

Apple Quarterly Financial Results

	Q1 '15 - January 27, 2015		Q1 '16 - April 27th, 2016		Q1 '17 - July 24th, 2016		Q4 '15 - October 27th, 2015		
	AAPL Closing Price = \$57.29		AAPL Closing Price = \$53.16		AAPL Closing Price = \$52.65		AAPL Closing Price = \$28.54		
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	
Americas	\$26,566.0	41%	\$21,310.0	39%	\$20,209.0	41%	\$17,770.0	42%	
Europe	\$17,124.0	23%	\$12,204.0	21%	\$10,342.0	21%	\$10,577.0	21%	
Greater China	\$4,444.0	7%	\$3,623.0	7%	\$3,270.0	7%	\$3,523.0	8%	
Japan	\$5,488.0	8%	\$3,477.0	6%	\$3,872.0	8%	\$3,939.0	9%	
Rest of Asia Pacific	\$5,277.0	8%	\$4,210.0	8%	\$3,922.0	8%	\$2,704.0	6%	
Total Apple	\$58,706.0	100%	\$52,828.0	100%	\$52,545.0	100%	\$47,506.0	100%	
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	74,468	\$51,822.0	88%	61,170	\$40,282.0	69%	41,334	\$33,368.0	63%
iPad	21,419	\$8,885.0	15%	12,623	\$5,428.0	10%	10,931	\$4,376.0	9%
Mac	5,519	\$6,044.0	10%	4,163	\$3,610.0	7%	4,796	\$4,032.0	8%
Services		\$4,799.0	8%		\$4,906.0	9%		\$4,620.0	9%
Other Products		\$2,669.0	5%		\$1,609.0	3%		\$1,544.0	3%
Total Apple	101,405	\$66,380.0	100%	78,936	\$55,428.0	100%	57,057	\$47,942.0	100%
Q1 '16 - January 26th, 2016									
AAPL Closing Price = \$52									
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	
Americas	\$26,253.0	39%	\$21,096.0	38%	\$19,983.0	40%	\$16,220.0	40%	
Europe	\$17,932.0	24%	\$11,535.0	23%	\$9,543.0	23%	\$10,842.0	23%	
Greater China	\$4,373.0	8%	\$3,486.0	7%	\$3,848.0	21%	\$3,795.0	19%	
Japan	\$5,294.0	9%	\$4,281.0	8%	\$3,529.0	8%	\$4,543.0	9%	
Rest of Asia Pacific	\$5,448.0	10%	\$3,159.0	6%	\$3,175.0	6%	\$2,672.0	6%	
Total Apple	\$59,299.0	100%	\$53,557.0	100%	\$49,078.0	100%	\$47,672.0	100%	
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	74,779	\$55,055.0	93%	61,199	\$32,807.0	61%	41,199	\$34,064.0	69%
iPad	16,122	\$7,084.0	12%	10,251	\$4,413.0	8%	9,050	\$4,876.0	10%
Mac	5,112	\$6,746.0	11%	4,034	\$3,107.0	6%	4,212	\$4,239.0	9%
Services		\$4,054.0	7%		\$3,901.0	7%		\$3,976.0	8%
Other Products		\$4,151.0	7%		\$2,189.0	4%		\$2,119.0	4%
Total Apple	95,971	\$66,970.0	100%	75,477	\$46,526.0	100%	54,461	\$46,266.0	100%
Q1 '16 - January 26th, 2016									
AAPL Closing Price = \$52									
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Europe	\$17,932.0	24%	\$11,535.0	23%	\$9,543.0	23%	\$10,842.0	23%	
Greater China	\$4,373.0	8%	\$3,486.0	7%	\$3,848.0	21%	\$3,795.0	19%	
Japan	\$5,294.0	9%	\$4,281.0	8%	\$3,529.0	8%	\$4,543.0	9%	
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iPad	16,122	\$7,084.0	12%	10,251	\$4,413.0	8%	9,050	\$4,876.0	10%
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Services		\$4,054.0	7%		\$3,901.0	7%		\$3,976.0	8%
Other Products		\$4,151.0	7%		\$2,189.0	4%		\$2,119.0	4%
Total Apple	95,971	\$66,970.0	100%	75,477	\$46,526.0	100%	54,461	\$46,266.0	100%
Q1 '17 - January 31st, 2017									
AAPL Closing Price = \$51.54									
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	
Americas	\$31,968.0	41%	\$21,537.0	40%	\$20,376.0	40%	\$23,099.0	44%	
Europe	\$18,521.0	24%	\$12,733.0	24%	\$10,675.0	24%	\$13,099.0	24%	
Greater China	\$16,233.0	21%	\$10,726.0	20%	\$8,004.0	18%	\$9,801.0	19%	
Japan	\$5,765.0	7%	\$4,466.0	8%	\$4,524.0	8%	\$3,841.0	7%	
Rest of Asia Pacific	\$5,863.0	8%	\$3,795.0	7%	\$3,720.0	8%	\$2,823.0	5%	
Total Apple	\$78,350.0	100%	\$52,866.0	100%	\$49,499.0	100%	\$52,573.0	100%	
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	76,200	\$54,378.0	69%	50,763	\$33,249.0	63%	41,026	\$34,486.0	65%
iPad	13,281	\$5,533.0	7%	8,922	\$3,889.0	7%	8,424	\$4,969.0	10%
Mac	5,174	\$7,244.0	9%	4,199	\$3,844.0	7%	4,292	\$3,929.0	8%
Services		\$7,172.0	9%		\$7,041.0	13%		\$7,266.0	14%
Other Products		\$4,014.0	5%		\$2,673.0	5%		\$2,752.0	5%
Total Apple	94,655	\$74,141.0	100%	63,884	\$47,866.0	100%	56,744	\$53,448.0	100%
Q1 '17 - January 31st, 2017									
AAPL Closing Price = \$51.54									
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	
Americas	\$31,968.0	41%	\$21,537.0	40%	\$20,376.0	40%	\$23,099.0	44%	
Europe	\$18,521.0	24%	\$12,733.0	24%	\$10,675.0	24%	\$13,099.0	24%	
Greater China	\$16,233.0	21%	\$10,726.0	20%	\$8,004.0	18%	\$9,801.0	19%	
Japan	\$5,765.0	7%	\$4,466.0	8%	\$4,524.0	8%	\$3,841.0	7%	
Rest of Asia Pacific	\$5,863.0	8%	\$3,795.0	7%	\$3,720.0	8%	\$2,823.0	5%	
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Other Products		\$4,014.0	5%		\$2,673.0	5%		\$2,752.0	5%
Total Apple	94,655	\$74,141.0	100%	63,884	\$47,866.0	100%	56,744	\$53,448.0	100%
Q1 '18 - February 1st, 2018									
AAPL Closing Price = \$41.95									
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	
Americas	\$35,193.0	40%	\$24,841.0	41%	\$24,542.0	40%	\$27,517.0	44%	
Europe	\$20,370.0	24%	\$13,046.0	23%	\$12,134.0	23%	\$15,220.0	24%	
Greater China	\$12,956.0	15%	\$10,024.0	17%	\$9,551.0	18%	\$11,411.0	18%	
Japan	\$7,237.0	9%	\$5,488.0	9%	\$5,867.0	10%	\$5,161.0	8%	
Rest of Asia Pacific	\$6,080.0	7%	\$3,800.0	6%	\$3,872.0	7%	\$3,293.0	5%	
Total Apple	\$87,836.0	100%	\$67,199.0	100%	\$66,266.0	100%	\$76,702.0	100%	
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	77,516	\$61,376.0	70%	52,217	\$37,059.0	61%	41,300	\$29,470.0	55%
iPad	14,279	\$5,802.0	7%	9,113	\$4,088.0	6%	8,699	\$4,934.0	8%
Mac	5,112	\$6,895.0	8%	4,199	\$3,776.0	6%	4,292	\$3,929.0	6%
Services		\$8,471.0	10%		\$8,600.0	13%		\$8,170.0	11%
Other Products		\$4,483.0	5%		\$3,364.0	5%		\$3,259.0	4%
Total Apple	91,927	\$82,029.0	100%	65,528	\$49,827.0	100%	56,692	\$49,662.0	100%
Q1 '18 - February 1st, 2018									
AAPL Closing Price = \$41.95									
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	
Americas	\$35,193.0	40%	\$24,841.0	41%	\$24,542.0	40%	\$27,517.0	44%	
Europe	\$20,370.0	24%	\$13,046.0	23%	\$12,134.0	23%	\$15,220.0	24%	
Greater China	\$12,956.0	15%	\$10,024.0	17%	\$9,551.0	18%	\$11,411.0	18%	
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Mac	5,112	\$6,895.0	8%	4,199	\$3,776.0	6%	4,292	\$3,929.0	6%
Services		\$8,471.0	10%		\$8,600.0	13%		\$8,170.0	11%
Other Products		\$4,483.0	5%		\$3,364.0	5%		\$3,259.0	4%
Total Apple	91,927	\$82,029.0	100%	65,528	\$49,827.0	100%	56,692	\$49,662.0	100%
Q1 '19 - January 29th, 2019									
AAPL Closing Price = \$58.43									
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	
Americas	\$36,940.0	41%	\$25,056.0	40%	\$25,056.0	40%	\$29,222.0	44%	
Europe	\$20,363.0	24%	\$13,054.0	23%	\$12,134.0	23%	\$15,446.0	23%	
Greater China	\$13,109.0	16%	\$10,210.0	18%	\$9,551.0	18%	\$12,344.0	18%	
Japan	\$6,910.0	9%	\$5,532.0	10%	\$5,482.0	10%	\$4,982.0	8%	
Rest of Asia Pacific	\$6,228.0	8%	\$3,521.0	6%	\$3,589.0	7%	\$3,626.0	6%	
Total Apple	\$83,570.0	100%	\$67,383.0	100%	\$65,812.0	100%	\$76,240.0	100%	
Product Summary	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	
iPhone	\$51,882.0	62%	\$31,213.0	54%	\$31,213.0	54%	\$33,302.0	52%	
iPad	\$6,278.0	8%	\$4,822.0	8%	\$4,822.0	8%	\$4,646.0	7%	
Mac	\$7,448.0	9%	\$5,533.0	10%	\$5,533.0	10%	\$6,091.0	9%	
Services	\$20,102.0	24%	\$11,460.0	20%	\$11,460.0	20%	\$12,511.0	20%	
Other Products	\$12,050.0	14%	\$5,354.0	8%	\$5,354.0	8%	\$5,690.0	8%	
Total Apple	\$83,760.0	100%	\$68,382.0	100%	\$65,952.0	100%	\$78,2		

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Source: Apple, Inc.

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