

Apple Inc. Q1 2016 Unaudited Summary Data

(Units in thousands, Revenue in millions)

Operating Segments	Q1 2016		Q4 2015		Q1 2015		Sequential Change		Year/Year Change	
	Revenue		Revenue		Revenue		Revenue		Revenue	
Americas	\$29,325		\$21,773		\$30,566		35%		- 4%	
Europe	17,932		10,577		17,214		70%		4%	
Greater China	18,373		12,518		16,144		47%		14%	
Japan	4,794		3,929		5,448		22%		- 12%	
Rest of Asia Pacific	5,448		2,704		5,227		101%		4%	
Total Apple	\$75,872		\$51,501		\$74,599		47%		2%	

Product Summary	Q1 2016		Q4 2015		Q1 2015		Sequential Change		Year/Year Change	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (1)	74,779	\$51,635	48,046	\$32,209	74,468	\$51,182	56%	60%	0%	1%
iPad (1)	16,122	7,084	9,883	4,276	21,419	8,985	63%	66%	- 25%	- 21%
Mac (1)	5,312	6,746	5,709	6,882	5,519	6,944	-7%	- 2%	- 4%	- 3%
Services (2)		6,056		5,086		4,799		19%		26%
Other Products (1)(3)		4,351		3,048		2,689		43%		62%
Total Apple		\$75,872		\$51,501		\$74,599		47%		2%

(1) Includes deferrals and amortization of related software upgrade rights and non-software services.

(2) Includes revenue from Internet Services, AppleCare, Apple Pay, licensing and other services.

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