

Apple Inc.
Q4 2018 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	<u>Q4 2018</u>	<u>Q3 2018</u>	<u>Q4 2017</u>	<u>Sequential Change</u>	<u>Year/Year Change</u>
Reportable Segments	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>
Americas	\$27,517	\$24,542	\$23,099	12%	19%
Europe	15,382	12,138	13,009	27%	18%
Greater China	11,411	9,551	9,801	19%	16%
Japan	5,161	3,867	3,858	33%	34%
Rest of Asia Pacific	3,429	3,167	2,812	8%	22%
Total Apple	\$62,900	\$53,265	\$52,579	18%	20%

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Product Summary	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>
iPhone (1)	46,889	\$37,185	41,300	\$29,906	46,677	\$28,846	14%	24%	0%	29%
iPad (1)	9,699	4,089	11,553	4,741	10,326	4,831	- 16%	- 14%	- 6%	- 15%
Mac (1)	5,299	7,411	3,720	5,330	5,386	7,170	42%	39%	- 2%	3%
Services (2)		9,981		9,548		8,501		5%		17%
Other Products (1)(3)		4,234		3,740		3,231		13%		31%
Total Apple		\$62,900		\$53,265		\$52,579		18%		20%

(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. Services net sales in the third quarter of 2018 included a favorable one-time item of \$236 million in connection with the final resolution of various lawsuits. Services net sales in the fourth quarter of 2017 included a favorable one-time adjustment of \$640 million due to a change in estimate based on the availability of additional supporting information.

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