

**From:** Joe Kreiner <[REDACTED]>  
**Sent:** Fri, 24 Apr 2020 13:55:48 +0000 (UTC)  
**To:** Ed Zobrist <[REDACTED]>  
**Cc:** David Shaw <[REDACTED]>; Hans Stolfus <[REDACTED]>; Kayla Page <[REDACTED]>  
**Subject:** Re: Your pov on possible payment options

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Making it more advantageous to buy on mobile than on Console is not an option.

On Fri, Apr 24, 2020 at 9:49 AM Ed Zobrist <[REDACTED]> wrote:

I think the idea is for the exact same purchase price, a mobile player would get 18% MORE v-bucks if they chose our payment system vs. Apple or Google's payment system. Although we won't offer console players the choice to choose our payment system over the console payment system, the ultimate net value to buying v-bucks on mobile using our payment system would be higher than all others.

Kayla: Or, do you think I misinterpreted Tim's request?

On Fri, Apr 24, 2020 at 9:35 AM Joe Kreiner <[REDACTED]> wrote:

We did agree to keep identical pricing across all platforms with Microsoft, Sony, and Nintendo. That being said, all they care about is that we are not using arbitrage to direct sales away from their platforms. They are entirely self serving, so making mobile less attractive would likely work for them. If we kept this just to mobile (and it was a fixed 18% higher that matched console, always) I'm sure we could talk it through with console partners. Would want to notify them 1-2 weeks before implementing.

If we extended this to PC, it would be like dropping a nuclear warhead. They would consider that Epic trying to destroy their business.

Joe Kreiner  
VP of Business Development  
Epic Games Store / 1st & 3rd Party Relations  
[REDACTED]

Office: [REDACTED]

Cell: [REDACTED]  
[REDACTED]

<http://www.epicgames.com>

DEFENDANT	United States District Court Northern District of California
	Case No. <u>4:20-cv-05640-YGR</u>
	Case Title <u>Epic Games, Inc. v. Apple, Inc.</u>
	Exhibit No. <u>DX-3364</u>
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

On Fri, Apr 24, 2020 at 8:53 AM Ed Zobrist <[REDACTED]> wrote:

Hey Joe,

I got a note from Tim asking us to explore, among other things, a mobile strategy of providing 18% more VBucks for Epic payment purchases versus mobile platform payment purchases. I suppose it might apply to PC too, and in theory instead of a value add to initial purchase could be a discount applied to next purchase (not sure it matters, point is to pass savings to player).

What are your thoughts particularly as it relates to navigating the 1st party console minefield?

Thanks,  
Ed

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Head of Publishing  
Epic Games

[REDACTED]  
Cary NC 27518 USA

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Head of Publishing  
Epic Games

[REDACTED]  
Cary NC 27518 USA

--

Joe Kreiner  
VP of Business Development  
Epic Games Store / 1st & 3rd Party Relations

Office: [REDACTED]

Cell: [REDACTED]

[REDACTED]  
<http://www.epicgames.com>