

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	Revenue % of Revenue	Revenue % of Revenue	Revenue % of Revenue
Americas	\$30,566.00 41%	\$21,316.00 37%	\$20,209.00 41%	\$21,773.00 42%			
Europe	\$17,214.00 23%	\$12,204.00 21%	\$10,342.00 21%	\$10,577.00 21%			
Greater China	\$16,144.00 21%	\$15,633.00 26%	\$12,209.00 25%	\$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	\$74,599.00 100%	\$56,820.00 100%	\$59,384.00 100%	\$55,401.00 100%			
Product Summary	Units Revenue % of Revenue	Units Revenue % of Revenue	Units Revenue % of Revenue	Units Revenue % of Revenue			
iPhone	74,468 \$5,182.00 69%	61,170 \$40,252.00 69%	47,534 \$31,360.00 63%	48,045 \$32,209.00 63%			
iPad	21,419 \$5,985.00 8%	22,623 \$14,428.00 25%	10,031 \$4,538.00 9%	9,883 \$4,276.00 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	\$4,799.00 6%	\$4,994.00 9%	\$5,028.00 10%	\$5,088.00 10%			
Other Products	\$1,469.00 2%	\$1,669.00 3%	\$2,641.00 5%	\$1,808.00 3%			
Total Apple	\$74,599.00 100%	\$56,820.00 100%	\$59,384.00 100%	\$55,401.00 100%			
Q1 '16 - January 26th, 2016		Q2 '16 - April 26th, 2016		Q3 '16 - July 26th, 2016		Q4 '16 - October 25th, 2016	
AAPL Closing Price = \$25		AAPL Closing Price = \$26.09		AAPL Closing Price = \$24.17		AAPL Closing Price = \$29.56	
Americas	\$30,523.00 39%	\$19,096.00 38%	\$17,963.00 42%	\$20,229.00 43%			
Europe	\$17,920.00 24%	\$12,535.00 23%	\$9,649.00 23%	\$10,842.00 23%			
Greater China	\$18,373.00 24%	\$12,486.00 23%	\$8,848.00 21%	\$8,785.00 19%			
Japan	\$4,794.00 6%	\$4,281.00 8%	\$3,529.00 8%	\$4,324.00 9%			
Rest of Asia Pacific	\$5,448.00 7%	\$2,155.00 4%	\$2,175.00 5%	\$2,272.00 5%			
Total Apple	\$76,974.00 100%	\$50,557.00 100%	\$42,184.00 100%	\$46,752.00 100%			
Product Summary	Units Revenue % of Revenue	Units Revenue % of Revenue	Units Revenue % of Revenue	Units Revenue % of Revenue			
iPhone	74,779 \$5,635.00 68%	51,193 \$32,857.00 65%	40,399 \$24,048.00 57%	45,113 \$28,160.00 60%			
iPad	16,122 \$7,084.00 9%	10,251 \$4,413.00 9%	9,950 \$4,876.00 12%	9,267 \$4,255.00 9%			
Mac	5,312 \$6,746.00 9%	4,034 \$5,107.00 10%	4,252 \$5,239.00 12%	4,886 \$5,790.00 12%			
Services	\$4,056.00 5%	\$5,993.00 12%	\$5,876.00 14%	\$6,120.00 13%			
Other Products	\$4,381.00 6%	\$2,189.00 4%	\$2,219.00 5%	\$2,373.00 5%			
Total Apple	\$76,974.00 100%	\$50,557.00 100%	\$42,184.00 100%	\$46,752.00 100%			
Q1 '17 - January 31st, 2017		Q2 '17 - May 2nd, 2017		Q3 '17 - August 2nd, 2017		Q4 '17 - November 2nd, 2017	
AAPL Closing Price = \$30.34		AAPL Closing Price = \$36.88		AAPL Closing Price = \$39.29		AAPL Closing Price = \$41.88	
Americas	\$31,968.00 41%	\$24,841.00 41%	\$26,376.00 45%	\$29,399.00 44%			
Europe	\$18,521.00 24%	\$12,733.00 24%	\$10,675.00 24%	\$13,009.00 29%			
Greater China	\$18,233.00 23%	\$10,726.00 20%	\$8,004.00 18%	\$9,880.00 19%			
Japan	\$5,766.00 7%	\$4,465.00 8%	\$3,634.00 8%	\$3,888.00 8%			
Rest of Asia Pacific	\$5,983.00 7%	\$3,795.00 7%	\$2,729.00 6%	\$2,812.00 6%			
Total Apple	\$70,511.00 100%	\$59,896.00 100%	\$49,408.00 100%	\$58,198.00 100%			
Product Summary	Units Revenue % of Revenue	Units Revenue % of Revenue	Units Revenue % of Revenue	Units Revenue % of Revenue			
iPhone	78,290 \$4,378.00 6%	50,763 \$32,499.00 63%	41,026 \$24,486.00 54%	46,677 \$28,846.00 55%			
iPad	13,081 \$5,533.00 7%	8,102 \$3,889.00 7%	11,424 \$4,969.00 11%	10,326 \$4,833.00 9%			
Mac	5,374 \$7,244.00 9%	4,109 \$5,844.00 10%	4,262 \$5,976.00 14%	5,306 \$7,120.00 14%			
Services	\$7,172.00 9%	\$7,041.00 13%	\$7,266.00 16%	\$8,501.00 16%			
Other Products	\$4,024.00 5%	\$2,873.00 5%	\$2,735.00 6%	\$3,231.00 6%			
Total Apple	\$70,511.00 100%	\$59,896.00 100%	\$49,408.00 100%	\$58,198.00 100%			
Q1 '18 - February 1st, 2018		Q2 '18 - May 2nd, 2018		Q3 '18 - August 1st, 2018		Q4 '18 - November 2nd, 2018	
AAPL Closing Price = \$44.55		AAPL Closing Price = \$49.97		AAPL Closing Price = \$47.06		AAPL Closing Price = \$56.38	
Americas	\$35,193.00 40%	\$24,841.00 41%	\$24,542.00 46%	\$27,517.00 44%			
Europe	\$22,054.00 24%	\$13,846.00 23%	\$12,138.00 23%	\$15,382.00 24%			
Greater China	\$21,955.00 20%	\$13,320.00 21%	\$9,551.00 21%	\$11,412.00 23%			
Japan	\$7,237.00 8%	\$5,468.00 9%	\$3,867.00 7%	\$5,161.00 8%			
Rest of Asia Pacific	\$6,833.00 8%	\$3,993.00 6%	\$3,167.00 6%	\$3,478.00 6%			
Total Apple	\$83,872.00 100%	\$61,377.00 100%	\$53,265.00 100%	\$63,950.00 100%			
Product Summary	Units Revenue % of Revenue	Units Revenue % of Revenue	Units Revenue % of Revenue	Units Revenue % of Revenue			
iPhone	77,316 \$4,370.00 70%	52,227 \$37,500.00 61%	41,380 \$28,470.00 53%	45,889 \$36,705.00 58%			
iPad	13,170 \$5,862.00 7%	8,113 \$4,008.00 7%	11,513 \$4,634.00 9%	9,699 \$3,983.00 6%			
Mac	5,112 \$6,895.00 8%	4,078 \$5,776.00 9%	3,720 \$5,258.00 10%	5,299 \$7,340.00 12%			
Services	\$8,471.00 10%	\$9,850.00 16%	\$10,170.00 19%	\$10,599.00 17%			
Other Products	\$5,485.00 6%	\$2,133.00 3%	\$1,793.00 3%	\$2,813.00 4%			
Total Apple	\$83,872.00 100%	\$61,377.00 100%	\$53,265.00 100%	\$63,950.00 100%			
Q1 '19 - January 29th, 2019		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	
Americas	\$36,840.00 44%	\$25,596.00 44%	\$26,056.00 47%	\$29,322.00 46%			
Europe	\$20,363.00 20%	\$13,320.00 21%	\$11,920.00 23%	\$14,946.00 23%			
Greater China	\$13,160.00 16%	\$10,218.00 18%	\$9,157.00 17%	\$11,134.00 17%			
Japan	\$6,910.00 8%	\$5,532.00 10%	\$4,082.00 8%	\$4,982.00 8%			
Rest of Asia Pacific	\$4,938.00 6%	\$2,613.00 5%	\$2,189.00 4%	\$2,536.00 4%			
Total Apple	\$86,211.00 100%	\$57,280.00 100%	\$53,400.00 100%	\$63,920.00 100%			
Product Summary	Revenue % of Revenue	Revenue % of Revenue	Revenue % of Revenue	Revenue % of Revenue			
iPhone	18% \$5,982.00 6%	23% \$31,051.00 54%	13% \$25,986.00 48%	20% \$33,362.00 52%			
iPad	13% \$6,729.00 8%	18% \$4,872.00 8%	8% \$5,023.00 9%	14% \$4,656.00 7%			
Mac	7% \$7,416.00 9%	5% \$5,513.00 10%	10% \$5,820.00 11%	5% \$6,993.00 11%			
Services	12% \$10,875.00 13%	14% \$13,420.00 23%	12% \$11,450.00 21%	12% \$11,511.00 18%			
Other Products	25% \$7,308.00 9%	23% \$5,129.00 9%	32% \$5,125.00 10%	33% \$5,320.00 8%			
Total Apple	\$86,211.00 100%	\$57,280.00 100%	\$53,400.00 100%	\$63,920.00 100%			
Q1 '20 - January 26th, 2020		Q2 '20 - April 26th, 2020		Q3 '20 - July 26th, 2020		Q4 '20 - October 26th, 2020	
AAPL Closing Price = \$79.42		AAPL Closing Price = \$73.45		AAPL Closing Price = \$86.19		AAPL Closing Price = \$115.32	
Americas	\$43,367.00 45%	\$27,473.00 44%	\$27,018.00 45%	\$30,608.00 47%			
Europe	\$23,373.00 20%	\$14,294.00 19%	\$14,173.00 24%	\$16,900.00 23%			
Greater China	\$13,578.00 15%	\$9,455.00 16%	\$9,329.00 16%	\$9,746.00 12%			
Japan	\$6,223.00 7%	\$5,206.00 9%	\$4,966.00 8%	\$5,023.00 7%			
Rest of Asia Pacific	\$4,938.00 6%	\$2,883.00 4%	\$2,189.00 4%	\$2,536.00 4%			
Total Apple	\$96,479.00 100%	\$69,811.00 100%	\$67,600.00 100%	\$76,813.00 100%			
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% \$5,957.00 6%	7% \$28,962.00 50%	2% \$26,438.00 44%	25% \$36,444.00 41%			
iPad	11.2% \$5,977.00 7%	12% \$4,368.00 7%	31% \$6,582.00 11%	31% \$6,797.00 11%			
Mac	3.5% \$7,460.00 8%	3% \$5,351.00 9%	22% \$7,079.00 12%	23% \$9,023.00 14%			
Services	16.9% \$12,715.00 14%	14% \$13,420.00 19%	12% \$11,450.00 21%	12% \$11,511.00 16%			
Other Products	37.0% \$10,010.00 11%	18% \$6,384.00 11%	17% \$6,450.00 11%	17% \$7,876.00 12%			
Total Apple	8.9% \$97,140.00 100%	8.5% \$69,811.00 100%	10.9% \$67,600.00 100%	1.8% \$76,813.00 100%			
Q1 '21 - January 27th, 2021		Q2 '21 - April 26th, 2021		Q3 '21 - July 27th, 2021		Q4 '21 - October 26th, 2021	
AAPL Closing Price = \$142.00		AAPL Closing Price = \$133.58		AAPL Closing Price = \$146.77		AAPL Closing Price = \$152.57	
Americas	\$46,131.00 42%	\$30,263.00 38%	\$31,370.00 44%	\$36,820.00 44%			
Europe	\$27,067.00 23%	\$22,284.00 28%	\$18,943.00 23%	\$20,794.00 23%			
Greater China	\$21,313.00 19%	\$17,728.00 20%	\$14,762.00 18%	\$14,549.00 17%			
Japan	\$8,285.00 7%	\$7,742.00 9%	\$6,464.00 8%	\$6,591.00 7%			
Rest of Asia Pacific	\$5,225.00 5%	\$2,544.00 3%	\$2,395.00 3%	\$2,700.00 3%			
Total Apple	\$111,421.00 100%	\$78,184.00 100%	\$63,874.00 100%	\$75,264.00 100%			
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	37.2% \$65,597.00 59%	66% \$47,938.00 54%	50% \$39,570.00 49%	47% \$38,868.00 47%			
iPad	41.1% \$8,435.00 8%	79% \$7,807.00 9%	12% \$7,388.00 9%	21% \$8,252.00 10%			
Mac	21.2% \$8,670.00 8%	10% \$9,102.00 10%	18% \$8,220.00 10%	21% \$9,176.00 11%			
Services	24.0% \$15,761.00 14%	17% \$16,901.00 19%	33% \$17,486.00 21%	28% \$18,700.00 22%			
Other Products	29.6% \$12,971.00 12%	25% \$7,836.00 9%	38% \$8,775.00 11%	12% \$8,785.00 11%			
Total Apple	21.4% \$117,490.00 100%	15.8% \$78,184.00 100%	16.4% \$63,874.00 100%	28.8% \$89,026.00 100%			
Q1 '22 - January 27th, 2022		Q2 '22 - April 29th, 2022		Q3 '22 - July 27th, 2022		Q4 '22 - October 27th, 2022	
AAPL Closing Price = \$155.22		AAPL Closing Price = \$163.64		AAPL Closing Price = \$157.35		AAPL Closing Price = \$144.80	
Americas	\$51,963.00 42%	\$34,263.00 42%	\$37,972.00 45%	\$41,508.00 44%			
Europe	\$29,749.00 24%	\$18,287.00 24%	\$19,287.00 23%	\$22,795.00 25%			
Greater China	\$21,578.00 21%	\$18,843.00 19%	\$15,460.00 18%	\$15,470.00 17%			
Japan	\$7,107.00 6%	\$7,774.00 8%	\$6,446.00 7%	\$6,700.00 7%			
Rest of Asia Pacific	\$9,810.00 8%	\$2,942.00 4%	\$4,190.00 5%	\$4,790.00 5%			
Total Apple	\$128,007.00 100%	\$97,278.00 100%	\$82,935.00 100%	\$91,263.00 100%			
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	9.2% \$71,628.00 58%	5% \$50,570.00 52%	3% \$40,665.00 49%	10% \$42,626.00 47%			
iPad	14.1% \$7,248.00 6%	2% \$7,646.00 8%	2% \$7,224.00 9%	13% \$7,174.00 8%			
Mac	25.1% \$10,020.00 8%	15% \$10,416.00 11%	10% \$9,382.00 10%	14% \$11,588.00 13%			
Services	23.8% \$19,516.00 16%	17% \$19,821.00 20%	12% \$19,604.00 24%	5% \$19,188.00 21%			
Other Products	13.3% \$4,701.00 4%	12% \$8,806.00 9%	8% \$8,084.00 10%	10% \$9,650.00 11%			
Total Apple	11.2% \$128,007.00 100%	8.8% \$97,278.00 100%	9.9% \$82,935.00 100%	8.1% \$91,263.00 100%			
Q1 '23 - January 29th, 2023		Q2 '23 - May 2nd, 2023		Q3 '23 - August 1st, 2023		Q4 '23 - November 2nd, 2023	
AAPL Closing Price = \$150.82		AAPL Closing Price = \$165.79		AAPL Closing Price = \$191.17		AAPL Closing Price = \$177.57	
Americas	\$49,378.00 42%	\$37,137.00 42%	\$41,383.00 43%	\$46,115.00 45%			
Europe	\$27,681.00 24%	\$18,945.00 25%	\$19,205.00 25%	\$22,463.00 25%			
Greater China	\$23,905.00 20%	\$18,132.00 19%	\$15,718.00 19%	\$15,084.00 17%			
Japan	\$6,795.00 6%	\$7,176.00 8%	\$6,813.00 9%	\$6,555.00 7%			
Rest of Asia Pacific	\$9,355.00 8%	\$2,159.00 3%	\$3,159.00 4%	\$3,310.00 4%			
Total Apple	\$117,114.00 100%	\$85,636.00 100%	\$86,279.00 100%	\$93,487.00 100%			
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	8.2% \$65,775.00						



Source: Apple, Inc.

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