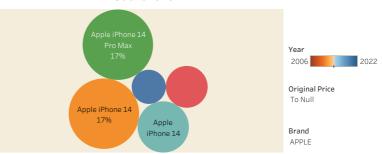
KPI **Model Share**

Apple 0	77,000	11,202	77,000



Active Users (Revenue Gene	Units sold (mm)	
1,334	205	232	



Colour

Annual Revenue

		Year				
		2005	2010	2015	2020	
(uq	400				394.3	
Ava. Revenue (\$bn)	300			215.4	260.1 365.8	
veni	200		170.8	3	274.5	
a. Re	100		108.0 156.	3 182.6		
A	0	19.1	.442.7			
		2005	2010	2015	2020	
				Year		
Ą	0_				2020	

Model Specification						Colour
ĺ	Model	Processor	Front Came	Rear Camera	Colour	Black
	APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black White	Blue
	APPLE IPHONE 12	A Bionic Chip with	12MP	12MP + 12MP	Bidek Bresne	Deep Purple Gold
3	APPLE IPHONE 12 MINI	A Bionic Chip with	12MP	12MP + 12MP	Blick .	Green
	APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Bue Mgnight	Midnight
	APPLE IPHONE 13 PRO APPLE IPHONE 14	A Bionic Chip A Bionic Chip, Core	12MP 12MP	12MP+12MP+12MP 12MP+12MP	Starlight Byle Byle Bylenight Bylenight	Year
	APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Midnight	2022
	APPLE IPHONE 14 PRO	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP	Peep Purple	Upc
	APPLE IPHONE 14 PRO	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP	SBACE Black	MOBEXRGVMZWUHCBA