

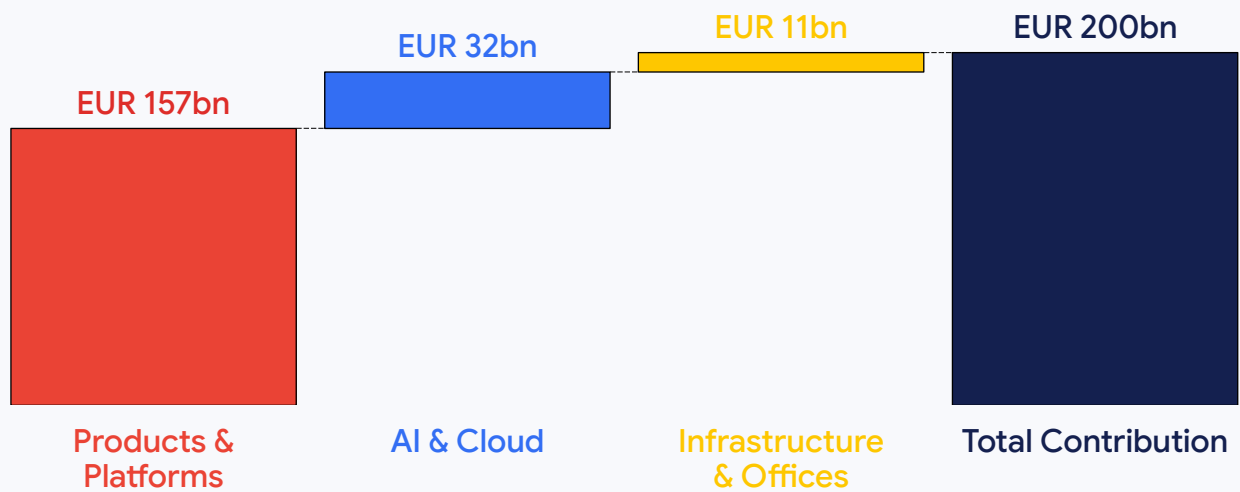
Enabling an AI-first and future-ready EU economy

Summary of Implement Consulting Group's research findings

Google contributed more than €200 billion to the EU economy in 2025 through its Products & Platforms, AI & Cloud, and Infrastructure & Offices, representing 1.0% of total EU GDP.

Google's estimated GDP contribution to the EU in 2025

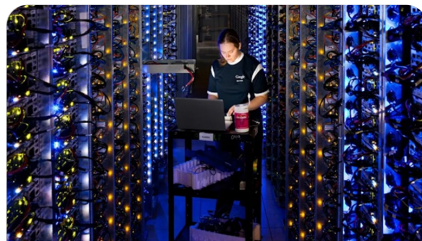
EUR billion



Products & Platforms contribution

€157 billion

Google Products and Platforms, like Search, Ads, Android, Play, Chrome, YouTube and more, enabled European businesses to reach customers, creators to monetise content, and users to access information, services, and markets more efficiently.



AI & Cloud contribution

€32 billion

Google AI & Cloud technologies enabled businesses, public institutions, and developers across the EU to improve their productivity, scale their services and accelerate their innovation.



Infrastructure & Offices contribution

€11 billion

Google's data centres provide the cloud and AI compute capacity that is the backbone of digital services that enable businesses, public institutions, and individuals across the EU. Google's offices and data centres help boost local economies and create jobs.





Debbie Weinstein
President, Google EMEA

The European Union (EU) is one of the world's largest and most digitally connected economic areas. This year Google proudly celebrates 25 years in the region since our first Google employee started in Hamburg. Today, that footprint spans 26 offices across 17 member states, eight data centres, and supports over 100,000 European

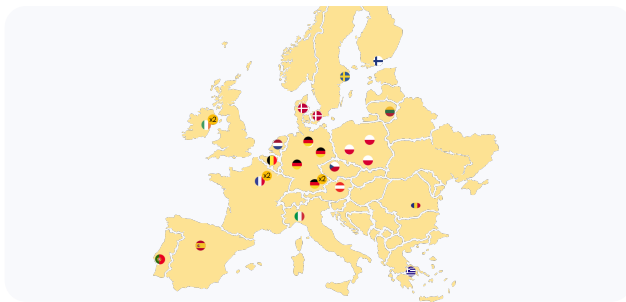
jobs. Our relationship with Europe is one of partnership - we live here, we build here and we're part of the communities we serve.

Our latest EU Economic Impact Report, developed by Implement Consulting Group, demonstrates how European businesses and institutions are using Google's digital technologies to grow and succeed. It also showcases how Google's products and platforms, investments in infrastructure and Cloud and AI technologies are enabling economic growth and innovation, ultimately contributing more than €200 billion to the EU's GDP in 2025.

Looking ahead, AI could boost the European economy by €1.2 trillion within a decade. However, delivering on AI's promise for all Europeans requires both a regulatory environment that champions business success and innovation and a shared commitment to equip

people with the best digital tools and the skills to use them. Since 2014, Google has trained over 13 million people in the EU on essential digital and AI skills and we continue to partner with European institutions, businesses, and communities to ensure that everyone can benefit from the AI Era.

I see incredible opportunities for Europe's visionary founders and leaders who are building the businesses that will drive our future economy. Organisations large and small are already turning this potential into measurable progress: From Renault Group using Google AI to cut factory downtime, resulting in record manufacturing timelines, to entrepreneurs like Danilly Carvalho, who uses Google AI tools to scale her skincare brand IPERA from County Clare, Ireland to the world. This is an expansionary moment and we are honoured to be Europe's partner on this journey.



Data Centres

8 data centres across the EU

Google owns and operates eight data centres across the EU, with eight more currently under development, providing customers with highly secure digital infrastructure.

Google Offices

26 offices in the EU

Today, Google has 26 offices across 17 EU member states, with its EMEA headquarters located in Dublin, Ireland.



Digital Skilling

13 million trained on digital skills

Since 2014, Google has trained over 13 million people in the EU on digital and AI skills to enable them to develop their career or grow their business.

Community impact

€205 million in philanthropic funding

In 2025, Google and Google.org contributed €205 million to EU communities via philanthropic cash grants, employee giving, and in-kind product donations, in combination with over 74,000 volunteering hours.

