



Subject: Goldman Sachs switching report

From: "Philip Schiller" <[REDACTED]>

Received(Date): Thu, 20 Jun 2013 16:44:26 +0000

To: "Greg Joswiak" <[REDACTED]> "Stan Ng" <[REDACTED]> Michael
Tchao" <[REDACTED]> "Knight Kurt" <[REDACTED]> Scott
Brodrick" <[REDACTED]> "Eddy Cue" <[REDACTED]> Matt
Fischer" <[REDACTED]>

Attachment: GS 6:20:13.pdf

Date: Thu, 20 Jun 2013 16:44:26 +0000

Here is an interesting report on the cost and methodology to switch from iPhone to Android
(iTunes and iCloud figure pretty big in the ability and the effort involved to switch)

Exhibit
0080

PX-0080.1

APL-APPSTORE_06492311