

SSMUG NEWSLETTER

EXTRA EDITION

MARCH 22, 2012

Apple has \$94 billion dollars 'in the bank'. They have announced that they will declare a dividend of \$2.69 per share and buy back outstanding stock. Apple has indicated that they will continue to buy back stock and issue dividends for the foreseeable future. The stock price, as of this writing is \$600 per share.

The third generation iPad was recently announced. It has the upgraded Retina screen, an upgraded processor to handle the Retina screen, and 4G capability. Because of the 4G capability and for ease of manufacturing, it has both "AT&T" and "Verizon" functionality built in. The cost has not changed and the 16GB iPad2 has been reduced in price by \$100. Three million were sold over the first three days after introduction.

I could wish that Apple would emulate Google and use their bankroll to go into the fiber-optic ISP business. Or become a cell phone provider.

It has been noted, in the Chicago Tribune of all places, that developers prefer to work with iOS devices rather than Android. This is because iOS runs on a smaller number of product lines, which fewer quirks have to be allowed for. In case you did not know, an LG Android phone has a different design than a Motorola (soon to be Google) phone.

Finally, it appears that it was possible for Microsoft employees to purchase Apple products for work with company money. This policy, however, is coming to an end. If I recall correctly, (personal) iPhones have been banned from Microsoft offices for some time.

Memo:

"From: Alain Crozier

Sent: Wednesday, March 14, 2012 1:17 PM

Subject: Apple Purchases

Within SMSG we are putting in place a new policy that says that Apple products (Mac & iPad) should not be purchased with company funds.

In the US we will be turning off the Apple products from the Zones Catalog next week, which is the standard purchasing mechanism for these products.

Outside of the US — we will work with your finance and procurement teams to send the right message and put the right processes in place.

The current purchase levels are low, however we recognize there will be a bit of transition work associated with this. Details of historical purchases in the US are provided in the attachment to help understand the changes that will be needed. Thank you for your support and leadership on this.

Alain Crozier, CFO | WW Sales, Marketing & Services
Group WWW SMSG Finance”

While I believe this is an unsurprising policy, for example, auto manufacturers frequently allot better parking spaces to their own cars than to cars manufactured by others, “One should be careful about what one puts into writing.” (Charlton Heston’s Cardinal Richelieu in the Three Musketeers.)

It would seem worthy of being assumed that Macintosh and iPad purchases would be allowed for development purposes.