

Apple, profits, tax and power

Published: January 13, 2026, 8:13 am

Apple has proved its brilliance and it has been rewarded with enormous financial power. The trouble is that Apple does not appear to have realised that great power carries great responsibility, including a responsibility to pay taxes to the governments of the countries that have provided the company with the opportunity to make that profit.

If Apple wants to prove itself a leader in every way, and not just in technology, it should now lead the pack of tech companies into constructive negotiations with the OECD in Paris to develop a tax system that truly, and fairly, ensures it pays the taxes it owes in the countries where it earns them. Better still, it should account for doing so on a country-by-country reporting basis. Then it would earn our trust, and not just our respect.