

## Apple Inc. Q1 2017 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q1 2017	Q4 2016	Q1 2016	Sequential Change	Year/Year Change
Operating Segments	Revenue	Revenue	Revenue	Revenue	Revenue
Americas	\$31,968	\$20,229	\$29,325	58%	9%
Europe	18,521	10,842	17,932	71%	3%
Greater China	16,233	8,785	18,373	85%	- 12%
Japan	5,766	4,324	4,794	33%	20%
Rest of Asia Pacific	5,863	2,672	5,448	119%	8%
<b>Total Apple</b>	<b>\$78,351</b>	<b>\$46,852</b>	<b>\$75,872</b>	<b>67%</b>	<b>3%</b>

	Q1 2017		Q4 2016		Q1 2016		Sequential Change		Year/Year Change	
Product Summary	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (1)	78,290	\$54,378	45,513	\$28,160	74,779	\$51,635	72%	93%	5%	5%
iPad (1)	13,081	5,533	9,267	4,255	16,122	7,084	41%	30%	- 19%	- 22%
Mac (1)	5,374	7,244	4,886	5,739	5,312	6,746	10%	26%	1%	7%
Services (2)		7,172		6,325		6,056		13%		18%
Other Products (1)(3)		4,024		2,373		4,351		70%		- 8%
<b>Total Apple</b>		<b>\$78,351</b>		<b>\$46,852</b>		<b>\$75,872</b>		<b>67%</b>		<b>3%</b>

(1) Includes deferrals and amortization of related software upgrade rights and non-software services.

(2) Includes revenue from Digital Content and Services, AppleCare, Apple Pay, licensing and other services.

(3) Includes sales of Apple TV, Apple Watch, Beats products, iPod and Apple-branded and third-party accessories.