

Apple Inc. Q4 2015 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q4 2015	Q3 2015	Q4 2014	Sequential Change	Year/Year Change
Operating Segments	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>	<u>Revenue</u>
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 2015		Q3 2015		Q4 2014		Sequential Change		Year/Year Change	
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)	48,046	\$32,209	47,534	\$31,368	39,272	\$23,678	1%	3%	22%	36%
iPad (1)	9,883	4,276	10,931	4,538	12,316	5,316	- 10%	- 6%	- 20%	- 20%
Mac (1)	5,709	6,882	4,796	6,030	5,520	6,625	19%	14%	3%	4%
Services (2)		5,086		5,028		4,608		1%		10%
Other Products (1)(3)		3,048		2,641		1,896		15%		61%
Total Apple		\$51,501		\$49,605		\$42,123		4%		22%

(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.