

## Apple Inc. Q4 2014 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q4'14	Q3'14	Q4'13	Sequential Change	Year/Year Change
Operating Segments	Revenue	Revenue	Revenue	Revenue	Revenue
Americas	\$16,247	\$14,577	\$13,941	11%	17%
Europe	9,535	8,091	8,005	18%	19%
Greater China	5,778	5,935	5,733	- 3%	1%
Japan	3,507	2,564	3,341	37%	5%
Rest of Asia Pacific	1,923	2,161	1,980	- 11%	- 3%
Retail	5,133	4,104	4,472	25%	15%
<b>Total Apple</b>	<b>\$42,123</b>	<b>\$37,432</b>	<b>\$37,472</b>	<b>13%</b>	<b>12%</b>

	Q4'14		Q3'14		Q4'13		Sequential Change		Year/Year Change	
Product Summary	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (1)	39,272	\$23,678	35,203	\$19,751	33,797	\$19,510	12%	20%	16%	21%
iPad (1)	12,316	5,316	13,276	5,889	14,079	6,186	- 7%	- 10%	- 13%	- 14%
Mac (1)	5,520	6,625	4,413	5,540	4,574	5,624	25%	20%	21%	18%
iPod (1)	2,641	410	2,926	442	3,498	573	- 10%	- 7%	- 24%	- 28%
iTunes/Software/Services (2)		4,608		4,485		4,260		3%		8%
Accessories (3)		1,486		1,325		1,319		12%		13%
<b>Total Apple</b>		<b>\$42,123</b>		<b>\$37,432</b>		<b>\$37,472</b>		<b>13%</b>		<b>12%</b>

(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, licensing and other services.

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