

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	\$30,560.00	43%	\$31,316.00	37%	\$30,209.00	41%	\$21,775.00	42%				
Europe	\$17,214.00	23%	\$19,204.00	23%	\$19,342.00	25%	\$19,577.00	23%				
Greater China	\$16,144.00	22%	\$16,823.00	20%	\$13,230.00	17%	\$12,518.00	24%				
Japan	\$5,448.00	7%	\$3,457.00	4%	\$2,872.00	4%	\$3,929.00	8%				
Rest of Asia Pacific	\$5,227.00	7%	\$4,210.00	5%	\$2,952.00	4%	\$2,704.00	5%				
Total Apple	\$64,592.00	100%	\$64,010.00	100%	\$68,405.00	100%	\$59,506.00	100%				
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue			
iPhone	74,468	\$51,382.00	69%	81,370	\$40,282.00	69%	87,534	\$31,168.00	63%			
iPad	21,419	\$6,965.00	12%	19,630	\$4,438.00	7%	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		\$65,805.00	100%		\$58,010.00	100%		\$49,405.00	100%			
Q1 '16 - January 26th, 2016												
	AAPL Closing Price = \$25		Q2 '16 - April 26th, 2016		Q3 '16 - July 26th, 2016		Q4 '16 - October 25th, 2016					
	AAPL Closing Price = \$26.09		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%	\$29,096.00	38%	\$27,863.00	37%	\$20,229.00	43%				
Europe	\$15,932.00	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%	\$4,261.00	8%	\$3,579.00	8%	\$4,224.00	9%				
Rest of Asia Pacific	\$5,448.00	7%	\$3,150.00	6%	\$2,290.00	6%	\$2,872.00	6%				
Total Apple	\$63,872.00	100%	\$50,557.00	100%	\$42,358.00	100%	\$46,952.00	100%				
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue			
iPhone	76,779	\$51,035.00	68%	51,193	\$23,857.00	68%	40,399	\$24,048.00	67%			
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		\$4,955.00	6%		\$2,189.00	4%		\$2,713.00	6%			
Total Apple		\$65,872.00	100%		\$50,557.00	100%		\$42,358.00	100%			
Q1 '17 - January 31st, 2017												
	AAPL Closing Price = \$30.34		Q2 '17 - May 2nd, 2017		Q3 '17 - August 2nd, 2017		Q4 '17 - November 2nd, 2017					
	AAPL Closing Price = \$36.88		AAPL Closing Price = \$36.88		AAPL Closing Price = \$39.23		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%	\$10,746.00	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%	\$52,876.00	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%	50,763	\$33,249.00	63%	41,026	\$24,486.00	54%			
iPad	13,081	\$5,533.00	7%	8,922	\$3,889.00	7%	11,424	\$4,969.00	11%			
Mac	5,374	\$7,244.00	9%	4,199	\$5,844.00	11%	4,292	\$5,592.00	12%			
Services		\$7,172.00	9%		\$7,041.00	13%		\$7,286.00	16%			
Other Products		\$4,024.00	5%		\$2,873.00	5%		\$2,735.00	6%			
Total Apple		\$78,351.00	100%		\$52,876.00	100%		\$45,408.00	100%			
Q1 '18 - February 1st, 2018												
	AAPL Closing Price = \$41.95		Q2 '18 - May 2nd, 2018		Q3 '18 - August 1st, 2018		Q4 '18 - November 2nd, 2018					
	AAPL Closing Price = \$43.97		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	\$27,856.00	20%	\$13,024.00	21%	\$9,510.00	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%	\$61,117.00	100%	\$53,265.00	100%	\$63,800.00	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	\$6,862.00	8%	4,078	\$5,774.00	9%	3,720	\$5,284.00	10%			
Services		\$8,471.00	10%		\$9,850.00	16%		\$10,170.00	17%			
Other Products		\$5,489.00	6%		\$3,944.00	6%		\$3,733.00	7%			
Total Apple		\$88,293.00	100%		\$61,117.00	100%		\$53,265.00	100%			
Q1 '19 - January 29th, 2019												
	AAPL Closing Price = \$38.63		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	\$36,840.00	44%	\$25,565.00	44%	\$25,565.00	47%	\$28,222.00	46%				
Europe	\$20,363.00	24%	\$13,054.00	23%	2%	\$11,925.00	23%	\$14,946.00	23%			
Greater China	\$13,169.00	16%	\$10,218.00	18%	4%	\$9,157.00	17%	\$11,134.00	17%			
Japan	\$6,910.00	8%	\$5,532.00	10%	5%	\$4,082.00	8%	\$4,582.00	8%			
Rest of Asia Pacific	\$6,928.00	8%	\$3,615.00	6%	12%	\$3,589.00	7%	\$3,656.00	6%			
Total Apple	\$64,170.00	100%	\$58,012.00	100%	\$53,493.00	100%	\$63,560.00	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%	\$6,799.00	8%	18%	\$4,872.00	8%	8%	\$5,032.00	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%	\$5,120.00	9%	32%	\$5,525.00	10%	35%	\$6,230.00	10%
Total Apple		\$64,170.00	100%		\$58,012.00	100%		\$53,493.00	100%		\$63,560.00	100%
Q1 '20 - January 28th, 2020												
	AAPL Closing Price = \$79.42		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 = \$86.19		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	\$41,867.00	45%	\$47,479.00	46%	\$47,479.00	49%	\$47,479.00	47%				
Europe	\$23,273.00	25%	\$14,284.00	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%	\$3,881.00	6%	17%	\$4,199.00	7%	11%	\$4,131.00	6%		
Total Apple	\$92,425.00	100%	\$88,312.00	100%	\$93,455.00	100%	\$89,485.00	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%	13%	\$5,502.00	11%	13%	\$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		\$92,425.00	100%		\$88,312.00	100%		\$93,455.00	100%		\$89,485.00	100%
Q1 '21 - January 27th, 2021												
	AAPL Closing Price = \$142.06		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	y/y Chg.	Revenue	% of Revenue	y/y Chg.	Revenue	% of Revenue	y/y Growth Revenue	% of Revenue	y/y Growth Revenue	% of Revenue		
Americas	12%	\$46,310.00	45%	6%	\$30,306.00	48%	31%	\$35,870.00	44%	20%	\$36,220.00	44%
Europe	17%	\$27,306.00	25%	2%	\$22,284.00	25%	34%	\$18,943.00	23%	23%	\$20,794.00	25%
Greater China	15%	\$21,313.00	19%	1%	\$17,728.00	20%	58%	\$14,762.00	18%	83%	\$14,549.00	17%
Japan	33%	\$8,285.00	7%	3%	\$7,742.00	9%	30%	\$6,464.00	8%	19%	\$5,991.00	7%
Rest of Asia Pacific	11%	\$8,225.00	7%	8%	\$7,544.00	8%	28%	\$5,395.00	7%	26%	\$5,192.00	6%
Total Apple		\$110,439.00	100%		\$83,584.00	100%		\$81,334.00	100%		\$82,866.00	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%	\$65,997.00	59%	66%	\$47,938.00	54%	50%	\$39,700.00	48%	47%	\$38,668.00	47%
iPad	-14.1%	\$2,488.00	6%	79%	\$7,807.00	9%	12%	\$7,388.00	9%	21%	\$8,552.00	10%
Mac	21.2%	\$8,675.00	8%	70%	\$9,102.00	10%	16%	\$8,235.00	10%	2%	\$9,178.00	11%
Services	24.0%	\$15,761.00	14%	27%	\$16,901.00	19%	33%	\$17,486.00	21%	26%	\$18,277.00	22%
Other Products	29.6%	\$12,971.00	12%	25%	\$7,836.00	9%	36%	\$8,775.00	11%	12%	\$8,785.00	11%



Source: Apple, Inc.

The information contained herein is for informational and educational purposes only. The information has been obtained from what we believe is a reliable source, but Mariner Wealth Advisors (MWA) makes no warranties about the completeness, accuracy, or reliability of such information. It should not be considered an individualized recommendation or personalized investment advice. Please consult with your advisor regarding your personal situation before making any financial-related decisions.

Investing involves risk and the potential to lose principal. Past performance is no guarantee of future results.

Mariner Wealth Advisors (“MWA”) is an SEC registered investment adviser with its principal place of business in the State of Kansas. Registration of an investment adviser does not imply a certain level of skill or training. MWA is in compliance with the current notice filing requirements imposed upon registered investment advisers by those states in which MWA maintains clients. MWA may only transact business in those states in which it is notice filed or qualifies for an exemption or exclusion from notice filing requirements. Any subsequent, direct communication by MWA with a prospective client shall be conducted by a representative that is either registered or qualifies for an exemption or exclusion from registration in the state where the prospective client resides. For additional information about MWA, including fees and services, please contact MWA or refer to the Investment Adviser Public Disclosure website ([www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)). Please read the disclosure statement carefully before you invest or send money.