

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%

	Q4 2016		Q3 2016		Q4 2015		Sequential Change		Year/Year Change	
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.