

Apple Shareholder Meeting - Proposal #5 Statement
Justin Danhof, Esq., General Counsel and Free Enterprise Project Director
National Center for Public Policy Research, March 1, 2019

I'm Justin Danhof of the National Center for Public Policy Research and I move proposal five, which seeks to increase ideological diversity on the company's board of directors.

Across corporate America, company after company is adopting board diversity policies based on race and gender. These procedures have the stated goal of reducing corporate groupthink and require companies to interview an underrepresented minority and a woman for each open board spot. This isn't diversity. It's racism and sexism. Not all women think alike based on the fact that they are women. Similarly, not all Asian or Latino or black Americans think the same based on their respective skin color.

Rather than promote racism and sexism, we urge the company to consider viewpoint diversity when it makes its board selections. Silicon Valley elites often preen about their commitment to diversity and inclusion, but I don't think many of you know what that means. Diversity isn't what someone looks like. It's the sum of what they think, feel and believe. When the company takes overtly political positions on legal and policy issues, it would be a benefit to have voices from both sides of the aisle in the room.

And at this company, the consideration of conservative viewpoints appears to be verboten.

My organization has filed this proposal with many different companies across a broad spectrum of industries. Of those companies, Apple is the only one that petitioned the Securities and Exchange Commission in an attempt to block the proposal. In fact, Apple's legal team sent two such requests to the SEC. That the company would spend shareholder funds to oppose diversity should shock all investors here today. Furthermore, in its filings, Apple went so far as to suggest that its shareholders would be too dim-witted to understand our proposal. That's right, in the context of partisan political activities, the company said specifically that you shareholders wouldn't be able to understand the term "ideological diversity." Do you feel insulted yet?

All of this points to the necessity of implementing our proposal. We believe that boards that incorporate diverse perspectives can think more critically and oversee corporate managers more effectively. Appointing a few conservatives may help the company avoid groupthink. That's a win for investors and a win for true diversity.

Please join me in voting yes on proposal five. Thank you.

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