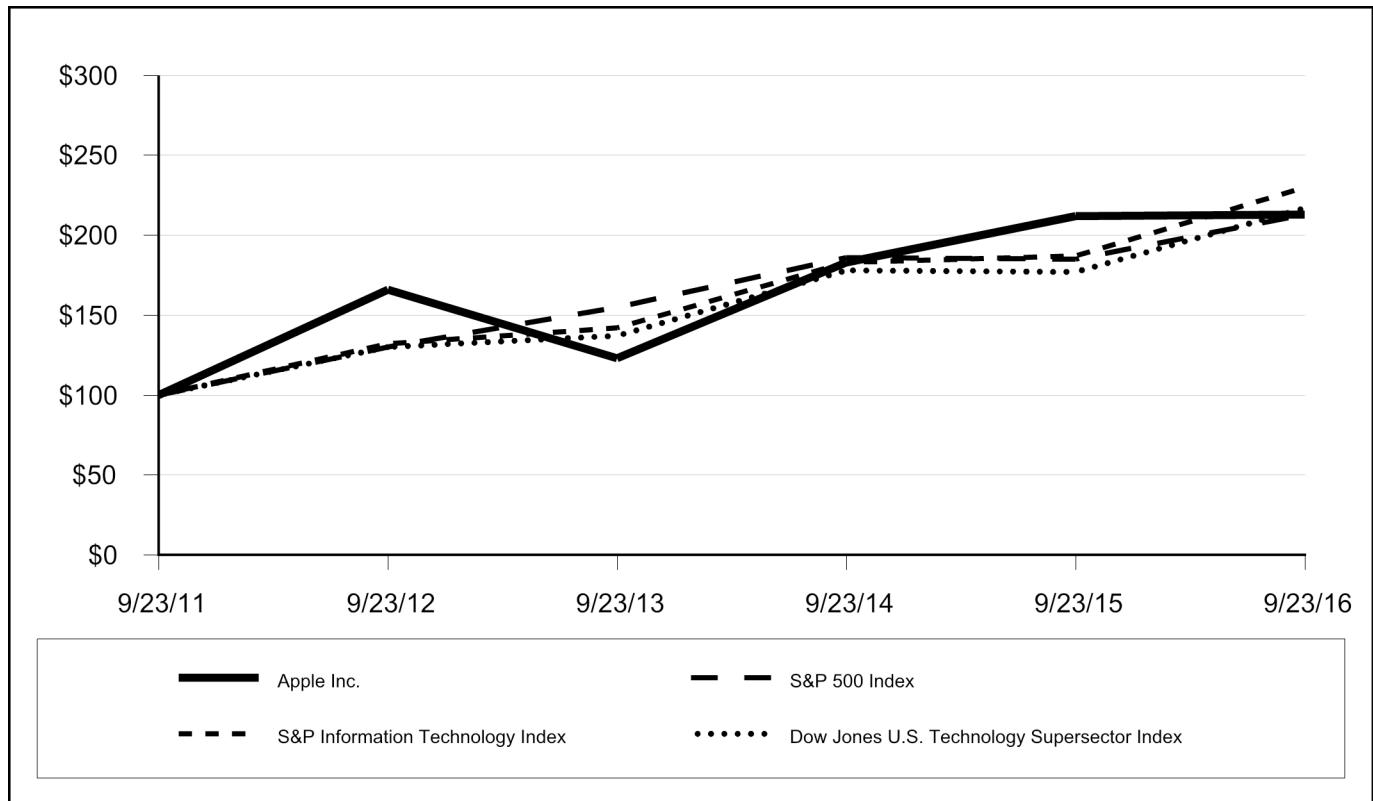


Company Stock Performance

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 24, 2016. 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 23, 2011. Note that historic stock price performance is not necessarily indicative of future stock price performance.



* \$100 invested on 9/23/11 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.

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	September 2011	September 2012	September 2013	September 2014	September 2015	September 2016
Apple Inc.	\$ 100	\$ 166	\$ 123	\$ 183	\$ 212	\$ 213
S&P 500 Index	\$ 100	\$ 130	\$ 155	\$ 186	\$ 185	\$ 213
S&P Information Technology Index	\$ 100	\$ 132	\$ 142	\$ 183	\$ 187	\$ 230
Dow Jones U.S. Technology Supersector Index	\$ 100	\$ 130	\$ 137	\$ 178	\$ 177	\$ 217