

Apple Quarterly Financial Results

| | Q1 '15 - January 27, 2015 | | | Q2 '15 - April 27th, 2015 | | | Q3 '15 - July 21st, 2015 | | | Q4 '15 - October 27th, 2015 | | |
|----------------------|-------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|
| | AAPL Closing Price = \$109.14 | | | AAPL Closing Price = \$132.65 | | | AAPL Closing Price = \$130.75 | | | AAPL Closing Price = \$114.55 | | |
| Operating Segments | Revenue | % of Revenue | | Revenue | % of Revenue | | Revenue | % of Revenue | | Revenue | % of Revenue | |
| Americas | \$30,566.00 | 41% | | \$21,316.00 | 37% | | \$20,209.00 | 41% | | \$21,773.00 | 42% | |
| Europe | \$17,214.00 | 23% | | \$12,204.00 | 21% | | \$10,342.00 | 21% | | \$10,577.00 | 21% | |
| Greater China | \$16,144.00 | 22% | | \$16,823.00 | 29% | | \$13,230.00 | 27% | | \$12,518.00 | 24% | |
| Japan | \$5,448.00 | 7% | | \$3,457.00 | 6% | | \$2,872.00 | 6% | | \$3,929.00 | 8% | |
| Rest of Asia Pacific | \$5,227.00 | 7% | | \$4,210.00 | 7% | | \$2,952.00 | 6% | | \$2,704.00 | 5% | |
| Total Apple | \$74,599.00 | 100% | | \$58,010.00 | 100% | | \$49,605.00 | 100% | | \$51,501.00 | 100% | |
| Product Summary | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue |
| iPhone | 74,468 | \$51,182.00 | 69% | 61,170 | \$40,282.00 | 69% | 47,534 | \$31,368.00 | 63% | 48,046 | \$32,209.00 | 63% |
| iPad | 21,419 | \$8,985.00 | 12% | 12,623 | \$5,428.00 | 9% | 10,931 | \$4,538.00 | 9% | 9,883 | \$4,276.00 | 8% |
| Mac | 5,519 | \$6,944.00 | 9% | 4,563 | \$5,615.00 | 10% | 4,796 | \$6,030.00 | 12% | 5,709 | \$6,882.00 | 13% |
| Services | | \$4,799.00 | 6% | | \$4,996.00 | 9% | | \$5,028.00 | 10% | | \$5,086.00 | 10% |
| Other Products | | \$2,689.00 | 4% | | \$1,689.00 | 3% | | \$2,641.00 | 5% | | \$3,048.00 | 6% |
| Total Apple | | \$74,599.00 | 100% | | \$58,010.00 | 100% | | \$49,605.00 | 100% | | \$51,501.00 | 100% |

| | Q1 '16 - January 26th, 2016 | | | Q2 '16 - April 26th, 2016 | | | Q3 '16 - July 26th, 2016 | | | Q4 '16 - October 25th, 2016 | | |
|----------------------|------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|
| | AAPL Closing Price = \$99.99 | | | AAPL Closing Price = \$104.35 | | | AAPL Closing Price = \$96.67 | | | AAPL Closing Price = \$118.25 | | |
| Operating Segments | Revenue | % of Revenue | | Revenue | % of Revenue | | Revenue | % of Revenue | | Revenue | % of Revenue | |
| Americas | \$29,325.00 | 39% | | \$19,096.00 | 38% | | \$17,963.00 | 42% | | \$20,229.00 | 43% | |
| Europe | \$17,932.00 | 24% | | \$11,535.00 | 23% | | \$9,643.00 | 23% | | \$10,842.00 | 23% | |
| Greater China | \$18,373.00 | 24% | | \$12,486.00 | 25% | | \$8,848.00 | 21% | | \$8,785.00 | 19% | |
| Japan | \$4,794.00 | 6% | | \$4,281.00 | 8% | | \$3,529.00 | 8% | | \$4,324.00 | 9% | |
| Rest of Asia Pacific | \$5,448.00 | 7% | | \$3,159.00 | 6% | | \$2,375.00 | 6% | | \$2,672.00 | 6% | |
| Total Apple | \$75,872.00 | 100% | | \$50,557.00 | 100% | | \$42,358.00 | 100% | | \$46,852.00 | 100% | |
| Product Summary | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue |
| iPhone | 74,779 | \$51,635.00 | 68% | 51,193 | \$32,857.00 | 65% | 40,399 | \$24,048.00 | 57% | 45,513 | \$28,160.00 | 60% |
| iPad | 16,122 | \$7,084.00 | 9% | 10,251 | \$4,413.00 | 9% | 9,950 | \$4,876.00 | 12% | 9,267 | \$4,255.00 | 9% |
| Mac | 5,312 | \$6,746.00 | 9% | 4,034 | \$5,107.00 | 10% | 4,252 | \$5,239.00 | 12% | 4,886 | \$5,739.00 | 12% |
| Services | | \$6,056.00 | 8% | | \$5,991.00 | 12% | | \$5,976.00 | 14% | | \$6,325.00 | 13% |
| Other Products | | \$4,351.00 | 6% | | \$2,189.00 | 4% | | \$2,219.00 | 5% | | \$2,373.00 | 5% |
| Total Apple | | \$75,872.00 | 100% | | \$50,557.00 | 100% | | \$42,358.00 | 100% | | \$46,852.00 | 100% |

| | Q1 '17 - January 31st, 2017 | | | Q2 '17 - May 2nd, 2017 | | | Q3 '17 - August 2nd, 2017 | | | Q4 '17 - November 2nd, 2017 | | |
|----------------------|-------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|
| | AAPL Closing Price = \$121.35 | | | AAPL Closing Price = \$147.51 | | | AAPL Closing Price = \$157.14 | | | AAPL Closing Price = \$167.51 | | |
| Operating Segments | Revenue | % of Revenue | | Revenue | % of Revenue | | Revenue | % of Revenue | | Revenue | % of Revenue | |
| Americas | \$31,968.00 | 41% | | \$21,157.00 | 40% | | \$20,376.00 | 45% | | \$23,099.00 | 44% | |
| Europe | \$18,521.00 | 24% | | \$12,733.00 | 24% | | \$10,675.00 | 24% | | \$13,009.00 | 25% | |
| Greater China | \$16,233.00 | 21% | | \$10,726.00 | 20% | | \$8,004.00 | 18% | | \$9,801.00 | 19% | |
| Japan | \$5,766.00 | 7% | | \$4,485.00 | 8% | | \$3,624.00 | 8% | | \$3,858.00 | 7% | |
| Rest of Asia Pacific | \$5,863.00 | 7% | | \$3,795.00 | 7% | | \$2,729.00 | 6% | | \$2,812.00 | 5% | |
| Total Apple | \$78,351.00 | 100% | | \$52,896.00 | 100% | | \$45,408.00 | 100% | | \$52,579.00 | 100% | |
| Product Summary | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue |
| iPhone | 78,290 | \$54,378.00 | 69% | 50,763 | \$33,249.00 | 63% | 41,026 | \$24,486.00 | 54% | 46,677 | \$28,846.00 | 55% |
| iPad | 13,081 | \$5,533.00 | 7% | 8,922 | \$3,889.00 | 7% | 11,424 | \$4,969.00 | 11% | 10,326 | \$4,831.00 | 9% |
| Mac | 5,374 | \$7,244.00 | 9% | 4,199 | \$5,844.00 | 11% | 4,292 | \$5,592.00 | 12% | 5,386 | \$7,170.00 | 14% |
| Services | | \$7,172.00 | 9% | | \$7,041.00 | 13% | | \$7,266.00 | 16% | | \$8,501.00 | 16% |
| Other Products | | \$4,024.00 | 5% | | \$2,873.00 | 5% | | \$2,735.00 | 6% | | \$3,231.00 | 6% |
| Total Apple | | \$78,351.00 | 100% | | \$52,896.00 | 100% | | \$45,408.00 | 100% | | \$52,579.00 | 100% |

| | Q1 '18 - February 1st, 2018 | | | Q2 '18 - May 2nd, 2018 | | | Q3 '18 - August 1st, 2018 | | | Q4 '18 - November 2nd, 2018 | | |
|----------------------|-------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|-------------------------------|--------------------|--------------|
| | AAPL Closing Price = \$167.78 | | | AAPL Closing Price = \$175.89 | | | AAPL Closing Price = \$190.25 | | | AAPL Closing Price = \$225.50 | | |
| Operating Segments | Revenue | % of Revenue | | Revenue | % of Revenue | | Revenue | % of Revenue | | Revenue | % of Revenue | |
| Americas | \$35,193.00 | 40% | | \$24,841.00 | 41% | | \$24,542.00 | 46% | | \$27,517.00 | 44% | |
| Europe | \$21,054.00 | 24% | | \$13,846.00 | 23% | | \$12,138.00 | 23% | | \$15,382.00 | 24% | |
| Greater China | \$17,956.00 | 20% | | \$13,024.00 | 21% | | \$9,551.00 | 18% | | \$11,411.00 | 18% | |
| Japan | \$7,237.00 | 8% | | \$5,468.00 | 9% | | \$3,867.00 | 7% | | \$5,161.00 | 8% | |
| Rest of Asia Pacific | \$6,853.00 | 8% | | \$3,958.00 | 6% | | \$3,167.00 | 6% | | \$3,429.00 | 5% | |
| Total Apple | \$88,293.00 | 100% | | \$61,137.00 | 100% | | \$53,265.00 | 100% | | \$62,900.00 | 100% | |
| Product Summary | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue | Units | Revenue | % of Revenue |
| iPhone | 77,316 | \$61,576.00 | 70% | 52,217 | \$38,032.00 | 62% | 41,300 | \$29,906.00 | 56% | 46,889 | \$37,185.00 | 59% |
| iPad | 13,170 | \$5,862.00 | 7% | 9,113 | \$4,113.00 | 7% | 11,553 | \$4,741.00 | 9% | 9,699 | \$4,089.00 | 7% |
| Mac | 5,112 | \$6,895.00 | 8% | 4,078 | \$5,848.00 | 10% | 3,720 | \$5,330.00 | 10% | 5,299 | \$7,411.00 | 12% |
| Services | | \$8,471.00 | 10% | | \$9,190.00 | 15% | | \$9,548.00 | 18% | | \$9,981.00 | 16% |
| Other Products | | \$5,489.00 | 6% | | \$3,954.00 | 6% | | \$3,740.00 | 7% | | \$4,234.00 | 7% |
| Total Apple | | \$88,293.00 | 100% | | \$61,137.00 | 100% | | \$53,265.00 | 100% | | \$62,900.00 | 100% |

| | Q1 '19 - January 29, 2019 | | |
|----------------------|-------------------------------|--------------|--|
| | AAPL Closing Price = \$154.51 | | |
| Operating Segments | Revenue | % of Revenue | |
| Americas | \$36,940.00 | 44% | |
| Europe | \$20,363.00 | 24% | |
| Greater China | \$13,169.00 | 16% | |
| Japan | \$6,910.00 | 8% | |
| Rest of Asia Pacific | \$6,928.00 | 8% | |
| Total Apple | \$84,310.00 | 100% | |
| Product Summary | Revenue | % of Revenue | |
| iPhone | \$51,982.00 | 62% | |
| iPad | \$7,416.00 | 9% | |
| Mac | \$6,729.00 | 8% | |
| Services | \$7,308.00 | 9% | |
| Other Products | \$10,875.00 | 13% | |
| Total Apple | \$84,310.00 | 100% | |