

Apple Inc.
Revised Quarterly Summary Data
(\$ in millions, units in thousands)

	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FY 2007
iPhone Unit Sales	-	-	270	1,119	1,389
New Accounting (a)					
<i>Operating Segments</i>					
Americas	\$ 3,528	\$ 2,480	\$ 2,743	\$ 3,156	\$ 11,907
Europe	1,712	1,252	1,166	1,339	5,469
Japan	285	285	259	255	1,084
Retail	1,116	837	998	1,411	4,362
Other Segments	482	432	397	445	1,756
Total Operating Segments Revenue	<u>\$ 7,123</u>	<u>\$ 5,286</u>	<u>\$ 5,563</u>	<u>\$ 6,606</u>	<u>\$ 24,578</u>
<i>Product Summary</i>					
Desktops	\$ 955	\$ 914	\$ 956	\$ 1,198	\$ 4,023
Portables	1,462	1,357	1,577	1,917	6,313
Subtotal CPUs	<u>2,417</u>	<u>2,271</u>	<u>2,533</u>	<u>3,115</u>	<u>10,336</u>
iPod	3,427	1,689	1,570	1,619	8,305
Other Music Related Products and Services	634	653	608	601	2,496
iPhone and Related Products and Services	-	-	141	489	630
Peripherals and Other Hardware	297	328	325	353	1,303
Software, Service, and Other Sales	348	345	386	429	1,508
	<u>4,706</u>	<u>3,015</u>	<u>3,030</u>	<u>3,491</u>	<u>14,242</u>
Total Apple Revenue	<u>\$ 7,123</u>	<u>\$ 5,286</u>	<u>\$ 5,563</u>	<u>\$ 6,606</u>	<u>\$ 24,578</u>
Old Accounting					
<i>Operating Segments</i>					
Americas	\$ 3,521	\$ 2,467	\$ 2,680	\$ 2,928	\$ 11,596
Europe	1,712	1,249	1,160	1,339	5,460
Japan	285	284	258	255	1,082
Retail	1,115	834	915	1,251	4,115
Other Segments	482	430	397	444	1,753
Total Operating Segments Revenue	<u>\$ 7,115</u>	<u>\$ 5,264</u>	<u>\$ 5,410</u>	<u>\$ 6,217</u>	<u>\$ 24,006</u>
<i>Product Summary</i>					
Desktops	\$ 955	\$ 914	\$ 956	\$ 1,195	\$ 4,020
Portables	1,455	1,354	1,577	1,908	6,294
Subtotal CPUs	<u>2,410</u>	<u>2,268</u>	<u>2,533</u>	<u>3,103</u>	<u>10,314</u>
iPod	3,427	1,689	1,570	1,619	8,305
Other Music Related Products and Services	634	653	608	601	2,496
iPhone and Related Products and Services	-	-	5	118	123
Peripherals and Other Hardware	297	309	308	346	1,260
Software, Service, and Other Sales	347	345	386	430	1,508
	<u>4,705</u>	<u>2,996</u>	<u>2,877</u>	<u>3,114</u>	<u>13,692</u>
Total Apple Revenue	<u>\$ 7,115</u>	<u>\$ 5,264</u>	<u>\$ 5,410</u>	<u>\$ 6,217</u>	<u>\$ 24,006</u>
Adjustments (a)					
<i>Operating Segments</i>					
Americas	\$ 7	\$ 13	\$ 63	\$ 228	\$ 311
Europe	-	3	6	-	9
Japan	-	1	1	-	2
Retail	1	3	83	160	247
Other Segments	-	2	-	1	3
Total Operating Segments Revenue	<u>\$ 8</u>	<u>\$ 22</u>	<u>\$ 153</u>	<u>\$ 389</u>	<u>\$ 572</u>
<i>Product Summary</i>					
Desktops	\$ -	\$ -	\$ -	\$ 3	\$ 3
Portables	7	3	-	9	19
Subtotal CPUs	<u>7</u>	<u>3</u>	<u>-</u>	<u>12</u>	<u>22</u>
iPod	-	-	-	-	-
Other Music Related Products and Services	-	-	-	-	-
iPhone and Related Products and Services	-	-	136	371	507
Peripherals and Other Hardware	-	19	17	7	43
Software, Service, and Other Sales	1	-	-	(1)	-
	<u>1</u>	<u>19</u>	<u>153</u>	<u>377</u>	<u>550</u>
Total Apple Revenue	<u>\$ 8</u>	<u>\$ 22</u>	<u>\$ 153</u>	<u>\$ 389</u>	<u>\$ 572</u>

(a) In September 2009, the Financial Accounting Standards Board amended the accounting principles related to revenue recognition for arrangements with multiple deliverables and arrangements that include software elements. Apple adopted the new accounting principles on a retrospective basis during the first quarter of 2010. The new accounting principles significantly change how Apple accounts for certain revenue arrangements that include both hardware and software elements. The impact of the new accounting principles is reflected for all periods included in the above schedule. For additional information refer to the "Explanatory Note" in Apple's Amendment No. 1 to its Annual Report on Form 10-K for the year ended September 26, 2009.

Apple Inc.
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(\$ in millions, units in thousands)

	Q1 2008	Q2 2008	Q3 2008	Q4 2008	FY 2008
iPhone Unit Sales	2,315	1,703	717	6,892	11,627
New Accounting (a)					
<i>Operating Segments</i>					
Americas	\$ 4,635	\$ 3,463	\$ 3,538	\$ 4,811	\$ 16,447
Europe	2,651	1,784	1,630	3,168	9,233
Japan	400	424	365	539	1,728
Retail	2,007	1,720	1,454	2,111	7,292
Other Segments	737	589	574	891	2,791
Total Operating Segments Revenue	<u>\$ 10,430</u>	<u>\$ 7,980</u>	<u>\$ 7,561</u>	<u>\$ 11,520</u>	<u>\$ 37,491</u>
<i>Product Summary</i>					
Desktops	\$ 1,516	\$ 1,355	\$ 1,383	\$ 1,368	\$ 5,622
Portables	2,054	2,156	2,251	2,271	8,732
Subtotal CPUs	<u>3,570</u>	<u>3,511</u>	<u>3,634</u>	<u>3,639</u>	<u>14,354</u>
iPod	3,997	1,818	1,678	1,660	9,153
Other Music Related Products and Services	808	881	819	832	3,340
iPhone and Related Products and Services	1,036	817	483	4,406	6,742
Peripherals and Other Hardware	391	424	446	433	1,694
Software, Service, and Other Sales	628	529	501	550	2,208
	<u>6,860</u>	<u>4,469</u>	<u>3,927</u>	<u>7,881</u>	<u>23,137</u>
Total Apple Revenue	<u>\$ 10,430</u>	<u>\$ 7,980</u>	<u>\$ 7,561</u>	<u>\$ 11,520</u>	<u>\$ 37,491</u>
Old Accounting					
<i>Operating Segments</i>					
Americas	\$ 4,298	\$ 3,268	\$ 3,435	\$ 3,572	\$ 14,573
Europe	2,471	1,780	1,648	1,723	7,622
Japan	400	424	365	320	1,509
Retail	1,701	1,451	1,445	1,718	6,315
Other Segments	738	589	571	562	2,460
Total Operating Segments Revenue	<u>\$ 9,608</u>	<u>\$ 7,512</u>	<u>\$ 7,464</u>	<u>\$ 7,895</u>	<u>\$ 32,479</u>
<i>Product Summary</i>					
Desktops	\$ 1,515	\$ 1,352	\$ 1,373	\$ 1,363	\$ 5,603
Portables	2,037	2,142	2,237	2,257	8,673
Subtotal CPUs	<u>3,552</u>	<u>3,494</u>	<u>3,610</u>	<u>3,620</u>	<u>14,276</u>
iPod	3,997	1,818	1,678	1,660	9,153
Other Music Related Products and Services	808	881	819	832	3,340
iPhone and Related Products and Services	241	378	419	806	1,844
Peripherals and Other Hardware	382	412	437	428	1,659
Software, Service, and Other Sales	628	529	501	549	2,207
	<u>6,056</u>	<u>4,018</u>	<u>3,854</u>	<u>4,275</u>	<u>18,203</u>
Total Apple Revenue	<u>\$ 9,608</u>	<u>\$ 7,512</u>	<u>\$ 7,464</u>	<u>\$ 7,895</u>	<u>\$ 32,479</u>
Adjustments (a)					
<i>Operating Segments</i>					
Americas	\$ 337	\$ 195	\$ 103	\$ 1,239	\$ 1,874
Europe	180	4	(18)	1,445	1,611
Japan	-	-	-	219	219
Retail	306	269	9	393	977
Other Segments	(1)	-	3	329	331
Total Operating Segments Revenue	<u>\$ 822</u>	<u>\$ 468</u>	<u>\$ 97</u>	<u>\$ 3,625</u>	<u>\$ 5,012</u>
<i>Product Summary</i>					
Desktops	\$ 1	\$ 3	\$ 10	\$ 5	\$ 19
Portables	17	14	14	14	59
Subtotal CPUs	<u>18</u>	<u>17</u>	<u>24</u>	<u>19</u>	<u>78</u>
iPod	-	-	-	-	-
Other Music Related Products and Services	-	-	-	-	-
iPhone and Related Products and Services	795	439	64	3,600	4,898
Peripherals and Other Hardware	9	12	9	5	35
Software, Service, and Other Sales	-	-	-	1	1
	<u>804</u>	<u>451</u>	<u>73</u>	<u>3,606</u>	<u>4,934</u>
Total Apple Revenue	<u>\$ 822</u>	<u>\$ 468</u>	<u>\$ 97</u>	<u>\$ 3,625</u>	<u>\$ 5,012</u>

(a) In September 2009, the Financial Accounting Standards Board amended the accounting principles related to revenue recognition for arrangements with multiple deliverables and arrangements that include software elements. Apple adopted the new accounting principles on a retrospective basis during the first quarter of 2010. The new accounting principles significantly change how Apple accounts for certain revenue arrangements that include both hardware and software elements. The impact of the new accounting principles is reflected for all periods included in the above schedule. For additional information refer to the "Explanatory Note" in Apple's Amendment No. 1 to its Annual Report on Form 10-K for the year ended September 26, 2009.

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	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FY 2009
iPhone Unit Sales	4,363	3,793	5,208	7,367	20,731
New Accounting (a)					
<i>Operating Segments</i>					
Americas	\$ 5,278	\$ 3,942	\$ 4,452	\$ 5,215	\$ 18,887
Europe	3,585	2,485	2,505	3,235	11,810
Japan	498	587	560	634	2,279
Retail	1,746	1,377	1,492	2,041	6,656
Other Segments	773	693	725	1,082	3,273
Total Operating Segments Revenue	<u>\$ 11,880</u>	<u>\$ 9,084</u>	<u>\$ 9,734</u>	<u>\$ 12,207</u>	<u>\$ 42,905</u>
<i>Product Summary</i>					
Desktops	\$ 1,045	\$ 1,056	\$ 1,134	\$ 1,089	\$ 4,324
Portables	2,520	1,904	2,220	2,891	9,535
Subtotal CPUs	<u>3,565</u>	<u>2,960</u>	<u>3,354</u>	<u>3,980</u>	<u>13,859</u>
iPod	3,371	1,665	1,492	1,563	8,091
Other Music Related Products and Services	1,011	1,049	958	1,018	4,036
iPhone and Related Products and Services	2,940	2,427	3,060	4,606	13,033
Peripherals and Other Hardware	387	357	340	391	1,475
Software, Service, and Other Sales	606	626	530	649	2,411
	<u>8,315</u>	<u>6,124</u>	<u>6,380</u>	<u>8,227</u>	<u>29,046</u>
Total Apple Revenue	<u>\$ 11,880</u>	<u>\$ 9,084</u>	<u>\$ 9,734</u>	<u>\$ 12,207</u>	<u>\$ 42,905</u>
Old Accounting					
<i>Operating Segments</i>					
Americas	\$ 4,501	\$ 3,517	\$ 3,827	\$ 4,297	\$ 16,142
Europe	2,771	2,097	2,006	2,491	9,365
Japan	481	500	416	434	1,831
Retail	1,740	1,471	1,496	1,867	6,574
Other Segments	674	578	592	781	2,625
Total Operating Segments Revenue	<u>\$ 10,167</u>	<u>\$ 8,163</u>	<u>\$ 8,337</u>	<u>\$ 9,870</u>	<u>\$ 36,537</u>
<i>Product Summary</i>					
Desktops	\$ 1,043	\$ 1,050	\$ 1,129	\$ 1,086	\$ 4,308
Portables	2,511	1,895	2,200	2,866	9,472
Subtotal CPUs	<u>3,554</u>	<u>2,945</u>	<u>3,329</u>	<u>3,952</u>	<u>13,780</u>
iPod	3,371	1,665	1,492	1,563	8,091
Other Music Related Products and Services	1,011	1,049	958	1,018	4,036
iPhone and Related Products and Services	1,247	1,521	1,689	2,297	6,754
Peripherals and Other Hardware	378	358	341	393	1,470
Software, Service, and Other Sales	606	625	528	647	2,406
	<u>6,613</u>	<u>5,218</u>	<u>5,008</u>	<u>5,918</u>	<u>22,757</u>
Total Apple Revenue	<u>\$ 10,167</u>	<u>\$ 8,163</u>	<u>\$ 8,337</u>	<u>\$ 9,870</u>	<u>\$ 36,537</u>
Adjustments (a)					
<i>Operating Segments</i>					
Americas	\$ 777	\$ 425	\$ 625	\$ 918	\$ 2,745
Europe	814	388	499	744	2,445
Japan	17	87	144	200	448
Retail	6	(94)	(4)	174	82
Other Segments	99	115	133	301	648
Total Operating Segments Revenue	<u>\$ 1,713</u>	<u>\$ 921</u>	<u>\$ 1,397</u>	<u>\$ 2,337</u>	<u>\$ 6,368</u>
<i>Product Summary</i>					
Desktops	\$ 2	\$ 6	\$ 5	\$ 3	\$ 16
Portables	9	9	20	25	63
Subtotal CPUs	<u>11</u>	<u>15</u>	<u>25</u>	<u>28</u>	<u>79</u>
iPod	-	-	-	-	-
Other Music Related Products and Services	-	-	-	-	-
iPhone and Related Products and Services	1,693	906	1,371	2,309	6,279
Peripherals and Other Hardware	9	(1)	(1)	(2)	5
Software, Service, and Other Sales	-	1	2	2	5
	<u>1,702</u>	<u>906</u>	<u>1,372</u>	<u>2,309</u>	<u>6,289</u>
Total Apple Revenue	<u>\$ 1,713</u>	<u>\$ 921</u>	<u>\$ 1,397</u>	<u>\$ 2,337</u>	<u>\$ 6,368</u>

(a) In September 2009, the Financial Accounting Standards Board amended the accounting principles related to revenue recognition for arrangements with multiple deliverables and arrangements that include software elements. Apple adopted the new accounting principles on a retrospective basis during the first quarter of 2010. The new accounting principles significantly change how Apple accounts for certain revenue arrangements that include both hardware and software elements. The impact of the new accounting principles is reflected for all periods included in the above schedule. For additional information refer to the "Explanatory Note" in Apple's Amendment No. 1 to its Annual Report on Form 10-K for the year ended September 26, 2009.