

Apple Computer, Inc. Q4'03 Summary Data

	<u>Q3'03 Actual</u>		<u>Q4'02 Actual</u>		<u>Q4'03 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)	287	\$301	318	\$372	253	\$279	-12%	-7%	-20%	-25%
iBook	190	196	182	234	137	154	-28%	-21%	-25%	-34%
Power Mac (2)	133	234	176	346	221	419	66%	79%	26%	21%
PowerBook	161	363	58	142	176	348	9%	-4%	203%	145%
Subtotal CPUs	<u>771</u>	<u>1,094</u>	<u>734</u>	<u>1,094</u>	<u>787</u>	<u>1,200</u>	<u>2%</u>	<u>10%</u>	<u>7%</u>	<u>10%</u>
iPod	304	111	140	53	336	121	11%	9%	140%	128%
Peripherals & Other HW	NM	174	NM	140	NM	217	NM	25%	NM	55%
Software & Other	NM	166	NM	156	NM	177	NM	7%	NM	13%
Total Apple	NM	<u>\$1,545</u>	NM	<u>\$1,443</u>	NM	<u>\$1,715</u>	NM	11%	NM	19%
Operating Segments	<u>CPU Units k</u>	<u>Rev \$m</u>	<u>CPU Units k</u>	<u>Rev \$m</u>	<u>CPU Units k</u>	<u>Rev \$m</u>	<u>Units</u>	<u>Revenue</u>	<u>Units</u>	<u>Revenue</u>
Americas	452	\$831	467	\$876	453	\$928	0%	12%	-3%	6%
Europe	144	297	136	248	158	323	10%	9%	16%	30%
Japan	85	168	60	132	76	171	-11%	2%	27%	30%
Retail	40	145	34	102	59	193	48%	33%	74%	89%
Other Segments (3)	50	104	37	85	41	100	-18%	-4%	11%	18%
Total Operating Segments	<u>771</u>	<u>\$1,545</u>	<u>734</u>	<u>\$1,443</u>	<u>787</u>	<u>\$1,715</u>	<u>2%</u>	<u>11%</u>	<u>7%</u>	<u>19%</u>

(1) Includes eMac product line.

(2) Power Mac figures include server sales.

(3) Other Segments include Asia Pacific and FileMaker. Certain amounts in Q4'02 related to recent acquisitions and Internet Services have been reclassified from Other Segments to the Americas segment to conform to the Q4'03 presentation.

NM Not Meaningful