



BRII FULL COMPANY REPORT

Apple, Inc.

One Apple Park Way
Cupertino
U.S.A.
95014

Ticker: AAPL

F-Ticker:

Exchange: NASD

S&P500: Yes

Company Notes

This section has information that falls outside of our screens and parameters but that we feel might be useful to clients. Information is updated on an ad hoc basis as our researchers find pertinent data.

2020: According to a February 2020 article from the Washington Post, Apple participated in China's campaign to forcibly assimilate its Muslim Uyghur population into government-directed labor by turning a blind eye to these workers in their Chinese factories. The article states, "The researchers found 27 factories in nine Chinese provinces that have used Uighur workers hired through labor transfer programs from Xinjiang since 2017. The factories are owned by firms that feed into the supply chain of some of the world's best-known companies, including Apple."

2019: In August 2019, it was reported by OneNewsNow that LifeSite, a conservative news service, was removed from the Apple News platform. LifeSite president Steve Jalsevac was quoted as saying that LifeSite received a noticing saying, "Your channel has been disabled, and your content has been removed from Apple News. Your channel didn't comply with our Apple News guidelines. Channel content shows intolerance towards a specific group." Neither the notice nor subsequent calls to Apple have uncovered what the specific intolerance was or toward whom. LifeSite is a news service that has been reporting on life, family and culture since 1997.

2017: In August 2017, Apple Inc. Chief Executive Tim Cook announced that the tech company would be making a \$1 million donation to the Southern Poverty Law Center (SPLC). SPLC is an organization linked to pro-abortion causes that categorizes conservative, Christian organizations like the Family Research Council, Alliance Defending Freedom and American Family Association as "SPLC designated hate groups."

2011: According to March articles from Foxnews.com and the Family Research Council, Apple has censored an application from Exodus International, a Christian organization that offers help to people struggling with homosexuality. Apple spokesman Tom Neumayr told FoxNews.com that the app had indeed been deemed offensive and removed. "We removed the Exodus International app from the App Store because it violates the developer guidelines by being offensive to large groups of people," he said. Meanwhile, numerous gay/lesbian apps are offered for both iPhones and iPads in the Apple store.

2010: In regard to keeping questionable content off its iPhone platform, Apple CEO Steve Jobs has been quoted as saying, "We do believe we have a moral responsibility to keep porn off the iPhone." On February 23, 2010, MSN Money.com ran an article which stated that Apple has pulled more than 5,000 apps from its App Store. One app developer whose product was pulled provided the following email explanation from Apple: "The App Store continues to evolve, and as such, we are constantly refining our guidelines. Your application...contains content that we had originally believed to be suitable for distribution. However, we have recently received numerous complaints from our customers about this type of content, and have changed our guidelines appropriately. We have decided to remove any overtly sexual content from the App Store, which

includes your application..." The next day (February 24, 2010), BRI Institute researchers found on iTunes the following explicit Podcasts and Applications: Podcasts - "I Want Your Sex," "Sex with a Naive London Girl," "In your Pants" Applications - "Adult Sex Trick" (contains mature/suggestive themes, sexual content, nudity, etc), "Adult Sex Life" (contains sexual content, nudity, profanity, etc) Consequently, Apple continues to fail BRII's Pornography-Internet parameter.

iTunes now has an iPhone application for those interested in the Human Rights Campaign's Buyers Guide. The Buyers Guide tells consumers what companies are pro-LGBT (and they should support with their purchasing dollars) and what companies to avoid.

In a May 25 2010 article, prior to the release of the iPad in the UK, The Guardian (a British newspaper) reported on Apple's anti-pornography stance. According to the article, "many magazine publishers developing 'apps' for the new iPad...have had to self-censor...Germany's Stern magazine saw its app pulled because it runs topless photo spreads, while the newspaper Bild has added bikinis to its topless models." The Guardian article quoted CEO Steve Jobs from an April press conference: "You know, there's a porn store for Android [phones using Google's software]. You can download porn, your kids can download porn. That's a place we don't want to go - so we're not going to go there." The Guardian article also included excerpts from an email exchange between Jobs and Ryan Tate, a critic of Apple's policy: Tate reportedly wrote, "...Revolutions are about freedom." In reply, Jobs said, "Yep, freedom from programs that steal your private data. Freedom from programs that trash your battery. Freedom from porn. Yep, freedom." When Tate stated that he did not want "freedom from porn," Jobs responded, "You might care more about porn when you have kids."

On November 20, 2009 a group of Christian clergy, ministry leaders, and scholars released the Manhattan Declaration. The Declaration "is a clarion call to the church to take a stand on three vital issues: The sanctity of life, the dignity of marriage as the union of one man and one woman, and religious liberty." The Manhattan Declaration subsequently released an Apple iPhone app that would allow users to read, sign, and share the Manhattan Declaration. At the time, Apple gave the app a 4+ rating, "meaning it contained no objectionable material. Yet Apple pulled the app shortly after a small but very vocal protest by those who favor gay marriage and abortion. These groups claim that the Manhattan Declaration promotes 'homophobia' and that its supporters are 'anti-gay.'" The Manhattan Declaration responded by stating, "We emphasize with great sincerity that 'disagreement' is not 'gay-bashing.' Anyone who takes the time to read the Manhattan Declaration can see that the language used to defend traditional marriage, the sanctity of human life, and religious liberty is civil, non-inflammatory, and respectful."

2009: Apple markets the iPhone (a phone, an iPod, and an Internet device in one). In June 2009, pornographic images through one of the phone's applications were made available. The application in question was called "Hottest Girls." It included images of topless and nude models. A few days after appearing, the application became unavailable. According to a 6/26/2009 article in Bloomberg entitled "Apple Pulls iPhone Program Containing Pictures of Topless Women", a spokesperson for Apple Inc. said it removed the program from its iPhone store because the developer violated Apple's policy against offensive content by adding nudity after Apple, Inc. had approved the original application.

2007: Apple Computer received a perfect 100 percent rating on the Human Rights Campaign (HRC)'s sixth annual Corporate Equality Index (CEI), which was released on September 17, 2007. The index rates companies on their gay/lesbian/bisexual and transgender initiatives. Factors include such things as non-discrimination policies, diversity training and domestic partner benefits. (It should be noted that the HRC is changing the year associated with this report. It is called the 2008 CEI, rather than the 2007 CEI.)

2006: Apple has an employee group called Apple Christian Fellowship. The company also has employee groups for GLBT employees, Muslim employees, Jewish employees, etc. Apple has diversity partners, organizations that provide the company with resources and recruitment opportunities. The Human Rights Campaign is included in Apple's list of diversity partners. Apple Computer received a perfect 100 percent

rating on the Human Rights Campaign's fifth annual Corporate Equality Index (released on September 19, 2006). "The 2006 HRC Corporate Equality Index rated companies on a scale of 0 percent to 100 percent on several factors, including whether they have a written non-discrimination policy covering sexual orientation; support transgender employees with written non-discrimination policies and benefits; offer inclusive health insurance, bereavement and family leave policies to employees with same-sex partners; offer diversity training; have GLBT employee groups; engage in appropriate and respectful advertising to the GLBT community; contribute to GLBT community organizations; and decline to engage in any activities that would undermine the goal of equal rights for gay, lesbian, bisexual and transgender people."

2005: Apple Computer received a perfect 100 percent rating on the Human Rights Campaign's fourth annual Corporate Equality Index (released on September 20, 2005). The 2005 HRC Corporate Equality Index rates "companies on a scale from zero to 100 percent on seven key indicators of fair treatment for GLBT employees. Indicators include policies prohibiting discrimination based on sexual orientation and gender identity as well as equal health care benefits." Apple's iTunes software is linked to Apple's online iTunes music store from which consumers can purchase music and download podcasts. Apple's iTunes 4.9 software included a new feature, a Podcast Directory. Podcasts with sexually explicit content are offered in the Podcast Directory. In the summer of 2005, there was extensive media coverage of Apple's distribution of sexually explicit content via podcasts. A July 6, 2005 article in the Wall Street Journal stated that Apple's policy is to ban pornographic podcasts and label as "explicit" other non-pornographic podcasts with sexual content and obscenity. "To enforce these rules, Apple reviews each submitted podcast. But there are flaws in that system...Apple applied its own standards haphazardly...We found a number of openly pornographic podcasts that had slipped by Apple's reviewers, and others that should have been labeled 'Explicit,' but weren't...And Apple reviews only the initial episode of a podcast...[so] if the topic changes next week...Apple, won't know about it." The July 6 article continued, "Apple admits the errors, and says it is cleaning them up. The company also points out that it will be relying on consumers to use a feedback feature to point out problems in the future." Another article appeared in the Wall Street Journal on July 22, 2005. Below are excerpts from the July 22 article: "As podcasting reaches a more mainstream audience, the more risqué audio shows - and Apple's role in distributing them - could come under greater scrutiny. Apple declined to say whether any of its users have complained about the adult podcasts, which can be downloaded by anyone regardless of age... Apple allows podcasters to submit their own audio shows for inclusion in iTunes. Those who discuss adult material are asked to mark their podcasts as 'explicit' by checking a box, but Apple spokeswoman Natalie Kerris said the service has no specific guidelines as to what constitutes explicit content. She said Apple tries to review as many submissions as it can for 'really obvious' adult content. Listeners can click on a button marked 'Report a Concern' if they feel that a podcast is not marked as explicit and should be. 'If for some reason we miss it, customers usually catch it,' Ms. Kerris said... One of the most popular podcasts tagged as 'explicit' on iTunes is 'Open Source Sex,' an audio show hosted by a woman called Violet Blue, who has written several sex books. A frequent guest on radio talk shows, Ms. Blue is often gently reminded before going on the air to keep her language G-rated and her anatomy discussions vague. On her podcast, meanwhile, nearly anything goes... In a June 2005 interview with ABC News, Apple Chief Executive Steve Jobs said of the iTunes podcast directory, 'We're not allowing any pornography.' Ms. Kerris declined to say how Apple defines audio porn, but she said Apple has removed podcasts that contain copyrighted material or were otherwise inappropriate... Podcasters argue that by labeling their shows as 'explicit,' they should be free to say whatever they want. 'I don't have to censor my language or anyone else's language,' said Ms. Blue of 'Open Source Sex.'" (It should be noted that, unlike radio broadcasts, podcasts are free of FCC indecency rules.)

2004: In September 2004, Apple Computer Inc. received a perfect 100 percent rating on the Human Rights Campaign's third annual Corporate Equality Index. "The 2004 HRC Corporate Equality Index rated companies on a scale of 0 percent to 100 percent on seven factors, including whether they have a written non-discrimination policy covering sexual orientation; have a written non-discrimination policy covering gender identity and/or expression; offer health insurance coverage to their employees' same-sex domestic partners; offer diversity training; have GLBT employee groups; engage in appropriate and respectful advertising to the GLBT community; provide financial contributions to GLBT community organizations; and

decline to engage in any activities that would undermine the goal of equal rights for lesbian, gay, bisexual and transgender people." Apple also scored a perfect 100 in 2003 and 2002, According to the Human Rights Campaign, Apple supports the Employment Non-Discrimination Act (to expand federal law to include the prohibition of employment discrimination on the basis of sexual orientation).

2003: In 2003, Apple was included in The Advocate's list of best firms for gay and lesbian employees.

2001: In 2001, Apple was ranked #8 in the Gay Financial Network's 2001 gfn.com 50, the list of the 50 Most Powerful & Gay-Friendly Public Companies in Corporate America.

Anti-Family Activity : Entertainment Gay Focus

Many gay/lesbian-themed podcasts, audio books and TV episodes are available on Apple's iTunes.

Violation Date: 04/26/2021
Expire Date: 04/18/2022

Non-Marriage Lifestyles : Awards

The company's Apple TV+ received Special Recognition for "The Son" episode of Little America at the 32nd Annual GLAAD Media Awards held virtually on April 8, 2021.

Violation Date: 04/08/2021
Expire Date: 04/08/2024

Non-Marriage Lifestyles : Domestic Partner Benefit

Apple, Inc provides domestic partner benefits. The company states, "Apple was among the first California companies to offer equal rights and benefits to our employees' same-sex partners, and we strongly believe that a person's fundamental rights - including the right to marry - should not be affected by their sexual orientation."

Violation Date: 12/14/2011
Expire Date: 12/14/2111

Non-Marriage Lifestyles : Employees Group

Apple, Inc. has a LGBT Employee Resource Group referred to as Apple Lambda Lesbian and Gay Employee Association.

Violation Date: 12/14/2011
Expire Date: 12/14/2111

Non-Marriage Lifestyles : Gender Identity

Apple, Inc. includes gender identity in their non discrimination policy. The company states, "Apple does not tolerate harassment or discrimination based on factors such as race, color, sex, sexual orientation, gender identity characteristics or expression, religion, national origin, age, marital status, disability, medical condition, veteran status, or pregnancy. Additional restrictions may apply based on regional laws and regulations."

Violation Date: 12/13/2011
Expire Date: 12/13/2111

Non-Marriage Lifestyles : Most Active Promoters of Lifestyle

This company is one of the most active corporate promoters of the lesbian/gay/bisexual/transgender lifestyle.

Violation Date: 03/16/2021
Expire Date: 03/15/2022

Non-Marriage Lifestyles : Non-discrimination orientation

Apple, Inc. includes sexual orientation in their non discrimination policy. The company states, "Apple does not tolerate harassment or discrimination based on factors such as race, color, sex, sexual orientation, gender identity characteristics or expression, religion, national origin, age, marital status, disability, medical condition, veteran status, or pregnancy. Additional restrictions may apply based on regional laws and regulations."

Violation Date: 12/13/2011
Expire Date: 12/13/2111

Non-Marriage Lifestyles : Political Advocate

This company signed an amicus brief in favor of Title VII Protection for LGBT Employees. The support from the companies comes as the Supreme Court announced that it will hear the arguments Oct. 8, 2019 in a trio of cases that will consider whether sexual orientation and gender identity should be protected under the Title VII of the 1964 Civil Rights Act. Opponents say reinterpreting Title VII should be left up to lawmakers and that changes in how terms are defined would be detrimental to women on issue of employment, athletics, education, and more.

Violation Date: 07/03/2019
Expire Date: 07/03/2024

Non-Marriage Lifestyles : Sponsor

The company served as a 2021 Titanium partner for Out & Equal Workplace Advocates.

Violation Date: 12/31/2021
Expire Date: 12/31/2022

The company served as a 2021 Corporate Partner for PFLAG (Parents, Families and Friends of Lesbians and Gays), whose mission is to advance equality by uniting people who are lesbian, gay, bisexual, transgender, and queer (LGBTQ) with families, friends, and allies. The organization is headquartered in Washington, DC.

Violation Date: 12/31/2021
Expire Date: 12/31/2022

The company served as a 2021 Corporate Partner for the Human Rights Campaign, the largest national lesbian, gay, bisexual, transgender and queer civil rights organization.

Violation Date: 12/31/2021
Expire Date: 12/31/2022

Non-Marriage Lifestyles : Supplier Diversity

Apple Inc. includes LGBT-owned businesses in their Supplier Diversity Program. The company states, "The businesses we categorize as diverse suppliers are Minority-Owned, Women-Owned, Veteran-Owned, Service-Disabled Veteran-Owned, LGBTQ+ Owned and Disabled-Owned."

Violation Date: 08/20/2020

Expire Date: 08/20/2120

Non-Marriage Lifestyles : Trailblazer

This company received a perfect 100 percent score on the Human Rights Campaign's first (2002) Corporate Equality Index report, which was released in August 2002.

Violation Date: 03/10/2008

Expire Date: 03/10/2108

This company was one of the first to offer domestic partner benefits (medical benefits to an employee's same gender partner).

Violation Date: 03/17/2008

Expire Date: 03/17/2108

Non-Marriage Lifestyles : Transgender Benefits

The company indicated that they have a policy of "not disclosing specific benefits." They did, however, confirm that they received a perfect score on the 2013 Corporate Equality Index, which was released November 15, 2012. In order to have received a perfect score, Apple Inc. would provide benefits for sex reassignment surgery.

Violation Date: 02/07/2013

Expire Date: 02/07/2113

Pornography : Internet

An Apple itunes.com search of audiobooks has an "erotica" section with numerous graphic options.

Violation Date: 02/24/2021

Expire Date: 04/18/2022

Positive Activity : Awards

Apple was ranked first on Fortune.com's list of the World's Most Admired Companies.

Violation Date: 03/01/2019

Expire Date: 03/01/2022

Apple was ranked first on Fortune.com's 2020 list of the World's Most Admired Companies.

Violation Date: 03/01/2020

Expire Date: 03/01/2023

The company ranked #3 on Forbes' 2020 list of "The Just 100: Companies Doing Right By America." To formulate the list, Forbes partnered with Just Capital to rank companies on 29 issues of business behavior. Broad

Violation Date: 12/31/2020

Expire Date: 12/31/2023

categories include worker treatment (which received a 35% weighting in the data analysis), customer treatment (which got a 24% weighting), community support (18%), environmental impact (11%) and leadership behavior (11%).

Apple was ranked first on Fortune's 2021 list of the World's Most Admired Companies.

Violation Date: 03/01/2021
Expire Date: 03/01/2024

The company ranked #3 on Forbes' 2021 list of "The Just 100: Companies Doing Right By America." To formulate the list, Forbes partnered with Just Capital to rank companies on issues of business behavior. Broad categories include treatment of workers (41% weighting), community (21%), customers (15%), shareholders (15%) and the environment (9%).

Violation Date: 12/31/2021
Expire Date: 12/31/2024

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