

Apple Inc.
Q3 2017 Unaudited Summary Data
(Units in thousands, Revenue in millions)

	Q3 2017		Q2 2017		Q3 2016		Sequential Change		Year/Year Change	
	Revenue		Revenue		Revenue		Revenue		Revenue	
Operating Segments										
Americas	\$20,376		\$21,157		\$17,963		- 4%		13%	
Europe	10,675		12,733		9,643		- 16%		11%	
Greater China	8,004		10,726		8,848		- 25%		- 10%	
Japan	3,624		4,485		3,529		- 19%		3%	
Rest of Asia Pacific	2,729		3,795		2,375		- 28%		15%	
Total Apple	\$45,408		\$52,896		\$42,358		- 14%		7%	

	Q3 2017		Q2 2017		Q3 2016		Sequential Change		Year/Year Change	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
Product Summary										
iPhone (1)	41,026	\$24,846	50,763	\$33,249	40,399	\$24,048	- 19%	- 25%	2%	3%
iPad (1)	11,424	4,969	8,922	3,889	9,950	4,876	28%	28%	15%	2%
Mac (1)	4,292	5,592	4,199	5,844	4,252	5,239	2%	- 4%	1%	7%
Services (2)		7,266		7,041		5,976		3%		22%
Other Products (1)(3)		2,735		2,873		2,219		- 5%		23%
Total Apple	\$45,408		\$52,896		\$42,358		- 14%		7%	

(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 Apple TV, Apple Watch, Beats products, iPod and Apple-branded and third-party accessories.