						y Financ						
		'15 - Januar Closing Price	= \$27.29	Q2 '	15 - April 27 Closing Price	≘ = \$33.16	Q3 AAP	'15 - July 2 L Closing Pric	e = \$32.69	Q4 '1 AAP	5 - October L Closing Price	e = \$28.64
Operating Segments Americas		Revenue \$30,566.00	% of Revenue 41%		Revenue \$21,316.00	% of Revenue 37%		Revenue \$20,209.00	% of Revenue 41%		Revenue \$21,773.00	% of Revenue 42%
Europe Greater China		\$17,214.00 \$16,144.00	23% 22%		\$12,204.00 \$16,823.00	21% 29%		\$10,342.00 \$13,230.00	21% 27%		\$10,577.00 \$12,518.00	21% 24%
Japan		\$5,448.00	7%		\$3,457.00	6%		\$2,872.00	6%		\$3,929.00	8%
Rest of Asia Pacific Total Apple		\$5,227.00 \$74,599.00	7% 100%		\$4,210.00 \$58,010.00	7% 100%		\$2,952.00 \$49,605.00	6% 100%		\$2,704.00 \$51,501.00	5% 100%
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone iPad	74,468	\$51,182.00 \$8.985.00	69% 12%	61,170 12.623	\$40,282.00	69% 9%	47,534 10.931	\$31,368.00 \$4.538.00	63% 9%	48,046 9.883	\$32,209.00	63% 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 Other Products		\$4,799.00 \$2,689.00	6% 4%		\$4,996.00 \$1,689.00	9% 3%		\$5,028.00 \$2,641.00	10% 5%		\$5,086.00 \$3,048.00	10% 6%
Total Apple		\$74,599.00	100%		\$58,010.00	100%		\$49,605.00	100%		\$51,501.00	100%
		16 - January			16 - April 26			3'16 - July 26			6 - October	
Operating Segments	AU	Revenue	% of Revenue	AAPL	Closing Price Revenue	% of Revenue	AAP	L Closing Price Revenue	% of Revenue	AAP	L Closing Price Revenue	% of Revenue
Americas Europe		\$29,325.00 \$17,932.00	39% 24%		\$19,096.00 \$11,535.00	38% 23%		\$17,963.00 \$9,643.00	42% 23%		\$20,229.00 \$10,842.00	43% 23%
Greater China Japan		\$18,373.00 \$4,794.00	24% 6%		\$12,486.00 \$4,281.00	25% 8%		\$8,848.00 \$3,529.00	21% 8%		\$8,785.00 \$4,324.00	19% 9%
Rest of Asia Pacific		\$5,448.00	7% 100%		\$3,159.00	6%		\$2,375.00 \$42,358.00	6% 100%		\$2,672.00	6%
Total Apple		\$75,872.00			\$50,557.00						\$46,852.00	
Product Summary iPhone	Units 74,779	\$51,635.00	% of Revenue 68%	Units 51,193	\$32,857.00	% of Revenue 65%	Units 40,399	\$24,048.00	% of Revenue 57%	Units 45,513	\$28,160.00	% of Revenue 60%
iPad Mac	16,122 5,312	\$7,084.00 \$6,746.00	9% 9%	10,251 4,034	\$4,413.00 \$5,107.00	9% 10%	9,950 4,252	\$4,876.00 \$5,239.00	12% 12%	9,267 4,886	\$4,255.00 \$5,739.00	9% 12%
Services	3,311	\$6,056.00	8%	4,034	\$5,991.00	12%	4,232	\$5,976.00	14%	4,000	\$6,325.00	13%
Other Products Total Apple		\$4,351.00 \$75,872.00	100%		\$2,189.00 \$50,557.00	4% 100%		\$2,219.00 \$42,358.00	5% 100%		\$2,373.00 \$46,852.00	5% 100%
	01 '	17 - January	31st. 2017	02	'17 - May 2r	nd. 2017	03	17 - August	2nd. 2017	04'1	7 - Novembe	er 2nd, 2017
Operating Segments		L Closing Pric			Closing Price			L Closing Price			L Closing Pric	
Americas		\$31,968.00	41%		\$21,157.00	40%		\$20,376.00	45%		\$23,099.00	44%
Europe Greater China		\$18,521.00 \$16,233.00	24% 21%		\$12,733.00 \$10,726.00	24%		\$10,675.00 \$8,004.00	24% 18%		\$13,009.00 \$9,801.00	25% 19%
Japan Rest of Asia Pacific		\$5,766.00 \$5,863.00	7% 7%		\$4,485.00	8% 7%		\$3,624.00 \$2,729.00	8% 6%		\$3,858.00	7% 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 iPad	78,290 13,081	\$54,378.00 \$5,533.00	69% 7%	50,763 8,922	\$33,249.00 \$3,889.00	63% 7%	41,026 11,424	\$24,486.00 \$4,969.00	54% 11%	46,677 10,326	\$28,846.00 \$4,831.00	55% 9%
Mac Services	5,374	\$7,244.00 \$7,172.00	9%	4,199	\$5,844.00 \$7,041.00	11%	4,292	\$5,592.00	12%	5,386	\$7,170.00	14%
Other Products		\$4,024.00	5%		\$2,873.00	5%		\$2,735.00	6%		\$3,231.00	6%
Total Apple	<u></u>	\$78,351.00	100%	<u> </u>	\$52,896.00	100%	<u> </u>	\$45,048.00	100%	<u> </u>	\$52,579.00	100%
		18 - Februar L Closing Pric			'18 - May 2r Closing Price			'18 - August L Closing Pric			3 - Novembe L Closing Price	er 2nd, 2018
Operating Segments	AAP	Revenue	% of Revenue	AACL	Revenue	% of Revenue	AAP	Revenue	% of Revenue	AAP	Revenue	% of Revenue
Americas Europe		\$35,193.00 \$21,054.00	40% 24%		\$24,841.00 \$13,846.00	41% 23%		\$24,542.00 \$12,138.00	46% 23%		\$27,517.00 \$15,382.00	44% 24%
Greater China Japan		\$17,956.00 \$7,237.00	20% 8%		\$13,024.00 \$5,468.00	21% 9%		\$9,551.00 \$3,867.00	18% 7%		\$11,411.00 \$5,161.00	18% 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 iPhone	Units 77,316	Revenue \$61,576.00	% of Revenue 70%	Units 52,217	\$37,559.00	% of Revenue 61%	Units 41,300	Revenue \$29,470.00	% of Revenue 55%	Units 46,889	Revenue \$36,755.00	% of Revenue 58%
iPad Mac	13,170 5,112	\$5,862.00 \$6,895.00	7% 8%	9,113 4,078	\$4,008.00 \$5,776.00	7% 9%	11,553 3,720	\$4,634.00 \$5,258.00	9% 10%	9,699 5,299	\$3,983.00 \$7,340.00	6% 12%
Services	3,112	\$8,471.00		4,078			3,720			3,233		17%
			10%		\$9,850.00	16%		\$10,170.00	19%		\$10,599.00	
Other Products Total Apple		\$8,471.00 \$5,489.00 \$88,293.00	10% 6% 100%		\$9,850.00 \$3,944.00 \$61,137.00	16% 6% 100%		\$10,170.00 \$3,733.00 \$53,265.00	19% 7% 100%		\$10,599.00 \$4,223.00 \$62,900.00	7% 100%
Other Products	Q1 '1	\$5,489.00 \$88,293.00	6% 100%	Q2'	\$3,944.00 \$61,137.00	6% 100%	Q3	\$3,733.00 \$53,265.00	7% 100%	Q4 '1	\$4,223.00 \$62,900.00	7% 100%
Other Products Total Apple		\$5,489.00 \$88,293.00 19 - January L Closing Prio	6% 100% 29th, 2019 :e = \$38.63		\$3,944.00 \$61,137.00 19 - April 30 Closing Price	6% 100% 9th, 2019 = \$50.17	AAP	\$3,733.00 \$53,265.00 119 - July 30 L Closing Price	7% 100% Oth, 2019 e = \$52.20	AAP	\$4,223.00 \$62,900.00 .9 - October L Closing Prio	7% 100% 30th, 2019 te = \$60.82
Other Products Total Apple Operating Segments Americas		\$5,489.00 \$88,293.00 19 - January L Closing Pric Revenue \$36,940.00	6% 100% 29th, 2019 :e = \$38.63 % of Revenue 44%		\$3,944.00 \$61,137.00 19 - April 30 Closing Price Revenue \$25,596.00	6% 100% bth, 2019 2 = \$50.17 % of Revenue 44%	AAP y/y Growt 2%	\$3,733.00 \$53,265.00 1 19 - July 30 L Closing Price Revenue \$25,056.00	7% 100% Oth, 2019 te = \$52.20 % of Revenue 47%	AAP y/y Growt 6%	\$4,223.00 \$62,900.00 .9 - October L Closing Prich Revenue \$29,322.00	7% 100% 30th, 2019 :e = \$60.82 % of Revenue 46%
Other Products Total Apple Operating Segments		\$5,489.00 \$88,293.00 19 - January L Closing Pric Revenue	6% 100% 29th, 2019 :e = \$38.63 % of Revenue		\$3,944.00 \$61,137.00 19 - April 3C Closing Price Revenue \$25,596.00 \$13,054.00 \$10,218.00	6% 100% 9th, 2019 = \$50.17 % of Revenue	AAP y/y Growt	\$3,733.00 \$53,265.00 19 - July 31 L Closing Pric h Revenue \$25,056.00 \$11,925.00 \$9,157.00	7% 100% Oth, 2019 :e = \$52.20 % of Revenue	AAP y/y Growt	\$4,223.00 \$62,900.00 9 - October L Closing Prio	7% 100% 30th, 2019 :e = \$60.82 % of Revenue
Other Products Total Apple Operating Segments Americas Europe Greater China Japan		\$5,489.00 \$88,293.00 19 - January L Closing Pric Revenue \$36,940.00 \$20,363.00 \$13,169.00 \$6,910.00	6% 100% 29th, 2019 :e = \$38.63 % of Revenue 44% 24% 16% 8%		\$3,944.00 \$61,137.00 19 - April 30 Closing Price Revenue \$25,596.00 \$13,054.00	6% 100% 2 = \$50.17 % of Revenue 44% 23% 18% 10%	AAP y/y Growt 2% -2% -4% 5%	\$3,733.00 \$53,265.00 1 19 - July 30 L Closing Prich Revenue \$25,056.00 \$11,925.00	7% 100% 20th, 2019 be = \$52.20 % of Revenue 47% 22% 17% 8%	AAP y/y Growt 6% -3% -2% -4%	\$4,223.00 \$62,900.00 .9 - October L Closing Pric h Revenue \$29,322.00 \$14,946.00	7% 100% 30th, 2019 :e = \$60.82 % of Revenue 46% 23% 17% 8%
Other Products Total Apple Operating Segments Americas Europe Greater China		\$5,489.00 \$88,293.00 19 - January L Closing Pric Revenue \$36,940.00 \$20,363.00 \$13,169.00	6% 100% 29th, 2019 :e = \$38.63 % of Revenue 44% 24% 16%		\$3,944.00 \$61,137.00 19 - April 30 Closing Price Revenue \$25,596.00 \$13,054.00 \$10,218.00 \$5,532.00	6% 100% 100% 100% 2 = \$50.17 % of Revenue 44% 23% 18%	AAP y/y Growt 2% -2% -4%	\$3,733.00 \$53,265.00 1 19 - July 31 L Closing Prich Revenue \$25,056.00 \$11,925.00 \$9,157.00 \$4,082.00	7% 100% Oth, 2019 te = \$52.20 % of Revenue 47% 22% 17%	AAP y/y Growt 6% -3% -2%	\$4,223.00 \$62,900.00 9 - October L Closing Prich Revenue \$29,322.00 \$14,946.00 \$11,134.00 \$4,982.00	7% 100% 30th, 2019 te = \$60.82 % of Revenue 46% 23% 17%
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary	AAP	\$5,489.00 \$88,293.00 19 - January L Closing Pric Revenue \$36,940.00 \$20,363.00 \$13,169.00 \$6,910.00 \$6,928.00 \$84,310.00 Revenue	6% 100% 29th, 2019 re = \$38.63 % of Revenue 44% 24% 15% 8% 8% 100% % of Revenue	AAPL	\$3,944.00 \$61,137.00 19 - April 3C Closing Price Revenue \$25,596.00 \$13,054.00 \$10,218.00 \$5,532.00 \$3,615.00 Revenue	6% 100% hth, 2019 = \$50.17 % of Revenue 44% 23% 18% 10% 6% 100% % of Revenue	AAP y/y Growt 2% -2% -4% 5% 12% y/y Growt	\$3,733.00 \$53,265.00 1 19 - July 31 L Closing Prick h Revenue \$25,056.00 \$11,925.00 \$9,157.00 \$4,082.00 \$3,589.00 \$53,809.00 h Revenue	7% 100% bth, 2019 e = \$52.20 % of Revenue 47% 22% 17% 8% 7% 100% % of Revenue	AAP y/y Growt 6% -3% -2% -4% 6% y/y Growt	\$4,223.00 \$62,900.00 9 - October L Closing Pric h Revenue \$29,322.00 \$14,946.00 \$11,134.00 \$4,982.00 \$3,656.00 \$64,040.00 h Revenue	7% 100% 30th, 2019 :e = \$60.82 % of Revenue 46% 23% 17% 8% 6% 100% % of Revenue
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple		\$5,489.00 \$88,293.00 19 - January 12 Closing Pric Revenue \$36,940.00 \$20,363.00 \$13,169.00 \$6,910.00 \$6,928.00 \$84,310.00	6% 100% 29th, 2019 :e = \$38.63 % of Revenue 44% 16% 8% 8% 100%	AAPI	\$3,944.00 \$61,137.00 19 - April 3C Closing Price Revenue \$25,596.00 \$13,054.00 \$10,218.00 \$5,532.00 \$3,615.00 \$58,015.00	6% 100% bth, 2019 = \$50.17 % of Revenue 44% 10% 6% 100%	AAP y/y Growt 2% -2% -4% 5% 12%	\$3,733.00 \$53,265.00 1 19 - July 31 L Closing Prich Revenue \$25,056.00 \$11,925.00 \$9,157.00 \$4,082.00 \$3,589.00 \$53,809.00	7% 100% bth, 2019 e = \$52.20 % of Revenue 47% 22% 17% 8% 7% 100%	AAP y/y Growt 6% -3% -2% -4% 6%	\$4,223.00 \$62,900.00 9 - October L Closing Prich h Revenue \$29,322.00 \$14,946.00 \$11,134.00 \$4,982.00 \$3,656.00 \$64,040.00	7% 100% 30th, 2019 :e = \$60.82 % of Revenue 46% 17% 8% 6% 100%
Other Products Total Apple Operating Segments Americas Europe Greater China Lajapa Rest of Asia Pacific Total Apple Product Summary IPhone IPad Mac	-18% 13% 7%	\$5,489.00 \$88,293.00 19 - January L Closing Pric Revenue \$36,940.00 \$6,910.00 \$6,	6% 100% 29th, 2019 e = \$38.63 % of Revenue 44% 16% 8% 100% % of Revenue 62% 8% 9%	y/y Growth -21% 18% -5%	\$3,944.00 \$61,137.00 19 - April 3C Closing Price Revenue \$25,596.00 \$10,218.00 \$5,532.00 \$3,615.00 \$58,015.00 Revenue \$3,051.00 \$4,872.00 \$5,513.00	6% 100% htth, 2019 = \$50.17 % of Revenue 44% 23% 18% 10% 6% 100% % of Revenue 54% 8% 100	AAP y/y Growt 2% -2% -4% 5% 12% y/y Growt -13% 8% 10%	\$3,733.00 \$53,265.00 1 19 - July 31 L Closing Prich h Revenue \$25,06.00 \$4,082.00 \$3,589.00 \$555,809.00 h Revenue \$25,986.00 \$55,023.00 \$5,023.00 \$5,020.00 \$5,020.00	7% 100% Oth, 2019 e = \$52.20 % of Revenue 47% 22% 17% 8% 7% 100% % of Revenue 48% 9% 11%	AAP y/y Growt 6% -3% -2% -4% 6% y/y Growt -10% 14% -5%	\$4,223.00 \$62,900.00 9 - October L Closing Prich h Revenue \$29,322.00 \$11,134.00 \$4,982.00 \$3,656.00 \$64,040.00 h Revenue	7% 100% 30th, 2019 e = \$60.82 % of Revenue 46% 23% 17% 8% 6% 100% % of Revenue 52% 11%
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary iPad Mac Services Services Other Products	-18% 13%	\$5,489.00 \$88,293.00 19 - January L Closing Pric Revenue \$36,940.00 \$20,363.00 \$13,169.00 \$6,910.00 \$6,928.00 \$84,310.00 Revenue \$51,982.00 \$6,729.00	6% 100% 29th, 2019 e = \$38.63 % of Revenue 44% 16% 8% 100% % of Revenue 62% 8% 9% 13% 9%	y/y Growth -21% 18%	\$3,944.00 \$61,137.00 19 - April 30 Closing Price Revenue \$25,596.00 \$13,054.00 \$10,218.00 \$5,532.00 \$58,015.00 \$88,015.00 \$4,872.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00 \$5,513.00	6% 100% 23% 6% 6% 6% 100% 54% 10% 6% 10% 54% 54% 10% 5	9/y Growt 2% -2% -4% 5% 12% y/y Growt -13% 8%	\$3,733.00 \$53,265.00 1 9 - July 31 L Closing Pric Revenue \$25,056.00 \$11,925.00 \$9,157.00 \$4,082.00 \$3,389.00 \$53,889.00 \$53,889.00 \$55,25.00 \$55,25.00 \$55,25.00	7% 100% 100% 100% e = \$52.20 % of Revenue 47% 8% 17% 100% % of Revenue 48% 11% 21% 11%	AAP y/y Growt 6% -3% -2% -4% 6% y/y Growt -10% 14% -5% 15% 35%	\$4,223.00 \$62,900.00 9 - October L Closing Prio h Revenue \$29,322.00 \$14,946.00 \$4,982.00 \$3,656.00 \$64,040.00 h Revenue \$33,362.00 \$4,656.00	7% 100% 30th, 2019 2e = \$60.82 % of Revenue 46% 17% 8% 6% 100% % of Revenue 52% 11% 20% 10%
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad	-18% 13% 7% 22% 25%	\$5,489.00 \$88,293.00 19 - January IL Closing Pric Revenue \$36,940.00 \$20,363.00 \$13,169.00 \$6,910.00 \$6,910.00 \$6,928.00 \$84,310.00 Revenue \$51,982.00 \$67,7416.00 \$10,875.00 \$10,875.00	6% 100% 29th, 2019 to \$58.63 to \$67 evenue 44% 16% 8% 8% 100% \$68 evenue 42% 16% 8% 13% 99% 13% 99% 100%	y/y Growth -21% 18% -5% 14% 23%	\$3,944.00 \$61,137.00 19 - April 3C Closing Price Revenue \$25,596.00 \$13,054.00 \$10,218.00 \$5,532.00 \$3,615.00 \$8,015.00 \$4,872.00 \$4,872.00 \$5,513.00 \$11,450.00	6% 100% 2019 = \$50.17 % of Revenue 44% 10% 6% 100% 10% 54% 8% 100% 10% 54% 8% 10% 54% 8% 10% 54% 8% 10% 54% 8% 10% 54% 8% 10% 54% 8% 10% 54% 8% 10% 54% 8% 10% 50% 9% 100% 100%	AAP y/y Growt 2% -2% -4% 5% 12% y/y Growt -13% 8% 10% 11% 32%	\$3,733.00 \$53,265.00 19 - July 3i L Closing Pric Revenue \$25,056.00 \$11,925.00 \$9,157.00 \$4,082.00 \$3,589.00 \$53,589.00 h Revenue \$25,986.00 \$55,020.00 \$11,455.00	7% 100% 100% 100% 100% 100% 100% 100% 10	AAP y/y Growt 6% -3% -2% -4% 6% -10% 14% -5% 15% 15% 1.8% Q4 '2	\$4,223.00 \$62,900.00 9 - October L Closing Prich Revenue \$29,322.00 \$14,946.00 \$11,134.00 \$4,982.00 \$3,656.00 \$64,040.00 \$4,982.00 \$3,656.00 \$64,040.00 \$4,982.00 \$3,565.00 \$6,991.00 \$12,511.00 \$6,520.00 \$64,040.00 \$6,901.00 \$12,511.00 \$6,901.00 \$12,511.00 \$12,511.00 \$12,511.00 \$13,640.00 \$10,000 \$1	7% 100% 2015 ve \$60.82 23% 07% 07% 07% 07% 07% 07% 07% 07% 07% 07
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Cottel Apple	-18% 13% 7% 22% 25%	\$5,489.00 \$85,293.00 19 - January L Closing Pric Revenue \$36,940.00 \$6,910.00 \$6,910.00 \$6,928.00 \$6,928.00 \$6,729.00 \$7,416.00 \$7,416.00 \$7,308.00 \$84,310.00 20 - January L Closing Pric	6% 100% 29th, 2019 29th, 2019 29th, 2019 29th, 2019 29th, 2019 29th, 2019 20th, 2019 20t	y/y Growth -21% 18% -5% 14% 23%	\$3,944.00 \$61,137.00 19 - April 30 Closing Price Revenue \$25,596.00 \$13,054.00 \$10,218.00 \$5,532.00 \$3,615.00 \$58,015.00 \$4,872.00 \$5,513.00 \$5,129.00 \$5,129.00 \$5,129.00 \$5,129.00 \$5,129.00 \$6,129.00	6% 100% wth, 2019 = 25 50.17 % of Revenue 44% 23% 18% 100% 54% 8% 100% 54% 100% 54% 100% 54% 100% 54% 100% 100% 100% 100% 100% 100% 100% 10	AAP y/y Growt 2% -2% -4% 5% 12% y/y Growt -13% 8% 10% 11% 32%	\$3,733.00 \$53,265.00 '19 - July 3i L Closing Prich Revenue \$25,056.00 \$4,082.00 \$3,589.00 **Revenue \$25,986.00 \$53,890.00 **S,623.00 \$53,800.00 \$55,255.00	7% 100% bth, 2019 e ≈ \$52.20 % of Revenue 47% 22% 17% 88% 7% 100% 50 of Revenue 48% 9% 11% 10% 10% 21% 10% 21% 10% 200 e ≈ \$96.19 000 bth, 2020 e which 2	AAP y/y Growt 6% -3% -2% -4% 6% y/y Growt -10% 14% -5% 15% 15% 1.8% Q4 '2 AAPI	\$4,223.00 \$62,900.00 9 - October L Closing Prich Revenue \$29,322.00 \$14,946.00 \$14,946.00 \$4,982.00 \$3,556.00 \$64,040.00 \$4,656.00 \$6,991.00 \$12,511.00 \$6,520.00 \$6,900.00 \$10,000 \$6,900.00 \$10,000 \$1	7% 100% 2015 ve \$60.82 23% 07% 07% 07% 07% 07% 07% 07% 07% 07% 07
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone Pad Mac Services Total Apple Operating Segments Americas	-18% 13% 7% 22% 25%	\$5,489.00 \$12,730.00 19 - January L Closing Pric Revenue \$36,940.00 \$6,910.00 \$6,910.00 \$6,910.00 \$6,928.00 \$7,416.00 \$7,	6% 100% 29th, 2019 :e = \$38.63 % of Revenue 44% 24% 100% % of Revenue 62% 8% 8% 9% 13% 13% 100% vs of Revenue 62% 8% 8% 9% 13% 100% vs of Revenue 62% 8% 8% 9% 100% vs of Revenue 62% 8% 100% vs of Revenue 64% 100%	y/y Growth -21% 18% -5% 14% 23%	\$3,944.00 \$61,137.00 19 - April 3C. Closing Price Revenue \$25,596.00 \$10,218.00 \$53,051.00 \$58,015.00 \$88,015.00 \$54,872.00 \$51,125.00 \$51	6% 100% http://dx.dx.dx.dx.dx.dx.dx.dx.dx.dx.dx.dx.dx.d	AAP y/y Growt 2% -2% -4% 5% 12% y/y Growt -13% 8% 10% 11% 32% Q3 AAP y/y Growt 8%	\$3,733.00 \$53,265.00 119 - July 3t Closing Pric Revenue \$25,056.00 \$9,157.00 \$9,157.00 \$9,157.00 \$53,889.00 \$53,889.00 \$55,803.00 \$55,023.00 \$55,225.00 \$55,225.00 \$65,225.	7% 100% 20th, 2019 = e = \$52.20 % of Revenue 47% 22% 17% 88% 7% 100% % of Revenue 48% 9% 11% 11% 10% 10% 10% 50 6 e = \$96.19 % of Revenue 45% 45%	AAP y/y Growt 6% -3% -2% -4% 6% y/y Growt -10% 14% -5% 15% 35% 1.8% Q4 '2 AAPI y/y Growt	\$4,223.00 \$62,900.00 9 - October L. Closing Price Revenue \$29,322.00 \$11,134.00 \$11,134.00 \$51,134.00 \$64,040.00 h Revenue \$33,365.00 \$66,940.00 \$	7% 100% 30th, 2019 e ** \$60.82 **software for first
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone IPad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China	-18% 13% 7% 22% 25%	\$5,489.00 \$51,275.00 19 - January L Closing Pric Revenue \$36,940.00 \$6,910.00 \$6,910.00 \$6,910.00 \$6,910.00 \$6,910.00 \$7,416.00 \$7,416.00 \$7,416.00 \$13,160.00 \$13,160.00 \$13,160.00 \$14,367.00 \$13,273.00 \$13,273.00 \$13,273.00 \$13,273.00	6% 100% 29th, 2019 to 538.63 % of Revenue 44% 100% 8% 100% 672% 8% 100% 28th, 2020 to 579.42 % of Revenue 45% 100% 200% 200% 200% 200% 200% 200% 200	y/y Growth -21% 18% -5% 14% 23%	\$3,944.00 \$61,137.00 19 - April 3C. Closing Price Revenue \$25,596.00 \$10,218.00 \$5,532.00 \$3,615.00 \$58,015.00 \$4,872.00 \$5,513.00	6% 100% th, 2019 = \$50.17 for feveruse 44% 23% 10% 6% 110% 6% 110% 20% 10% 10% 20% 10% 20% 100% 20% 20% 20% 20% 20% 20% 20% 20% 20%	AAP y/y Growt 2% -2% -4% 5% 12% y/y Growt -13% 8% 10% 11% 32% Q3 AAP y/y Growt 8% 82%	\$3,733.00 \$53,265.00 '19 - July 3t Closing Pric Revenue \$25,056.00 \$9,157.00 \$4,082.00 \$3,589.00 \$53,899.00 **S,589.00 \$5,623.00 \$5,623.00 \$5,623.00 \$5,525.00 \$5,023.00 \$11,455.00 \$5,023.00 \$	7% 100% 20th, 2019 = e = \$52.20 % of Revenue 47% 22% 100% % of Revenue 48% 11% 100% 11% 10% 10% 10% 3 of Revenue 48% 24% 10% 10% 10% 10% 10% 10% 10% 1	AAP y/y Growt 6% -3% -2% -4% 6% y/y Growt 14% -5% 15% 35% 1.8% Q4 '7 AAP y/y Growt 4% -29%	\$4,223.00 \$62,900.00 9 - October L Closing Price Revenue \$72,322.00 \$11,134.00 \$4,982.00 \$3,656.00 \$6,940.00 R Revenue \$33,3626.00 \$6,940.00 10 - October L \$72,312.00 \$74,982.00 \$75,251.00 \$75,25	7% 100% 2015 e = \$60.82 % of Revenue 46% 6% 100% 23% 17% 6% 100% 29th, 2026 100% 29th, 2026 % of Revenue 52% 52% 7% 100% 20% 100% 29th, 2026 % of Revenue 5115.32 % of Revenue 5115.32 % of Revenue 47% 26% 12% 12% 12%
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary Phone IPAd Mac Services Operating Segments Americas Competed Segments Americas Europe Greater China Japan	-18% 13% 7% 22% 25%	\$5,489.00 \$82,53.00 19 - January 11 - Closing Pric Revenue \$36,940.00 \$50,938.00 \$84,310.00 Revenue \$51,982.00 \$51,739.00 \$7,416.00 \$10,875.00 \$7,308.00 \$84,310.00 \$84	6% 100% 29th, 2019 29th, 2019 29th, 2019 20th, 2019 20t	y/y Growth -21% 18% -5% 14% 23%	\$3,944.00 \$61,137.00 19 - April 3C. Closing Price Revenue \$25,596.00 \$10,218.00 \$55,532.00 \$58,015.00 \$8,015.00 \$4,872.00 \$51,130.00 \$51,1450.00 \$51,1450.00 \$51,1450.00 \$51,1450.00 \$51,1450.00 \$51,1450.00 \$61	6% th, 2019 = \$50.17 % of Revenue 44% 100% % of Revenue 40% 100% % of Revenue 40% 100% % of Revenue 54% 100% 100% % of Revenue 54% 10% 10% 100% 100% 100% 100% 100% 100%	AAP y/y Growt 2% -4% 5% 12% -41% 5% 12% y/y Growt -13% 8% 10% 11% 32% Q3 AAP y/y Growt 8% 19%	\$3,733.00 \$53,265.00 '19 - July 3: (10osing Prick Revenue \$25,056.00 \$11,925.00 \$4,082.00 \$3,589.00 \$53,589.00 \$53,589.00 \$55,23.00 \$55,23.00 \$55,23.00 \$55,23.00 \$11,455.00 \$55,23.00 \$11,455.00 \$12,00 \$10,00 \$1	7% 100% 100% 100% 100% 100% 100% 100% 10	AAP y/y Growt 6% -3% -2% -4% 6% y/y Growt -10% 14% -5% 15% 35% 1.8% Q4 '2 AAP y/y Growt 4% 12%	\$4,223.00 \$62,900.00 9 - October Closing Pric Revenue \$29,322.00 \$14,946.00 \$11,134.00 \$4,982.00 \$33,656.00 \$4,656.00 \$4,656.00 \$12,511.00 \$64,980.00 0 - October Closing Pric Closing Pric Revenue \$33,669.00 10 - October Closing Pric Revenue \$33,669.00 10 - October Revenue \$30,698.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00 \$10,988.00	7% 100% 30th, 2015 to \$50.82 % of Revenue 46% 52% 117% 52% 100% \$50.82 % of Revenue 40% 117% 10% 10% 20th, 2026 \$50.82 % of Revenue 47% 50 Re
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary iPhone IPad Mac Services Total Apple Operating Segments Americas Europe Greater China Japan Greater China Japan Greater China Japan Japan Rest of Asia Pacific	-18% 13% 7% 22% 25%	55,489.00 19 - January 11 - L'Closing Pric Revenue 536,940.00 513,169.00 56,910.00 56,910.00 56,910.00 56,910.00 57,416.00	6% 100% 29th, 2019 to \$538.63 % of Revenue 44% 100% % of Revenue 42% 100% \$8% 100% \$8% 100% \$28th, 2020 to \$79.42 to \$79.42 to \$79.62 to	y/y Growth -21% 18% -5% 14% 23%	\$3,944.00 \$61,137.00 19 - April 3C. Closing Pric. Closing Pric. Revenue \$525,596.00 \$13,054.00 \$51,054.00 \$58,015.00 Revenue \$55,532.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$58,015.00 \$59,455.00 \$59,455.00 \$59,455.00	6% th, 2019 = \$50.17 % of Revenue 44% 100% \$ w of Revenue 44% 100% \$ w of Revenue 54% 100% \$ w of Revenue 54% 100% \$ w of Revenue 54% 100% 100% \$ w of Revenue 44% 100% 100% \$ w of Revenue 44% 100% 100% 100% 100% 100% 100% 100%	AAP y/y Growt 2% -2% -4% 5% 12% 12% y/y Growt -13% 8% 10% 11% 32% Q3 AAP y/y Growt 8% 19% 2% 22%	\$3,733.00 \$53,265.00 119 - July 31 L Closing Print h Revenue \$25,056.00 \$11,925.00 \$51,925.00 \$53,899.00 \$53,899.00 \$55,820.00 \$55,820.00 \$55,820.00 \$55,820.00 \$11,455.00 \$55,820.00 \$11,475.00 \$51,475.00 \$53,899.00	7% 100% bth, 2019 c = \$52.20 % of Revenue 47% 17% 100% % of Revenue 48% 11% 100% 11% 100% 11% 10% 10% 10% 10%	AAP y/y Growt 6% -3% -2% -4% 6% y/y Growt -10% 14% -5% 1.8% Q4 '2 AAPI y/y Growt 4% 12% -29% 1.8	\$4,223.00 \$62,900.00 9 - October L Closing Print Revenue \$29,322.00 \$11,134.00 \$11,134.00 \$31,656.00 \$64,040.00 h Revenue \$33,362.00 \$4,656.00 \$64,040.00 \$64,040.00 \$64,040.00 \$64,040.00 \$64,040.00 \$64,040.00 \$64,040.00 \$64,040.00 \$64,040.00 \$64,040.00 \$64,040.00 \$65,520.00 \$65,520.00 \$65,6991.00 \$65,520.00 \$65,6991.00 \$65,520.00 \$65,6991.00 \$65,520.00 \$65,6991.00 \$65,520.00 \$65,6991.00 \$65,520.00 \$65,6991.00 \$65,500.00 \$65,6991.00 \$65,500.00 \$65,6991.0	7% 100% se \$50.82 % of Revenue 46% \$23% 17% 8% 100% % of Revenue 52% 11% 10% 20% 20% 10% 20% 20% 2
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summany Rest of Asia Pacific Total Apple Product Summany Product Summany Product Summany Product Summany Product Summany	-18% 13% 7% 22% 25% Q1"2	55,489.00 19 - January 10 - Lossing Pric Revenue 536,940.00 520,363.00 513,169.00 56,918.00 56,918.00 56,729.00 57,416.00 513,678.00 57,308.00 68,310.00 57,416.00 513,578.00 54,317.00 54,317.00 54,317.00 54,317.00 54,317.00 54,317.00 54,317.00 54,317.00 54,317.00 54,317.00 56,223.00 57,378.00 56,223.00 57,378.00 57,378.00 57,378.00 79,380.00 Revenue	6% 100% 29th, 2019 10 538.63 % of Revenue 44% 10 50 8	y/y Growth -21% -5% 14% 23% Q2 ' AAPL	\$3,944.00 \$51,37.00 \$51,37.00 \$51,37.00 Closing Price Revenue \$75,596.00 \$13,054.00 \$13,054.00 \$51,018.00 \$58,015.00 Revenue \$31,051.00 \$58,015.00 Revenue \$31,051.00 \$58,015.00 Revenue \$31,051.00 \$58,015.00 Revenue \$31,051.00 \$58,015.00 \$58,015.00	6% 100% **Th, 2019 **S 50.17 **X of Revenue 44% 100% **X of Revenue 54% 8% 100% **X of Revenue 54% 8% 100% **X of Revenue 44% 16% 16% 7% 7% 7% 7% 7% **X of Revenue 44%	AAP y/y Growt 2% -2% -4% 5% 12% y/y Growt -13% 8% 10% 11% 32% Q3 AAP y/y Growt 8% 42% 27% 27% 27% 27% 27% 27% 27%	\$3,73.00 \$53,265.00 \$19 - July 3i L Closing Print Revenue \$25,056.00 \$11,925.00 \$51,925.00 \$53,389.00 \$53,899.00 \$55,829.00 \$51,925.00 \$55,829.00 \$51,455.00 \$20 - July 3i L Closing Print Revenue \$25,7018.00 \$14,173.00 \$9,329.00 \$4,193.00 \$4,193.00 \$4,193.00 \$4,193.00 \$4,193.00 \$4,193.00 \$4,195.00 \$4,195.00 \$4,195.00 \$4,195.00 \$4,195.00 \$4,195.00 \$4,195.00 \$4,966.0	7% 100% bth, 2019 e = \$52.20	AAP y/y Growt 6% -3% -2% -4% 6% y/y Growt -10% 15% 35% 1.8% Q4 '2 AAP y/y Growt 4% 12% -29% 11%	\$4,223.00 \$62,900.00 962,900.00 9 - October \$11,34.00 \$4,982.00 \$33,365.00 \$64,040.00 heevenue \$63,000 \$64,000 heevenue \$63,000 \$64,000 \$65,900.00 \$65	7% 100% 30th, 2015 e = \$60.82 N Recenue 40% 117% 8% 8% 6% 100% 52% 7% 110% 100% 52% 7% 100% 52h, 200, 200, 200, 200, 200, 200, 200, 2
Other Products Total Apple Operating Segments Americas Europe Greater China Japan Japan Rest of Asia Pacific Total Apple Product Summary Phone Jerus	-18% 13% 7% 22% 25% Q1 '2 AAP	55,489.00 10 - January 11 - Closing Pric Revenue 12 - Glosing Pric Revenue 13 - Glosing Pric Revenue 15 - Glosing Pric Reven	6% 100% 29th, 2019 10 5 38.63 7 7 Revenue 44% 105% 8% 100% 8 of Revenue 62% 8 % 100% 8 of Revenue 45% 15% 8 of Revenue 61% 8 % 8 % 9 % 100% 8 % 100	y/y Growth -21% -5% -14% 23% -7% -AAPL	\$3,944.00 \$51,37.00 \$51,37.00 \$19 - April 37 Closing Price Revenue \$25,595.00 \$13,054.00 \$13,054.00 \$51,054.00 \$53,051.00 \$58,015.00 \$4,672.00 \$51,051.00 \$4,672.00 \$51,1450.0	6% 100% whth, 2019 1 = \$50.17 X of Revenue 44% 100% % of Revenue 54% 8% 100% 100% 100% 100% 100% 100% 100%	AAP y/y Growt 2% -2% -4% 5% 12% y/y Growt -13% 8% 10% 11% 32% Q3 AAP y/y Growt 19% 2% 21% 27% 27% 27% 27% 27% 27% 27% 27%	\$3,73.00 \$53,265.00 \$19 - July 3ric Closing Pric Revenue \$25,056.00 \$11,925.00 \$51,925.00 \$51,925.00 \$51,925.00 \$55,809.00 Revenue \$25,418.00 \$4,082.00 \$51,093.00 \$51,093.00 \$51,093.00 \$51,093.00 \$52,986.00 \$51,455.00 \$52,986.00 \$52,018.00 \$61,173.00 \$61,093.00 \$61,173.00 \$61,093.00 \$6	7% 100% bth, 2019 e * \$52.20 ** X of Revenue 47% 100% ** X of Revenue 48% 9% 110% ** X of Revenue 48% 100% ** X of Revenue 45% 100% ** X of Revenue 45% 100% X of Revenue 45% X of Revenue 45% X of Revenue 45% X of Revenue 44% X of Revenue 44% X of Revenue 44% X of Revenue	AAP() y/y Growt -10% -11% -5% -12% -4% -6% y/y Growt -10% -12% -2% -24% -11% -12% -29% -11% -11% -11% -11% -11% -11%	\$4,223.00 \$62,900.00 962,900.00 97. October \$11,34.00 \$4,982.00 \$33,656.00 \$64,040.00 Revenue \$33,365.00 \$64,050.00 \$64,050.00 \$64,050.00 \$65,900.00 \$7,946.00 \$16,900.00 \$7,946.00 \$16,900.00 \$16,900.00 \$7,946.00 \$7,946.00 \$7,946.00 Revenue \$26,444.00 \$64,040.00 Revenue \$26,444.00 \$64,040.00 Revenue \$26,444.00 \$65,097.00 Revenue \$26,444.00 \$26,644.00 \$26,644.00	7% 30th, 2015 e = \$60.82 X of Revenue 45% 100% 52% 7% 100% 52% 100% 52h, 2026 100% 52h, 2026 100% 52h, 2026 100% 55 of Revenue 47% 56 of Revenue 41% 57 of Revenue 41% 57 of Revenue 41% 58 of Revenue 41% 58 of Revenue
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