

Apple Inc.
Q2 2017 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q2 2017		Q1 2017		Q2 2016		Sequential Change		Year/Year Change	
	Revenue		Revenue		Revenue		Revenue		Revenue	
Operating Segments										
Americas	\$21,157		\$31,968		\$19,096		- 34%		11%	
Europe	12,733		18,521		11,535		- 31%		10%	
Greater China	10,726		16,233		12,486		- 34%		- 14%	
Japan	4,485		5,766		4,281		- 22%		5%	
Rest of Asia Pacific	3,795		5,863		3,159		- 35%		20%	
Total Apple	\$52,896		\$78,351		\$50,557		- 32%		5%	

	Q2 2017		Q1 2017		Q2 2016		Sequential Change		Year/Year Change	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
Product Summary										
iPhone (1)	50,763	\$33,249	78,290	\$54,378	51,193	\$32,857	- 35%	- 39%	- 1%	1%
iPad (1)	8,922	3,889	13,081	5,533	10,251	4,413	- 32%	- 30%	- 13%	- 12%
Mac (1)	4,199	5,844	5,374	7,244	4,034	5,107	-22%	- 19%	4%	14%
Services (2)		7,041		7,172		5,991		-2%		18%
Other Products (1)(3)		2,873		4,024		2,189		- 29%		31%
Total Apple		\$52,896		\$78,351		\$50,557		- 32%		5%

(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.

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