

Message

**From:** DAVID EUN Corporate President Samsung NEXT /Samsung NEXT Samsung Electronics [Redacted@samsung.com]  
on behalf of DAVID EUN Corporate President Samsung NEXT /Samsung NEXT Samsung Electronics [Redacted@samsung.com]  
[Redacted@samsung.com]  
**Sent:** 2/8/2019 9:12:09 PM  
**To:** David Eun [Redacted@samsungnext.com]  
**CC:** Patrick Chang [Redacted@samsungnext.com]; Brendon Kim [Redacted@samsungnext.com]; Brendon S Kim VP Samsung NEXT Ventures /Samsung NEXT 삼성전자 [Redacted@samsung.com]; Harry Yoon [Redacted@samsungnext.com]; Jeff Chen [Redacted@samsungnext.com]; Patrick Chang Senior Professional Ventures SF /Samsung NEXT 삼성전자 [Redacted@samsung.com]; Raymond Liao [Redacted@samsungnext.com]  
**Subject:** Re: Branch Collaboration Update and Help Request

His suggestion:

"Thx. Travis was on Vaca for 2 weeks and just getting back. I would suggest sending but send to Justin and Travis and cc Yoon Lee."

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David Eun

President, Samsung NEXT and Chief Innovation Officer, Samsung Electronics

Berlin/Mountain View/New York/San Francisco/Seoul/Tel Aviv

On Feb 8, 2019 3:35 PM, David Eun [Redacted@samsungnext.com] wrote:  
Long text message sent! Stay tuned.

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David Eun

President, Samsung NEXT and Chief Innovation Officer, Samsung Electronics

Berlin/Mountain View/New York/San Francisco/Seoul/Tel Aviv

On Fri, Feb 8, 2019, 2:41 PM Patrick Chang [Redacted@samsungnext.com] wrote:  
Great!

We can fill in the blanks if he has any questions

On Fri, Feb 8, 2019 at 10:26 AM DAVID EUN Corporate President Samsung NEXT /Samsung NEXT Samsung Electronics <[Redacted@samsung.com]> wrote:

How about: Branch is a service that allows apps to link and have the current within the app searched. It is not possible for Google search to crawl inside apps, which makes this a huge potential opportunity as well as a complement to Google search.

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David Eun

President, Samsung NEXT and Chief Innovation Officer, Samsung Electronics

Berlin/Mountain View/New York/San Francisco/Seoul/Tel Aviv

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UPX0686  
1:20-cv-03010-APM



On Feb 8, 2019 1:24 PM, Patrick Chang [Redacted@samsungnext.com](#)> wrote:  
I'd say along the lines of the following: Branch is a linking service (or branch built the mobile linking infrastructure) that is integrated with top apps like Airbnb, Pinterest, Amazon etc. Now they are enabling new search experiences based on that app and content index.

On Fri, Feb 8, 2019 at 10:03 AM DAVID EUN Corporate President Samsung NEXT /Samsung NEXT Samsung Electronics [Redacted@samsung.com](#)> wrote:  
How would you describe Branch in one sentence? I'll use more but I'm interested to hear how we position it...

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David Eun

President, Samsung NEXT and Chief Innovation Officer, Samsung Electronics

Berlin/Mountain View/New York/San Francisco/Seoul/Tel Aviv

On Feb 8, 2019 1:01 PM, DAVID EUN Corporate President Samsung NEXT /Samsung NEXT Samsung Electronics [Redacted@hq.samsung.com](#)> wrote:  
Got it. Thanks for update. I'll craft something for Tim.

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David Eun

President, Samsung NEXT and Chief Innovation Officer, Samsung Electronics

Berlin/Mountain View/New York/San Francisco/Seoul/Tel Aviv

On Feb 8, 2019 1:00 PM, Patrick Chang [Redacted@samsungnext.com](#)> wrote:  
No update from Travis Warren. Brendon reached out again but we never heard back. I believe Brendon has tried 3x and I tried 2x.

Via text message

We've been trying to reach Travis Warren without much success, working with mobile and a portfolio company(or partner ) that needs carrier relationships assistance.

Not sure if that is enough context in a text message.

No new development since we spoke. Been working with Branch on refining their slides and implementing the feedback from Justin Denison. Branch has a meeting with AT&T this Friday.  
Jay Kim does not have any resistance as we had anticipated for the unlocked devices in the US.

Separate news Branch second market their launching is in India, they're working with xiaomi and other Chinese OEMs to launch in India. They have as many users now in India as they do in the USA. [Redacted](#)

[Redacted](#)

Thanks  
Patrick



On Fri, Feb 8, 2019 at 9:37 AM DAVID EUN Corporate President Samsung NEXT /Samsung NEXT Samsung Electronics [Redacted@samsung.com](mailto:Redacted@samsung.com)> wrote:

Patrick,

Have you heard from the SEA VP (what's his name again)? I will nudge Tim, but via text message since it's the quickest way we typically communicate. What is the best way to give him context to nudge?

I think your note is very helpful but more so for background on a f2f mtg.

Any new developments to note as well?

Thanks,  
Dave

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David Eun

President, Samsung NEXT and Chief Innovation Officer, Samsung Electronics

Berlin/Mountain View/New York/San Francisco/Seoul/Tel Aviv

On Feb 5, 2019 9:11 PM, Patrick Chang [Redacted@samsungnext.com](mailto:Redacted@samsungnext.com)> wrote:  
David,

It was good syncing up with Justin and you regarding Branch. I hope the meeting with Eric also provided some additional color. I chatted with Eric on his way out and he summarized some of the additional advice you provided him. I will also pursue the marketing angle, taking a page out of the [Redacted](#) playbook as a potential killer feature.

Below is a snippet / sound bite for Tim Baxter

Branch is in a unique position to change search in the mobile context. With 10X more SDK distribution than Google, their linking products enable them to index the contents of more than 40k+ apps. Branch is now working with Mobile to launch a consumer search product on the S10, enabling consumers to search for content within and across all of their apps. We believe that the revenue opportunity for Samsung and the carriers will be significant and additive. This search function has the potential to enhance and improve Samsung consumer's experience.

All the carriers have accepted the feature, except for [Redacted](#). They believe that the product may cannibalize Google Search, but we believe this gives the carriers an opportunity for an additional piece of the pie. We're hoping to connect with Travis Warren to have him on the same page for the opportunity for [Redacted](#).

Thanks  
Patrick



On Sun, Feb 3, 2019 at 9:01 PM David Eun [Redacted@samsungnext.com](mailto:Redacted@samsungnext.com) wrote:

Sorry to hear you've been sick, Patrick. I'm just now getting over a cold that knocked me out last week.

Rather than do a long meeting with Branch, I'd rather just meet with you while I'm in CA next week. Actually, Eric Stein is also coming in for a quick coffee Tuesday at 3pm so you should join me in that as well. I should have one 30 minute block at 130pm Tuesday if you want to touch base then.

It's still not clear to me why SEA would push for Branch. We need to be clear on this and be able to explain it to them if we want them to lean into it with the carriers.

Thanks,  
D-

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David Eun

President, Samsung NEXT and Chief Innovation Officer, Samsung Electronics

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On Sun, Feb 3, 2019, 11:29 PM Patrick Chang [Redacted@samsungnext.com](mailto:Redacted@samsungnext.com) wrote:

David,

Sorry for the late response! Been bedridden this entire weekend from being sick.

Great question, from my understanding Travis and Justin may not know too much about Branch's offering besides what Mobile and David Hwang and Sumit Bagri's team. We've been unable to hear much or get any feedback from their team.

Their team has little incentive to disrupt or upset the carriers. The carriers have pushed back because from a high level they believe it takes away from their Google Agreement and may cannibalize their search revenue. However, Mobile and Branch are proposing that this would be complimentary set of revenue, something that isn't being done via Google Search.

Carriers have all declined Finder/Branch from searching on apps not installed on devices, but everyone else besides [Redacted](mailto:Redacted) has allowed the finder product to be installed with Branch.

The main priority is get the foot in the door with [Redacted](mailto:Redacted) in hopes to land and expand in eventual releases.

Would you be interested or available to meet with Branch while you're in town next week? It would be good to hear their story and update.

Best,  
Patrick

On Fri, Feb 1, 2019 at 12:48 PM David Eun [Redacted@samsungnext.com](mailto:Redacted@samsungnext.com) wrote:



Patrick,

I have some questions to help me get more context:

What are Travis and Justin's understanding of Branch? Their view?

What is the argument and rationale for why they should push for Branch? What's in it for Samsung/SEA? For them personally for championing this?

Thanks,  
David

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David Eun

President, Samsung NEXT and Chief Innovation Officer, Samsung Electronics

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On Fri, Feb 1, 2019, 1:53 PM Patrick Chang [Redacted@samsung.com](mailto:Redacted@samsung.com) wrote:

David,

**Ask:** Help connect us with Travis Warren (VP – Head of carrier Sales, [Redacted@samsung.com](mailto:Redacted@samsung.com)) and Justin Denison (VP – Product strategy [Redacted@samsung.com](mailto:Redacted@samsung.com)). Flagship Feature team highly encouraged us to get Travis and Justin on the same page. Unfortunately, Travis and Justin haven't been responsive to any of our requests.

**Barriers:** Carriers blocking Branch's search product from S10 Finder, Carriers believe it violates their agreement with Google (rev share search rev)

### **Quick Background**

Quick update on the progress with Branch collaboration.



Past few months we've been working with mobile to get the mobile search product ready for s10. After all these years mobile has finally saw the benefit of Branch's services in the finder capabilities. Branch has also been able to deliver on some of their promises.

However, we (Samsung) hit some unexpected road blocks, as we discussed last time, carriers have rejected this search functionality

**Redacted** : allow only "installed app" search. Not allowing cloud based apps for apps not installed on device

**Redacted** Rejected everything - reject all app search including installed app search. (URGENT)

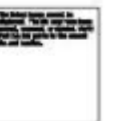
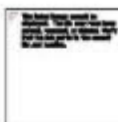
We've worked on our approach talking to every team involved with the carriers including David Hwang and Sumit Bagri's team (POC for all flagship device features from HQ to US Sales) on Branch and carriers. Strongly encouraged us that it is important to get Travis and Justin also on board with negotiating with the carriers on Branch's feature on our Finder product. David has invited Branch to present with Samsung in their next meeting with **Redacted** after hearing about it directly from Branch and understanding that there is opportunity for Samsung and the Carriers.

Branch is also having separate meetings with **Redacted** and **Redacted** on their own to try to also convince them on that angle.

Patrick Chomet is aware of Branch and their efforts at the moment too.

Thanks,

Patrick







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