

## Sales Data

The following table shows net sales by operating segment and net sales and unit sales by product for 2017, 2016 and 2015 (dollars in millions and units in thousands):

	2017	Change	2016	Change	2015
Net Sales by Operating Segment:					
Americas	\$ 96,600	12 %	\$ 86,613	(8)%	\$ 93,864
Europe	54,938	10 %	49,952	(1)%	50,337
Greater China	44,764	(8)%	48,492	(17)%	58,715
Japan	17,733	5 %	16,928	8 %	15,706
Rest of Asia Pacific	15,199	11 %	13,654	(10)%	15,093
Total net sales	<u>\$ 229,234</u>	6 %	<u>\$ 215,639</u>	(8)%	<u>\$ 233,715</u>

### Net Sales by Product:

iPhone <sup>(1)</sup>	\$ 141,319	3 %	\$ 136,700	(12)%	\$ 155,041
iPad <sup>(1)</sup>	19,222	(7)%	20,628	(11)%	23,227
Mac <sup>(1)</sup>	25,850	13 %	22,831	(10)%	25,471
Services <sup>(2)</sup>	29,980	23 %	24,348	22 %	19,909
Other Products <sup>(1)(3)</sup>	12,863	16 %	11,132	11 %	10,067
Total net sales	<u>\$ 229,234</u>	6 %	<u>\$ 215,639</u>	(8)%	<u>\$ 233,715</u>

### Unit Sales by Product:

iPhone	216,756	2 %	211,884	(8)%	231,218
iPad	43,753	(4)%	45,590	(17)%	54,856
Mac	19,251	4 %	18,484	(10)%	20,587

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

(2) Includes revenue from Digital Content and Services, AppleCare, Apple Pay, licensing and other services. Services net sales in the fourth quarter of 2017 included a favorable one-time adjustment of \$640 million due to a change in estimate based on the availability of additional supporting information.

(3) Includes sales of Apple TV, Apple Watch, Beats products, iPod touch and Apple-branded and third-party accessories.