

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	41%	\$31,316.00	37%	\$30,209.00	41%	\$21,775.00	42%
Europe	\$17,214.00	23%	\$19,204.00	23%	\$18,342.00	23%	\$18,577.00	23%
Greater China	\$16,144.00	21%	\$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	\$66,613.00	100%	\$64,010.00	100%	\$64,005.00	100%	\$59,503.00	100%
	Units	% of Revenue	Units	% of Revenue	Units	% of Revenue	Units	% of Revenue
iPhone	74,468	69%	81,370	69%	87,334	63%	48,046	63%
iPad	31,419	12%	35,438	12%	30,931	9%	9,883	9%
Mac	5,519	6%	4,563	7%	4,796	7%	5,709	13%
Services	\$4,799.00	7%	\$4,996.00	8%	\$5,028.00	8%	\$5,086.00	8%
Other Products	\$2,689.00	4%	\$1,689.00	3%	\$2,641.00	4%	\$3,048.00	5%
Total Apple	\$76,095.00	100%	\$84,010.00	100%	\$84,005.00	100%	\$86,500.00	100%



Source: Apple, Inc.

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