

# Bridging for Apple, Inc.

When questions are asked about... Bridge to... ►

These key messages

1. Apple's production's environmental impact  
Apple's role in sustainability  
Production- and delivery-related greenhouse emissions  
Use of toxic substances in production

1. **"Apple's goal is to lead the industry in environmentally-friendly design and production."**

- Uses less material with innovative design
- Reducing and eliminating harmful substances
- All products are free of of PVC<sup>2</sup> and BFRs and many are free of elemental bromine and chlorine

2. Product users impact on the environment  
Environmental footprint from software  
ENERGY STAR certifications

2. **"Apple products are designed to be as energy efficient as possible."**

- All Macs meet the strict requirements of ENERGY STAR'S strict low-power specifications
- Mac OS X regulates the processor and operating system to save energy whenever possible

3. Recyclability of product  
Battery life  
Recycling program

3. **"Although built to be longer lasting, Apple products are highly recyclable and the company also offers a free recycling program."**

- Batteries can be charged up to 1,000 times and last up to five years
- Raw materials are reusable in other products

4. Financial stability of the company  
Revenue and earnings  
Product sales  
Product popularity  
Next quarter's expected revenue

4. **"Apple has had the best non-holiday quarter revenue and earnings in company history."**

- Sold 2.6 million Macs and 10.2 million iPods
- 626% more iPhones were sold this quarter versus the same quarter last year
- Expecting revenue next quarter to reach \$8.7 billion