

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 = \$38.64			
Operating Segments	Revenue	% of Revenue	% of Revenue	Revenue	% of Revenue	% of Revenue	% of Revenue	Revenue	% of Revenue	% of Revenue	% of Revenue	Revenue	% of Revenue	% of Revenue	% of Revenue
Americas	\$30,566.00	43%	43%	\$31,316.00	37%	37%	37%	\$20,209.00	41%	41%	41%	\$21,773.00	42%	42%	42%
Europe	\$17,234.00	23%	23%	\$15,204.00	21%	21%	21%	\$10,342.00	21%	21%	21%	\$10,577.00	21%	21%	21%
Greater China	\$16,144.00	22%	22%	\$16,827.00	21%	21%	21%	\$13,238.00	27%	27%	27%	\$12,516.00	24%	24%	24%
Japan	\$5,448.00	7%	7%	\$4,452.00	6%	6%	6%	\$2,377.00	6%	6%	6%	\$3,920.00	8%	8%	8%
Rest of Asia Pacific	\$5,227.00	7%	7%	\$4,210.00	7%	7%	7%	\$2,952.00	6%	6%	6%	\$2,704.00	5%	5%	5%
Total Apple	\$64,598.00	100%	100%	\$86,010.00	100%	100%	100%	\$66,095.00	100%	100%	100%	\$51,591.00	100%	100%	100%
Product Summary				Product Summary				Product Summary				Product Summary			
iPhone	74,468	\$51,182.00	69%	61,170	\$40,282.00	69%	69%	47,334	\$31,368.00	63%	63%	48,044	\$32,209.00	63%	63%
iPad	21,419	\$5,955.00	9%	22,263	\$4,428.00	9%	9%	10,511	\$4,538.00	9%	9%	9,883	\$4,762.00	8%	8%
Mac	5,519	\$6,944.00	9%	4,563	\$5,615.00	10%	10%	4,796	\$6,030.00	12%	12%	5,709	\$6,882.00	13%	13%
Services	\$4,799.00	6%	6%	\$4,996.00	9%	9%	9%	\$5,028.00	10%	10%	9%	\$5,086.00	10%	10%	9%
Other Products	\$5,800.00	9%	9%	\$4,088.00	7%	7%	7%	\$2,641.00	7%	7%	7%	\$3,048.00	6%	6%	7%
Total Apple	\$106,794.00	100%	100%	\$102,010.00	100%	100%	100%	\$99,495.00	100%	100%	100%	\$78,791.00	100%	100%	100%
Q1 '16 - January 26th, 2016				Q2 '16 - April 26th, 2016				Q3 '16 - July 26th, 2016				Q4 '16 - October 26th, 2016			
AAPL Closing Price = \$25				AAPL Closing Price = \$24.08				AAPL Closing Price = \$24.17				AAPL Closing Price = \$26.56			
Americas	\$29,325.00	39%	39%	\$30,096.00	38%	38%	38%	\$17,963.00	42%	42%	42%	\$20,229.00	43%	43%	43%
Europe	\$15,750.00	24%	24%	\$15,555.00	23%	23%	23%	\$9,643.00	23%	23%	23%	\$10,842.00	23%	23%	23%
Greater China	\$18,373.00	24%	24%	\$17,486.00	23%	23%	23%	\$8,848.00	21%	21%	21%	\$8,785.00	19%	19%	19%
Japan	\$4,794.00	6%	6%	\$4,281.00	8%	8%	8%	\$3,529.00	8%	8%	8%	\$4,324.00	9%	9%	9%
Rest of Asia Pacific	\$5,440.00	7%	7%	\$4,465.00	8%	8%	8%	\$2,770.00	6%	6%	6%	\$2,672.00	5%	5%	5%
Total Apple	\$63,678.00	100%	100%	\$82,829.00	100%	100%	100%	\$62,954.00	100%	100%	100%	\$58,726.00	100%	100%	100%
Product Summary				Product Summary				Product Summary				Product Summary			
iPhone	74,779	\$51,631.00	68%	61,183	\$32,287.00	67%	67%	47,519	\$29,048.00	57%	57%	48,513	\$28,160.00	60%	60%
iPad	16,122	\$7,084.00	9%	16,521	\$4,413.00	9%	9%	9,550	\$4,876.00	12%	12%	9,267	\$4,255.00	9%	9%
Mac	5,312	\$6,746.00	9%	4,034	\$5,107.00	10%	10%	4,252	\$5,279.00	12%	12%	4,886	\$5,739.00	12%	12%
Services	\$4,056.00	6%	6%	\$5,991.00	10%	10%	9%	\$5,976.00	14%	14%	9%	\$6,255.00	13%	13%	9%
Other Products	\$4,351.00	6%	6%	\$2,189.00	4%	4%	4%	\$2,219.00	5%	5%	4%	\$2,373.00	5%	5%	4%
Total Apple	\$95,172.00	100%	100%	\$90,517.00	100%	100%	100%	\$82,319.00	100%	100%	100%	\$84,831.00	100%	100%	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	\$30,960.00	41%	41%	\$31,096.00	40%	40%	40%	\$20,376.00	45%	45%	45%	\$23,099.00	44%	44%	44%
Europe	\$18,521.00	24%	24%	\$17,733.00	24%	24%	24%	\$10,675.00	24%	24%	24%	\$13,009.00	25%	25%	25%
Greater China	\$16,233.00	21%	21%	\$16,726.00	20%	20%	20%	\$8,004.00	18%	18%	18%	\$9,801.00	19%	19%	19%
Japan	\$5,766.00	7%	7%	\$4,465.00	8%	8%	8%	\$3,624.00	8%	8%	8%	\$3,658.00	7%	7%	7%
Rest of Asia Pacific	\$5,863.00	7%	7%	\$3,795.00	7%	7%	7%	\$2,729.00	6%	6%	6%	\$2,812.00	5%	5%	5%
Total Apple	\$76,343.00	100%	100%	\$82,866.00	100%	100%	100%	\$64,408.00	100%	100%	100%	\$52,579.00	100%	100%	100%
Product Summary				Product Summary				Product Summary				Product Summary			
iPhone	76,290	\$4,378.00	69%	50,763	\$32,249.00	63%	63%	41,026	\$24,486.00	54%	54%	46,677	\$28,846.00	55%	55%
iPad	13,081	\$5,533.00	7%	8,922	\$3,889.00	7%	7%	11,424	\$4,969.00	11%	11%	10,324	\$4,811.00	9%	9%
Mac	5,374	\$7,244.00	9%	4,199	\$4,844.00	11%	11%	4,292	\$5,813.00	14%	14%	5,386	\$7,170.00	14%	14%
Services	\$7,172.00	9%	9%	\$7,041.00	13%	13%	9%	\$7,266.00	16%	16%	9%	\$8,501.00	16%	16%	9%
Other Products	\$4,024.00	5%	5%	\$2,873.00	5%	5%	5%	\$2,735.00	6%	6%	5%	\$3,231.00	6%	6%	5%
Total Apple	\$95,272.00	100%	100%	\$92,866.00	100%	100%	100%	\$84,408.00	100%	100%	100%	\$82,579.00	100%	100%	100%
Q1 '18 - February 1st, 2018				Q2 '18 - May 2nd, 2018				Q3 '18 - August 1st, 2018				Q4 '18 - November 2nd, 2018			
AAPL Closing Price = \$41.95				AAPL Closing Price = \$43.97				AAPL Closing Price = \$47.56				AAPL Closing Price = \$56.38			
Americas	\$35,193.00	40%	40%	\$34,841.00	41%	41%	41%	\$24,542.00	46%	46%	46%	\$27,517.00	44%	44%	44%
Europe	\$19,054.00	24%	24%	\$18,846.00	23%	23%	23%	\$12,138.00	23%	23%	23%	\$15,382.00	24%	24%	24%
Greater China	\$17,956.00	20%	20%	\$17,991.00	21%	21%	21%	\$9,551.00	19%	19%	19%	\$11,411.00	19%	19%	19%
Japan	\$7,237.00	8%	8%	\$5,468.00	9%	9%	9%	\$3,867.00	7%	7%	7%	\$5,161.00	8%	8%	8%
Rest of Asia Pacific	\$6,833.00	8%	8%	\$3,938.00	6%	6%	6%	\$3,167.00	6%	6%	6%	\$3,478.00	5%	5%	5%
Total Apple	\$87,213.00	100%	100%	\$86,117.00	100%	100%	100%	\$63,264.00	100%	100%	100%	\$62,867.00	100%	100%	100%
Product Summary				Product Summary				Product Summary				Product Summary			
iPhone	77,316	\$4,576.00	70%	52,217	\$37,509.00	61%	61%	41,300	\$29,470.00	55%	55%	46,889	\$36,755.00	58%	58%
iPad	13,170	\$5,862.00	9%	8,113	\$4,008.00	7%	7%	11,513	\$4,634.00	9%	9%	9,499	\$3,809.00	7%	7%
Mac	5,112	\$6,895.00	8%	4,078	\$5,776.00	9%	9%	3,720	\$5,258.00	10%	10%	5,299	\$7,340.00	12%	12%
Services	\$8,471.00	10%	10%	\$9,850.00	16%	16%	9%	\$10,170.00	19%	19%	9%	\$10,999.00	17%	17%	9%
Other Products	\$4,785.00	6%	6%	\$3,465.00	6%	6%	6%	\$3,189.00	7%	7%	6%	\$3,623.00	6%	6%	6%
Total Apple	\$94,274.00	100%	100%	\$83,137.00	100%	100%	100%	\$62,262.00	100%	100%	100%	\$62,596.00	100%	100%	100%
Q1 '19 - January 29th, 2019				Q2 '19 - April 30th, 2019				Q3 '19 - July 30th, 2019				Q4 '19 - October 30th, 2019			
AAPL Closing Price = \$58.63				AAPL Closing Price = \$59.17				AAPL Closing Price = \$52.20				AAPL Closing Price = \$60.82			
Americas	\$36,940.00	44%	44%	\$35,596.00	44%	44%	44%	\$25,056.00	47%	47%	47%	\$29,322.00	46%	46%	46%
Europe	\$20,363.00	24%	24%	\$19,040.00	23%	23%	23%	\$11,923.00	22%	22%	22%	\$14,946.00	23%	23%	23%
Greater China	\$18,169.00	18%	18%	\$18,218.00	18%	18%	18%	\$9,157.00	17%	17%	17%	\$11,134.00	17%	17%	17%
Japan	\$6,910.00	8%	8%	\$5,532.00	10%	10%	10%	\$4,082.00	8%	8%	8%	\$4,982.00	8%	8%	8%
Rest of Asia Pacific	\$4,938.00	6%	6%	\$3,613.00	6%	6%	6%	\$2,189.00	7%	7%	7%	\$3,656.00	6%	6%	6%
Total Apple	\$87,110.00	100%	100%	\$86,615.00	100%	100%	100%	\$62,397.00	100%	100%	100%	\$62,730.00	100%	100%	100%
Product Summary				Product Summary				Product Summary				Product Summary			
iPhone	18%	\$5,982.00	62%	23%	\$31,051.00	54%	54%	13%	\$25,986.00	48%	48%	20%	\$33,382.00	52%	52%
iPad	13%	\$6,729.00	8%	18%	\$4,872.00	10%	10%	8%	\$5,023.00	9%	9%	14%	\$4,656.00	7%	7%
Mac	3%	\$7,460.00	9%	3%	\$5,513.00	10%	10%	10%	\$5,820.00	11%	11%	5%	\$6,991.00	11%	11%
Services	22%	\$10,875.00	14%	14%	\$14,409.00	20%	20%	11%	\$14,450.00	23%	23%	16%	\$12,511.00	20%	20%
Other Products	25%	\$7,308.00	9%	23%	\$5,129.00	9%	9%	13%	\$5,135.00	10%	10%	33%	\$6,520.00	10%	10%
Total Apple	\$94,274.00	100%	100%	\$86,615.00	100%	100%	100%	\$86,899.00	100%	100%	100%	\$82,596.00	100%	100%	100%
Q1 '20 - January 29th, 2020				Q2 '20 - April 29th, 2020				Q3 '20 - July 30th, 2020				Q4 '20 - October 29th, 2020			
AAPL Closing Price = \$79.42				AAPL Closing Price = \$73.45				AAPL Closing Price = \$96.19				AAPL Closing Price = \$115.32			
Americas	\$41,367.00	45%	45%	\$37,247.00	44%	44%	44%	\$27,018.00	45%	45%	45%	\$30,698.00	47%	47%	47%
Europe	\$23,273.00	25%	25%	\$24,294.00	24%	24%	24%	\$14,173.00	24%	24%	24%	\$16,900.00	24%	24%</	



Source: Apple, Inc.

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