Apple Quarterly Financial Results

						y Financ						
		'15 - January Closing Price			15 - April 27 Closing Price			'15 - July 2: L Closing Pric			5 - October L Closing Pric	
Operating Segments		Revenue	% of Revenue	AAIL	Revenue	% of Revenue	AAI	Revenue	% of Revenue	AAI	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 Japan		\$16,144.00 \$5,448.00	22% 7%		\$16,823.00 \$3,457.00	29% 6%		\$13,230.00 \$2.872.00	27% 6%		\$12,518.00 \$3.929.00	24%
Rest of Asia Pacific		\$5,227.00	7%		\$4,210.00	7%		\$2,872.00	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	_		Units	_		Units	Revenue	% of Revenue	Units	Revenue	
iPhone	74.468	S51.182.00	% of Revenue	61.170	Revenue \$40.282.00	% of Revenue	47.534	\$31.368.00	% or kevenue	48,046	\$32.209.00	% of Revenue
Pad	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 Total Apple		\$2,689.00 \$74,599.00	4%		\$1,689.00	3%		\$2,641.00	5%		\$3,048.00	6%
i otal Apple		\$74,599.00	100%	1	\$58,010.00	100%	1	\$49,605.00	100%	1	\$51,501.00	100%
		l6 - January			16 - April 26		Q3	'16 - July 26	ith, 2016		6 - October	
	AA.	PL Closing Pr		AAPL	Closing Price		AAPI	Closing Price		AAP	L Closing Pric	
Operating Segments Americas		\$29,325.00	% of Revenue 39%		\$19,096.00	% of Revenue 38%		\$17,963.00	% of Revenue 42%		\$20,229.00	% of Revenue 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 Total Apple		\$5,448.00 \$75.872.00	7% 100%		\$3,159.00 \$50,557.00	6% 100%		\$2,375.00 \$42,358.00	6% 100%		\$2,672.00 \$46,852.00	6% 100%
rotal Apple		\$75,672.00	100%		\$30,337.00	100%		\$42,556.00	100%		\$40,052.00	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 Services	5,312	\$6,746.00 \$6,056.00	9% 8%	4,034	\$5,107.00 \$5,991.00	10% 12%	4,252	\$5,239.00 \$5,976.00	12% 14%	4,886	\$5,739.00 \$6,325.00	12%
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%
	01.1	17 - January	21c+ 2017	02 '	17 - May 2r	d 2017	02 '	L7 - August	2nd 2017	04 '17	Novembe	r 2nd, 2017
		L Closing Pric			Closing Price			Closing Price			L Closing Pric	
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% 21%		\$12,733.00 \$10,726.00	24%		\$10,675.00 \$8,004.00	24% 18%		\$13,009.00	25% 19%
Greater China Japan		\$16,233.00 \$5,766.00	7%		\$4,485.00	20%		\$3,624.00	18%		\$9,801.00 \$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 Total Apple		\$4,024.00 \$78,351.00	5% 100%		\$2,873.00 \$52,896.00	5% 100%		\$2,735.00 \$45,048.00	6% 100%		\$3,231.00 \$52,579.00	6% 100%
	-											
		18 - Februar L Closing Pric			18 - May 2r			18 - August				r 2nd, 2018
Operating Segments	AAI			AAPL	Closing Price		AAPI	Closing Pric		AAP	L Closing Pric	
	AAI	Revenue \$35.193.00	% of Revenue	AAPL	Revenue \$24.841.00	% of Revenue 41%	AAPI	Revenue	% of Revenue 46%	AAP	Revenue	
Americas	AAI	Revenue	% of Revenue	AAPL	Revenue	% of Revenue	AAPI		% of Revenue	AAP		% of Revenue
Americas Europe Greater China	AAI	Revenue \$35,193.00 \$21,054.00 \$17,956.00	% of Revenue 40% 24% 20%	AAPL	\$24,841.00 \$13,846.00 \$13,024.00	% of Revenue 41% 23% 21%	AAPI	Revenue \$24,542.00 \$12,138.00 \$9,551.00	% of Revenue 46% 23% 18%	AAP	Revenue \$27,517.00 \$15,382.00 \$11,411.00	% of Revenue 44% 24% 18%
Americas Europe Greater China Japan	Adr	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00	% of Revenue 40% 24% 20% 8%	AAPL	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00	% of Revenue 41% 23% 21% 9%	AAPI	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00	% of Revenue 46% 23% 18% 7%	AAP	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00	% of Revenue 44% 24% 18% 8%
Americas Europe Greater China Japan Rest of Asia Pacific	201	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00	% of Revenue 40% 24% 20% 8%	AAPL	\$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00 \$3,958.00	% of Revenue 41% 23% 21% 9% 6%	AAPI	\$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,167.00	% of Revenue 46% 23% 18% 7% 6%	AAP	\$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00	% of Revenue 44% 24% 18% 8% 5%
Americas Europe Greater China Japan Rest of Asia Pacific	aai	\$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00	% of Revenue 40% 24% 20% 8%	AAPL	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00	% of Revenue 41% 23% 21% 9%	AAPI	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00	% of Revenue 46% 23% 18% 7%	AAP	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00	% of Revenue 44% 24% 18% 8%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary	Units	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 \$88,293.00 Revenue	% of Revenue 40% 24% 20% 8% 8% 100%	Units	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00 \$3,958.00 \$61,137.00 Revenue	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue	Units	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,167.00 \$53,265.00	% of Revenue 46% 23% 18% 7% 6% 100%	Units	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 \$62,900.00 Revenue	% of Revenue 44% 24% 18% 8% 5% 100%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary JPhone	Units 77,316	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 \$88,293.00 Revenue \$61,576.00	% of Revenue 40% 24% 20% 8% 100% % of Revenue 70%	Units 52,217	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00 \$3,958.00 \$61,137.00 Revenue \$37,559.00	% of Revenue 41% 23% 21% 9% 100% % of Revenue 61%	Units 41,300	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55%	Units 46,889	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 862,900.00 Revenue \$36,755.00	% of Revenue 44% 24% 18% 8% 5% 100% % of Revenue 58%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone IPad	Units 77,316 13,170	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 888,293.00 Revenue \$61,576.00 \$5,862.00	% of Revenue 40% 24% 20% 8% 8% 100% % of Revenue 70% 7%	Units 52,217 9,113	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00 \$3,958.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00	% of Revenue 41% 23% 21% 9% 60% 100% % of Revenue 61% 7%	Units 41,300 11,553	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9%	Units 46,889 9,699	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 \$62,900.00 Revenue \$36,755.00 \$3,983.00	% of Revenue 44% 24% 18% 8% 5% 100% % of Revenue 58% 6%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Plad Mac	Units 77,316	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 888,293.00 Revenue \$61,576.00 \$5,862.00 \$6,895.00	% of Revenue 40% 24% 20% 8% 100% % of Revenue 70%	Units 52,217	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00 \$3,958.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00 \$5,776.00	% of Revenue 41% 23% 21% 9% 100% % of Revenue 61%	Units 41,300	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00 \$5,258.00	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55%	Units 46,889	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 Revenue \$36,755.00 \$3,983.00 \$7,340.00	% of Revenue 44% 24% 18% 8% 5% 100% % of Revenue 58%
Americas Europe Greater China Japan Japan Grotal Appile Product Summary Phone Pad Mac Services	Units 77,316 13,170	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 888,293.00 Revenue \$61,576.00 \$5,862.00	% of Revenue 40% 24% 20% 8% 8% 100% % of Revenue 70% 7% 8%	Units 52,217 9,113	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00 \$3,958.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 9%	Units 41,300 11,553	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 10%	Units 46,889 9,699	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 \$62,900.00 Revenue \$36,755.00 \$3,983.00	% of Revenue 44% 24% 18% 8% 5% 100% % of Revenue 58% 6% 12%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Other Products	Units 77,316 13,170	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 \$88,293.00 Revenue \$61,576.00 \$5,862.00 \$6,895.00 \$8,471.00	% of Revenue 40% 24% 20% 8% 8% 100% % of Revenue 70% 7% 8% 10%	Units 52,217 9,113	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00 \$3,958.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00 \$5,776.00 \$9,850.00	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 9% 16%	Units 41,300 11,553	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00 \$5,258.00 \$10,170.00	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 10% 19%	Units 46,889 9,699	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 862,900.00 Revenue \$36,755.00 \$3,983.00 \$7,340.00 \$10,599.00	% of Revenue 44% 24% 18% 8% 5% 100% % of Revenue 58% 6% 12% 17%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone IPad Mac Services Other Products	Units 77,316 13,170 5,112	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 Revenue \$61,576.00 \$5,862.00 \$6,895.00 \$8,471.00 \$5,489.00 \$88,293.00	% of Revenue 40% 24% 20% 8% 8% 100% % of Revenue 70% 7% 88 10% 6% 100%	Units 52,217 9,113 4,078	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00 \$3,958.00 \$61,137.00 Revenue \$37,559.00 \$5,776.00 \$9,850.00 \$3,944.00 \$61,137.00	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 9% 16% 6% 100%	Units 41,300 11,553 3,720	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00 \$5,258.00 \$3,733.00 \$53,733.00 \$53,265.00	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 10% 10% 10%	Units 46,889 9,699 5,299	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 \$62,900.00 Revenue \$36,755.00 \$7,340.00 \$10,599.00 \$4,223.00 \$62,900.00	% of Revenue 44% 24% 18% 5% 100% % of Revenue 58% 6% 12% 17% 7% 100%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary JPhone JPad Mac Services Other Products	Units 77,316 13,170 5,112	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 888,293.00 Revenue \$61,576.00 \$5,862.00 \$6,895.00 \$8,471.00 \$5,489.00	% of Revenue 40% 24% 20% 8% 8% 100% % of Revenue 70% 7% 8% 100% 6% 100%	Units 52,217 9,113 4,078	Revenue \$24,841.00 \$13,846.00 \$5,468.00 \$5,468.00 \$61,137.00 Revenue \$37,559.00 \$5,776.00 \$9,850.00 \$3,944.00	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 9% 16% 6% 100%	Units 41,300 11,553 3,720	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00 \$5,258.00 \$10,170.00 \$3,733.00	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 10% 10% 10% 10% 20th, 2019	Units 46,889 9,699 5,299 Q4 '1	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 \$62,900.00 \$62,900.00 \$3,983.00 \$7,340.00 \$10,599.00 \$4,223.00 \$4,223.00 \$9 - October L Closing Pric	% of Revenue 44% 24% 18% 8% 50% 100% % of Revenue 58% 6% 12% 17% 7% 100% 30th, 2019
Americas Europe Greater China Japan Kest of Asia Pacific Total Apple Product Summary IiPhone IiPad Mac Services Other Products Total Apple	Units 77,316 13,170 5,112	Revenue \$35,193.6.00 \$17,956.00 \$7,237.00 \$6,853.00 883,293.00 Revenue \$61,576.00 \$5,885.00 \$6,885.00 \$6,885.00 \$6,885.00 \$8,471.00 \$5,489.00 \$8,471.00 \$1,471.00	% of Revenue 40% 40% 24% 20% 8% 100% % of Revenue 70% 7% 8% 100% 6% 100% 29th, 2019 ie = \$38.63 % of Revenue	Units 52,217 9,113 4,078	Revenue \$724,841.00 \$13,024.00 \$51,468.00 \$53,458.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00 \$5,776.00 \$9,850.00 \$3,944.00 \$61,137.00 19 - April 30 Closing Price Revenue	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 9% 16% 100% th, 2019 = \$50.17 % of Revenue	Units 41,300 11,553 3,720 Q3 AAPI y/y Growt	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,867.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00 \$5,258.00 \$10,170.00 \$3,733.00 \$3,733.00 \$4,634.00 \$5,258.00 \$10,170.0	% of Revenue 46% 46% 18% 7% 6% 100% % of Revenue 55% 9% 10% 10% 10% 10% 10% 7% 2019 100% Wh, 2019 100 552.20 % of Revenue	Units 46,889 9,699 5,299 Q4 '1 AAP y/y Growt	Revenue \$27,517.00 \$11,411.00 \$51,610.00 \$53,429.00 \$62,900.00 Revenue \$36,755.00 \$3,983.00 \$7,340.00 \$10,599.00 \$4,223.00 \$62,900.00 9 - October L Closing Pric	% of Revenue 44% 24% 18% 8% 55% 100% % of Revenue 58% 6% 12% 17% 7% 100% 30th, 2019 = = \$60.82 % of Revenue
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone IPad Mac Services Other Products Total Apple	Units 77,316 13,170 5,112	Revenue \$35,193.600 \$17,956.00 \$7,237.00 \$6,853.00 \$82,953.00 Revenue \$61,576.00 \$5,862.00 \$5,895.00 \$8,471.00 \$5,489.00 \$5,489.00 \$1,489.00	% of Revenue 40% 24% 20% 8% 8% 100% 6 of Revenue 70% 7% 10% 6% 100% 29th, 2019 e = \$38.63 % of Revenue	Units 52,217 9,113 4,078	Revenue \$724,841.00 \$13,024.00 \$51,486.00 \$53,458.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00 \$5,776.00 \$9,850.00 \$3,944.00 \$61,137.00 19 - April 30 Closing Price Revenue \$25,596.00	% of Revenue 41% 41% 9% 66% 100% % of Revenue 61% 7% 9% 10% 60% 100% th, 2019 = \$50.17 % of Revenue 44%	Units 41,300 11,553 3,720 Q3 AAPI y/y Growt 2%	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,867.00 \$3,167.00 \$3,167.00 \$3,167.00 \$4,634.00 \$5,258.00 \$10,170.00 \$3,733.00 \$3,733.00 \$52,265.00 19 - July 30 Closing Price Revenue \$25,056.00	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 10% 19% 7% 100% bth, 2019 e = \$52.20 % of Revenue 47%	Units 46,889 9,699 5,299 Q4 '1 AAP y/y Growt 6%	Revenue \$27,517,000 \$11,411.00 \$51,610.00 \$3,429.00 \$62,900.00 Revenue \$36,755.00 \$3,983.00 \$7,340.00 \$4,223.00 \$62,900.00 9 - October L Closing Pric the Revenue \$29,322.00	% of Revenue 44% 18% 8% 100% % of Revenue 58% 6% 12% 17% 7% 100% 30th, 2019 = \$60.82 % of Revenue 46%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone IPad Mac Services Other Products Total Apple	Units 77,316 13,170 5,112	Revenue \$35,193.00 \$17,956.00 \$17,956.00 \$7,237.00 \$68,853.00 Revenue \$61,576.00 \$5,862.00 \$6,895.00 \$8,471.00 \$5,489.00 15,489.00 19 - January L Closing Pric Revenue \$36,954.00 \$36,940.00 \$20,963.00 \$20,963.00	% of Revenue 40% 40% 20% 8% 8% 100% % of Revenue 70% 70% 6% 100% 29th, 2019 2e = \$38.63 % of Revenue 44%	Units 52,217 9,113 4,078	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$5,468.00 \$33,958.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00 \$5,776.00 \$9,850.00 \$3,944.00 \$62,137.00 \$10.00	% of Revenue 41% 9% 60% 100% 60% 60% 100% 60% 60% 60% 60% 60% 60% 60% 60% 60%	Units 41,300 11,553 3,720 Q3 AAPI y/y Growt 2%2%	Revenue \$24,542.00 \$24,542.00 \$9,551.00 \$3,867.00 \$33,167.00 \$33,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00 \$5,258.00 \$10,170.00 \$3,733.00 \$53,265.00 \$10,170.00 \$10,1	% of Revenue 46% 18% 7% 6% 100% % of Revenue 55% 9% 10% 10% 10% 10% 10% 00% 00% 00% 00% 00	Units 46,889 9,699 5,299 Q4 '1 AAP y/y Growt 6% -3%	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$53,429.00 \$62,900.00 Revenue \$36,755.00 \$3,983.00 \$7,340.00 \$10,599.00 \$4,223.00 \$62,900.00 \$62,	% of Revenue 44% 44% 18% 8% 5% 100% % of Revenue 58% 6% 17% 7% 100% 30th, 2019 e = \$60.82 % of Revenue 46% 23%
Americas Europe Greater China Japan Fest of Asia Pacific Total Apple Product Summary IiPhone IiPad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China	Units 77,316 13,170 5,112	Revenue \$35,193.600 \$17,956.00 \$7,237.00 \$6,853.00 \$82,953.00 Revenue \$61,576.00 \$5,862.00 \$5,895.00 \$8,471.00 \$5,489.00 \$5,489.00 \$1,489.00	% of Revenue 40% 24% 20% 8% 8% 100% 6 of Revenue 70% 7% 10% 6% 100% 29th, 2019 e = \$38.63 % of Revenue	Units 52,217 9,113 4,078	Revenue \$724,841.00 \$13,024.00 \$51,486.00 \$53,458.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00 \$5,776.00 \$9,850.00 \$3,944.00 \$61,137.00 19 - April 30 Closing Price Revenue \$25,596.00	% of Revenue 41% 41% 9% 66% 100% % of Revenue 61% 7% 9% 10% 60% 100% th, 2019 = \$50.17 % of Revenue 44%	Units 41,300 11,553 3,720 Q3 AAPI y/y Growt 2%	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,867.00 \$3,167.00 \$3,167.00 \$3,167.00 \$4,634.00 \$5,258.00 \$10,170.00 \$3,733.00 \$3,733.00 \$52,265.00 19 - July 30 Closing Price Revenue \$25,056.00	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 10% 19% 7% 100% bth, 2019 e = \$52.20 % of Revenue 47%	Units 46,889 9,699 5,299 Q4 '1 AAP y/y Growt 6%	Revenue \$27,517,000 \$11,411.00 \$51,610.00 \$3,429.00 \$62,900.00 Revenue \$36,755.00 \$3,983.00 \$7,340.00 \$4,223.00 \$62,900.00 9 - October L Closing Pric the Revenue \$29,322.00	% of Revenue 44% 18% 8% 55% 100% % of Revenue 58% 6% 12% 17% 7% 100% 30th, 2019 = \$60.82 % of Fevenue 46%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Plad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan	Units 77,316 13,170 5,112	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 \$68,853.00 \$68,855.00 \$68,855.00 \$8,471.00 \$5,482.00 \$1,492.00 \$1	% of Revenue 40% 24% 20% 8% 8% 100% % of Revenue 70% 7% 10% 6% 100% 29th, 2019 2e = \$38.63 % of Revenue 44% 24%	Units 52,217 9,113 4,078	Revenue \$13,846.00 \$13,924.00 \$13,924.00 \$5,468.00 \$3,958.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00 \$5,776.00 \$5,985.00 \$3,944.00 \$00 \$1,137.00 \$1,13	% of Revenue 42% 23% 21% 9% 6% 100% % of Revenue 61% 7% 99% 16% 6% 100% th, 2019 = \$50.72 \$\$ 60 f Revenue 44% 23% 18%	Units 41,300 11,553 3,720 Q3 AAPI y/y Growt 2% -2% -4%	Revenue \$24,542.00 \$9,551.00 \$9,551.00 \$3,867.00 \$3,867.00 \$3,167.00 \$3,167.00 \$4,634.00 \$53,265.00 \$10,170.00 \$3,733.00 \$53,265.00 10,170.00 \$3,733.00 \$53,265.00 10,170.00 \$3,733.00 \$53,265.00 10,170.00 \$3,733.00 \$53,265.00 \$10,170.00 \$3,733.00 \$10,170.00 \$3,733.00 \$10,170.00 \$3,733.00 \$10,170.00 \$3,733.00 \$10,170.00 \$3,733.00 \$10,170.00 \$10,	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 10% 10% 10% 10% 0th, 2019 ac = \$52.20 % of Revenue 47% 22% 17%	Units 46,889 9,699 5,299 Q4 '1 AAP y/y Growt 6% -3% -2%	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$11,411.00 \$3,429.00 \$62,900.00 \$3,429.00 \$3,755.00 \$3,983.00 \$7,340.00 \$10,599.00 \$4,223.00 \$4,223.00 \$62,900.00 \$7,340.00 \$11,140.00 \$14,946.00 \$11,144.00 \$4,982.00 \$3,985.00 \$1,144.00 \$1,144.00 \$1,144.00 \$1,144.00 \$1,365.00 \$1,365.00 \$1,365.00 \$1,365.00 \$1,140.00 \$1,140.00 \$1,140.00 \$1,140.00 \$1,140.00 \$1,365.00 \$1,	% of Revenue 44% 44% 18% 88% 55% 100% % of Revenue 58% 12% 12% 17% 100% 30th, 2019 e = \$60.82 % of Revenue 46% 23% 17%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone IPad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Japan Rest of Asia Pacific	Units 77,316 13,170 5,112	Revenue \$33,193.00 \$17,956.00 \$17,956.00 \$7,237.00 \$68,853.00 Revenue \$61,576.00 \$5,862.00 \$6,895.00 \$8,471.00 \$8,471.00 \$8,471.00 \$1,256.00 \$1,250.00	% of Revenue 40% 20% 8% 8% 80% 100% % of Revenue 70% 7% 8% 100% 29th, 2019 e = \$38.63 % of Revenue 44% 24% 88%	Units 52,217 9,113 4,078	Revenue \$24,841.00 \$13,244.00 \$13,024.00 \$53,958.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00 \$5,776.00 \$9,850.00 \$3,944.00 \$0 \$13,540.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,055	% of Revenue 41% 41% 9% 60% 100% % of Revenue 61% 7% 99% 10% 6% 100% **This is a second of the seco	Units 41,300 11,553 3,720 Q3 AAPI y/y Growt 2% -2% -4% 5%	Revenue \$12,138.00 \$9,551.00 \$3,367.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00 \$52,58.00 \$10,170.00 \$3,733.00 \$3,733.00 \$6,00 \$10,170.00	% of Revenue 46% 18% 7% 6% 100% 100% 55% 9% 100% 19% 7% 100% 100% 19% 2 \$52.20 % of Revenue 47% 22% 8%	Units 46,889 9,699 5,299 Q4 '1 AAP y/y Growt 6% -3% -4%	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$51,411.00 \$3,429.00 8evenue \$36,755.00 \$3,983.00 \$7,340.00 \$10,599.00 9 - October L Closing Pric Revenue \$29,322.00 \$14,946.0	% of Revenue 44% 44% 18% 8% 5% 100% % of Revenue 58% 12% 17% 100% 30th, 2019 e = \$60.82 % of Revenue 46% 23% 17% 8%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone IPha Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple	Units 77,316 13,170 5,112	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 \$88,293.00 Revenue \$61,576.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,862.00 \$6,871.00 \$13,169.00 \$20,363.00 \$6,910.00 \$6,910.00 \$6,928.00	% of Revenue 40% 24% 24% 20% 8% 8% 8% 100% % of Revenue 70% 70% 10% 60% 100% 29th, 2019 2e = \$38.63 % of Revenue 44% 45% 16% 16% 87% 88% 100%	Units 52,217 9,113 4,078 Q2 ':	Revenue \$24,841.00 \$13,846.00 \$13,924.00 \$5,468.00 \$3,958.00 \$61,377.00 \$4,008.00 \$5,776.00 \$5,785.00 \$3,948.00 \$10,218.00 \$61,137.00 \$10,218.00 \$10,218.00 \$3,615.00 \$5,532.00 \$3,615.00	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 9% 16% 100% *** ** ** ** ** ** ** ** ** ** ** **	Units 41,300 11,553 3,720 Q3 AAPI y/y Growt -2% -4% 5% 12%	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00 \$5,258.00 \$10,170.00 \$3,733.00 \$53,265.00 \$10,170.00 \$	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 100% 19% 100% bth, 2019 e = \$52.20 bth, 2019 17% 8 of Revenue 47% 776 1776 1776 1776 1776 1776 1776 177	Units 46,889 9,699 5,299 Q4 '1 AAP V/y Growt 6% -3% -2% -4% 6%	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$3,429.00 \$62,900.00 \$36,755.00 \$3,993.00 \$10,599.00 \$4,223.00 \$4,223.00 \$4,223.00 \$10,599.00 \$4,223.00 \$11,134.00 \$4,230.00 \$11,134.00 \$11,134.00 \$11,134.00 \$11,134.00 \$13,656.00	% of Revenue 44% 24% 18% 8% 5% 100% % of Revenue 58% 6% 17% 100% 30th, 2019 = \$60.82 % of Revenue 46% 17% 8 of Revenue 46% 17% 17% 100%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone IPad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple	Units 77,316 13,170 5,112	Revenue \$35,193.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 \$32,293.00 Revenue \$61,576.00 \$5,862.00 \$5,862.00 \$5,489.00 \$5,489.00 \$5,489.00 \$36,940.00 \$3	% of Revenue 40% 24% 24% 8% 8% 100% % of Revenue 70% 7% 8% 100% 29th, 2019 e = \$38.63 % of Revenue 44% 16% 16% 5%	Units 52,217 9,113 4,078	Revenue \$24,841.00 \$13,846.00 \$13,924.00 \$5,468.00 \$3,958.00 \$61,377.00 \$4,008.00 \$5,776.00 \$5,785.00 \$3,948.00 \$10,218.00 \$61,137.00 \$10,218.00 \$10,218.00 \$3,615.00 \$5,532.00 \$3,615.00	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 9% 16% 100% th, 2019 = \$50.17 % of Revenue 44% 18% 10% 6%	Units 41,300 11,553 3,720 Q3 AAPI y/y Growt 2% -2% -4% 5%	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,867.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00 \$5,258.00 \$10,170.00 \$3,733.00 \$53,265.00 \$10,170.00 \$	% of Revenue 46% 22% 18% 7% 6% 100% % of Revenue 55% 9% 100% 119% 7% 100% bth, 2019 e = \$52.20 % of Revenue 47% 17% 8% 17%	Units 46,889 9,699 5,299 Q4 '1 AAP y/y Growt 6% -3% -4%	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$3,429.00 \$62,900.00 \$36,755.00 \$3,993.00 \$10,599.00 \$4,223.00 \$4,223.00 \$4,223.00 \$10,599.00 \$4,223.00 \$11,134.00 \$4,230.00 \$11,134.00 \$11,134.00 \$11,134.00 \$11,134.00 \$13,656.00	% of Revenue 18% 8% 5% 100% % of Revenue 58% 6% 17% 100% 30th, 2019 = \$60.82 30th, 2019 = \$60.82 17% 666 17% 8 of Revenue 46% 17% 17% 100%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary iPhone IPhone Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone	Units 77,316 13,170 5,112 Q1 '1	Revenue \$353,193.00 \$21,054.00 \$17,956.00 \$17,956.00 \$6,853.00 \$88,273.00 Revenue \$56,895.00 \$5,882.00 \$56,895.00 \$5,489.00 \$54,489.00 \$10,480	% of Revenue 40% 24% 20% 8% 8% 100% % of Revenue 70% 70% 10% 60% 100% 29th, 2019 24% 16% 8% 100% % of Revenue	Units 52,217 9,113 4,078 Q2 ': AAPL	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$53,958.00 \$561,137.00 \$61,137.00 \$4,008.00 \$5,776.00 \$	% of Revenue 41% 23% 9% 6% 100% % of Revenue 61% 7% 9% 16% 66% 100% th, 2019 = \$50.12 % of Revenue 44% 10% % of Revenue 40% % of Revenue % of Revenu	Units 41,300 41,553 3,720 Q3 AAPI y/y Growt 2% -2% -4% 5% 12%	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,167.00 \$53,265.00 \$53,265.00 \$4,634.00 \$5,258.00 \$10,170.00 \$10,170.00 \$3,733.00 \$53,265.00 \$19 - July 31 Closing Pric Revenue \$25,056.00 \$4,082.00 \$3,189.00 \$4,082.00 \$3,589.00	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 10% 19% 7% 100% bth, 2019 22% 47% 22% 17% 8% 7% 100% % of Revenue	Units 46,889 9,699 5,299 V/y Growt 6% -3% -2% -4% 6%	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 \$62,900.00 \$3,983.00 \$7,340.00 \$10,599.00 \$10,599.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$10,599.00	% of Revenue 44% 44% 42% 18% 8% 5% 100% % of Revenue 58% 6% 17% 7% 100% 30th, 2019 = \$60.82 % 46% 23% 17% 8% 6% 10% % of Revenue 46% 10% % of Revenue % of Reve
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone IPhad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone IPhone IPhone IPhone IPhone IPhone IIPhone IIPhone IIIPhone IIIIPHONE IIIIPHONE IIIIPHONE IIIIPHONE IIIIPHONE IIIIPHONE IIIIPHONE IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	Units 77,316 13,170 5,112 Q1 '1 AAF	Revenue \$35,193.00 \$21,054.00 \$21,056.00 \$17,956.00 \$7,237.00 \$6,853.00 \$81,253.00 Revenue \$56,855.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,8695.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00 \$1,962.00	% of Revenue 40% 24% 20% 8% 8% 8% 100% % of Revenue 70% 7% 10% 6% 100% 29th, 2019 e = \$38.63 % of Revenue 44% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8%	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% 18% -5-5%	Revenue \$24,841.00 \$13,946.00 \$13,024.00 \$5,468.00 \$3,958.00 \$61,137.00 Revenue \$37,559.00 \$4,008.00 \$5,776.00 \$9,850.00 \$3,944.00 \$56,137.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$3,640.00 \$3,650.00 \$4,872.00 \$5,5513.00	% of Revenue 41% 23% 21% 9% 6% 100% 6% 100% 16% 6% 16% 6% 16% 6% 100% 1550.17 % of Revenue 44% 10% 6% 10% 6% 10% 6% 10% 8% 10% 8% 10% 8% 10%	Q3 AAPI y/y Growt 12% 5% 12% 5% 12% 5% 10% 5% 10% 5% 10% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,167.00 \$3,167.00 \$3,167.00 \$3,167.00 \$4,634.00 \$5,258.00 \$10,170.00 \$3,170.00 \$3,373.30 \$5,258.00 \$1,170.00 \$3,373.30 \$5,258.00 \$1,170.00 \$3,733.00 \$5,733.00 \$5,733.00 \$5,733.00 \$5,733.00 \$5,733.00 \$5,733.00 \$5,733.00 \$5,733.00 \$5,733.00 \$5,733.00 \$5,733.00	% of Revenue 48% 9% 100% bth, 2019 226 17% 6% 100% ce = \$52.20 % of Revenue 48% 9% 100% % of Revenue 48% 9%	Units 46,889 5,299 5,299 V/V Growt 1:0% 6% -2:2% -4:0% 61:10% 1:10	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$51,161.00 \$3,429.00 \$52,900.00 Revenue \$33,6755.00 \$10,599.00 \$4,223.00 \$62,900.00 \$4,223.00 \$62,900.00 \$4,243.00 \$162,900.00 \$14,946.00 \$14,946.00 \$14,946.00 \$14,946.00 \$14,946.00 \$14,946.00 \$14,946.00 \$4,982.00 \$3,656.00 \$4,656.00 \$4,656.00 \$4,656.00 \$4,656.00 \$6,6991.00	% of Revenue 44% 44% 45% 18% 8% 5% 100% 6% 17% 7% 100% 20th, 2019 e = \$60.82 % of Revenue 46% 23% 17% 8% 6% 6% 17% 8% 6% 6% 77 8% 8% 6% 77 8% 117% 8% 77 117%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary iiPhone IiPad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IiPhone IiPad Mac Services Services	Units 77,316 13,170 5,112 Q1 ': AAP	Revenue 536,932,00 581,956.00 57,237.00 588,293.00	% of Revenue 40% 24% 20% 8% 8% 100% \$ of Revenue 70% 7% 6% 100% 29th, 2019 ce = \$38.63 % of Revenue 44% 16% 16% 16% 16% 8% 10% % of Revenue 44% 8% 10% % of Revenue 44% 11%	Units 52,217 9,113 4,078 Q2 ': AAPL V/y Growth -21% 18% -5% 14%	Revenue \$37,559.00 \$4,040 \$513,040 \$54,081 \$54,081 \$54,080 \$54,080 \$54,080 \$61,137.00 \$54,080 \$61,137.00 \$54,080 \$55,776.00 \$54,080 \$55,776.00 \$56,137.00 \$56,137.00 \$56,137.00 \$56,137.00 \$56,137.00 \$56,137.00 \$56,015.00 \$56,015.00 \$56,015.00 \$56,015.00 \$56,015.00 \$56,015.00 \$56,015.00	% of Revenue 41% 23% 21% 9% 6% 6% 100% % of Revenue 61% 7% 99% 16% 100% th, 2019 = \$50.17 % of Revenue 44% 10% 6% 10% % of Revenue 44% 8% 10% 10% % of Revenue 44% 8% 10% 10%	Units 41,300 11,553 3,720 Q3 AAPI V/Y Growt 12% V/Y Growt 12% 8% 10%	Revenue \$29,470.00 \$9,551.00 \$33,867.00 \$33,667.00 \$33,667.00 \$53,265.00 \$4,634.00 \$52,470.00 \$4,634.00 \$52,528.00 \$10,170.00 \$10,17	% of Revenue 45% 18% 7% 6% 100% \$ of Revenue 55% 9% 100% \$ of Revenue 55% 19% 10% \$ of Revenue 47% \$ of Revenue 48% \$ of Revenue 48% \$ of Revenue 48%	Units 46,889 9,699 9,5,299 V/Y Growt 4AP 4% 6% V/Y Growt 14% 15%	Revenue \$27,517,00 \$15,382.00 \$11,411.00 \$3,429.00 \$62,900.00 \$62,900.00 \$62,900.00 \$10,599.00 \$10,599.00 \$4,223.00 \$4,223.00 \$11,134.00 \$4,982.00 \$11,134.00 \$4,982.00 \$4,656.00 \$6,991.00 \$1,656.00 \$6,991.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,656.00 \$1,512,511.00	% of Revenue 18% 100% % of Revenue 58% 6% 12% 100% 30th, 2019 = \$60.82 % of Revenue 46% 17% 17% 8% 100% % of Revenue 46% 17% 100% % of Revenue 46% 17% 10%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Phod Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Services Other Products	Units 77,316 13,170 5,112 Q1 '1 AAF	Revenue \$35,943.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 \$88,751.00 Revenue \$56,855.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,853.00 \$8,471.00 \$5,885.00 \$10,976.00	% of Revenue 40% 24% 20% 8% 8% 8% 100% % of Revenue 70% 70% 10% 29th, 2019 2e = \$38.63 % of Revenue 44% 100% 24% 100% 3 % of Revenue 62% 100% % of Revenue 62% 13% 9%	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% 18% -5-5%	Revenue \$23,555.00 \$13,045.00 \$13,045.00 \$13,045.00 \$13,075.00	% of Revenue 41% 23% 9% 60% 100% % of Revenue 61½ 7% 99% 16% 6% 100% th, 2019 = \$50.17 % of Revenue 44% 23% 10% 6% 100% % of Revenue 54% 100% % of Revenue 54% 100%	Q3 AAPI y/y Growt 12% 5% 12% 5% 12% 5% 10% 5% 10% 5% 10% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 10% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	Revenue \$29,472.00 \$12,138.00 \$9,551.00 \$3,167.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$10,170.00 \$10	% of Revenue 46% 18% 7% 6% 100% % of Revenue 55% 9% 100% 19% 7% 100% bth, 2019 128 47% 228 177% 100% % of Revenue 48% 110% 11% 11%	Units 46,889 9,699 5,299 Q4'1 AAPP 479 479 479 479 676 676 676 1576 1576 1576 1576	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$51,161.00 \$3,429.00 \$52,900.00 Revenue \$33,6755.00 \$10,599.00 \$4,223.00 \$62,900.00 \$4,223.00 \$62,900.00 \$4,243.00 \$162,900.00 \$14,946.00 \$14,946.00 \$14,946.00 \$14,946.00 \$14,946.00 \$14,946.00 \$14,946.00 \$4,982.00 \$3,656.00 \$4,656.00 \$4,656.00 \$4,656.00 \$4,656.00 \$6,6991.00	% of Revenue 44% 44% 44% 44% 45% 100% % of Revenue 58% 6% 17% 776 100% 30th, 2019 = \$60.82 % of Revenue 46% 23% 17% \$8% 6% 10% % of Revenue 52% 10% % of Revenue 52% 11% 10%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Other Products Total Apple Deparating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Product Summary Phone Product Summary Phone Pad Mac Services Dither Products Deparating Segments D	Units 77,316 13,170 5,112 Q1 ': AAF	Revenue 536,932,00 581,956.00 57,237.00 588,293.00	% of Revenue 40% 24% 24% 24% 8% 8% 8% 8% 100% 5 of Revenue 70% 70% 10% 6 6% 100% 29th, 2019 24% 16% 16% 16% 100% % of Revenue 44% 8% 8% 8% 10% 113% 9% 113% 9%	Units 52,217 9,113 4,078 Q2 ': AAPL	Revenue \$37,559.00 \$4,040 \$513,040 \$54,081 \$54,081 \$54,080 \$54,080 \$54,080 \$61,137.00 \$54,080 \$61,137.00 \$54,080 \$55,776.00 \$54,080 \$55,776.00 \$56,137.00 \$56,137.00 \$56,137.00 \$56,137.00 \$56,137.00 \$56,137.00 \$56,015.00 \$56,015.00 \$56,015.00 \$56,015.00 \$56,015.00 \$56,015.00 \$56,015.00	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 99% 16% 100% *** ** ** ** ** ** ** ** ** ** ** **	Q3 AAPI Vy Growt 113% 8%	Revenue \$29,470.00 \$9,551.00 \$33,867.00 \$33,667.00 \$33,667.00 \$53,265.00 \$4,634.00 \$52,470.00 \$4,634.00 \$52,528.00 \$10,170.00 \$10,17	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 100% 19% 10% 19% 2019 22% 17% 307 17% 100% % of Revenue 47% 17% 100% % of Revenue 47% 11% 11% 11% 11% 11% 11% 11%	Units 46,889 9,699 5,299 Q4 '1 AAP 47/4 Growt 10% 14% 15% 15% 15% 35%	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$51,161.00 \$3,429.00 \$62,900.00 Revenue \$33,6755.00 \$10,599.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,946.00 \$11,134.00 \$4,982.00 \$33,656.00 \$4,966.00 \$11,134.00 \$4,982.00 \$33,656.00 \$4,982.00 \$33,656.00 \$4,982.00 \$33,656.00 \$4,982.00 \$33,656.00 \$4,982.00 \$33,656.00 \$4,982.00 \$33,656.00 \$4,982.00 \$33,656.00 \$4,982.00 \$33,656.00 \$4,982.00 \$33,656.00 \$4,982.00 \$33,656.00 \$4,982.00 \$34,656.00 \$4,982.00 \$34,656.00 \$4,982.00 \$35,652.00 \$4,556.00 \$4,566.00 \$4,656.00 \$4,666	% of Revenue 18% 5% 100% % of Revenue 58% 6% 17% 100% 30th, 2019 = \$60.82 % of Revenue 46% 17% 17% 100% % of Revenue 46% 17% 11% 100%
Americas Europe Greater China Iapan East of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Other Products Total Apple Deparating Segments Americas Europe Greater China Iapan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Diffic Total Apple Product Summary Phone Pad Mac Services Deparating Segments Froduct Summary Phone Pad Mac Services Froduct Summary Phone	Units 77,316 13,170 5,112 Q1 '1 AAAP	Revenue \$35,943.00 \$6,853.00 \$6,853.00 \$6,853.00 \$88,273.00 \$6,853.00 \$88,471.00 \$5,862.00 \$5,869.00 \$8,471.00 \$5,869.00 \$10,976.00 \$10,976.00 \$10,976.00 \$20,363.00 \$13,169.00 \$20,363.00 \$13,169.00 \$20,363.00 \$13,169.00 \$20,363.00 \$13,169.00 \$20,363.00 \$13,169.00 \$20,363.00 \$13,169.00 \$20,363.00 \$13,169.00 \$20,363.00 \$13,169.00 \$20,363.00 \$13,169.00 \$20,363.00 \$13,169.00 \$20,363.00	% of Revenue 40% 24% 20% 8% 8% 8% 100% 6% 100% 100% 29th, 2019 100% 29th, 2019 16% 8% 8% 100% 100% 100% 100% 100% 100% 10	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% -5% 14% 23%	Revenue \$52,4841.00 \$13,946.00 \$13,945.00 \$13,924.00 \$53,958.00 \$561,137.00 Revenue \$57,756.00 \$9,850.00 \$53,940.00 \$53,940.00 \$53,944.00 \$561,137.00 Revenue \$51,051.00 \$58,015.00 Revenue \$31,051.00 \$58,015.00 \$55,513.00 \$55,513.00 \$55,513.00 \$55,120.00	% of Revenue 41% 23% 21% 9% 6% 100% 6% of Revenue 61% 7% 99% 16% 6% 100% **Th, 2019 **ESO.17 **So of Revenue 44% 23% 10% 6% 100% **So of Revenue 44% 10% 6% 100% **So of Revenue 54% 8% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Units 41,300 11,553 3,720 Q3 AAPI //y Growt 12% y/y Growt 11% 11% 11% 12% Q3 AAPI AAPI AAPI AAPI AAPI AAPI AAPI AAP	Revenue \$29,454.00 \$12,138.00 \$9,551.00 \$3,167.00 \$3,167.00 \$3,167.00 \$3,167.00 \$10,170.	% of Revenue 48% 100% 100% 100% 100% 100% 100% 100% 10	Units 46,889 9,699 5,299 Q4'1 AAP y/y Growt 6% 6% 6% 10% 14% 15% 15% 15% 15% 15% 14% Q4'2 AAPI	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$51,1411.00 \$5,161.00 \$3,429.00 \$62,900.00 \$62,900.00 \$10,599.00 \$10,599.00 \$4,223.00 \$62,900.00 \$4,223.00 \$62,900.00 \$4,282.00 \$14,946.00 \$11,134	% of Revenue 44% 44% 45% 18% 8% 5% 100% 58% 6% 17% 12% 30th, 2019 e = \$60.82 % of Revenue 46% 23% 17% 10% \$% 117% 100% \$% 117% 100% \$% 17% 100% \$% 17% 100% \$% 100% \$% 100% 100% 100% 100% 10
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Other Products Total Apple Departing Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Other Products Total Apple Product Summary Phone Pad Mac Services Other Products Total Apple	Units 77,316 13,170 5,112 Q1 '1 AAAP	Revenue 536,940.00 588,293.00 588	% of Revenue 40% 24% 20% 8% 8% 100% \$ of Revenue 70% 70% 10% 60% 100% 29th, 2019 e = \$38.63 % of Revenue 44% 16% 8% 16% 100% \$ of Revenue 24% 110% 8% 8% 100% \$ of Revenue 28th, 2020 e = \$79.42	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% -5% 14% 23%	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$53,988.00 \$3,988.00 \$3,958.00 \$54,008.00 \$55,776.00 \$9,850.00 \$3,958.00 \$53,944.00 \$53,944.00 \$53,944.00 \$53,944.00 \$513,054.00 \$55,950.00 \$51,050.00 \$55,05	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 99% 16% 100% th, 2019 = \$50.17 % of Revenue 44% 123% 18% 10% % of Revenue 44% 8% 100% % of Revenue 45% 8% 8% 100% % of Revenue 45% 8% 8% 10% 9% 8% 8% 10% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9%	Units 41,300 11,553 3,720 Q3 AAPI V/Y Growt -13% 88 10% 113% 22% 23 24% 24% 25% 24% 25% 26% 27% 27% 28% 29% 29% 29% 29% 29% 29% 29% 29% 29% 29	Revenue \$29,470.00 \$9,551.00 \$3,167.00 \$3,167.00 \$53,265.00 \$10,170.00 \$10,17	% of Revenue 45% 100% 100% 55% 9% 100% 10% 10% 10% 10% 10% 10% 10% 10% 1	Units 46,889 9,699 5,299 Q4 '1 AAP 4% 6% -10% 14% -5% 13% 35% Q4 '2 A4P 11,88%	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$11,411.00 \$3,429.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$64,982.00 \$64,982.00 \$64,982.00 \$64,982.00 \$64,982.00 \$64,982.00 \$64,982.00 \$64,982.00 \$65,991.00 \$65,900.00 \$65,900.00 \$65,900.00 \$65,900.00 \$65,900.00	% of Revenue 44% 24% 18% 8% 5% 100% % of Revenue 58% 6% 17% 100% 30th, 2019 = \$60.82 % of Revenue 46% 17% 10% % of Revenue 11% 10% 10% 23 h 11% 10% 29 th, 2020 = \$115.32
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone PPad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Product Summary	Units 77,316 13,170 5,112 Q1 '1 AAAP	Revenue \$35,943.00 \$6,853.00 \$6,853.00 \$6,853.00 \$6,853.00 \$6,853.00 \$6,853.00 \$6,853.00 \$1,956.00 \$5,862.00 \$5,862.00 \$5,862.00 \$5,872.00 \$1,956.	% of Revenue 40% 24% 20% 8% 8% 8% 100% % of Revenue 70% 10% 29th, 2019 2= \$38.63 % 44% 100% 44% 100% 40% 100% 50 of Revenue 62% 100% 100% 50 of Revenue 62% 100% 50 of Revenue 62% 50 of Revenue	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% -5% 14% 23%	Revenue \$23,559.00 \$13,04.00 \$13,024.00 \$13,024.00 \$53,958.00 \$561,137.00 \$61,137.00 \$58,000 \$5,000	% of Revenue 41% 23% 9% 6% 100% % of Revenue 61% 7% 9% 16% 100% th, 2019 = \$50.17 % of Revenue 44% 10% 6% 100% 44% 10% 0% 10% 0% 10% 0% 10% 0% 10% 0% 10% 0% 10% 0% 10% 1	Units 41,300 11,553 3,720 Q3 AAPI 7/9 Growt 13% 10% 115% 12% Q3 AAPI 7/9 Growt 11% 12% Q3 AAPI 7/9 Growt 11% Q7	Revenue \$29,470.00 \$12,138.00 \$9,551.00 \$33,867.00 \$33,867.00 \$33,677.00 \$53,265.00 \$4,634.00 \$55,258.00 \$10,170.00 \$31,070.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$11,195.00 \$11,1	% of Revenue 48% 100% Why 2019 10% Why 2019 10% 10% 10% 10% 10% 10% 10% 10% 10% 10%	Units 46,889 9,699 9,699 5,299 Q4 '1 AAP 479 Growt 6% -3% -4% 6% 15% 35% 1.8% Q4 '2 AAP 479 A	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 \$62,900.00 \$62,900.00 \$62,900.00 \$63,900.00 \$63,900.00 \$64,9	% of Revenue 44% 44% 44% 418% 88% 5% 100% % of Revenue 58% 6% 17% 100% 30th, 2019 = \$60.82 % of Revenue 46% 23% 17% 100% \$8% 6% 11% \$8% 6% 100% \$9 of Revenue 52% 11% 10% \$10% \$9 of Revenue 52% \$11% \$10% \$9 of Revenue 52% \$11% \$10% \$9 of Revenue 52% \$11% \$10% \$10% \$10% \$10% \$10% \$10% \$10
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Pibnoe Product Summary Pibnoe Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Pibnone Product Summary Product Summary Product Summary Pibnone Product Summary Pibnone Product Summary	Units 77,316 13,170 5,112 Q1 '1 AAAP	Revenue 536,940.00 588,293.00 588	% of Revenue 40% 24% 20% 8% 8% 100% \$ of Revenue 70% 70% 10% 60% 100% 29th, 2019 e = \$38.63 % of Revenue 44% 16% 8% 16% 100% \$ of Revenue 24% 110% 8% 8% 100% \$ of Revenue 28th, 2020 e = \$79.42	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% -5% 14% 23%	Revenue \$25,48,41,00 \$13,846.00 \$13,846.00 \$13,024.00 \$53,958.00 \$3,958.00 \$3,958.00 \$4,008.00 \$57,759.00 \$4,008.00 \$57,759.00 \$4,008.00 \$58,009.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,000.00 \$58,00	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 99% 16% 100% th, 2019 = \$50.17 % of Revenue 44% 123% 18% 10% % of Revenue 44% 8% 100% % of Revenue 45% 8% 8% 100% % of Revenue 45% 8% 8% 10% 9% 8% 8% 10% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9%	Units 41,300 11,553 3,720 Q3 AAPI V/Y Growt -13% 88 10% 113% 22% 23 24% 24% 25% 24% 25% 26% 27% 27% 28% 29% 29% 29% 29% 29% 29% 29% 29% 29% 29	Revenue \$29,47,842,00 \$12,138.00 \$9,551.00 \$33,867.00 \$33,867.00 \$33,867.00 \$33,867.00 \$33,867.00 \$33,867.00 \$4,634.00 \$55,258.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$11,925.00 \$9,157.00 \$4,082.00 \$53,589.00 \$11,925.00 \$55,820.00 \$55,820.00 \$55,820.00 \$11,455.00 \$11,	% of Revenue 45% 100% 100% 55% 9% 100% 10% 10% 10% 10% 10% 10% 10% 10% 1	Units 46,889 9,699 5,299 Q4 '1 AAP 4% 6% -10% 14% -5% 13% 35% Q4 '2 A4P 11,88%	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$3,429.00 \$62,900.00 Revenue \$36,755.00 \$3,999.00 \$10,599.00 \$10,599.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,223.00 \$4,982.00 \$4,982.00 \$4,982.00 \$4,982.00 \$4,982.00 \$4,982.00 \$4,982.00 \$4,982.00 \$4,982.00 \$4,982.00 \$6,991.00 \$6,	% of Revenue 44% 24% 18% 8% 5% 100% % of Revenue 58% 6% 17% 100% 30th, 2019 = \$60.82 % of Revenue 46% 10% % of Revenue 11% 10% % of Revenue 10% 10% 29th, 2020 = \$115.32
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone Pad Mac Services Other Products Total Apple Operating Segments Americas Europe Froduct Summary IPhone Pad Mac Services Other Products Total Apple Operating Segments Americas Europe Services Other Products Total Apple Operating Segments Mac Services Other Products Total Apple Operating Segments Americas Control Apple Operating Segments	Units 77,316 13,170 5,112 Q1 '1 AAAP	Revenue \$35,193.00 \$21,054.00 \$21,054.00 \$21,056.00 \$7,237.00 \$6,853.00 \$68,853.00 \$58,275.00 Revenue \$61,576.00 \$84,471.00 \$55,862.00 \$68,952.00 \$13,169.00 \$68,952.00 \$68,952.00 \$69,952	% of Revenue 40% 24% 24% 24% 8% 8% 8% 8% 8% 100% % of Revenue 70% 10% 60% 10% 29th, 2019 24% 10% 60% 100% 20th, 2019 20% 20% 20% 20% 20% 20% 20% 20% 20% 20%	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% -5% 14% 23%	Revenue \$23,559.00 \$13,04.00 \$13,024.00 \$13,024.00 \$53,958.00 \$561,137.00 \$61,137.00 \$58,000 \$5,000	% of Revenue 41% 23% 21% 9% 6% 100% % of Revenue 61% 7% 99% 16% 100% *** *** *** *** *** *** *** *** ***	Q3 AAPI 1/5 Growt 1/3 AP 1/1 Growt 1/1 Growt 1/2 Growt 1	Revenue \$29,470.00 \$12,138.00 \$9,551.00 \$33,867.00 \$33,867.00 \$33,677.00 \$53,265.00 \$4,634.00 \$55,258.00 \$10,170.00 \$31,070.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$11,195.00 \$11,1	% of Revenue 46% 23% 18% 7% 6% 100% % of Revenue 55% 9% 100% 19% 100% bth, 2019 22% 17% 100% % of Revenue 47% 100% 17% 100% 17% 100% % of Revenue 48% 9% 11% 10% 10% 10% 10% 10% 10% 10% 10% 10	Units 46,889 9,699 5,299 Q4 '1 AAP 476 Growt 10% 14% 15% 15% Q4 '2 AAP 476 476 476 476 476 476 476 476 476 476	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 \$62,900.00 \$62,900.00 \$62,900.00 \$63,900.00 \$63,900.00 \$64,9	% of Revenue 18% 18% 8% 5% 100% % of Revenue 58% 6% 17% 100% 30th, 2019 = \$60.82 17% 17% 100% % of Revenue 46% 100% % of Revenue 11% 100% % of Revenue 11% 10% 29th, 2020 = \$115.32 % of Revenue 47%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone P	Units 77,316 13,170 5,112 Q1 '1 AAAP	Revenue \$35,193.00 \$52,1054.00 \$17,956.00 \$7,237.00 \$6,853.00 \$68,853.00 \$68,253.00 \$55,862.00 \$6,853.00 \$84,471.00 \$55,862.00 \$6,853.00 \$84,471.00 \$54,895.00 \$84,471.00 \$54,895.00 \$84,959.00 \$84,959.00 \$84,959.00 \$84,959.00 \$6,910.00 \$	% of Revenue 40% 20% 8% 8% 100% % of Revenue 70% 10% 29th, 2019 = \$38.63 % of Revenue 44% 16% 100% % of Revenue 44% 10% \$8% 100% % of Revenue 44% 10% % of Revenue 44% 10% % of Revenue 44% 10% % of Revenue 45% % of Revenue 45% % of Revenue 45% 8% 9% 10%	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% -5% 14% 23%	Revenue \$25,596.00 \$13,045.00 \$61,137.00 \$61	% of Revenue 41% 100% % of Revenue 61% 100% th, 2019 = \$50.17 % of Revenue 44% 100% % of Revenue 44% 10% 100% % of Revenue 44% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Q3 11,553 3,720 11,553 3,720 Q3 AAPI/Y Growt 1-13% W10% Growt 1-13% AAPI/Y Growt 1-13% AAPI/Y Growt 111% 322% Q3 AAPI/Y Growt 8% 15% 22%	Revenue \$29,470.00 \$12,138.00 \$9,551.00 \$33,867.00 \$33,867.00 \$33,677.00 \$53,265.00 \$25,470.00 \$4,634.00 \$55,258.00 \$10,170.00 \$3,733.00 \$3,733.00 \$53,733	% of Revenue 45% 100% % of Revenue 55% 100% 100% % of Revenue 47% 100% % of Revenue 48% 10% % of Revenue	Units 46,889 9,699 5,299 Q4 '1 AAP Y/G Growt 6% -3% -4% 6% 1.10% 1.15% 3.5% 1.8% Q4 '2 AAP L12% 4% 1.2%	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$64,9	% of Revenue 46% 100% 30th, 2019 = \$60.82 % of Revenue 46% 100% % of Revenue 47% 100%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Other Products Total Apple Departing Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Other Products Total Apple Product Summary Phone Pad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Greater China	Units 77,316 13,170 5,112 Q1 '1 AAAP	Revenue \$35,193.00 \$21,054.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 \$87,237.00 \$6,853.00 \$87,237.00 \$5,862.00 \$6,910.00 \$6,910.00 \$6,928.00 \$6,728.00 \$6,7308.	% of Revenue 40% 24% 20% 8% 8% 8% 100% 6% 100% 100% 29th, 2019 100% 29th, 2019 16% 8% 100% 40% 100% 100% 29th, 2019 16% 100% 29th, 2019 16% 100% 100% 20th, 2019 20th, 201	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% -5% 14% 23%	Revenue \$24,841.00 \$13,946.00 \$13,946.00 \$13,024.00 \$53,958.00 \$3,958.00 \$561,137.00 Revenue \$37,559.00 \$59,850.00 \$3,958.00 \$53,944.00 \$561,137.00 Po - April 30 Closing Price Revenue \$25,595.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$13,054.00 \$10,218.00 \$55,915.00 Revenue \$31,051.00 \$55,915.00 \$55,915.00 \$55,915.00 \$55,129.00 \$55	% of Revenue 41% 23% 21% 9% 6% 100% 6% of Revenue 61% 6% 16% 6% 16% 6% 100% **Th, 2019 = \$50.17 **W of Revenue 44% 10% 6% 100% **Of Revenue 44% 10% 10% 40% 10% 40% 10% 40% 10% 10% 10% 10% 10% 10% 10% 10% 10% 1	Units 41,300 11,553 3,720 AAPI //y Growt 12% //y Growt 11% 5% 12% //y Growt 11% 22% AAPI //y Growt 11% 22%	Revenue \$29,470.00 \$12,138.00 \$9,551.00 \$33,867.00 \$33,677.00 \$33,677.00 \$33,677.00 \$33,677.00 \$33,677.00 \$4,634.00 \$53,258.00 \$10,170.00 \$3,733.00 \$53,258.00 \$10,170.00 \$3,733.00 \$53,258.00 \$10,170.00 \$3,733.00 \$53,265.00 \$10,170.00 \$3,733.00 \$3,738.00 \$10,170.00 \$3,738.00 \$11,475.00 \$3,899.00 \$55,820.00 \$11,475.00 \$55,820.00 \$11,475.00 \$55,525.00 \$11,475.00 \$55,525.00 \$10,175.00 \$10,175.00 \$10,175.00 \$10,175.00 \$11,475.00 \$11,475.00 \$12,070.00 \$11,475.00 \$12,701.80 \$12,701.80 \$12,701.80 \$13,999.00 \$14,173.00 \$54,966.00 \$14,173.00 \$54,966.00 \$14,173.00 \$54,966.00 \$14,173.00 \$54,966.00 \$14,173.00 \$54,966.00 \$14,173.00 \$54,966.00 \$14,966.00 \$	% of Revenue 48% 100% 100% 100% 100% 100% 100% 100% 10	Units 46,889 9,699 5,299 Q4'1 AAP y/y Growt 6% 9/y Growt 10% 14% 6% Q4'2 APP y/y Growt 15% 15% 15% 24% 12% 499 12%	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$11,411.00 \$53,429.00 \$62,900.00 Revenue \$33,6755.00 \$3,983.00 \$57,340.00 \$10,599.00 \$4,223.00 \$62,900.00 9 - October L Closing Pric Revenue \$33,662,900.00 \$4,982.00 \$3,856.00 \$364,900.00 \$11,599.00 \$11,999.00 \$14,946.00 \$15,991.00 \$14,946.00 \$15,991.00 \$15,991.00 \$15,991.00 \$16,900.00 \$12,511.00 \$66,520.00 \$16,991.00 \$16,991.00 \$16,991.00 \$17,916.00	% of Revenue 44% 18% 8% 5% 100% \$ of Revenue 58% 6% 17% 12% 30th, 2019 e = \$60.82 % of Revenue 46% 23% 17% \$ % 100% \$ of Revenue 52% 7% 11% 100% \$ of Revenue 52% 23% 23% 23% 23% 23% 23% 23% 23% 23% 2
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary PiPhone Product Summary PiPhone Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Operating Segments Cotal Apple	Units 77,316 13,170 5,112 Q1 '1 AAAP	Revenue \$35,93.00 \$21,054.00 \$17,956.00 \$7,237.00 \$6,853.00 \$88,293.00 \$88,293.00 \$88,293.00 \$88,471.00 \$5,862.00 \$6,895.00 \$8,471.00 \$5,489.00 \$84,471.00 \$36,940.00 \$36,940.00 \$36,940.00 \$36,910.00 \$6,810.00 \$6,910.00 \$6,810.00 \$6,910.	% of Revenue 2.0% 2.0% 8% 8% 100% \$% of Revenue 7.0% 7.% 8% 100% 29th, 2019 e = \$38.63 % of Revenue 4.4% 16% 16% 16% 10% % of Revenue 4.4% 8% 16% 100% % of Revenue 4.5% 8% 9% 1100% % of Revenue 4.5% 8% 9% 1100% 8% 8% 9% 1100%	Units 52,217 9,113 4,078 Q2 ': AAPL V/y Growth -21% 18% -5% 14% 23% AAPL	Revenue \$32,559.00 \$13,04.00 \$13,024.00 \$13,024.00 \$33,958.00 \$33,958.00 \$4,008.00 \$55,776.00 \$4,008.00 \$55,776.00 \$4,008.00 \$51,009.00 \$4,008.00 \$51,009.	% of Revenue 41% 9% 6% 100% % of Revenue 61% 7% 99% 6% 100% \$\$\text{th}\$, 2019 = \$\$50.17 \$\$\text{of Revenue}\$ 44% 10% \$\$\text{of Revenue}\$ 44% 10% \$\$\text{of Revenue}\$ 44% 10% \$\$\text{of Revenue}\$ 44% 10% 10% \$\$\text{of Revenue}\$ 44% \$\$\text{of Revenue}\$ 9% 7% 100%	Q3 11,553 3,720 11,553 3,720 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2%	Revenue \$29,470.00 \$12,138.00 \$9,551.00 \$33,867.00 \$33,867.00 \$33,867.00 \$33,867.00 \$33,867.00 \$53,265.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$13,733.00 \$11,925.00 \$11,925.00 \$4,082.00 \$3,589.00 \$53,589.00 \$53,589.00 \$55,280.00 \$11,455.00 \$55,280.00 \$11,455.00 \$11,455.00 \$20,00 \$2	% of Revenue 45% 100% % of Revenue 55% 9% 100% % of Revenue 55% 10% 19% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 47% 10% % of Revenue 45% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Units 46,889 9,699 9,5299 Q4 '1 AAPH Y/Y Growt 14% -5% 13% Q4 '2 Y/Y Growt 11% 4% 11% 11% 11%	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$11,411.00 \$3,429.00 \$62,900.00 \$62,900.00 \$63,755.00 \$3,983.00 \$7,340.00 \$67,34	% of Revenue 18% 100% % of Revenue 58% 6% 17% 100% 30th, 2019 = \$60.82 % of Revenue 46% 17% 100% % of Revenue 46% 11% 8% % of Revenue 46% 110% % of Revenue 46% 110% % of Revenue 46% 123% 124 105% % of Revenue 46% 100% 8% 6% 100% 8% 6% 100%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Operating Segments Americas Greater China Japan Greater China Japan Greater China Greater China Japan Greater China Greater China Greater China Greater China Greater China Greater China Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary	Units 77,316 13,170 5,112 Q1 '1 AAAP	Revenue 536,940.00 581,956.00 57,037.00 588,293.00 589,293.00 589,	% of Revenue 40% 20% 8% 8% 100% % of Revenue 70% 10% 29th, 2019 = \$38.63 % of Revenue 44% 16% 100% % of Revenue 44% 10% \$8% 100% % of Revenue 44% 10% % of Revenue 44% 10% % of Revenue 44% 10% % of Revenue 45% % of Revenue 45% % of Revenue 45% 8% 9% 10%	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% -5% 14% 23%	Revenue \$32,559.00 \$13,04.00 \$13,024.00 \$13,024.00 \$33,958.00 \$33,958.00 \$4,008.00 \$55,776.00 \$4,008.00 \$55,776.00 \$4,008.00 \$51,009.00 \$4,008.00 \$51,009.	% of Revenue 41% 100% % of Revenue 61% 100% th, 2019 = \$50.17 % of Revenue 44% 100% % of Revenue 44% 10% 100% % of Revenue 44% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Units 41,300 11,553 3,720 AAPI //y Growt 12% //y Growt 11% 5% 12% //y Growt 11% 22% AAPI //y Growt 11% 22%	Revenue \$29,470.00 \$12,138.00 \$9,551.00 \$33,867.00 \$33,867.00 \$33,867.00 \$33,867.00 \$33,867.00 \$53,265.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$13,733.00 \$11,925.00 \$11,925.00 \$4,082.00 \$3,589.00 \$53,589.00 \$53,589.00 \$55,280.00 \$11,455.00 \$55,280.00 \$11,455.00 \$11,455.00 \$20,00 \$2	% of Revenue 45% 100% % of Revenue 55% 100% 100% % of Revenue 47% 100% % of Revenue 48% 10% % of Revenue	Units 46,889 9,699 5,299 Q4'1 AAP y/y Growt 6% 9/y Growt 10% 14% 6% Q4'2 APP y/y Growt 15% 15% 15% 24% 12% 499 12%	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$11,411.00 \$3,429.00 \$62,900.00 \$62,900.00 \$63,755.00 \$3,983.00 \$7,340.00 \$67,34	% of Revenue 46% 100% 30th, 2019 = \$60.82 6% 107% \$60, 23% 107% \$60, 23% 117% \$76 100% \$77% 100% \$87 100% \$87 100% \$68 \$113
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone I	Units 77,316 13,170 5,112 Q1 '1 AAP -18% 13% 7% 22% 25% Q1 '2 AAP	Revenue 53,53,193,00 521,054,00 517,956,00 517,956,00 57,237,00 56,835,30 66,835,30 66,835,30 66,835,30 66,835,30 66,835,30 66,835,30 68,41,100 55,489,00 58,471,00 58,489,00 58,49,00	% of Revenue 40% 24% 20% 8% 8% 8% 100% % of Revenue 70% 70% 10% 66% 100% 29th, 2019 24% 100% % of Revenue 62% 100% % of Revenue 44% 100% % of Revenue 45% 100%	Units 52,217 9,113 4,078 Q2 ': AAPL y/y Growth -21% -5% 14% 23% Q2 ': AAPL	Revenue \$24,841.00 \$13,042.00 \$53,948.00 \$33,958.00 \$561,137.00 \$6	% of Revenue 41% 9% 60% 100% who feevenue 61% 7% 100% th, 2019 = \$50.7 \$40% 40% 100% % of Revenue 44% 23% 100% % of Revenue 44% 100% % of Revenue 44% 10% % of Revenue 44% 10% % of Revenue 44% 10% % of Revenue 44% 9% 100% % of Revenue 44% 9% 7% 100% % of Revenue 44% 9% 7% 100%	Q3 11,553 3,720 11,553 3,720 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2%	Revenue \$25,956.00 \$12,138.00 \$9,551.00 \$3,167.00 \$53,265.00 Revenue \$29,470.00 \$4,634.00 \$55,258.00 \$10,170.00 \$3,1373.00 \$3,373.00 \$53,265.00 19 - July 36 Closing Pric Revenue \$25,056.00 \$11,925.00 \$4,082.00 \$31,925.00 \$4,082.00 \$53,809.00 \$25,986.00 \$51,925.00 \$553,809.00 \$10,170.00 \$553,809.00 \$10,170.00 \$553,809.00 \$10,170.00 \$553,809.00 \$10,170.00 \$553,809.00 \$10,170.00 \$553,809.00 \$10,170.00 \$553,809.00 \$10,170.00 \$553,809.00	% of Revenue 46% 100% % of Revenue 55% 9% 100% 10% 10% 10% 10% 10% 10% % of Revenue 47% 100% % of Revenue 48% 10% 10% 10% 10% % of Revenue 48% 10% % of Revenue	Units 46,889 9,699 5,299 Q4 '1 AAP 7/4 Growt 6% -3% -4% 6% 6% 1.8% Q4 '2 AAP 1.10% 1.8% 1.8% 1.11% 1.	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$11,411.00 \$5,161.00 \$3,429.00 \$62,900.00 \$7,340.00 \$10,599.00 \$10,599.00 \$4,982.00 \$34,982.00 \$34,982.00 \$34,982.00 \$34,656.00 \$4,666.00 \$64,040.00	% of Revenue 44% 44% 44% 44% 45% 100% % of Revenue 58% 6% 17% 100% 30th, 2019 = \$60.82 % of Revenue 46% 23% 17% 100% % of Revenue 52% 100% % of Revenue 46% 100% % of Revenue 46% 100% % of Revenue 47% 100%
Rest of Asia Pacific Total Apple Product Summary iPhone iPad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary iPhone iPad Mac Services Operating Segments Americas Europe Greater China Japan Greater China Japan Greater China Japan Rest of Asia Pacific Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple	Units 77,316 13,170 5,112 Q1': AAF -18% 13% 7% 22% 25% Q1': AAP	Revenue \$35,943.00 \$6,853.00 \$88,275.00 \$6,853.00 \$88,275.00 \$6,853.00 \$88,471.00 \$5,862.00 \$5,862.00 \$5,869.00 \$8,471.00 \$5,885.00 \$8,471.00 \$5,885.00 \$8,471.00 \$5,885.00 \$8,471.00 \$5,885.00 \$8,471.00 \$5,885.00 \$8,471.00 \$6,895.00 \$8,471.00 \$6,895.00 \$8,471.00 \$6,895.00 \$6,928.00 \$6,928.00 \$6,928.00 \$6,729.00 \$7,416.00 \$10,875.00 \$7,378.00 \$8,373.00 \$11,378.00 \$23,273.00 \$13,378.00 \$23,273.00 \$13,378.00 \$23,273.00 \$5,233.00 \$6,223.00 \$7,378.00 \$23,273.00 \$5,233.00 \$6,233.00 \$5,233.00 \$5,233.00 \$6,233.00 \$7,378.00 \$23,273.00 \$5,233.00 \$7,378.00 \$23,273.00 \$5,273.00 \$7,378.00 \$23,273.00 \$5,273.00 \$7,378.00 \$23,273.00 \$7,378.00 \$23,273.00 \$7,378.00 \$7,378.00 \$7,378.00 \$7,378.00 \$7,378.00	% of Revenue 40% 24% 20% 8% 8% 8% 8% 100% 6 of Revenue 70% 6 of Revenue 44% 100% 100% 29th, 2019 10 of Revenue 44% 100% 10 of Revenue 61% 10 of Revenue 61% 7% 8% 100% % of Revenue 61% 7% 8% 8% 8% 8% 8% 8% 9% 100% 100% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8%	Units 52,217 9,113 4,078 Q2': AAPL V/y Growth -21% -5% 14% -5% 14% -5% 14% -7% -7% -12% -3%	Revenue \$24,841.00 \$13,042.00 \$13,042.00 \$53,958.00 \$561,137.00 \$61,137.00 \$561,137.00 \$57,559.00 \$59,850.00 \$59,850.00 \$53,958.00 \$58,976.00 \$58,976.00 \$58,976.00 \$58,976.00 \$58,976.00 \$58,015.00 \$	% of Revenue 41% 23% 100% 5% 6% 100% 6% 16% 6% 16% 6% 16% 6% 100% **To yet and yet an	Units 41,300 11,553 3,720 11,553 3,720 AAPI //y Growt 1:3% 10% 11% 12% Q3 AAPI 11% 12% Q3 AAPI 11% 19% 22% 21% 17% V/y Growt 31% 22%	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,167.00 \$3,167.00 \$3,167.00 \$53,265.00 \$4,634.00 \$55,258.00 \$10,170.00 \$3,733.00 \$55,258.00 \$10,270.0	% of Revenue 48% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 100% 11% 100%	Units 46,89 9,699 5,299 Q4'1 AAPA 479 479 479 479 479 479 479 479 479 479	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$51,411.00 \$53,429.00 \$62,900.00 Revenue \$62,900.00 Revenue \$63,362,500.00 \$10,599.00 \$10,599.00 \$4,223.00 \$362,900.00 9 - October L Closing Price \$13,365.00 \$4,982.00 \$33,656.00 \$64,901.00 \$64,901.00 \$64,901.00 \$64,901.00 \$64,901.00 \$64,901.00 \$65,901.	% of Revenue 44% 44% 44% 45% 100% 66% 100% 30th, 2019 e = \$60.82 % of Revenue 45% 17% 100% 30th, 2019 e = \$60.82 % of Revenue 45% 11% 100% \$6% 11% 10% \$7% 11% 10% \$8% 66% 11% 10% \$6% 10% \$6% 11% 10% \$7% 11% 10% \$8% 66% 11% 10% \$8% 66% 11% 11% 10% \$8% 66% 11% 11% 11% 11% 11% 11%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary iPhone IPiad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone IPad Mac Services	Units 77,316 13,170 5,112 Q1 ': AAP -18% 13% 7% 22% 25% Q1 ': AAP	Revenue 536,940.00 581,956.00 58,471.00 588,293.00 588,	% of Revenue 40% 20% 8% 8% 100% % of Revenue 70% 10% 66% 100% 29th, 2019 ce = \$38.63 % of Revenue 44% 16% 16% 16% 10% % of Revenue 44% 16% 8% % of Revenue 44% 16% 8% 100% % of Revenue 45% 100% 8% 100% % of Revenue 45% 100% 8% 100% % of Revenue 45% 100%	Units 52,217 9,113 4,078 Q2 ': AAPL V/y Growth -21% -5% 14% 23% Q2 ': AAPL	Revenue \$24,841.00 \$13,846.00 \$13,024.00 \$53,958.00 \$3,958.00 \$3,958.00 \$3,958.00 \$4,008.00 \$5,776.00 \$4,008.00 \$5,776.00 \$4,008.00 \$5,776.00 \$4,008.00 \$5,776.00 \$5,7	% of Revenue 41% 100% % of Revenue 61% 7% 9% 6% 100% ***th, 2019 = \$50.17 % of Revenue 44% 18% 10% ***of Revenue 44% 10% 5 of Revenue 44% 5 of Revenue	Q3 AAPI V/Y Growt 11,553 3,720 Q3 AAPI 4% 5% 12% 4% 5% 12% 4% 5% 12% 4% 5% 12% 4% 5% 12% 4% 5% 12% 4% 5% 12% 4% 5% 12% 4% 5% 12% 4% 5% 12% 4% 5% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12	Revenue \$29,470.00 \$9,551.00 \$3,167.00 \$3,167.00 \$3,167.00 \$3,167.00 \$53,265.00 \$4,64.00 \$52,470.00 \$4,64.00 \$52,528.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$10,170.00 \$1,70.00 \$1,70.00 \$1,925.00 \$1,925.00 \$51,925.00 \$52,980.00 \$53,889.00 \$52,980.00 \$53,889.00 \$55,980.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$51,1455.00 \$52,6418.00 \$54,66.00 \$54,66.00 \$57,079.00 \$57,079.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00 \$65,882.00	% of Revenue 45% 100% % of Revenue 55% 9% 100% 10% 10% 10% 10% 10% 10% 10% 10% 1	Units 45,889 9,699 5,299 Q4 '1 AAP 47/ Growt 10% 10% 11% 15% 35% Q4 '2 AAP 11% 11% 11% 11% 11% 11% 11% 11% 11% 11	Revenue \$27,517.00 \$15,382.00 \$11,411.00 \$53,429.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$62,900.00 \$64	% of Revenue 18% 5% 100% 6% 100% 6% 17% 100% 12% 100% 30th, 2019 = \$60.82 6% 17% 58% 6% 17% 10% 6% 10%
Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone I	Units 77,316 13,170 5,112 Q1': AAF -18% 13% 7% 22% 25% Q1': AAP	Revenue \$35,943.00 \$6,853.00 \$88,275.00 \$6,853.00 \$88,275.00 \$6,853.00 \$88,471.00 \$5,862.00 \$5,862.00 \$5,869.00 \$8,471.00 \$5,885.00 \$8,471.00 \$5,885.00 \$8,471.00 \$5,885.00 \$8,471.00 \$5,885.00 \$8,471.00 \$5,885.00 \$8,471.00 \$6,895.00 \$8,471.00 \$6,895.00 \$8,471.00 \$6,895.00 \$6,928.00 \$6,928.00 \$6,928.00 \$6,729.00 \$7,416.00 \$10,875.00 \$7,378.00 \$8,373.00 \$11,378.00 \$23,273.00 \$13,378.00 \$23,273.00 \$13,378.00 \$23,273.00 \$5,233.00 \$6,223.00 \$7,378.00 \$23,273.00 \$5,233.00 \$6,233.00 \$5,233.00 \$5,233.00 \$6,233.00 \$7,378.00 \$23,273.00 \$5,233.00 \$7,378.00 \$23,273.00 \$5,273.00 \$7,378.00 \$23,273.00 \$5,273.00 \$7,378.00 \$23,273.00 \$7,378.00 \$23,273.00 \$7,378.00 \$7,378.00 \$7,378.00 \$7,378.00 \$7,378.00	% of Revenue 40% 24% 20% 8% 8% 8% 8% 100% 6 of Revenue 70% 6 of Revenue 44% 100% 100% 29th, 2019 10 of Revenue 44% 100% 10 of Revenue 61% 10 of Revenue 61% 7% 8% 100% % of Revenue 61% 7% 8% 8% 8% 8% 8% 8% 9% 100% 100% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8%	Units 52,217 9,113 4,078 Q2': AAPL V/y Growth -21% -5% 14% -5% 14% -5% 14% -7% -7% -12% -3%	Revenue \$24,841.00 \$13,042.00 \$13,042.00 \$53,958.00 \$561,137.00 \$61,137.00 \$561,137.00 \$57,559.00 \$59,850.00 \$59,850.00 \$53,958.00 \$58,976.00 \$58,976.00 \$58,976.00 \$58,976.00 \$58,976.00 \$58,015.00 \$	% of Revenue 41% 23% 100% 5% 6% 100% 6% 16% 6% 16% 6% 16% 6% 100% **To yet and yet an	Units 41,300 11,553 3,720 11,553 3,720 AAPI //y Growt 1:3% 10% 11% 12% Q3 AAPI 11% 12% Q3 AAPI 11% 19% 22% 21% 17% V/y Growt 31% 22%	Revenue \$24,542.00 \$12,138.00 \$9,551.00 \$3,167.00 \$3,167.00 \$3,167.00 \$53,265.00 \$4,634.00 \$55,258.00 \$10,170.00 \$3,733.00 \$55,258.00 \$10,270.0	% of Revenue 48% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 11% 100% 100% 11% 100%	Units 46,89 9,699 5,299 Q4'1 AAPA 479 479 479 479 479 479 479 479 479 479	Revenue \$27,517.00 \$15,382.00 \$15,382.00 \$51,411.00 \$53,429.00 \$62,900.00 Revenue \$62,900.00 Revenue \$63,362,500.00 \$10,599.00 \$10,599.00 \$4,223.00 \$362,900.00 9 - October L Closing Price \$13,365.00 \$4,982.00 \$33,656.00 \$64,901.00 \$64,901.00 \$64,901.00 \$64,901.00 \$64,901.00 \$64,901.00 \$65,901.	% of Revenue 44% 44% 44% 45% 100% 66% 100% 30th, 2019 e = \$60.82 % of Revenue 45% 17% 100% 30th, 2019 e = \$60.82 % of Revenue 45% 11% 100% \$6% 11% 10% \$7% 11% 10% \$8% 66% 11% 10% \$6% 10% \$6% 11% 10% \$7% 11% 10% \$8% 66% 11% 10% \$8% 66% 11% 11% 10% \$8% 66% 11% 11% 11% 11% 11% 11%