

Apple Computer, Inc. Q2'04 Unaudited Summary Data

	<u>Q1'04 Actual</u>		<u>Q2'03 Actual</u>		<u>Q2'04 Actual</u>		<u>Sequential Change</u>		<u>Year/Year Change</u>	
	<u>Units k</u>	<u>Rev \$m</u>	<u>Units k</u>	<u>Rev \$m</u>	<u>Units k</u>	<u>Rev \$m</u>	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>
Product Summary										
iMac (1)	227	\$251	256	\$302	217	\$252	-4%	0%	-15%	-17%
iBook	201	221	133	151	201	223	0%	1%	51%	48%
Power Mac (2)	206	398	156	293	174	349	-16%	-12%	12%	19%
PowerBook	195	399	166	353	157	336	-19%	-16%	-5%	-5%
Subtotal CPUs	829	1,269	711	1,099	749	1,160	-10%	-9%	5%	6%
iPod	733	256	80	31	807	264	10%	3%	909%	752%
Peripherals & Other HW	NM	243	NM	185	NM	272	NM	12%	NM	47%
Software & Other	NM	238	NM	160	NM	213	NM	-11%	NM	33%
Total Apple		<u>\$2,006</u>		<u>\$1,475</u>		<u>\$1,909</u>		-5%		29%

	<u>CPU Units k</u>		<u>Rev \$m</u>		<u>CPU Units k</u>		<u>Rev \$m</u>		<u>Sequential Change</u>		<u>Year/Year Change</u>	
	<u>Units k</u>	<u>Rev \$m</u>	<u>Units k</u>	<u>Rev \$m</u>	<u>Units k</u>	<u>Rev \$m</u>	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>		
Operating Segments												
Americas	378	\$924	338	\$684	361	\$881	-4%	-5%	7%	29%		
Europe	240	519	180	338	187	449	-22%	-13%	4%	33%		
Japan	77	157	107	220	76	173	-1%	10%	-29%	-21%		
Retail	73	273	42	135	70	266	-4%	-3%	67%	97%		
Other Segments (3)	61	133	44	98	55	140	-10%	5%	25%	43%		
Total Operating Segments	<u>829</u>	<u>\$2,006</u>	<u>711</u>	<u>\$1,475</u>	<u>749</u>	<u>\$1,909</u>	-10%	-5%	5%	29%		

(1) Includes eMac product line.

(2) Power Mac figures include server sales.

(3) Other Segments include Asia Pacific and FileMaker.

NM: Not Meaningful