

## Apple Inc. Q2 2018 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q2 2018	Q1 2018	Q2 2017	Sequential Change	Year/Year Change
Reportable Segments	Revenue	Revenue	Revenue	Revenue	Revenue
Americas	\$24,841	\$35,193	\$21,157	- 29%	17%
Europe	13,846	21,054	12,733	- 34%	9%
Greater China	13,024	17,956	10,726	- 27%	21%
Japan	5,468	7,237	4,485	- 24%	22%
Rest of Asia Pacific	3,958	6,853	3,795	- 42%	4%
<b>Total Apple</b>	<b>\$61,137</b>	<b>\$88,293</b>	<b>\$52,896</b>	<b>- 31%</b>	<b>16%</b>

	Q2 2018		Q1 2018		Q2 2017		Sequential Change		Year/Year Change	
Product Summary	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (1)	52,217	\$38,032	77,316	\$61,576	50,763	\$33,249	- 32%	- 38%	3%	14%
iPad (1)	9,113	4,113	13,170	5,862	8,922	3,889	- 31%	- 30%	2%	6%
Mac (1)	4,078	5,848	5,112	6,895	4,199	5,844	-20%	- 15%	- 3%	0%
Services (2)		9,190		8,471		7,041		8%		31%
Other Products (1)(3)		3,954		5,489		2,873		- 28%		38%
<b>Total Apple</b>		<b>\$61,137</b>		<b>\$88,293</b>		<b>\$52,896</b>		<b>- 31%</b>		<b>16%</b>

(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 AirPods, Apple TV, Apple Watch, Beats products, HomePod, iPod touch and other Apple-branded and third-party accessories.