

Apple Inc.

2023 Annual Report

APPLE INC.

2023 ANNUAL REPORT

To our shareholders,

Fiscal year 2023 was a remarkable year for Apple. Despite facing macroeconomic headwinds, we achieved revenue of \$383.3 billion and continued to innovate across our entire product line.

KEY HIGHLIGHTS:

- Revenue: \$383.3 billion
- Net Income: \$97.0 billion
- iPhone revenue: \$200.6 billion
- Services revenue: \$85.2 billion
- Wearables revenue: \$39.8 billion

Our commitment to innovation remains unwavering. The launch of Apple Vision Pro marks our entry into spatial computing, while our continued investment in Apple Silicon has transformed the Mac lineup.

Environmental Progress:

We remain committed to our goal of becoming carbon neutral across our entire supply chain by 2030. This year, we made significant progress in renewable energy adoption and recycling initiatives.

Looking Forward:

As we enter fiscal 2024, we remain focused on creating products that enrich people's

lives while maintaining our commitment to privacy, environmental responsibility, and accessibility.

Tim Cook
CEO, Apple Inc.