

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 = \$33.18		AAPL Closing Price = \$32.69		AAPL Closing Price = \$28.84	
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%	\$20,209.00 41%	\$21,773.00 42%	\$20,209.00 41%
Europe	\$17,214.00 23%	\$12,204.00 21%	\$10,342.00 21%	\$10,577.00 21%	\$10,342.00 21%	\$10,577.00 21%	\$10,342.00 21%
Greater China	\$16,144.00 21%	\$15,823.00 28%	\$15,230.00 27%	\$15,230.00 27%	\$15,230.00 27%	\$15,230.00 27%	\$15,230.00 27%
Japan	\$5,448.00 7%	\$5,457.00 6%	\$5,872.00 6%	\$5,929.00 6%	\$5,872.00 6%	\$5,929.00 6%	\$5,872.00 6%
Rest of Asia Pacific	\$5,227.00 7%	\$4,240.00 7%	\$2,952.00 6%	\$2,704.00 5%	\$2,952.00 6%	\$2,704.00 5%	\$2,952.00 6%
<b>Total Apple</b>	<b>\$74,269.00 100%</b>	<b>\$56,840.00 100%</b>	<b>\$56,665.00 100%</b>	<b>\$56,665.00 100%</b>	<b>\$56,665.00 100%</b>	<b>\$56,665.00 100%</b>	<b>\$56,665.00 100%</b>
<b>Product Summary</b>	<b>Revenue % of Revenue</b>	<b>Revenue % of Revenue</b>	<b>Revenue % of Revenue</b>	<b>Revenue % of Revenue</b>	<b>Revenue % of Revenue</b>	<b>Revenue % of Revenue</b>	<b>Revenue % of Revenue</b>
iPhone	74,468 68%	61,170 69%	47,534 69%	48,046 63%	48,046 63%	48,046 63%	48,046 63%
iPad	21,419 29%	12,623 22%	10,311 21%	9,883 18%	9,883 18%	9,883 18%	9,883 18%
Mac	5,519 7%	4,563 8%	4,796 9%	5,709 10%	5,709 10%	5,709 10%	5,709 10%
Services	\$4,799.00 6%	\$4,996.00 9%	\$5,028.00 10%	\$5,088.00 10%	\$5,028.00 10%	\$5,088.00 10%	\$5,028.00 10%
Other Products	\$1,489.00 2%	\$1,608.00 3%	\$1,641.00 3%	\$1,680.00 3%	\$1,641.00 3%	\$1,680.00 3%	\$1,641.00 3%
<b>Total Apple</b>	<b>\$109,202.00 100%</b>	<b>\$88,010.00 100%</b>	<b>\$85,205.00 100%</b>	<b>\$85,205.00 100%</b>	<b>\$85,205.00 100%</b>	<b>\$85,205.00 100%</b>	<b>\$85,205.00 100%</b>



Source: Apple, Inc.

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