



**IN THE COMPETITION**  
**APPEAL TRIBUNAL**

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

BETWEEN:

**AD TECH COLLECTIVE ACTION LLP**

Class Representative

- v -

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

Defendants

(the “Proceedings”)

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**ORDER**

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**UPON** the Reasoned Order of the Tribunal dated 28 October 2024 (the “**28 October Order**”).

**AND UPON** the application by the Class Representative dated 8 November 2024.

**AND UPON** the letter from Herbert Smith Freehills LLP to the Tribunal dated 11 November 2024.

**AND UPON** the letter from Humphries Kerstetter LLP to the Tribunal dated 17 December 2024.

**AND UPON** the letter from the Tribunal to the parties dated 14 January 2025.

**AND UPON** the parties’ agreeing to an order in the terms below:

**BY CONSENT IT IS ORDERED THAT:**

The 28 October Order shall be varied so that paragraph 2 reads:

“(a) The costs incurred by Mr Pollack and Mr Arthur are to be costs in the case;

(b) as regards the costs of Ad Tech in applying for certification:

(i) the Defendants shall pay 85% of those costs incurred from and including 14 December 2023, such costs to be subject to detailed assessment on the standard basis by a costs officer of the Senior Courts of England and Wales, if not agreed; and

(ii) save as aforesaid, those costs shall be costs in the case.”

**Mr Justice Roth**

Acting President of the Competition Appeal Tribunal

Made: 4 February 2025

Drawn: 4 February 2025