

Subject: Re: Next steps on Apple & Baidu partnership

From: "He,Helen" [Confidential]

Received(Date): Wed, 03 Jun 2015 04:31:25 +0000

To: "Brian Croll" [Confidential]

Cc: "YeeWee Koh" [Confidential], "Fang,Yimin"
[Confidential], "Daniel Suen" [Confidential], "Phil
Schiller" [Confidential]

Date: Wed, 03 Jun 2015 04:31:25 +0000

Brian*

It has been a while since my colleagues and I visit you at Apple's campus. I will be travelling in Bay Area with my colleagues during the week of June 22nd and would like to meet you for follow-up discussion.

I would appreciate if you could let me know your preferred time of June 22nd week. My colleagues and I are looking forward to seeing you again.

Regards,

Helen

From: Tim Cook [Confidential]

Date: Wednesday, August 6, 2014 at 3:47 AM

To: "Li,Robin" [Confidential]

Cc: HAIWEN HE [Confidential], Phil Schiller [Confidential], Brian
Croll [Confidential], YeeWee Koh [Confidential]

Subject: Re: Next steps on Apple & Baidu partnership

Robin,

Thanks for visiting with me. I'd like Apple to have a deeper relationship with Baidu and I think some of the items below are great starts. Here is the status of a few of the items:

1. Search - Both iOS8 and Yosemite will include Baidu as the default search engine. Both operating systems are available as a developer release today and will become available to our customer base in the Fall.
2. Input method- iOS8 will enable Baidu to have significant capability with extensions, such as Baidu's input method.
3. Map App- Eric Albert from Eddy Cue's team is in China this week and I've asked him to contact you to begin an investigation. Please put him in touch with the right person on your side and we will assess this opportunity.

4. APP Review Fast Track- We can set up a process where Baidu could send us a beta app for review and this can often speed up the process.

I'm assigning two key contacts for Baidu and both of them can help manage through Apple: YeeWee Koh from our Beijing office and Brian Croll from Cupertino. Both are a part of Phil's team. YeeWee will engage Brian where needed and I am asking both of them to reach out and introduce themselves.

Finally, we are looking at your positioning service.

Best,

Tim

On Jul 25, 2014, at 11:42 AM, Li,Robin Confidential wrote:

Tim,

It was great to catch up with you this morning and find we share many common views.

I want to make sure that we follow up on some of the ideas we discussed. Specifically, It would be great to make progress in the following five areas of cooperation. Please designate someone on Apple side as the contacting person. On Baidu side, our chief strategy officer Helen He will serve as the point of contact.

- 1. Search: Baidu has the best and most popular Chinese search engine. It would be great to set Baidu as the default search engine (browser default search, mobile search APP) for all Apple devices in China.**
- 2. Input Method: Baidu has the best and most popular Chinese input method(particularly among Apple users). It would be great to set Baidu IME as the default input methods for all Apple devices in China.**
- 3. Map APP: It would be great to set Baidu Map APP as the default mapping application for (or pre-install in) all Apple devices in China.**
- 4. Positioning Service: I recommend Apple to use our positioning API as we are the most popular, most accurate, and most reliable one in China.**
- 5. APP Review Fast Track: Baidu offers many services to Apple users in the form of iOS APPs. It would be great to set up a fast track for the review process for Baidu APPs.**

Beside the above, Apple and Baidu have many other mutually benefiting cooperation opportunities, such as integrating Baidu's leading Chinese voice recognition technology into Siri, Siri uses us as the backfill search engine, and utilizing Baidu's personal cloud services inside China. I look forward to a long and fruitful relationship between our companies.

Robin