

Apple Inc. Q1 2015 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q1'15	Q4'14	Q1'14	Sequential Change	Year/Year Change
Operating Segments	Revenue	Revenue	Revenue	Revenue	Revenue
Americas	\$30,566	\$19,750	\$24,789	55%	23%
Europe	17,214	10,350	14,335	66%	20%
Greater China	16,144	6,292	9,496	157%	70%
Japan	5,448	3,595	5,045	52%	8%
Rest of Asia Pacific	5,227	2,136	3,929	145%	33%
Total Apple	\$74,599	\$42,123	\$57,594	77%	30%

	Q1'15		Q4'14		Q1'14		Sequential Change		Year/Year Change	
Product Summary	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (1)	74,468	\$51,182	39,272	\$23,678	51,025	\$32,498	90%	116%	46%	57%
iPad (1)	21,419	8,985	12,316	5,316	26,035	11,468	74%	69%	- 18%	- 22%
Mac (1)	5,519	6,944	5,520	6,625	4,837	6,395	0%	5%	14%	9%
Services (2)		4,799		4,608		4,397		4%		9%
Other Products (1)(3)		2,689		1,896		2,836		42%		- 5%
Total Apple		\$74,599		\$42,123		\$57,594		77%		30%

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

(2) Includes revenue from the iTunes Store, the App Store, the Mac App Store, the iBooks Store, AppleCare, Apple Pay, licensing and other services.

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