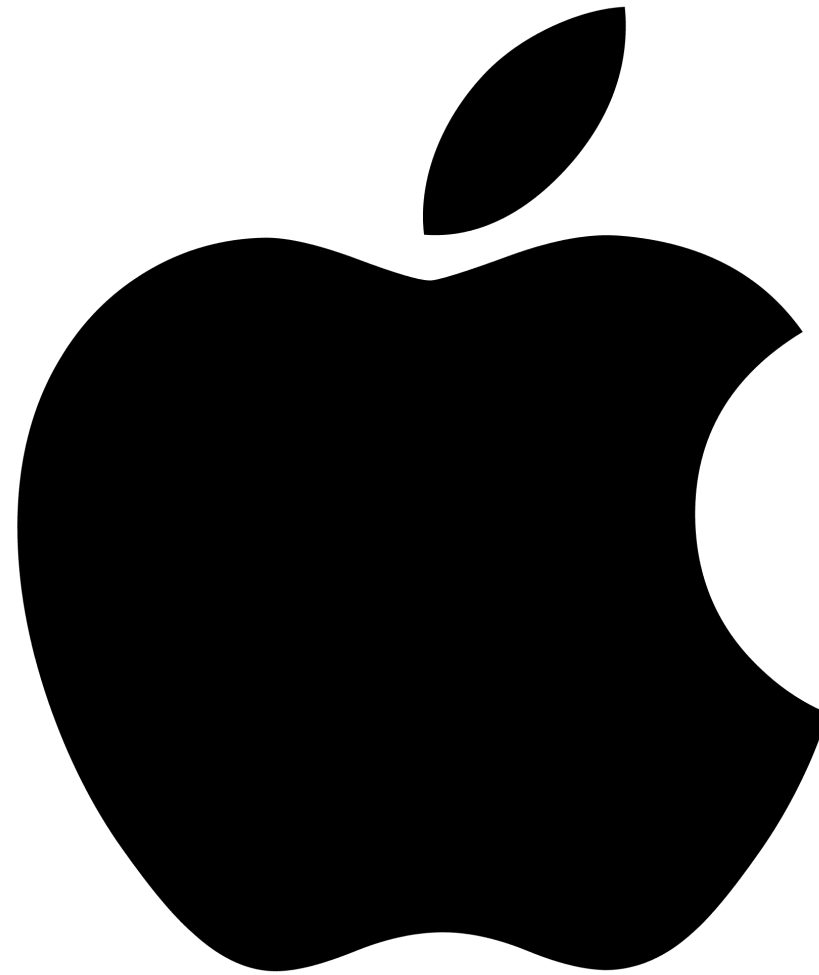


**EUROPEAN
STUDIES AND
ECONOMICS**

**LOBBYING
PRESENTATION :
APPLE CASE**

LEFORT ELODIE



1. PRESENTATION OF THE COMPANY

- APPLE INC is an American multinational computer company founded in 1976 in Cupertino by Steve Jobs, Steve Wozniak and Ronald Wayne.
- Apple is considered as a leader in the electronics sector since more than 10 years.

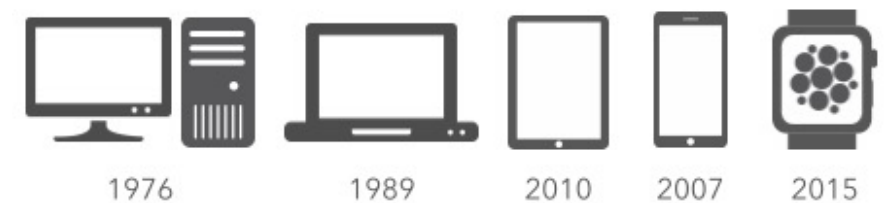


2. THE PRODUCTS

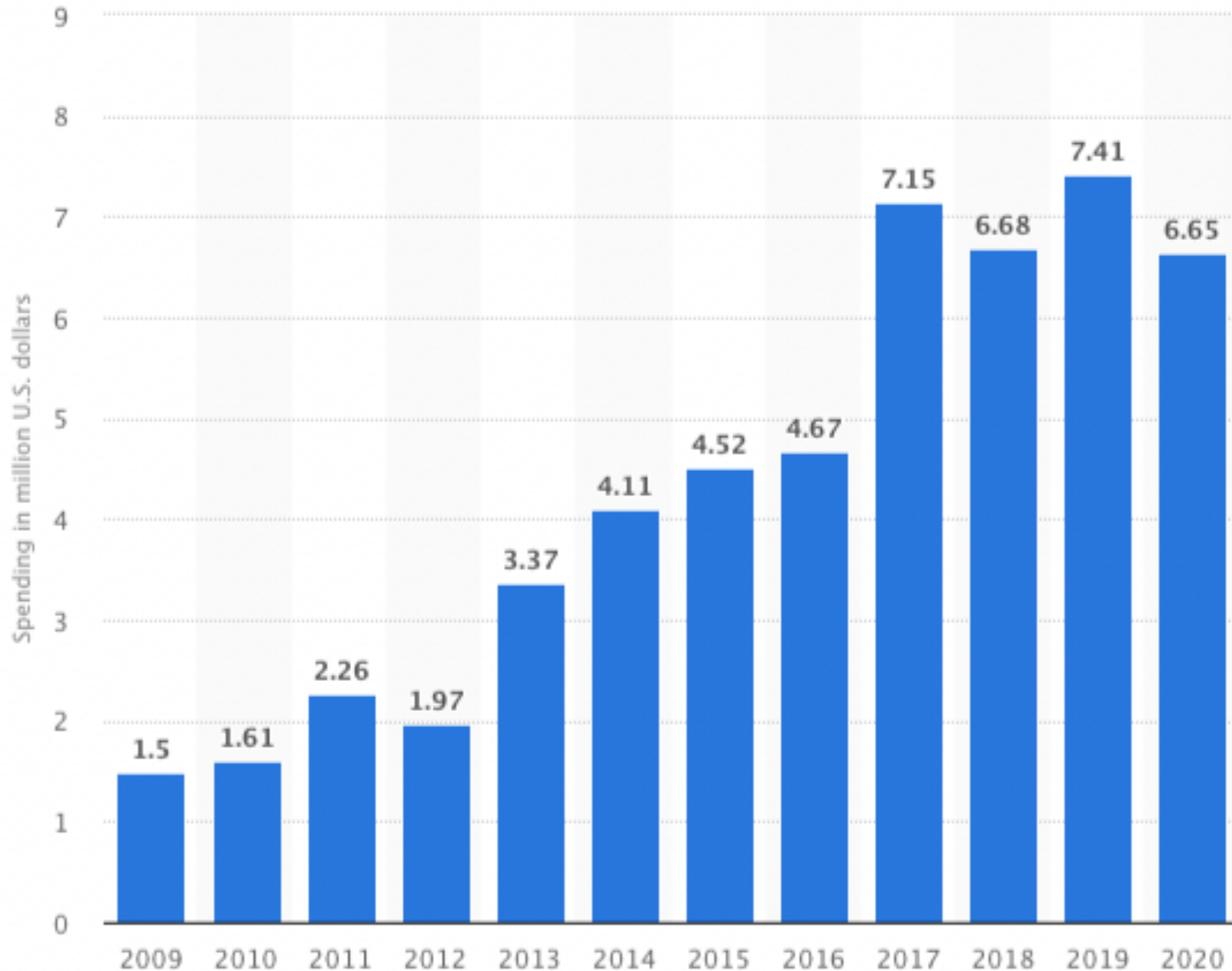
The company have start by creating laptop but was successful thanks to its digital music player and its phone, the Iphone.

The Iphone was put in sale in USA from July 2007 and from November 2007 in France, Deutschland and UK.

Apple has since marketed many new products such as the iPad or even the Apple Watch.



Increasingly mobile and personal computers



3. LOBBYING BUDGET

Lobbying expenses of Apple in the United States from 2009 to 2020 (in million U.S. dollars)

3. HOW APPLE PRACTICE ITS LOBBYING ACTIVITIES ?

Apple uses outside consultants to support its engagement with government officials and policymakers.

Apple has heard its voice in the area of taxes, data privacy, immigration or copyright.

The californian firm also supports diversity in the workplace and regarding immigration its lobbies for the DACA : Deferred Action for Childhood Arrivals.

**THANK YOU FOR YOUR
ATTENTION.
ANY QUESTIONS ?**

