

**Subject:** Fwd: Fraudulent App on App Store**From:** "Philip Schiller" [REDACTED] >**Received(Date):** Fri, 27 Mar 2015 16:00:10 +0000
**To:** "Phillip Shoemaker" [REDACTED] >,"Ron Okamoto"  
 [REDACTED] >,"C.K. Haun" [REDACTED] >,"Matt Fischer"  
 [REDACTED] >,"Emily Blumsack" [REDACTED]

**Cc:** "Doug Vetter" [REDACTED] ,"Toby Paterson"  
 [REDACTED] ,"Eddy Cue" [REDACTED] ,"Greg Joswiak"
**Attachment:** Screen Shot 2015-03-27 at 8.56.53 AM.png**Attachment:** Screen Shot 2015-03-27 at 8.56.34 AM.png**Attachment:** Screen Shot 2015-03-27 at 8.58.03 AM.png**Attachment:** Screen Shot 2015-03-27 at 8.57.12 AM.png**Attachment:** Screen Shot 2015-03-27 at 8.56.11 AM.png**Attachment:** Screen Shot 2015-03-27 at 8.55.29 AM.png**Date:** Fri, 27 Mar 2015 16:00:10 +0000**Privileged and Confidential**

Tim received a complaint about this app being a scam (doesn't do what it says, promises bonus features for 5 star reviews, creates fake marketing videos, etc). It is a great example of the stuff we should have automatic tools to find and kick out of the store. I can't believe we still don't. Many 1 star reviews, many mention "scam" and "fake". Then I look at the developers other apps and see the same issue repeated.

Please look into this. I expect we need to remove the developer from our program. (and PLEASE develop a system to automatically find low rated apps and purge them!!)

Example of reviews of his apps:

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Begin forwarded message:

**From:** Tim Cook [REDACTED]

**Subject:** Fwd: Fraudulent App on App Store

**Date:** March 27, 2015 at 8:37:46 AM PDT

**To:** Phil Schiller <[REDACTED]>

Begin forwarded message:

**Date:** March 26, 2015 at 9:52:02 AM PDT

**From:** [REDACTED] Confidential

**To:** Tim Cook [REDACTED]

**Subject:** Fraudulent App on App Store

Hello Mr. Cook,

Recently I've noticed fake accounts on social media spamming posts advertising for an app on the App Store called "Themes Guru - Custom LockScreen Themes & Wallpapers". They state that this app will grant you the ability to have features such as dynamic app icons and dynamic lock screens (separate from the iOS 7+ bubbles backgrounds). The screenshots on its App Store page also show features such as a redesigned media playback control at lock screen and different "slide to unlock" bars. After purchasing and installing the application the user discovers these features are not present, and is instructed to give the app a 5-star review in order to "unlock" them. This of course does not unlock them, however it raises the application's overall rating causing more people to fall victim to this scam. Please alert the App Store review team of this issue as soon as possible.

Thanks for your hard work.

[REDACTED] Confidential