

## 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%	
<b>Total Apple</b>	<b>\$74,599.00</b>	<b>100%</b>	<b>\$58,010.00</b>	<b>100%</b>	<b>\$49,605.00</b>	<b>100%</b>	<b>\$51,501.00</b>	<b>100%</b>	
Product Summary	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%
iPad	21,419	\$8,985.00	12%	12,623	\$5,428.00	9%	10,931	\$4,538.00	9%
Mac	5,519	\$6,944.00	9%	4,563	\$5,615.00	10%	4,796	\$6,030.00	12%
Services		\$4,799.00	6%		\$4,996.00	9%		\$5,028.00	10%
Other Products		\$2,689.00	4%		\$1,689.00	3%		\$2,641.00	5%
<b>Total Apple</b>		<b>\$74,599.00</b>	<b>100%</b>		<b>\$58,010.00</b>	<b>100%</b>		<b>\$49,605.00</b>	<b>100%</b>

	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%	
<b>Total Apple</b>	<b>\$75,872.00</b>	<b>100%</b>	<b>\$50,557.00</b>	<b>100%</b>	<b>\$42,358.00</b>	<b>100%</b>	<b>\$46,852.00</b>	<b>100%</b>	
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%		\$2,719.00	5%
<b>Total Apple</b>		<b>\$75,872.00</b>	<b>100%</b>		<b>\$50,557.00</b>	<b>100%</b>		<b>\$46,852.00</b>	<b>100%</b>

	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%	
<b>Total Apple</b>	<b>\$78,351.00</b>	<b>100%</b>	<b>\$52,896.00</b>	<b>100%</b>	<b>\$45,408.00</b>	<b>100%</b>	<b>\$52,579.00</b>	<b>100%</b>	
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	78,290	\$54,376.00	69%	50,763	\$33,249.00	63%	41,026	\$24,486.00	54%
iPad	13,081	\$5,533.00	7%	8,922	\$3,889.00	7%	11,424	\$4,969.00	11%
Mac	5,374	\$7,244.00	9%	4,199	\$5,844.00	11%	4,292	\$5,592.00	12%
Services		\$7,172.00	9%		\$7,041.00	13%		\$7,266.00	16%
Other Products		\$4,024.00	5%		\$2,873.00	5%		\$2,735.00	5%
<b>Total Apple</b>		<b>\$78,351.00</b>	<b>100%</b>		<b>\$52,896.00</b>	<b>100%</b>		<b>\$45,408.00</b>	<b>100%</b>

	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%	\$15,387.00	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	8%	\$5,161.00	8%	
Rest of Asia Pacific	\$6,853.00	8%	\$3,958.00	6%	\$3,167.00	6%	\$3,429.00	5%	
<b>Total Apple</b>	<b>\$88,293.00</b>	<b>100%</b>	<b>\$61,137.00</b>	<b>100%</b>	<b>\$53,265.00</b>	<b>100%</b>	<b>\$62,906.00</b>	<b>100%</b>	
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	77,316	\$61,576.00	70%	52,217	\$37,559.00	61%	41,300	\$29,470.00	55%
iPad	13,170	\$5,862.00	7%	9,113	\$4,008.00	7%	11,553	\$4,634.00	9%
Mac	5,112	\$6,895.00	8%	4,078	\$5,776.00	9%	3,720	\$5,258.00	10%
Services		\$8,471.00	10%		\$9,850.00	16%		\$10,170.00	19%
Other Products		\$5,489.00	6%		\$3,944.00	6%		\$3,733.00	7%
<b>Total Apple</b>		<b>\$88,293.00</b>	<b>100%</b>		<b>\$61,137.00</b>	<b>100%</b>		<b>\$53,265.00</b>	<b>100%</b>

	Q1 '19 - January 29th, 2019		Q2 '19 - April 30th, 2019		Q3 '19 - July 30th, 2019		Q4 '19 - October 30th, 2019					
	AAPL Closing Price = \$154.51		AAPL Closing Price = \$200.67		AAPL Closing Price = \$208.78		AAPL Closing Price = \$243.26					
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	y/y Growth Revenue	% of Revenue	y/y Growth Revenue	% of Revenue				
Americas	\$36,940.00	44%	\$25,596.00	44%	2%	\$25,056.00	47%	6%	\$29,322.00	46%		
Europe	\$20,363.00	24%	\$13,054.00	23%	-2%	\$11,925.00	22%	-3%	\$14,946.00	23%		
Greater China	\$13,169.00	16%	\$10,218.00	18%	-4%	\$9,157.00	17%	-2%	\$11,134.00	17%		
Japan	\$6,910.00	8%	\$5,532.00	10%	5%	\$4,082.00	8%	4%	\$4,982.00	8%		
Rest of Asia Pacific	\$6,928.00	8%	\$3,515.00	6%	12%	\$3,589.00	7%	6%	\$3,656.00	6%		
<b>Total Apple</b>	<b>\$84,310.00</b>	<b>100%</b>	<b>\$58,015.00</b>	<b>100%</b>		<b>\$53,809.00</b>	<b>100%</b>		<b>\$64,040.00</b>	<b>100%</b>		
Product Summary	Revenue	% of Revenue	y/y Growth	Revenue	% of Revenue	y/y Growth	Revenue	% of Revenue	y/y Growth	Revenue	% of Revenue	
iPhone	-18%	\$51,982.00	62%	-21%	\$31,051.00	54%	-13%	\$25,986.00	48%	-10%	\$33,362.00	52%
iPad	13%	\$6,729.00	8%	18%	\$4,872.00	8%	8%	\$5,023.00	9%	14%	\$4,656.00	7%
Mac	7%	\$7,416.00	9%	5%	\$5,513.00	10%	10%	\$5,820.00	11%	5%	\$5,991.00	11%
Services	22%	\$10,875.00	13%	14%	\$11,450.00	20%	11%	\$11,455.00	21%	15%	\$12,511.00	20%
Other Products	25%	\$7,308.00	9%	23%	\$5,120.00	9%	32%	\$5,525.00	10%	35%	\$6,520.00	10%
<b>Total Apple</b>		<b>\$84,310.00</b>	<b>100%</b>		<b>\$58,015.00</b>	<b>100%</b>		<b>\$53,809.00</b>	<b>100%</b>	1.8%	<b>\$64,040.00</b>	<b>100%</b>

	Q1 '20 - January 28th, 2020		Q2 '20 - April 30th, 2020		Q3 '20 - July 30th, 2020				
	AAPL Closing Price = \$317.69		AAPL Closing Price = \$293.80		AAPL Closing Price = \$384.76				
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	y/y Growth Revenue	% of Revenue			
Americas	\$41,367.00	45%	\$25,473.00	44%	8%	\$27,018.00	45%		
Europe	\$23,273.00	25%	\$14,294.00	25%	19%	\$14,173.00	24%		
Greater China	\$13,578.00	15%	\$9,455.00	16%	2%	\$9,329.00	16%		
Japan	\$6,223.00	7%	\$5,206.00	9%	22%	\$4,966.00	8%		
Rest of Asia Pacific	\$7,378.00	8%	\$3,883.00	7%	17%	\$4,199.00	7%		
<b>Total Apple</b>	<b>\$91,819.00</b>	<b>100%</b>	<b>\$58,311.00</b>	<b>100%</b>		<b>\$59,685.00</b>	<b>100%</b>		
Product Summary	Revenue	% of Revenue	y/y Growth	Revenue	% of Revenue	y/y Growth	Revenue	% of Revenue	
iPhone	7.6%	\$55,957.00	61%	-7%	\$28,962.00	50%	2%	\$26,418.00	44%
iPad	-11.2%	\$5,977.00	7%	-12%	\$4,368.00	7%	31%	\$6,582.00	11%
Mac	-3.5%	\$7,160.00	8%	-3%	\$5,351.00	9%	22%	\$7,079.00	12%
Services	16.9%	\$12,715.00	14%	14%	\$13,348.00	23%	15%	\$13,156.00	22%
Other Products	37.0%	\$10,010.00	11%	18%	\$6,284.00	11%	17%	\$6,450.00	11%
<b>Total Apple</b>	8.9%	<b>\$91,819.00</b>	<b>100%</b>	0.5%	<b>\$58,311.00</b>	<b>100%</b>	10.9%	<b>\$59,685.00</b>	<b>100%</b>