

Apple is considering the possibility of acquiring the French startup Mistral and Perplexity, operating in the field of artificial intelligence (AI). Such plans were discussed within the company, reports The Information with reference to sources familiar with the situation.

The company has traditionally been careful in large acquisitions, but recently, Apple management is ready for a more active merging strategy to accelerate the introduction of AI into devices. CEO Tim Cook previously talked about the readiness to consider large -scale transactions in this area.

Mistral, supported by NVIDIA, was estimated at more than \$ 6 billion last year. Recently, Financial Times said that the startup is negotiating \$ 1 billion when estimating about \$ 10 billion. This makes the company a potentially interesting object for Apple, which seeks to catch up with competitors in the integration of AI-functions into the devices.

Perplexity negotiations were also discussed at the internal level in Apple, Bloomberg reports. The startup is supported by NVIDIA and Amazon, and he has not yet confirmed any merger from Apple.