

**Subject:** Re: App Store Financial Model  
**From:** "Eddy Cue" [REDACTED]  
**Received(Date):** Wed, 15 Jul 2009 17:14:52 +0000  
**To:** "Philip Schiller" [REDACTED]  
**Cc:** "Mark Donnelly" [REDACTED]  
**Date:** Wed, 15 Jul 2009 17:14:52 +0000

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We are definitely making money so we are fine and mark can send you the data.

Sent from my iPhone

On Jul 15, 2009, at 5:16 PM, Philip Schiller [REDACTED] wrote:

> Mark,  
>  
> Steve has asked if we could send him the data for the App Store  
> financial model. He wants to understand the profits and costs (the  
> assumption is that it is at best slightly positive given all the  
> free apps, which is fine).  
>  
> Thanks,  
>  
> Phil

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**Exhibit**  
**PX 406**

PX-0406.1  
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