



IN THE COMPETITION
APPEAL TRIBUNAL

Case No: 1720/7/7/25

OR BROOK CLASS REPRESENTATIVE LIMITED

Class Representative

- and -

(1) ALPHABET INC.

(2) GOOGLE LLC

(3) GOOGLE IRELAND LIMITED

(4) GOOGLE UK LIMITED

(5) GOOGLE ASIA PACIFIC PTE. LTD.

(6) GOOGLE COMMERCE LIMITED

Defendants

COLLECTIVE PROCEEDINGS ORDER

UPON receipt of the Class Representative's application for a Collective Proceedings Order pursuant to section 47B of the Competition Act 1998 (the **CA 1998**) and Rule 75 of the Competition Appeal Tribunal Rules 2015 (the **CAT Rules**) (the **CPO Application**) originally filed on 16 April 2025

AND UPON receipt of a collective proceedings claim form, originally filed on 16 April 2025, and filed in draft amended form on 4 February 2026 (the **Collective Proceedings Claim Form**)

AND UPON reading the documents recorded on the Tribunal file as having been read

AND UPON hearing Counsel for the Class Representative and Counsel for the Defendants at the hearing of the CPO Application on 8 July 2026

AND UPON the Tribunal having given judgment on the CPO Application on 5 August 2026 (the **Judgment**)

IT IS ORDERED THAT:

Forum

1. Pursuant to Rules 18, 52 and 74 of the CAT Rules, the present collective proceedings be treated as proceedings in England and Wales.

Authorisation of the Class Representative and certification of the claims as eligible for inclusion in collective proceedings

2. Pursuant to section 47B CA 1998 and Rules 77 and 80 of the CAT Rules, Or Brook Class Representative Limited shall be authorised to act as Class Representative to continue the present collective proceedings on an opt-out basis.
3. The Class Representative's address for service is:
 - 3.1. Geradin Partners Limited, Copthall House, 14-18 Copthall Avenue, London, EC2R 7DJ (hard copy); or
 - 3.2. all three of:
 - 3.2.1. pteague@geradinpartners.com;
 - 3.2.2. emma.birch@kpl.co.uk; and
 - 3.2.3. james.matthews@kpl.co.uk (email).
4. The claims certified as eligible for inclusion in the present collective proceedings pursuant to section 47B CA 1998 and Rules 79 and 80 of the CAT Rules are claims for loss and damage caused by Google's breach of statutory duty, and in particular by its infringement of Article 102 of the Treaty on the Functioning of the European Union (TFEU) (up to and including 31 December 2020) and section 18 CA 1998.

Remedy

5. The remedy sought is an award of aggregate damages pursuant to section 47C(2) CA 1998, together with interest and costs, and/or such further or other relief as the Tribunal may think fit.

Class Definition

6. The class is defined as follows (hereafter the "Class" and the "Class Definition"):

"All UK-domiciled Advertisers who, during the Relevant Period, paid for search advertising services provided by Google (whether they purchased directly or via a media agency)".

7. For the purposes of the Class Definition:

Advertiser:

(a) includes all (legal or natural) persons living or existing as at the Domicile Date. It does not include persons that, as at the Domicile Date:

- (i) in the case of natural persons, are deceased; or
- (ii) in the case of legal persons, have been dissolved and/or struck off the register and/or otherwise ceased to exist; but

(b) does not include media agencies; and

(c) does not include the Class Representative itself (or anyone acting for or instructed by the Class Representative).

Relevant Period means the period starting on 1 January 2011 and ending on the date of the Collective Proceedings Claim Form, subject to any future application by the Class Representative to amend the end date before trial being granted.

Domicile Date and opt-out

8. The Domicile Date is 5 August 2026, being the date on which the Tribunal granted this CPO Application. Every person falling within the description of the Class who is domiciled in the United Kingdom on the Domicile Date shall be included in these collective proceedings subject to paragraph 9 below.
9. Any person satisfying the Class Definition who is domiciled in the United Kingdom on the Domicile Date may opt out of these collective proceedings by giving the Class Representative notice in writing of their intention to opt out by 4pm on 8 January 2027. Any such notice may be given by posting a letter to or emailing Epiq (formerly Case Pilots), the claims administrators appointed on behalf of the Class Representative, at the address or email address specified online at www.searchadvertisersclaim.co.uk/.

Publication

10. The Class Representative shall publicise a Notice of this Collective Proceedings Order in the form of the draft Rule 81 Notice filed with the Collective Proceedings Claim Form (subject to any modifications made necessary by the terms of this Collective Proceedings Order) within 21 days of this Collective Proceedings Order being made, in accordance with Rule 81 of the CAT Rules and the proposal set out in the Notice and Administration Plan which is annexed to the first witness statement of Dr Or Brook.

Directions

11. The Defendants shall file and serve their Defence by 4pm on 1 December 2026.

12. The Class Representative shall file and serve a Reply, if so advised, by 4pm 19 February 2027.

Costs

13. The costs of, occasioned by and incidental to meeting the Defendants' opposition to the CPO Application have been dealt with by way of a consent order dated 17 August 2026.

General

14. The parties have liberty to apply.

The Honourable Mr Justice Meade

Made: 29 September 2026

Chair of the Competition Appeal Tribunal

Drawn: 30 September 2026