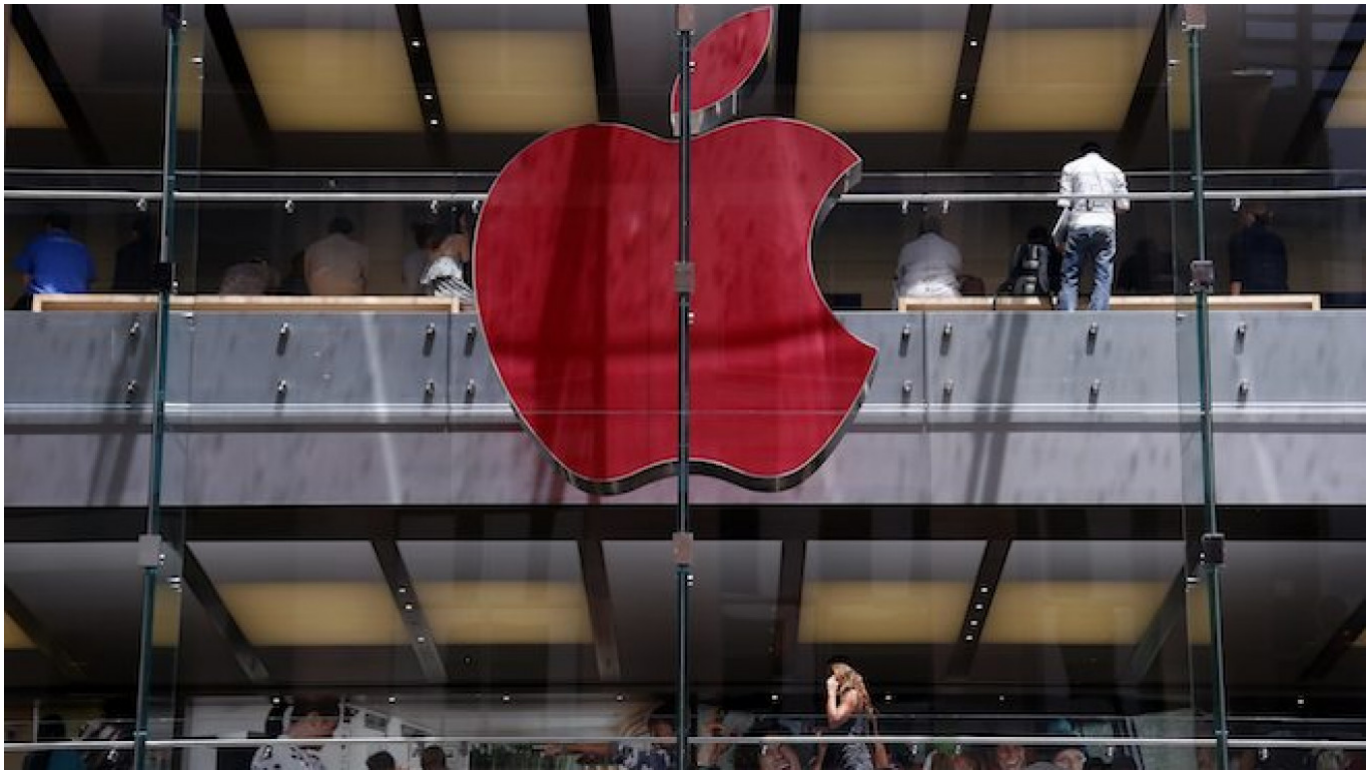
The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

Apple Suspends Online Sales in Russia in Response to Ruble Plunge

By The Moscow Times

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Apple has stopped online sales in Russia as it review its pricing stategy.

Apple Inc has suspended online sales of its products in Russia while it mulls its response to the dramatic fall in the value of the ruble, a news report said Wednesday.

"Our online store in Russia is currently unavailable while we review pricing," a spokesman told Bloomberg in an email.

The giant electronics store, which only launched its online store in Russia last month, has already raised the online price of its flagship smartphone in response to the falling ruble.

A day after the launch of its new site in November, Apple hiked the price of the iPhone 6 and iPhone 6 Plus by an average of 25 percent to account for the fall in the value of the ruble.

Russia's currency has lost more than 45 percent of its value against the U.S. dollar since January.

Apple did not say when its online store was expected to be back online.

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