

Apple Inc. Q4 2016 Unaudited Summary Data

(Units in thousands, Revenue in millions)

| | Q4 2016 | Q3 2016 | Q4 2015 | Sequential Change | Year/Year Change |
|----------------------|-----------------|-----------------|-----------------|-------------------|------------------|
| Operating Segments | Revenue | Revenue | Revenue | Revenue | Revenue |
| Americas | \$20,229 | \$17,963 | \$21,773 | 13% | - 7% |
| Europe | 10,842 | 9,643 | 10,577 | 12% | 3% |
| Greater China | 8,785 | 8,848 | 12,518 | - 1% | - 30% |
| Japan | 4,324 | 3,529 | 3,929 | 23% | 10% |
| Rest of Asia Pacific | 2,672 | 2,375 | 2,704 | 13% | - 1% |
| Total Apple | \$46,852 | \$42,358 | \$51,501 | 11% | - 9% |

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|-----------------------|---------|-----------------|---------|-----------------|---------|-----------------|-------------------|------------|------------------|-------------|
| Product Summary | Units | Revenue | Units | Revenue | Units | Revenue | Units | Revenue | Units | Revenue |
| iPhone (1) | 45,513 | \$28,160 | 40,399 | \$24,048 | 48,046 | \$32,209 | 13% | 17% | - 5% | - 13% |
| iPad (1) | 9,267 | 4,255 | 9,950 | 4,876 | 9,883 | 4,276 | - 7% | - 13% | - 6% | 0% |
| Mac (1) | 4,886 | 5,739 | 4,252 | 5,239 | 5,709 | 6,882 | 15% | 10% | - 14% | - 17% |
| Services (2) | | 6,325 | | 5,976 | | 5,086 | | 6% | | 24% |
| Other Products (1)(3) | | 2,373 | | 2,219 | | 3,048 | | 7% | | - 22% |
| Total Apple | | \$46,852 | | \$42,358 | | \$51,501 | | 11% | | - 9% |

(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.