

Why Apple Is Not in the Current ME40 Draft

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Apple is excluded not because it lacks AI relevance, but because the current ME40 methodology emphasizes companies building and powering the AI economy - compute, cloud infrastructure, data centers, electricity, grid equipment, cybersecurity, automation, robotics, and edge AI - rather than companies whose primary exposure is consumer-device distribution.

Apple remains a watchlist candidate. A stronger case for inclusion could emerge if its exposure becomes more direct and measurable through AI compute, developer infrastructure, machine interfaces, or AI-specific monetization.

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