

Apple Inc.

Q2 2013 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q2'13	Q1'13	Q2'12	Sequential Change	Year/Year Change
Operating Segments	Revenue	Revenue	Revenue	Revenue	Revenue
Americas	\$14,052	\$20,341	\$13,182	- 31%	7%
Europe	9,800	12,464	8,807	- 21%	11%
Greater China (a)	8,213	6,830	7,637	20%	8%
Japan	3,135	4,443	2,645	- 29%	19%
Rest of Asia Pacific	3,162	3,993	2,516	- 21%	26%
Retail	5,241	6,441	4,399	- 19%	19%
Total Apple	\$43,603	\$54,512	\$39,186	- 20%	11%

	Q2'13		Q1'13		Q2'12		Sequential Change		Year/Year Change	
Product Summary	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (b)	37,430	\$22,955	47,789	\$30,660	35,064	\$22,276	- 22%	- 25%	7%	3%
iPad (b)	19,477	8,746	22,860	10,674	11,798	6,264	- 15%	- 18%	65%	40%
Mac (b)	3,952	5,447	4,061	5,519	4,017	5,073	- 3%	- 1%	- 2%	7%
iPod (b)	5,633	962	12,679	2,143	7,673	1,207	- 56%	- 55%	- 27%	- 20%
iTunes/Software/Services (c)		4,114		3,687		3,171		12%		30%
Accessories (d)		1,379		1,829		1,195		- 25%		15%
Total Apple		\$43,603		\$54,512		\$39,186		- 20%		11%

(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 iBookstore, 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.