

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	\$36,586.00	41%	\$21,316.75	7%	\$10,342.00	21%	\$20,809.00	41%	
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%	\$2,957.00	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	\$6,944.00	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%
Total Apple	74,599	\$74,599.00	100%	58,010	\$58,010.00	100%	49,605	\$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 = \$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%	\$19,096.00	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%	\$4,224.00	9%	
Rest of Asia Pacific	\$5,448.00	7%	\$3,159.00	6%	\$2,375.00	6%	\$2,673.00	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	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		\$6,656.00	8%		\$6,905.00	14%		\$6,325.00	13%
Other Products		\$4,351.00	6%		\$2,189.00	4%		\$2,219.00	5%
Total Apple	75,872	\$75,872.00	100%	50,557	\$50,557.00	100%	42,358	\$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 = \$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%	\$11,009.00	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	76,290	\$54,378.00	41%	50,763	\$33,251.00	62%	41,026	\$25,886.00	48%
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	\$78,351.00	100%	52,896	\$52,896.00	100%	45,408	\$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 = \$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%	\$3,668.00	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		\$6,871.00	10%		\$9,650.00	16%		\$10,170.00	19%
Other Products		\$5,889.00	6%		\$3,944.00	6%		\$3,733.00	7%
Total Apple	88,293	\$88,293.00	100%	61,137	\$61,137.00	100%	53,265	\$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	Revenue	% of Revenue	Revenue	% of Revenue				
Americas	\$36,940.00	44%	\$25,596.00	44%	2%	\$25,056.00	47%	0%	\$29,322.00	40%		
Europe	\$20,363.00	24%	\$13,054.00	21%	2%	\$11,325.00	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%	\$62,040.00	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	41%	12%	\$32,886.00	48%	10%	\$25,886.00	48%	10%	\$29,322.00	40%
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	\$84,310.00	100%	58,015	\$58,015.00	100%	53,809	\$62,040.00	100%	62,040	\$62,040.00	100%

	Q1 '20 - January 28th, 2020		Q2 '20 - April 30th, 2020		Q3 '20 - July 30th, 2020		Q4 '20 - October 29th, 2020					
	AAPL Closing Price = \$73.42		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%	\$59,685.00	100%	\$68,698.00	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%	0.5%	\$58,311.00	100%	10.9%	\$59,685.00	100%	1.0%	\$68,698.00	100%

	Q1 '21 - January 27th, 2021		Q2 '21 - April 28th, 2021		Q3 '21 - July 27th, 2021		Q4 '21 - October 29th, 2021					
	AAPL Closing Price = \$142.06		AAPL Closing Price = \$133.58		AAPL Closing Price = \$146.77		AAPL Closing Price = \$152.57					
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	y/y Growth Revenue	% of Revenue	y/y Growth Revenue	% of Revenue				
Americas	\$46,310.00	42%	\$34,306.00	38%	33%	\$35,870.00	44%	20%	\$36,820.00	44%		
Europe	\$27,306.00	25%	\$22,264.00	25%	34%	\$18,943.00	23%	23%	\$20,794.00	25%		
Greater China	\$21,313.00	19%	\$17,728.00	20%	58%	\$14,762.00	18%	83%	\$14,549.00	17%		
Japan	\$8,805.00	7%	\$7,742.00	9%	30%	\$6,464.00	8%	19%	\$5,991.00	7%		
Rest of Asia Pacific	\$8,225.00	7%	\$7,544.00	8%	28%	\$5,395.00	7%	26%	\$5,192.00	7%		
Total Apple	\$111,439.00	100%	\$88,584.00	100%	\$81,434.00	100%	\$82,346.00	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	17.2%	\$65,597.00	59%	66%	\$47,938.00	54%	50%					