

Apple Inc. – Retail Financial Results

| | 2001 | | 2002 | | | | 2003 | | | |
|----------------------------------|-----------------|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| revenue - all segments | \$1.475 billion | \$1.450 billion | \$1.375 billion | \$1.495 billion | \$1.43 billion | \$1.429 billion | \$1.472 billion | \$1.475 billion | \$1.545 billion | \$1.715 billion |
| profit / (loss) - all segments | \$61 million | \$66 million | \$38 million | \$40 million | \$32 million | (\$45 million) | (\$8 million) | \$14 million | \$19 million | \$44 million |
| revenue - Retail segment | \$5 million | \$14 million | \$48 million | \$70 million | \$63 million | \$102 million | \$148 million | \$135 million | \$145 million | \$193 million |
| profit / (loss) - Retail segment | | | (\$8 million) | (\$4 million) | (\$6 million) | (\$4 million) | (\$1 million) | (\$3 million) | (\$2 million) | \$1 million |
| retail segment man. profit | | | | | \$11 million | | | \$23 million | \$25 million | \$35 million |
| store visitors | | | | | 2.1 million | 2.25 million | 3.5 million | 3 million | 3.1 million | 4.3 million |
| average store revenues | | | \$2.6 million | \$2.6 million | | | \$1.08 million | \$2.6 million | \$2.6 million | \$3.1 million |
| stores opened during quarter | 2 | 6 | 19 | 2 | 2 | 7 | 9 | 2 | 6 | 6 |
| average stores open | | | 27* | 29* / 27 | 31* / 30 | | 51* / 47 | 53* / | 59* / 62 | 73* / 63 |
| CPU units sold - Retail | 2,000 | 5,000 | 14,000 | 24,000 | 20,000 | 34,000 | 46,000 | 42,000 | 40,000 | 59,000 |
| lease commitments -Retail * | | \$163 million | | | \$182 million | \$209 million | \$269 million | \$305 million | \$304 million | \$354 million |
| capital expenditures - Retail | | | \$27 million | | \$16 million | | \$6 million | \$24 million | \$30 million | \$32 million |
| retail costs to "marketing" | | | | | | | \$1.1 million | \$1.1 million | \$1.1 million | \$6.7 million |
| total retail personnel § | | | | | | | 1,000 | 1,000 | 1,200 | 1,300 |
| high-profile store marketing | | | | | | | | | | \$6 million |

| | 2004 | | | | 2005 | | | |
|----------------------------------|-----------------|---------------|-----------------|----------------|----------------|----------------|----------------|----------------|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| revenue - all segments | \$2.006 billion | 1.909 billion | \$2.014 billion | \$2.35 billion | \$3.49 billion | \$3.24 billion | \$3.52 billion | \$3.68 billion |
| profit / (loss) - all segments | \$63 million | \$46 million | \$61 million | \$106 million | \$293 million | \$288 million | \$319 million | \$428 million |
| revenue - Retail segment | \$273 million | \$266 million | \$270 million | \$376 million | \$561 million | \$571 million | \$555 million | \$663 million |
| profit / (loss) - Retail segment | \$9 million | \$5 million | \$7 million | \$18 million | \$45 million | \$42 million | \$29 million | \$35 million |
| retail segment man. profit | \$52 million | \$45 million | \$48 million | \$68 million | \$99 million | \$102 million | \$101 million | \$133 million |
| store visitors | 5.9 million | 5.7 million | 5.8 million | 7.8 million | 10.7 million | 13 million | 12.2 million | 14.8 million |
| average store revenues | \$4 million | \$3.5 million | \$3.4 million | \$4.6 million | \$5.9 million | \$5.6 million | \$5.3 million | \$5.7 million |
| stores opened during quarter | 8 | 5 | 2 | 6 | 15 | 2 | 7 | 14 |
| average stores open | 69 | 75 | 79 | 81 | 95 | 102 | 105 | 124 |
| CPU units sold - Retail | 73,000 | 70,000 | 73,000 | 98,000 | 119,000 | 144,000 | 144,000 | 202,000 |
| lease commitments -Retail * | \$386 million | \$376 million | \$386 million | \$436 million | \$450 million | \$489 million | \$583 million | \$606 million |
| capital expenditures - Retail | \$28 million | \$20 million | \$20 million | \$32 million | \$33 million | \$16 million | \$34 million | \$49 million |
| retail costs to "marketing" | \$2.2 million | \$4.0 million | \$10.9 million | | | \$7.1 million | | |
| total retail personnel § | 1,550 | 1,660 | 1,720 | 2,100 | 2,675 | 2,831 | | 3,673 |
| additional cost of sales | | | \$48 million | | \$102 million | \$201 million | \$101 million | |
| extended warranty offset | | | \$22m / \$16m | | | | \$13m / \$9m | \$92m/\$64m |
| high-profile store marketing | | | \$5 million | \$16 million | \$6.9 million | | \$7 million | \$31 million |

| | 2006 | | | | 2007 | | | |
|----------------------------------|-----------------|----------------|----------------|----------------|---------------|----------------|-----------------|----------------|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| revenue - all segments | \$5.7 billion | \$4.36 billion | \$4.37 billion | \$4.84 billion | \$7.1 billion | \$5.26 billion | \$5.4 billion | \$6.22 billion |
| profit / (loss) - all segments | \$565 million | \$410 million | \$472 million | \$542 million | \$1.0 billion | \$770 million | \$818 million | \$904 million |
| revenue - Retail segment | \$1.072 billion | \$636 million | \$715 million | \$936 million | \$1.1 billion | \$855 million | \$915 million | \$1.25 billion |
| profit / (loss) - Retail segment | \$90 million | \$29 million | \$29 million | \$50 million | \$89 million | \$32 million | \$184 million † | \$268 million |
| retail segment man. profit | \$199 million | \$128 million | \$148 million | \$100 million | \$232 million | \$174 million | | |
| store visitors | 26 million | 18.1 million | 17 million | 20 million | 28 million | 21.5 million | 21.9 million | 31 million |
| average store revenues | \$8.3 million | \$4.6 million | \$4.9 million | \$5.9 million | \$6.7 million | \$5.0 million | \$5.1 million | \$6.6 million |
| stores opened during quarter | 11 | 6 | 14 | 10 | 5 | 7 | 8 | 12 |
| average stores open | 129 | 138 | 146 | 158 | 169 | 172 | 180 | 190 |
| CPU units sold - Retail | 193,000 | 154,000 | 216,000 | 323,000 | 308,000 | 275,000 | 330,000 | 473,000 |
| lease commitments -Retail * | \$705 million | \$782 million | \$810 million | \$887 million | \$906 million | \$1 billion | \$1 billion | \$1.1 billion |
| capital expenditures - Retail | \$40 million | \$42 million | \$54 million | \$64 million | \$36 million | \$40 million | \$88 million | \$130 million |
| total retail personnel § | 4,739 | 4,851 | 5,384 | 5,787 | 6,612 | 6,348 | 7,300 | 7,900 |
| additional cost of sales | \$327 million | \$128 million | \$148 million | \$109m total | | | | |
| extended warranty offset | \$38m / \$25m | \$29m / \$20m | \$39m / \$27m | | \$51m / \$34m | \$47m / \$32m | | |
| high-profile store marketing | \$7.6 million | \$15.2 million | \$9 million | \$1.2 million | \$10 million | \$10 million | \$10 million | \$9 million |

| | 2008 | | | | 2009 | | | |
|----------------------------------|-----------------|-----------------|----------------|----------------|------------------|----------------|----------------|-----------------|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| revenue - all segments | \$9.608 billion | \$7.51 billion | \$7.46 billion | \$7.9 billion | \$10.167 billion | \$8.16 billion | \$8.34 billion | \$9.87 billion |
| profit / (loss) - all segments | \$1.581 billion | \$1.05 billion | \$1.07 billion | \$1.14 billion | \$1.61 billion | \$1.21 billion | \$1.23 billion | \$1.67 billion |
| revenue - Retail segment | \$1.701 billion | \$1.451 billion | \$1.44 billion | \$1.72 billion | \$1.74 billion | \$1.47 billion | \$1.5 billion | \$1.867 billion |
| profit / (loss) - Retail segment | \$405 million | \$334 million | \$297 million | \$301 million | \$353 million | \$308 million | \$321 million | \$410 million |
| store visitors | 38.4 million | 33.7 million | 32 million | 42.7 million | 46.7 million | 39.1 million | 38.6 million | 45.9 million |
| average store revenues | \$8.7 million | \$7.1 million | \$6.8 million | \$7.6 million | \$7.0 million | \$5.9 million | \$5.9 million | \$7.1 million |
| stores opened during quarter | 7 | 4 | 8 | 31 | 4 | 1 | 6 | 15 |
| average stores open | 201 | 205 | 211 | 226 | 249 | 251 | 254 | 262 |
| CPU units sold - Retail | 504,000 | 458,000 | 476,000 | 596,000 | 515,000 | 438,000 | 492,000 | 670,000 |
| lease commitments - Retail * | \$1.2 billion | \$1.3 billion | \$1.3 billion | \$1.4 billion | \$1.3 billion | \$1.5 billion | \$1.4 billion | \$1.5 billion |
| capital asset pur. - Retail | \$75 million | \$63 million | \$113 million | \$138 million | \$71 million | \$30 million | \$101 million | \$167 million |
| total retail personnel § | 11,400 | 12,000 | 13,600 | 15,900 | 15,600 | 14,000 | 16,500 | 16,500 |
| high-profile store marketing | \$11 million | \$13 million | \$13 million | \$16 million | \$16 million | \$16 million | \$17 million | \$26 million |
| personal training sessions | | | | | | 644,000 | 667,000 | 608,000 |
| One to One sales | | | | | | | | 208,000 |

| | 2010 | | | | 2011 | | | |
|----------------------------------|------------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|----|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| revenue - all segments | \$15.683 billion | \$13.49 billion | \$15.7 billion | \$20.34 billion | \$26.741 billion | \$24.667 billion | \$28.571 billion | |
| profit / (loss) - all segments | \$3.378 billion | \$3.074 billion | \$3.253 billion | \$4.30 billion | \$6.004 billion | \$5.987 billion | \$7.308 billion | |
| revenue - Retail segment | \$1.97 billion | \$1.68 billion | \$2.58 billion | \$3.57 billion | \$3.85 billion | \$3.19 billion | \$3.505 billion | |
| profit / (loss) - Retail segment | \$481 million | \$373 million | \$593 million | \$917 million | \$1.0 billion | \$807 million | \$828 million | |
| store visitors | 50.9 million | 47 million | 60.9 million | 74.5 million | 75.7 million | 71.1 million | 73.7 million | |
| average store revenues | \$7.1 million | \$5.9 million | \$9.0 million | \$11.8 million | \$12.0 million | \$9.9 million | \$10.8 million | |
| stores opened during quarter | 10 | 3 | 7 | 24 | 6 | | 4 | |
| average stores open | 278 | 284 | 287 | 301 | 321 | 323 | 325 | |
| CPU units sold - Retail | 689,000 | 606,000 | 677,000 | 874,000 | 851,000 | 797,000 | 768,000 | |
| lease commitments - Retail * | \$1.6 billion | \$1.7 billion | \$1.7 billion | \$1.7 billion | \$1.7 billion | \$2.0 billion | | |
| capital asset pur. - Retail | \$107 million | \$148 million | \$128 million | \$21 million | \$59 million | \$142 million | | |
| total retail personnel § | 19,500 | 18,500 | 22,400 | 26,500 | 29,700 | 30,200 | | |
| high-profile store marketing | \$17 million | \$19 million | \$18 million | \$24 million | \$24 million | \$25 million | | |
| personal training sessions | 586,000 | 700,000 | | | | | >2 million | |
| One to One sales | 280,000 | 607,000 | | | | | | |

Notes:

- Apple's fiscal year begins approximately October 1st each year. Therefore, the first fiscal quarter comprises October – December.
- Total capital asset purchases since the first stores opened totals \$2.3 billion. Apple forecasts F2011 CAP at \$700 million for retail vs. \$463 for F2010.
- Apple made substantial changes to its accounting policies in Q3 2007 and again in Q1 2010. The latter change was applied retroactively, and are **not** reflected here. Review the company's financial statements for an explanation and retroactive quarterly statements.

* – total future minimum lease commitments as of the end of the quarter; ranges 5 to 20-year leases for retail space, but the majority are for 10 years; Apple leases approximately 2.5 million square-feet for its retail stores

† – accounting policies were changed in Q3 2007 that increased profit reporting and lowered quarterly reported AppleCare and .Mac income.

§ – stated as full-time equivalent positions, which consolidates the working hours of part-time employees into 40-hour segments