

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%	\$13,204.00	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%	\$2,952.00	6%	\$2,704.00	5%								
Total Apple	\$74,699.00	100%	\$88,010.00	100%	\$70,405.00	100%	\$51,303.00	100%								
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue							
iPhone	74,468	\$51,382.00	69%	61,170	\$40,282.00	69%	47,534	\$31,168.00	63%							
iPad	11,419	\$6,985.00	12%	10,613	\$5,438.00	9%	10,011	\$4,538.00	9%							
Mac	5,519	\$6,944.00	9%	4,563	\$5,615.00	10%	4,796	\$4,030.00	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	74,699	\$74,699.00	100%	81,345	\$88,010.00	100%	72,360	\$70,405.00	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	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue		
Americas	\$29,325.00	39%	\$30,996.00	38%	\$27,863.00	42%	\$20,229.00	43%	\$20,229.00	43%	\$20,229.00	43%	\$20,229.00	43%		
Europe	\$15,932.00	24%	\$11,535.00	23%	\$9,643.00	23%	\$10,842.00	23%	\$10,842.00	23%	\$10,842.00	23%	\$10,842.00	23%		
Greater China	\$18,373.00	24%	\$12,486.00	25%	\$8,848.00	21%	\$8,785.00	19%	\$8,785.00	19%	\$8,785.00	19%	\$8,785.00	19%		
Japan	\$4,794.00	6%	\$4,261.00	8%	\$3,579.00	8%	\$4,224.00	9%	\$4,224.00	9%	\$4,224.00	9%	\$4,224.00	9%		
Rest of Asia Pacific	\$5,448.00	7%	\$3,150.00	6%	\$2,786.00	6%	\$2,872.00	6%	\$2,872.00	6%	\$2,872.00	6%	\$2,872.00	6%		
Total Apple	\$74,872.00	100%	\$60,557.00	100%	\$62,557.00	100%	\$64,557.00	100%	\$64,557.00	100%	\$64,557.00	100%	\$64,557.00	100%		
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	
iPhone	74,779	\$51,055.00	68%	51,193	\$32,871.00	62%	40,399	\$24,048.00	37%	45,513	\$28,048.00	44%	45,513	\$28,048.00	44%	
iPad	16,122	\$7,084.00	9%	10,253	\$4,413.00	9%	9,950	\$4,876.00	12%	9,267	\$4,555.00	9%	9,267	\$4,555.00	9%	
Mac	5,312	\$6,746.00	9%	4,034	\$5,107.00	10%	4,252	\$5,239.00	12%	4,886	\$5,739.00	12%	4,886	\$5,739.00	12%	
Services		\$6,696.00	8%		\$5,991.00	12%		\$5,976.00	14%		\$6,235.00	13%		\$6,235.00	13%	
Other Products		\$4,255.00	6%		\$2,189.00	4%		\$2,219.00	5%		\$2,273.00	5%		\$2,273.00	5%	
Total Apple	74,872	\$74,872.00	100%	65,557	\$60,557.00	100%	62,557	\$62,557.00	100%	62,557	\$62,557.00	100%	62,557	\$62,557.00	100%	
Q1 '17 - January 31st, 2017																
		AAPL Closing Price = \$30.34		Q2 '17 - May 2nd, 2017		AAPL Closing Price = \$36.88		Q3 '17 - August 2nd, 2017		AAPL Closing Price = \$39.29		Q4 '17 - November 2nd, 2017		AAPL Closing Price = \$41.88		
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	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%	\$23,099.00	44%	\$23,099.00	44%	\$23,099.00	44%		
Europe	\$18,521.00	24%	\$12,733.00	24%	\$10,675.00	24%	\$13,009.00	25%	\$13,009.00	25%	\$13,009.00	25%	\$13,009.00	25%		
Greater China	\$16,233.00	21%	\$10,746.00	20%	\$8,004.00	18%	\$8,004.00	18%	\$8,004.00	18%	\$8,004.00	18%	\$8,004.00	18%		
Japan	\$5,766.00	7%	\$4,485.00	7%	\$3,624.00	8%	\$3,858.00	7%	\$3,858.00	7%	\$3,858.00	7%	\$3,858.00	7%		
Rest of Asia Pacific	\$5,863.00	7%	\$3,795.00	7%	\$2,729.00	6%	\$2,812.00	5%	\$2,812.00	5%	\$2,812.00	5%	\$2,812.00	5%		
Total Apple	\$78,351.00	100%	\$52,876.00	100%	\$54,408.00	100%	\$60,782.00	100%	\$60,782.00	100%	\$60,782.00	100%	\$60,782.00	100%		
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	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%	46,677	\$28,846.00	55%	46,677	\$28,846.00	55%	
iPad	13,081	\$5,533.00	7%	8,922	\$3,889.00	7%	11,424	\$4,969.00	11%	10,326	\$4,831.00	9%	10,326	\$4,831.00	9%	
Mac	5,374	\$7,244.00	9%	4,199	\$5,844.00	11%	4,292	\$5,592.00	12%	5,386	\$7,170.00	14%	5,386	\$7,170.00	14%	
Services		\$7,172.00	9%		\$7,041.00	13%		\$7,286.00	16%		\$8,501.00	15%		\$8,501.00	15%	
Other Products		\$4,024.00	5%		\$2,873.00	5%		\$2,735.00	6%		\$3,231.00	6%		\$3,231.00	6%	
Total Apple	78,351	\$78,351.00	100%	62,876	\$52,876.00	100%	63,408	\$60,782.00	100%	63,408	\$60,782.00	100%	63,408	\$60,782.00	100%	
Q1 '18 - February 1st, 2018																
		AAPL Closing Price = \$41.93		Q2 '18 - May 2nd, 2018		AAPL Closing Price = \$43.97		Q3 '18 - August 1st, 2018		AAPL Closing Price = \$47.56		Q4 '18 - November 2nd, 2018		AAPL Closing Price = \$56.38		
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	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%	\$24,542.00	46%	\$27,517.00	44%	\$27,517.00	44%	\$27,517.00	44%		
Europe	\$21,054.00	24%	\$13,846.00	23%	\$13,846.00	23%	\$12,138.00	23%	\$12,138.00	23%	\$12,138.00	23%	\$12,138.00	23%		
Greater China	\$17,856.00	20%	\$13,024.00	21%	\$9,510.00	18%	\$9,510.00	18%	\$9,510.00	18%	\$9,510.00	18%	\$9,510.00	18%		
Japan	\$7,237.00	8%	\$5,468.00	9%	\$3,867.00	7%	\$3,867.00	7%	\$3,867.00	7%	\$3,867.00	7%	\$3,867.00	7%		
Rest of Asia Pacific	\$6,853.00	8%	\$3,958.00	6%	\$3,167.00	6%	\$3,167.00	6%	\$3,167.00	6%	\$3,167.00	6%	\$3,167.00	6%		
Total Apple	\$88,293.00	100%	\$61,137.00	100%	\$63,866.00	100%	\$63,265.00	100%	\$63,265.00	100%	\$63,265.00	100%	\$63,265.00	100%		
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	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%	46,889	\$36,705.00	58%	46,889	\$36,705.00	58%	
iPad	13,170	\$5,862.00	7%	9,113	\$4,008.00	7%	11,553	\$4,634.00	9%	9,999	\$3,983.00	6%	9,999	\$3,983.00	6%	
Mac	5,112	\$6,862.00	8%	4,078	\$5,774.00	9%	3,720	\$5,284.00	10%	5,299	\$7,440.00	12%	5,299	\$7,440.00	12%	
Services		\$8,471.00	10%		\$9,850.00	16%		\$10,170.00	19%		\$10,599.00	17%		\$10,599.00	17%	
Other Products		\$5,489.00	6%		\$3,944.00	6%		\$3,733.00	7%		\$4,223.00	7%		\$4,223.00	7%	
Total Apple	88,293	\$88,293.00	100%	66,137	\$61,137.00	100%	63,265	\$63,265.00	100%	63,265	\$63,265.00	100%	63,265	\$63,265.00	100%	
Q1 '19 - January 29th, 2019																
		AAPL Closing Price = \$38.63		Q2 '19 - April 30th, 2019		AAPL Closing Price = \$50.17		Q3 '19 - July 30th, 2019		AAPL Closing Price = \$52.20		Q4 '19 - October 30th, 2019		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	y/y Growth	Revenue	% of Revenue	y/y Growth	Revenue	% of Revenue
Americas	\$36,840.00	48%	\$25,565.00	46%	13%	\$25,565.00	46%	13%	\$25,565.00	46%	13%	\$25,565.00	46%	13%	\$25,565.00	46%
Europe	\$20,363.00	24%	\$13,054.00	23%	2%	\$13,054.00	23%	2%	\$13,054.00	23%	3%	\$13,054.00	23%	3%	\$13,054.00	23%
Greater China	\$13,169.00	16%	\$10,218.00	18%	4%	\$9,157.00	17%	2%	\$11,134.00	17%	2%	\$11,134.00	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%	4%	\$4,982.00	8%	4%	\$4,982.00	8%
Rest of Asia Pacific	\$6,928.00	8%	\$3,613.00	6%	12%	\$3,589.00	7%	8%	\$3,656.00	6%	8%	\$3,656.00	6%	8%	\$3,656.00	6%
Total Apple	\$84,210.00	100%	\$58,017.00	100%	\$54,408.00	100%	\$53,408.00	100%	\$53,408.00	100%	\$53,408.00	100%	\$53,408.00	100%	\$53,408.00	100%
Product Summary	Units	Revenue	% of Revenue	y/y Growth	Revenue	% of Revenue	y/y Growth	Revenue	% of Revenue	y/y Growth	Revenue	% of Revenue	Units	Revenue	% of Revenue	
iPhone	18%	\$51,982.00	62%	21%	\$31,051.00	54%	13%	\$25,986.00	48%	13%	\$25,986.00	48%	130%	\$33,362.00	52%	
iPad	13%	\$6,799.00	8%	18%	\$4,872.00	8%	8%	\$5,033.00	9%	14%	\$4,656.00	9%	14%	\$4,656.00	9%	
Mac	7%	\$7,416.00	9%	10%	\$5,513.00	10%	10%	\$5,820.00	11%	5%	\$6,991.00	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%	15%	\$12,511.00	20%	
Other Products	25%	\$7,308.00	9%	23%	\$5,121.00	9%	32%									



Source: Apple, Inc.

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