

Ms Ursula von der Leyen
President of the European Commission

Ms Teresa Ribera
Executive Vice-President - Clean, Just and Competitive Transition

Ms Henna Virkkunen
Executive Vice-President - Tech sovereignty, Security and Democracy

15 December 2025

Dear President von der Leyen, Executive Vice-President Ribera, Executive Vice-President Virkkunen,

We, the undersigned, representing a broad spectrum of app developers, associations and consumer organisations across Europe and around the globe, express our grave concerns regarding Apple's persistent non-compliance with the Digital Markets Act (DMA) in relation to its App Store.

Despite the DMA's clear intent to foster fair competition, the European app industry has yet to see any meaningful changes or proposals from Apple to address its illegal practices.

The European Commission reached a clear conclusion in its non-compliance decision in April 2025: Apple's App Store policies are illegal and damaging for developers and consumers. In its new terms and conditions, proposed in June, Apple did not address the core issue: exorbitant and unjustified fees are still preventing fair competition. The law says that gatekeepers like Apple must allow developers to offer and conduct transactions outside of the App Store free of charge. However, Apple is now charging developers commission fees of up to 20% for such transactions. This is a blatant disregard for the law with the potential to vanquish years of meaningful work by the Commission.

Apple has also announced that it will roll out new terms and conditions for its App Store in January 2026. There is no clarity yet on what the changes will entail, let alone whether they will comply with the law. We have seen this playbook before in Europe and beyond, and suspect any new terms will continue to impose fees that violate the law.

This situation is untenable and damaging to the app economy and the millions of European consumers who use apps. Six months after the release of Apple's new terms, developers are still operating without clear knowledge of which App Store terms will govern their businesses. It is unclear which other changes they will see in less than one month, and how much time they will have to assess these terms to inform their strategic decisions. Apple's lack of transparency in tandem with its rushed timelines paralyzes innovation and investment. Apple cannot be permitted to exploit its gatekeeper position by holding the entire industry hostage.

Apple continues to flout compliance with EU law, even as U.S. Courts crack down on its anticompetitive behaviour. Following a court case brought by Epic Games, a federal judge ordered Apple to end its anti-competitive rules that bar app developers from giving truthful information about prices and offers to consumers. Developers in the US can now freely communicate with their customers and offer them the choice to pay directly on the developer's own website without having to pay Apple a commission for such transactions. Last week, the U.S. Court of Appeals for the Ninth Circuit ruled that any fee must be limited to what Apple can demonstrate is strictly necessary to enable external transactions. Apple may not charge developers for security and privacy features related to external links. Other costs related to external links must be reduced to the extent Apple already uses those features for Apple's own payment processing.

This raises a simple and urgent question for European leaders: Why should developers and consumers get a worse deal in Europe than in the US? And why should European policymakers accept this bad deal, despite having been the first one to pass a landmark law to improve the state of digital markets?

Clear enforcement of the DMA will not only benefit developers worldwide but also directly support the EU's strategic agenda for digital competitiveness. By ensuring a level playing field, meaningful enforcement will empower European developers to compete and scale globally, and will attract developers from all over the world to invest in Europe. On the contrary, lack of enforcement will show that the DMA has failed in its objectives of creating more competitive digital markets, and what a great shame that would be.

We stand firm in our commitment to ensuring full DMA compliance. We trust the Commission will uphold the DMA. However, should any settlement or decision fall short of realizing the DMA's objectives, we will continue our collective advocacy and engagement with policymakers and stakeholders across Europe to secure a truly fair and competitive digital market for all.

Sincerely,

The Coalition for App Fairness
Approov
Beonex GmbH
Cafeyn
Cryptee
Deezer
Digital Content Next
Euroconsumers
European Games Developer Federation
European Publishers Council
Greenheart Games

Japan Association of New Economy
Mustang GmbH
Online Dating and Discovery Association
Parula GmbH
Proton
SkyDemon
Sygic
Threema
App Fair Project
Uptodown

Coalition for
APP FAIRNESS


approov



 **cafeyn**
Group

 **CRYPTTEE**

 **DEEZER**


DIGITAL CONTENT NEXT

 **euroconsumers**
Empower people,
improve the market.

 **European
Games Developer
Federation**


EPC | European
Publishers
Council


**Greenheart
Games**

 **新経済連盟**
Japan Association of New Economy


Mustang

 **Online Dating &
Discovery Association**



Proton

 **SkyDemon**
VFR made easy

 **Sygic**

THREEMA



 **uptodown**

