



The Digital Markets Act (DMA)

The DMA is landmark legislation on competition law in the EU. It aims to drive bold and impactful change by **ensuring a fair and open digital economy**, preventing the largest online platforms from continuing to act as gatekeepers **with the power to restrict competition and innovation in the EU**.

Apple's Abuses

For years, **Apple** has **leveraged scare tactics** and excuses to justify its bad behavior under the guise of privacy and security. This should no longer be tolerated. The European Commission must be clear — **Apple cannot be allowed to stifle competition and control consumers to pad its obscene profits**. When the DMA takes effect, consumers, creators, and developers can finally be freed from Apple's chokehold.

To restore free and fair competition, the European Commission must:

- **Repeal the Apple Tax** – Apple currently charges a fee up to 30% of each transaction in its in-app purchase system. Eliminate the unfair fee that Apple charges competing apps and their customers.
- **Stop Apple's Suppression** – Apple currently restricts developers from communicating with their own customers in their own apps. Free developers to communicate with their customers about new products, deals and offers.
- **Prevent Apple From Favoring its own Services** – Apple's policies allow it to reject features that would improve and enhance competing services, giving its own services a competitive boost. Remove Apple's unfair advantage over developers that have competing services.

Effective Enforcement of the DMA

This will require Apple to **compete fairly and transform the internet economy**. European companies will be free to innovate. And investors will place more bets on new ideas, giving creators the freedom to offer those ideas in a truly competitive marketplace.

End Apple's Monopoly. Enforce the DMA. Make them Play Fair.

Visit www.timetoplayfair.com/dma to learn more