

Subject: Re: Business Interruption

From: "Sievert, Mike" <[Confidential]>

Received(Date): Thu, 06 Sep 2018 22:31:53 +0000

To: "Philip Schiller" <[Confidential]>

Date: Thu, 06 Sep 2018 22:31:53 +0000

Thanks Phil. I appreciate the extra time. I'm confident that once we've explained how this product works, including how it requires network infrastructure elements, that the team will understand how it's not helpful to the customer (or particularly feasible) to provide an in-app purchase. In order for 911 service to not be interrupted, for example, we must first make absolutely sure that the user is a T-Mobile customer, properly set up on the T-Mobile network, with a network feature enabled.

Good luck with the big announcement next week.

—Mike

Mike Sievert

President | COO

T-Mobile

[Confidential]

From: [Confidential]

Sent: Thursday, September 6, 2018 2:15 PM

To: Sievert, Mike

Subject: Re: Business Interruption

Mike,

I received your email. Thank you for sending it.

I have looked into the timeline and communications to understand what has occurred here.

The App Store team gave T-Mobile notice of the guideline violation for the T-Mobile FamilyMode app on August 17th, again on August 20th, then again September 1st, September 4th, and finally as an escalation on September 5th.

I am told your team did address other issues with the app but only started talking to our team about the IAP issues with any seriousness after the app was finally taken down from the App Store this week. I too am sorry that it came to this.

The App Store guidelines about requiring In App Purchase for any services and features delivered via apps is long standing and clear. It is curious to me that you don't think the guidelines apply in this case.

I heard that something was said about this being in part a business term issue between T-Mobile and the vendor you use for this app service. I don't know if that is accurate, but I can understand that it might take your team a bit of time to fix the business issue blocking properly using IAP in the app. It would be helpful to know if the team is going to address those business issues.

The App Store team will put the T-Mobile FamilyMode app back on the App Store to give the teams a couple of weeks to work together on the IAP guideline violation. We do want to have the teams discuss this in earnest, and hopefully resolve the issue quickly.

I can assure you that there is nothing self-serving in this rejection of the T-Mobile FamilyMode app, the team works very hard to make sure that our guidelines are as clear as possible and applied to all developers fairly.

Thanks,

Phil

On Sep 6, 2018, at 12:16 PM, Sievert, Mike <Confidential> wrote:

Phil,

As you know, Apple took T-Mobile family protection product T-Mobile Family Mode from the App Store last night. We were warned of this yesterday by some junior person at Apple after some back and forth where we made a number of requested changes and submitted a new build yesterday. On the remaining issue (lack of in-app purchase), we responded that we disagree that FamilyMode violates the App Store terms, and that it's not feasible to do in-app purchases for a number of reasons, but here we are, the app has vanished and my business operation across thousands of stores is disrupted this morning.

We are conducting emergency IT mitigation plans and trainings are being completed with tens of thousands of employees across thousands of retail stores, on how to treat customers who are paying for this product but now can't download it. This whole place is turned upside down this morning. This is no way for Apple to treat a partner.

As we have tried to explain to your App Store team several times, FamilyMode doesn't work like other family protection apps. It is a set of protections that requires provisioning IN OUR NETWORK INFRASTRUCTURE, that must be activated in our network biller to work correctly. It must be sold by our reps and/or activated in our own systems. It may look like lesser OTT protection apps out there, but it is NOT one. The App Store says they have pulled the App simply

because we don't offer in-app purchases, but the product requires that the user be a T-Mobile customer with FamilyMode properly provisioned in our network in order for essential telephony services like 911 to work properly. This is a life and death issue for our customers.

FamilyMode doesn't violate Apple's terms. It is a controller for a set of mostly network- and hardware features that protect families from predators on the Internet. We sell the feature like all other T-Mobile features, at our stores and online. But for totally self-serving (and incorrect) reasons, Apple yanked it from the market today with no escalation.

In order to prevent further damage to T-Mobile's business, I'd ask that you immediately restore FamilyMode to the App Store, today, to give our teams more time to explain how the app works to your teams. I need you to personally lean in and get this fixed.

—Mike

Mike Sievert

President | COO

T-Mobile

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