

Subject: Re: Warren arguments

From: "Kristin Huguet" [Confidential]

Received(Date): Tue, 12 Mar 2019 20:49:10 +0000

To: "Steve Dowling" [Confidential]

Date: Tue, 12 Mar 2019 20:49:10 +0000

Agreed on all.

On Mar 12, 2019, at 1:48 PM, Steve Dowling [Confidential] wrote:

I agree with your points but I also don't want our arguments to get too narrow. We should just point out what Warren and the press aren't thinking through — and counter or anticipate their arguments:

We are not a monopolist — that's shown by market share — despite our size

The App Store has created 2m jobs in every state (how many in MA? IA? NH?)

How do we handle competition with our own apps? We don't do things like pushing down results, etc., as Google (one of her real targets) has

etc.

So, I think this is more of a legal argument than an App Store issue.

On Mar 12, 2019, at 1:34 PM, Kristin Huguet [Confidential] wrote:

We'll work through it but just an FYL...

Begin forwarded message:

From: Kristin Huguet [Confidential]

Subject: Re: Warren arguments

Date: March 12, 2019 at 1:22:39 PM PDT

To: Tammy Levine [Confidential]

Cc: Fred Sainz [Confidential], Tom Neumayr <

[Confidential]

Thanks Tammy,

I feel like the first 3 out of 4 of these are wrong. Because we do have native apps, I don't think we can say our apps don't come pre-loaded and you can't remove them. The reason our services aren't on the app store is because of the native apps.

I think we're better served looking at the success of developers and the thriving businesses it's created.

On Mar 12, 2019, at 12:20 PM, Tammy Levine Confidential wrote:

Hi Fred,

Further to Dowling's comments about being prepared for the Elizabeth Warren, below are some initial arguments in support of the App Store. LMK next steps and how I can support further.

Apple is not monopolistic

- The App Store gives users more choice, not less because Apple apps are not pre-loaded on the iOS.
- Users have the freedom to individually select which apps they wish to download from the App Store.
- Apple Apps pass through the same review and approval process as all 3rd party apps.

Many Apple services such as Apple Music and Apple News are not on the App Store.

The App Store is vast, diverse and thrives as a result

- Apple apps represent 0.0001% of all apps on the App Store (311 of 2 million).
- The App Store does not subordinate the exposure of 3rd party apps.
- If Apple apps are featured in App Store marketing, it is for their quality, relevance and appropriateness.

Expanding App Store software download guidelines could harm consumers (store within a store)

- The App Store is the single safest way to protect consumers that are downloading software.
- Downloading unverified software outside of the App Store introduces risk to consumers, and is therefore not allowed.

We may also want to note that the obvious alternative to Apple releasing its apps via the App Store is to pre-load the software on the products in the iOS. This approach would clearly be even more problematic.