

Apple Inc.
Q4 2017 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q4 2017	Q3 2017	Q4 2016	Sequential Change	Year/Year Change
Operating Segments	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>
Americas	\$23,099	\$20,376	\$20,229	13%	14%
Europe	13,009	10,675	10,842	22%	20%
Greater China	9,801	8,004	8,785	22%	12%
Japan	3,858	3,624	4,324	6%	- 11%
Rest of Asia Pacific	2,812	2,729	2,672	3%	5%
Total Apple	\$52,579	\$45,408	\$46,852	16%	12%

	Q4 2017		Q3 2017		Q4 2016		Sequential Change		Year/Year Change	
Product Summary	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>
iPhone (1)	46,677	\$28,846	41,026	\$24,846	45,513	\$28,160	14%	16%	3%	2%
iPad (1)	10,326	4,831	11,424	4,969	9,267	4,255	- 10%	- 3%	11%	14%
Mac (1)	5,386	7,170	4,292	5,592	4,886	5,739	25%	28%	10%	25%
Services (2)		8,501		7,266		6,325		17%		34%
Other Products (1)(3)		3,231		2,735		2,373		18%		36%
Total Apple		\$52,579		\$45,408		\$46,852		16%		12%

(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. Services revenue in the fourth quarter of 2017 included a favorable one-time adjustment of \$640 million due to a change in estimate based on the availability of additional supporting information.

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