

## Apple Inc. Q1 2017 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q1 2017		Q4 2016		Q1 2016		Sequential Change		Year/Year Change	
	Revenue		Revenue		Revenue		Revenue		Revenue	
<b>Operating Segments</b>										
Americas	\$31,968		\$20,229		\$29,325		58%		9%	
Europe	18,521		10,842		17,932		71%		3%	
Greater China	16,233		8,785		18,373		85%		- 12%	
Japan	5,766		4,324		4,794		33%		20%	
Rest of Asia Pacific	5,863		2,672		5,448		119%		8%	
<b>Total Apple</b>	<b>\$78,351</b>		<b>\$46,852</b>		<b>\$75,872</b>		<b>67%</b>		<b>3%</b>	

	Q1 2017		Q4 2016		Q1 2016		Sequential Change		Year/Year Change	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
<b>Product Summary</b>										
iPhone (1)	78,290	\$54,378	45,513	\$28,160	74,779	\$51,635	72%	93%	5%	5%
iPad (1)	13,081	5,533	9,267	4,255	16,122	7,084	41%	30%	- 19%	- 22%
Mac (1)	5,374	7,244	4,886	5,739	5,312	6,746	10%	26%	1%	7%
Services (2)		7,172		6,325		6,056		13%		18%
Other Products (1)(3)		4,024		2,373		4,351		70%		- 8%
<b>Total Apple</b>		<b>\$78,351</b>		<b>\$46,852</b>		<b>\$75,872</b>		<b>67%</b>		<b>3%</b>

(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.

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