

Lobbying And Time Expenditures

2023-2024 Legislative Session

July-December 2023

Apple Inc.

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Lobbyists	56.50	38.50	\$120,000.00
Government Policy Solutions, LLC			\$120,000.00
Forbes McIntosh	56.50	38.50	\$0.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Overhead			\$0.00
Payments to Officials²			\$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:	56.50 Hours	38.50 Hours	\$120,000.00

Allocation of Lobbying Effort	Percent
Legislative Proposals	70%
Assembly Bill 261	20 %
Assembly Bill 568	15 %
Senate Bill 259	20 %
Senate Bill 538	15 %
Budget Bill Subjects	0%
Administrative Rulemaking Proceedings	0%
Topics Not Yet Assigned A Bill Or Rule Number	15%
Matters related to electronic messaging apps & ensuring consumer data privacy.	15 %
Minor Efforts	15%
All Other Matters	0%
Total Reported Lobbying Effort:	100%

Report Certified On: Monday, January 29, 2024

Certification and Electronic Signature

I certify I am Erin Lama 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.