

## **Online Platforms and Market Power Part 6: Examining the Dominance of Amazon, Apple, Facebook, and Google**

### **Questions for the Record from the Honorable Pramila Jayapal**

#### **Questions for Tim Cook, CEO, Apple, Inc.**

##### **1. What percentage of your supplier spending is with Black-owned businesses?**

Apple is committed to ensuring that it supports a diverse set of suppliers, and our Supplier Diversity Program has made tremendous progress over the last several years. Apple's Supplier Diversity Program was formally established in 1993, and since that time, Apple has continued growing and supporting the suppliers who participate.

Apple actively engages in industry diversity leadership activities through non-profits such as the National Minority Supplier Development Council ("NMSDC"), Women's Business Enterprise National Council ("WBENC"), National Veterans Business Development Council ("NVBDC"), National LGBT Chamber of Commerce ("NGLCC"), Disability:IN, Canadian Aboriginal & Minority Supplier Council ("CAMSC"), Minority Supplier Development UK, Minority Supplier Development China, as well as supplier diversity business opportunity trade fairs around the world.

In 2016, Apple was inducted into the Billion Dollar Roundtable ("BDR"), where we remain a member in good standing. The BDR was created in 2001 to recognize and celebrate corporations that achieved spending of at least \$1 billion with minority and woman-owned suppliers.

We are proud that our spending with all diverse firms in 2019 was \$4.2 billion. Our supplier spending is focused on ensuring we have diverse representation in a number of professional areas including: Professional Services (e.g., law, accounting), Construction, Facility Services, Technology, and Marketing & Advertising. As an example, Apple has worked with Black-owned investment firms to help facilitate its public debt offerings for years.

Having said that, we recognize that we have much more work to do to support Black-owned businesses. While our annual spend on Black-owned businesses has increased in the past several years, more must be done, and we are committed to doing that work. We will keep your office updated on our progress.

##### **2. What responsible supplier practices is your company adopting to increase participation from smaller Black-owned businesses and providers?**

We have deployed an aggressive set of business practices to ensure that Apple increases supplier participation from diverse businesses, including smaller Black-owned businesses. Such efforts include holding those responsible for spending decisions accountable for continued improvement, hosting weekly meetings with prospective Black-owned businesses, maintaining aggressive spend goals with Black-owned suppliers, encouraging increased stakeholder engagement across the board, and transmitting regular updates on progress to Apple executives.

In addition, Apple recently announced a new \$100 Racial Equity and Justice Initiative ("REJI"), which aims to combat systemic racism. While the details are still being finalized, part of the REJI will include programs aimed at building capacity among Black app developers and entrepreneurs, and we can share those details with you at the appropriate time.

**3. Nine percent of Apple’s workforce is composed of Black workers, but Black employees only make up three percent of those in leadership roles. Since the company made a declaration in “Speaking up on racism” that Black lives matter at Apple, what is the company’s plan to recruit, hire and retain Black workers in representative numbers in Apple’s leadership ranks and technical workforce?**

The strength of our innovation depends on a diverse workforce that is a reflection of the world around us. Apple is deeply committed to hiring and promoting inclusively, as well as fostering a culture that allows people to do their life’s best work, earn equal compensation, and work to create more access and opportunities. Apple is a multigenerational company with employees from 18 to 87 years old, and we are proud that many of our employees choose to stay at Apple for a long time.

Apple also has a long-standing commitment to diversity and inclusion. Since our earliest days, Apple has believed that education is the great equalizer. So we are dedicated to empowering students and educators at all levels. We partner with community colleges, Historically Black Colleges and Universities (“HBCU”s), and minority-serving institutions to help promote access and opportunity. And we develop diverse leaders through programs like our Apple HBCU Scholars program and Apple Entrepreneur Camp. And we remain committed to doing better. For example:

- We are redoubling our diversity and inclusion efforts, including both recruitment and retention, as well as our internal accountability measures so that teams can make meaningful and measurable progress.
- We are working to attract more diverse talent for jobs at all levels across Apple. This includes accessing candidates from more diverse pipelines, and we are expanding our efforts to prevent bias throughout the hiring process. We are also supporting our recruiting teams with the tools and knowledge needed to bring in diverse talent to Apple.
- An important part of our hiring approach is our partnerships with organizations that are dedicated to the education, development, and advancement of diverse populations. Apple partner organizations include the Thurgood Marshall College Fund, AnitaB.org, Rewriting the Code, and many others. Every year, we continue to engage our top diverse talent by supporting employee attendance at conferences and networking events presented by diversity organizations Apple is proud to sponsor.
- Education and training is part of our employee experience as well. We will continue to provide mandatory unconscious bias training—among other learning opportunities such as our educational series on race and justice—to all employees to create an even more inclusive environment where all can thrive.
- Beyond training, our Diversity Network Associations (“DNA”s) create an even greater sense of belonging, community, and allyship across the company—and we continue to grow our DNAs at Apple.
- Apple has committed \$100 million to Apple’s REJI, which will challenge the systemic barriers to opportunity that exists for communities of color and particularly for the Black community.
- We also acknowledge that the obstacles communities face are often deeply interconnected, so we are proud of our strong track record of speaking out and taking action for Dreamers and LGBTQ+ community, and creating even more educational opportunities.

As part of Apple’s Community Education Initiative, there are now 24 locations across the U.S., including a number of HBCUs, which will serve as technology hubs bringing coding, creativity and workforce development opportunities to their communities.