

Apple Inc.

Q3 2013 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q3'13	Q2'13	Q3'12	Sequential Change	Year/Year Change
	Revenue	Revenue	Revenue	Revenue	Revenue
Operating Segments					
Americas	\$14,405	\$14,052	\$12,806	3%	12%
Europe	7,614	9,800	8,237	- 22%	- 8%
Greater China (a)	4,641	8,213	5,389	- 43%	- 14%
Japan	2,543	3,135	2,009	- 19%	27%
Rest of Asia Pacific	2,046	3,162	2,498	- 35%	- 18%
Retail	4,074	5,241	4,084	- 22%	0%
Total Apple	\$35,323	\$43,603	\$35,023	- 19%	1%

	Q3'13		Q2'13		Q3'12		Sequential Change		Year/Year Change	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
Product Summary										
iPhone (b)	31,241	\$18,154	37,430	\$22,955	26,028	\$15,821	- 17%	- 21%	20%	15%
iPad (b)	14,617	6,374	19,477	8,746	17,042	8,779	- 25%	- 27%	- 14%	- 27%
Mac (b)	3,754	4,893	3,952	5,447	4,020	4,933	- 5%	- 10%	- 7%	- 1%
iPod (b)	4,569	733	5,633	962	6,751	1,060	- 19%	- 24%	- 32%	- 31%
iTunes/Software/Services (c)		3,990		4,114		3,203		- 3%		25%
Accessories (d)		1,179		1,379		1,227		- 15%		- 4%
Total Apple		\$35,323		\$43,603		\$35,023		- 19%		1%

(a) Greater China includes China, Hong Kong and Taiwan.

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

(c) Includes revenue from sales on the iTunes Store, the App Store, the Mac App Store, and the iBookstore, and revenue from sales of AppleCare, licensing and other services.

(d) Includes sales of hardware peripherals and Apple-branded and third-party accessories for iPhone, iPad, Mac and iPod.