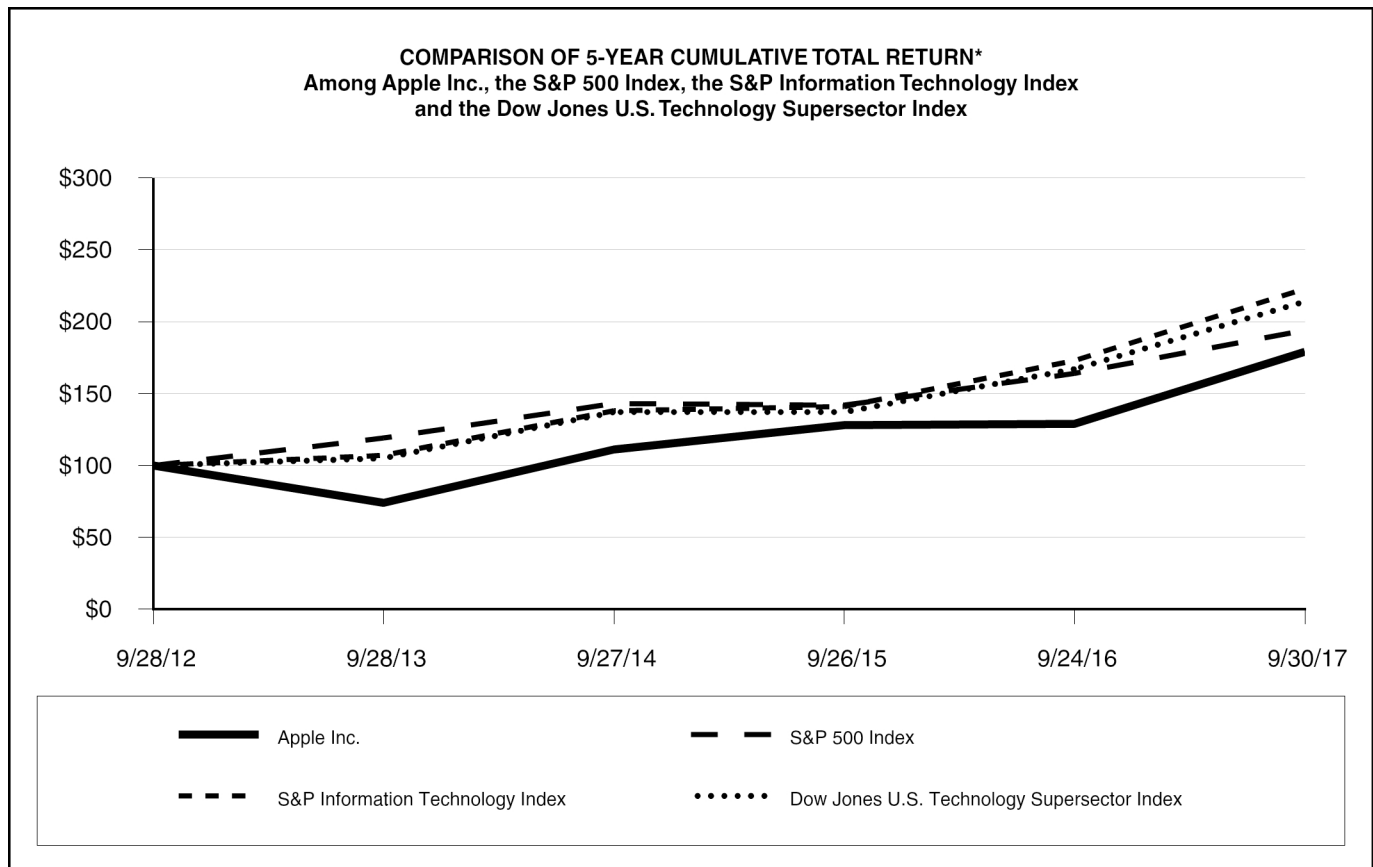


Company Stock Performance

The following graph shows a comparison of cumulative total shareholder return, calculated on a dividend reinvested basis, for the Company, the S&P 500 Index, the S&P Information Technology Index and the Dow Jones U.S. Technology Supersector Index for the five years ended September 30, 2017. The graph assumes \$100 was invested in each of the Company's common stock, the S&P 500 Index, the S&P Information Technology Index and the Dow Jones U.S. Technology Supersector Index as of the market close on September 28, 2012. Note that historic stock price performance is not necessarily indicative of future stock price performance.



* \$100 invested on 9/28/12 in stock or index, including reinvestment of dividends. Data points are the last day of each fiscal year for the Company's common stock and September 30th for indexes.

Copyright© 2017 S&P, a division of McGraw Hill Financial. All rights reserved.

Copyright© 2017 Dow Jones & Co. All rights reserved.

	September 2012	September 2013	September 2014	September 2015	September 2016	September 2017
Apple Inc.	\$ 100	\$ 74	\$ 111	\$ 128	\$ 129	\$ 179
S&P 500 Index	\$ 100	\$ 119	\$ 143	\$ 142	\$ 164	\$ 194
S&P Information Technology Index	\$ 100	\$ 107	\$ 138	\$ 141	\$ 173	\$ 223
Dow Jones U.S. Technology Supersector Index	\$ 100	\$ 105	\$ 137	\$ 137	\$ 167	\$ 214