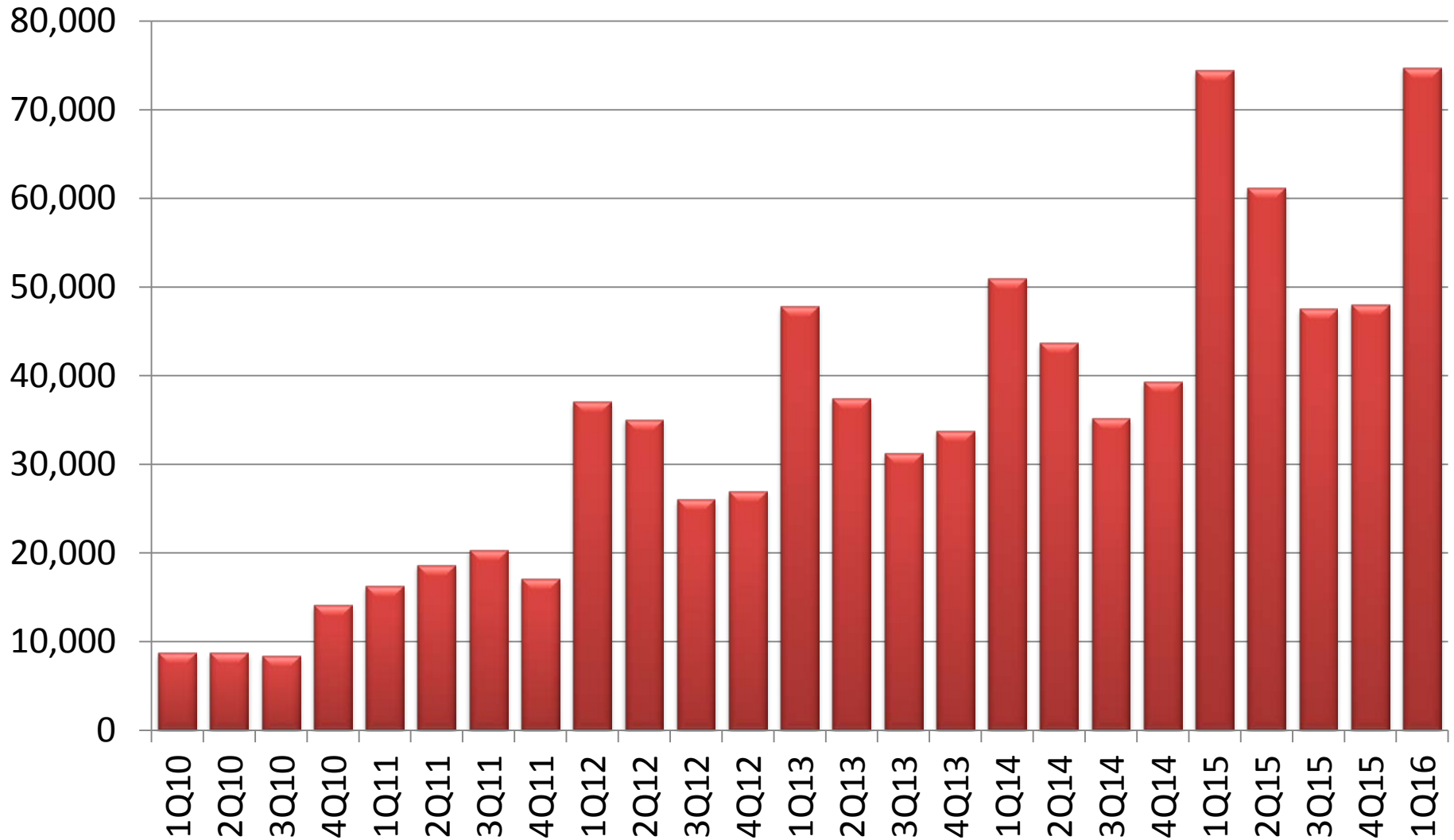


# Review of Apple Financial Results update 1/26/16

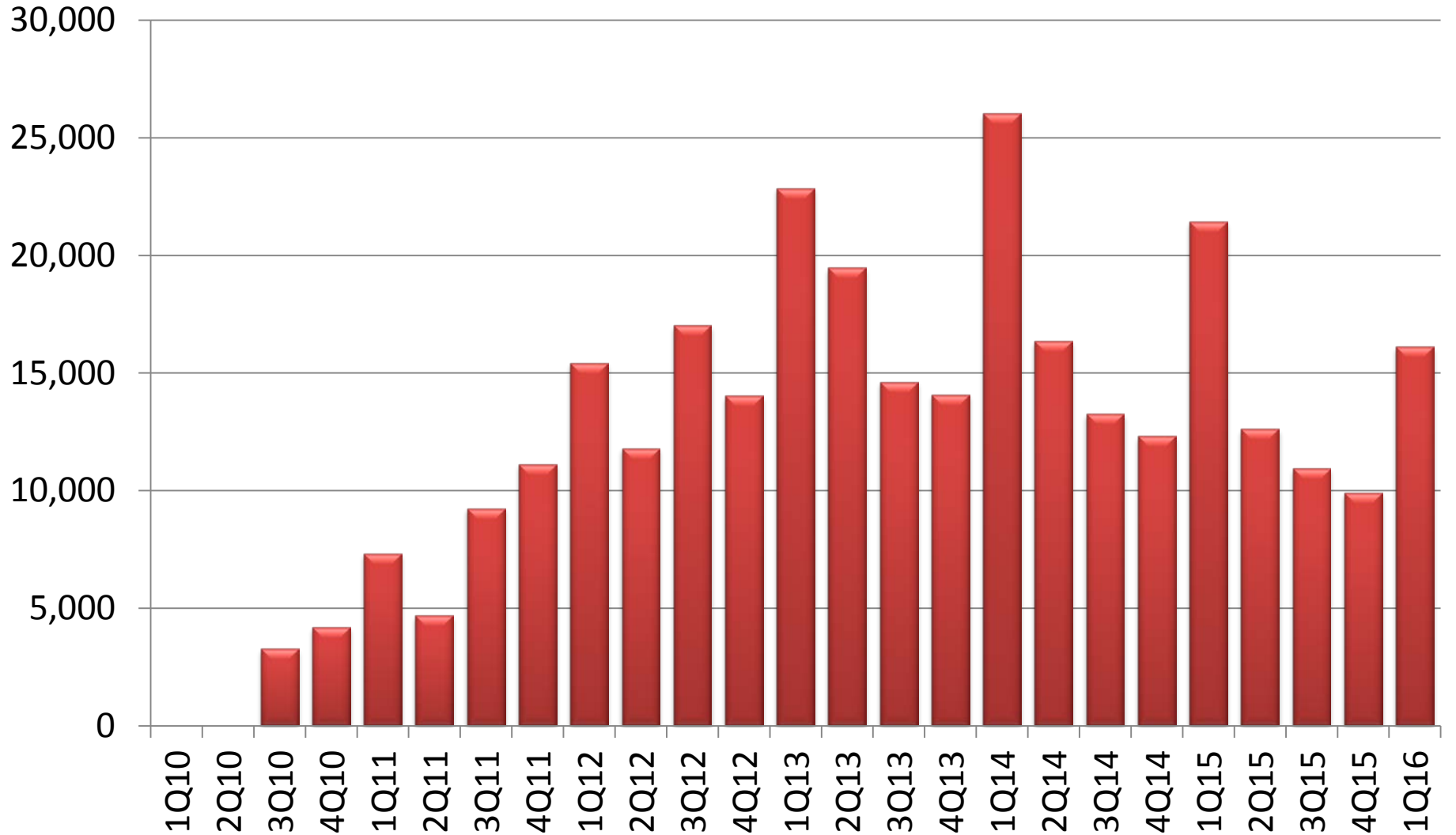
Shawn DuBravac, PhD, CFA

# Unit Volume

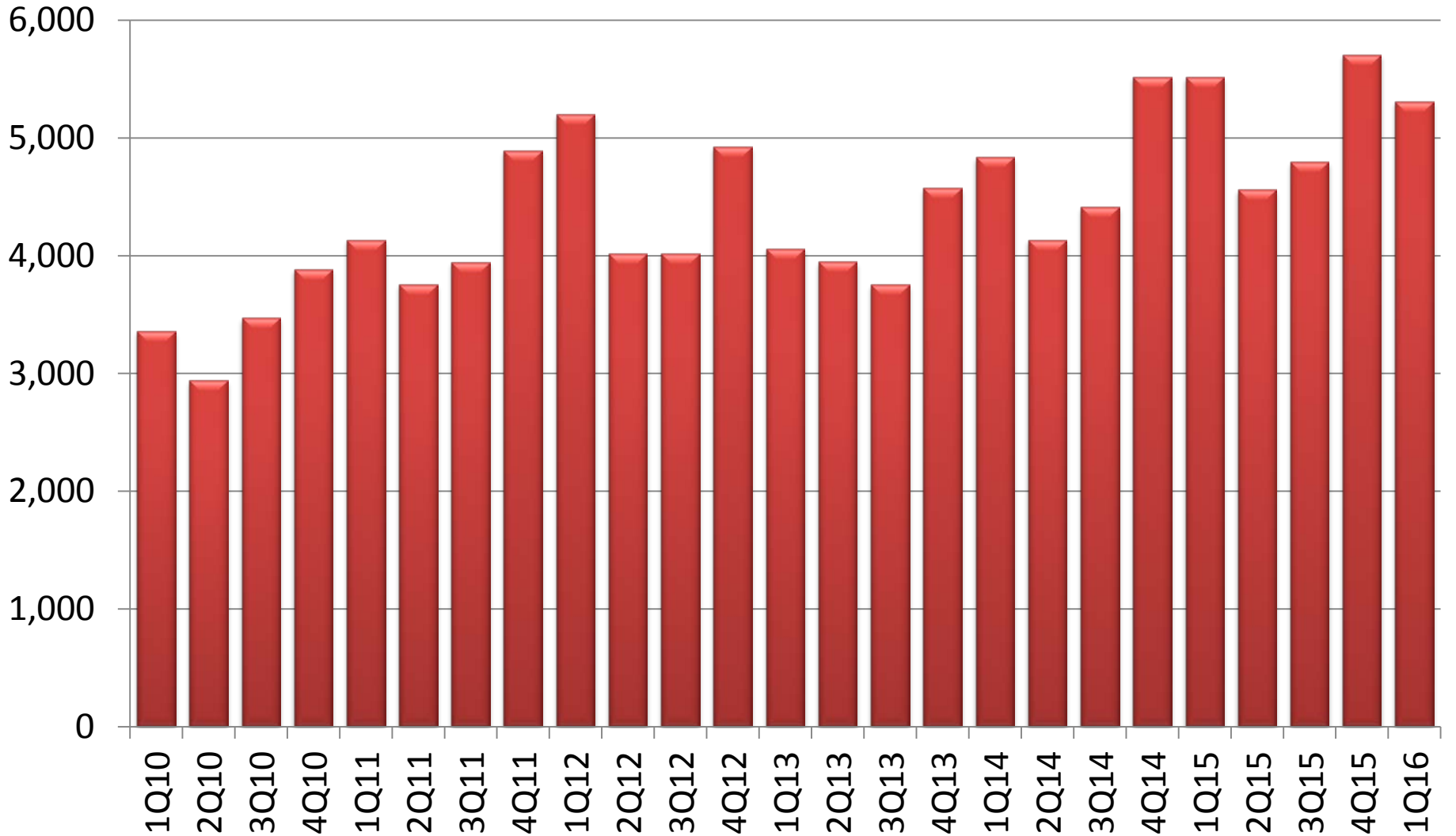
# iPhone Unit Volume



# iPad Unit Volume

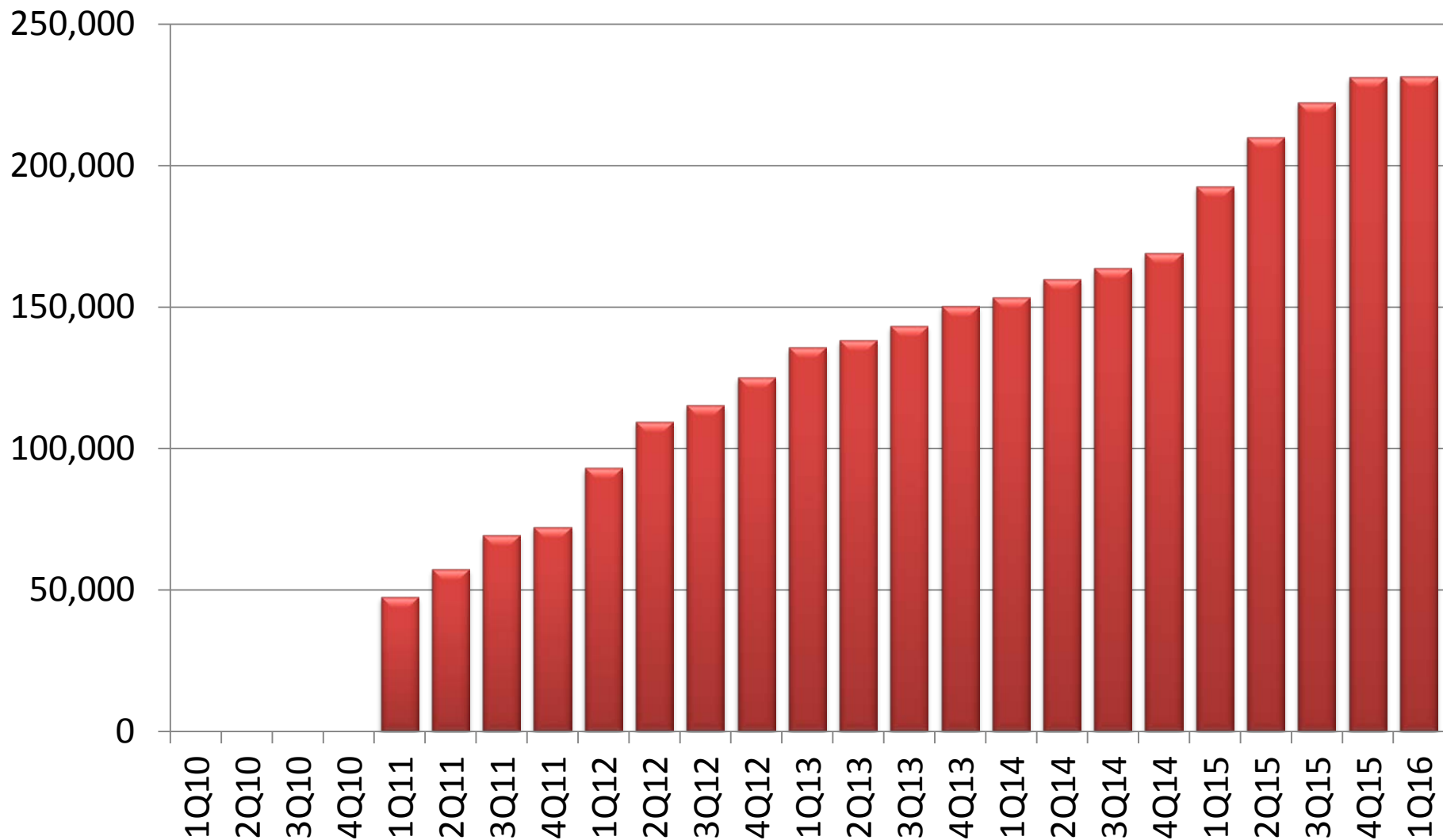


# Mac Unit Volume

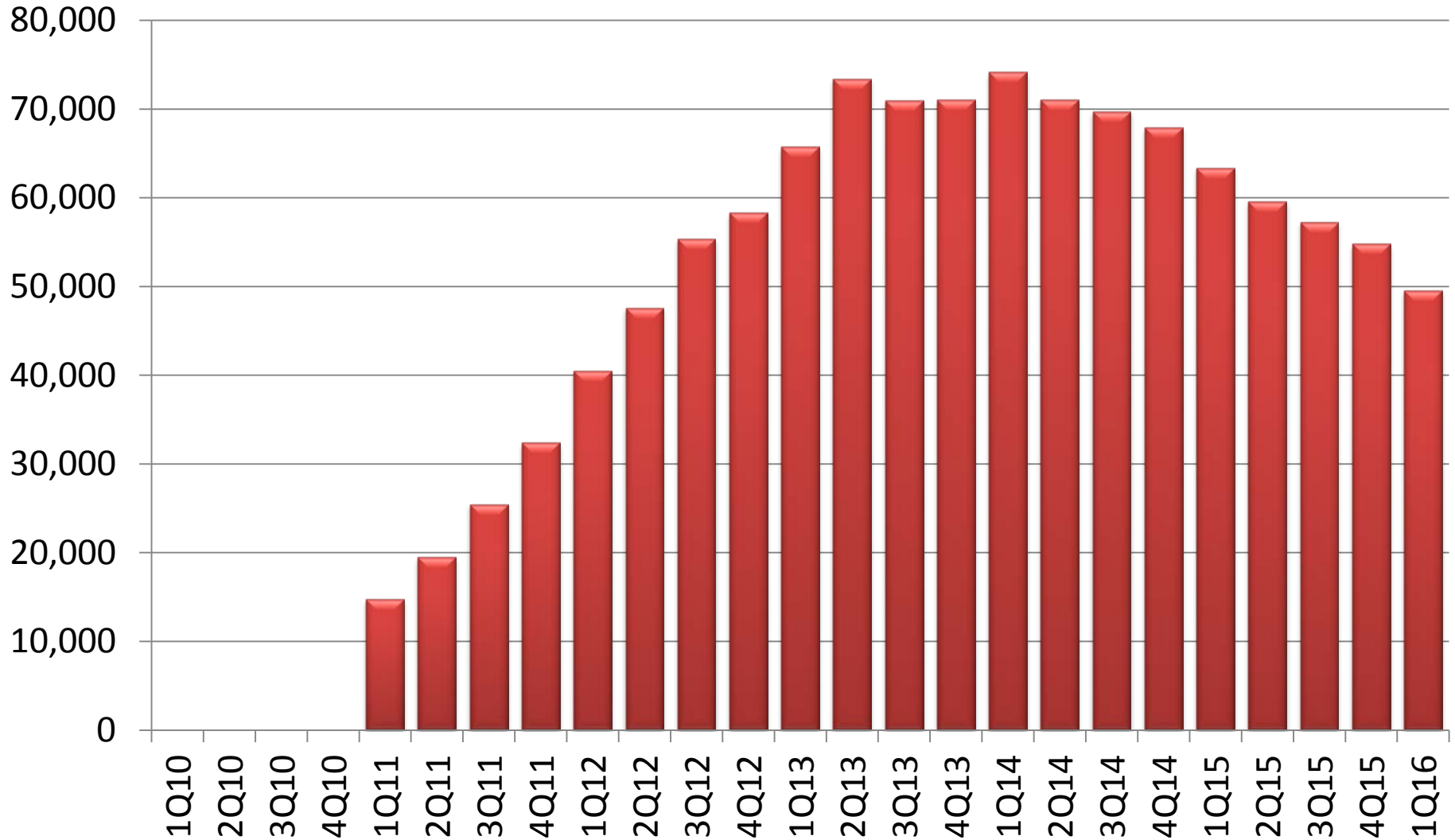


Unit Volume (TTM)

# iPhone Unit Volume (TTM)

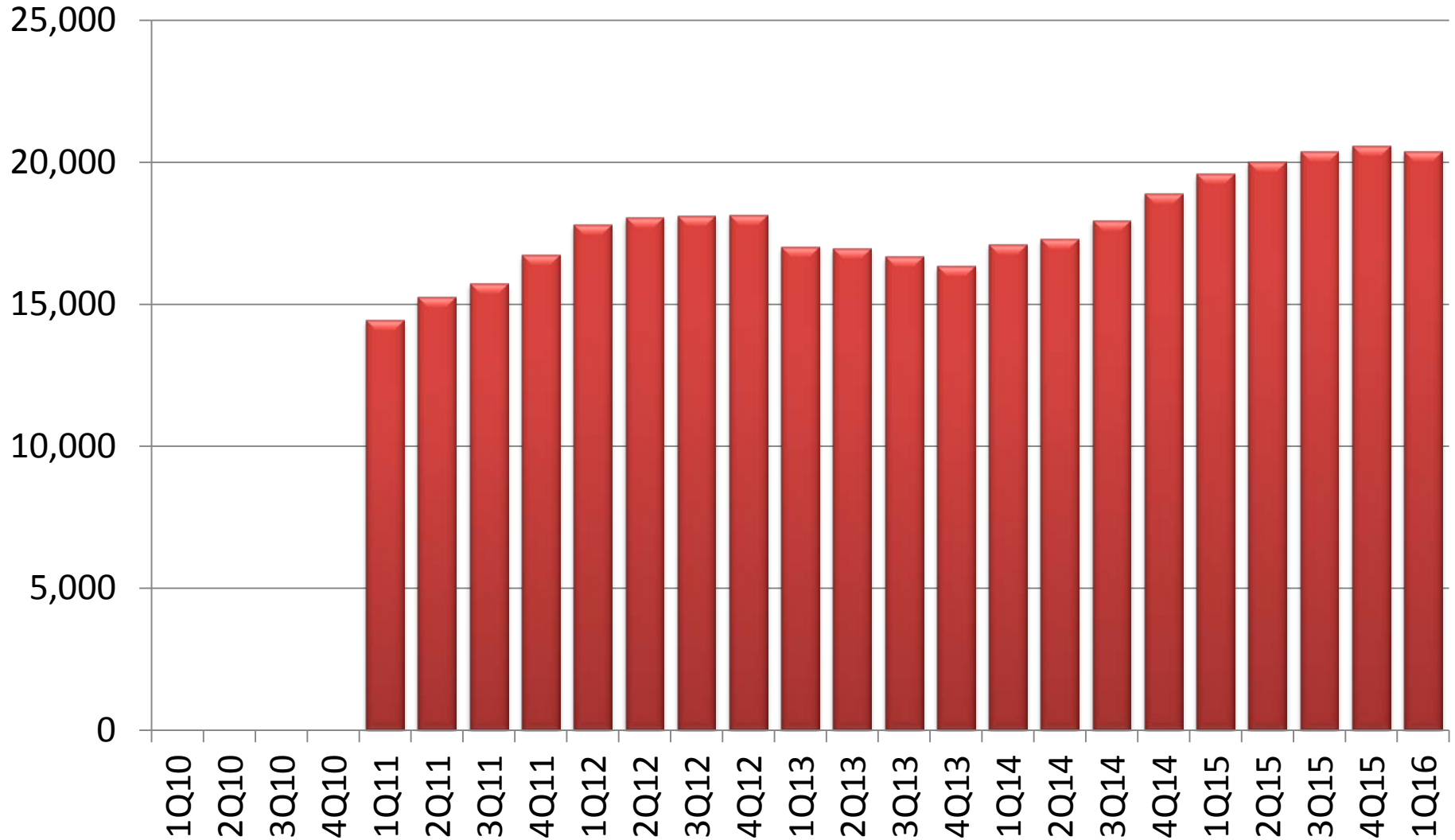


# iPad Unit Volume (TTM)



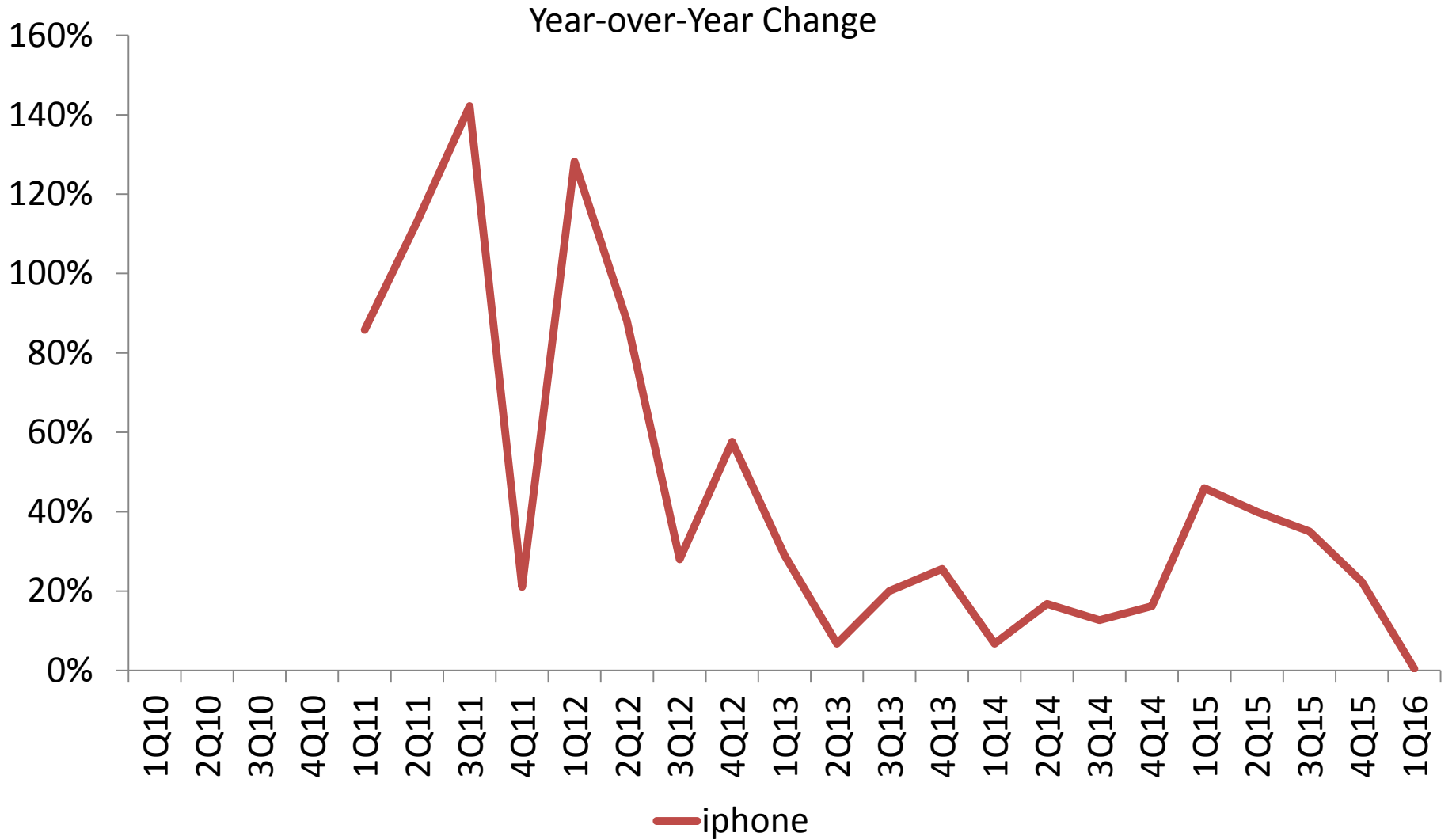


# Mac Unit Volume (TTM)



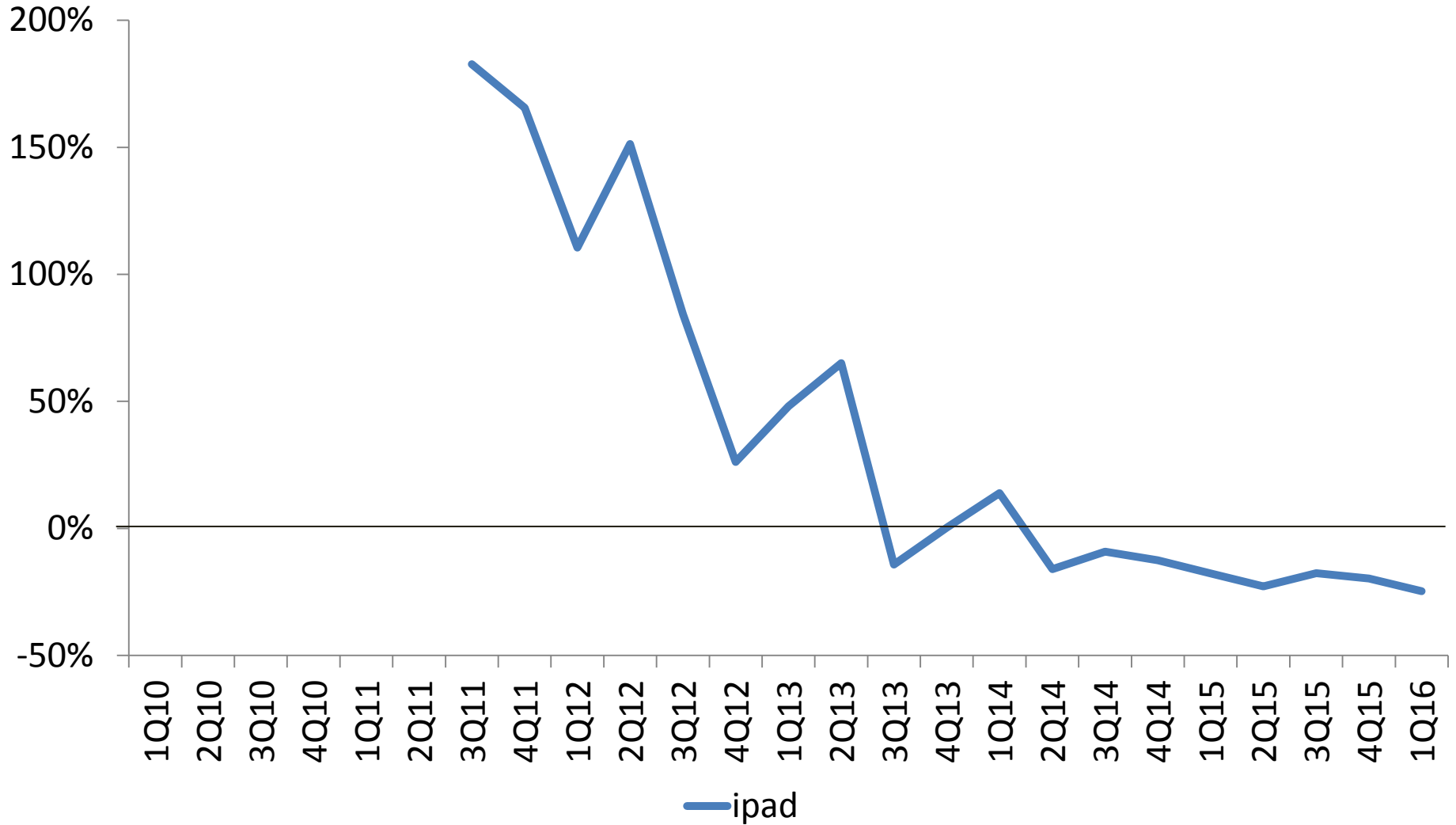
# Unit Volume Growth

# iPhone Unit Volume



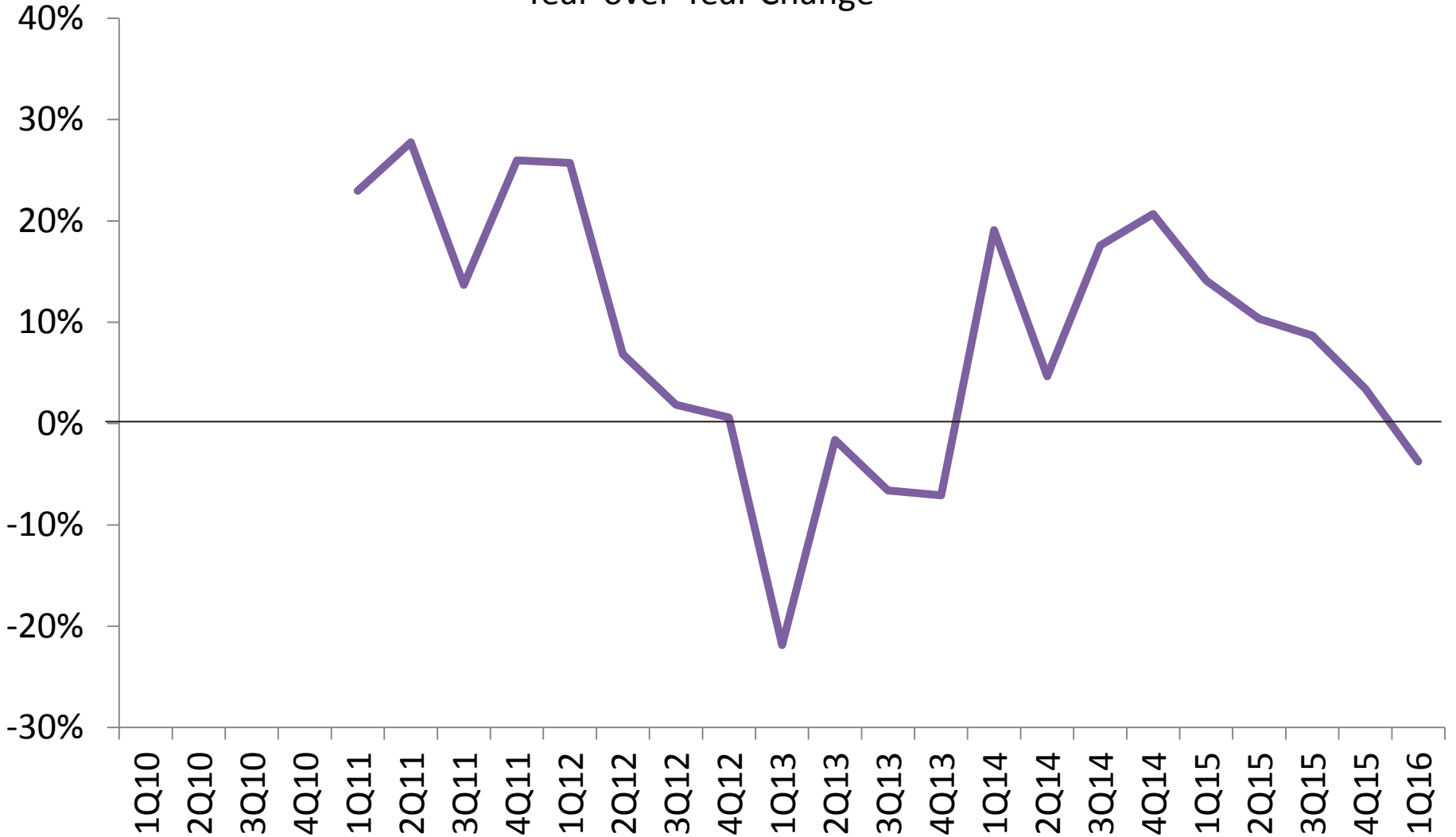
# iPad Unit Volume

Year-over-Year Change

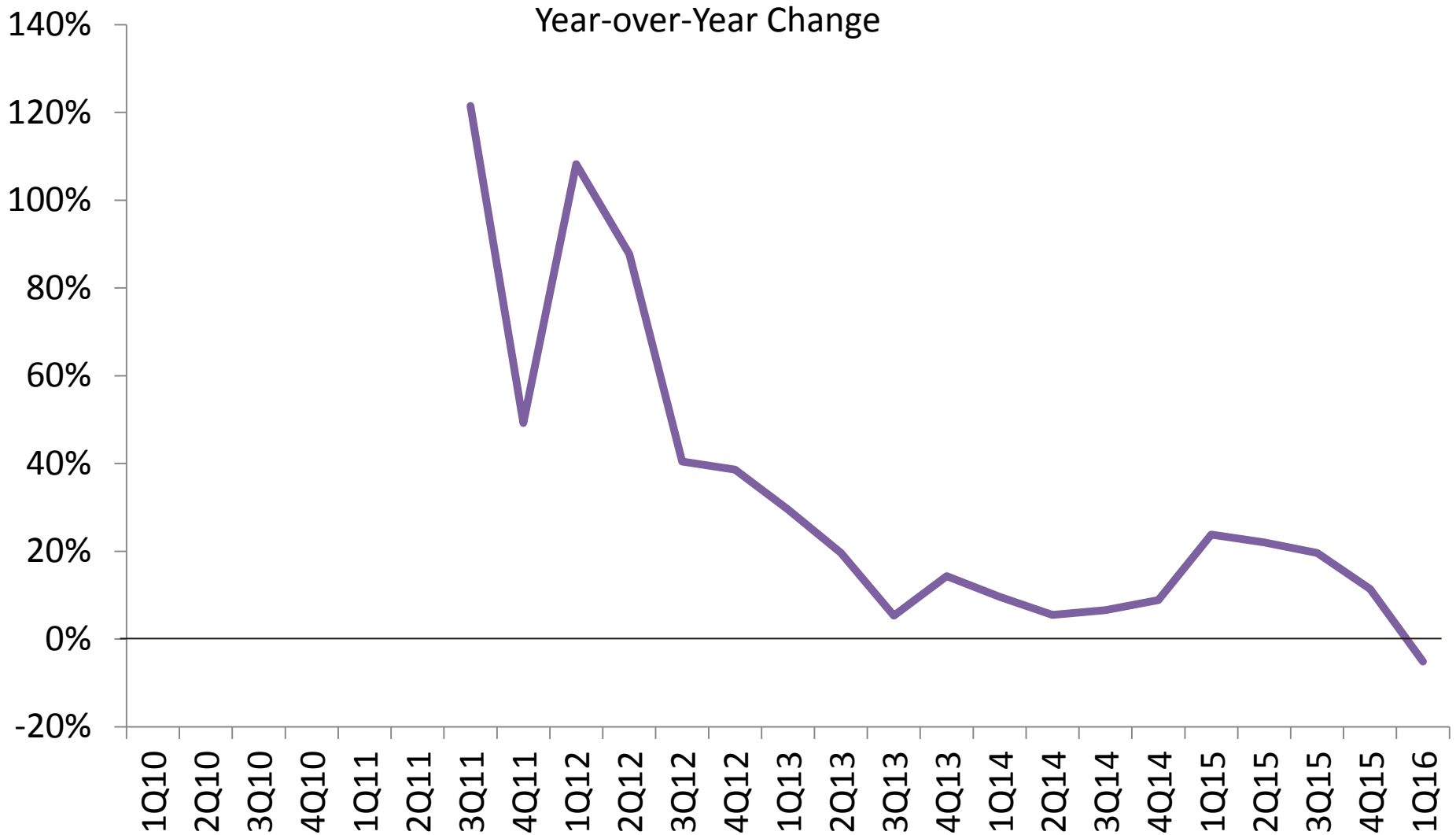


# Mac Unit Volume

Year-over-Year Change



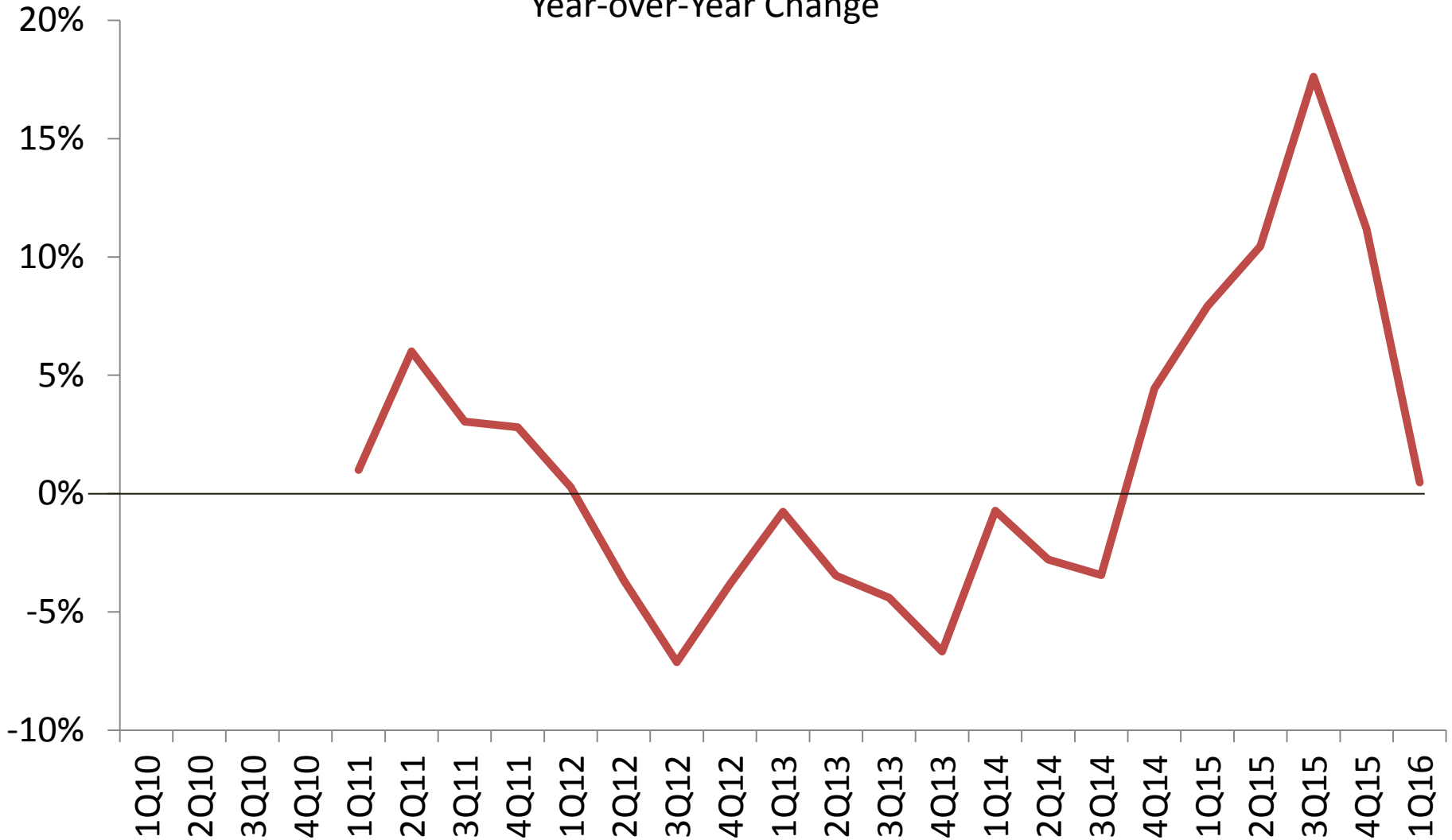
# Total Device Unit Growth



# Changes in Average Price

# iPhone Average Price

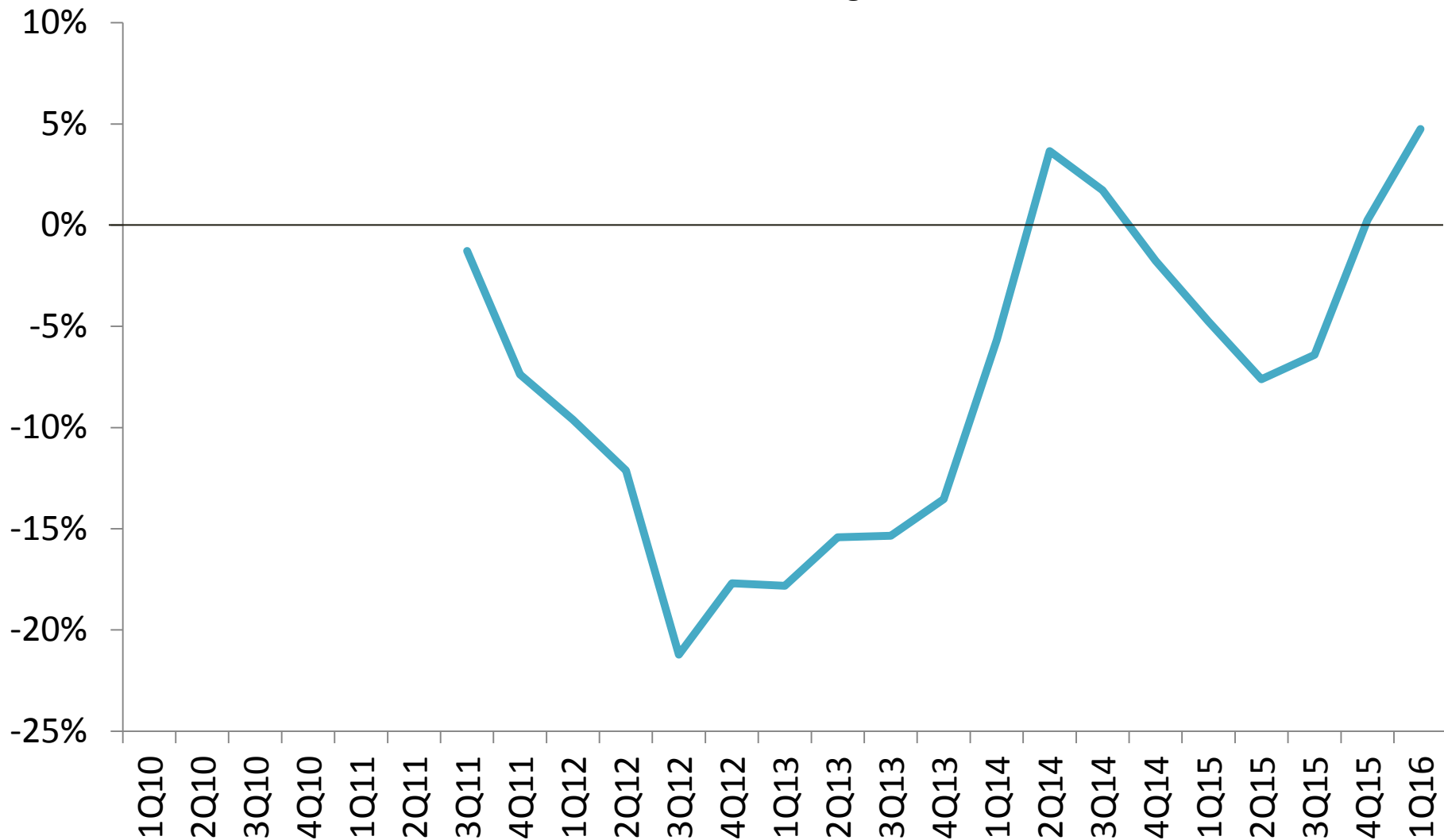
Year-over-Year Change





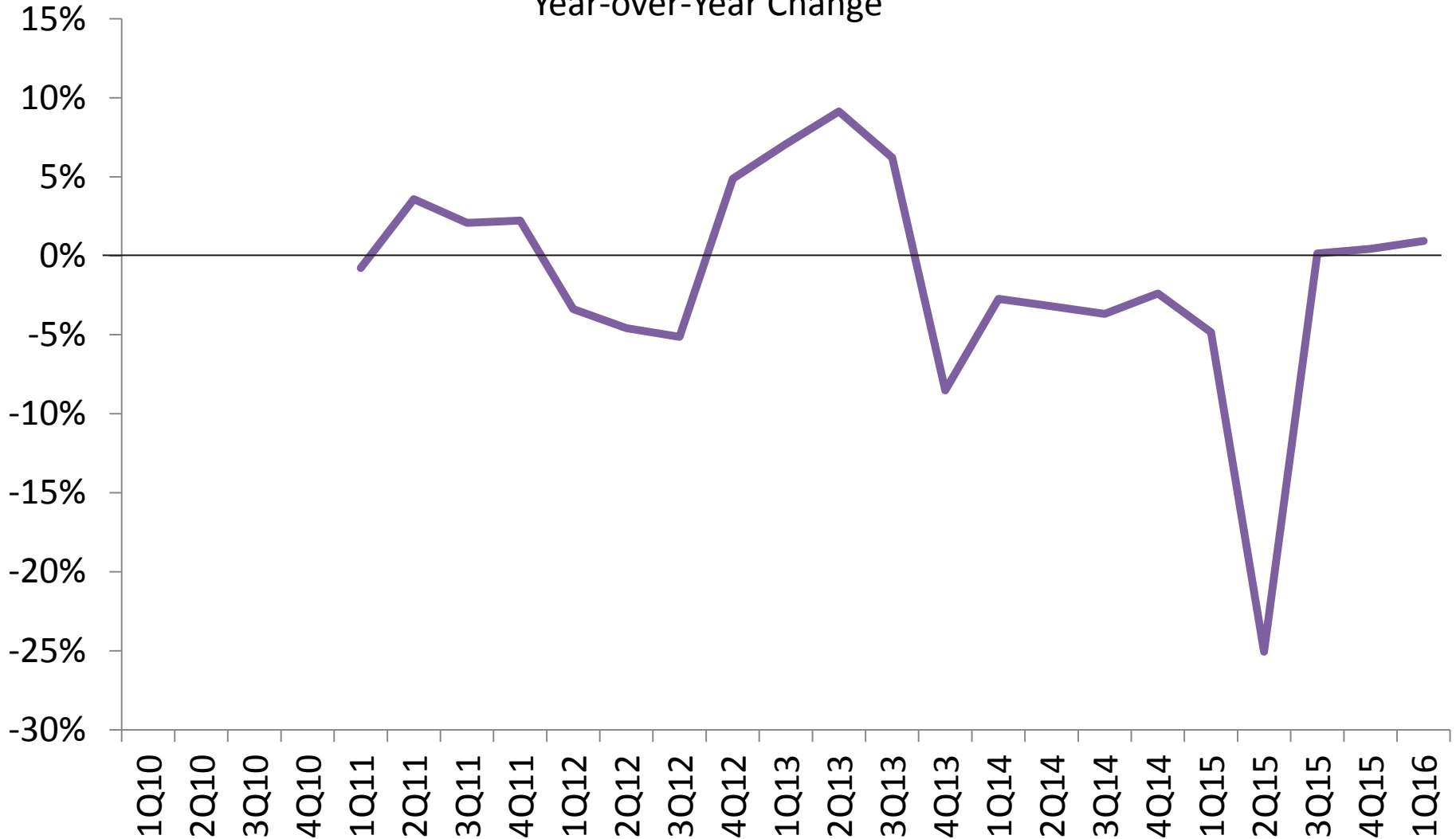
# iPad Average Price

Year-over-Year Change



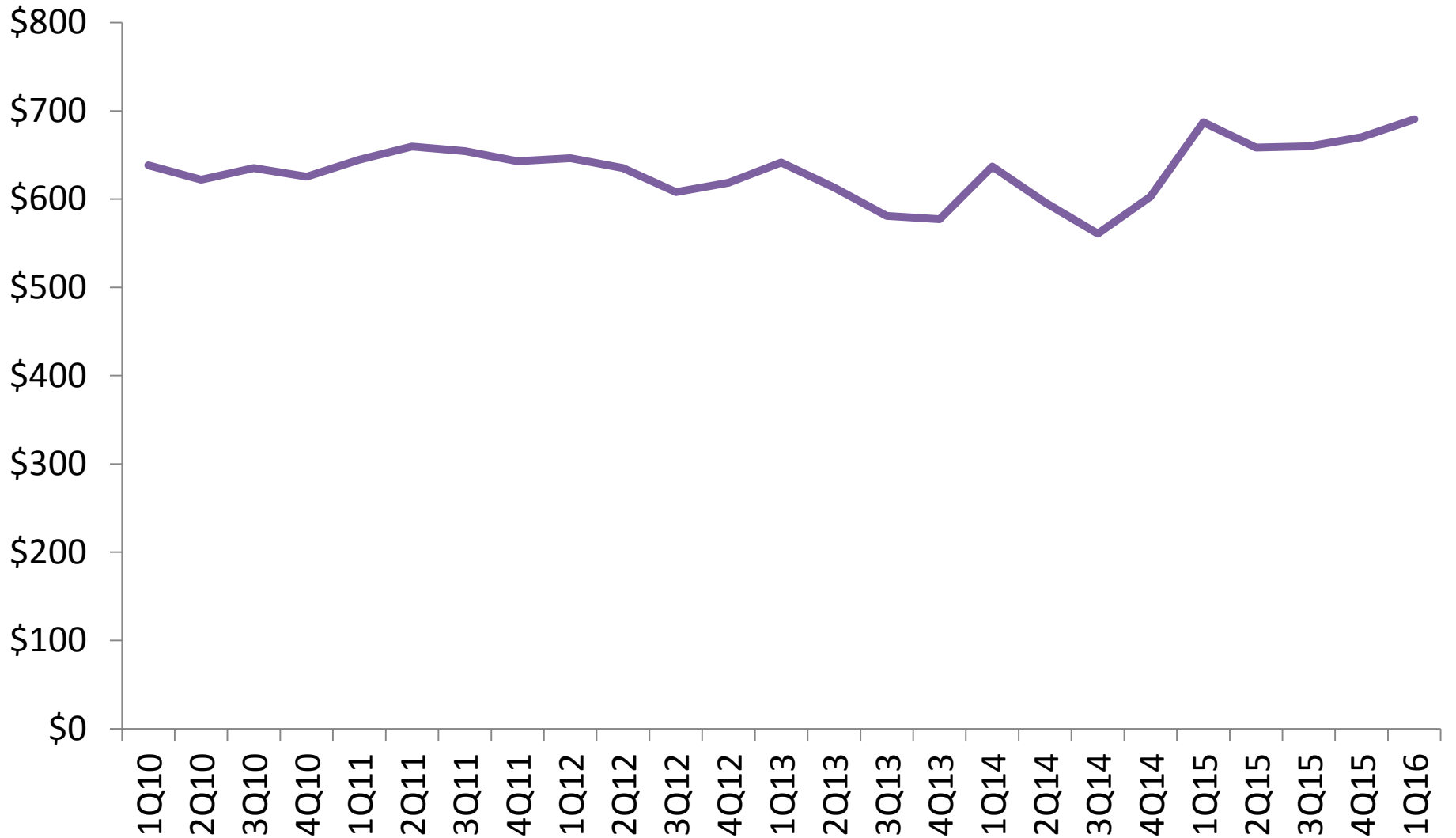
# Mac Average Price

Year-over-Year Change

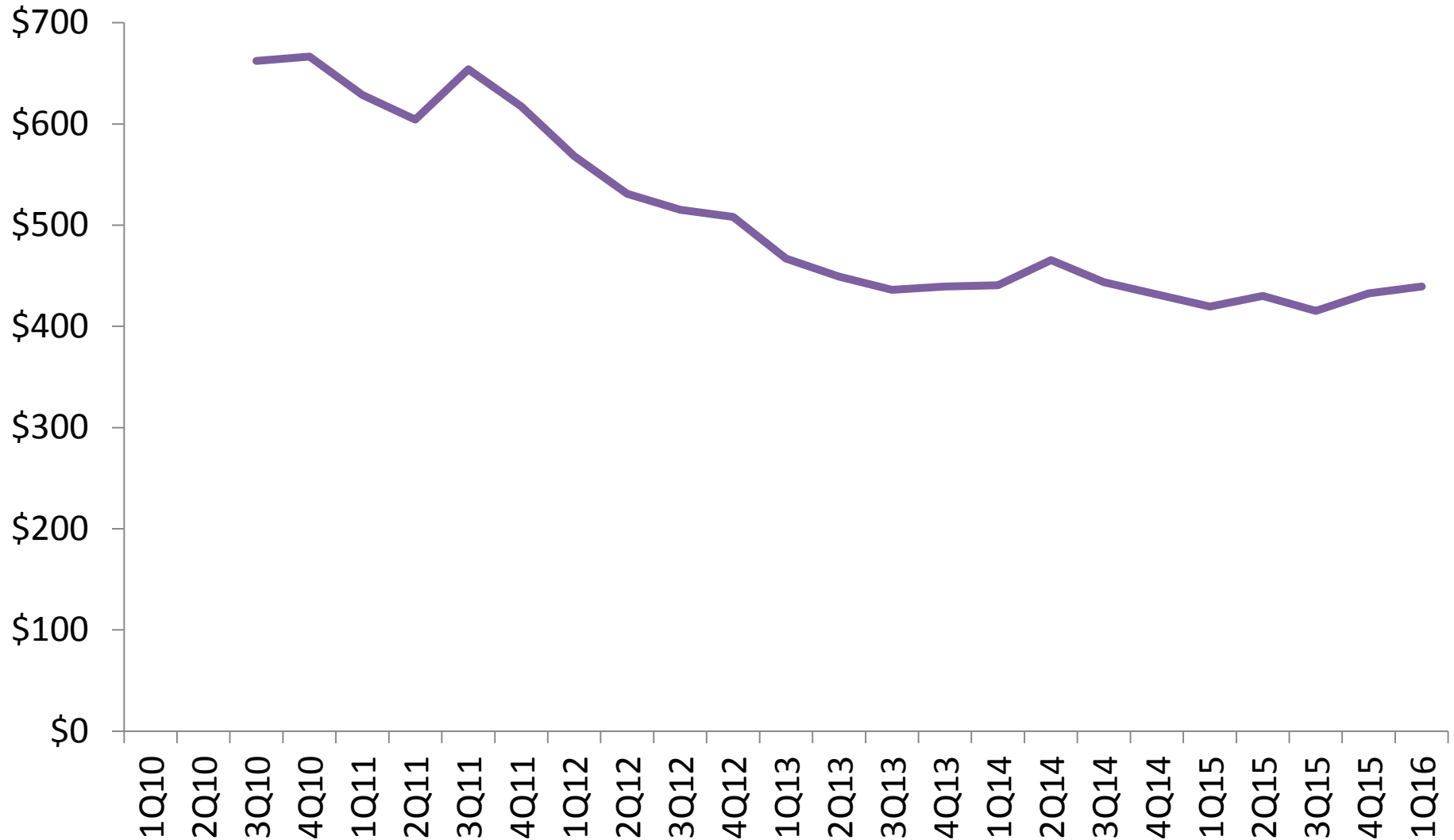


# Average Prices

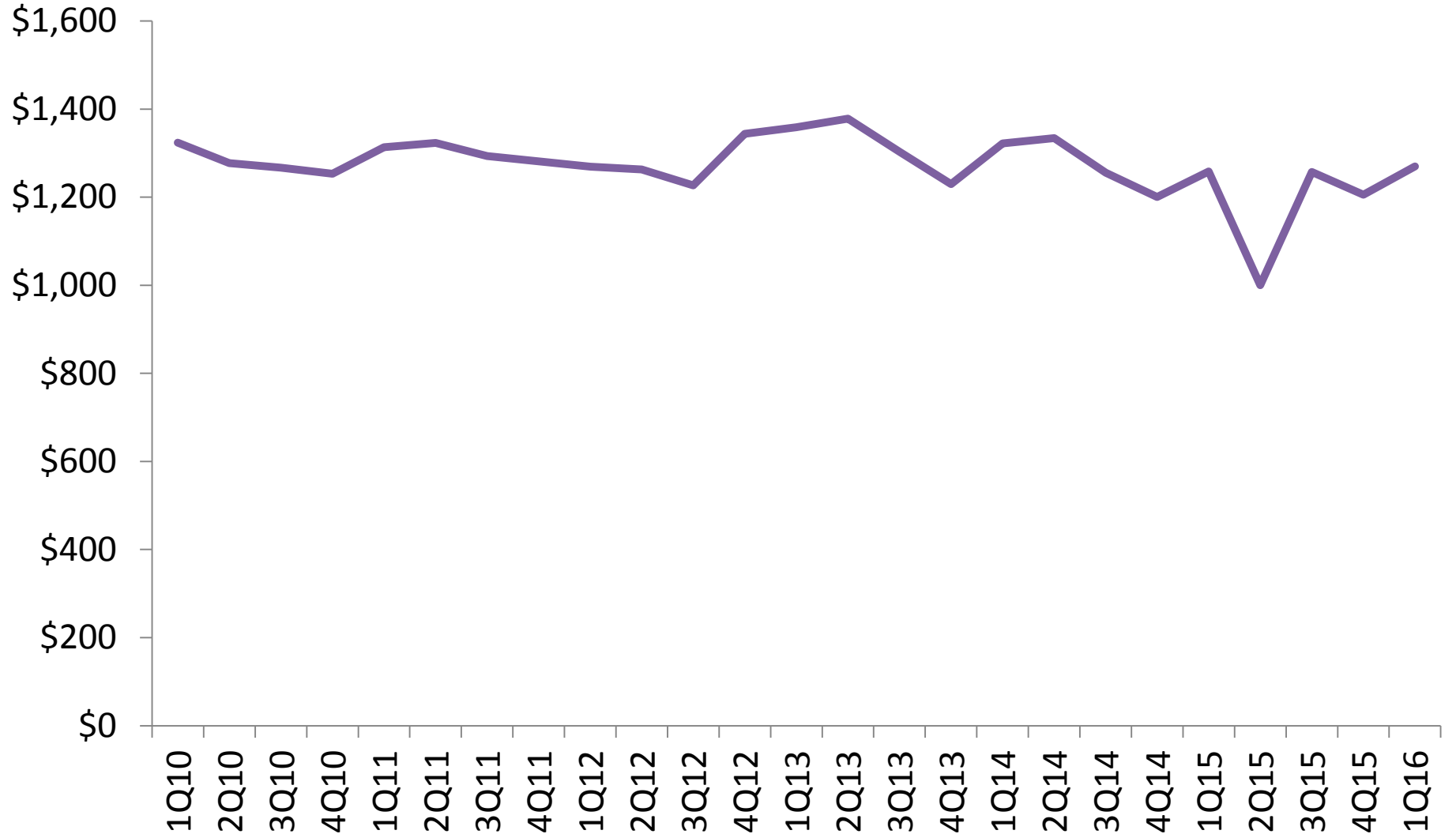
# iPhone Average Price



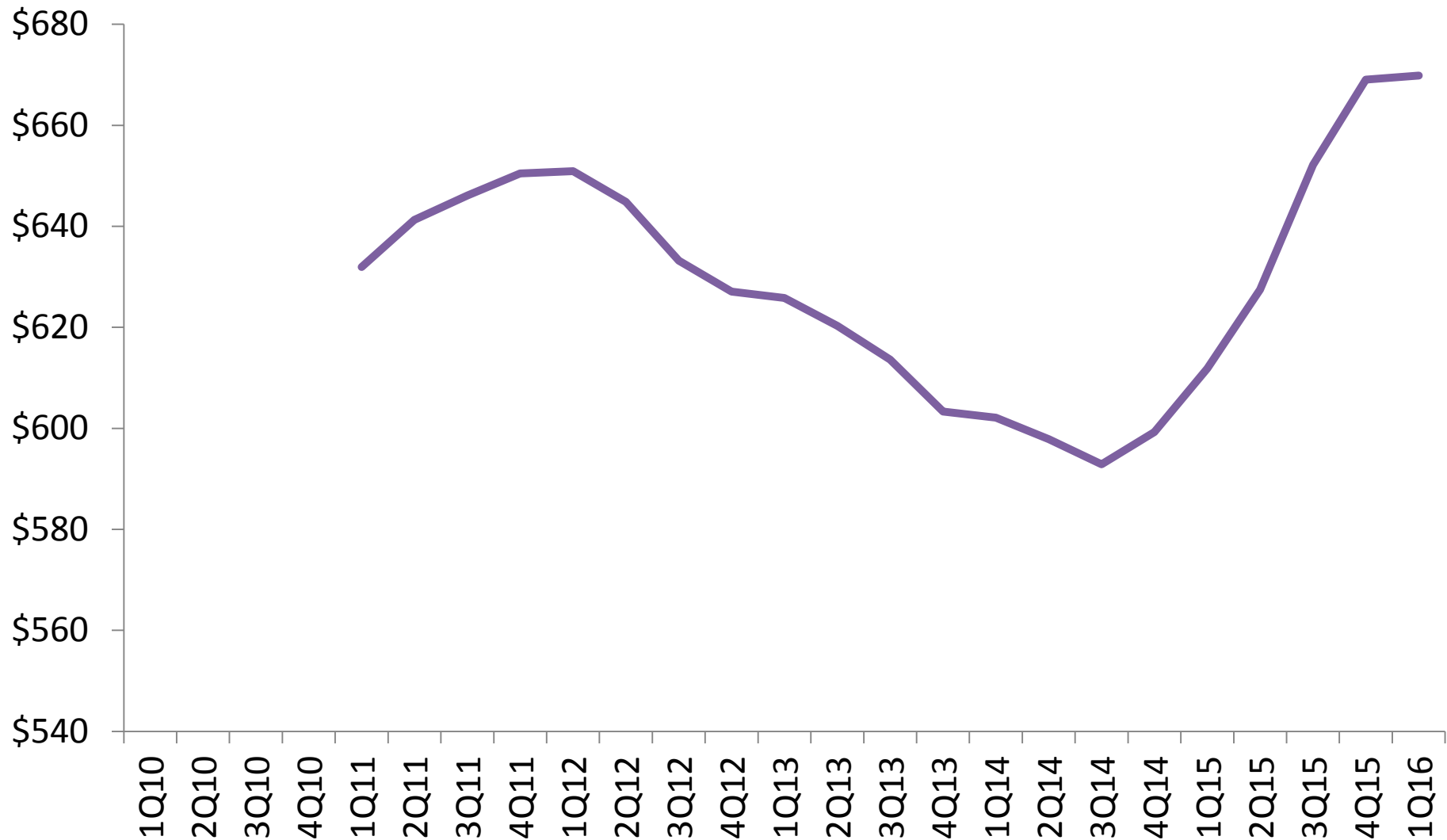
# iPad Average Price



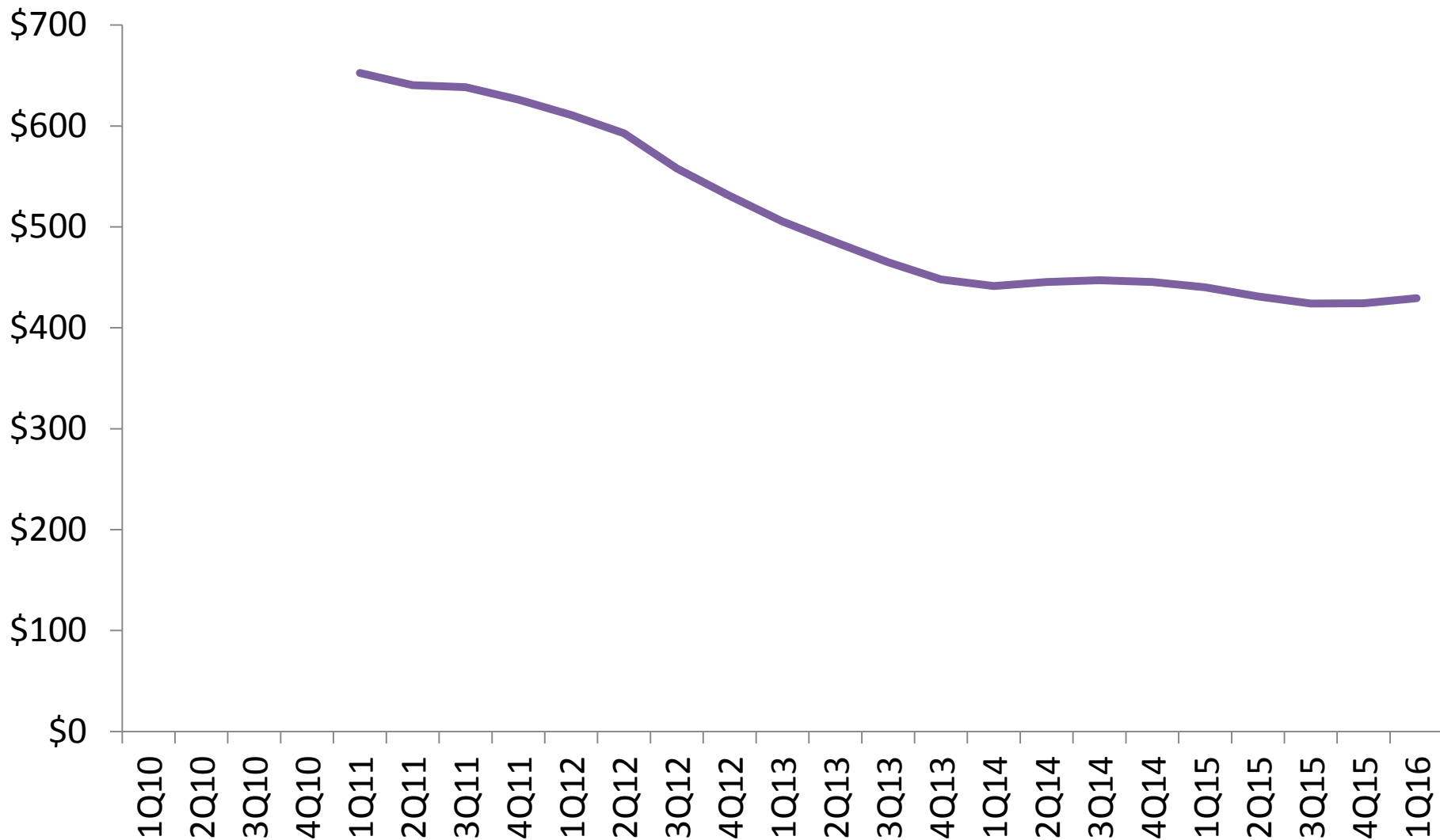
# Mac Average Price



# Average iPhone Price (TTM)



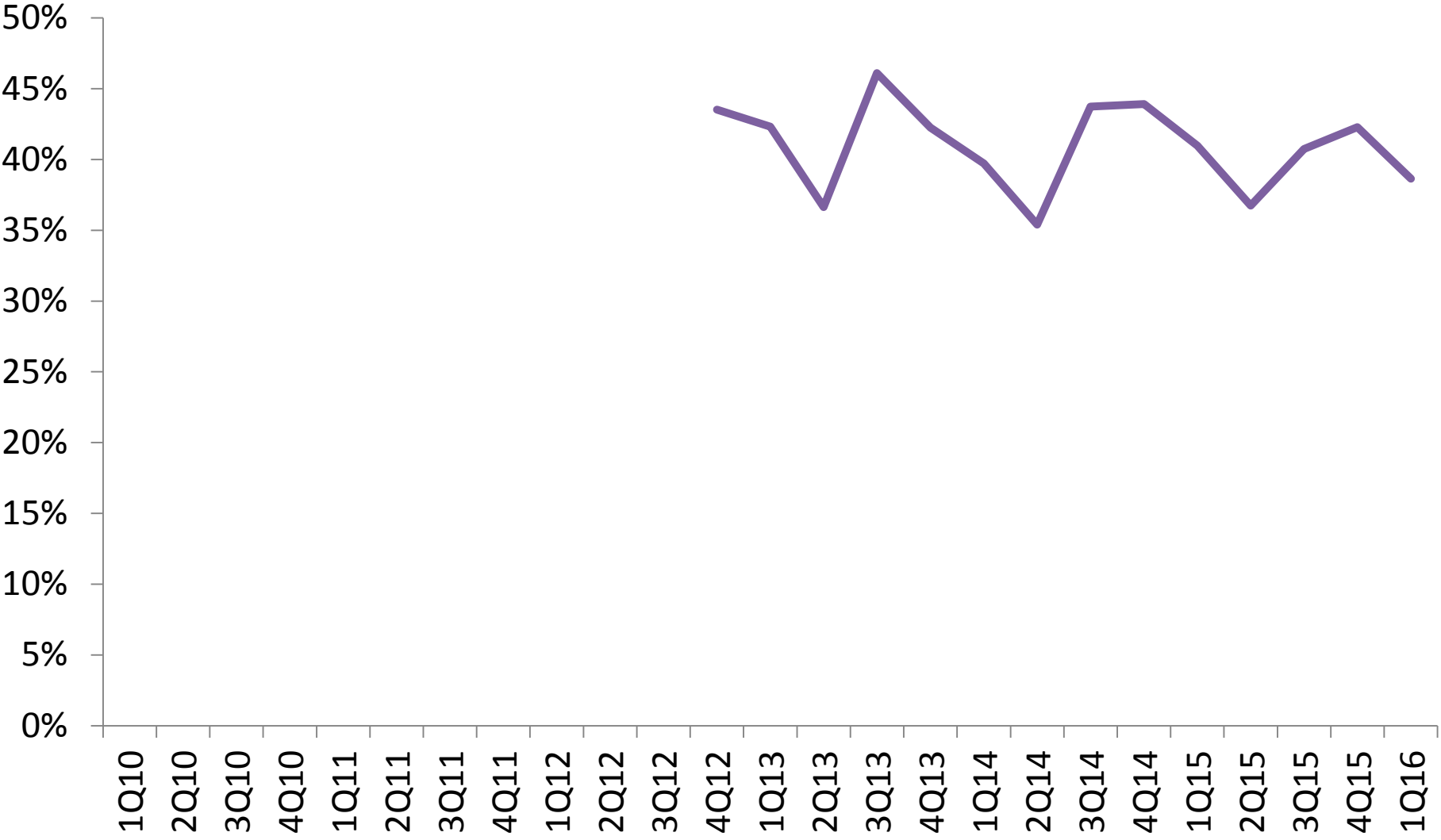
# Average iPad Price (TTM)



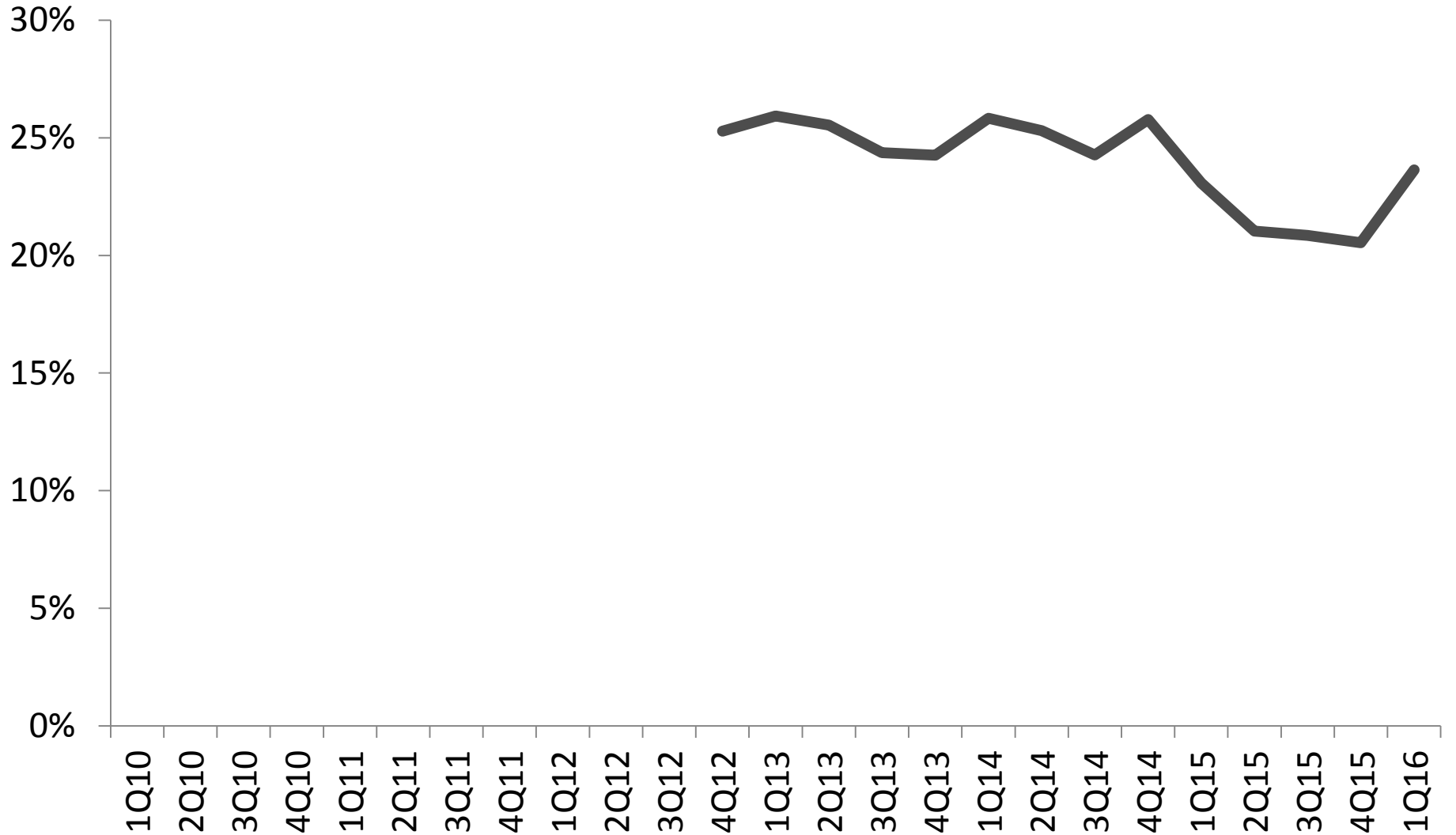


# Operating Segments

# Americas Share of Total Revenue



# Europe Share of Total Revenue



# Greater China Share of Total Revenue

