

Apple Inc. Q3 2018 Unaudited Summary Data

(Units in thousands, Revenue in millions)

Reportable Segments	Q3 2018		Q2 2018		Q3 2017		Sequential Change		Year/Year Change	
	Revenue		Revenue		Revenue		Revenue		Revenue	
Americas	\$24,542		\$24,841		\$20,376		- 1%		20%	
Europe	12,138		13,846		10,675		- 12%		14%	
Greater China	9,551		13,024		8,004		- 27%		19%	
Japan	3,867		5,468		3,624		- 29%		7%	
Rest of Asia Pacific	3,167		3,958		2,729		- 20%		16%	
Total Apple	\$53,265		\$61,137		\$45,408		- 13%		17%	

Product Summary	Q3 2018		Q2 2018		Q3 2017		Sequential Change		Year/Year Change	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (1)	41,300	\$29,906	52,217	\$38,032	41,026	\$24,846	- 21%	- 21%	1%	20%
iPad (1)	11,553	4,741	9,113	4,113	11,424	4,969	27%	15%	1%	- 5%
Mac (1)	3,720	5,330	4,078	5,848	4,292	5,592	-9%	- 9%	- 13%	- 5%
Services (2)		9,548		9,190		7,266		4%		31%
Other Products (1)(3)		3,740		3,954		2,735		- 5%		37%
Total Apple		\$53,265		\$61,137		\$45,408		- 13%		17%

(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 third quarter of 2018 included a favorable one-time item of \$236 million in connection with the final resolution of various lawsuits.

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