

Ticker: AAPL US Equity

Periodicity: Annuals

Currency: USD

Note: Years shown on the report are Fiscal Years

Company: Apple Inc

Filing: Most Recent

### By Measure

	%	Restated:2009 A	%	Original:2010 A	%	Restated:2011 A	%	Restated:2012 A	%	Restated:2013 A
For the period ending	2009-9-26	2009-9-26	2010-9-25	2010-9-25	2011-9-24	2011-9-24	2012-9-29	2012-9-29	2013-9-28	2013-9-28
Revenue	100.00	42,905.00	100.00	65,225.00	100.00	108,249.00	100.00	156,508.00	100.00	170,910.00
iPhone					42.49	45,998.00	50.28	78,692.00	53.41	91,279.00
Services							8.24	12,890.00	9.39	16,051.00
Mac	32.30	13,859.00	26.80	17,479.00	20.12	21,783.00	14.84	23,221.00	12.57	21,483.00
Portables	22.22	9,535.00	17.29	11,278.00						
Desktops	10.08	4,324.00	9.51	6,201.00						
iPad					17.71	19,168.00	19.77	30,945.00	18.71	31,980.00
Wearables, Home and Accessories							6.88	10,760.00	5.92	10,117.00
Accessories					4.13	4,474.00				
iTunes, Software and Services					8.66	9,373.00				
Other music related products and services	9.41	4,036.00	7.59	4,948.00						
Software, service and other sales	5.62	2,411.00	3.94	2,573.00						
iPad and related products and services		0.00	7.60	4,958.00						
iPod	18.86	8,091.00	12.69	8,274.00	6.89	7,453.00				
Peripherals and other hardware	3.44	1,475.00	2.78	1,814.00						
iPhone & related products and services	30.38	13,033.00	38.60	25,179.00						
% of Revenue - Supplementary										
iPhone						42.00		50.00		53.00
Services										9.00
Mac						20.00		15.00		13.00
iPad						18.00		20.00		19.00
iTunes, Software and Services						9.00				
Revenue Growth %										
Wearables, Home and Accessories								15.00		11.00
Services								38.00		25.00
iPhone						87.00		71.00		16.00
Mac		-3.00		26.00		25.00		7.00		-7.00
Portables		9.00		18.00						
Desktops		-23.00		43.00						
iPad						311.00		61.00		3.00
Accessories						28.00				
iTunes, Software and Services						15.00				
Other music related products and services		21.00		23.00						
Software, service and other sales		9.00		7.00						
iPod		-12.00		2.00		-10.00				
Peripherals and other hardware		-13.00		23.00						
iPhone & related products and services		93.00		93.00						
Number of Units Sold	100.00	85,259,000.00	100.00	111,421,000.00	100.00	164,042,000.00	100.00	201,514,000.00	100.00	237,631,000.00

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iPhone					44.07	72,293,000.00	62.05	125,046,000.00	63.23	150,257,000.00
iPad			6.69	7,458,000.00	19.75	32,394,000.00	28.94	58,310,000.00	29.89	71,033,000.00
Mac	12.19	10,396,000.00	12.26	13,662,000.00	10.20	16,735,000.00	9.01	18,158,000.00	6.88	16,341,000.00
Portables	8.46	7,214,000.00	8.11	9,035,000.00						
Desktops	3.73	3,182,000.00	4.15	4,627,000.00						
iPod	63.49	54,132,000.00	45.15	50,312,000.00	25.98	42,620,000.00				
iPhone & related products and services	24.32	20,731,000.00	35.89	39,989,000.00						
Total Square Feet/ Meter	100.00	2,000.00	100.00	2,500.00	100.00	3,000.00	100.00	4,100.00	100.00	4,600.00
Total Retail	100.00	2,000.00	100.00	2,500.00	100.00	3,000.00	100.00	4,100.00	100.00	4,600.00
Number of Locations	100.00	273.00	100.00	317.00	100.00	357.00	100.00	390.00	100.00	416.00
Total Retail	100.00	273.00	100.00	317.00	100.00	357.00	100.00	390.00	100.00	416.00
Retail - Number of Locations Opened	100.00	26.00	100.00	44.00	100.00	40.00	100.00	33.00	100.00	26.00
Total Retail	100.00	26.00	100.00	44.00	100.00	40.00	100.00	33.00	100.00	26.00
Number of Employees	100.00	34,300.00	100.00	46,600.00	100.00	60,400.00	100.00	72,800.00	100.00	80,300.00
Total Retail	100.00	34,300.00	100.00	46,600.00	100.00	60,400.00	100.00	72,800.00	100.00	80,300.00
Average Sales Price										
Mac		1,333.00		1,279.00		1,301.64		1,278.83		1,314.67
iPhone		629.00		630.00		650.92		643.34		607.49
iPad				665.00		628.45		556.58		450.21
iPod		149.00		164.00		174.87		159.68		167.22
Average Selling Price										
Change (%)										
iPhone						81.00		73.00		20.00
iPad						334.00		80.00		22.00
Mac		-10.00		31.00		22.00		9.00		-10.00
iPod		-11.00		-7.00		-15.00				

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For the period ending	2014-9-27	2014-9-27	2015-9-26	2015-9-26	2016-9-24	2016-9-24	2017-9-30	2017-9-30	2018-9-29	2018-9-29
Revenue	100.00	182,795.00	100.00	233,715.00	100.00	215,639.00	100.00	229,234.00	100.00	265,595.00
iPhone	55.80	101,991.00	66.34	155,041.00	63.39	136,700.00	61.65	141,319.00	62.08	164,888.00
Services	9.88	18,063.00	8.52	19,909.00	11.29	24,348.00	13.08	29,980.00	14.97	39,748.00
Mac	13.17	24,079.00	10.90	25,471.00	10.59	22,831.00	11.28	25,850.00	9.49	25,198.00
Portables										
Desktops										
iPad	16.57	30,283.00	9.94	23,227.00	9.57	20,628.00	8.39	19,222.00	6.92	18,380.00
Wearables, Home and	4.58	8,379.00	4.31	10,067.00	5.16	11,132.00	5.61	12,863.00	6.54	17,381.00
Accessories										
Accessories										
iTunes, Software and										
Services										
Other music related										
products and services										
Software, service and										
other sales										
iPad and related										
products and services										
iPod										
Peripherals and other										
hardware										
iPhone & related										
products and services										
% of Revenue -										
Supplementary										
iPhone		56.00		66.00		63.00		62.00		63.00
Services		10.00		9.00		11.00		13.00		14.00
Mac		13.00		11.00		11.00		11.00		10.00
iPad		17.00		10.00		10.00		8.00		7.00
iTunes, Software and										
Services										
Revenue Growth %										
Wearables, Home and		-17.00		20.00		11.00		16.00		35.00
Accessories										
Services		13.00		10.00		23.00		23.00		24.00
iPhone		12.00		52.00		-12.00		3.00		18.00
Mac		12.00		6.00		-10.00		13.00		-1.00
Portables										
Desktops										
iPad		-5.00		-23.00		-11.00		-7.00		-2.00
Accessories										
iTunes, Software and										
Services										
Other music related										
products and services										
Software, service and										
other sales										
iPod										
Peripherals and other										
hardware										
iPhone & related										
products and services										
Number of Units Sold	100.00	256,102,000.00	100.00	306,661,000.00	100.00	275,958,000.00	100.00	279,760,000.00	100.00	279,466,000.00
iPhone	66.07	169,219,000.00	75.40	231,218,000.00	76.78	211,884,000.00	77.48	216,756,000.00	77.91	217,722,000.00

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iPad	26.54	67,977,000.00	17.89	54,856,000.00	16.52	45,590,000.00	15.64	43,753,000.00	15.58	43,535,000.00
Mac	7.38	18,906,000.00	6.71	20,587,000.00	6.70	18,484,000.00	6.88	19,251,000.00	6.52	18,209,000.00
Portables										
Desktops										
iPod										
iPhone & related										
products and services										
Total Square Feet/ Meter	100.00	4,900.00	100.00	5,300.00						
Total Retail	100.00	4,900.00	100.00	5,300.00						
Number of Locations	100.00	437.00	100.00	463.00						
Total Retail	100.00	437.00	100.00	463.00						
Retail - Number of Locations Opened	100.00	21.00	100.00	26.00						
Total Retail	100.00	21.00	100.00	26.00						
Number of Employees	100.00	92,600.00	100.00	110,000.00	100.00	116,000.00	100.00	123,000.00	100.00	132,000.00
Total Retail	100.00	92,600.00	100.00	110,000.00	100.00	116,000.00	100.00	123,000.00	100.00	132,000.00
Average Sales Price										
Mac		1,273.62		1,237.24		1,235.18		1,342.79		1,383.82
iPhone		602.72		670.54		645.16		651.97		757.33
iPad		445.49		423.42		452.47		439.33		422.19
iPod		159.00								
Average Selling Price Change (%)										
iPhone		13.00		37.00		-8.00		1.05		0.00
iPad		-4.00		-19.00		-17.00		-2.90		0.00
Mac		16.00		9.00		-10.00		8.71		-5.00
iPod										

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