Coalition for APP FAIRNESS

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The Coalition for App Fairness is an independent organization founded by industry-leading companies to advocate for freedom of choice and fair competition across the app ecosystem.

United States District Court
Northern District of California

Case No. **4:20-cv-05640-YGR**

Case Title *Epic Games, Inc. v. Apple, Inc.*

Exhibit No. **DX-4167**

Date Entered _____

Susan Y. Soong, Clerk

By: _____, Deputy Clerk

Δ DEFENDANT Δ

APP DEVELOPERS
DESERVE A LEVEL PLAYING FIELD

The Coalition for App Fairness is an independent nonprofit organization founded by industry-leading companies to advocate for freedom of choice and fair competition across the app ecosystem.

JOIN US

JOIN US

DX-4167.001

our vision

We believe that every app developer is entitled to fair treatment and that every consumer should have complete control over their own device. Our **App Store Principles** will ensure a level playing field for platforms like Apple and a consistent standard of conduct across the app ecosystem. The 10 principles outlined include that every developer should always have the right to communicate directly with its users through its app for legitimate business purposes and that no app store should charge unreasonable or excessive fees.

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the issues

Carefully Crafted Anti-Competitive Policies

Apple uses its control of the iOS operating system to favor itself by controlling the products and features that are available to consumers. The company requires equipment manufacturers to limit options, forces developers to sell through its App Store, and even steals ideas from competitors.

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30% "App Tax" on Creators & Consumers

For most purchases made within the App Store, Apple takes 30% of the purchase price. No other transaction fee — in any industry — comes close. This app tax cuts deeply into consumer purchasing power and developer revenue. This app tax is especially unfair when it is imposed on apps that compete directly with those sold by Apple, driving up their prices and putting them at a distinct competitive disadvantage.

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No Consumer Freedom

If consumers want to use a modern mobile device, Apple levies a tax that no one can avoid. No competition, no options, no recourse. The Apple App Store policies are prisons that consumers are required to pay for and that developers cannot escape.
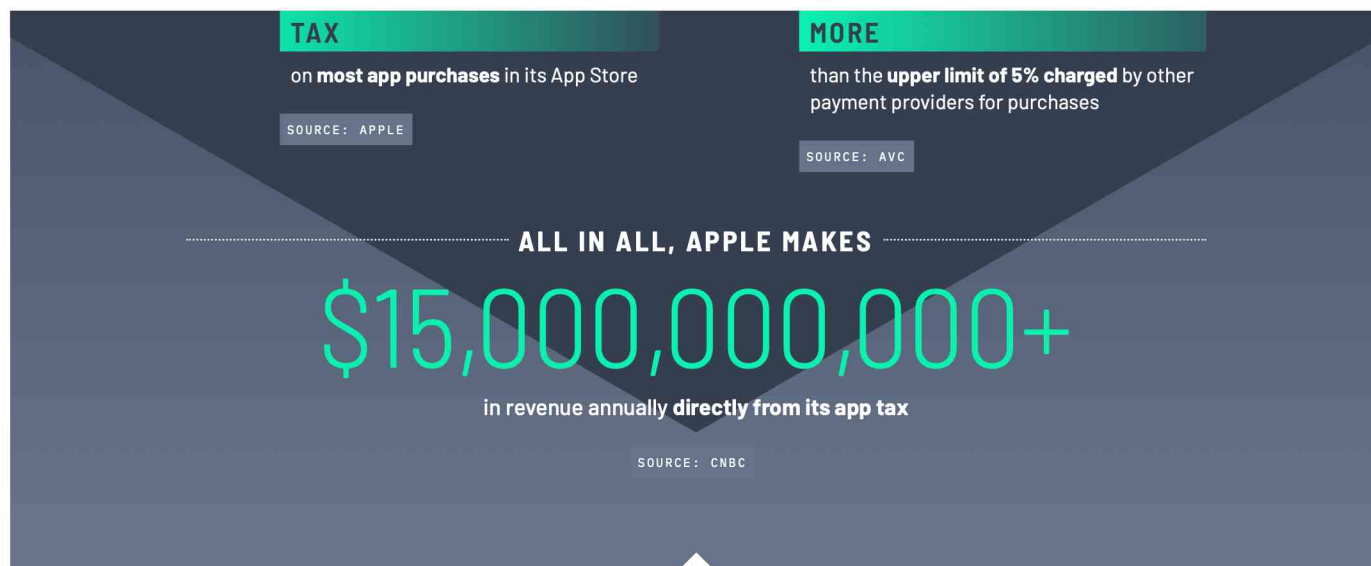
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APPLE CHARGES

30% 500%

DX-4167.002

TAX

on **most app purchases** in its App Store

SOURCE: APPLE

MORE

than the **upper limit of 5% charged** by other payment providers for purchases

SOURCE: AVC

—— ALL IN ALL, APPLE MAKES ——

$15,000,000,000+

in revenue annually **directly from its app tax**

SOURCE: CNBC

about the coalition

VIEW ALL MEMBERS

One company has near total control over the mobile ecosystem and what apps consumers get to use. After nearly a decade with no oversight, regulation, or fair competition, it's time for Apple to be held accountable.

The Coalition for App Fairness was created to create a level playing field for app businesses and give people freedom of choice on their devices. Our members want every app developer to have an equal opportunity to innovate and engage in commerce, free from draconian policies, unfair taxes, or monopolistic control. In the past, individual companies have spoken out against the App Store policies through efforts like Spotify's Time to Play Fair and Epic Games' #FreeFortnite campaign. Today, these companies and many others are joining forces to speak as one.

The Coalition represents all innovators — from startups to small developers to indie studios to first time creators. Have your voice heard by joining the coalition today.

—— **FOUNDING MEMBERS** ——

Basecamp

BLIX

Blockchain.com

deezer

EPIC GAMES

EPC | European Publishers Council

matchgroup

NEWS MEDIA EUROPE

prepear

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ProtonMail   **Schibsted**   **SkyDemon**

Spotify   **tile**

news

VIEW ALL

Apple's AirTags Yet Another Example of Anti-Competitive and Monopolistic Tactics

Coalition for App Fairness Releases Statement In Support of European Commission's Statement of Objections

PRESS

It's Time to Break up Apple's App Store Monopoly

BUSINESS INSIDER

PRESS

Senate Antitrust Hearing on App Stores Gives Apple Critics a Big Soapbox

TECH CRUNCH

PRESS

Apple, Google Come Under Fire at Senate Antitrust Hearing

THE WALL STREET JOURNAL

PRESS

Congress Should Open the App Store to Competition

MORNING CONSULT

contact us

For media inquiries, membership information, or general questions, please reach out.

CONTACT US

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