

## Apple Inc. Q1 2014 Unaudited Summary Data

(Units in thousands, Revenue in millions)

Operating Segments	Q1'14		Q4'13		Q1'13		Sequential Change		Year/Year Change	
	Revenue		Revenue		Revenue		Revenue		Revenue	
Americas	\$20,098		\$13,941		\$20,341		44%		- 1%	
Europe	13,073		8,005		12,464		63%		5%	
Greater China (a)	8,844		5,733		6,830		54%		29%	
Japan	4,948		3,341		4,443		48%		11%	
Rest of Asia Pacific	3,633		1,980		3,993		83%		- 9%	
Retail	6,998		4,472		6,441		56%		9%	
<b>Total Apple</b>	<b>\$57,594</b>		<b>\$37,472</b>		<b>\$54,512</b>		<b>54%</b>		<b>6%</b>	

Product Summary	Q1'14		Q4'13		Q1'13		Sequential Change		Year/Year Change	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (b)	51,025	\$32,498	33,797	\$19,510	47,789	\$30,660	51%	67%	7%	6%
iPad (b)	26,035	11,468	14,079	6,186	22,860	10,674	85%	85%	14%	7%
Mac (b)	4,837	6,395	4,574	5,624	4,061	5,519	6%	14%	19%	16%
iPod (b)	6,049	973	3,498	573	12,679	2,143	73%	70%	- 52%	- 55%
iTunes/Software/Services (c)		4,397		4,260		3,687		3%		19%
Accessories (d)		1,863		1,319		1,829		41%		2%
<b>Total Apple</b>		<b>\$57,594</b>		<b>\$37,472</b>		<b>\$54,512</b>		<b>54%</b>		<b>6%</b>

(a) Greater China includes China, Hong Kong and Taiwan.

(b) Includes deferrals and amortization of related non-software services and software upgrade rights.

(c) Includes revenue from sales on the iTunes Store, the App Store, the Mac App Store, and the iBooks Store, and revenue from sales of AppleCare, licensing and other services.

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