

Apple Inc. Q2 2016 Unaudited Summary Data

(Units in thousands, Revenue in millions)

Operating Segments	Q2 2016		Q1 2016		Q2 2015		Sequential Change		Year/Year Change	
	Revenue		Revenue		Revenue		Revenue		Revenue	
Americas	\$19,096		\$29,325		\$21,316		- 35%		- 10%	
Europe	11,535		17,932		12,204		- 36%		- 5%	
Greater China	12,486		18,373		16,823		- 32%		- 26%	
Japan	4,281		4,794		3,457		- 11%		24%	
Rest of Asia Pacific	3,159		5,448		4,210		- 42%		- 25%	
Total Apple	\$50,557		\$75,872		\$58,010		- 33%		- 13%	

Product Summary	Q2 2016		Q1 2016		Q2 2015		Sequential Change		Year/Year Change	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (1)	51,193	\$32,857	74,779	\$51,635	61,170	\$40,282	- 32%	- 36%	- 16%	- 18%
iPad (1)	10,251	4,413	16,122	7,084	12,623	5,428	- 36%	- 38%	- 19%	- 19%
Mac (1)	4,034	5,107	5,312	6,746	4,563	5,615	-24%	- 24%	- 12%	- 9%
Services (2)		5,991		6,056		4,996		- 1%		20%
Other Products (1)(3)		2,189		4,351		1,689		- 50%		30%
Total Apple		\$50,557		\$75,872		\$58,010		- 33%		- 13%

(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.