

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 = \$27.29		AAPL Closing Price = \$33.16		AAPL Closing Price = \$32.69		AAPL Closing Price = \$28.64		
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%	\$12,200.00	21%	\$10,342.00	21%	\$10,270.00	20%	
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
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	\$6,844.00	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%
Total Apple		\$74,599.00	100%		\$58,010.00	100%		\$49,605.00	100%

	Q1 '16 - January 26th, 2016		Q2 '16 - April 26th, 2016		Q3 '16 - July 26th, 2016		Q4 '16 - October 25th, 2016		
	AAPL Closing Price = \$25		AAPL Closing Price = \$26.09		AAPL Closing Price = \$24.17		AAPL Closing Price = \$29.56		
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	
Americas	\$29,325.00	39%	\$19,095.00	38%	\$17,963.00	42%	\$20,229.00	43%	
Europe	\$13,932.00	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
iPhone	74,779	\$51,635.00	68%	51,193	\$32,857.00	65%	40,399	\$24,048.00	60%
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%

	Q1 '17 - January 31st, 2017		Q2 '17 - May 2nd, 2017		Q3 '17 - August 2nd, 2017		Q4 '17 - November 2nd, 2017		
	AAPL Closing Price = \$30.34		AAPL Closing Price = \$36.88		AAPL Closing Price = \$39.29		AAPL Closing Price = \$41.88		
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
iPhone	78,290	\$54,378.00	69%	60,763	\$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	6%
Total Apple		\$78,351.00	100%		\$52,896.00	100%		\$45,408.00	100%

	Q1 '18 - February 1st, 2018		Q2 '18 - May 2nd, 2018		Q3 '18 - August 1st, 2018		Q4 '18 - November 2nd, 2018		
	AAPL Closing Price = \$41.95		AAPL Closing Price = \$43.97		AAPL Closing Price = \$47.56		AAPL Closing Price = \$56.38		
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
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%		\$10,599.00	17%
Other Products		\$5,489.00	6%		\$3,944.00	6%		\$3,733.00	7%
Total Apple		\$88,293.00	100%		\$61,137.00	100%		\$62,900.00	100%

	Q1 '19 - January 29th, 2019		Q2 '19 - April 30th, 2019		Q3 '19 - July 30th, 2019		Q4 '19 - October 30th, 2019					
	AAPL Closing Price = \$38.63		AAPL Closing Price = \$50.17		AAPL Closing Price = \$52.20		AAPL Closing Price = \$60.82					
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%	\$3,615.00	6%	12%	\$3,589.00	7%	6%	\$3,656.00	6%		
Total Apple	\$84,310.00	100%	\$58,015.00	100%		\$53,809.00	100%		\$64,040.00	100%		
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%	\$6,991.00	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%	\$5,129.00	9%	32%	\$5,525.00	10%	35%	\$6,520.00	10%
Total Apple		\$84,310.00	100%		\$58,015.00	100%		\$53,809.00	100%		\$64,040.00	100%

	Q1 '20 - January 29th, 2020		Q2 '20 - April 30th, 2020		Q3 '20 - July 30th, 2020		Q4 '20 - October 29th, 2020					
	AAPL Closing Price = \$79.42		AAPL Closing Price = \$73.45		AAPL Closing Price = \$96.19		AAPL Closing Price = \$115.32					
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	y/y Growth Revenue	% of Revenue	y/y Growth Revenue	% of Revenue				
Americas	\$41,367.00	45%	\$25,473.00	44%	8%	\$27,018.00	45%	4%	\$30,698.00	47%		
Europe	\$23,273.00	25%	\$14,294.00	25%	19%	\$14,173.00	24%	12%	\$16,900.00	26%		
Greater China	\$13,578.00	15%	\$9,455.00	16%	2%	\$9,329.00	16%	-29%	\$7,946.00	12%		
Japan	\$6,223.00	7%	\$5,206.00	9%	22%	\$4,966.00	8%	1%	\$5,023.00	8%		
Rest of Asia Pacific	\$7,378.00	8%	\$3,883.00	7%	17%	\$4,199.00	7%	11%	\$4,131.00	6%		
Total Apple	\$92,819.00	100%	\$58,311.00	100%		\$55,685.00	100%		\$64,698.00	100%		
Product Summary	Y/Y Chg.	Revenue	% of Revenue	Y/Y Chg.	Revenue	% of Revenue	Y/Y Chg.	Revenue	% of Revenue	Y/Y Chg.	Revenue	% of Revenue
iPhone	7.6%	\$55,957.00	61%	7%	\$28,962.00	50%	2%	\$26,418.00	44%	-26%	\$26,444.00	41%
iPad	-11.2%	\$5,977.00	7%	-12%	\$4,368.00	7%	31%	\$6,582.00	11%	31%	\$6,797.00	11%
Mac	-3.5%	\$7,160.00	8%	-3%	\$5,351.00	9%	22%	\$7,079.00	12%	23%	\$9,032.00	14%
Services	16.9%	\$12,715.00	14%	14%	\$13,348.00	23%	15%	\$13,156.00	22%	14%	\$14,549.00	22%
Other Products	37.0%	\$10,010.00	11%	18%	\$6,284.00	11%	17%	\$6,450.00	11%	17%	\$7,876.00	12%
Total Apple	8.9%	\$92,819.00	100%	6.5%	\$58,311.00	100%	16.9%	\$59,685.00	100%	1.0%	\$64,698.00	100%

	Q1 '21 - January 27th, 2021		Q2 '21 - April 28th, 2021			
	AAPL Closing Price = \$142.06		AAPL Closing Price = \$133.58			
Operating Segments	Y/Y Chg.	Revenue	% of Revenue	Y/Y Chg.	Revenue	% of Revenue
Americas	12%	\$46,310.00	42%		\$34,306.00	38%
Europe	17%	\$27,306.00	25%		\$22,264.00	25%
Greater China	57%	\$21,313.00	19%		\$17,728.00	20%
Japan	33%	\$8,285.00	7%		\$7,742.00	9%
Rest of Asia Pacific	11%	\$8,225.00	7%		\$7,544.00	8%
Total Apple		\$111,439.00	100%		\$89,584.00	100%
Product Summary	Y/Y Chg.	Revenue	% of Revenue	Y/Y Chg.	Revenue	% of Revenue
iPhone	17.2%	\$65,597.00	59%	66%	\$47,938.00	54%
iPad	41.1%	\$8,435.00	8%	79%	\$7,807.00	9%
Mac	21.2%	\$8,675.00	8%	70%	\$9,102.00	10%
Services	24.0%	\$15,761.00	14%	27%	\$16,901.00	19%
Other Products	29.6%	\$12,971.00	12%	25%	\$7,836.00	9%
Total Apple	21.4%	\$111,439.00	100%	53.6%	\$89,584.00	100%