

Meeting Minutes: Q3 Product Launch Review

Date: July 15, 2025

Attendees: Tim Cook (CEO), Jeff Williams (COO), Craig Federighi (SVP Software), Deirdre O'Brien (SVP Retail + People), Luca Maestri (CFO)

1. Review of Q3 Product Launches

The meeting began with a comprehensive review of the Q3 product launches, specifically the new MacBook Pro with the M4 chip and the updated AirPods Pro. The discussion focused on sales performance against projections, initial customer feedback, and media reception. The team noted that while the MacBook Pro's sales exceeded expectations, the AirPods Pro launch was met with some technical issues related to firmware updates.

2. Key Discussion Points

- **MacBook Pro (M4):** Exceptional performance and positive reviews, but some minor supply chain bottlenecks were identified for the higher-end models.
- **AirPods Pro (Gen 3):** Initial reports of audio sync issues and connectivity drops are a concern. The software team is actively investigating the root cause. Retail teams reported an increase in support calls related to these issues.

3. Action Items

- **Jeff Williams (COO):**
 - Address and resolve supply chain bottlenecks for the MacBook Pro 16-inch model.
 - Submit a full report on the manufacturing and logistics of the AirPods Pro launch.
- **Craig Federighi (SVP Software):**
 - Prioritize a firmware update to resolve the AirPods Pro audio sync and connectivity issues.
 - Provide an updated timeline for the firmware release.
- **Deirdre O'Brien (SVP Retail + People):**
 - Develop a new training module for retail staff to handle customer support inquiries for the new AirPods Pro.
 - Provide a summary of customer feedback trends from retail and online support channels.

4. Risk Items

- **Tim Cook (CEO):** The ongoing AirPods Pro technical issues pose a risk to customer satisfaction and could negatively impact the product's long-term reputation if not resolved quickly.
- **Luca Maestri (CFO):** The supply chain issues with the MacBook Pro could lead to a revenue shortfall if production cannot meet demand in the coming quarter.