

**Subject:** Re: HOT Fwd: XcodeGhost Apps  
**From:** "Matt Fischer" [REDACTED]  
**Received(Date):** Mon, 21 Sep 2015 23:00:29 +0000  
**To:** "Dale Bagwell" [REDACTED]  
**Cc:** "Ron Okamoto" [REDACTED], "Tom Neumayr"  
[REDACTED], "Christine Monaghan"  
[REDACTED], "Phillip Shoemaker"  
[REDACTED], "Greg Joswiak" [REDACTED], "Emily  
Blumsack" [REDACTED], "Ayman Khalil"  
[REDACTED], "Matt Railo" [REDACTED], "Glenn  
Epis" [REDACTED], "Dale Bagwell" [REDACTED]  
**Date:** Mon, 21 Sep 2015 23:00:29 +0000

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Thanks Dale. That's very helpful information.

Joz and PR - let us know what you want to do.

Best,

Matt

On Sep 21, 2015, at 3:55 PM, Dale Bagwell [REDACTED] wrote:

Thanks Matt -

Just want to set expectations correctly here. We have a mass-request tool that will allow us to send the emails, however we are still testing to make sure that we can accurately include the names of the apps for each customer. There have been issues with this specific functionality in the past.

Also - I want to be clear that the tool is very limited in the number of emails it can handle. With a batch this big (128M) we would likely have to spend up to a week sending these messages, so after localizing the emails (which will take several days) we'll need at least a week for the send - if we are using the mass-request tool.

I'll let you know the results of our testing of the functionality as soon as they're complete.

Thanks,

Dale

Dale Bagwell

iTunes | Apple Inc.  
[REDACTED]

[REDACTED]

On Sep 21, 2015, at 3:48 PM, Matt Fischer [REDACTED] wrote:

**Privileged and Confidential**

**Adding Joz, per Phil and Ron's request. I've also added Emily, as well as Matt, Glenn and Dale from iTunes Operations.**

**On the customer front, Ayman has concluded his analysis, and in total, 128M customers have downloaded the 2500+ apps that were affected LTD. Those customers drove 203M downloads of the 2500+ affected apps LTD. More details below.**

**Joz, Tom and Christine - due to the large number of customers potentially affected, do we want to send an email to all of them?**

If yes, Dale Bagwell from our Customer Experience team will be on point to manage this on our side.

Note that this will pose some challenges in terms of language localizations of the email, since the downloads of these apps took place in a wide variety of App Store storefronts around the world (e.g. we wouldn't want to send an English-language email to a customer who downloaded one or more of these apps from the Brazil App Store, where Brazilian Portuguese would be the more appropriate language).

Best,

Matt

On Sep 21, 2015, at 3:20 PM, Matt Fischer [REDACTED] wrote:

FYI - in total, 128M customers are impacted based on the 2500+ apps. More details from Ayman below.

Best,

Matt

Begin forwarded message:

**From:** Ayman Khalil [REDACTED]

**Subject:** Re: HOT Fwd: XcodeGhost Apps

**Date:** September 21, 2015 at 3:07:56 PM PDT

**To:** Matt Fischer [REDACTED]

**Cc:** Emily Blumsack [REDACTED] Phillip Shoemaker [REDACTED]

128M customers are impacted based on the 2.5K apps. These customers drove 203M downloads.

China represents 55% of customers and 66% of downloads. As you can see, a significant number (18M customers) are affected in the US.

PX-2197.2

Below are the top 10 markets by customers:

<Screen Shot 2015-09-21 at 2.47.33 PM.png>

We have added to the spreadsheet:

- The share of downloads for the China store to the spreadsheet
- The comprehensive list of customers by country

<XcodeGhost Affected Apps List.numbers>

On Sep 21, 2015, at 1:59 PM, Ayman Khalil [REDACTED] wrote:

Hi Matt,

We are working on the total customers affected number. Below has the download data we were able to gather quickly.

These 2.5K apps have 203M downloads LTD. We have attached things broken out by app in the below spreadsheet.

Please note that 9 of the apps have never been downloaded (1023349938,1000316840,1012852987,1038003495,993438173,992069055,972961604,1034631068,1016840838).

<XcodeGhost Affected Apps List - EXPORT numbers>

On Sep 21, 2015, at 12:40 PM, Matt Fischer [REDACTED] wrote:

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Ayman,

Per our conversation, please run a report on LTD downloads of the following apps.

Then we need to know the total number of customers that have downloaded these apps to determine the potential total number of customers affected.

Thanks,

Matt

Begin forwarded message:

**From:** Phillip Shoemaker [REDACTED]

**Subject:** XcodeGhost Apps

**Date:** September 21, 2015 at 12:35:38 PM PDT

**To:** Matt Fischer [REDACTED]

PX-2197.3

<XcodeGhost Affected Apps List numbers>