

Apple Computer, Inc. Q1'04 Summary Data

	<u>Q4'03 Actual</u>		<u>Q1'03 Actual</u>		<u>Q1'04 Actual</u>		<u>Sequential Change</u>		<u>Year/Year Change</u>	
	<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>
Product Summary										
iMac (1)	253	\$279	298	\$356	227	\$251	-10%	-10%	-24%	-29%
iBook	137	154	186	216	201	221	47%	44%	8%	2%
Power Mac (2)	221	419	158	292	206	398	-7%	-5%	30%	36%
PowerBook	176	348	101	235	195	399	11%	15%	93%	70%
Subtotal CPUs	<u>787</u>	<u>1,200</u>	<u>743</u>	<u>1,099</u>	<u>829</u>	<u>1,269</u>	<u>5%</u>	<u>6%</u>	<u>12%</u>	<u>15%</u>
iPod	336	121	219	81	733	256	118%	112%	235%	216%
Peripherals & Other HW	NM	217	NM	137	NM	243	NM	12%	NM	77%
Software & Other	NM	177	NM	155	NM	238	NM	34%	NM	54%
Total Apple		<u>\$1,715</u>		<u>\$1,472</u>		<u>\$2,006</u>		17%		36%

	<u>CPU Units k</u>		<u>Rev \$m</u>		<u>CPU Units k</u>		<u>Rev \$m</u>		<u>Sequential Change</u>		<u>Year/Year Change</u>	
	<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>	<u>Units</u>	<u>Revenue</u>
Operating Segments												
Americas	453	\$928	377	\$738	378	\$924	-17%	0%	0%	25%		
Europe	158	323	202	351	240	519	52%	61%	19%	48%		
Japan	76	171	71	139	77	157	1%	-8%	8%	13%		
Retail	59	193	46	148	73	273	24%	41%	59%	84%		
Other Segments (3)	41	100	47	96	61	133	49%	33%	30%	39%		
Total Operating Segments	<u>787</u>	<u>\$1,715</u>	<u>743</u>	<u>\$1,472</u>	<u>829</u>	<u>\$2,006</u>	<u>5%</u>	<u>17%</u>	<u>12%</u>	<u>36%</u>		

- (1) Includes eMac product line.
(2) Power Mac figures include server sales.
(3) Other Segments include Asia Pacific and FileMaker.

NM: Not Meaningful