

**Press Release – For Immediate Release**

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**“Apple: Compensate consumers for intentionally depleting iPhones”  
Euroconsumers calls on tech giant to pay damages**

*Call for equal treatment on the heels of proposed \$310 million settlement in the United States*

BRUSSELS - Today, 11<sup>th</sup> June, Euroconsumers, the world’s leading consumer cluster organisation, announced it has [called on Apple Inc.](#) (NASDAQ: AAPL) to end so-called planned obsolescence of Apple iPhones and as has occurred in the US following the \$310 million settlement, to pay damages to European consumers affected by this policy.

“Planned obsolescence represents not only a deliberate unfair practice towards consumers, it is also environmentally irresponsible, wilfully increasing the volume of electronic waste which is also amongst the most polluting. We need to stop this,” said Els Bruggeman, Head of Policy and Enforcement at Euroconsumers. “We are willing to sit down with Apple and find a solution to move forward and end such unfair practices.”

On 29<sup>th</sup> May, in Italy, the Administrative Court of Lazio confirmed the fine of €10 million, imposed on 24 October 2019 by the Italian Antitrust Authority against Apple in relation to the implications for the iPhone performance of updating the IOS operating system. In addition, it was announced in March that the same anti-consumer behaviour is the focus of a class action lawsuit in the US where the proposed preliminary settlement calls for Apple to pay consumers \$25 for each iPhone, with a minimum total payout of \$310 million.

Euroconsumers and its member organisations are calling on Apple to pay damages to all similarly affected consumers in its European countries and Brazil.

**About Euroconsumers**

Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people, Euroconsumers is the world’s leading consumer cluster in innovative information, personalised services and defence of consumer’s rights. Our organisations work together and also with BEUC, the European Consumer Organisation, and Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities.