Apple Quarterly Financial Results  Q1 '15 - January 27, 2015 Q2 '15 - April 27th, 2015 Q3 '15 - July										Q4 '1	5 - October	27th, 2015
Operating Segments	PL	Closing Price Revenue	% of Revenue	AAPL	Closing Price Revenue	% of Revenue	AAP	Closing Pric Revenue	% of Revenue	AAP	L Closing Pric Revenue	% of Revenue
Americas Europe Greater China		\$30,566.00 \$17,214.00 \$16.144.00	41% 23% 22%		\$21,316.00 \$12,204.00 \$16.823.00	37% 21% 29%		\$20,209.00 \$10,342.00 \$13.230.00	41% 21% 27%		\$21,773.00 \$10,577.00 \$12,518.00	42% 21% 24%
Japan Rest of Asia Pacific		\$5,448.00 \$5,227.00	7% 7%		\$3,457.00 \$4,210.00	6% 7%		\$2,872.00 \$2,952.00	6%		\$3,929.00 \$2,704.00	8% 5%
Total Apple		\$74,599.00	100%		\$58,010.00	100%		\$49,605.00	100%		\$51,501.00	100%
Product Summary iPhone iPad	Units 74,468 21,419	\$51,182.00 \$8.985.00	% of Revenue 69% 12%	Units 61,170 12,623	\$40,282.00 \$5,428.00	% of Revenue 69% 9%	Units 47,534 10,931	\$31,368.00 \$4,538.00	% of Revenue 63% 9%	Units 48,046 9,883	\$32,209.00 \$4.276.00	% of Revenue 63% 8%
Mac Services	5,519	\$6,944.00	9%	4,563	\$5,615.00 \$4,996.00	10%	4,796	\$6,030.00 \$5,028.00	12%	5,709	\$6,882.00 \$5,086.00	13% 10%
Other Products Total Apple		\$2,689.00 \$74,599.00	4% 100%		\$1,689.00 \$58,010.00	3% 100%		\$2,641.00 \$49,605.00	5% 100%		\$3,048.00 \$51,501.00	6% 100%
	Q1 '16 - January 26th, 2016 AAPL Closing Price = \$25		Q2 '16 - April 26th, 2016 AAPL Closing Price = \$26.09		Q3'16 - July 26th, 2016 AAPL Closing Price = \$24.17		Q4 '16 - October 25th, 2016 AAPL Closing Price = \$29.56					
Operating Segments Americas		\$29,325.00 \$17,932.00	% of Revenue 39% 24%		\$19,096.00 \$11,535.00	% of Revenue 38% 23%		\$17,963.00 \$9,643.00	% of Revenue 42% 23%		\$20,229.00 \$10.842.00	% of Revenue 43% 23%
Europe Greater China Japan		\$18,373.00	24% 6%		\$12,486.00 \$4.281.00	25% 8%		\$8,848.00 \$3.529.00	21% 8%		\$8,785.00	19% 9%
Rest of Asia Pacific Total Apple		\$5,448.00 \$75,872.00	7% 100%		\$3,159.00	100%		\$2,375.00	100%		\$2,672.00 \$46,852.00	100%
Product Summary iPhone	Units 74,779	Revenue \$51.635.00	% of Revenue	Units 51.193	Revenue \$32.857.00	% of Revenue	Units 40.399	Revenue \$24,048.00	% of Revenue 57%	Units 45.513	Revenue \$28.160.00	% of Revenue
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%	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 Other Products		\$6,056.00 \$4,351.00	8% 6%		\$5,991.00 \$2,189.00	12% 4%		\$5,976.00 \$2,219.00	14% 5%		\$6,325.00 \$2,373.00	13% 5%
Total Apple	\$75,872.00 100% Q1 '17 - January 31st, 2017			\$50,557.00 100% Q2 '17 - May 2nd, 2017			\$42,358.00 100% Q3 '17 - August 2nd, 2017			\$46,852.00 100% Q4 '17 - November 2nd, 2017		
Operating Segments		L Closing Price Revenue		AAPL	Closing Price Revenue	= \$36.88 % of Revenue		Closing Pric Revenue	e = \$39.29 % of Revenue		L Closing Pric Revenue	
Americas Europe Greater China		\$31,968.00 \$18,521.00 \$16,233.00	41% 24% 21%		\$21,157.00 \$12,733.00 \$10,726.00	40% 24% 20%		\$20,376.00 \$10,675.00 \$8.004.00	45% 24% 18%		\$23,099.00 \$13,009.00 \$9.801.00	44% 25% 19%
Japan Rest of Asia Pacific		\$5,766.00 \$5,863.00	7% 7%		\$4,485.00 \$3,795.00	20% 8% 7%		\$3,624.00 \$2,729.00	18% 8% 6%		\$3,858.00 \$2,812.00	7% 5%
Total Apple		\$78,351.00	100%		\$52,896.00	100%		\$45,408.00	100%		\$52,579.00	100%
Product Summary iPhone iPad	78,290 13.081	\$54,378.00 \$5.533.00	% of Revenue 69% 7%	Units 50,763 8.922	\$33,249.00 \$3.889.00	% of Revenue 63% 7%	Units 41,026 11.424	\$24,486.00 \$4,969.00	% of Revenue 54% 11%	Units 46,677 10.326	\$28,846.00 \$4.831.00	% of Revenue 55% 9%
Mac Services	5,374	\$7,244.00 \$7,172.00	9% 9%	4,199	\$5,844.00 \$7,041.00	11% 13%	4,292	\$5,592.00 \$7,266.00	12%	5,386	\$7,170.00	14% 16%
Other Products Total Apple		\$4,024.00 \$78,351.00	5% 100%		\$2,873.00 \$52,896.00	5% 100%		\$2,735.00 <b>\$45,048.00</b>	6% 100%		\$3,231.00 \$52,579.00	6% 100%
	Q1 '18 - February 1st, 2018 AAPL Closing Price = \$41.95			Q2 '18 - May 2nd, 2018 AAPL Closing Price = \$43.97			Q3	18 - August Closing Pric	1st, 2018 e = \$47.56	Q4 '18 - November 2nd, 2018 AAPL Closing Price = \$56.38		
Operating Segments Americas		\$35,193.00	% of Revenue 40%		Revenue \$24,841.00	% of Revenue 41%		Revenue \$24,542.00	% of Revenue 46%		\$27,517.00	% of Revenue 44%
Europe Greater China Japan		\$21,054.00 \$17,956.00 \$7,237.00	24% 20% 8%		\$13,846.00 \$13,024.00 \$5.468.00	23% 21% 9%		\$12,138.00 \$9,551.00 \$3.867.00	23% 18% 7%		\$15,382.00 \$11,411.00 \$5.161.00	24% 18% 8%
Rest of Asia Pacific Total Apple		\$6,853.00 \$88,293.00	8% 100%		\$3,958.00 \$61,137.00	6% 100%		\$3,167.00 \$3,167.00 \$53,265.00	6% 100%		\$3,429.00	5%
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone iPad Mac	77,316 13,170 5.112	\$61,576.00 \$5,862.00 \$6.895.00	70% 7% 8%	52,217 9,113 4.078	\$37,559.00 \$4,008.00 \$5,776.00	61% 7% 9%	41,300 11,553 3.720	\$29,470.00 \$4,634.00 \$5.258.00	55% 9% 10%	46,889 9,699 5.299	\$36,755.00 \$3,983.00 \$7.340.00	58% 6% 12%
Services Other Products	5,112	\$8,471.00 \$5,489.00	10%	4,078	\$9,850.00	16% 6%	3,720	\$10,170.00 \$3,733.00	19%	5,299	\$10,599.00 \$4.223.00	17% 17% 7%
Total Apple		\$88,293.00	100%		\$61,137.00	100%			100%		\$62,900.00	100%
Operating Segments	Q1 ':	L9 - January L Closing Pric Revenue	29th, 2019 e = \$38.63 % of Revenue	Q2 '	19 - April 30 Closing Price Revenue	th, 2019 = \$50.17 % of Revenue	AAP	'19 - July 30 L Closing Pric Revenue	th, 2019 e = \$52.20 % of Revenue	AAP	9 - October L Closing Pric Revenue	
Americas Europe		\$36,940.00 \$20,363.00	44% 24%		\$25,596.00 \$13,054.00	44% 23%	2% -2%	\$25,056.00 \$11,925.00	47% 22%	6% -3%	\$29,322.00 \$14,946.00	46% 23%
Greater China Japan		\$13,169.00 \$6,910.00	16% 8%		\$10,218.00 \$5,532.00	18% 10%	-4% 5%	\$9,157.00 \$4,082.00	17% 8%	-2% -4%	\$11,134.00 \$4,982.00	17% 8%
Rest of Asia Pacific Total Apple		\$6,928.00 \$84,310.00	100%		\$3,615.00 \$58,015.00	100%	12%	\$3,589.00 \$53,809.00	7% 100%	6%	\$3,656.00 \$64,040.00	100%
Product Summary iPhone	-18%	Revenue \$51,982.00	% of Revenue 62%	y/y Growth -21%	\$31,051.00	% of Revenue 54%	y/y Growt -13%	\$25,986.00	% of Revenue 48%	y/y Growt -10%	\$33,362.00	% of Revenue 52%
iPad Mac Services	13% 7% 22%	\$6,729.00 \$7,416.00 \$10.875.00	8% 9% 13%	18% -5% 14%	\$4,872.00 \$5,513.00 \$11.450.00	8% 10% 20%	8% 10% 11%	\$5,023.00 \$5,820.00 \$11.455.00	9% 11% 21%	14% -5% 15%	\$4,656.00 \$6,991.00 \$12.511.00	7% 11% 20%
Other Products Total Apple	25%	\$7,308.00	9%	23%	\$5,129.00 \$58,015.00	9%	32%	\$5,525.00 \$5,809.00	10%	35% 1.8%	\$6,520.00	10%
		20 - January L Closing Pric	e = \$79.42		20 - April 30 Closing Price	= \$73.45	AAP	'20 - July 30 Closing Pric	e = \$96.19	AAPL	0 - October Closing Price	= \$115.32
Operating Segments Americas Europe		\$41,367.00 \$23,273.00	% of Revenue 45% 25%		\$25,473.00 \$14.294.00	% of Revenue 44% 25%	y/y Growt 8% 19%	\$27,018.00 \$14,173.00	% of Revenue 45% 24%	y/y Growt 4% 12%	\$30,698.00 \$16,900.00	% of Revenue 47% 26%
Greater China Japan		\$13,578.00 \$6,223.00	15% 7%		\$9,455.00 \$5,206.00	16% 9%	2% 22%	\$9,329.00	16%	-29% 1%	\$7,946.00 \$5,023.00	12% 8%
Rest of Asia Pacific Total Apple		\$7,378.00 \$91,819.00	100%		\$3,883.00 \$58,311.00	7% 100%	17%	\$4,199.00 \$59,685.00	7% 100%	11%	\$4,131.00 \$64,698.00	100%
Product Summary iPhone	Y/Y Chg. 7.6%	Revenue \$55.957.00	% of Revenue 61%	Y/Y Chg.	Revenue \$28.962.00	% of Revenue 50%	Y/Y Chg. 2%	Revenue \$26.418.00	% of Revenue	Y/Y Chg.	Revenue \$26.444.00	% of Revenue 41%
iPad Mac	-11.2% -3.5%	\$5,977.00 \$7,160.00	7% 8%	-12% -3%	\$4,368.00 \$5,351.00	7% 9%	31% 22%	\$6,582.00 \$7,079.00	11% 12%	31% 23%	\$6,797.00 \$9,032.00	11% 14%
Services Other Products Total Apple	16.9% 37.0% 8.9%	\$12,715.00 \$10,010.00	14% 11% 100%	14% 18% 0.5%	\$13,348.00 \$6,284.00 \$58,313.00	23% 11% 100%	15% 17% 10.9%	\$13,156.00 \$6,450.00 \$59,685.00	22% 11% 100%	14% 17% 1.0%	\$14,549.00 \$7,876.00	22% 12% 100%
	Q1 '2	21 - January Closing Price	27th, 2021 e = \$142.06	Q2 '	21 - April 28 Closing Price	th, 2021 = \$133.58	Q3 AAPL	'21 - July 27 Closing Price	th, 2021 = \$146.77	Q4 '2 AAPL	1 - October Closing Price	29th, 2021 = \$152.57
Operating Segments Americas Europe	Y/Y Chg. 12% 17%	\$46,310.00 \$27,306.00	% of Revenue 42% 25%		\$34,306.00 \$22,264.00	% of Revenue 38% 25%	y/y Growt 33% 34%	\$35,870.00	% of Revenue 44% 23%	y/y Growt 20% 23%	\$36,820.00 \$20,794.00	% of Revenue 44% 25%
Greater China Japan	57% 33%	\$21,313.00 \$8,285.00	19% 7%		\$17,728.00 \$7,742.00	20%	58% 30%	\$14,762.00 \$6,464.00	18%	83% 19%	\$14,549.00 \$5,991.00	17% 7%
Rest of Asia Pacific Total Apple	11%	\$8,225.00 \$111,439.00	7% 100%		\$7,544.00 \$89,584.00	100%	28%	\$5,395.00 \$81,434.00	7% 100%	26%	\$5,192.00 \$83,346.00	6% 100%
Product Summary iPhone	Y/Y Chg. 17.2%	Revenue \$65,597.00	% of Revenue 59%	Y/Y Chg. 66%	Revenue \$47,938.00	% of Revenue 54%	Y/Y Chg. 50%	Revenue \$39,570.00	% of Revenue 49%	Y/Y Chg. 47%	Revenue \$38.868.00	% of Revenue 47%
iPad Mac	41.1%	\$8,435.00	8% 8%	79% 70%	\$7,807.00 \$9,102.00	9%	12% 16%	\$7,368.00 \$8.235.00	9%	21%	\$8,252.00	10% 11%
Services Other Products	24.0% 29.6%	\$15,761.00 \$12,971.00	14% 12%	27% 25%	\$16,901.00 \$7,836.00	19% 9%	33% 36%	\$17,486.00 \$8,775.00	21% 11%	26% 12%	\$18,277.00 \$8,785.00	22% 11%
Total Apple		\$111,439.00 22 - January Closing Price		53.6% Q2 '	\$89,584.00 22 - April 28 Closing Price	100% th, 2022	36.4% Q3	\$81,434.00 '22 - July 28 Closing Price	100% th, 2022		\$83,360.00 2 - October Closing Price	
Operating Segments Americas	Y/Y Chg. 11%	Revenue \$51,496.00	% of Revenue 42%	Y/Y Chg. 19%	Revenue \$40,882.00	% of Revenue 42%	y/y Growt	\$37,472.00	% of Revenue 45%	y/y Growt	\$39,808.00	% of Revenue
Europe Greater China	9% 21%	\$29,749.00 \$25,783.00	24% 21%	5% 3%	\$23,287.00 \$18,343.00	24% 19%	2% -1%	\$19,287.00 \$14,604.00	23% 18%	10% 6%	\$22,795.00 \$15,470.00	25% 17%
		\$7,107.00	6%	0% -7%	\$7,724.00 \$7,042.00 \$97,278.00	8% 7% 100%	-16% 14%	\$5,446.00 \$6,150.00 \$82,959.00	7% 7% 100%	-5% 23%	\$5,700.00 \$6,376.00 \$90,149.00	6% 7% 100%
Japan Rest of Asia Pacific Total Apple	-14% 19%	\$9,810.00	8%	7,0				***************************************				
Rest of Asia Pacific Total Apple Product Summary	19% Y/Y Chg.	\$9,810.00 \$123,945.00 Revenue	100% % of Revenue	Y/Y Chg.	Revenue	% of Revenue	Y/Y Chg.	Revenue	% of Revenue	Y/Y Chg.	Revenue	% of Revenue
Rest of Asia Pacific Total Apple Product Summary iPhone iPad	19% Y/Y Chg. 9.2% -14.1%	\$9,810.00 \$123,945.00 Revenue \$71,628.00 \$7,248.00	100% % of Revenue 58% 6%	Y/Y Chg. 5% -2%	Revenue \$50,570.00 \$7,646.00	% of Revenue 52% 8%	3% -2%	\$40,665.00 \$7,224.00	49% 9%	10% -13%	\$42,626.00 \$7,174.00	47% 8%
Rest of Asia Pacific Total Apple Product Summary iPhone	19% Y/Y Chg. 9.2%	\$9,810.00 \$123,945.00 Revenue \$71,628.00	100% % of Revenue 58%	Y/Y Chg. 5%	Revenue \$50,570.00	% of Revenue 52%	3%	\$40,665.00	49%	10%	\$42,626.00	47%
Rest of Asia Pacific Total Apple Product Summary iPhone iPad Mac Services	Y/Y Chg. 9.2% -14.1% 25.1% 23.8% 13.3% 11.2% Q1 '2	\$9,810.00 \$123,945.00 Revenue \$71,628.00 \$7,248.00 \$10,852.00 \$19,516.00 \$14,701.00 \$123,945.00 \$3 - February	100% % of Revenue 58% 6% 9% 16% 12% 100% y 2nd, 2023	Y/Y Chg. 5% -2% 15% 17% 12% 8.6%	Revenue \$50,570.00 \$7,646.00 \$10,435.00 \$19,821.00 \$8,806.00 \$97,278.00 '23 - May 51	% of Revenue 52% 8% 11% 20% 9% 100% h, 2023	3% -2% -10% 12% -8% 1.9% Q3 '	\$40,665.00 \$7,224.00 \$7,382.00 \$19,604.00 \$8,084.00 \$82,959.00 23 - August	49% 9% 9% 24% 10% 100% 3rd, 2023	10% -13% 25% 5% 10% 8.1% Q4 '23	\$42,626.00 \$7,174.00 \$11,508.00 \$19,188.00 \$9,650.00 \$90,146.00 \$ Novembe	47% 8% 13% 21% 11% 100% er 2nd, 2023
Rest of Asia Pacific Total Apple Product Summary iPhone iPad Mac Services Other Products Total Apple	Y/Y Chg. 9.2% -14.1% 25.1% 23.8% 13.3% 11.2% Q1 '2	\$9,810.00 \$123,945.00 Revenue \$71,628.00 \$7,248.00 \$10,852.00 \$19,516.00 \$14,701.00 \$123,945.00 \$1 - February Closing Price Revenue	100% % of Revenue 58% 6% 9% 16% 12% 100% y 2nd, 2023	Y/Y Chg. 5% -2% 15% 17% 12% 8.6%	Revenue \$50,570.00 \$7,646.00 \$10,435.00 \$19,821.00 \$8,806.00 \$97,278.00 '23 - May 5t Closing Price Revenue	% of Revenue 52% 8% 11% 20% 9% 100% h, 2023	3% -2% -10% 12% -8% 1.9% Q3 '	\$40,665.00 \$7,224.00 \$7,382.00 \$19,604.00 \$8,084.00 \$82,959.00 23 - August Closing Price Revenue	49% 9% 9% 24% 10% 100% 3rd, 2023	10% -13% 25% 5% 10% 8.1% Q4 '23	\$42,626.00 \$7,174.00 \$11,508.00 \$19,188.00 \$9,650.00 \$90,146.00 \$- Novembe Closing Price	47% 8% 13% 21% 11% 100% er 2nd, 2023
Rest of Asia Pacific Total Apple Product Summary iPhone iPad Mac Services Other Products Total Apple Operating Segments Americas Europe Greater China	19%  Y/Y Chg. 9.2% -14.1% 25.1% 23.8% 13.3% 11.2% Q1 '2  AAPI Y/Y Chg4% -7%	\$9,810.00 \$123,945.00 Revenue \$71,628.00 \$72,48.00 \$10,852.00 \$14,701.00 \$14,701.00 \$13,945.00 \$3 - February Closing Prior Revenue \$49,278.00 \$23,905.00 \$23,905.00	% of Revenue 58% 6% 9% 16% 12% 100% 2 rad, 2023 ≈ \$150.82 % of Revenue 42% 20%	Y/Y Chg. 5% -2% 15% 17% 12% 8.6% Q2 AAPL Y/Y Chg8% -3%	Revenue \$50,570.00 \$7,646.00 \$10,435.00 \$19,821.00 \$8,806.00 <b>\$97,278.00</b> <b>'23 - May 51</b> <b>Closing Price</b> <b>Revenue</b> \$37,784.00 \$23,945.00 \$17,812.00	% of Revenue 52% 8% 11% 20% 9% 100% h, 2023 = \$165.79 % of Revenue 40% 19%	3% -2% -10% 12% -8% 1.9% Q3' AAPL y/y Growt -6% 5%	\$40,665.00 \$7,224.00 \$7,382.00 \$19,604.00 \$8,084.00 <b>\$82,959.00</b> <b>23 - August</b> <b>Closing Price</b> <b>Revenue</b> \$35,383.00 \$20,205.00 \$15,758.00	49% 9% 9% 24% 10% 100% 3rd, 2023 = \$191.17 % of Revenue 43% 25% 19%	10% -13% 25% 5% 10% 8.1% Q4 '23 AAPL y/y Growt 1% -1% -2%	\$42,626.00 \$7,174.00 \$11,508.00 \$19,188.00 \$9,650.00 \$9,0146.00 \$- Novembe Closing Price \$40,115.00 \$22,463.00 \$15,084.00	47% 8% 13% 21% 111% 100% er 2nd, 2023 = \$177.57 % of Revenue 45% 25% 17%
Rest of Asia Pacific Total Apple  Product Summary iPhone iPhad Mac Services Total Apple  Other Products Total Apple  Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific	19%  Y/Y Chg. 9.2% -14.1% 25.1% 23.8% 11.2% Q1 '2 AAPI Y/Y Chg4% -7%	\$9,810.00 \$123,945.00 Revenue \$71,628.00 \$7,248.00 \$10,852.00 \$14,701.00 \$14,701.00 \$123,945.00 \$3 - February Closing Price Revenue \$49,278.00 \$27,681.00	% of Revenue 58% 6% 9% 16% 12% 1000% 2 2nd, 2023 = \$150.82 % of Revenue 42% 20% 6% 8%	Y/Y Chg. 5% -2% 15% 17% 12% 8.6% Q2 AAPL Y/Y Chg. -8% 3%	Revenue \$50,570.00 \$7,646.00 \$10,435.00 \$19,821.00 \$8,806.00 <b>597,278.00</b> <b>'23 - May 51</b> <b>Closing Price</b> <b>Revenue</b> \$37,784.00 \$23,945.00 \$17,812.00 \$7,176.00 \$8,119.00	% of Revenue 52% 8% 11% 20% 9% 100% h, 2023 = \$165.79 % of Revenue 40% 40% 19% 8% 9%	3% -2% -10% 12% -8% 1.9% Q3 ' AAPL y/y Growt -6% 5%	\$40,665.00 \$7,224.00 \$7,382.00 \$19,604.00 \$8,084.00 <b>582,959.00</b> <b>23 - August</b> Closing Price Revenue \$35,383.00 \$20,205.00 \$15,758.00 \$4,821.00 \$5,630.00	49% 9% 9% 24% 10% 100% 3rd, 2023 = \$191.17 % of Revenue 43% 25% 19% 6% 7%	10% -13% 25% 5% 10% 8.1% Q4 '23 AAPL y/y Growt 1% -1%	\$42,626.00 \$7,174.00 \$11,508.00 \$19,188.00 \$9,650.00 \$9,146.00 \$- Novembe Closing Price \$40,115.00 \$22,463.00	47% 8% 13% 21% 11% 100% rr 2nd, 2023 = \$177.57 % of Revenue 45% 25% 17% 6% 7%
Rest of Asia Pacific Total Apple Product Summary iPhone iPad iPad Services Other Products Total Apple Operating Segments Americas Europe Greater China Japan	19%  Y/Y Chg. 9.2% -14.1% 25.1% 13.3% 11.2% Q1 '2 AAP! Y/Y Chg7% -7% -5% -3%	\$9,810.00 <b>823,945.00</b> <b>Revenue</b> \$71,628.00 \$7,248.00 \$19,516.00 \$14,701.00 <b>32,965.00</b> <b>3 - February</b> <b>Closing Price</b> <b>Revenue</b> \$49,278.00 \$27,681.00 \$27,681.00 \$27,851.00 \$6,755.00	% of Revenue 58% 6% 9% 16% 12% 2nd, 2023 = \$150.82 % of Revenue 42% 24% 20% 6%	Y/Y Chg. 5% -2% 15% 17% 12% 8.6% Q2 AAPL Y/Y Chg8% -3% -7%	Revenue \$50,570.00 \$7,646.00 \$10,435.00 \$19,821.00 \$8,806.00 \$97,278.00 *23 - May 5t Closing Price Revenue \$37,784.00 \$23,945.00 \$17,812.00 \$7,176.00	% of Revenue 52% 8% 11% 20% 9% 100% h, 2023 = \$165.79 % of Revenue 40% 25% 19% 8%	3% -2% -10% 12% -8% 1.9% Q3 AAPI y/y Growt -6% 5% 8% -11%	\$40,665.00 \$7,224.00 \$7,382.00 \$1,382.00 \$8,084.00 \$82,959.00 23 - August Closing Price Revenue \$35,383.00 \$20,205.00 \$15,758.00 \$4,821.00	49% 9% 9% 24% 10% 100% 3rd, 2023 == \$191.17 % of Revenue 43% 25% 19% 6%	10% -13% 25% 5% 10% 8.1% Q4 '23 AAPL y/y Growt 1% -1% -2% -3%	\$42,626.00 \$7,174.00 \$11,508.00 \$19,188.00 \$9,650.00 \$90,146.00 \$- Novembe Closing Price f Revenue \$40,115.00 \$22,463.00 \$15,084.00 \$5,505.00	47% 8% 13% 21% 11% 100% or 2nd, 2023 == \$177.57 % of Revenue 45% 25% 17% 6%
Rest of Asia Pacific Total Apple Product Summary iPhone IPhone Mac Services Other Products Total Apple Operating Segments American Engineers of the American Greater China Japan Rest of Asia Pacific Total Apple	19%  Y/Y Chg. 9.2% -14.1% 23.8% 13.3% 11.2% Q1 '2 AAPI Y/Y Chg4% -7% -5% -3%  Y/Y Chg.	\$9,810.00  \$123,945.00  Revenue \$71,628.00  \$71,628.00  \$10,852.00  \$19,516.00  \$12,395.00  \$13 - February  \$10,951.00  \$23,905.00  \$27,681.00  \$27,681.00  \$27,681.00  \$27,681.00  \$27,681.00  \$27,681.00  \$27,681.00  \$28,905.00  \$49,278.00  \$49,278.00  \$9,535.00  \$117,154.00  Revenue  \$66,775.00  \$9,336.00  \$19,336.00  \$9,336.00  \$9,336.00  \$9,336.00  \$9,336.00  \$9,336.00  \$9,336.00  \$9,336.00  \$9,336.00  \$9,336.00  \$9,336.00	% of Revenue 58% 6% 9% 12% 100% 22nd, 2023 = \$150.82 % of Revenue 42% 20% 6% 8% 100% % of Revenue 56% % of Revenue 56% 8%	Y/Y Chg. 5% -2% 15% 17% 12% 8.6% Q2 AAPL Y/Y Chg8% 3% -3% -7% 15%	Revenue \$50,570.00 \$7,646.00 \$10,435.00 \$19,821.00 \$8,806.00 \$97,278.00 \$23,945.00 \$23,945.00 \$17,784.00 \$8,119.00 \$8,119.00 \$8,119.00 \$8,119.00 \$8,119.00 \$13,440.00 \$13,440.00 \$13,440.00 \$13,440.00 \$13,440.00 \$13,440.00 \$13,670.00	% of Revenue 52% 8% 111% 20% 9% 100% h, 2023 = \$165.79 40% 40% 40% 40% 40% 40% 67 Revenue 40% 54% 100%  % of Revenue	3% -2% -2% -2% -2% -2% -2% -2% -2% -2%	\$40,665.00 \$7,224.00 \$7,382.00 \$19,604.00 \$8,084.00 <b>\$82,959.00</b> <b>\$82,959.00</b> <b>\$23 - August</b> <b>Closing Price</b> <b>Revenue</b> \$20,205.00 \$15,758.00 \$4,821.00 <b>\$5,630.00</b> <b>Revenue</b> \$39,669.00 \$5,991.00	49% 9% 9% 24% 10% 100% 3rd, 2023 = \$191.17 % of Revenue 43% 19% 6% 7% 100% % of Revenue 48% % of Revenue	10% -13% 25% 5% 10% 8.1% Q4 '23  AAPL y/y Growt 1% -2% -3% -1%  Y/Y Chg. 3% -10%	\$42,626.00 \$71,74.00 \$11,508.00 \$19,188.00 \$9,650.00 • Novembe Closing Price Revenue \$40,115.00 \$52,2463.00 \$15,084.00 \$5,505.00 \$6,331.00 \$89,498.00 \$43,805.00 \$6,443.00 \$6,443.00	47% 8% 13% 21% 111% 100% 100% 17 2nd, 2023 == \$177.57 % of Revenue 45% 17% 66% 7% 100% % of Revenue 49%
Rest of Aia Pacific Total Apple Product Summary iPhone iPhone iPhone Product Summary iPhone Other Products Total Apple Operating Segments Americas Europe Greater China Japan Fest of Aia Pacific Total Apple Product Summary iPhone	19%  Y/Y Chg. 9.2% -14.1% 25.1% 23.8% 13.3%  11.2%  AAPI Y/Y Chg7% -7% -5% -3%	\$9,810.00 \$123,945.00  Revenue \$71,628.00 \$71,628.00 \$71,628.00 \$10,852.00 \$19,516.00 \$14,701.00 \$1323,946.00 \$27,681.00 \$27,681.00 \$27,681.00 \$27,681.00 \$23,905.00 \$6,755.00 \$9,535.00 \$117,154.00	100%  % of Revenue 58% 6% 9% 16% 12% 100% 2 nd, 2023 = \$150.82  % of Revenue 42% 20% 6% 8% 100% % of Revenue 56%	Y/Y Chg. 5% -2% 15% 17% 12% 8.6% Q2 AAPL Y/Y Chg3% -7% 15% Y/Y Chg.	Revenue \$50,570.00 \$7,646.00 \$10,435.00 \$19,821.00 \$8,806.00 \$97,278.00 *23 - May 51 Closing Price Revenue \$37,784.00 \$71,812.00 \$71,812.00 \$74,816.0	% of Revenue 52% 8% 11% 20% 9% 1000% h, 2023 - \$165.79  40% 40% 8% 9% 1100% % of Revenue 19% % of Revenue 54%	3% -2% -10% 12% -8% 19% Q3 ' AAPI y/y Growt -6% 8% -11% -8%  Y/Y Chg.	\$40,665.00 \$7,224.00 \$7,382.00 \$19,604.00 \$8,084.00 \$8,084.00 \$82,959.00 23 - August Closing Price Revenue \$35,383.00 \$20,205.00 \$15,758.00 \$42,005.00 \$81,797.00 \$81,797.00 \$81,797.00 \$81,797.00	49% 9% 9% 24% 10% 3rd, 2023 = \$191.17 % of Revenue 43% 100% % 5% 100% % of Revenue 44% % of Revenue 48%	10% -13% 25% 5% 10% 8.1% Q4 '23 AAPL y/y Growt 1% -1% -2% -3% -1% Y/Y Chg. 3%	\$42,626.00 \$71,74.00 \$11,508.00 \$19,188.00 \$9,650.00 \$9,650.00 \$10,146.00 \$10	47% 8% 13% 21% 11% 1100% 12 r 2nd, 2023 2 ≤ \$177.57 \$\times \text{ of Revenue}\$ 45% 17% 6% 7% 100% \$\times \text{ of Revenue}\$ 45% \$\times \text{ of Revenue}\$ 44%



Source: Apple, Inc.

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