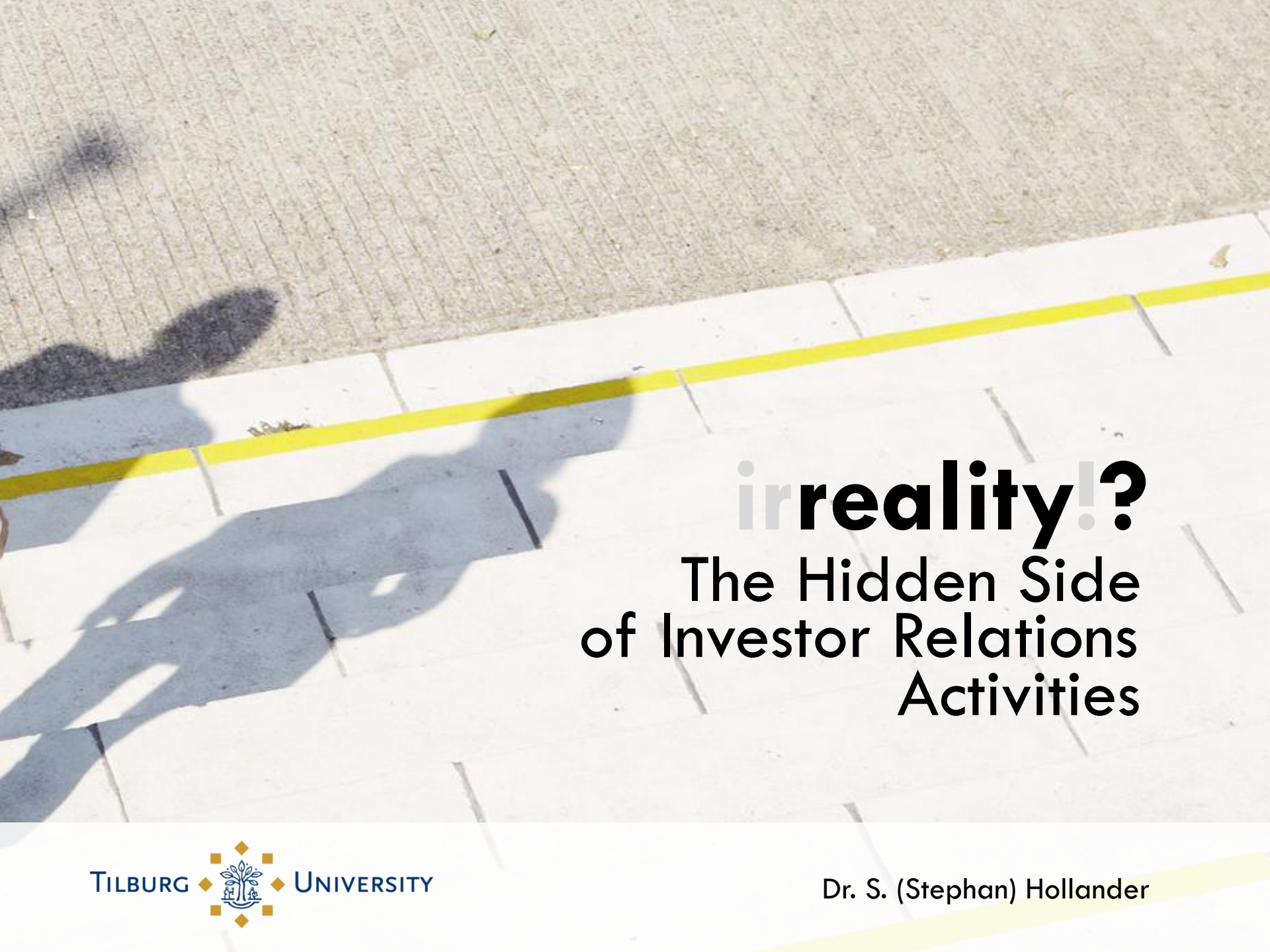




irreality!?

The Hidden Side of Investor Relations Activities



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Why Are CIA Agents Interested In Earnings Conference Calls?

A photograph of the Apple Store's iconic glass cube entrance in New York City. The cube is made of clear glass panels held together by metal frames. A large, white, semi-transparent Apple logo is visible on the front face of the cube. People are walking on the sidewalk in front of the store, and a man in a blue denim jacket and white cap is walking towards the left in the foreground. The background shows other city buildings.

Apple Inc. Q3-2008

“Steve’s health is a private matter”

-2.6%

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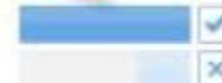
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"your goals w/ the...
you think this offering...
business/revenue over...

[Mark May](#), Needham

Question

"You have said repeatedly that growth rates of products like enterprise apps and YouTube are high - or at least pleasing. Yet they still don't contribute materially to the bottom line. Do you see these services materially contributing anytime soon?"

[James](#), Mountain View

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[Christa Quarles-TWP](#), San Francisco, CA[Submit a question](#)

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Do IR Activities Matter?

Thank you!