

Apple Inc. Q3 2014 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q3'14		Q2'14		Q3'13		Sequential Change		Year/Year Change	
	Revenue		Revenue		Revenue		Revenue		Revenue	
Operating Segments										
Americas	\$14,577		\$14,310		\$14,405		2%		1%	
Europe	8,091		10,230		7,614		- 21%		6%	
Greater China (a)	5,935		9,289		4,641		- 36%		28%	
Japan	2,564		3,963		2,543		- 35%		1%	
Rest of Asia Pacific	2,161		2,627		2,046		- 18%		6%	
Retail	4,104		5,227		4,074		- 21%		1%	
Total Apple	\$37,432		\$45,646		\$35,323		- 18%		6%	

	Q3'14		Q2'14		Q3'13		Sequential Change		Year/Year Change	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
Product Summary										
iPhone (b)	35,203	\$19,751	43,719	\$26,064	31,241	\$18,154	- 19%	- 24%	13%	9%
iPad (b)	13,276	5,889	16,350	7,610	14,617	6,374	- 19%	- 23%	- 9%	- 8%
Mac (b)	4,413	5,540	4,136	5,519	3,754	4,893	7%	0%	18%	13%
iPod (b)	2,926	442	2,761	461	4,569	733	6%	- 4%	- 36%	- 40%
iTunes/Software/Services (c)		4,485		4,573		3,990		- 2%		12%
Accessories (d)		1,325		1,419		1,179		- 7%		12%
Total Apple		\$37,432		\$45,646		\$35,323		- 18%		6%

(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.