Story 2
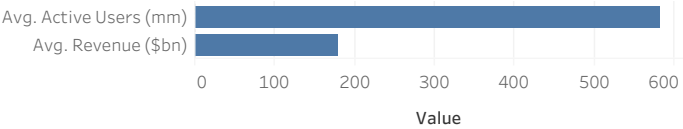
Iphone	Iphone ringtone	Ipad	Storage

Avg.Revenue

Avg. Active Users (mm)
Avg. Revenue ($bn)

0 100 200 300 400 500 600
Value

Count of market

Year

2020

2015

2010

2005

No Measure Value
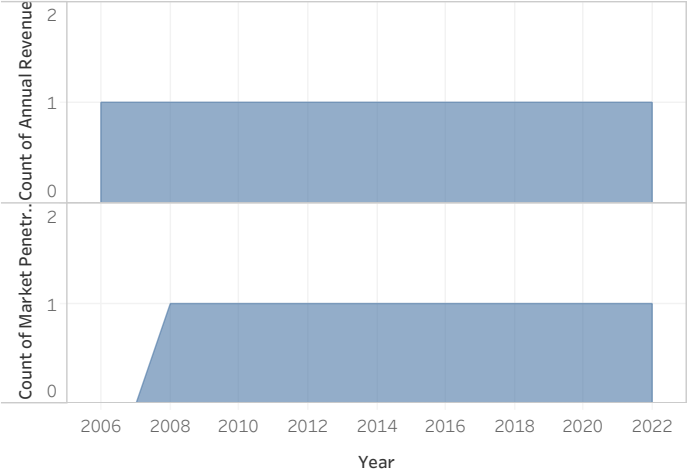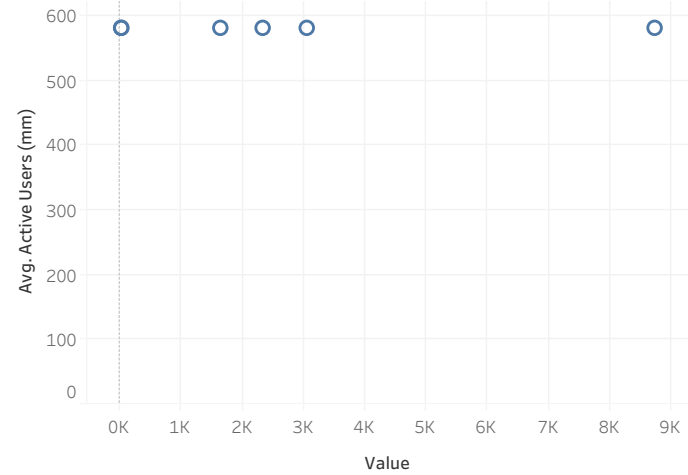
Avg.Active Users

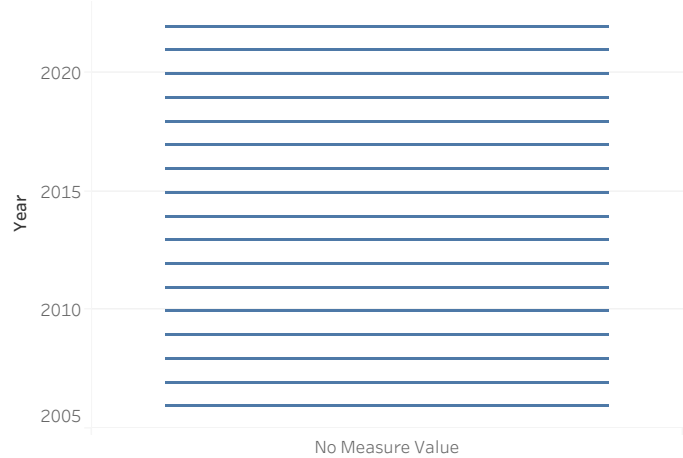| Iphone	Iphone ringtone	Ipad	Storage

Story 2

Recent Year
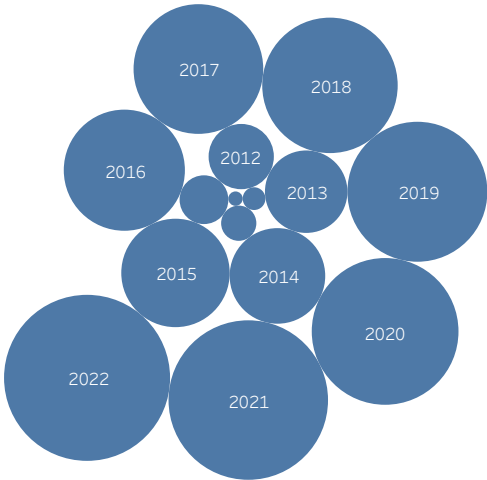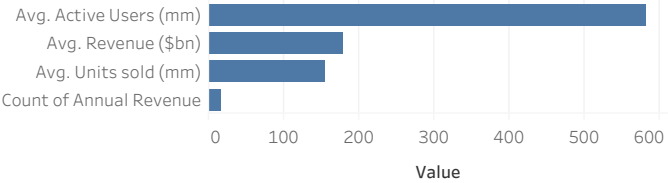
Value

Count of marketing annual

Market Penetration

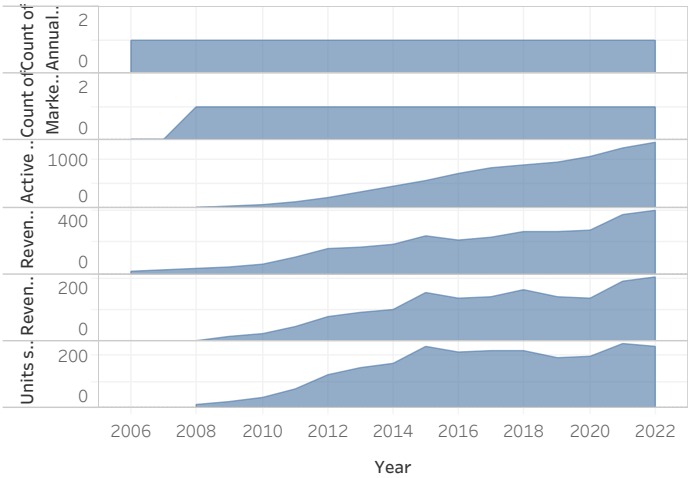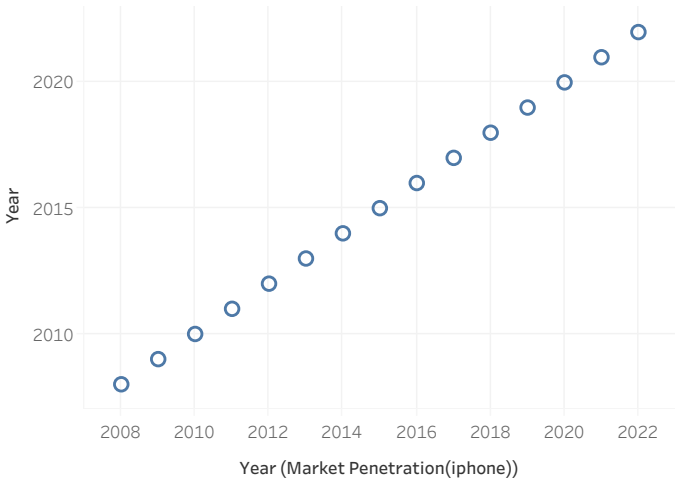# Story 2

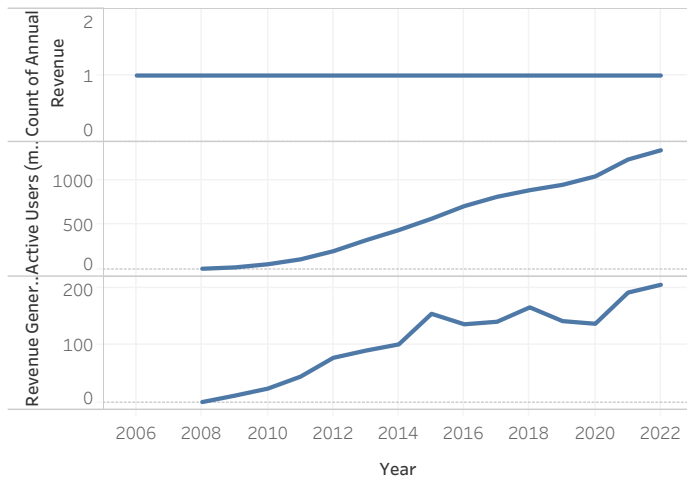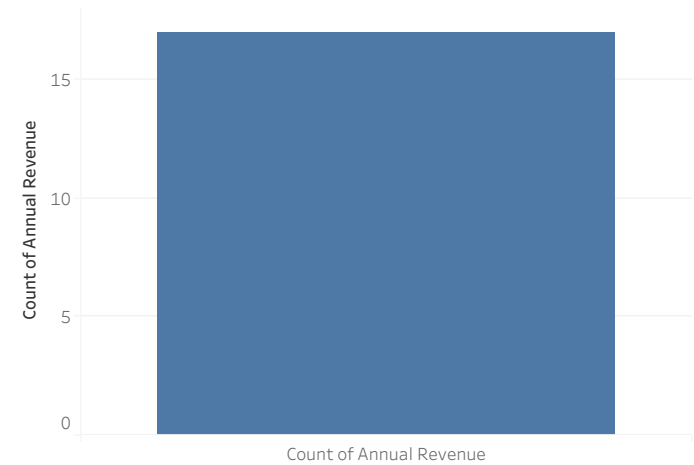| Iphone	Iphone ringtone	Ipad	Storage

Avg.Active user
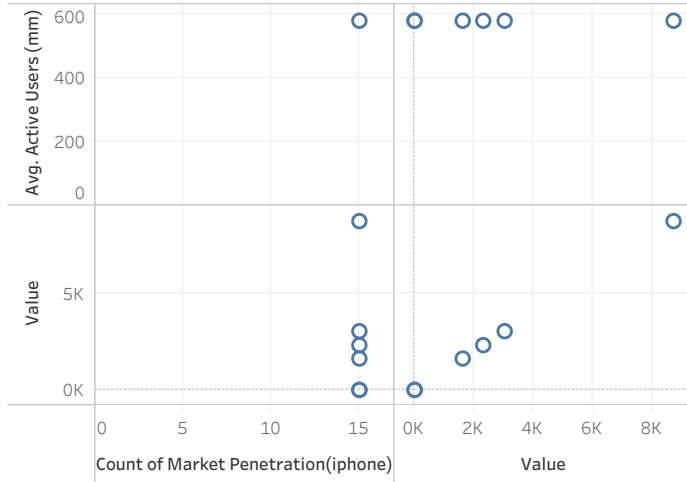
Unit Revenue
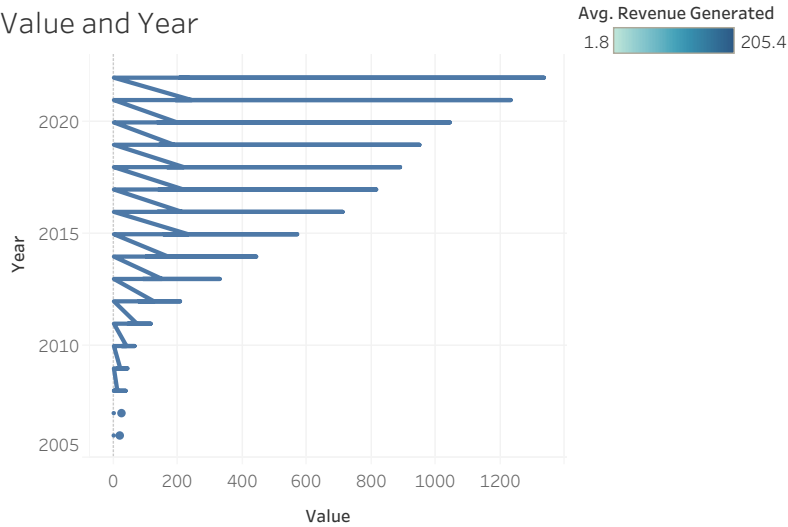

Revenue Generated

Count of annual Revenue

Story 2

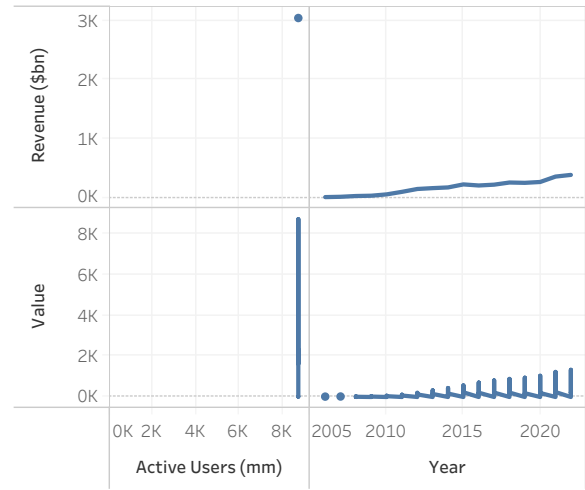| Iphone	Iphone ringtone	Ipad	Storage

Annual

2022	2015	2020	2016
2021	2019	2014	2012
2018	2017	2013	2011

Value and Year

Avg. Revenue Generated
1.8 — 205.4

Year (axis): 2005, 2010, 2015, 2020

Value (axis): 0, 200, 400, 600, 800, 1000, 1200

Revenue

Revenue ($bn): 0K, 1K, 2K, 3K

Value: 0K, 2K, 4K, 6K, 8K

Active Users (mm): 0K, 2K, 4K, 6K, 8K

Year: 2005, 2010, 2015, 2020

Avg.Revenue

Avg. Revenue ($bn): 0, 100, 200, 300, 400

Units sold (mm): 0K, 1K, 2K

Count of Market Penetr..: 0, 5, 10, 15

Year: 2005, 2010, 2015, 2020