IN THE COMPETITION APPEAL TRIBUNAL

BETWEEN:

Case No: 1773/7/7/26

AGC COLLECTIVE ACTIONS LIMITED (AGC)

Applicant/Proposed Class Representative

- and -

(1) ALPHABET INC.
(2) GOOGLE LLC
(3) GOOGLE IRELAND LIMITED
(4) GOOGLE UK LIMITED (Google)

Respondents/Proposed Defendants

AND BETWEEN:

Case No: 1795/7/7/26

BIRA TRADING LIMITED (BIRA)

Applicant/Proposed Class Representative

- and -

GOOGLE

Respondents/Proposed Defendants

AND BETWEEN:

Case Nos: 1572/7/7/22 & 1582/7/7/23

AD TECH COLLECTIVE ACTION LLP (ATCA)

Class Representative

- and -

GOOGLE

Defendants

ORDER

UPON the Tribunal's order of 14 January 2025 certifying collective proceedings under section 47B of the Competition Act 1998 brought by Ad Tech Collective Action LLP (the **ATCA claim**) and the Order of the Tribunal of 7 October 2026 amending deadlines for factual and expert evidence in preparation for the trial of ATCA's claim, set to commence on 25 September 2028

AND UPON the proposed collective proceedings under section 47B of the Competition Act 1998 commenced by AGC Collective Actions Limited (the **AGC claim**) on 6 May 2026 and the application filed therewith for a Collective Proceedings Order (the **AGC CPO Application**)

AND UPON the Order of the Tribunal of 1 September 2026 setting directions for the hearing on 14 December 2026 (the **December Hearing**) of AGC's CPO Application

AND UPON the proposed collective proceedings under section 47B of the Competition Act 1998 commenced by BIRA Trading Limited on 16 October 2026 (the **BIRA claim**) and the application filed therewith for a Collective Proceedings Order (the **BIRA CPO Application**)

AND UPON the Tribunal, by its letter of 19 October 2026 to all the parties, having invited views as to how the December Hearing should proceed in light of the filing of the BIRA CPO Application and the issues arising therefrom as which of the two PCRs would be the most suitable to act as class representative for the purpose of Rule 78(2) of the Tribunal Rules (the **Carriage Issue**) and the timetabling of the certification of the CPO applications.

AND UPON hearing counsel for all the parties at a case management conference on 30 October 2026

AND UPON the parties agreeing to the terms of this Order

IT IS ORDERED THAT:

The December Hearing

1. The December Hearing is listed for 14 and 15 December 2026 and shall be used as follows: (a) the Tribunal will hear the Carriage Issue between the AGC claim and the BIRA claim on 14 December 2026; and (b) 15 December 2026 shall be used to (i) determine the AGC CPO Application; and (ii) hear submissions from the parties on joint case management and directions following the carriage and certification hearings (the **Directions Issue**).

Directions to the December Hearing

2. BIRA and AGC shall file and serve on all other parties written submissions and any evidence on the Carriage Issue and the Directions Issue by 4pm on 20 November 2026.

3. AGC shall file and serve on Google its reply to Google's CPO response by 4pm on 23 November 2026.

4. Google and ATCA are each to confirm if they intend to participate in the hearing of the Carriage Issue and or Directions Issue and, if so, to file and serve on all other parties their written submissions on the Carriage Issue and the Directions Issue by 4pm on 27 November 2026.

5. BIRA and AGC shall file and serve on all other parties responses to the written submissions and any responsive evidence on the Carriage Issue and the Directions Issue by 4pm on 2 December 2026.

6. BIRA and AGC shall file and serve on all other parties electronic and (if requested) hard copy versions of the agreed hearing bundle and agreed agenda for the Carriage Issue by 4pm on 8 December 2026.

7. BIRA and AGC (and Google and/or ATCA, to the extent they intend to participate in the Carriage Issue and/or the Directions Issue) shall file and serve on all other parties their skeleton arguments (of no more than 25 pages) on the Carriage Issue and the Directions Issue by 4pm on 9 December 2026.

8. BIRA and AGC shall file and serve on all other parties electronic versions of the agreed authorities bundle for the Carriage Issue by 4pm on 9 December 2026.

9. The directions made in the Order of the Tribunal of 1 September 2026 for the hearing of AGC's CPO Application shall stand, save that: (a) paragraph 10 shall be varied such that the parties shall file and serve their skeleton arguments for the hearing of the CPO application by 4pm on 9 December 2026; (b) paragraph 12 shall be varied such that AGC shall file an updated electronic version of the hearing bundle and hard copy bundles, if required, by 4pm on 10 December 2026; and (c) AGC's CPO Application shall be heard on 15 December 2026, per paragraph 1 above.

Directions to the possible hearing of the BIRA CPO Application

10. By 4pm on 6 November 2026, BIRA and Google shall file with the Tribunal a schedule of their respective availabilities for the BIRA certification hearing.

11. Unless the AGC claim (i) prevails in the Carriage Issue, and (ii) is certified, the following directions shall apply.

12. Any member of the proposed class may object to BIRA's CPO Application or the authorisation of the PCR by writing to the Tribunal stating their reasons for objecting by 4pm on 15 January 2027. Any member of the proposed class may also seek permission to make oral observations at the CPO Application hearing, by making an application for such permission, with reasons, as part of their written objections, by the same deadline.

13. Any third party with a legitimate interest (who is not a member of the proposed class) who seeks permission to make written and/or oral observations at the CPO Application hearing is to make such application, supported by reasons, to the Tribunal by 4pm on 15 January 2027.

14. Google shall file and serve on BIRA its response to the BIRA CPO Application by 4pm on 15 January 2027.

15. BIRA shall file and serve on Google its reply to Google's response by 4pm on 27 January 2027.

16. BIRA and Google shall file electronic and (if requested) hard copy versions of the agreed hearing bundle and agreed agenda by 4pm on 3 February 2027.

17. BIRA and Google shall file and exchange skeleton arguments (of no more than 25 pages) by 4pm on 3 February 2027 or seven days before the hearing of BIRA's CPO Application, whichever is the later.

18. BIRA and Google shall file electronic versions of the agreed authorities bundle by 4pm seven days before the hearing of BIRA's CPO Application.

19. The hearing of BIRA's CPO Application is listed for the first available date after 8 February 2027, for one day, with one day in reserve.

General

20. Costs reserved.

21. Liberty to apply.

The Honourable Mr Justice Leech
Chair of the Competition Appeal Tribunal

Made: 30 October 2026
Drawn: 9 November 2026