

Apple Inc. Q2 2007 Unaudited Summary Data

	<u>Q1 2007</u>		<u>Q2 2006</u>		<u>Q2 2007</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	625	\$3,498	494	\$2,122	605	\$2,447	- 3%	- 30%	22%	15%
Europe	491	1,711	316	966	433	1,249	- 12%	- 27%	37%	29%
Japan	70	285	82	309	79	283	13%	- 1%	- 4%	- 8%
Retail	308	1,139	154	636	275	855	- 11%	- 25%	79%	34%
Other Segments (1)	112	482	66	326	125	430	12%	- 11%	89%	32%
Total Operating Segments	<u>1,606</u>	<u>\$7,115</u>	<u>1,112</u>	<u>\$4,359</u>	<u>1,517</u>	<u>\$5,264</u>	- 6%	- 26%	36%	21%

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Product Summary										
Desktops (2)	637	\$955	614	\$833	626	\$914	- 2%	- 4%	2%	10%
Portables (3)	969	1,455	498	739	891	1,354	- 8%	- 7%	79%	83%
Subtotal CPUs	<u>1,606</u>	<u>2,410</u>	<u>1,112</u>	<u>1,572</u>	<u>1,517</u>	<u>2,268</u>	- 6%	- 6%	36%	44%
iPod	21,066	3,427	8,526	1,714	10,549	1,689	- 50%	- 51%	24%	- 1%
Other Music Related Products and Services (4)	NM	634	NM	485	NM	653	NM	3%	NM	35%
Peripherals and Other Hardware	NM	297	NM	264	NM	309	NM	4%	NM	17%
Software, Service and Other Sales	NM	347	NM	324	NM	345	NM	- 1%	NM	6%
Total Apple		<u>\$7,115</u>		<u>\$4,359</u>		<u>\$5,264</u>		- 26%		21%

(1) Other Segments include Asia Pacific and FileMaker.

(2) Includes iMac, eMac, Mac mini, Mac Pro, PowerMac and Xserve product lines.

(3) Includes MacBook, iBook, MacBook Pro and PowerBook product lines.

(4) Consists of iTunes Store sales, iPod services, and Apple-branded and third-party iPod accessories.

NM: Not Meaningful