

aapl-20250329

false

2025

Q2

0000320193

--09-27

P1Y

P1Y

P1Y

P1Y

xbqli:shares

iso4217:USD

iso4217:USD

xbqli:shares

xbqli:pure

aapl:Vendor

0000320193

2024-09-29

2025-03-29

0000320193

us-gaap:CommonStockMember

2024-09-29

2025-03-29

0000320193

aapl:A0.000Notesdue2025Member

2024-09-29

2025-03-29

0000320193

aapl:A0.875NotesDue2025Member

2024-09-29

2025-03-29

0000320193

aapl:A1.625NotesDue2026Member

2024-09-29

2025-03-29

0000320193

aapl:A2.000NotesDue2027Member

2024-09-29

2025-03-29

0000320193

aapl:A1.375NotesDue2029Member

2024-09-29

2025-03-29

0000320193

aapl:A3.050NotesDue2029Member

2024-09-29

2025-03-29

0000320193

aapl:A0.500Notesdue2031Member

2024-09-29

2025-03-29

0000320193

aapl:A3.600NotesDue2042Member

2024-09-29

2025-03-29

0000320193

2025-04-18

0000320193

us-gaap:ProductMember

2024-12-29

2025-03-29

0000320193

us-gaap:ProductMember

2023-12-31

2024-03-30

0000320193

us-gaap:ProductMember

2024-09-29

2025-03-29

0000320193

us-gaap:ProductMember

2023-10-01

2024-03-30

0000320193

us-gaap:ServiceMember

2024-12-29

2025-03-29

0000320193

us-gaap:ServiceMember

2023-12-31

2024-03-30

0000320193

us-gaap:ServiceMember

2024-09-29

2025-03-29

0000320193

us-gaap:ServiceMember

2023-10-01

2024-03-30

0000320193

2024-12-29

2025-03-29

0000320193

2023-12-31

2024-03-30

0000320193

2023-10-01

2024-03-30

0000320193

2025-03-29

0000320193

2024-09-28

0000320193

2024-12-28

0000320193

2023-12-30

0000320193

2023-09-30

0000320193

us-gaap:CommonStockIncludingAdditionalPaidInCapitalMember

2024-12-28

0000320193

us-gaap:CommonStockIncludingAdditionalPaidInCapitalMember

2023-12-30

0000320193

us-gaap:CommonStockIncludingAdditionalPaidInCapitalMember

2024-09-28

0000320193

us-gaap:CommonStockIncludingAdditionalPaidInCapitalMember

2023-09-30

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us-gaap:CommonStockIncludingAdditionalPaidInCapitalMember

2024-12-29

2025-03-29

0000320193

us-gaap:CommonStockIncludingAdditionalPaidInCapitalMember

2023-12-31

2024-03-30

0000320193

us-gaap:CommonStockIncludingAdditionalPaidInCapitalMember

2024-09-29

2025-03-29

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us-gaap:CommonStockIncludingAdditionalPaidInCapitalMember

2023-10-01

2024-03-30

0000320193

us-gaap:CommonStockIncludingAdditionalPaidInCapitalMember

2025-03-29

0000320193

us-gaap:CommonStockIncludingAdditionalPaidInCapitalMember

2024-03-30

0000320193

us-gaap:RetainedEarningsMember

2024-12-28

0000320193

us-gaap:RetainedEarningsMember

2023-12-30

0000320193

us-gaap:RetainedEarningsMember

2024-09-28

0000320193

us-gaap:RetainedEarningsMember

2023-09-30

0000320193

us-gaap:RetainedEarningsMember

2024-12-29

2025-03-29

0000320193

us-gaap:RetainedEarningsMember

2023-12-31

2024-03-30

0000320193

us-gaap:RetainedEarningsMember

2024-09-29

2025-03-29

0000320193

us-gaap:RetainedEarningsMember

2023-10-01

2024-03-30

0000320193

us-gaap:RetainedEarningsMember

2025-03-29

0000320193

us-gaap:RetainedEarningsMember

2024-03-30

0000320193

us-gaap:AccumulatedOtherComprehensiveIncomeMember

2024-12-28

0000320193

us-gaap:AccumulatedOtherComprehensiveIncomeMember

2023-12-30

0000320193

us-gaap:AccumulatedOtherComprehensiveIncomeMember

2024-09-28

0000320193

us-gaap:AccumulatedOtherComprehensiveIncomeMember

2023-09-30

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us-gaap:AccumulatedOtherComprehensiveIncomeMember

2024-12-29

2025-03-29

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us-gaap:AccumulatedOtherComprehensiveIncomeMember

2023-12-31

2024-03-30

0000320193

us-gaap:AccumulatedOtherComprehensiveIncomeMember

2024-09-29

2025-03-29

0000320193

us-gaap:AccumulatedOtherComprehensiveIncomeMember

2023-10-01

2024-03-30

0000320193

us-gaap:AccumulatedOtherComprehensiveIncomeMember

2025-03-29

0000320193

us-gaap:AccumulatedOtherComprehensiveIncomeMember

2024-03-30

0000320193

2024-03-30

0000320193

aapl:IPhoneMember

2024-12-29

2025-03-29

0000320193

aapl:IPhoneMember

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2024-03-30

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aapl:IPhoneMember

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aapl:IPhoneMember

2023-10-01

2024-03-30

0000320193

aapl:MacMember

2024-12-29

2025-03-29

0000320193

aapl:MacMember

2023-12-31

2024-03-30

0000320193

aapl:MacMember

2024-09-29

2025-03-29

0000320193

aapl:MacMember

2023-10-01

2024-03-30

0000320193

aapl:IPadMember

2024-12-29

2025-03-29

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aapl:IPadMember

2023-12-31

2024-03-30

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aapl:IPadMember

2024-09-29

2025-03-29

0000320193

aapl:IPadMember

2023-10-01

2024-03-30

0000320193

aapl:WearablesHomeandAccessoriesMember

2024-12-29

2025-03-29

0000320193

aapl:WearablesHomeandAccessoriesMember

2023-12-31

2024-03-30

0000320193

aapl:WearablesHomeandAccessoriesMember

2024-09-29

2025-03-29

0000320193

aapl:WearablesHomeandAccessoriesMember

2023-10-01

2024-03-30

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2025-03-30

2025-03-29

0000320193

2026-03-29

2025-03-29

0000320193

2027-03-28

2025-03-29

0000320193

2028-04-02

2025-03-29

0000320193

us-gaap:CashMember

2025-03-29

0000320193

us-gaap:FairValueInputsLevel1Member

us-gaap:MoneyMarketFundsMember

2025-03-29

0000320193

us-gaap:FairValueInputsLevel1Member

us-gaap:MutualFundMember

2025-03-29

0000320193

us-gaap:FairValueInputsLevel1Member

2025-03-29

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us-gaap:FairValueInputsLevel2Member

us-gaap:USTreasurySecuritiesMember

2025-03-29

0000320193

us-gaap:FairValueInputsLevel2Member

us-gaap:USGovernmentAgenciesDebtSecuritiesMember

2025-03-29

0000320193

us-gaap:FairValueInputsLevel2Member

us-gaap:ForeignGovernmentDebtSecuritiesMember

2025-03-29

0000320193

us-gaap:FairValueInputsLevel2Member

us-gaap:BankTimeDepositsMember

2025-03-29

0000320193

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us-gaap:CommercialPaperMember

2025-03-29

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us-gaap:FairValueInputsLevel2Member

us-gaap:CorporateDebtSecuritiesMember

2025-03-29

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us-gaap:FairValueInputsLevel2Member

us-gaap:USStatesAndPoliticalSubdivisionsMember

2025-03-29

0000320193

us-gaap:FairValueInputsLevel2Member

us-gaap:AssetBackedSecuritiesMember

2025-03-29

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us-gaap:FairValueInputsLevel2Member

2025-03-29

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us-gaap:MoneyMarketFundsMember

2024-09-28

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us-gaap:FairValueInputsLevel1Member

us-gaap:MutualFundMember

2024-09-28

0000320193

us-gaap:FairValueInputsLevel1Member

2024-09-28

0000320193

us-gaap:FairValueInputsLevel2Member

us-gaap:USTreasurySecuritiesMember

2024-09-28

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us-gaap:FairValueInputsLevel2Member

us-gaap:USGovernmentAgenciesDebtSecuritiesMember

2024-09-28

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us-gaap:FairValueInputsLevel2Member

us-gaap:ForeignGovernmentDebtSecuritiesMember

2024-09-28

0000320193

us-gaap:FairValueInputsLevel2Member

us-gaap:BankTimeDepositsMember

2024-09-28

0000320193

us-gaap:FairValueInputsLevel2Member

us-gaap:CommercialPaperMember

2024-09-28

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us-gaap:FairValueInputsLevel2Member

us-gaap:CorporateDebtSecuritiesMember

2024-09-28

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us-gaap:USStatesAndPoliticalSubdivisionsMember

2024-09-28

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us-gaap:FairValueInputsLevel2Member

us-gaap:AssetBackedSecuritiesMember

2024-09-28

0000320193

us-gaap:FairValueInputsLevel2Member

2024-09-28

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2024-09-28

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aapl:MarketableDebtSecuritiesOtherThanAssetBackedSecuritiesMember

2025-03-29

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us-gaap:AssetBackedSecuritiesMember

2025-03-29

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us-gaap:ForeignExchangeContractMember

2024-09-29

2025-03-29

0000320193

us-gaap:CrossCurrencyInterestRateContractMember

2024-09-29

2025-03-29

0000320193

us-gaap:ForeignExchangeContractMember

us-gaap:DesignatedAsHedgingInstrumentMember

2025-03-29

0000320193

us-gaap:ForeignExchangeContractMember

us-gaap:DesignatedAsHedgingInstrumentMember

2024-09-28

0000320193

us-gaap:InterestRateContractMember

us-gaap:DesignatedAsHedgingInstrumentMember

2025-03-29

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us-gaap:InterestRateContractMember

us-gaap:DesignatedAsHedgingInstrumentMember

2024-09-28

0000320193

us-gaap:ForeignExchangeContractMember

us-gaap:NondesignatedMember

2025-03-29

0000320193

us-gaap:ForeignExchangeContractMember

us-gaap:NondesignatedMember

2024-09-28

0000320193

aapl:CellularNetworkCarriersMember

us-gaap:CreditConcentrationRiskMember

us-gaap:TradeAccountsReceivableMember

2024-09-29

2025-03-29

0000320193

aapl:CellularNetworkCarriersMember

us-gaap:CreditConcentrationRiskMember

us-gaap:TradeAccountsReceivableMember

2023-10-01

2024-09-28

0000320193

us-gaap:CreditConcentrationRiskMember

aapl:NonTradeReceivableMember

2025-03-29

0000320193

aapl:VendorOneMember

us-gaap:CreditConcentrationRiskMember

aapl:NonTradeReceivableMember

2024-09-29

2025-03-29

0000320193

aapl:VendorTwoMember

us-gaap:CreditConcentrationRiskMember

aapl:NonTradeReceivableMember

2024-09-29

2025-03-29

0000320193

us-gaap:CreditConcentrationRiskMember

aapl:NonTradeReceivableMember

2024-09-28

0000320193

aapl:VendorOneMember

us-gaap:CreditConcentrationRiskMember

aapl:NonTradeReceivableMember

2023-10-01

2024-09-28

0000320193

aapl:VendorTwoMember

us-gaap:CreditConcentrationRiskMember

aapl:NonTradeReceivableMember

2023-10-01

2024-09-28

0000320193

us-gaap:CommercialPaperMember

2025-03-29

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us-gaap:CommercialPaperMember

2024-09-28

0000320193

us-gaap:RestrictedStockUnitsRSUMember

2024-09-28

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us-gaap:RestrictedStockUnitsRSUMember

2024-09-29

2025-03-29

0000320193

us-gaap:RestrictedStockUnitsRSUMember

2025-03-29

0000320193

us-gaap:RestrictedStockUnitsRSUMember

2024-12-29

2025-03-29

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us-gaap:RestrictedStockUnitsRSUMember

2023-12-31

2024-03-30

0000320193

us-gaap:RestrictedStockUnitsRSUMember

2023-10-01

2024-03-30

0000320193

aapl:AmericasSegmentMember

2024-12-29

2025-03-29

0000320193

aapl:AmericasSegmentMember

2023-12-31

2024-03-30

0000320193

aapl:AmericasSegmentMember

2024-09-29

2025-03-29

0000320193

aapl:AmericasSegmentMember

2023-10-01

2024-03-30

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aapl:EuropeSegmentMember

2024-12-29

2025-03-29

0000320193

aapl:EuropeSegmentMember

2023-12-31

2024-03-30

0000320193

aapl:EuropeSegmentMember

2024-09-29

2025-03-29

0000320193

aapl:EuropeSegmentMember

2023-10-01

2024-03-30
0000320193
aapl:GreaterChinaSegmentMember

2024-12-29
2025-03-29

0000320193
aapl:GreaterChinaSegmentMember
2023-12-31

2024-03-30
0000320193
aapl:GreaterChinaSegmentMember

2024-09-29
2025-03-29

0000320193
aapl:GreaterChinaSegmentMember
2023-10-01

2024-03-30
0000320193

aapl:JapanSegmentMember
2024-12-29

2025-03-29
0000320193

aapl:JapanSegmentMember
2023-12-31
2024-03-30

0000320193
aapl:JapanSegmentMember

2024-09-29

2025-03-29

0000320193

aapl:JapanSegmentMember

2023-10-01

2024-03-30

0000320193

aapl:RestOfAsiaPacificSegmentMember

2024-12-29

2025-03-29

0000320193

aapl:RestOfAsiaPacificSegmentMember

2023-12-31

2024-03-30

0000320193

aapl:RestOfAsiaPacificSegmentMember

2024-09-29

2025-03-29

0000320193

aapl:RestOfAsiaPacificSegmentMember

2023-10-01

2024-03-30

0000320193

us-gaap:OperatingSegmentsMember

2024-12-29

2025-03-29

0000320193

us-gaap:OperatingSegmentsMember

2023-12-31

2024-03-30

0000320193

us-gaap:OperatingSegmentsMember

2024-09-29

2025-03-29

0000320193

us-gaap:OperatingSegmentsMember

2023-10-01

2024-03-30

0000320193

us-gaap:MaterialReconcilingItemsMember

2024-12-29

2025-03-29

0000320193

us-gaap:MaterialReconcilingItemsMember

2023-12-31

2024-03-30

0000320193

us-gaap:MaterialReconcilingItemsMember

2024-09-29

2025-03-29

0000320193

us-gaap:MaterialReconcilingItemsMember

2023-10-01

2024-03-30

0000320193

us-gaap:CorporateNonSegmentMember

2024-12-29

2025-03-29

0000320193

us-gaap:CorporateNonSegmentMember

2023-12-31

2024-03-30

0000320193

us-gaap:CorporateNonSegmentMember

2024-09-29

2025-03-29

0000320193

us-gaap:CorporateNonSegmentMember

2023-10-01

2024-03-30

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM

10-Q

(Mark One)

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES
EXCHANGE ACT OF 1934

For the quarterly period ended

March 29, 2025

or

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES
EXCHANGE ACT OF 1934

For the transition period from

to

.

Commission File Number:

001-36743

Apple Inc.

(Exact name of Registrant as specified in its charter)

California

94-2404110

(State or other jurisdiction

of incorporation or organization)

(I.R.S. Employer Identification No.)

One Apple Park Way

Cupertino

,

California

95014

(Address of principal executive offices)

(Zip Code)

(

408

)

996-1010

(Registrants telephone number, including area code)

Securities registered pursuant to Section 12(b) of the Act:

Title of each class

Trading symbol(s)

Name of each exchange on which registered

Common Stock, \$0.00001 par value per share

AAPL

The Nasdaq Stock Market LLC

0.000% Notes due 2025

The Nasdaq Stock Market LLC

0.875% Notes due 2025

The Nasdaq Stock Market LLC

1.625% Notes due 2026

The Nasdaq Stock Market LLC

2.000% Notes due 2027

The Nasdaq Stock Market LLC

1.375% Notes due 2029

The Nasdaq Stock Market LLC

3.050% Notes due 2029

The Nasdaq Stock Market LLC

0.500% Notes due 2031

The Nasdaq Stock Market LLC

3.600% Notes due 2042

The Nasdaq Stock Market LLC

Indicate by check mark whether the Registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the Registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes

No

Indicate by check mark whether the Registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the Registrant was required to submit such files).

Yes

No

Indicate by check mark whether the Registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or an emerging growth company. See the definitions of large accelerated filer, accelerated filer, smaller reporting company, and emerging growth company in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Accelerated filer

Non-accelerated filer

Smaller reporting company

Emerging growth company

If an emerging growth company, indicate by check mark if the Registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Indicate by check mark whether the Registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes

No

14,935,826,000

shares of common stock were issued and outstanding as of April 18, 2025

.

Apple Inc.

Form 10-Q

For the Fiscal Quarter Ended March 29, 2025

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PART I FINANCIAL INFORMATION

Item 1. Financial Statements

Apple Inc.

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS (Unaudited)

(In millions, except number of shares, which are reflected in thousands, and per-share amounts)

Three Months Ended

Six Months Ended

March 29,

2025

March 30,

2024

March 29,

2025

March 30,

2024

Net sales:

Products

\$

68,714

\$

66,886

\$

166,674

\$

163,344

Services

26,645

23,867

52,985

46,984

Total net sales

95,359

90,753

219,659

210,328

Cost of sales:

Products

44,030

42,424

103,477

100,864

Services

6,462

6,058

13,040

12,338

Total cost of sales

50,492

48,482

116,517

113,202

Gross margin

44,867

42,271

103,142

97,126

Operating expenses:

Research and development

8,550

7,903

16,818

15,599

Selling, general and administrative

6,728

6,468

13,903

13,254

Total operating expenses

15,278

14,371

30,721

28,853

Operating income

29,589

27,900

72,421

68,273

Other income/(expense), net

(

279

)

158

(

527

)

108

Income before provision for income taxes

29,310

28,058

71,894

68,381

Provision for income taxes

4,530

4,422

10,784

10,829

Net income

\$

24,780

\$

23,636

\$

61,110

\$

57,552

Earnings per share:

Basic

\$

1.65

\$

1.53

\$

4.06

\$

3.72

Diluted

\$

1.65

\$

1.53

\$

4.05

\$

3.71

Shares used in computing earnings per share:

Basic

14,994,082

15,405,856

15,037,903

15,457,810

Diluted

15,056,133

15,464,709

15,103,499

15,520,675

See accompanying Notes to Condensed Consolidated Financial Statements.

Apple Inc. | Q2 2025 Form 10-Q | 1

Apple Inc.

CONDENSED CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME (Unaudited)

(In millions)

Three Months Ended

Six Months Ended

March 29,

2025

March 30,

2024

March 29,

2025

March 30,

2024

Net income

\$

24,780

\$

23,636

\$

61,110

\$

57,552

Other comprehensive income/(loss):

Change in foreign currency translation, net of tax

90

(

322

)

(

535

)

(

14

)

Change in unrealized gains/losses on derivative instruments, net of tax:

Change in fair value of derivative instruments

(

318

)

456

1,333

(

75

)

Adjustment for net (gains)/losses realized and included in net income

(

628

)

232

156

(

591

)

Total change in unrealized gains/losses on derivative instruments

(

946

)

688

1,489

(

666

)

Change in unrealized gains/losses on marketable debt securities, net of tax:

Change in fair value of marketable debt securities

1,097

(

7

)

(

550

)

3,038

Adjustment for net (gains)/losses realized and included in net income

185

59

405

134

Total change in unrealized gains/losses on marketable debt securities

1,282

52

(

145

)

3,172

Total other comprehensive income

426

418

809

2,492

Total comprehensive income

\$

25,206

\$

24,054

\$

61,919

\$

60,044

See accompanying Notes to Condensed Consolidated Financial Statements.

Apple Inc.

CONDENSED CONSOLIDATED BALANCE SHEETS (Unaudited)

(In millions, except number of shares, which are reflected in thousands, and par value)

March 29,

2025

September 28,

2024

ASSETS:

Current assets:

Cash and cash equivalents

\$

28,162

\$

29,943

Marketable securities

20,336

35,228

Accounts receivable, net

26,136

33,410

Vendor non-trade receivables

23,662

32,833

Inventories

6,269

7,286

Other current assets

14,109

14,287

Total current assets

118,674

152,987

Non-current assets:

Marketable securities

84,424

91,479

Property, plant and equipment, net

46,876

45,680

Other non-current assets

81,259

74,834

Total non-current assets

212,559

211,993

Total assets

\$

331,233

\$

364,980

LIABILITIES AND SHAREHOLDERS EQUITY:

Current liabilities:

Accounts payable

\$

54,126

\$

68,960

Other current liabilities

61,849

78,304

Deferred revenue

8,976

8,249

Commercial paper

5,982

9,967

Term debt

13,638

10,912

Total current liabilities

144,571

176,392

Non-current liabilities:

Term debt

78,566

85,750

Other non-current liabilities

41,300

45,888

Total non-current liabilities

119,866

131,638

Total liabilities

264,437

308,030

Commitments and contingencies

Shareholders equity:

Common stock and additional paid-in capital, \$

0.00001

par value:

50,400,000

shares authorized;

14,939,315

and

15,116,786

shares issued and outstanding, respectively

88,711

83,276

Accumulated deficit

(

15,552

)

(

19,154

)

Accumulated other comprehensive loss

(

6,363

)

(

7,172

)

Total shareholders equity

66,796

56,950

Total liabilities and shareholders equity

\$

331,233

\$

364,980

See accompanying Notes to Condensed Consolidated Financial Statements.

Apple Inc. | Q2 2025 Form 10-Q | 3

Apple Inc.

CONDENSED CONSOLIDATED STATEMENTS OF SHAREHOLDERS EQUITY (Unaudited)

(In millions, except per-share amounts)

Three Months Ended

Six Months Ended

March 29,

2025

March 30,

2024

March 29,

2025

March 30,

2024

Total shareholders equity, beginning balances

\$

66,758

\$

74,100

\$

56,950

\$

62,146

Common stock and additional paid-in capital:

Beginning balances

84,768

75,236

83,276

73,812

Common stock issued

825

752

825

Common stock withheld related to net share settlement of equity awards

(

206

)

(

222

)

(

2,097

)

(

1,882

)

Share-based compensation

3,324

3,049

6,707

6,133

Ending balances

88,711

78,815

88,711

78,815

Retained earnings/(Accumulated deficit):

Beginning balances

(

11,221

)

8,242

(

19,154

)

(

214

)

Net income

24,780

23,636

61,110

57,552

Dividends and dividend equivalents declared

(
3,794
)
(
3,746
)
(
7,613
)
(
7,520
)

Common stock withheld related to net share settlement of equity awards

(
85
)
(
71
)
(
1,187
)
(
1,089
)

Common stock repurchased

(

25,232

)

(

23,722

)

(

48,708

)

(

44,390

)

Ending balances

(

15,552

)

4,339

(

15,552

)

4,339

Accumulated other comprehensive loss:

Beginning balances

(

6,789

)

(

9,378

)

(

7,172

)

(

11,452

)

Other comprehensive income

426

418

809

2,492

Ending balances

(

6,363

)

(

8,960

)

(

6,363

)

(

8,960

)

Total shareholders equity, ending balances

\$

66,796

\$

74,194

\$

66,796

\$

74,194

Dividends and dividend equivalents declared per share or RSU

\$

0.25

\$

0.24

\$

0.50

\$

0.48

See accompanying Notes to Condensed Consolidated Financial Statements.

Apple Inc. | Q2 2025 Form 10-Q | 4

Apple Inc.

CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS (Unaudited)

(In millions)

Six Months Ended

March 29,

2025

March 30,

2024

Cash, cash equivalents, and restricted cash and cash equivalents, beginning balances

\$

29,943

\$

30,737

Operating activities:

Net income

61,110

57,552

Adjustments to reconcile net income to cash generated by operating activities:

Depreciation and amortization

5,741

5,684

Share-based compensation expense

6,512

5,961

Other

(

2,217

)

(

1,971

)

Changes in operating assets and liabilities:

Accounts receivable, net

7,266

7,727

Vendor non-trade receivables

9,171

12,164

Inventories

858

53

Other current and non-current assets

(

4,371

)

(

4,438

)

Accounts payable

(

14,604

)

(

16,710

)

Other current and non-current liabilities

(

15,579

)

(

3,437

)

Cash generated by operating activities

53,887

62,585

Investing activities:

Purchases of marketable securities

(

12,442

)

(

25,042

)

Proceeds from maturities of marketable securities

26,587

27,462

Proceeds from sales of marketable securities

5,210

4,314

Payments for acquisition of property, plant and equipment

(

6,011

)

(

4,388

)

Other

(

635

)

(

729

)

Cash generated by investing activities

12,709

1,617

Financing activities:

Payments for taxes related to net share settlement of equity awards

(

3,205

)

(

2,875

)

Payments for dividends and dividend equivalents

(

7,614

)

(

7,535

)

Repurchases of common stock

(

49,504

)

(

43,344

)

Repayments of term debt

(

4,009

)

(

3,150

)

Repayments of commercial paper, net

(

3,968

)

(

3,982

)

Other

(

77

)

(

132

)

Cash used in financing activities

(

68,377

)

(

61,018

)

Increase/(Decrease) in cash, cash equivalents, and restricted cash and cash equivalents

(

1,781

)

3,184

Cash, cash equivalents, and restricted cash and cash equivalents, ending balances

\$

28,162

\$

33,921

Supplemental cash flow disclosure:

Cash paid for income taxes, net

\$

31,683

\$

14,531

See accompanying Notes to Condensed Consolidated Financial Statements.

Apple Inc. | Q2 2025 Form 10-Q | 5

Apple Inc.

Notes to Condensed Consolidated Financial Statements (Unaudited)

Note 1

Summary of Significant Accounting Policies

Basis of Presentation and Preparation

The condensed consolidated financial statements include the accounts of Apple Inc. and its wholly owned subsidiaries (collectively Apple or the Company). In the opinion of the Companys management, the condensed consolidated financial statements reflect all adjustments, which are normal and recurring in nature, necessary for fair financial statement presentation. The preparation of these condensed consolidated financial statements and accompanying notes in conformity with U.S. generally accepted accounting principles (GAAP) requires the use of management estimates. These condensed consolidated financial statements and accompanying notes should be read in conjunction with the Companys annual consolidated financial statements and accompanying notes included in its Annual Report on Form 10-K for the fiscal year ended September 28, 2024 (the 2024 Form 10-K).

The Companys fiscal year is the 52- or 53-week period that ends on the last Saturday of September. An additional week is included in the first fiscal quarter every five or six years to realign the Companys fiscal quarters with calendar quarters. The Companys fiscal years 2025 and 2024 span

52 weeks each. Unless otherwise stated, references to particular years, quarters, months and periods refer to the Companys fiscal years ended in September and the associated quarters, months and periods of those fiscal years.

Note 2

Revenue

The following table shows disaggregated net sales, as well as the portion of total net sales that was previously deferred, for the three- and six-month periods ended March 29, 2025 and March 30, 2024 (in millions):

Three Months Ended

Six Months Ended

March 29,
2025

March 30,
2024

March 29,
2025

March 30,
2024

iPhone

®

\$

46,841

\$

45,963

\$

115,979

\$

115,665

Mac

®

7,949

7,451

16,936

15,231

iPad

®

6,402

5,559

14,490

12,582

Wearables, Home and Accessories

7,522

7,913

19,269

19,866

Services

26,645

23,867

52,985

46,984

Total net sales

\$

95,359

\$

90,753

\$

219,659

\$

210,328

Portion of total net sales that was included in deferred revenue as of the beginning of the period

\$

3,672

\$

3,282

\$

5,440

\$

5,135

The Companys proportion of net sales by disaggregated revenue source was generally consistent for each reportable segment in Note 10, Segment Information and Geographic Data for the three- and six-month periods ended March 29, 2025 and March 30, 2024, except in Greater China, where iPhone revenue represented a moderately higher proportion of net sales.

As of March 29, 2025 and September 28, 2024, the Company had total deferred revenue of \$

13.6

billion and \$

12.8

billion, respectively. As of March 29, 2025, the Company expects

66

% of total deferred revenue to be realized in less than a year,

24

% within one-to-two years,
9
% within two-to-three years and
1
% in greater than three years.

Apple Inc. | Q2 2025 Form 10-Q | 6

Note 3

Earnings Per Share

The following table shows the computation of basic and diluted earnings per share for the three- and six-month periods ended March 29, 2025 and March 30, 2024 (net income in millions and shares in thousands):

Three Months Ended

Six Months Ended

March 29,
2025

March 30,
2024

March 29,
2025

March 30,
2024

Numerator:

Net income

\$
24,780

\$

23,636

\$

61,110

\$

57,552

Denominator:

Weighted-average basic shares outstanding

14,994,082

15,405,856

15,037,903

15,457,810

Effect of dilutive share-based awards

62,051

58,853

65,596

62,865

Weighted-average diluted shares

15,056,133

15,464,709

15,103,499

15,520,675

Basic earnings per share

\$

1.65

\$

1.53

\$

4.06

\$

3.72

Diluted earnings per share

\$

1.65

\$

1.53

\$

4.05

\$

3.71

Note 4

Financial Instruments

Cash, Cash Equivalents and Marketable Securities

The following tables show the Companys cash, cash equivalents and marketable securities by significant investment category as of March 29, 2025 and September 28, 2024 (in millions):

March 29, 2025

Adjusted

Cost

Unrealized

Gains

Unrealized

Losses

Fair

Value

Cash and

Cash

Equivalents

Current

Marketable

Securities

Non-Current

Marketable

Securities

Cash

\$

25,061

\$

\$

\$

25,061

\$

25,061

\$

\$

Level 1:

Money market funds

1,132

1,132

1,132

Mutual funds

612

81

(

11

)

682

682

Subtotal

1,744

81

(

11

)

1,814

1,132

682

Level 2

(1)

:

U.S. Treasury securities

14,509

24

(

445

)

14,088

124

4,088

9,876

U.S. agency securities

4,889

(

233

)

4,656

66

2,004

2,586

Non-U.S. government securities

6,351

29

(

625

)

5,755

529

5,226

Certificates of deposit and time deposits

1,744

1,744

1,731

Commercial paper

2

2

2

Corporate debt securities

55,743

121

(

1,672

)

54,192

48

12,412

41,732

Municipal securities

303

(

5

)

298

170

128

Mortgage- and asset-backed securities

26,742

121

(

1,551

)

25,312

449

24,863

Subtotal

110,283

295

(

4,531

)

106,047

1,969

19,654

84,424

Total

\$

137,088

\$

376

\$

(

4,542

)

\$

132,922

\$

28,162

\$

20,336

\$

84,424

Apple Inc. | Q2 2025 Form 10-Q | 7

September 28, 2024

Adjusted

Cost

Unrealized

Gains

Unrealized

Losses

Fair

Value

Cash and

Cash

Equivalents

Current

Marketable

Securities

Non-Current

Marketable

Securities

Cash

\$

27,199

\$

\$

\$

27,199

\$

27,199

\$

\$

Level 1:

Money market funds

778

778

778

Mutual funds

515

105

(

3

)

617

617

Subtotal

1,293

105

(

3

)

1,395

778

617

Level 2

(1)

:

U.S. Treasury securities

16,150

45

(

516

)

15,679

212

4,087

11,380

U.S. agency securities

5,431

(

272

)

5,159

155

703

4,301

Non-U.S. government securities

17,959

93

(

484

)

17,568

1,158

10,810

5,600

Certificates of deposit and time deposits

873

873

387

478

8

Commercial paper

1,066

1,066

28

1,038

Corporate debt securities

65,622

270

(

1,953

)

63,939

26

16,027

47,886

Municipal securities

412

(

7

)

405

190

215

Mortgage- and asset-backed securities

24,595

175

(

1,403

)

23,367

1,278

22,089

Subtotal

132,108

583

(

4,635

)

128,056

1,966

34,611

91,479

Total

(2)(3)

\$

160,600

\$

688

\$

(

4,638

)

\$

156,650

\$

29,943

\$

35,228

\$

91,479

(1)

The valuation techniques used to measure the fair values of the Companys Level 2 financial instruments, which generally have counterparties with high credit ratings, are based on quoted market prices or model-driven valuations using significant inputs derived from or corroborated by observable market data.

(2)

As of September 28, 2024, cash and cash equivalents included \$

2.6

billion held in escrow and restricted from general use. These restricted cash and cash equivalents were designated to settle the Companys obligation related to the 2016 European Commission (the Commission) decision that Ireland granted state aid to the Company (the State Aid Decision), which was confirmed during the fourth quarter of 2024 by the European Court of Justice in a reversal of the 2020 judgment of the European General Court.

(3)

As of September 28, 2024, current marketable securities included \$

13.2

billion held in escrow and restricted from general use. These restricted marketable securities were designated to settle the Companys obligation related to the State Aid Decision.

As of March 29, 2025,

83

% of the Companys non-current marketable debt securities other than mortgage- and asset-backed

securities had maturities between 1 and 5 years,

13

% between 5 and 10 years, and

4

% greater than 10 years. As of March 29, 2025,

13

% of the Companys non-current mortgage- and asset-backed securities had maturities between 1 and 5 years,

10

% between 5 and 10 years, and

77

% greater than 10 years.

Derivative Instruments and Hedging

The Company may use derivative instruments to partially offset its business exposure to foreign exchange and interest rate risk. However, the Company may choose not to hedge certain exposures for a variety of reasons, including accounting considerations or the prohibitive economic cost of hedging particular exposures. There can be no assurance the hedges will offset more than a portion of the financial impact resulting from movements in foreign exchange or interest rates.

Foreign Exchange Rate Risk

To protect gross margins from fluctuations in foreign exchange rates, the Company may use forwards, options or other instruments, and may designate these instruments as cash flow hedges. The Company generally hedges portions of its forecasted foreign currency exposure associated with revenue and inventory purchases, typically for up to

12

months.

To protect the Companys foreign currencydenominated term debt or marketable securities from fluctuations in foreign exchange rates, the Company may use forwards, cross-currency swaps or

other instruments. The Company designates these instruments as either cash flow or fair value hedges. As of March 29, 2025, the maximum length of time over which the Company is hedging its exposure to the variability in future cash flows for term debt-related foreign currency transactions is 17 years.

The Company may also use derivative instruments that are not designated as accounting hedges to protect gross margins from certain fluctuations in foreign exchange rates, as well as to offset a portion of the foreign currency gains and losses generated by the remeasurement of certain assets and liabilities denominated in non-functional currencies.

Apple Inc. | Q2 2025 Form 10-Q | 8

Interest Rate Risk

To protect the Company's term debt or marketable securities from fluctuations in interest rates, the Company may use interest rate swaps, options or other instruments. The Company designates these instruments as either cash flow or fair value hedges.

The notional amounts of the Company's outstanding derivative instruments as of March 29, 2025 and September 28, 2024 were as follows (in millions):

March 29,

2025

September 28,

2024

Derivative instruments designated as accounting hedges:

Foreign exchange contracts

\$

68,533

\$

64,069

Interest rate contracts

\$

14,575

\$

14,575

Derivative instruments not designated as accounting hedges:

Foreign exchange contracts

\$

68,388

\$

91,493

As of March 29, 2025 and September 28, 2024, the carrying amount of the Companys current and non-current term debt subject to fair value hedges was \$

13.4

billion and \$

13.5

billion, respectively.

Accounts Receivable

Trade Receivables

The Companys third-party cellular network carriers accounted for

37

% and

% of total trade receivables as of March 29, 2025 and September 28, 2024, respectively. The Company requires third-party credit support or collateral from certain customers to limit credit risk.

Vendor Non-Trade Receivables

The Company has non-trade receivables from certain of its manufacturing vendors resulting from the sale of components to these vendors who manufacture subassemblies or assemble final products for the Company. The Company purchases these components directly from suppliers. The Company does not reflect the sale of these components in products net sales. Rather, the Company recognizes any gain on these sales as a reduction of products cost of sales when the related final products are sold by the Company. As of March 29, 2025, the Company had

two vendors that individually represented 10% or more of total vendor non-trade receivables, which accounted f

or

49

%

and

19

%

. A

s of September 28, 2024, the Company had

two

vendors that individually represented 10% or more of total vendor non-trade receivables, which accounted for

44

% and

23

%.

Note 5

Condensed Consolidated Financial Statement Details

The following tables show the Companys condensed consolidated financial statement details as of March 29, 2025 and September 28, 2024 (in millions):

Inventories

March 29,
2025

September 28,
2024

Components

\$
2,673

\$
3,627

Finished goods
3,596

3,659

Total inventories

\$
6,269

\$

7,286

Property, Plant and Equipment, Net

March 29,

2025

September 28,

2024

Gross property, plant and equipment

\$

121,179

\$

119,128

Accumulated depreciation

(

74,303

)

(

73,448

)

Total property, plant and equipment, net

\$

46,876

\$

45,680

Note 6

Debt

Commercial Paper

The Company issues unsecured short-term promissory notes pursuant to a commercial paper program. The Company uses net proceeds from the commercial paper program for general corporate purposes, including dividends and share repurchases. As of March 29, 2025 and September 28, 2024, the Company had \$

6.0
billion and \$

10.0
billion of commercial paper outstanding, respectively.

Term Debt

As of March 29, 2025 and September 28, 2024, the Company had outstanding fixed-rate notes with varying maturities for an aggregate carrying amount of \$

92.2
billion

and \$
96.7

billion, respectively (collectively the Notes). As of March 29, 2025 and September 28, 2024, the fair value of the Companys Notes, based on Level 2 inputs, was

\$
80.9
billion and \$

88.4

billion, respectively.

Note 7

Shareholders Equity

Share Repurchase Program

During the six months ended March 29, 2025, the Company repurchased

208

million shares of its common stock for \$

48.3

billion. The Companys share repurchase program does not obligate the Company to acquire a minimum amount of shares. Under the program, shares may be repurchased in privately negotiated or open market transactions, including under plans complying with Rule 10b5-1 under the Securities Exchange Act of 1934, as amended (the Exchange Act).

Note 8

Share-Based Compensation

Restricted Stock Units

A summary of the Companys RSU activity and related information for the six months ended March 29, 2025 is as follows:

Number of

RSUs

(in thousands)

Weighted-Average

Grant-Date Fair

Value Per RSU

Balance as of September 28, 2024

163,326

\$

158.73

RSUs granted

63,378

\$

228.10

RSUs vested

(

39,177

)

\$

148.90

RSUs canceled

(

4,181

)

\$

177.54

Balance as of March 29, 2025

183,346

\$

184.38

The total vesting-date fair value of RSUs was \$

906

million and \$

9.3

billion for the three- and six-month periods ended March 29, 2025, respectively, and was \$

821

million and \$

8.6

billion for the three- and six-month periods ended March 30, 2024, respectively.

Share-Based Compensation

The following table shows share-based compensation expense and the related income tax benefit included in the Condensed Consolidated Statements of Operations for the three- and six-month periods ended March 29, 2025 and March 30, 2024 (in millions):

Three Months Ended

Six Months Ended

March 29,

2025

March 30,

2024

March 29,

2025

March 30,

2024

Share-based compensation expense

\$

3,226

\$

2,964

\$

6,512

\$

5,961

Income tax benefit related to share-based compensation expense

\$

(

743

)

\$

(

663

)

\$

(

2,075

)

\$

(

1,898

)

As of March 29, 2025, the total unrecognized compensation cost related to outstanding RSUs was \$ 26.3

billion, which the Company expects to recognize over a weighted-average period of

2.7

years.

Apple Inc. | Q2 2025 Form 10-Q | 10

Note 9

Contingencies

The Company is subject to various legal proceedings and claims that have arisen in the ordinary course of business and that have not been fully resolved. The outcome of litigation is inherently uncertain. In the opinion of management, there was not at least a reasonable possibility the Company may have incurred a material loss, or a material loss greater than a recorded accrual, concerning loss contingencies for asserted legal and other claims.

Note 10

Segment Information and Geographic Data

The following table shows information by reportable segment for the three- and six-month periods ended March 29, 2025 and March 30, 2024 (in millions):

Three Months Ended

Six Months Ended

March 29,

2025

March 30,

2024

March 29,

2025

March 30,

2024

Americas:

Net sales

\$

40,315

\$

37,273

\$

92,963

\$

87,703

Operating income

\$

16,774

\$

15,074

\$

38,283

\$

35,431

Europe:

Net sales

\$

24,454

\$

24,123

\$

58,315

\$

54,520

Operating income

\$

10,316

\$

9,991

\$

24,923

\$

22,702

Greater China:

Net sales

\$

16,002

\$

16,372

\$

34,515

\$

37,191

Operating income

\$

6,626

\$

6,700

\$

14,786

\$

15,322

Japan:

Net sales

\$

7,298

\$

6,262

\$

16,285

\$

14,029

Operating income

\$

3,434

\$

3,135

\$

7,748

\$

6,954

Rest of Asia Pacific:

Net sales

\$

7,290

\$

6,723

\$

17,581

\$

16,885

Operating income

\$

2,986

\$

2,806

\$

7,570

\$

7,385

A reconciliation of the Companys segment operating income to the Condensed Consolidated Statements of Operations for the three- and six-month periods ended March 29, 2025 and March 30, 2024 is as follows (in millions):

Three Months Ended

Six Months Ended

March 29,

2025

March 30,

2024

March 29,

2025

March 30,

2024

Segment operating income

\$

40,136

\$

37,706

\$

93,310

\$

87,794

Research and development expense

(
8,550

)

(
7,903

)

(
16,818

)

(
15,599

)

Other corporate expenses, net

(
1,997

)

(
1,903

)

(
4,071

)

(
3,922

)

Total operating income

\$

29,589

\$

27,900

\$

72,421

\$

68,273

Apple Inc. | Q2 2025 Form 10-Q | 11

Item 2. Managements Discussion and Analysis of Financial Condition and Results of Operations

This Item and other sections of this Quarterly Report on Form 10-Q (Form 10-Q) contain forward-looking statements, within the meaning of the Private Securities Litigation Reform Act of 1995, that involve risks and uncertainties. Forward-looking statements provide current expectations of future events based on certain assumptions and include any statement that does not directly relate to any historical or current fact. For example, statements in this Form 10-Q regarding the potential future impact of macroeconomic conditions and tariffs and other trade measures on the Companys business and results of operations are forward-looking statements

.

Forward-looking statements can also be identified by words such as future, anticipates, believes, estimates, expects, intends, plans, predicts, will, would, could, can, may, and similar terms. Forward-looking statements are not guarantees of future performance and the Companys actual results may differ significantly from the results discussed in the forward-looking statements. Factors that might cause such differences include, but are not limited to, those discussed in Part I, Item 1A

of the 2024 Form 10-K and Part II, Item 1A of this Form 10-Q, in each case under the heading Risk Factors. The Company assumes no obligation to revise or update any forward-looking statements for any reason, except as required by law.

Unless otherwise stated, all information presented herein is based on the Companys fiscal calendar, and references to particular years, quarters, months or periods refer to the Companys fiscal years ended in September and the associated quarters, months and periods of those fiscal years.

The following discussion should be read in conjunction with the 2024 Form 10-K filed with the U.S. Securities and Exchange Commission (the SEC) and the condensed consolidated financial statements and accompanying notes included in Part I, Item 1 of this Form 10-Q.

Available Information

The Company periodically provides certain information for investors on its corporate website, www.apple.com, and its investor relations website, investor.apple.com. This includes press releases and other information about financial performance, information on corporate governance, and details related to the Companys annual meeting of shareholders. The information contained on the websites referenced in this Form 10-Q is not incorporated by reference into this filing. Further, the Companys references to website URLs are intended to be inactive textual references only.

Business Seasonality and Product Introductions

The Company has historically experienced higher net sales in its first quarter compared to other quarters in its fiscal year due in part to seasonal holiday demand. Additionally, new product and service introductions can significantly impact net sales, cost of sales and operating expenses. The timing of product introductions can also impact the Companys net sales to its indirect distribution channels as these channels are filled with new inventory following a product launch, and channel inventory of an older product often declines as the launch of a newer product approaches. Net sales can also be affected when consumers and distributors anticipate a product introduction.

During the second quarter of 2025, the Company announced the following new or updated products:

iPhone 16e

iPad Air

®

iPad

MacBook Air

®

Mac Studio

®

Macroeconomic Conditions

Macroeconomic conditions, including inflation, interest rates and currency fluctuations, have directly and indirectly impacted, and could in the future materially impact, the Company's results of operations and financial condition.

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Tariffs and Other Trade Measures

Beginning in the second quarter of 2025, new tariffs were announced on imports to the U.S. (U.S. Tariffs), including additional tariffs on imports from China, India, Japan, South Korea, Taiwan, Vietnam and the European Union (EU), among others. In response, several countries have imposed, or threatened to impose, reciprocal tariffs on imports from the U.S. and other retaliatory measures. Various modifications and delays to the U.S. Tariffs have been announced and further changes are expected to be made in the future, which may include additional sector-based tariffs or other measures. For example, the U.S. Department of Commerce has initiated an investigation under Section 232 of the Trade Expansion Act of 1962, as amended, into, among other things, imports of semiconductors, semiconductor manufacturing equipment, and their derivative products, including downstream products that contain semiconductors. Tariffs and other measures that are

applied to the Companys products or their components can have a material adverse impact on the Companys business, results of operations and financial condition, including impacting the Companys supply chain, the availability of rare earths and other raw materials and components, pricing and gross margin. The ultimate impact remains uncertain and will depend on several factors, including whether additional or incremental U.S. Tariffs or other measures are announced or imposed, to what extent other countries implement tariffs or other retaliatory measures in response, and the overall magnitude and duration of these measures. Trade and other international disputes can have an adverse impact on the overall macroeconomic environment and result in shifts and reductions in consumer spending and negative consumer sentiment for the Companys products and services, all of which can further adversely affect the Companys business and results of operations.

Segment Operating Performance

The following table shows net sales by reportable segment for the three- and six-month periods ended March 29, 2025 and March 30, 2024 (dollars in millions):

Three Months Ended

Six Months Ended

March 29,

2025

March 30,

2024

Change

March 29,

2025

March 30,

2024

Change

Americas

\$

40,315

\$

37,273

8

%

\$

92,963

\$

87,703

6

%

Europe

24,454

24,123

1

%

58,315

54,520

7

%

Greater China

16,002

16,372

(2)

%

34,515

37,191

(7)

%

Japan

7,298

6,262

17

%

16,285

14,029

16

%

Rest of Asia Pacific

7,290

6,723

8

%

17,581

16,885

4

%

Total net sales

\$

95,359

\$

90,753

5

%

\$

219,659

\$

210,328

4

%

Americas

Americas net sales increased during the second quarter and first six months of 2025 compared to the same periods in 2024 due primarily to higher net sales of iPhone and Services. The weakness in foreign currencies relative to the U.S. dollar had an unfavorable year-over-year impact on Americas net sales during the second quarter and first six months of 2025.

Europe

Europe net sales were relatively flat during the second quarter of 2025 compared to the second quarter of 2024. Year-over-year Europe net sales increased during the first six months of 2025 due primarily to higher net sales of Services, Mac and iPad. The weakness in foreign currencies relative to the U.S. dollar had a net unfavorable year-over-year impact on Europe net sales during the second quarter of 2025.

Greater China

Greater China net sales decreased during the first six months of 2025 compared to the same period in 2024 due to lower net sales of iPhone. The weakness in the renminbi relative to the U.S. dollar had an unfavorable year-over-year impact on Greater China net sales during the second quarter of 2025.

Japan

Japan net sales increased during the second quarter and first six months of 2025 compared to the same periods in 2024 due primarily to higher net sales of iPhone and Services. The weakness in the yen relative to the U.S. dollar had an unfavorable year-over-year impact on Japan net sales during the second quarter and first six months of 2025.

Rest of Asia Pacific

Rest of Asia Pacific net sales increased during the second quarter of 2025 compared to the second quarter of 2024 due primarily to higher net sales of Services and iPhone. Year-over-year Rest of Asia Pacific net sales increased during the first six months of 2025 due primarily to higher net sales of Services. Changes in foreign currencies relative to the U.S. dollar had a net unfavorable year-over-year impact on Rest of Asia Pacific net sales during the second quarter of 2025, while they had a net favorable impact during the first six months of 2025.

Products and Services Performance

The following table shows net sales by category for the three- and six-month periods ended March 29, 2025 and March 30, 2024 (dollars in millions):

Three Months Ended

Six Months Ended

March 29,

2025

March 30,

2024

Change

March 29,

2025

March 30,

2024

Change

iPhone

\$

46,841

\$

45,963

2

%

\$

115,979

\$

115,665

%

Mac

7,949

7,451

7

%

16,936

15,231

11

%

iPad

6,402

5,559

15

%

14,490

12,582

15

%

Wearables, Home and Accessories

7,522

7,913

(5)

%

19,269

19,866

(3)

%

Services

26,645

23,867

12

%

52,985

46,984

13

%

Total net sales

\$

95,359

\$

90,753

5

%

\$

219,659

\$

210,328

4

%

iPhone

iPhone net sales increased during the second quarter of 2025 compared to the second quarter of 2024 due primarily to higher net sales of Pro models. Year-over-year iPhone net sales were relatively flat during the first six months of 2025.

Mac

Mac net sales increased during the second quarter and first six months of 2025 compared to the same periods in 2024 due primarily to higher net sales of both laptops and desktops.

iPad

iPad net sales increased during the second quarter and first six months of 2025 compared to the same periods in 2024 due primarily to higher net sales of iPad Air.

Wearables, Home and Accessories

Wearables, Home and Accessories net sales decreased during the second quarter and first six months of 2025 compared to the same periods in 2024 due primarily to lower net sales of Wearables.

Services

Services net sales increased during the second quarter and first six months of 2025 compared to the same periods in 2024 due primarily to higher net sales from advertising, the App Store

®

and cloud services.

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Gross Margin

Products and Services gross margin and gross margin percentage for the three- and six-month periods ended March 29, 2025 and March 30, 2024 were as follows (dollars in millions):

Three Months Ended

Six Months Ended

March 29,

2025

March 30,

2024

March 29,

2025

March 30,

2024

Gross margin:

Products

\$

24,684

\$

24,462

\$

63,197

\$

62,480

Services

20,183

17,809

39,945

34,646

Total gross margin

\$

44,867

\$

42,271

\$

103,142

\$

97,126

Gross margin percentage:

Products

35.9

%

36.6

%

37.9

%

38.3

%

Services

75.7

%

74.6

%

75.4

%

73.7

%

Total gross margin percentage

47.1

%

46.6

%

47.0

%

46.2

%

Products Gross Margin

Products gross margin was relatively flat during the second quarter of 2025 compared to the second quarter of 2024. Year-over-year Products gross margin increased during the first six months of 2025 due primarily to favorable costs, partially offset by a different mix of products and weakness in foreign currencies relative to the U.S. dollar.

Products gross margin percentage decreased during the second quarter and first six months of 2025 compared to the same periods in 2024 due primarily to a different mix of products and weakness in foreign currencies relative to the U.S. dollar, partially offset by favorable costs.

Services Gross Margin

Services gross margin increased during the second quarter and first six months of 2025 compared to the same periods in 2024 due primarily to higher Services net sales.

Services gross margin percentage increased during the second quarter and first six months of 2025 compared to the same periods in 2024 due primarily to a different mix of services, partially offset by higher Services costs and weakness in foreign currencies relative to the U.S. dollar.

The Companys future gross margins can be impacted by a variety of factors, as discussed in Part I, Item 1A of the 2024 Form 10-K and Part II, Item 1A of this Form 10-Q, in each case under the heading Risk Factors. As a result, the Company believes, in general, gross margins will be subject to volatility and downward pressure.

Operating Expenses

Operating expenses for the three- and six-month periods ended March 29, 2025 and March 30, 2024 were as follows (dollars in millions):

Three Months Ended

Six Months Ended

March 29,

2025

March 30,

2024

March 29,

2025

March 30,

2024

Research and development

\$

8,550

\$

7,903

\$

16,818

\$

15,599

Percentage of total net sales

9

%

9

%

8

%

7

%

Selling, general and administrative

\$

6,728

\$

6,468

\$

13,903

\$

13,254

Percentage of total net sales

7

%

7

%

6

%

6

%

Total operating expenses

\$

15,278

\$

14,371

\$

30,721

\$

28,853

Percentage of total net sales

16

%

16

%

14

%

14

%

Research and Development

The growth in research and development expense during the second quarter and first six months of 2025 compared to the same periods in 2024 was driven primarily by increases in headcount-related expenses and infrastructure-related costs.

Selling, General and Administrative

The growth in selling, general and administrative expense during the second quarter of 2025 compared to the second quarter of 2024 was driven primarily by increases in professional services and headcount-related expenses. Year-over-year selling, general and administrative expense increased during the first six months of 2025 due primarily to increases in variable selling expenses, headcount-related expenses and professional services.

Provision for Income Taxes

Provision for income taxes, effective tax rate and statutory federal income tax rate for the three- and six-month periods ended March 29, 2025 and March 30, 2024 were as follows (dollars in millions):

Three Months Ended

Six Months Ended

March 29,
2025

March 30,
2024

March 29,
2025

March 30,
2024

Provision for income taxes

\$
4,530

\$
4,422

\$
10,784

\$
10,829

Effective tax rate

15.5
%

15.8
%

15.0
%

15.8
%

Statutory federal income tax rate

21

%

21

%

21

%

21

%

The Companys effective tax rate for the second quarter of 2025 was lower than the statutory federal income tax rate due primarily to a lower effective tax rate on foreign earnings, including the impact of changes in unrecognized tax benefits, partially offset by state income taxes. The Companys effective tax rate for the first six months of 2025 was lower than the statutory federal income tax rate due primarily to a lower effective tax rate on foreign earnings, including the impact of changes in unrecognized tax benefits, tax benefits from share-based compensation, the impact of foreign currency loss regulations issued by the U.S. Department of the Treasury in December 2024, and the tax impact from foreign currency revaluations related to the State Aid Decision.

The Companys effective tax rate for the second quarter of 2025 was lower compared to the second quarter of 2024 due primarily to the impact of changes in unrecognized tax benefits, partially offset by a higher effective tax rate on foreign earnings. The Companys effective tax rate for the first six months of 2025 was lower compared to the same period in 2024 due primarily to the impact of changes in unrecognized tax benefits, the impact of foreign currency loss regulations issued by the U.S. Department of the Treasury in December 2024, and the tax impact from foreign currency revaluations related to the State Aid Decision, partially offset by a higher effective tax rate on foreign earnings.

The Company believes its balances of cash, cash equivalents and marketable securities, along with cash generated by ongoing operations and continued access to debt markets, will be sufficient to satisfy its cash requirements and capital return program over the next 12 months and beyond.

The Companys contractual cash requirements have not changed materially since the 2024 Form 10-K, except for manufacturing purchase obligations and the State Aid Decision tax payable.

Manufacturing Purchase Obligations

The Company utilizes several outsourcing partners to manufacture subassemblies for the Companys products and to perform final assembly and testing of finished products. The Company also obtains individual components for its products from a wide variety of individual suppliers. As of March 29, 2025, the Company had manufacturing purchase obligations of \$38.4 billion, which were payable within 12 months.

State Aid Decision Tax Payable

During the first six months of 2025, the Company released from escrow 14.2 billion or \$15.4 billion to Ireland in connection with the State Aid Decision, which fully settled the obligation.

Capital Return Program

In addition to its contractual cash requirements, the Company has an authorized share repurchase program, under which the remaining availability was \$40.8 billion as of March 29, 2025. On May 1, 2025, the Company announced the Board of Directors had authorized an additional program to repurchase up to \$100 billion of the Companys common stock. The programs do not obligate the Company to acquire a minimum amount of shares.

On May 1, 2025, the Company also announced the Board of Directors raised the Companys quarterly cash dividend from \$0.25 to \$0.26 per share, beginning with the dividend to be paid during the third quarter of 2025. The Company intends to increase its dividend on an annual basis, subject to declaration by the Board of Directors.

During the second quarter of 2025, the Company repurchased \$25.0 billion of its common stock and paid dividends and dividend equivalents of \$3.8 billion.

Recent Accounting Pronouncements

Disaggregation of Income Statement Expenses

In November 2024, the Financial Accounting Standards Board (the FASB) issued Accounting Standards Update (ASU) No. 2024-03,

Income Statement Reporting Comprehensive Income Expense Disaggregation Disclosures (Subtopic 220-40): Disaggregation of Income Statement Expenses

(ASU 2024-03) and in January 2025, the FASB issued ASU No. 2025-01,

Income Statement Reporting Comprehensive Income Expense Disaggregation Disclosures (Subtopic 220-40): Clarifying the Effective Date

, which clarified the effective date of ASU 2024-03. ASU 2024-03 will require the Company to disclose the amounts of purchases of inventory, employee compensation, depreciation and intangible asset amortization, as applicable, included in certain expense captions in the Consolidated Statements of Operations, as well as qualitatively describe remaining amounts included in those captions. ASU 2024-03 will also require the Company to disclose both the amount and the Company's definition of selling expenses. The Company will adopt ASU 2024-03 in its fourth quarter of 2028 using a prospective transition method.

Income Taxes

In December 2023, the FASB issued ASU No. 2023-09,

Income Taxes (Topic 740): Improvements to Income Tax Disclosures

(ASU 2023-09), which will require the Company to disclose specified additional information in its income tax rate reconciliation and provide additional information for reconciling items that meet a quantitative threshold. ASU 2023-09 will also require the Company to disaggregate its income taxes paid disclosure by federal, state and foreign taxes, with further disaggregation required for significant individual jurisdictions. The Company will adopt ASU 2023-09 in its fourth quarter of 2026 using a prospective transition method.

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Segment Reporting

In November 2023, the FASB issued ASU No. 2023-07,

Segment Reporting (Topic 280): Improvements to Reportable Segment Disclosures

(ASU 2023-07), which will require the Company to disclose segment expenses that are significant and regularly provided to the Companys chief operating decision maker (CODM). In addition, ASU 2023-07 will require the Company to disclose the title and position of its CODM and how the CODM uses segment profit or loss information in assessing segment performance and deciding how to allocate resources. The Company will adopt ASU 2023-07 in its fourth quarter of 2025 using a retrospective transition method.

Critical Accounting Estimates

The preparation of financial statements and related disclosures in conformity with GAAP and the Companys discussion and analysis of its financial condition and operating results require the Companys management to make judgments, assumptions and estimates that affect the amounts reported. Note 1, Summary of Significant Accounting Policies of the Notes to Condensed Consolidated Financial Statements in Part I, Item 1 of this Form 10-Q and in the Notes to Consolidated Financial Statements in Part II, Item 8 of the 2024 Form 10-K describe the significant accounting policies and methods used in the preparation of the Companys condensed consolidated financial statements. There have been no material changes to the Companys critical accounting estimates since the 2024 Form 10-K.

Item 3. Quantitative and Qualitative Disclosures About Market Risk

There have been no material changes to the Companys market risk during the first six months of 2025. For a discussion of the Companys exposure to market risk, refer to the Companys market risk disclosures set forth in Part II, Item 7A, Quantitative and Qualitative Disclosures About Market Risk of the 2024 Form 10-K.

Item 4. Controls and Procedures

Evaluation of Disclosure Controls and Procedures

Based on an evaluation under the supervision and with the participation of the Companys management, the Companys principal executive officer and principal financial officer have concluded that the Companys disclosure controls and procedures as defined in Rules 13a-15(e) and

15d-15(e) under the Exchange Act were effective as of March 29, 2025 to provide reasonable assurance that information required to be disclosed by the Company in reports that it files or submits under the Exchange Act is (i) recorded, processed, summarized and reported within the time periods specified in the SEC rules and forms and (ii) accumulated and communicated to the Companys management, including its principal executive officer and principal financial officer, as appropriate to allow timely decisions regarding required disclosure.

Changes in Internal Control over Financial Reporting

There were no changes in the Companys internal control over financial reporting during the second quarter of 2025, which were identified in connection with managements evaluation required by paragraph (d) of Rules 13a-15 and 15d-15 under the Exchange Act, that have materially affected, or are reasonably likely to materially affect, the Companys internal control over financial reporting.

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PART II OTHER INFORMATION

Item 1. Legal Proceedings

Digital Markets Act Investigations

On March 25, 2024, the Commission announced that it had opened two formal noncompliance investigations against the Company under the EU Digital Markets Act (the DMA). The Commissions investigations concerned (1) Article 5(4) of the DMA, which relates to how developers may communicate and promote offers to end users for apps distributed through the App Store as well as how developers may conclude contracts with those end users (the Article 5(4) Investigation); and (2) Article 6(3) of the DMA, which relates to default settings, uninstallation of apps, and a web browser choice screen on iOS (the Article 6(3) Investigation). On June 24, 2024, the Commission announced that it had opened a third formal investigation against the Company regarding whether the Companys new contractual requirements for third-party app developers and app marketplaces may violate the DMA (the Article 6(4) Investigation). On April 23, 2025, the Commission fined the Company 500 million in the Article 5(4) Investigation and issued a cease and desist order requiring the Company to remove technical and commercial restrictions that prevent developers from steering

users to alternative distribution channels outside the App Store. The Company plans to appeal the Commissions Article 5(4) decision. Unless a stay is granted, any order by the Commission is effective while an appeal is pending. Also on April 23, 2025, the Commission closed the Article 6(3) Investigation without imposing a fine and issued preliminary findings in the Article 6(4) Investigation. If the Commission makes a final determination in the Article 6(4) Investigation that there has been a violation, it can issue a cease and desist order and may impose fines up to 10% of the Companys annual worldwide net sales. The Commission may also seek to impose additional fines if it deems that the Company has violated a cease and desist order. The Company believes that it complies with the DMA and has continued to make changes to its compliance plan in response to feedback and engagement with the Commission.

Department of Justice Lawsuit

On March 21, 2024, the U.S. Department of Justice (the DOJ) and a number of state and district attorneys general filed a civil antitrust lawsuit in the U.S. District Court for the District of New Jersey against the Company alleging monopolization or attempted monopolization in the markets for performance smartphones and smartphones in violation of U.S. antitrust laws. The DOJ is seeking equitable relief to redress the alleged anticompetitive behavior. In addition, various civil litigation matters have been filed in state and federal courts in the U.S.

alleging similar violations of U.S. antitrust laws and seeking monetary damages and other nonmonetary relief. The Company believes it has substantial defenses and intends to vigorously defend itself.

Epic Games

Epic Games, Inc. (Epic) filed a lawsuit in the U.S. District Court for the Northern District of California (the California District Court) against the Company alleging violations of federal and state antitrust laws and Californias unfair competition law based upon the Companys operation of its App Store. The California District Court found that certain provisions of the Companys App Review Guidelines violate Californias unfair competition law and issued an injunction (the 2021 Injunction) enjoining the Company from prohibiting developers from including in their apps buttons, external links, or other

calls to action that direct customers to purchasing mechanisms other than the Companys in-app purchase system. The 2021 Injunction applies to apps on the U.S. storefronts of the iOS and iPadOS

®

App Stores. On January 16, 2024, the Company implemented a plan to comply with the 2021 Injunction and filed a statement of compliance with the California District Court. On September 30, 2024, the Company filed a motion with the California District Court to narrow or vacate the 2021 Injunction. On April 30, 2025, the California District Court found the Company to be in violation of the 2021 Injunction and enjoined the Company from imposing any commission or any fee on purchases that consumers make outside an app; restricting, conditioning, limiting, or prohibiting how developers guide consumers to purchases outside an app; or otherwise interfering with a consumers choice to proceed in or out of an app. The California District Court also denied the Companys motion to narrow or vacate the 2021 Injunction and referred the Company to the U.S. Attorney for the Northern District of California for a determination whether criminal contempt proceedings are appropriate. The Company will continue to vigorously defend its actions and employees, including by appealing the California District Courts most recent decision.

Other Legal Proceedings

The Company is subject to other legal proceedings and claims that have not been fully resolved and that have arisen in the ordinary course of business. The Company settled certain matters during the second quarter of 2025 that did not individually or in the aggregate have a material impact on the Companys financial condition or operating results. The outcome of litigation is inherently uncertain. If one or more legal matters were resolved against the Company in a reporting period for amounts above managements expectations, the Companys financial condition and operating results for that reporting period could be materially adversely affected.

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Item 1A. Risk Factors

The Companys business, reputation, results of operations, financial condition and stock price can be

affected by a number of factors, whether currently known or unknown, including those described in Part I, Item 1A of the 2024 Form 10-K and Part II, Item 1A of the Form 10-Q for the quarter ended December 28, 2024 (the first quarter 2025 Form 10-Q), in each case under the heading Risk Factors. When any one or more of these risks materialize from time to time, the Companys business, reputation, results of operations, financial condition and stock price can be materially and adversely affected. Except for the risk factors set forth below and those disclosed in Part II, Item 1A of the

first quarter 2025 Form 10-Q

, which are hereby incorporated by reference into this Part II, Item 1A of this Form 10-Q, there have been no material changes to the Companys risk factors since the 2024 Form 10-K.

The Companys business can be impacted by political events, trade and other international disputes, geopolitical tensions, conflict, terrorism, natural disasters, public health issues, industrial accidents and other business interruptions.

Political events, trade and other international disputes, geopolitical tensions, conflict, terrorism, natural disasters, public health issues, industrial accidents and other business interruptions can have a material adverse effect on the Company and its customers, employees, suppliers, contract manufacturers, logistics providers, distributors, cellular network carriers and other channel partners.

The Company has a large, global business with sales outside the U.S. representing a majority of the Companys total net sales, and the Company believes that it generally benefits from growth in international trade. A significant majority of the Companys manufacturing is performed in whole or in part by outsourcing partners located primarily in China mainland, India, Japan, South Korea, Taiwan and Vietnam, in addition to sourcing from partners and facilities located in the U.S. Restrictions on international trade, such as tariffs and other controls on imports or exports of goods, technology or data, can materially adversely affect the Companys business and supply chain. The impact can be particularly significant if these restrictive measures apply to countries and regions where the Company derives a significant portion of its revenues and/or has significant supply chain operations. Restrictive measures can increase the cost of the Companys products and the components and rare

earths and other raw materials that go into them or affect the availability of such components and rare earths and other raw materials, and can require the Company to take various actions, including changing suppliers, restructuring business relationships and operations, ceasing to offer and distribute affected products, services and third-party applications to its customers, and increasing the prices of its products and services. Changing the Companys business and supply chain in accordance with new or changed restrictions on international trade can be expensive, time-consuming and disruptive to the Companys business and results of operations. Trade and other international disputes can also have an adverse impact on the overall macroeconomic environment and result in shifts and reductions in consumer spending and negative consumer sentiment for the Companys products and services, all of which can further adversely affect the Companys business and results of operations. Such restrictions can be announced with little or no advance notice, which can create uncertainty, and the Company may not be able to effectively mitigate any or all adverse impacts from such measures. Beginning in the second quarter of 2025, new U.S. Tariffs were announced, including additional tariffs on imports from China, India, Japan, South Korea, Taiwan, Vietnam and the EU, among others. In response, several countries have imposed, or threatened to impose, reciprocal tariffs on imports from the U.S. and other retaliatory measures. Various modifications and delays to the U.S. Tariffs have been announced and further changes are expected to be made in the future, which may include additional sector-based tariffs or other measures. For example, the U.S. Department of Commerce has initiated an investigation under Section 232 of the Trade Expansion Act of 1962, as amended, into, among other things, imports of semiconductors, semiconductor manufacturing equipment, and their derivative products, including downstream products that contain semiconductors. The ultimate impact remains uncertain and will depend on several factors, including whether additional or incremental U.S. Tariffs or other measures are announced or imposed, to what extent other countries implement tariffs or other retaliatory measures in response, and the overall magnitude and duration of these measures. If disputes and conflicts further escalate, actions by governments in response could be significantly more severe and restrictive. Any of the foregoing could materially adversely affect the Companys

business, results of operations, financial condition and stock price.

Many of the Companys operations and facilities, as well as critical business operations of the Companys suppliers and contract manufacturers, are in locations that are prone to earthquakes and other natural disasters. Global climate change is resulting in certain types of natural disasters and extreme weather occurring more frequently or with more intense effects. In addition, the Companys and its suppliers operations and facilities are subject to the risk of interruption by fire, power shortages, nuclear power plant accidents and other industrial accidents, terrorist attacks and other hostile acts, ransomware and other cybersecurity attacks, labor disputes, public health issues and other events beyond the Companys control. For example, global supply chains can be highly concentrated and geopolitical tensions or conflict could result in significant disruptions.

Such events can make it difficult or impossible for the Company to manufacture and deliver products to its customers, create delays and inefficiencies in the Companys supply and manufacturing chain, result in slowdowns and outages to the Companys service offerings, increase the Companys costs, and negatively impact consumer spending and demand in affected areas.

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The Companys operations are also subject to the risks of industrial accidents at its suppliers and contract manufacturers. While the Companys suppliers are required to maintain safe working environments and operations, an industrial accident could occur and could result in serious injuries or loss of life, disruption to the Companys business, and harm to the Companys reputation. Major public health issues, including pandemics such as the COVID-19 pandemic, have adversely affected, and could in the future materially adversely affect, the Company due to their impact on the global economy and demand for consumer products; the imposition of protective public safety measures, such as stringent employee travel restrictions and limitations on freight services and the movement of products between regions; and disruptions in the Companys operations, supply chain and sales and distribution channels, resulting in interruptions to the supply of current products and offering of existing services, and delays in production ramps of new products and development of new services.

Following any interruption to its business, the Company can require substantial recovery time, experience significant expenditures to resume operations, and lose significant sales. Because the Company relies on single or limited sources for the supply and manufacture of many critical components, a business interruption affecting such sources would exacerbate any negative consequences to the Company. While the Company maintains insurance coverage for certain types of losses, such insurance coverage may be insufficient to cover all losses that may arise.

The Company expects its quarterly net sales and results of operations to fluctuate.

The Company's profit margins vary across its products, services, geographic segments and distribution channels. For example, the gross margins on the Company's products and services vary significantly and can change over time. The Company's gross margins are subject to volatility and downward pressure due to a variety of factors, including: continued industry-wide global product pricing pressures and product pricing actions that the Company may take in response to such pressures; increased competition; the Company's ability to effectively stimulate demand for certain of its products and services; compressed product life cycles; supply shortages; potential increases in the cost of components, outside manufacturing services, and developing, acquiring and delivering content for the Company's services; the Company's ability to manage product quality and warranty costs effectively; shifts in the mix of products and services, or in the geographic, currency or channel mix, including to the extent that regulatory changes require the Company to modify its product and service offerings; fluctuations in foreign exchange rates; inflation and other macroeconomic pressures; the imposition of new or increased tariffs and other trade restrictions, their overall magnitude and duration, and retaliatory actions in response; and the introduction of new products or services, including new products or services with lower profit margins. These and other factors could have a materially adverse impact on the Company's results of operations, financial condition and stock price.

The Company has historically experienced higher net sales in its first quarter compared to other quarters in its fiscal year due in part to seasonal holiday demand. Additionally, new product and service introductions can significantly impact net sales, cost of sales and operating expenses.

Further, the Company generates a significant portion of its net sales from a single product and a decline in demand for that product could significantly impact quarterly net sales. The Company could also be subject to unexpected developments, such as lower-than-anticipated demand for the Companys products or services, issues with new product or service introductions, information technology system failures or network disruptions, or a change in or failure of one or more of the Companys logistics, supply or manufacturing partners.

Varied stakeholder expectations about social and other issues expose the Company to potential liabilities, increased costs, reputational harm, and other adverse effects on the Companys business. Various stakeholders, including governments, regulators, investors, employees, customers and others, have differing expectations about a wide range of social and other issues related to the Companys business. The Company makes statements about its values, including the environmental and societal impact of its business, through various non-financial reports, information provided on the Companys website, and in press statements and other communications. The Company also pursues environmental and other goals and initiatives that involve risks and uncertainties, require investments, and depend in part on third-party performance or data that is outside the Companys control, and there can be no assurance that the Company will fully achieve all of its goals and initiatives. Efforts by the Company to advance its business and values, or achieve its goals and further its initiatives, or to align with stakeholders expectations, or comply with evolving, varied and at times conflicting federal, state and international laws, regulations and standards, or any failure or perceived failure to do so, can result in adverse reactions by consumers and other stakeholders, including the commencement of legal and regulatory proceedings against the Company, and can materially adversely affect the Companys business, reputation, results of operations, financial condition and stock price.

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Item 2. Unregistered Sales of Equity Securities and Use of Proceeds

Purchases of Equity Securities by the Issuer and Affiliated Purchasers

Share repurchase activity during the three months ended March 29, 2025 was as follows (in millions,

except number of shares, which are reflected in thousands, and per-share amounts):

Periods

Total Number

of Shares Purchased

Average Price

Paid Per Share

Total Number of Shares

Purchased as Part of Publicly

Announced Plans or Programs

Approximate Dollar Value of

Shares That May Yet Be Purchased

Under the Plans or Programs

(1)

December 29, 2024 to February 1, 2025:

Open market and privately negotiated purchases

36,809

\$

235.43

36,809

February 2, 2025 to March 1, 2025:

Open market and privately negotiated purchases

31,856

\$

238.07

31,856

March 2, 2025 to March 29, 2025:

Open market and privately negotiated purchases

39,455

\$

221.77

39,455

Total

108,120

\$

40,779

(1)

As of March 29, 2025, the Company was authorized by the Board of Directors to purchase up to \$110 billion of the Companys common stock under a share repurchase program announced on May 2, 2024, of which \$69.2 billion had been utilized. On May 1, 2025, the Company announced the Board of Directors had authorized an additional program to repurchase up to \$100 billion of the Companys common stock. The programs do not obligate the Company to acquire a minimum amount of shares. Under the programs, shares may be repurchased in privately negotiated or open market transactions, including under plans complying with Rule 10b5-1 under the Exchange Act.

Item 3. Defaults Upon Senior Securities

None.

Item 4. Mine Safety Disclosures

Not applicable.

Item 5. Other Information

Insider Trading Arrangements

None.

Item 6. Exhibits

Incorporated by Reference

Exhibit

Number

Exhibit Description

Form

Exhibit

Filing Date/

Period End Date

31.1*

Rule 13a-14(a) / 15d-14(a) Certification of Chief Executive Officer.

31.2*

Rule 13a-14(a) / 15d-14(a) Certification of Chief Financial Officer.

32.1**

Section 1350 Certifications of Chief Executive Officer and Chief Financial Officer.

101*

Inline XBRL Document Set for the condensed consolidated financial statements and accompanying notes in Part I, Item 1, Financial Statements of this Quarterly Report on Form 10-Q.

104*

Inline XBRL for the cover page of this Quarterly Report on Form 10-Q, included in the Exhibit 101
Inline XBRL Document Set.

* Filed herewith.

** Furnished herewith.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Date: May 2, 2025

Apple Inc.

By:

/s/ Kevan Parekh

Kevan Parekh

Senior Vice President,

Chief Financial Officer

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