

Apple Inc. Q1 2018 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q1 2018	Q4 2017	Q1 2017	Sequential Change	Year/Year Change
Reportable Segments	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>
Americas	\$35,193	\$23,099	\$31,968	52%	10%
Europe	21,054	13,009	18,521	62%	14%
Greater China	17,956	9,801	16,233	83%	11%
Japan	7,237	3,858	5,766	88%	26%
Rest of Asia Pacific	6,853	2,812	5,863	144%	17%
Total Apple	\$88,293	\$52,579	\$78,351	68%	13%

	Q1 2018		Q4 2017		Q1 2017		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)	77,316	\$61,576	46,677	\$28,846	78,290	\$54,378	66%	113%	- 1%	13%
iPad (1)	13,170	5,862	10,326	4,831	13,081	5,533	28%	21%	1%	6%
Mac (1)	5,112	6,895	5,386	7,170	5,374	7,244	-5%	- 4%	- 5%	- 5%
Services (2)		8,471		8,501		7,172		0%		18%
Other Products (1)(3)		5,489		3,231		4,024		70%		36%
Total Apple		\$88,293		\$52,579		\$78,351		68%		13%

(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.