

Apple Appoints New Leadership

Apple

****FOR IMMEDIATE RELEASE**** ****Apple and Goldman Sachs Expand Apple Card Savings Program with New High-Yield Savings Account**** CUPERTINO, CALIFORNIA – October 26, 2023 – Apple today announced a significant expansion of the Apple Card ecosystem, partnering with Goldman Sachs to introduce a new high-yield savings account directly within the Wallet app on iPhone. This account will allow Apple Card users to automatically grow their Daily Cash rewards, earned on every purchase, with a competitive annual percentage yield (APY). The new savings account aims to further simplify the savings process and integrate seamlessly with the existing Apple Card experience. Users can set up the account with no fees, no minimum deposits, and no minimum balance requirements. Daily Cash is automatically deposited into the savings account, but users can also contribute additional funds from a linked bank account. The interest rate offered will be substantially higher than the national average for savings accounts, providing a compelling incentive for Apple Card users to save. "We designed Apple Card to be a valuable tool that empowers users to make smarter financial decisions," said Jennifer Bailey, Apple's vice president of Apple Pay and Apple Wallet. "This expansion of the Daily Cash program, in partnership with Goldman Sachs, offers an incredibly easy and secure way for Apple Card users to grow their savings effortlessly. We are committed to providing innovative solutions that enhance our customers' financial well-being." Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch, and Apple TV. Apple's five software platforms — iOS, iPadOS, macOS, watchOS, and tvOS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay, and iCloud. Apple's more than 100,000 employees are dedicated to making the best products on earth, and to leaving the world better than we found it. Contact: Contact (support@apple.com)