			Ap	ple Q	uarterl	y Financ	ial Re	sults						
	Q1 PL	'15 - Januar Closing Price	= \$27.29	Q2 ' AAPI	15 - April 27 Closing Price	= \$33.16	Q3 AAPI	'15 - July 2: Closing Pric	e = \$32.69	Q4 '1 AAP	5 - October L Closing Pric	e = \$28.64		
Operating Segments Americas		\$30,566.00	% of Revenue 41%		\$21,316.00	% of Revenue 37%		\$20,209.00	% of Revenue 41%		\$21,773.00	% of Revenue 42%		
Europe Greater China		\$17,214.00 \$16,144.00	23%		\$12,204.00 \$16,823.00	21% 29%		\$10,342.00 \$13,230.00	21% 27%		\$10,577.00 \$12,518.00	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 Revenue	100% % of Revenue		\$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 Kevenue 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 \$4,799.00	9%	4,563	\$5,615.00 \$4,996.00	10%	4,796	\$6,030.00 \$5,028.00	12%	5,709	\$6,882.00	13%		
Other Products Total Apple		\$2,689.00	4%		\$1,689.00	3% 100%		\$2,641.00	5%		\$3,048.00	100%		
	Q1 ':	16 - January		Q2 '	16 - April 26		Q3'	16 - July 26		Q4 '1	.6 - October			
Operating Segments	A	APL Closing Pr Revenue	ice = \$25 % of Revenue		Closing Price Revenue		AAPL	Closing Pric	% of Revenue	AAP	L Closing Pric Revenue	% of Revenue		
Americas Europe		\$29,325.00 \$17,932.00	39% 24%		\$19,096.00 \$11,535.00	38% 23%		\$17,963.00 \$9,643.00	42% 23%		\$20,229.00 \$10,842.00	43% 23%		
Greater China Japan		\$18,373.00 \$4,794.00	24% 6%		\$12,486.00 \$4,281.00	25% 8%		\$8,848.00 \$3,529.00	21% 8%		\$8,785.00 \$4,324.00	19% 9%		
Rest of Asia Pacific Total Apple		\$5,448.00 \$75,872.00	7% 100%		\$3,159.00 \$50,557.00	100%		\$2,375.00 \$42,358.00	100%		\$2,672.00 \$46,852.00	100%		
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue		
iPhone iPad	74,779 16,122	\$51,635.00 \$7,084.00	68% 9%	51,193 10,251	\$32,857.00 \$4,413.00	65% 9%	40,399 9,950	\$24,048.00 \$4,876.00	57% 12%	45,513 9,267	\$28,160.00 \$4,255.00	60% 9%		
Mac Services	5,312	\$6,746.00 \$6,056.00	9% 8%	4,034	\$5,107.00 \$5,991.00	10% 12%	4,252	\$5,239.00 \$5,976.00	12% 14%	4,886	\$5,739.00 \$6,325.00	12% 13%		
Other Products Total Apple	al Apple \$75,872.00 100%				\$2,189.00 \$50,557.00	4% 100%		\$2,219.00 \$42,358.00	5% 100%		\$2,373.00 \$46,852.00	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 Americas	AAF	Revenue S31.968.00	% of Revenue 41%	AAPL	Revenue \$21.157.00	% of Revenue 40%	AAPL	Revenue \$20,376.00	% of Revenue 45%	AAP	Revenue \$23,099.00	% of Revenue 44%		
Europe Greater China		\$18,521.00 \$16,233.00	24% 21%		\$12,733.00 \$10,726.00	24%		\$10,675.00	24% 18%		\$13,009.00 \$9,801.00	25% 19%		
Japan Rest of Asia Pacific		\$5,766.00 \$5,863.00	7%		\$4,485.00 \$3,795.00	8%		\$3,624.00 \$2,729.00	8%		\$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	Units 78,290	Revenue \$54,378.00	% of Revenue	Units 50,763	Revenue \$33,249.00	% of Revenue 63%	Units 41,026	Revenue \$24,486.00	% of Revenue 54%	Units 46,677	Revenue \$28,846.00	% of Revenue 55%		
iPad Mac	13,081	\$5,533.00 \$7,244.00	7% 9%	8,922 4.199	\$3,889.00 \$5,844.00	7% 11%	11,424	\$4,969.00	11%	10,326	\$4,831.00 \$7,170.00	9% 14%		
Services Other Products	3,374	\$7,172.00 \$4,024.00	9% 5%	4,233	\$7,041.00 \$2,873.00	13%	4,232	\$7,266.00 \$2,735.00	16%	3,300	\$8,501.00	16%		
Total Apple		578,351.00	100%	L	\$52,896.00	100%	<u> </u>	\$45,048.00	100%		\$52,579.00	100%		
	Q1 '18 - February 1st, 2018 AAPL Closing Price = \$41.95					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 Americas		Revenue \$35,193.00	% of Revenue 40%		\$24,841.00	% of Revenue 41%		\$24,542.00	% of Revenue 46%		\$27,517.00	% of Revenue 44%		
Europe Greater China		\$21,054.00 \$17,956.00	24%		\$13,846.00 \$13,024.00	23% 21%		\$12,138.00 \$9,551.00	23% 18%		\$15,382.00 \$11.411.00	24% 18%		
Japan Rest of Asia Pacific		\$7,237.00 \$6,853.00	8%		\$5,468.00 \$3,958.00	9%		\$3,867.00 \$3,167.00	7% 6%		\$5,161.00 \$3,429.00	8% 5%		
Total Apple		\$88,293.00	100%		\$61,137.00	100%		\$53,265.00	100%		\$62,900.00	100%		
Product Summary iPhone	Units 77.316	Revenue \$61.576.00	% of Revenue 70%	Units 52.217	Revenue \$37,559.00	% of Revenue 61%	Units 41.300	Revenue \$29,470,00	% of Revenue 55%	Units 46.889	Revenue \$36,755.00	% of Revenue 58%		
iPad Mac	13,170 5,112	\$5,862.00 \$6,895.00	7% 8%	9,113 4,078	\$4,008.00 \$5,776.00	7% 9%	11,553 3,720	\$4,634.00 \$5,258.00	9% 10%	9,699 5,299	\$3,983.00 \$7,340.00	6% 12%		
Services Other Products	-	\$8,471.00 \$5,489.00	10%		\$9,850.00 \$3,944.00	16%		\$10,170.00 \$3,733.00	19% 7%		\$10,599.00 \$4,223.00	17% 7%		
Total Apple		\$88,293.00	100%		\$61,137.00	100%		\$53,265.00	100%		\$62,900.00	100%		
	Q1 '19 - January 29th, 2019 AAPL Closing Price = \$38.63				19 - April 30 Closing Price		Q3 '19 - July 30th, 2019 AAPL Closing Price = \$52.20			Q4 '19 - October 30th, 2019 AAPL Closing Price = \$60.82				
Operating Segments Americas		\$36,940.00	% of Revenue 44%		Revenue \$25,596.00	% of Revenue 44%	y/y Growth 2%	Revenue \$25,056.00	% of Revenue 47%	y/y Growth 6%	\$29,322.00	% of Revenue 46%		
Europe Greater China		\$20,363.00 \$13,169.00	24% 16%		\$13,054.00 \$10,218.00	23% 18%	-2% -4%	\$11,925.00 \$9,157.00	22% 17%	-3% -2%	\$14,946.00 \$11,134.00	23% 17%		
Japan Rest of Asia Pacific		\$6,910.00 \$6,928.00	8% 8%		\$5,532.00 \$3,615.00	10% 6%	5% 12%	\$4,082.00 \$3,589.00	8% 7%	-4% 6%	\$4,982.00 \$3,656.00	8% 6%		
Total Apple		\$84,310.00	100%		\$58,015.00	100%		\$53,809.00	100%		\$64,040.00	100%		
Product Summary iPhone	-18%	Revenue \$51,982.00	% of Revenue 62%	y/y Growth	Revenue \$31,051.00	% of Revenue 54%	y/y Growth	Revenue \$25,986.00	% of Revenue 48%	y/y Growth	\$33,362.00	% of Revenue 52%		
iPad Mac	13% 7%	\$6,729.00 \$7,416.00	8% 9%	18% -5%	\$4,872.00 \$5,513.00	8% 10%	8% 10%	\$5,023.00 \$5,820.00	9% 11%	14% -5%	\$4,656.00 \$6,991.00	7% 11%		
Services Other Products	22% 25%	\$10,875.00 \$7,308.00	13% 9%	14% 23%	\$11,450.00 \$5,129.00	20% 9%	11% 32%	\$11,455.00 \$5,525.00	21% 10%	15% 35%	\$12,511.00 \$6,520.00	20% 10%		
Total Apple		584 310 00	100%			100%		CC2 000 00	100%	1.0%	CC4 040 00	100%		
Total Apple	Q1 '	20 - January	28th, 2020		\$58,015.00 20 - April 30	th, 2020		20 - July 30	th, 2020	Q4 '2	0 - October	29th, 2020		
Operating Segments	Q1 'AAF	20 - January L Closing Pric Revenue	28th, 2020		Closing Price Revenue	th, 2020	AAPL	20 - July 30 Closing Price Revenue	th, 2020	Q4 '2 AAPL y/y Growth	0 - October Closing Price	29th, 2020		
Operating Segments Americas Europe	Q1 ': AAF	20 - January L Closing Pric Revenue \$41,367.00 \$23,273.00	28th, 2020 e = \$79.42		Revenue \$25,473.00 \$14,294.00	th, 2020 = \$73.45	AAPL	Closing Pric	oth, 2020 e = \$96.19	AAPL	Closing Price	29th, 2020 = \$115.32		
Operating Segments Americas Europe Greater China Japan	Q1 ': AAF	Revenue \$41,367.00 \$23,273.00 \$13,578.00 \$6,223.00	28th, 2020 e = \$79.42 % of Revenue 45%		Revenue \$25,473.00 \$14,294.00 \$9,455.00 \$5,206.00	th, 2020 = \$73.45 % of Revenue 44%	AAPL y/y Growth 8%	Closing Pric Revenue \$27,018.00 \$14,173.00 \$9,329.00 \$4,966.00	0th, 2020 e = \$96.19 % of Revenue 45%	AAPL y/y Growth 4% 12% -29% 1%	\$30,698.00 \$16,900.00 \$7,946.00 \$5,023.00	29th, 2020 = \$115.32 % of Revenue 47% 26% 12% 8%		
Operating Segments Americas Europe Greater China	Q1 'AAF	L Closing Pric Revenue \$41,367.00 \$23,273.00 \$13,578.00	28th, 2020 e = \$79.42 % of Revenue 45% 25% 15%		Closing Price Revenue \$25,473.00 \$14,294.00 \$9,455.00	th, 2020 e = \$73.45 % of Revenue 44% 25% 16%	AAPL y/y Growth 8% 19% 2%	Closing Pric Revenue \$27,018.00 \$14,173.00 \$9,329.00	th, 2020 e = \$96.19 % of Revenue 45% 24% 16%	AAPL y/y Growth 4% 12% -29%	Closing Price Revenue \$30,698.00 \$16,900.00 \$7,946.00	29th, 2020 e = \$115.32 % of Revenue 47% 26% 12%		
Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary	Y/Y Chg.	Revenue \$41,367.00 \$23,273.00 \$13,578.00 \$6,223.00 \$7,378.00 \$91,819.00 Revenue	28th, 2020 e = \$79.42 % of Revenue 45% 25% 15% 7% 8% 100%	AAPI V/Y Chg.	Closing Prior Revenue \$25,473.00 \$14,294.00 \$9,455.00 \$5,206.00 \$3,883.00 \$58,311.00 Revenue	th, 2020 = \$73.45 % of Revenue 44% 25% 16% 9% 7% 100% % of Revenue	AAPL y/y Growth 8% 19% 2% 22% 17%	Closing Pric Revenue \$27,018.00 \$14,173.00 \$9,329.00 \$4,966.00 \$4,199.00 \$59,685.00 Revenue	hth, 2020 e = \$96.19 % of Revenue 45% 24% 16% 8% 7% 100%	AAPL y/y Growth 4% 12% -29% 1% 11% Y/Y Chg.	Closing Price h Revenue \$30,698.00 \$16,900.00 \$7,946.00 \$5,023.00 \$4,131.00 \$64,698.00 Revenue	29th, 2020 = \$115.32 % of Revenue 47% 26% 12% 8% 6% 100% % of Revenue		
Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IPhone	Y/Y Chg. 7.6%	Revenue \$41,367.00 \$23,273.00 \$13,578.00 \$6,223.00 \$7,378.00 \$91,819.00 Revenue \$55,957.00 \$5,977.00	28th, 2020 e = \$79.42 % of Revenue 45% 25% 15% 7% 8% 100% % of Revenue 61% 7%	Y/Y Chg7% -12%	Closing Prior Revenue \$25,473.00 \$14,294.00 \$9,455.00 \$5,206.00 \$3,883.00 \$58,311.00 Revenue \$28,962.00 \$4,368.00	th, 2020 = \$73.45 % of Revenue 44% 25% 16% 9% 7% 100% % of Revenue \$50% 7%	AAPL y/y Growth 8% 19% 2% 22% 17% Y/Y Chg. 2% 31%	Closing Pric Revenue 527,018.00 514,173.00 59,329.00 54,966.00 54,199.00 \$59,685.00 Revenue \$26,418.00 \$6,582.00	Pth, 2020 e = \$96.19 % of Revenue 45% 24% 16% 8% 7% 100% % of Revenue 44% 11%	AAPL y/y Growth 4% 12% -29% 1% 11% Y/Y Chg. -26% 31%	Closing Prior Revenue \$30,698.00 \$16,900.00 \$7,946.00 \$5,023.00 \$4,131.00 \$64,698.00 Revenue \$26,444.00 \$6,797.00	29th, 2020 = \$115.32 % of Revenue 47% 26% 12% 8% 6% 100% % of Revenue 41% 11%		
Operating Segments Americas Europe Greater China Japan Rest of Asia Pacific Total Apple Product Summary IlPhone IPhod Mac Services	Y/Y Chg. 7.6%	Revenue \$41,367.00 \$23,273.00 \$13,578.00 \$6,223.00 \$7,378.00 \$91,819.00 Revenue \$55,957.00	28th, 2020 e = \$79.42 % of Revenue 45% 15% 7% 8% 100% % of Revenue 61%	Y/Y Chg.	Closing Prior Revenue \$25,473.00 \$14,294.00 \$9,455.00 \$5,206.00 \$3,883.00 \$58,311.00 Revenue \$28,962.00	eth, 2020 = \$73.45 % of Revenue 44% 16% 9% 7% 100% % of Revenue 50%	AAPL y/y Growth 8% 19% 2% 22% 17% Y/Y Chg.	Closing Pric Revenue \$27,018.00 \$14,173.00 \$9,329.00 \$4,966.00 \$4,199.00 \$59,685.00 Revenue \$26,418.00	hth, 2020 e = \$96.19 % of Revenue 45% 16% 8% 7% 100% % of Revenue 44%	AAPL y/y Growth 4% 12% -29% 1% 11% Y/Y Chg. -26%	Closing Prior Revenue \$30,698.00 \$16,900.00 \$7,946.00 \$5,023.00 \$4,131.00 \$64,698.00 Revenue \$26,444.00	29th, 2020 = \$115.32 % of Revenue 47% 26% 12% 8% 6% 100% % of Revenue 41%		
Operating Segments Americas Europe Greater China Japan Sest of Asia Pacific Total Apple Product Summary IPhone IPad Mac	Y/Y Chg. 7.6% -11.2% -3.5% 16.9% 37.0% 8.9%	E Closing Pric Revenue \$41,367.00 \$23,273.00 \$13,578.00 \$6,223.00 \$7,378.00 \$91,819.00 \$55,957.00 \$5,977.00 \$7,160.00 \$12,715.00 \$10,00.00 \$10,00.00 \$10,00.00 \$10,00.00 \$10,00.00 \$10,00.00 \$10,00.00	28th, 2020 e = \$79.42 % of Revenue 45% 15% 7% 8% 100% % of Revenue 61% 8% 14% 11% 100%	Y/Y Chg7% -12% -3% 14% 18%	Closing Prior Revenue \$25,473.00 \$14,294.00 \$9,455.00 \$5,206.00 \$3,883.00 \$58,311.00 Revenue \$28,962.00 \$4,368.00 \$5,351.00 \$13,348.00 \$55,351.00 \$55,351.00	Hth, 2020 = \$73.45 % of Revenue 44% 25% 16% 9% 7% 100% % of Revenue 50% 9% 23% 111% 100%	AAPL y/y Growth 8% 19% 22% 22% 17% Y/Y Chg. 2% 31% 22% 17% 10.9%	Closing Pric Revenue \$27,018.00 \$14,173.00 \$4,966.00 \$4,966.00 \$4,199.00 \$59,685.00 Revenue \$26,418.00 \$5,582.00 \$7,079.00 \$13,156.00 \$5,545.00 \$5,685.00 \$5,685.00	Pth, 2020 e = \$96.19 % of Revenue 45% 24% 16% 8% 7% 100% % of Revenue 44% 11% 12% 22% 11%	AAPL y/y Growth 4% 12% -29% 11% 11% Y/Y Chg. -26% 31% 14% 17% 1.0%	Closing Price In Revenue \$530,698.00 \$16,900.00 \$7,946.00 \$5,023.00 \$4,131.00 \$64,698.00 Revenue \$26,444.00 \$6,797.00 \$9,032.00 \$14,549.00 \$7,876.00 \$64,698.00	29th, 2020 = \$115.32 % of Revenue 47% 26% 12% 8% 60% 100% % of Revenue 41% 11% 14% 22% 12% 12%		
Operating Segments Americas Europe Greater China Lapan Lapan Rect of Ala Pacific Total Apple Product Summary IPhone IPhd Mac Services Other Products Total Apple	Y/Y Chg. 7.6% -11.2% -3.5% 16.9% 37.0% 8.9% Q1.13	L Closing Pric Revenue \$41,367.00 \$13,273.00 \$13,578.00 \$6,223.00 \$7,7378.00 \$5,7378.00 \$5,957.00 \$5,977.00 \$1,119.00 \$12,715.00 \$10,010.00 \$12,715.00 \$10,010.00	28th, 2020 e = \$79.42 W of Revenue 45% 15% 15% 7% 8% 100% W of Revenue 61% 8% 14% 100% 27th, 2021 = = \$142.06	Y/Y Chg7% -12% -3% 14% 18% 0.5%	Closing Prior Revenue \$52,473.00 \$14,294.00 \$9,455.00 \$5,206.30 \$53,883.00 \$58,381.00 Revenue \$12,962.00 \$4,368.00 \$53,381.00 \$13,348.00 \$53,313.00 \$21 - April 28 Closing Price Closing Price	tth, 2020 = \$73.45 % of Revenue 44% 25% 16% 9% 7% 100% % of Revenue 50% 9% 23% 110% tth, 2021 = \$133.58	AAPL y/y Growth 8% 19% 22% 17% Y/Y Chg. 22% 31% 22% 15% 17% 0.9% Q3 AAPL	Closing Pric Revenue \$22,018,000 \$34,173.00 \$3,329.00 \$4,966.00 \$4,199.00 \$59,885.00 \$59,685.00 \$50,685.00 \$50,685.00 \$6,418.00 \$6,582.00 \$57,079.00 \$6,450.00 \$59,685.00 \$20,000 \$20,	20th, 2020 e = \$96.19 % of Revenue 45% 16% 8% 100% % of Revenue 44% 112% 22% 100% th, 2021 = \$146.77	AAPL y/y Growth 4% 12% -29% 11% 11% 11% 26% 31% 23% 14% 17% 1.0% Q4 '2 AAPL	Closing Price Revenue \$30,698.00 \$16,900.00 \$7,946.00 \$5,023.00 \$54,698.00 Revenue \$26,444.00 \$64,698.00 Revenue \$14,131.00 \$64,698.00 \$9,032.00 \$54,698.00 \$7,876.00 \$64,698.00 \$65,876.00 \$65,876.00 \$65,876.00 \$65,6	29th, 2020 = \$115.32 % of Revenue 47% 12% 8% 6% 100% % of Revenue 41% 11% 14% 22% 100% 29th, 2021 = \$152.57		
Operating Segments Americas Europe Groster China Japan Rect of Asia Pacific Total Apple Product Summary History Mac Services Other Products Total Apple Operating Segments Americas	V/Y Chg. 7.6% -11.2% -3.5% 16.9% Q1.1 AAPI V/Y Chg.	L Closing Pric Revenue \$41,367.00 \$13,578.00 \$6,223.00 \$7,378.00 \$6,223.00 \$7,378.00 \$1,819.00 Revenue \$55,957.00 \$15,715.00 \$10,010	28th, 2020 = 579.42 % of Revenue 45% 15% 100% % of Revenue 61% 11% 100% % of Revenue 61% 8 M 11% 10% 8 M 10% % of Revenue 61% % of Revenue	Y/Y Chg7% -12% -3% 14% 18% 0.5%	Closing Price Revenue \$25,473.00 \$14,294.00 \$9,455.00 \$5,266.00 \$3,883.00 \$58,381.00 Revenue \$28,962.00 \$4,368.00 \$53,381.00 \$13,348.00 \$55,381.00 21 - April 28 Closing Price Revenue \$34,365.00 \$34,365.00 \$34,365.00	tth, 2020 = \$73.45 % of Revenue 44% 16% 10% 10% 10% % of Revenue 50% 7% 10% 11% 10% 50% 50% 50% 50% 50% 50% 50% 50% 50% 5	AAPL y/y Growth 8% 19% 2% 21% 17% 22% 17% 31% 22% 15% 15% 10.9% Q3 AAPL y/y Growth 33%	Closing Pric Revenue \$27,018.00 \$14,173.00 \$93,279.00 \$44,173.00 \$93,279.00 \$44,199.00 \$44,199.00 \$55,685.00 \$85,885.00 \$13,156.00 \$65,885.00 \$13,156.00 \$65,885.00 \$13,156.00 \$65,855.00 \$13,156.00 \$	hth, 2020 = \$36.19 K of Revenue 45% 16% 8% 7% 100% % of Revenue 44% 11% 11% 11% 11% 11% 100% ■ \$146.77 % of Revenue	AAPL y/y Growth 4% 12% -29% 11% 11% 11% 23% 14% 23% 14% 1.0% Q4 '2 AAPL y/y Growth 20%	Closing Price Revenue \$30,698.00 \$16,900.00 \$77,946.00 \$55,023.00 \$4,133.00 \$44,133.00 \$64,698.00 Revenue \$26,444.00 \$67,797.00 \$9,932.00 \$14,549.00 \$7,787.60 \$154,698.00 1 - October Closing Price Revenue	29th, 2020 = \$115.3 W of Revenue 47% 26% 112% 8% 60% 100% W of Revenue 41% 114% 124% 129th, 2021 = \$152.57 W of Revenue		
Operating Segments Americas Europe Greater China Japan Rect of Asa Pacific Total Apple Product Summary Histore Histore Chine Products Total Apple Operating Segments Americas Europe Greater China Greater China Greater China	Y/Y Chg. 7.6% -11.2% -3.5% 16.9% 21.2 AAP Y/Y Chg. 12% 57%	L Closing Pric Revenue \$44,367.00 \$23,273.00 \$13,578.00 \$6,223.00 \$7,378.00 \$7,378.00 \$7,378.00 \$7,378.00 \$7,716.00 \$1,2715.00 \$1,27	28th, 2020 e = \$79.42 So of Revenue 45% 50 of Revenue 45% 15% 15% 85 1000 S of Revenue 61% 75% 88 11000 115% 1000 115% 1000 115% 1000 115% 1000 115% 1000 115% 1000 115% 1000 115% 115%	Y/Y Chg7% -12% -3% 14% 18% 0.5%	Closing Price Revenue \$25,473.00 \$14,294.00 \$9,455.00 \$5,206.00 \$3,883.00 \$58,381.00 \$58,381.00 \$13,488.00 \$5,384.00 \$13,348.00 \$51,348.00 \$21,246.00 \$13,348.00 \$21,246.00 \$21,246.00 \$21,246.00 \$21,246.00 \$21,246.00	th, 2020 = \$73.45 % of Revenue 4-45 4-45 1006 1006 506 307 76 1006 507 76 1006 1156 1006 1156 100	AAPL V/Y Growth 19% 2% 2% 17% 17% 17% 17% 17% 10.9% Q3 AAPL V/Y Growth 33% 34% 58%	Closing Pric Revenue \$27,018.00 \$14,173.00 \$93,29.00 \$44,173.00 \$93,29.00 \$44,996.00 \$44,199.00 \$59,685.00 \$86,582.00 \$57,079.00 \$13,156.00 \$56,582.00 \$59,685.00 \$70,799.00 \$13,156.00 \$64,000 \$13,156.00 \$64,000 \$13,156.00 \$13,156.00 \$13,156.00 \$13,156.00 \$13,156.00 \$13,156.00 \$13,156.00 \$13,156.00 \$14,962.00 \$13,156.00 \$14,962.0	bth, 2020 e = \$96.19 e = \$96.19 N of Revenue 45% V of Revenue 45% 15% 100% N of Revenue 44% 110% 120% 121% 122% 123% 13000 130	AAPI y/y Growth 4% 12% -29% 1% 11% 11% Y/Y Chg26% 31% 23% 14% 17% 1.0% Q4 '2 AAPI y/y Growth 20% 83%	Closing Price Revenue \$36,682.0.00 \$16,900.00 \$516,900.00 \$516,900.00 \$516,900.00 \$516,900.00 \$54,131.00 \$54,698.00 \$64,698.00 \$54,6	29th, 2020 29th, 2020 29th, 2020 20th 20th 20th 20th 20th 20th 20th 20th		
Operating Segments Americas Curope Consear China General China Japan Rect of Alia Pacific	V/Y Chg. 7.6% -11.2% -3.5% 16.9% 37.0% 8.9% Q1 ': AAP! V/Y Chg. 12%	L Closing Pric Revenue \$44,367.00 \$23,273.00 \$13,578.00 \$6,223.00 \$7,378.00 \$5,819.00 \$7,460.00 \$5,977.00 \$5,977.00 \$7,160.00 \$10,01	28th, 2020 e = \$79.42 \$\times of Revenue \text{45\text{6}} \$\times of Revenue \text{45\text{6}} \$\times of Revenue \text{45\text{6}} \$\times of Revenue \text{61\text{5}} \$\times of Revenue \text{61\text{5}} \$\times of Revenue \text{61\text{5}} \$\times of Revenue \text{42\text{6}} \$\times of Revenue 42\text	Y/Y Chg7% -12% -3% 14% 18% 0.5%	Closing Price Revenue \$52,473.00 \$14,294.00 \$9,455.00 \$5,266.00 \$3,883.00 \$58,311.00 Revenue \$52,8962.00 \$4,368.00 \$5,351.00 \$13,348.00 \$5,284.00 \$5,351.00 \$13,348.00 \$5,284.00 \$5,351.00 \$13,348.00 \$5,284.00	tch, 2020 1	AAPL	Closing Pric Revenue 527,018.00 514,173.00 59,329.00 54,966.00 54,199.00 558,665.00 558,665.00 558,665.00 558,665.00 56,418.00 56,820.00 57,079.00 513,156.00 56,450.00 57,079.00 513,156.00 56,450.00 57,079.00 513,156.00 56,450.00 514,762.00 56,450.00 514,762.00 55,365.00 514,762.00 55,365.00 514,762.00 55,365.00 514,762.00 55,365.00 514,762.00 55,365.00 514,762.00 55,365.00 514,762.00 55,365.00 514,762.00 55,365.00 513,943.00 514,762.00 55,365.00 514,762.00 55,365.00 513,943.00 514,762.00 55,365.00 513,943.00 514,762.00 55,365.00 513,943.00 513	bth, 2020 e = \$96.19 X of Revenue 45% X of Revenue 45% 16% 8% 7% 100% X of Revenue 44% 11% 12½ 22½ 11% 100% X of Revenue 44% 11% 12½ 22½ 11% 100% X of Revenue 44% 11% 11% 11% 11% 11% 11% 11% 11% 11%	AAPL y/y Growth 4% 12% -29% 11% 11% 11% 23% 14% 17% 1.0% Q4 '2 AAPL y/y Growth 23% 23%	Closing Price Revenue \$30,698.00 \$16,900.00 \$17,946.00 \$57,946.00 \$57,946.00 \$4,131.00 \$44,131.00 \$44,131.00 \$45,698.00 \$14,549.00 \$57,77.00 \$57,77.00 \$57,77.00 \$57,77.00 \$7,	29th, 2020 29th, 2020 29th, 2020 W of Revenue 47% 47% 88 6N 12% 1200 141% 111% 144 22% 129th, 2021 12557 N of Revenue 44% 1000 N of Revenue 44% 1007 N of Revenue 44% 1007 N of Revenue 44% 1007 1		
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Operating Segments Americas Graster China Japan Rest of Asa Pacific Total Apple Product Summary Filtone	V/Y Chg. 7.6% -11.2% -3.5% 16.9% 37.0% 8.9% AAP V/Y Chg. 17% 57% 33% 11%	L Closing Pric Revenue \$41,367.00 \$13,273.00 \$13,578.00 \$6,223.00 \$6,223.00 \$57,378.00 \$6,223.00 \$7,738.00 \$7,738.00 \$7,160.00 \$7,160.00 \$10,010.00 \$10,00	28th, 2020 • \$ 579.42 N of Revenue 457 N of Revenue 457 N of Revenue 458 159. 100% % of Revenue 61% 858 100% % of Revenue 61% 100% % of Revenue 61% % of Revenue 61% 100% % of Revenue 61% 100%	Y/Y Chg7% -12% -3% 14% 14% 18% 0.5% Q2 ** AAPL	Closing Price Revenue \$25,473.00 \$14,294.00 \$59,455.00 \$5,206.00 \$5,383.00 \$58,383.00 \$58,381.00 \$518,381.00 \$518,381.00 \$518,381.00 \$518,381.00 \$518,381.00 \$513,388.00 \$517,782.00 \$71,782.00 \$71,782.00 \$71,742.00 \$	th, 2020 = \$73.45 % of Revenue 425% 100% % of Revenue 425% 100% % of Revenue 50% 100% % of Revenue 8% 100% % of Revenue 8% % of Revenue 8% % of Revenue 54% % of Revenue 55%	AAPL V/y Growth 8% 19% 19% 22% 22% 17% V/Y Chg. 2% 117% 10.9% Q.3 AAPL V/y Growth 33% 34% 58% 30% 28%	Closing Pric Revenue \$27,018.00 \$14,173.00 \$93,229.00 \$4,966.00 \$4,199.00 \$4,199.00 \$4,199.00 \$4,199.00 \$4,199.00 \$4,199.00 \$4,199.00 \$4,199.00 \$4,199.00 \$4,199.00 \$4,199.00 \$4,199.00 \$13,156.00 \$6,858.00 \$21,194.00 \$21,194.00 \$21,194.00 \$21,194.00 \$21,194.00 \$13,196.00 \$13,	hth, 2020 = 596.19 s of Revenue 596.19 s of Revenue 596.19 s of Revenue 597.19 s of Revenue 598.19 s	AAPL y/y Growth 4% 12% -29% 11% 11% 11% 31% 23% 17% -26% 23% 17% Q4 '2 AAPL y/y Growth 23% 19% 26% 47% 47%	. Closing Price \$30,698.00 \$30,698.00 \$30,698.00 \$16,900.00 \$7,946.00 \$55,023.00 \$55,023.00 \$54,431.00 \$64,698.00 \$7,876.00 \$7,876.00 \$7,876.00 \$14,549.00 \$14,549.00 \$14,549.00 \$14,549.00 \$14,549.00 \$14,549.00 \$14,549.00	29th, 2020 12 5115.32 15 of Revenue 12 12 13 15 15 15 15 15 15 15 15 15 15 15 15 15		
Operating Segments Americas Americas Greater China Japan Rest of Asa Pacific Total Apple Products Summany Histories Histories Histories Greater China Services Conter Products Total Apple	7/Y Chg. 7.6% -11.2% -1.5% -1.5% -1.5% -1.5% -1.7% -1.7% -1.7% -1.7% -1.7% -1.7% -1.7% -1.7% -1.7% -1.7%	L Closing Pric Revenue \$41,367.20 \$13,782.00 \$13,782.00 \$6,223.00 \$57,378.00 \$6,223.00 \$57,378.00 \$55,977.00 \$75,60.00 \$12,715.00 \$10,010.00 \$21,215.00 \$2	28th, 2020 s of Revenue \$ 579.42 N of Revenue \$ 579.42 N of Revenue \$ 579.52 N of Revenue \$ 57	Y/Y Chg7% -12% -3% -14% -18% -0.5	Closing Price Revenue \$25,473.00 \$14,294.00 \$9,455.00 \$514,294.00 \$55,06.00 \$53,883.00 \$58,311.00 Revenue \$28,962.00 \$53,883.00 \$58,311.00 Revenue \$13,348.00 \$51,748.00 \$21 - April 25 Closing Price Revenue \$47,988.00 \$7,742.00 \$77,942.00 \$7	th, 2020 = 573.45 % of Revenue 44% % of Revenue 10% 9% 7% 100% % of Revenue 550% 110	AAPL V/y Growth 8% 19% 22% 22% 27% 22% 17% 32% 15% 10.9% Q13 AAPL V/y Growth 33% 34% 580% 28% V/y Chg.	Closing Pric Revenue 527,018.00 514,173.00 593,29.00 514,173.00 593,29.00 555,685.00 Feb. 100,100,100,100,100,100,100,100,100,100	hth, 2020 = = 596.19 s of Revenue = 596.19	AAPL y/y Growth 12% 12% 12% 12% 13% 11% 11% 11%	Closing Price \$30,698.00 \$30,698.00 \$16,900.00 \$51,900.00 \$57,946.00 \$55,023.00 \$54,698.00 \$64,698.00 \$64,698.00 \$7,876.00 \$7,876.00 \$14,549.00 \$54,698.00 \$14,549.00 \$536,820.00 \$536,820.00 \$546,698.00 \$14,549.00 \$55,000 \$14,549.00 \$55,000 \$14,549.00 \$55,000 \$14,549.00 \$55,910.00 \$51,591.00 \$51,	29th, 2020 29th, 2020 5 of Revenue 426 8 of Revenue 1226 8 of Revenue 1236 8 of Revenue 1437 1137 1147 1147 1158 11005 1		
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Operating Segments Amenicas Greater China Japan Read of Ala Pacific Total Apple Product Summany Filhone	V/Y Chg. 7.6% 11.2% 13.5% 163.7% 68.9% 21.1% 13.9% 13.	L Closing Prix Revenue \$41,367.00 \$21,273.00 \$13,578.00 \$61,223.00 \$57,378.00 \$61,223.00 \$57,378.00 \$61,213.00 \$57,378.00 \$58,213.00 \$11,158.00 \$12,715.00	28th, 2020 e s 579.42 % of Revenue 45% % of Revenue 45% % of Revenue 61% % of Rev	Y/Y Chg7% -12% -3% 14% 0.5% Q2 ' AAPL Y/Y Chg. 66% 79% 79% 27% 53.6% Q2 ' Q2 ' Q2 ' Q2 ' Q3 ' Q4 ' Q4 ' Q4 ' Q5 ' Q6	Closing Price Revenue 525,473.00 514,294.00 59,455.00 55,206.00 55,206.00 55,281.00 558,311.00 658,311.00 658,311.00 658,311.00 658,311.00 658,313.00 613,348.00 658,331.00 613,348.00 658,331.00 617,728.00 617,	th, 2020 = \$73.45 % of Revenue 4-4% % of Revenue 50% % of Revenue 50% % of Revenue 50% % of Revenue 5-4% % of Revenue	AAPI y/y Growth 19% 19% 19% 19% 19% 19% 19% 19% 19% 19%	Closing Pric. Revenue ST,018.00 \$14,173.00 \$9.329.00 \$9.329.00 \$9.368.00 \$9.369.00 \$9.	shh, 2020 e = 596.19 50 Revenue 45% 50 Revenue 45% 50 Revenue 45% 50 Revenue 44% 51%	AAPL y/y Growth 12% 12% 12% 12% 13% 13% 13% 13% 13% 14% 13% 14% 12% 23% 14% 12% 23% 23% 14% 12% 23% 23% 24% 25% 25% 25% 25% 25% 25% 26% 25% 26% 26% 26% 26% 26% 26% 26% 26% 26% 26		29th, 2020 = \$115.32 % of Revenue 41% 80% 80% 80% 80% 11000 80 of Revenue 41% 12% 129th, 2021 = \$152.57 % of Revenue 42% 1000 % of Revenue 42% 1000 % of Revenue 42% 1000 % of Revenue 1000 1		
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