

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

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
