FREE TRIAL - https://OCRKit.com

From:	Bill Havlicek ██████████████████
To:	Cathy Russo ████████████████ Raphael Daniaud ████████████
CC:	Trystan Kosmynka ██████████████████, Anders Baecklund ████████████████, ERB Team ██████████████████)
BCC:	
Subject:	Re: Tribe App (Sequoia-KPCB backed)
Attachments:	
Sent:	03/21/2018 10:52:48 PM 0000 (GMT)

Hello Cathy,

Thanks for reaching out.

This is an ERB ruling and the app will be hidden for being a store within our store. Raphael made the call this afternoon which is why they are now escalating in an attempt to make their case. The concept for this app is not OK under 3.2.2, they are a live multiplayer games platform which we do not allow. Unfortunately, the app has been live since 2015 so this is shocking for them, just as it was for Gamee who recently UTBed them.

ERB ruling:
https://elevate.apple.com/tickets/1997148

They can formally appeal to the ARB but I'm confident the rejection will be upheld since it comes from ERB. We have no additional information to share with them other than what was provided on the call and send via RC, it's a concept rejection. I'm confident they understand that there is no way to modify the app or adapt their platform to resolve this concept issue.

Best regards,

Bill

On Mar 21, 2018, at 3:23 PM, Catherine Russo < ████████████████ > wrote:

Hi Bill,

Can you or someone in your team take a look?

Thanks,
Cathy

Begin forwarded message:

From: Cyril Paglino <████████████
Subject: **Tribe App (Sequoia-KPCB backed)**
Date: March 21, 2018 at 3:07:20 PM PDT
To: ████████████████, Laurent DESSERREY < ████████████ >

Dear Catherine,

I'm Cyril, founder of Tribe. We're a SF based gaming app backed by Sequoia Capital and Kleiner Perkins.

We've just received a call from the Appstore saying that our App (TRIBE) was about the get hidden-deleted from the store in the next 24hours.

The explanation was pretty vague but from what we've understood, it was something along those lignes :

"Apple just changed its guidelines about applications that have onboarded mini games inside.
The app will be remove of the store tmw and we have to change our "concept".

There is many big apps (WeChat, Messenger, Roblox) in the same usecase. (small inside game store + many games)
Are we all getting banned in the same time?
Is there a way to have more color and details about whats "wrong" so we can understand and adapt?

Here is our app : https://itunes.apple.com/fr/app/tribe-games/id1053998412?l=en&mt=8
Here is a short demo of it : https://www.instagram.com/p/BbpcgzInr_h/?taken-by=cyrilpaglino1

You can important how important this news is for us.
Thanks a lot for your help,
Sincerly,

Cyril Paglino
www.tribe.pm

▌ Bill Havlicek | ████████████████████████