From: denelle dixon-thayer Redacted@mozilla.com>
Sent: Tuesday, November 04, 2014 10:45 PM

To: Iuciana Viana; 'Chris Beard'

Subject: bd slides updated

Attachments: BD BoD Slides 11 04.pptx

1

REDACTED FOR PUBLIC FILING & ABRIDGED

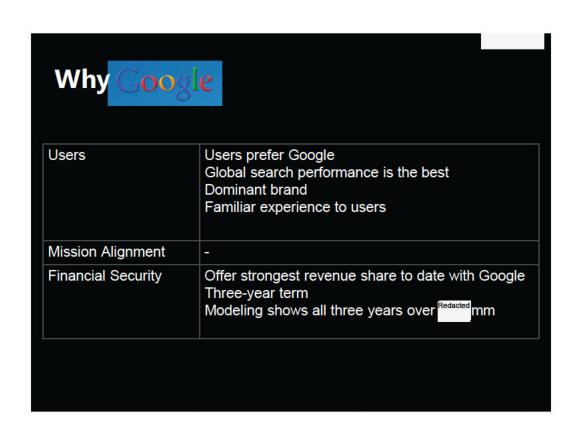
Ex. No. UPX0315

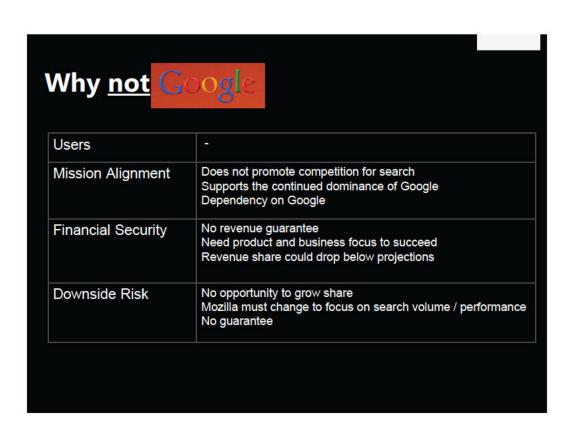
1:20-cv-03010-APM

Redacted MOZ00081237

Redacted MOZ-LIT-000902

Strategic Development
Search Negotiations
October 2014





Why YAHOO!	
Users	Opportunity to innovate features and services that are customized for Firefox users
Mission Alignment	An agent for change Independence from Google Opportunity to level the playing field in search
Financial Security	High guarantee 5-year term Diversifies sustainability projects Projected growth of market share
	Diversifies sustainability projects

Users Search product not currently preferred Low international presence/relevance Users may not be familiar with search experience Mission Alignment If unsuccessful, threatens success of both Yahoo! and Mozilla Financial Stability Deal may result in business misalignment Limited fallback options Downside Risks Contingent on Mozilla's capability to partner deeply Google may become more aggressive in targeting Mozilla