Apple Inc.
Q2 2016 Unaudited Summary Data

(Units in thousands, Revenue in millions)

	Q2 2016	Q1 2016	Q2 2015	Sequential Change	Year/Year Change
Operating Segments	Revenue	Revenue	Revenue	Revenue	Revenue
Americas	$19,096	$29,325	$21,316	- 35%	- 10%
Europe	11,535	17,932	12,204	- 36%	- 5%
Greater China	12,486	18,373	16,823	- 32%	- 26%
Japan	4,281	4,794	3,457	- 11%	24%
Rest of Asia Pacific	3,159	5,448	4,210	- 42%	- 25%
Total Apple	**$50,557**	**$75,872**	**$58,010**	**- 33%**	**- 13%**

	Q2 2016		Q1 2016		Q2 2015		Sequential Change		Year/Year Change	
Product Summary	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
iPhone (1)	51,193	$32,857	74,779	$51,635	61,170	$40,282	- 32%	- 36%	- 16%	- 18%
iPad (1)	10,251	4,413	16,122	7,084	12,623	5,428	- 36%	- 38%	- 19%	- 19%
Mac (1)	4,034	5,107	5,312	6,746	4,563	5,615	-24%	- 24%	- 12%	- 9%
Services (2)		5,991		6,056		4,996		- 1%		20%
Other Products (1)(3)		2,189		4,351		1,689		- 50%		30%
Total Apple		**$50,557**		**$75,872**		**$58,010**		**- 33%**		**- 13%**

(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.