Apple Inc. Q4 2015 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q4 20	015	Q3	2015	Q4	2014	Sequentia	al Change	Year/Yea	r Change
Operating Segments	<u> </u>	Revenue		Revenue		Revenue		Revenue		Revenue
Americas		\$21,773		\$20,209		\$19,750		8%		10%
Europe		10,577		10,342		10,350		2%		2%
Greater China		12,518		13,230		6,292		- 5%		99%
Japan		3,929		2,872		3,595		37%		9%
Rest of Asia Pacific	_	2,704		2,952		2,136		- 8%		27%
Total Apple		\$51,501		\$49,605		\$42,123		4%		22%
	Q4 20	015	Q3	2015	Q4	2014	Sequentia	al Change	Year/Yea	r Change
Product Summary		015 Revenue	Q3 Units	2015 Revenue	Q4 Units	2014 Revenue	Sequentia Units	al Change Revenue	Year/Yea Units	r Change Revenue
Product Summary iPhone (1)	Units I							Revenue		Revenue
•	Units I	Revenue	Units	Revenue	Units	Revenue	Units	Revenue 3%	Units	Revenue 36%
iPhone (1)	Units <u>I</u> 48,046	Revenue \$32,209	Units 47,534	\$31,368	Units 39,272	Revenue \$23,678	Units 1%	Revenue 3% - 6%	Units 22%	Revenue 36% - 20%
iPhone (1) iPad (1)	Units <u>I</u> 48,046 9,883	\$32,209 4,276	Units 47,534 10,931	\$31,368 4,538	Units 39,272 12,316	\$23,678 5,316	Units 1% - 10%	Revenue 3% - 6%	Units 22% - 20%	Revenue 36% - 20%
iPhone (1) iPad (1) Mac (1)	Units <u>I</u> 48,046 9,883	\$32,209 4,276 6,882	Units 47,534 10,931	\$31,368 4,538 6,030	Units 39,272 12,316	\$23,678 5,316 6,625	Units 1% - 10%	Revenue 3% - 6% 14%	Units 22% - 20%	36% - 20% 4%

⁽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.