

COMPETITION APPEAL TRIBUNAL CASE No

1773/7/7/26

**All UK-domiciled Advertisers who since 1 October 2015
paid for display advertising services provided by
Google (whether they purchased directly or through a
media agency) for the open web**

*This legal notice has been issued at the direction of the Competition Appeal
Tribunal*

1. AGC Collective Actions Limited ("**AGC Collective Actions**") has filed an application to bring collective proceedings as a class representative on an opt-out basis against Alphabet Inc., Google LLC, Google Ireland Limited, Google UK Limited (collectively referred to as "**Google**"). The application has been filed in the Competition Appeal Tribunal (the "**Tribunal**") by AGC Collective Actions on behalf of a class of advertisers which suffered a loss due to Google's abuses of its dominant position in the UK ("**Advertisers**").
2. The Consumer Rights Act 2015 allows collective proceedings to be brought on behalf of a group or groups of individuals or companies who are alleged to have suffered a loss as a result of anticompetitive conduct. In order to bring collective proceedings, the Tribunal must first make a collective proceedings order (a "**CPO**") which authorises a person to act as a class representative and certifies the proposed claims as eligible for inclusion in collective proceedings.
3. AGC Collective Actions has applied to the Tribunal for a CPO which, if granted, would allow its proposed claims to proceed to full trial. The proposed claims by AGC Collective Actions alleges that Google has breached competition law in respect of its open web display advertising services in the UK. As a result of these breaches Advertisers have been charged higher prices whilst having limited choices of open web display advertising.
4. At a hearing scheduled to commence on 14 December 2026 (with a time estimate of one day with one day in reserve), the Tribunal will hear arguments as to whether AGC Collective Actions should be authorised to act as the class representative and whether the claim AGC Collective Actions is bringing can proceed as collective proceedings on behalf of the proposed class. The proposed class comprises:

All UK-domiciled Advertisers who since 1 October 2015 paid for display advertising services provided by Google (whether they purchased directly or through a media agency) for the open web.

5. If the claim is certified, UK-domiciled Advertisers that acquired display advertising services from Google for the open web, and fall within the class definition of the claim as certified by the Tribunal will automatically be included in the claim, and will be bound by any judgment or settlement, unless they choose to opt-out (see below).
6. The hearing will take place at the Competition Appeal Tribunal, Salisbury Square House, 8 Salisbury Square, London, EC4Y 8AP. The hearing may be followed virtually via the Tribunal's website (a "Watch now" link to view the hearing will appear on the hearing date under the "Diary" section on the website, on the following pages: [Diary | Competition Appeal Tribunal](#)).
7. To learn more about AGC Collective Actions' proposed claims against Google please visit displayadvertiserclaim.co.uk or [1773/7/7/26 AGC Collective Actions Limited v Alphabet Inc., Google LLC, Google Ireland Limited & Google UK Limited | Competition Appeal Tribunal](#).

YOUR LEGAL RIGHTS AND OPTIONS NOW	
OBJECT TO THE APPLICATION OR THE PROPOSED CLASS REPRESENTATIVE	Any person with an interest (including any proposed class member) may object to the CPO application or the authorisation of the proposed class representative by stating their reasons for objecting in writing, to be received by 4 p m on 19 October 2026. For further details see Question 8 below.
APPLY TO MAKE ORAL/WRITTEN SUBMISSIONS TO THE TRIBUNAL	Any person with an interest (including any member of the proposed class) may apply to the Tribunal for permission to make written and/or oral submissions at the hearing commencing on 14 December 2026 (with a time estimate of one day with one day in reserve). Any such application must be made in writing, supported by reason, and received by the Tribunal by 4pm on 19 October 2026.
CONTACT DETAILS	To learn more about the application to bring the proposed claims, visit displayadvertiserclaim.co.uk or 1773/7/7/26 AGC Collective Actions Limited v Alphabet Inc., Google LLC, Google Ireland Limited & Google UK Limited Competition

	Appeal Tribunal.
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GENERAL INFORMATION

1. Why has this notice been issued?

The Tribunal has issued directions for a hearing (see the relevant Order at Annex A and/or [1773/7/7/26 AGC Collective Actions Limited v Alphabet Inc., Google LLC, Google Ireland Limited & Google UK Limited | Competition Appeal Tribunal](#), to determine whether AGC Collective Actions' application for a CPO should be granted. The hearing is scheduled to commence on 14 December 2026 (with a time estimate of one day with one day in reserve). The Tribunal also has directed that this notice be issued ahead of the hearing to seek the views of any interested persons.

AGC Collective Actions' CPO asks the Tribunal to (i) approve the proposed claims as eligible to proceed as a collective claim on behalf of eligible class members; and (ii) approve AGC Collective Actions as the class representative.

This notice has been issued to inform you of your right to object to the CPO application or the authorisation of the proposed class representative. Please read this notice carefully.

2. What is the Competition Appeal Tribunal?

The Competition Appeal Tribunal is a specialist court based in London that covers the whole of the UK. It has cross-disciplinary expertise in law, economics, business and accountancy and hears cases such as these. The Tribunal publishes its Rules and Guidance, together with information about what it does and details of its ongoing cases on its website www.catribunal.org.uk.

A summary of this claim against Google also can be found on the Tribunal's website at [1773/7/7/26 - AGC Collective Actions Limited v Alphabet Inc., Google LLC, Google Ireland Limited & Google UK Limited - Summary of Collective Proceedings Claim Form | 19 May 2026](#).

3. Who are the proposed claims against?

The proposed claims are against several entities within the Google group of companies: Alphabet Inc., Google LLC, Google Ireland Limited and Google UK Limited. Together, these entities are referred to as “**Google**”.

4. What is Google alleged to have done wrong? What are the claims?

AGC Collective Actions alleges that Google breached UK competition law by abusing its dominant position in the open web display advertising market in two ways, as set out below:

- Conduct that favoured AdX using Google’s ad buying tools, Google Ads and DV360 (“**Buy-Side Conduct**”); and
- Conduct that favoured AdX using Google’s supply-side platform (“**SSP**”), DoubleClick for Publishers (“**DFP**”) (“**Sell-Side Conduct**”).

AGC Collective Actions alleges that the restrictions and foreclosing effects of the Buy-Side Conduct and Sell-Side Conduct harmed Advertisers and the harms can be classified into, essentially, two types:

- **Advertisers having access to less and less relevant inventory.** First, Google’s self-preferencing has directly resulted in cases where Advertisers who value impressions most highly do not win those impressions, either due to auction manipulations or due to Google impeding Advertisers using its demand-side tools to bid or bid on equal terms into non-Google SSPs. Second, Google’s conduct has allowed it to charge supracompetitive take rates, which reduces websites’ and app owners’ (“**Publishers**”) incentives to sell inventory in the first place and therefore diminishes the inventory available to Advertisers. Third, both Google’s buy and sell-side conducts have hampered the growth of competing SSPs, the development of real-time bidding in the SSP market and other potential innovations in that market that would have been potentially valuable to Advertisers; and
- **Advertisers paid higher prices for advertising inventory.** First, Google’s auction manipulations have increased the prices paid by Advertisers. Second, a component of the supracompetitive take rates that were the result of Google’s anticompetitive conduct have likely been passed through to Advertisers by Publishers.

AGC Collective Actions alleges that these harms have caused Advertisers loss and damage

which can be quantified on an aggregated basis and if you were a UK-domiciled Advertiser who purchased open web display advertising directly or indirectly from Google since 1 October 2015, you are entitled to compensation.

5. Who is the proposed class representative?

The CPO application requests that AGC Collective Actions be authorised to act as the class representative for the proposed claims.

AGC Collective Actions is a UK registered private company limited by guarantee under company number 16744012 bringing these proposed collective proceedings against Google. AGC Collective Actions' sole director is Adam Collinson who was a partner at Eversheds Sutherland (International) LLP and has considerable experience in the practice of competition law.

As the proposed class representative, AGC Collective Actions would conduct the claim against Google on behalf of all class members (excluding those who decide to opt-out of the class). AGC Collective Actions would instruct the lawyers and experts, make decisions on the conduct of the claim and consider and decide whether to present any offer of settlement that Google may make to the Tribunal for its approval. The Tribunal will assess AGC Collective Actions' suitability to act as the proposed class representative as part of the hearing commencing on 14 December 2026 (with a time estimate of one day with one day in reserve).

In exercising its duties, AGC Collective Actions will also consult with an advisory committee which will provide them with access to a range of independent and experienced advice in relation to the claim. The members of the advisory committee have extensive and relevant expertise in high value, large scale litigation, online advertising and technology matters.

During the collective proceedings, AGC Collective Actions would be responsible for communicating with and updating the class members on the conduct of the proceedings and for issuing formal notices, such as this notice. If approved, AGC Collective Actions would regularly update the class about the claim on the website displayadvertiserclaim.co.uk and through the media.

WHAT DOES THE CPO ASK FOR?

6. Who would be in the proposed class?

The Consumer Rights Act 2015 (the “**Act**”) allows for a collective claim to be brought on behalf of a group of persons. The group is the “class” and all persons within the group are “class members”. As a result of the Act, groups of persons who have suffered loss do not need to bring an individual claim to obtain compensation for their loss. Instead, such persons may all receive compensation through a single, collective claim brought on their behalf by a representative.

The CPO application asks the Tribunal to allow the proposed claims to proceed on an “opt-out” basis on behalf of:

All UK-domiciled Advertisers who since 1 October 2015 paid for display advertising services provided by Google (whether they purchased directly or through a media agency) for the open web.

This means you will fall within the class if:

1. You are an Advertiser who paid Google for display advertising services for the open web.
2. You engaged an intermediary (such as a media agency or an advertising agency) to buy such advertisements from Google on your behalf.
3. This applies to all advertisements since 1 October 2015.
4. You are a UK-domiciled Advertiser and you do not opt-out of the claim.

Further information regarding the requirements for eligibility as class members (and any applicable exclusions from the class, which includes any members of AGC Collective Actions’ and Google’s legal teams and anyone assigned to determine the claim) can be found on the website set up by AGC Collective Actions at displayadvertiserclaim.co.uk.

“Opt-out” means any UK-domiciled Advertiser who meets the proposed class definition will automatically be included in the claim and be bound by the result unless they *expressly ask to “opt-out”* by. More information on how to opt-out can be found at displayadvertiserclaim.co.uk.

7. How much money does the claim ask for?

The proposed claims seek compensation for those within the proposed class who have been affected by Google's allegedly anti-competitive behaviour. The total aggregate amount sought is currently estimated to be up to and over £3 billion (including interest).

If the proposed claims are successful, all persons who fall within the class and have not opted out will be able to seek a payment of the damages awarded.

HOW TO OBJECT TO THE COLLECTIVE PROCEEDINGS ORDER APPLICATION OR TO THE CLASS REPRESENTATIVE

8. Who can object and what can I object to?

Any person with an interest, which includes anyone who would be a member of the proposed class, may object to the CPO application or authorisation of the proposed class representative (AGC Collective Actions).

If you wish to file an objection, you must write to the Tribunal stating your reasons for objecting and send them by post, fax or email so they are received **no later than 4pm on 19 October 2026**, to registry@catribunal.org.uk or the following address:

The Registrar
Competition Appeal Tribunal
Salisbury Square House
8 Salisbury Square
London
EC8Y 8AP
www.catribunal.org.uk

When writing to the Tribunal you must include the reference: Case No: 1773/7/7/26.

Any person with an interest, which includes anyone who would be a member of the proposed class, also can apply to the Tribunal for permission to make written and/or oral submissions at the hearing commencing on 14 December 2026 (with a time estimate of one day with one day in reserve). Any such application must be made in writing, supported by reasons, and sent by post to the above address or by email to registry@catribunal.org.uk so they are received **no later than 4pm on 19 October 2026**.

GETTING MORE INFORMATION

9. How can I stay updated on the progress of the proposed claims?

You can visit displayadvertiserclaim.co.uk for periodic updates on the proposed claims.

10. Who is funding the proposed claims?

The proposed claims are being funded by global commercial litigation funder TR Global Funding X (Jersey), LP (the “**Funder**”).

In order to fund the claim, AGC Collective Actions has entered into a litigation funding agreement with the Funder, a non-confidential copy of which will be available for inspection at KP Law’s offices. Additionally, AGC Collective Actions has secured insurance cover in order to pay Google’s adverse costs up to a limit of £24 million in aggregate. A non-confidential copy of the insurance policies is also available for inspection at KP Law’s offices.

As a member of the proposed class, you will not incur any costs of taking part in the proposed collective proceedings, nor will you be liable to Google for its costs should the proposed collective claim be unsuccessful.