

	Q1 '15			Q2 '15			Q3 '15			Q4 '15		
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			Q2 '16			Q3'16		
Operating Segments	Revenue	% of Revenue		Revenue	% of Revenue		Revenue	% of Revenue	
Americas	\$29,325.00	39%		\$19,096.00	38%		\$17,963.00	42%	
Europe	\$17,932.00	24%		\$11,535.00	23%		\$9,643.00	23%	
Greater China	\$18,373.00	24%		\$12,486.00	25%		\$8,848.00	21%	
Japan	\$4,794.00	6%		\$4,281.00	8%		\$3,529.00	8%	
Rest of Asia Pacific	\$5,448.00	7%		\$3,159.00	6%		\$2,375.00	6%	
Total Apple	\$75,872.00	100%		\$50,557.00	100%		\$42,358.00	100%	
Product Summary	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%
iPad	16,122	\$7,084.00	9%	10,251	\$4,413.00	9%	9,950	\$4,876.00	12%
Mac	5,312	\$6,746.00	9%	4,034	\$5,107.00	10%	4,252	\$5,239.00	12%
Services		\$6,056.00	8%		\$5,991.00	12%		\$5,976.00	14%
Other Products		\$4,351.00	6%		\$2,189.00	4%		\$2,219.00	5%
Total Apple		\$75,872.00	100%		\$50,557.00	100%		\$42,358.00	100%