

Sample Company Profile

Google Inc. (GOOG)

Traded on NASDAQ

Google is based out of California and was founded in 1998 by Lawrence Page and Sergey Brin. Google is a technology company that not only provides hardware technological goods but information technology services. Google is most widely known for its Google search engine that competes with other search engines such as Yahoo and Bing. As does Yahoo, Google provides email services Gmail and also provides a calendar function. Google has further developed their internet offerings by offering Google+ for social sharing and Google Drive where people can create, store, and access a multitude of documents, from basic word processing documents to slide style presentations. Google is also the owner of the software platform Android that can be found on mobile devices such as tablets and smartphones. People can download and purchase Android based apps through Google Play as well as download music, digital books, and video digital content. With the ownership of satellite usage, Google has developed the Google Earth program and uses the satellites to provide households with the use of Google Maps. The value of Google is estimated at the low end at 70 billion dollars and 351.84 billion dollars at the high end according to its market capitalization.

Key Executives

| Executive | Salary |
|--|--|
| Mr. Eric E. Schmidt Ph.D., 59 Exec. Chairman, Chairman of Exec. Committee and Chairman of Acquisition Committee | \$19,323,380 |
| Dr. Lawrence Page , 41 Co-Founder, Chief Exec. officer, Director, Member of Acquisition Committee and Member of Exec. \$5.1Committee | \$1.00 22,680,244 shares owned |
| Mr. Sergey Brin , 40 Co-Founder, Director, Member of Acquisition Committee and Member of Exec. Committee | \$1.00 22,129,276 shares owned |
| Mr. Patrick Pichette , 51 Chief Financial Officer, Principal Accounting Officer and Sr. VP | \$5.1 million in total compensation |
| Mr. David C. Drummond J.D., 51 Chief Legal Officer, Sr. VP of Corp. Devel. and Sec. | Approx. \$4.8 million in total compensation |

Key Competitors:

Direct competitors:

- Facebook
- Yahoo

Internet content provider competitors:

- Yahoo
- MSN
- AOL