

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	Revenue	% of Revenue		
Americas	\$35,660.00	42%	\$37,140.00	37%	\$41,340.00	42%	\$40,380.00	42%	\$40,380.00	42%	\$40,380.00	42%	\$40,380.00	42%	\$40,380.00	42%		
Europe	\$17,240.00	23%	\$18,204.00	21%	\$18,204.00	21%	\$18,204.00	21%	\$18,204.00	21%	\$18,204.00	21%	\$18,204.00	21%	\$18,204.00	21%		
Greater China	\$16,440.00	22%	\$16,620.00	22%	\$16,620.00	22%	\$16,620.00	22%	\$16,620.00	22%	\$16,620.00	22%	\$16,620.00	22%	\$16,620.00	22%		
Japan	\$5,448.00	7%	\$5,457.00	6%	\$5,457.00	6%	\$5,457.00	6%	\$5,457.00	6%	\$5,457.00	6%	\$5,457.00	6%	\$5,457.00	6%		
Rest of Asia Pacific	\$5,227.00	7%	\$5,210.00	7%	\$5,210.00	7%	\$5,210.00	7%	\$5,210.00	7%	\$5,210.00	7%	\$5,210.00	7%	\$5,210.00	7%		
Total Apple	\$79,615.00	100%	\$82,635.00	100%	\$82,635.00	100%	\$82,635.00	100%	\$82,635.00	100%	\$82,635.00	100%	\$82,635.00	100%	\$82,635.00	100%		
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	14,468	\$51,382.00	65%	15,170	\$40,262.00	49%	14,734	\$31,368.00	38%	14,734	\$31,368.00	38%	14,734	\$31,368.00	38%	14,734	\$31,368.00	38%
iPad	21,419	\$8,086.00	10%	21,419	\$8,086.00	10%	21,419	\$8,086.00	10%	21,419	\$8,086.00	10%	21,419	\$8,086.00	10%	21,419	\$8,086.00	10%
Mac	5,119	\$6,794.00	9%	5,163	\$5,615.00	10%	4,796	\$6,030.00	12%	5,709	\$6,882.00	13%	5,709	\$6,882.00	13%	5,709	\$6,882.00	13%
Services		\$4,799.00	6%		\$4,994.00	6%		\$5,038.00	6%		\$5,038.00	6%		\$5,038.00	6%		\$5,038.00	6%
Other Products		\$2,488.00	3%		\$1,610.00	2%		\$1,610.00	2%		\$1,610.00	2%		\$1,610.00	2%		\$1,610.00	2%
Total Apple		\$79,615.00	100%		\$82,635.00	100%		\$82,635.00	100%		\$82,635.00	100%		\$82,635.00	100%		\$82,635.00	100%
	Q1 '16 - January 26th, 2016				Q2 '16 - April 26th, 2016				Q3 '16 - July 26th, 2016				Q4 '16 - October 29th, 2016					
	AAPL Closing Price = \$25.1				AAPL Closing Price = \$26.69				AAPL Closing Price = \$24.17				AAPL Closing Price = \$29.56					
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue		
Americas	\$39,325.00	48%	\$40,996.00	38%	\$40,996.00	38%	\$40,996.00	38%	\$40,996.00	38%	\$40,996.00	38%	\$40,996.00	38%	\$40,996.00	38%		
Europe	\$17,932.00	24%	\$15,535.00	23%	\$15,535.00	23%	\$15,535.00	23%	\$15,535.00	23%	\$15,535.00	23%	\$15,535.00	23%	\$15,535.00	23%		
Greater China	\$18,573.00	24%	\$12,486.00	25%	\$12,486.00	25%	\$12,486.00	25%	\$12,486.00	25%	\$12,486.00	25%	\$12,486.00	25%	\$12,486.00	25%		
Japan	\$4,794.00	6%	\$4,261.00	8%	\$4,261.00	8%	\$4,261.00	8%	\$4,261.00	8%	\$4,261.00	8%	\$4,261.00	8%	\$4,261.00	8%		
Rest of Asia Pacific	\$5,448.00	7%	\$3,150.00	6%	\$3,150.00	6%	\$3,150.00	6%	\$3,150.00	6%	\$3,150.00	6%	\$3,150.00	6%	\$3,150.00	6%		
Total Apple	\$75,972.00	100%	\$66,428.00	100%	\$66,428.00	100%	\$66,428.00	100%	\$66,428.00	100%	\$66,428.00	100%	\$66,428.00	100%	\$66,428.00	100%		
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	14,719	\$51,382.00	65%	15,170	\$40,262.00	49%	14,734	\$31,368.00	38%	14,734	\$31,368.00	38%	14,734	\$31,368.00	38%	14,734	\$31,368.00	38%
iPad	16,122	\$7,084.00	9%	16,122	\$7,084.00	9%	16,122	\$7,084.00	9%	16,122	\$7,084.00	9%	16,122	\$7,084.00	9%	16,122	\$7,084.00	9%
Mac	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%
Services		\$4,799.00	6%		\$4,994.00	6%		\$5,038.00	6%		\$5,038.00	6%		\$5,038.00	6%		\$5,038.00	6%
Other Products		\$2,488.00	3%		\$1,610.00	2%		\$1,610.00	2%		\$1,610.00	2%		\$1,610.00	2%		\$1,610.00	2%
Total Apple		\$75,972.00	100%		\$66,428.00	100%		\$66,428.00	100%		\$66,428.00	100%		\$66,428.00	100%		\$66,428.00	100%
	Q1 '17 - January 31st, 2017				Q2 '17 - May 2nd, 2017				Q3 '17 - August 2nd, 2017				Q4 '17 - November 2nd, 2017					
	AAPL Closing Price = \$28.34				AAPL Closing Price = \$36.82				AAPL Closing Price = \$33.23				AAPL Closing Price = \$41.38					
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue		
Americas	\$39,360.00	42%	\$41,137.00	40%	\$41,137.00	40%	\$41,137.00	40%	\$41,137.00	40%	\$41,137.00	40%	\$41,137.00	40%	\$41,137.00	40%		
Europe	\$18,512.00	24%	\$17,730.00	24%	\$17,730.00	24%	\$17,730.00	24%	\$17,730.00	24%	\$17,730.00	24%	\$17,730.00	24%	\$17,730.00	24%		
Greater China	\$16,233.00	21%	\$10,726.00	20%	\$10,726.00	20%	\$10,726.00	20%	\$10,726.00	20%	\$10,726.00	20%	\$10,726.00	20%	\$10,726.00	20%		
Japan	\$7,366.00	7%	\$4,465.00	8%	\$4,465.00	8%	\$4,465.00	8%	\$4,465.00	8%	\$4,465.00	8%	\$4,465.00	8%	\$4,465.00	8%		
Rest of Asia Pacific	\$5,682.00	7%	\$5,792.00	7%	\$5,792.00	7%	\$5,792.00	7%	\$5,792.00	7%	\$5,792.00	7%	\$5,792.00	7%	\$5,792.00	7%		
Total Apple	\$79,153.00	100%	\$89,846.00	100%	\$89,846.00	100%	\$89,846.00	100%	\$89,846.00	100%	\$89,846.00	100%	\$89,846.00	100%	\$89,846.00	100%		
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	19,290	\$54,376.00	68%	19,290	\$54,376.00	68%	19,290	\$54,376.00	68%	19,290	\$54,376.00	68%	19,290	\$54,376.00	68%	19,290	\$54,376.00	68%
iPad	13,081	\$5,511.00	7%	13,081	\$5,511.00	7%	13,081	\$5,511.00	7%	13,081	\$5,511.00	7%	13,081	\$5,511.00	7%	13,081	\$5,511.00	7%
Mac	5,174	\$7,244.00	8%	5,174	\$7,244.00	8%	5,174	\$7,244.00	8%	5,174	\$7,244.00	8%	5,174	\$7,244.00	8%	5,174	\$7,244.00	8%
Services		\$7,173.00	9%		\$7,944.00	9%		\$7,944.00	9%		\$7,944.00	9%		\$7,944.00	9%		\$7,944.00	9%
Other Products		\$4,623.00	6%		\$2,873.00	3%		\$2,873.00	3%		\$2,873.00	3%		\$2,873.00	3%		\$2,873.00	3%
Total Apple		\$79,153.00	100%		\$89,846.00	100%		\$89,846.00	100%		\$89,846.00	100%		\$89,846.00	100%		\$89,846.00	100%
	Q1 '18 - February 1st, 2018				Q2 '18 - May 2nd, 2018				Q3 '18 - August 1st, 2018				Q4 '18 - November 2nd, 2018					
	AAPL Closing Price = \$41.35				AAPL Closing Price = \$43.97				AAPL Closing Price = \$47.56				AAPL Closing Price = \$56.38					
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue		
Americas	\$35,193.00	40%	\$34,841.00	41%	\$34,841.00	41%	\$34,841.00	41%	\$34,841.00	41%	\$34,841.00	41%	\$34,841.00	41%	\$34,841.00	41%		
Europe	\$15,554.00	24%	\$15,554.00	23%	\$15,554.00	23%	\$15,554.00	23%	\$15,554.00	23%	\$15,554.00	23%	\$15,554.00	23%	\$15,554.00	23%		
Greater China	\$17,956.00	20%	\$13,024.00	21%	\$13,024.00	21%	\$13,024.00	21%	\$13,024.00	21%	\$13,024.00	21%	\$13,024.00	21%	\$13,024.00	21%		
Japan	\$7,237.00	8%	\$5,468.00	9%	\$5,468.00	9%	\$5,468.00	9%	\$5,468.00	9%	\$5,468.00	9%	\$5,468.00	9%	\$5,468.00	9%		
Rest of Asia Pacific	\$6,423.00	8%	\$5,926.00	6%	\$5,926.00	6%	\$5,926.00	6%	\$5,926.00	6%	\$5,926.00	6%	\$5,926.00	6%	\$5,926.00	6%		
Total Apple	\$72,363.00	100%	\$64,827.00	100%	\$64,827.00	100%	\$64,827.00	100%	\$64,827.00	100%	\$64,827.00	100%	\$64,827.00	100%	\$64,827.00	100%		
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	17,314	\$45,176.00	70%	17,314	\$45,176.00	70%	17,314	\$45,176.00	70%	17,314	\$45,176.00	70%	17,314	\$45,176.00	70%	17,314	\$45,176.00	70%
iPad	13,113	\$5,500.00	7%	13,113	\$5,500.00	7%	13,113	\$5,500.00	7%	13,113	\$5,500.00	7%	13,113	\$5,500.00	7%	13,113	\$5,500.00	7%
Mac	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%
Services		\$6,471.00	9%		\$6,471.00	9%		\$6,471.00	9%		\$6,471.00	9%		\$6,471.00	9%		\$6,471.00	9%
Other Products		\$5,489.00	8%		\$5,489.00	8%		\$5,489.00	8%		\$5,489.00	8%		\$5,489.00	8%		\$5,489.00	8%
Total Apple		\$72,363.00	100%		\$64,827.00	100%		\$64,827.00	100%		\$64,827.00	100%		\$64,827.00	100%		\$64,827.00	100%
	Q1 '19 - January 29th, 2019				Q2 '19 - April 30th, 2019				Q3 '19 - July 30th, 2019				Q4 '19 - October 30th, 2019					
	AAPL Closing Price = \$58.63				AAPL Closing Price = \$50.17				AAPL Closing Price = \$52.20				AAPL Closing Price = \$60.82					
Operating Segments	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue	Revenue	% of Revenue		
Americas	\$36,000.00	42%	\$35,500.00	44%	\$35,500.00	44%	\$35,500.00	44%	\$35,500.00	44%	\$35,500.00	44%	\$35,500.00	44%	\$35,500.00	44%		
Europe	\$20,360.00	24%	\$19,024.00	23%	\$19,024.00	23%	\$19,024.00	23%	\$19,024.00	23%	\$19,024.00	23%	\$19,024.00	23%	\$19,024.00	23%		
Greater China	\$13,360.00	16%	\$10,024.00	18%	\$10,024.00	18%	\$10,024.00	18%	\$10,024.00	18%	\$10,024.00	18%	\$10,024.00	18%	\$10,024.00	18%		
Japan	\$4,794.00	6%	\$4,261.00	8%	\$4,261.00	8%	\$4,261.00	8%	\$4,261.00	8%	\$4,261.00	8%	\$4,261.00	8%	\$4,261.00	8%		
Rest of Asia Pacific	\$5,448.00	7%	\$3,150.00	6%	\$3,150.00	6%	\$3,150.00	6%	\$3,150.00	6%	\$3,150.00	6%	\$3,150.00	6%	\$3,150.00	6%		
Total Apple	\$75,972.00	100%	\$66,428.00	100%	\$66,428.00	100%	\$66,428.00	100%	\$66,428.00	100%	\$66,428.00	100%	\$66,428.00	100%	\$66,428.00	100%		
Product Summary	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue	Units	Revenue	% of Revenue
iPhone	14,719	\$51,382.00	65%	15,170	\$40,262.00	49%	14,734	\$31,368.00	38%	14,734	\$31,368.00	38%	14,734	\$31,368.00	38%	14,734	\$31,368.00	38%
iPad	16,122	\$7,084.00	9%	16,122	\$7,084.00	9%	16,122	\$7,084.00	9%	16,122	\$7,084.00	9%	16,122	\$7,084.00	9%	16,122	\$7,084.00	9%
Mac	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%	5,112	\$6,794.00	9%
Services		\$4,799.00	6%		\$4,994.00	6%		\$5,038.00	6%		\$5,038.00	6%		\$5,038.00	6%		\$5,038.00	6%
Other Products		\$2,488.00	3%		\$1,610.00	2%		\$1,610.00	2%		\$1,610.							

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Source: Apple, Inc.

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