

Apple Inc.
Reclassified Summary Data
(Units in thousands, Revenue in millions)

	Q1'11		Q2'11		Q3'11		Q4'11		FY11		Q1'12 (a)		Q2'12		Q3'12		Q4'12		FY12		
Operating Segments	Revenue		Revenue		Revenue		Revenue		Revenue		Revenue		Revenue		Revenue		Revenue		Revenue		
Americas	\$ 9,218	\$ 9,323	\$ 10,126	\$ 9,648	\$ 38,315	\$ 17,714	\$ 13,182	\$ 12,806	\$ 13,810	\$ 57,512											
Europe	7,256	6,027	7,098	7,397	27,778	11,256	8,807	8,237	8,023	36,323											
Greater China (b)	2,467	2,220	3,640	4,363	12,690	4,080	7,637	5,389	5,427	22,533											
Japan	1,433	1,383	1,510	1,111	5,437	3,550	2,645	2,009	2,367	10,571											
Rest of Asia Pac	2,520	2,523	2,692	2,167	9,902	3,617	2,516	2,498	2,110	10,741											
Retail	3,847	3,191	3,505	3,584	14,127	6,116	4,399	4,084	4,229	18,828											
Total Apple	\$ 26,741	\$ 24,667	\$ 28,571	\$ 28,270	\$ 108,249	\$ 46,333	\$ 39,186	\$ 35,023	\$ 35,966	\$ 156,508											
Product Summary	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue	
iPhone (c)	16,235	\$ 10,239	18,647	\$ 12,053	20,338	\$ 13,102	17,073	\$ 10,604	72,293	\$ 45,998	37,044	\$ 23,950	35,064	\$ 22,276	26,028	\$ 15,821	26,910	\$ 16,645	125,046	\$ 78,692	
iPad (c)	7,331	4,370	4,694	2,633	9,246	5,603	11,123	6,562	32,394	19,168	15,434	8,769	11,798	6,264	17,042	8,779	14,036	7,133	58,310	30,945	
Mac (c)	4,134	5,430	3,760	4,976	3,947	5,105	4,894	6,272	16,735	21,783	5,198	6,598	4,017	5,073	4,020	4,933	4,923	6,617	18,158	23,221	
iPod (c)	19,446	3,425	9,017	1,600	7,535	1,325	6,622	1,103	42,620	7,453	15,397	2,528	7,673	1,207	6,751	1,060	5,344	820	35,165	5,615	
iTunes/Software/Services (d)		2,147		2,384		2,338		2,504		9,373		3,020		3,171		3,203		3,496		12,890	
Accessories (e)		1,130		1,021		1,098		1,225		4,474		1,468		1,195		1,227		1,255		5,145	
Total Apple	\$ 26,741	\$ 24,667	\$ 28,571	\$ 28,270	\$ 108,249	\$ 46,333	\$ 39,186	\$ 35,023	\$ 35,966	\$ 156,508											

(a) Q1'12 included a 14th week. All other quarters presented spanned 13 weeks.

(b) Greater China includes China, Hong Kong and Taiwan.

(c) Includes deferrals and amortization of related non-software services and software upgrade rights.

(d) 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.

(e) Includes sales of hardware peripherals and Apple-branded and third-party accessories for iPhone, iPad, Mac and iPod.