

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	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	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	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	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%