

## Apple Computer, Inc. Q3'04 Unaudited Summary Data

	<u>Q2'04 Actual</u>		<u>Q3'03 Actual</u>		<u>Q3'04 Actual</u>		<u>Sequential Change</u>		<u>Year/Year Change</u>	
	CPU Units k	Rev \$m	CPU Units k	Rev \$m	CPU Units k	Rev \$m	Units	Revenue	Units	Revenue
<b>Operating Segments</b>										
Americas	361	\$881	452	\$831	472	\$1,018	31%	16%	4%	23%
Europe	187	449	144	297	191	408	2%	-9%	33%	37%
Japan	76	173	85	168	82	172	8%	-1%	-4%	2%
Retail	70	266	40	145	73	270	4%	2%	83%	86%
Other Segments (1)	55	140	50	104	58	146	5%	4%	16%	40%
<b>Total Operating Segments</b>	<u>749</u>	<u>\$1,909</u>	<u>771</u>	<u>\$1,545</u>	<u>876</u>	<u>\$2,014</u>	17%	6%	14%	30%
	<u>Units k</u>	<u>Rev \$m</u>	<u>Units k</u>	<u>Rev \$m</u>	<u>Units k</u>	<u>Rev \$m</u>	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>
<b>Product Summary</b>										
iMac (2)	217	\$252	287	\$301	243	\$235	12%	-7%	-15%	-22%
iBook	201	223	190	196	240	261	19%	17%	26%	33%
Power Mac (3)	174	349	133	234	173	332	-1%	-5%	30%	42%
PowerBook	157	336	161	363	220	435	40%	29%	37%	20%
<b>Subtotal CPUs</b>	<u>749</u>	<u>1,160</u>	<u>771</u>	<u>1,094</u>	<u>876</u>	<u>1,263</u>	17%	9%	14%	15%
iPod	807	264	304	111	860	249	7%	-6%	183%	124%
Other Music Products (4)	NM	60	NM	12	NM	73	NM	22%	NM	508%
Peripherals & Other HW	NM	238	NM	168	NM	219	NM	-8%	NM	30%
Software & Other	NM	187	NM	160	NM	210	NM	12%	NM	31%
<b>Total Apple</b>		<u>\$1,909</u>		<u>\$1,545</u>		<u>\$2,014</u>		6%		30%

(1) Other Segments include Asia Pacific and FileMaker.

(2) Includes eMac product line.

(3) Power Mac figures include server sales.

(4) Other Music Products consists of iTunes Music Store sales and iPod related services and accessories.

NM: Not Meaningful