

Apple Inc. Q4 2009 Unaudited Summary Data

| | Q3 2009 | | Q4 2008 | | Q4 2009 | | Sequential Change | | Year/Year Change | |
|---------------------------------|--------------|----------------|--------------|----------------|--------------|----------------|-------------------|---------|------------------|---------|
| | CPU | Revenue | CPU | Revenue | CPU | Revenue | CPU Units | Revenue | CPU Units | Revenue |
| | Units K | \$M | Units K | \$M | Units K | \$M | | | | |
| Operating Segments | | | | | | | | | | |
| Americas | 1,147 | \$3,827 | 1,121 | \$3,572 | 1,252 | \$4,297 | 9% | 12% | 12% | 20% |
| Europe | 626 | 2,006 | 611 | 1,723 | 761 | 2,491 | 22% | 24% | 25% | 45% |
| Japan | 108 | 416 | 78 | 320 | 79 | 434 | - 27% | 4% | 1% | 36% |
| Retail | 492 | 1,496 | 596 | 1,718 | 670 | 1,867 | 36% | 25% | 12% | 9% |
| Other Segments (1) | 230 | 592 | 205 | 562 | 291 | 781 | 27% | 32% | 42% | 39% |
| Total Operating Segments | <u>2,603</u> | <u>\$8,337</u> | <u>2,611</u> | <u>\$7,895</u> | <u>3,053</u> | <u>\$9,870</u> | 17% | 18% | 17% | 25% |

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|---|---------|----------------|---------|----------------|---------|----------------|-------------------|---------|------------------|---------|
| | Units K | Revenue \$M | Units K | Revenue \$M | Units K | Revenue \$M | Units | Revenue | Units | Revenue |
| | | | | | | | | | | |
| Product Summary | | | | | | | | | | |
| Desktops (2) | 849 | \$1,129 | 936 | \$1,363 | 787 | \$1,086 | - 7% | - 4% | - 16% | - 20% |
| Portables (3) | 1,754 | 2,200 | 1,675 | 2,257 | 2,266 | 2,866 | 29% | 30% | 35% | 27% |
| Subtotal CPUs | 2,603 | 3,329 | 2,611 | 3,620 | 3,053 | 3,952 | 17% | 19% | 17% | 9% |
| iPod | 10,215 | 1,492 | 11,052 | 1,660 | 10,177 | 1,563 | 0% | 5% | - 8% | - 6% |
| Other Music Related Products and Services (4) | | 958 | | 832 | | 1,018 | | 6% | | 22% |
| iPhone and Related Products and Services (5) | 5,208 | 1,689 | 6,892 | 806 | 7,367 | 2,297 | 41% | 36% | 7% | 185% |
| Peripherals and Other Hardware | | 341 | | 428 | | 393 | | 15% | | - 8% |
| Software, Service and Other Sales | | 528 | | 549 | | 647 | | 23% | | 18% |
| Total Apple | | <u>\$8,337</u> | | <u>\$7,895</u> | | <u>\$9,870</u> | | 18% | | 25% |

(1) Other Segments include Asia Pacific and FileMaker.

(2) Includes iMac, Mac mini, Mac Pro and Xserve product lines.

(3) Includes MacBook, MacBook Air and MacBook Pro product lines.

(4) Consists of iTunes Store sales, iPod services, and Apple-branded and third-party iPod accessories.

(5) Units consist of iPhone handset sales; Revenue is derived from handset sales, carrier agreements, and Apple-branded and third-party iPhone accessories.

K = Units in thousands

\$M = Amounts in millions