

Lobbying And Time Expenditures

2015-2016 Legislative Session

July-December 2016

Apple Inc.

| Description Of Totals And Expenditures | Hours Communicating | Hours Other | Dollars |
|--|---------------------|--------------------|--------------------|
| Contract Lobbyists | 20.75 | 23.00 | \$16,000.00 |
| Government Policy Solutions, LLC | | | \$16,000.00 |
| Forbes McIntosh | 20.75 | 23.00 | \$0.00 |
| Comments: | | | |
| In-House Lobbyists | 0.00 | 0.00 | \$0.00 |
| Comments: | | | |
| Non-Lobbyist Employees | 0.00 | 0.00 | \$0.00 |
| Comments: | | | |
| Fringe Benefits¹ | | | \$0.00 |
| Overhead² | | | \$0.00 |
| Payments to Officials³ | | | \$0.00 |
| Travel and Living Expenses | | | |
| a) Lobbyist Employees | | | \$0.00 |
| b) Non-Lobbyist Employees | | | \$0.00 |
| All Other Lobbying Expenses | | | \$0.00 |
| Total Lobbying Time And Expenditures: | 20.75 Hours | 23.00 Hours | \$16,000.00 |
| Allocation of Lobbying Effort | | | Percent |
| Legislative Proposals | | | 0% |
| Budget Bill Subjects | | | 0% |
| Administrative Rulemaking Proceedings | | | 0% |
| Topics Not Yet Assigned A Bill Or Rule Number | | | 90% |
| Privacy | | | 25 % |
| Application location services | | | 20 % |
| Promote education technology initiatives. | | | 25 % |
| Electronic Waste Recycling | | | 20 % |
| Minor Efforts | | | 10% |
| All Other Matters | | | 0% |
| Total Reported Lobbying Effort: | | | 100% |

Report Certified On: Tuesday, January 31, 2017

1.

Fringe benefits are automatically calculated as 30% of salary. Overhead is automatically calculated as 30% of salary plus fringe. If you wish to manually calculate fringe benefits and overhead, click the Calculate Fringe and Overhead button below:

2.

Fringe benefits are automatically calculated as 30% of salary. Overhead is automatically calculated as 30% of salary plus fringe. If you wish to manually calculate fringe benefits and overhead, click the Calculate Fringe and Overhead button below:

3.

[Wis. Stats. 13.68\(d\)](#): Reimbursement to officials.

Certification and Electronic Signature

I certify I am Benjamin Keo and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Apple Inc..

I further understand that if I know or believe that the records I submit are not complete or that any part of it is not true, I may be fined \$10,000 or imprisoned for 5 years or both. I understand that Wisconsin Statutes require me to retain until 3 years from the date that the records are filed documents necessary to substantiate these reports.