

## Apple Inc. Q3 2016 Unaudited Summary Data

(Units in thousands, Revenue in millions)

Operating Segments	Q3 2016		Q2 2016		Q3 2015		Sequential Change		Year/Year Change	
	Revenue		Revenue		Revenue		Revenue		Revenue	
Americas	\$17,963		\$19,096		\$20,209		- 6%		- 11%	
Europe	9,643		11,535		10,342		- 16%		- 7%	
Greater China	8,848		12,486		13,230		- 29%		- 33%	
Japan	3,529		4,281		2,872		- 18%		23%	
Rest of Asia Pacific	2,375		3,159		2,952		- 25%		- 20%	
<b>Total Apple</b>	<b>\$42,358</b>		<b>\$50,557</b>		<b>\$49,605</b>		<b>- 16%</b>		<b>- 15%</b>	

Product Summary	Q3 2016		Q2 2016		Q3 2015		Sequential Change		Year/Year Change	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (1)	40,399	\$24,048	51,193	\$32,857	47,534	\$31,368	- 21%	- 27%	- 15%	- 23%
iPad (1)	9,950	4,876	10,251	4,413	10,931	4,538	- 3%	10%	- 9%	7%
Mac (1)	4,252	5,239	4,034	5,107	4,796	6,030	5%	3%	- 11%	- 13%
Services (2)		5,976		5,991		5,028		0%		19%
Other Products (1)(3)		2,219		2,189		2,641		1%		- 16%
<b>Total Apple</b>		<b>\$42,358</b>		<b>\$50,557</b>		<b>\$49,605</b>		<b>- 16%</b>		<b>- 15%</b>

(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.