

Apple Quarterly Financial Results

Q3 '16 Closing Price - \$21.39					Q3 '15 - April 27th, 2015					Q3 '15 - July 21st, 2015					Q4 '15 - October 27th, 2015				
AAPL Closing Price - \$21.39					AAPL Closing Price - \$21.39					AAPL Closing Price - \$21.39					AAPL Closing Price - \$21.39				
	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue			
Americas	\$30,566.42	42%			\$21,316.30	37%			\$20,209.43	41%			\$19,342.12	41%					
Europe	\$19,244.28	26%			\$12,204.81	21%			\$11,476.00	23%			\$10,746.20	23%					
Greater China	\$16,144.42	22%			\$10,863.29	19%			\$11,230.20	23%			\$10,731.00	23%					
Japan	\$5,448.70	8%			\$3,457.47	6%			\$2,877.00	6%			\$2,877.00	6%					
Rest of Asia Pacific	\$5,227.00	7%			\$3,457.47	6%			\$2,877.00	6%			\$2,877.00	6%					
Total Apple	\$58,586.82	100%			\$58,486.82	100%			\$58,486.82	100%			\$58,486.82	100%					
Product Summary																			
iPhone	74,468	51,182.0	69%		61,170	50,282.0	69%		47,534	51,388.0	63%		46,046	51,200.0	63%				
iPad	21,419	10,885.2	19%		12,620	10,348.0	18%		10,913	11,476.0	16%		9,267	10,746.2	16%				
Mac	5,519	56,944.0	9%		1,563	55,615.0	10%		4,796	56,000.0	12%		5,709	56,882.0	13%				
Services		\$4,799.00	8%			\$4,799.00	8%			\$5,038.00	10%			\$5,038.00	10%				
Other Products		\$1,689.00	3%			\$1,689.00	3%			\$2,441.00	5%			\$2,441.00	5%				
Total Apple	76,396	121,313.2	100%		75,483	121,313.2	100%		67,959	121,313.2	100%		67,959	121,313.2	100%				
Operating Segments																			
Americas	\$32,325.90	42%			\$20,096.38	34%			\$17,563.42	40%			\$20,221.49	43%					
Europe	\$17,912.92	24%			\$11,535.33	20%			\$8,486.00	23%			\$10,847.24	23%					
Greater China	\$14,985.28	26%			\$9,874.00	17%			\$10,440.00	24%			\$12,476.00	24%					
Japan	\$4,794.00	8%			\$4,281.00	8%			\$3,532.00	8%			\$4,824.00	9%					
Rest of Asia Pacific	\$5,448.70	8%			\$3,457.47	6%			\$2,877.00	6%			\$2,704.00	5%					
Total Apple	\$65,466.80	100%			\$51,243.18	100%			\$42,892.42	100%			\$50,842.73	100%					
Q3 '16 - January 26th, 2016																			
AAPL Closing Price - \$25.85					AAPL Closing Price - \$26.09					Q3'16 - July 26th, 2016					Q4'16 - October 26th, 2016				
	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue			
Americas	\$32,325.90	42%			\$20,096.38	34%			\$17,563.42	40%			\$20,221.49	43%					
Europe	\$17,912.92	24%			\$11,535.33	20%			\$8,486.00	23%			\$10,847.24	23%					
Greater China	\$14,985.28	26%			\$9,874.00	17%			\$10,440.00	24%			\$12,476.00	24%					
Japan	\$4,794.00	8%			\$4,281.00	8%			\$3,532.00	8%			\$4,824.00	9%					
Rest of Asia Pacific	\$5,448.70	8%			\$3,457.47	6%			\$2,877.00	6%			\$2,704.00	5%					
Total Apple	\$65,466.80	100%			\$51,243.18	100%			\$42,892.42	100%			\$50,842.73	100%					
Product Summary																			
iPhone	74,468	51,182.0	69%		61,170	50,282.0	69%		47,534	51,388.0	63%		46,046	51,200.0	63%				
iPad	21,419	10,885.2	19%		12,620	10,348.0	18%		10,913	11,476.0	16%		9,267	10,746.2	16%				
Mac	5,519	56,944.0	9%		1,563	55,615.0	10%		4,796	56,000.0	12%		5,709	56,882.0	13%				
Services		\$4,799.00	8%			\$4,799.00	8%			\$5,038.00	10%			\$5,038.00	10%				
Other Products		\$1,689.00	3%			\$1,689.00	3%			\$2,441.00	5%			\$2,441.00	5%				
Total Apple	76,396	121,313.2	100%		75,483	121,313.2	100%		67,959	121,313.2	100%		67,959	121,313.2	100%				
Q3 '17 - January 18th, 2017																			
AAPL Closing Price - \$33.34					Q3 '17 - May 2nd, 2017					Q3 '17 - August 2nd, 2017					Q4 '17 - November 2nd, 2017				
	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue			
Americas	\$32,325.90	42%			\$20,096.38	34%			\$17,563.42	40%			\$20,221.49	43%					
Europe	\$17,912.92	24%			\$11,535.33	20%			\$8,486.00	23%			\$10,847.24	23%					
Greater China	\$14,985.28	26%			\$9,874.00	17%			\$10,440.00	24%			\$12,476.00	24%					
Japan	\$4,794.00	8%			\$4,281.00	8%			\$3,532.00	8%			\$4,824.00	9%					
Rest of Asia Pacific	\$5,448.70	8%			\$3,457.47	6%			\$2,877.00	6%			\$2,704.00	5%					
Total Apple	\$65,466.80	100%			\$51,243.18	100%			\$42,892.42	100%			\$50,842.73	100%					
Product Summary																			
iPhone	74,468	51,182.0	69%		61,170	50,282.0	69%		47,534	51,388.0	63%		46,046	51,200.0	63%				
iPad	21,419	10,885.2	19%		12,620	10,348.0	18%		10,913	11,476.0	16%		9,267	10,746.2	16%				
Mac	5,519	56,944.0	9%		1,563	55,615.0	10%		4,796	56,000.0	12%		5,709	56,882.0	13%				
Services		\$4,799.00	8%			\$4,799.00	8%			\$5,038.00	10%			\$5,038.00	10%				
Other Products		\$1,689.00	3%			\$1,689.00	3%			\$2,441.00	5%			\$2,441.00	5%				
Total Apple	76,396	121,313.2	100%		75,483	121,313.2	100%		67,959	121,313.2	100%		67,959	121,313.2	100%				
Q3 '18 - February 1st, 2018																			
AAPL Closing Price - \$45.85					Q3 '18 - May 2nd, 2018					Q3 '18 - August 1st, 2018					Q4 '18 - November 2nd, 2018				
	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue			
Americas	\$32,325.90	42%			\$20,096.38	34%			\$17,563.42	40%			\$20,221.49	43%					
Europe	\$17,912.92	24%			\$11,535.33	20%			\$8,486.00	23%			\$10,847.24	23%					
Greater China	\$14,985.28	26%			\$9,874.00	17%			\$10,440.00	24%			\$12,476.00	24%					
Japan	\$4,794.00	8%			\$4,281.00	8%			\$3,532.00	8%			\$4,824.00	9%					
Rest of Asia Pacific	\$5,448.70	8%			\$3,457.47	6%			\$2,877.00	6%			\$2,704.00	5%					
Total Apple	\$65,466.80	100%			\$51,243.18	100%			\$42,892.42	100%			\$50,842.73	100%					
Product Summary																			
iPhone	74,468	51,182.0	69%		61,170	50,282.0	69%		47,534	51,388.0	63%		46,046	51,200.0	63%				
iPad	21,419	10,885.2	19%		12,620	10,348.0	18%		10,913	11,476.0	16%		9,267	10,746.2	16%				
Mac	5,519	56,944.0	9%		1,563	55,615.0	10%		4,796	56,000.0	12%		5,709	56,882.0	13%				
Services		\$4,799.00	8%			\$4,799.00	8%			\$5,038.00	10%			\$5,038.00	10%				
Other Products		\$1,689.00	3%			\$1,689.00	3%			\$2,441.00	5%			\$2,441.00	5%				
Total Apple	76,396	121,313.2	100%		75,483	121,313.2	100%		67,959	121,313.2	100%		67,959	121,313.2	100%				
Q3 '19 - January 29th, 2019																			
AAPL Closing Price - \$33.34					Q3 '19 - April 30th, 2019					Q3 '19 - July 30th, 2019					Q4 '19 - October 30th, 2019				
	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue			
Americas	\$32,325.90	42%			\$20,096.38	34%			\$17,563.42	40%			\$20,221.49	43%					
Europe	\$17,912.92	24%			\$11,535.33	20%			\$8,486.00	23%			\$10,847.24	23%					
Greater China	\$14,985.28	26%			\$9,874.00	17%			\$10,440.00	24%			\$12,476.00	24%					
Japan	\$4,794.00	8%			\$4,281.00	8%			\$3,532.00	8%			\$4,824.00	9%					
Rest of Asia Pacific	\$5,448.70	8%			\$3,457.47	6%			\$2,877.00	6%			\$2,704.00	5%					
Total Apple	\$65,466.80	100%			\$51,243.18	100%			\$42,892.42	100%			\$50,842.73	100%					
Product Summary																			
iPhone	74,468	51,182.0	69%		61,170	50,282.0	69%		47,534	51,388.0	63%		46,046	51,200.0	63%				
iPad	21,419	10,885.2	19%		12,620	10,348.0	18%		10,913	11,476.0	16%		9,267	10,746.2	16%				
Mac	5,519	56,944.0	9%		1,563	55,615.0	10%		4,796	56,000.0	12%		5,709	56,882.0	13%				
Services		\$4,799.00	8%			\$4,799.00	8%			\$5,038.00	10%			\$5,038.00	10%				
Other Products		\$1,689.00	3%			\$1,689.00	3%			\$2,441.00	5%			\$2,441.00	5%				
Total Apple	76,396	121,313.2	100%		75,483	121,313.2	100%		67,959	121,313.2	100%		67,959	121,313.2	100%				
Q3 '20 - January 28th, 2020																			
AAPL Closing Price - \$124.82					Q3 '20 - April 30th, 2020					Q3 '20 - July 30th, 2020					Q4 '20 - October 29th, 2020				
	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue			
Americas	\$41,367.07	43%			\$25,473.43	44%			\$27,018.08	43%			\$29,806.08	47%					
Europe	\$22,373.20	23%			\$13,473.53	23%			\$14,173.53	23%			\$15,901.22	25%					
Greater China	\$13,578.13	14%			\$9,495.16	16%			\$9,392.08	16%			\$10,786.22	17%					
Japan	\$5,223.73	5%			\$5,262.06	9%			\$4,566.86	8%			\$5,023.83	8%					
Rest of Asia Pacific	\$7,279.67	8%			\$3,882.89	7%			\$4,490.00	7%			\$5,123.71	8%					
Total Apple	\$89,771.60	100%			\$58,185.07	100%			\$60,480.62	100%			\$66,640.26	100%					
Product Summary																			
iPhone	18%	51,182.0	62%		23%	51,051.0	54%		13%	52,988.0	48%		10%	53,332.0	52%				
iPad	18%	96,729.0	70%		18%	84,872.0	81%		8%	50,033.0	81%		4%	44,656.0	76%				
Mac	13%	1,416.0	6%		8%	55,133.0	10%		11%	55,133.0	10%		8%	55,133.0	10%				
Services	22%	130,875.0	13%		14%	111,450.0	12%		13%	111,455.0	12%		13%	111,251.0	20%				
Other Products	25%	5,738.0	6%		3%	55,229.0	1%		3%	55,229.0	1%		3%	55,229.0	1%				
Total Apple																			
Q3 '21 - January 27th, 2021																			
AAPL Closing Price - \$152.82					Q3 '21 - April 28th, 2021					Q3 '21 - July 27th, 2021					Q4 '21 - October 29th, 2021				
	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue	Revenue	% of Revenue	Units	% of Revenue			
Americas	\$41,367.07	43%			\$25,473.43	44%			\$27,018.08	43%			\$29,806.08	47%					
Europe	\$22,373.20	23%			\$13,473.53	23%			\$14,173.53	23%			\$15,901.22	25%					
Greater China	\$13,578.13	14%			\$9,495.16	16%			\$9,392.08	16%			\$10,786.22	17%					
Japan																			