allow users to buy from merchants across the web using a single login.
- **Protect personal information:** Keep buyers' full credit card numbers private.

Google Checkout Value Proposition



Google Checkout is an alternative checkout process that provides a fast, secure way to buy and sell online.

For Buyers...

Convenience

- Google Checkout badge helps identify merchants to buy from
- One place to track purchases

Speed

- Streamlined checkout
- Single login for easy buying across the web

Confidence

- Credit card number concealment
- Fraud protection

For Merchants...

More Leads

- Google Checkout badge helps attract more customers
- Google-driven promotions bring more traffic

More Conversions

Streamlined checkout process increases conversions

Lower Costs

- Free transaction processing on all Checkout sales until 2008
- Beginning 2008, earn free transaction processing with AdWords
- Fraud protection

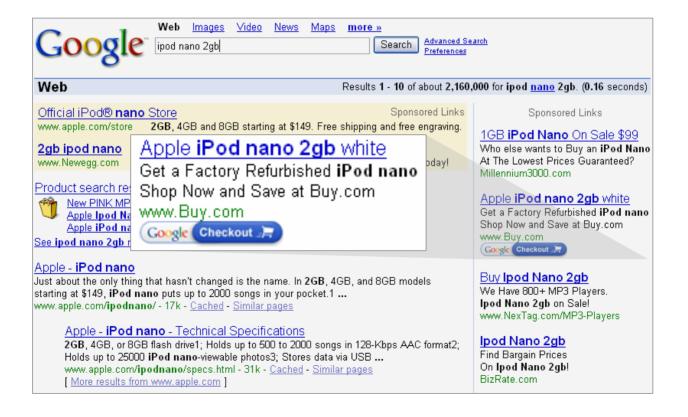


Shoppers use Google.com to search for items to buy.

Google Web Images Video News Maps more »	
ipod nano 2gb	Advanced Search Preferences
Google Search I'm Feeling Lucky Language Tools Advertising Programs - Business Solutions - About Google @2007 Google	

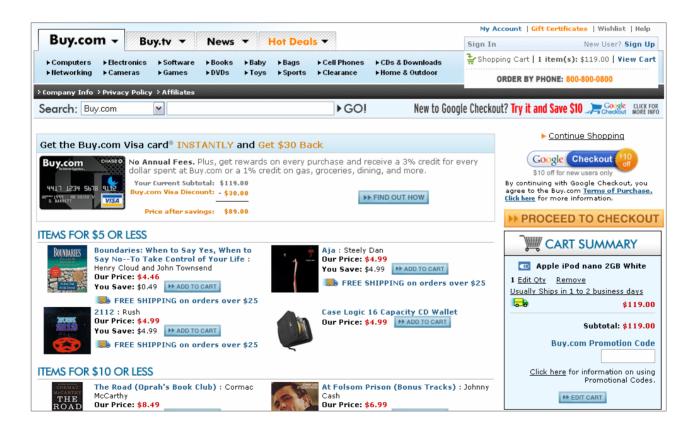


Shoppers look for the Checkout badge on Google.com to find merchants to buy from.



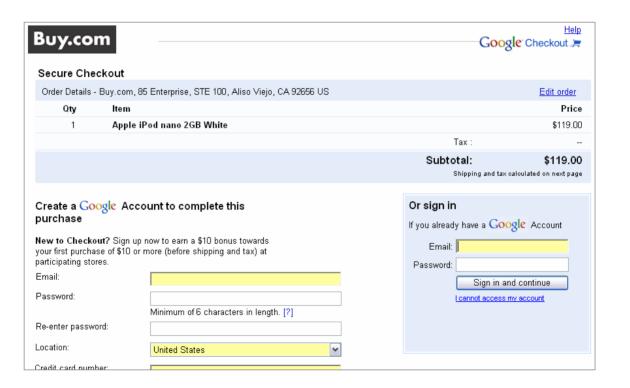


To buy, shoppers need only click Google Checkout and enter their username/password.





To buy, shoppers need only click Google Checkout and enter their username/password.





To buy, shoppers need only click Google Checkout and enter their username/password.

