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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**Form 10-Q**

(Mark One)

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**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended December 30, 2006

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission file number: **000-10030**

**Apple Inc.**

(Exact name of Registrant as specified in its charter)

**California**

(State or other jurisdiction  
of incorporation or organization)

**942404110**

(I.R.S. Employer Identification No.)

**1 Infinite Loop**

**Cupertino, California**  
(Address of principal executive offices)

**95014**

(Zip Code)

Registrant's telephone number, including area code: **(408) 996-1010**

**Apple Computer, Inc.**

(Former name or former address, if changed since last report.)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, or a non-accelerated filer. See definition of "accelerated filer and large accelerated filer" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Accelerated filer

Non-accelerated filer

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

861,874,894 shares of common stock issued and outstanding as of January 24, 2007

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## Net Sales

The first quarter of 2007 spanned 13 weeks while the first quarter of 2006 spanned 14 weeks. An additional week is added to the first fiscal quarter approximately every six years to realign fiscal quarters with calendar quarters .

Net sales and Macintosh unit sales by operating segment and net sales and unit sales by product follow (net sales in millions and unit sales in thousands):

	Three Months Ended		
	12/30/06	12/31/05	Change
<b>Net Sales by Operating Segment :</b>			
Americas net sales	\$ 3,498	\$ 2,700	30%
Europe net sales	1,711	1,242	38%
Japan net sales	285	355	(20)%
Retail net sales	1,139	1,072	6%
Other Segments net sales (a)	482	380	27%
Total net sales	<u>\$ 7,115</u>	<u>\$ 5,749</u>	24%
<b>Unit Sales by Operating Segment :</b>			
Americas Macintosh unit sales	625	515	21%
Europe Macintosh unit sales	491	387	27%
Japan Macintosh unit sales	70	81	(14)%
Retail Macintosh unit sales	308	193	60%
Other Segments Macintosh unit sales (a)	112	78	44%
Total Macintosh unit sales	<u>1,606</u>	<u>1,254</u>	28%
<b>Net Sales by Product :</b>			
Desktops (b)	\$ 955	\$ 912	5%
Portables (c)	1,455	812	79%
Total Macintosh net sales	2,410	1,724	40%
iPod	3,427	2,906	18%
Other music related products and services (d)	634	491	29%
Peripherals and other hardware (e)	297	303	(2)%
Software, service, and other sales (f)	347	325	7%
Total net sales	<u>\$ 7,115</u>	<u>\$ 5,749</u>	24%
<b>Unit Sales by Product :</b>			
Desktops (b)	637	667	(4)%
Portables (c)	969	587	65%
Total Macintosh unit sales	<u>1,606</u>	<u>1,254</u>	28%
Net sales per Macintosh unit sold (g)	<u>\$ 1,501</u>	<u>\$ 1,375</u>	9%
iPod unit sales	<u>21,066</u>	<u>14,043</u>	50%
Net sales per iPod unit sold (h)	<u>\$ 163</u>	<u>\$ 207</u>	(21)%

### Notes:

- (a) Other Segments include Asia Pacific and FileMaker.
- (b) Includes iMac, eMac, Mac mini, Mac Pro, Power Mac, and Xserve product lines.
- (c) Includes MacBook, iBook, MacBook Pro, and PowerBook product lines.
- (d) Consists of iTunes Store sales, iPod services, and Apple-branded and third-party iPod accessories.
- (e) Includes sales of Apple-branded and third-party displays, wireless connectivity and networking solutions, and other hardware accessories.
- (f) Includes Apple-branded operating system software, application software, third-party software, AppleCare, and Internet services.
- (g) Derived by dividing total Macintosh net sales by total Macintosh unit sales.
- (h) Derived by dividing total iPod net sales by total iPod unit sales.

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 10-Q**

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(Mark One)

- QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended March 31, 2007

or

- TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

For the transition period from            to            .

Commission File Number: 000-10030

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**APPLE INC.**

(Exact name of registrant as specified in its charter)

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**CALIFORNIA**  
(State or other jurisdiction  
of incorporation or organization)

**942404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

Registrant's telephone number, including area code: **(408) 996-1010**

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, or a non-accelerated filer. See definition of "accelerated filer and large accelerated filer" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Accelerated filer

Non-accelerated filer

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

864,948,023 shares of common stock issued and outstanding as of April 25, 2007

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## Net Sales

The first six months of 2007 spanned 26 weeks while the first six months of 2006 spanned 27 weeks. This additional week is added to the first fiscal quarter approximately every six years to realign fiscal quarters with calendar quarters.

Net sales and Macintosh unit sales by operating segment and net sales and unit sales by product follow (net sales in millions and unit sales in thousands):

	Three Months Ended			Six Months Ended		
	3/31/07	4/1/06	Change	3/31/07	4/1/06	Change
<b>Net Sales by Operating Segment :</b>						
Americas net sales	\$ 2,447	\$ 2,122	15%	\$ 5,945	\$ 4,822	23%
Europe net sales	1,249	966	29%	2,960	2,208	34%
Japan net sales	283	309	(8)%	568	664	(14)%
Retail net sales	855	636	34%	1,994	1,708	17%
Other Segments net sales (a)	430	326	32%	912	706	29%
Total net sales	<u>\$ 5,264</u>	<u>\$ 4,359</u>	21%	<u>\$ 12,379</u>	<u>\$ 10,108</u>	22%
<b>Unit Sales by Operating Segment :</b>						
Americas Macintosh unit sales	605	494	22%	1,230	1,009	22%
Europe Macintosh unit sales	433	316	37%	924	703	31%
Japan Macintosh unit sales	79	82	(4)%	149	163	(9)%
Retail Macintosh unit sales	275	154	79%	583	347	68%
Other Segments Macintosh unit sales (a)	125	66	89%	237	144	65%
Total Macintosh unit sales	<u>1,517</u>	<u>1,112</u>	36%	<u>3,123</u>	<u>2,366</u>	32%
<b>Net Sales by Product :</b>						
Desktops (b)	\$ 914	\$ 833	10%	\$ 1,869	\$ 1,745	7%
Portables (c)	1,354	739	83%	2,809	1,551	81%
Total Macintosh net sales	2,268	1,572	44%	4,678	3,296	42%
iPod	1,689	1,714	(1)%	5,116	4,620	11%
Other music related products and services (d)	653	485	35%	1,287	976	32%
Peripherals and other hardware (e)	309	264	17%	606	567	7%
Software, service, and other sales (f)	345	324	6%	692	649	7%
Total net sales	<u>\$ 5,264</u>	<u>\$ 4,359</u>	21%	<u>\$ 12,379</u>	<u>\$ 10,108</u>	22%
<b>Unit Sales by Product :</b>						
Desktops (b)	626	614	2%	1,263	1,281	(1)%
Portables (c)	891	498	79%	1,860	1,085	71%
Total Macintosh unit sales	<u>1,517</u>	<u>1,112</u>	36%	<u>3,123</u>	<u>2,366</u>	32%
Net sales per Macintosh unit sold (g)	<u>\$ 1,495</u>	<u>\$ 1,414</u>	6%	<u>\$ 1,498</u>	<u>\$ 1,393</u>	8%
iPod unit sales	<u>10,549</u>	<u>8,526</u>	24%	<u>31,615</u>	<u>22,569</u>	40%
Net sales per iPod unit sold (h)	<u>\$ 160</u>	<u>\$ 201</u>	(20)%	<u>\$ 162</u>	<u>\$ 205</u>	(21)%

## Notes:

- Other Segments include Asia Pacific and FileMaker.
- Includes iMac, eMac, Mac mini, Mac Pro, Power Mac, and Xserve product lines.
- Includes MacBook, iBook, MacBook Pro, and PowerBook product lines.
- Consists of iTunes Store sales, iPod services, and Apple-branded and third-party iPod accessories.
- Includes sales of Apple-branded and third-party displays, wireless connectivity and networking solutions, and other hardware accessories.
- Includes sales of Apple-branded operating system software, application software, third-party software, AppleCare, and Internet services.
- Derived by dividing total Macintosh net sales by total Macintosh unit sales.
- Derived by dividing total iPod net sales by total iPod unit sales.

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 10-Q**

(Mark One)

- QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended June 30, 2007

or

- TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission File Number: 000-10030

**APPLE INC.**

(Exact name of registrant as specified in its charter)

**CALIFORNIA**  
(State or other jurisdiction  
of incorporation or organization)

**942404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

Registrant's telephone number, including area code: **(408) 996-1010**

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, or a non-accelerated filer. See definition of "accelerated filer and large accelerated filer" in Rule 12b-2 of the Exchange Act.

Large accelerated filer  Accelerated filer  Non-accelerated filer

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

869,640,955 shares of common stock issued and outstanding as of July 25, 2007

## APPLE INC.

### Notes to Condensed Consolidated Financial Statements (Unaudited)

#### **Note 1 - Summary of Significant Accounting Policies**

Apple Inc. and its wholly-owned subsidiaries (“Apple” or the “Company”) designs, manufactures, and markets personal computers, portable digital music players, and mobile phones and sells a variety of related software, services, peripherals, and networking solutions. The Company sells its products worldwide through its online stores, its retail stores, its direct sales force, and third-party wholesalers, resellers, and value-added resellers. In addition, the Company sells a variety of third-party Macintosh, iPod and iPhone compatible products including application software, printers, storage devices, speakers, headphones, and various other accessories and supplies through its online and retail stores. The Company sells to education, consumer, creative professional, business, and government customers.

#### **Basis of Presentation and Preparation**

The accompanying condensed consolidated financial statements include the accounts of the Company. Intercompany accounts and transactions have been eliminated. The preparation of these condensed consolidated financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in these condensed consolidated financial statements and accompanying notes. Actual results could differ materially from those estimates. Certain prior year amounts in the condensed consolidated financial statements and notes thereto have been reclassified to conform to the current year presentation.

These condensed consolidated financial statements and accompanying notes should be read in conjunction with the Company’s annual consolidated financial statements and the notes thereto for the fiscal year ended September 30, 2006, included in its Annual Report on Form 10-K for the year ended September 30, 2006 (the “2006 Form 10-K”).

The Company’s fiscal year is the 52 or 53-week period that ends on the last Saturday of September. The Company’s first quarter of fiscal year 2007 contained 13 weeks and the first quarter of fiscal year 2006 contained 14 weeks. The Company’s fiscal year 2007 will end on September 29, 2007 and include 52 weeks while fiscal year 2006 included 53 weeks. Unless otherwise stated, references to particular years or quarters refer to the Company’s fiscal years ended in September and the associated quarters of those fiscal years.

#### **Revenue Recognition**

In March 2007, the Company began shipping Apple TV and in June 2007 began shipping iPhone. For Apple TV and iPhone, the Company indicated it may provide future unspecified features and additional software products free of charge to customers. Accordingly, Apple TV and iPhone handsets sales are accounted for under subscription accounting in accordance with the American Institute of Certified Public Accountants Statement of Position (“SOP”) No. 97-2, *Software Revenue Recognition*. As such, the Company defers the associated revenue and cost of goods sold at the time of sale, and recognizes both on a straight-line basis over the currently estimated 24-month economic life of these products. Costs incurred by the Company for engineering, sales, and marketing are expensed as incurred.

The Company records revenue net of taxes collected from customers that are remitted to governmental authorities. These taxes are recorded as current liabilities until remitted to the relevant government authority.

#### **Software Development Costs**

Research and development costs are expensed as incurred. Development costs of computer software to be sold, leased, or otherwise marketed are subject to capitalization beginning when a product’s technological feasibility has been established and ending when a product is available for general release to customers pursuant to Statement of Financial Accounting Standards (“SFAS”) No. 86, *Computer Software to be Sold, Leased, or Otherwise Marketed*. In most instances, the Company’s products are released soon after technological feasibility has been established. Therefore, costs incurred subsequent to achievement of technological feasibility are usually not significant, and generally most software development costs have been expensed.

## Net Sales

The first nine months of 2007 spanned 39 weeks while the first nine months of 2006 spanned 40 weeks. This additional week is added to the first fiscal quarter approximately every six years to realign fiscal quarters with calendar quarters.

Net sales and Macintosh unit sales by operating segment and net sales and unit sales by product follow (net sales in millions and unit sales in thousands):

	Three Months Ended			Nine Months Ended		
	6/30/07	7/1/06	Change	6/30/07	7/1/06	Change
<b>Net Sales by Operating Segment (a):</b>						
Americas net sales	\$ 2,680	\$ 2,213	21%	\$ 8,668	\$ 7,067	23%
Europe net sales	1,160	900	29%	4,121	3,108	33%
Japan net sales	258	259	—	827	925	-11%
Retail net sales	915	688	33%	2,864	2,362	21%
Other Segments net sales (b)	397	310	28%	1,309	1,016	29%
Total net sales	<u>\$ 5,410</u>	<u>\$ 4,370</u>	24%	<u>\$ 17,789</u>	<u>\$ 14,478</u>	23%
<b>Unit Sales by Operating Segment:</b>						
Americas Macintosh unit sales	824	642	28%	2,054	1,651	24%
Europe Macintosh unit sales	393	301	31%	1,317	1,004	31%
Japan Macintosh unit sales	81	79	3%	230	242	-5%
Retail Macintosh unit sales	330	216	53%	913	563	62%
Other Segments Macintosh unit sales (b)	136	89	53%	373	233	60%
Total Macintosh unit sales	<u>1,764</u>	<u>1,327</u>	33%	<u>4,887</u>	<u>3,693</u>	32%
<b>Net Sales by Product:</b>						
Desktops (c)	\$ 956	\$ 705	36%	\$ 2,825	\$ 2,450	15%
Portables (d)	1,577	1,161	36%	4,386	2,712	62%
Total Macintosh net sales	<u>2,533</u>	<u>1,866</u>	36%	<u>7,211</u>	<u>5,162</u>	40%
iPod	1,570	1,497	5%	6,686	6,117	9%
Other music related products and services (e)	608	457	33%	1,895	1,433	32%
iPhone and related products and services (f)	5	—	NM	5	—	NM
Peripherals and other hardware (g)	308	236	31%	914	803	14%
Software, service, and other sales (h)	386	314	23%	1,078	963	12%
Total net sales	<u>\$ 5,410</u>	<u>\$ 4,370</u>	24%	<u>\$ 17,789</u>	<u>\$ 14,478</u>	23%
<b>Unit Sales by Product:</b>						
Desktops (c)	634	529	20%	1,897	1,810	5%
Portables (d)	1,130	798	42%	2,990	1,883	59%
Total Macintosh unit sales	<u>1,764</u>	<u>1,327</u>	33%	<u>4,887</u>	<u>3,693</u>	32%
iPod unit sales	<u>9,815</u>	<u>8,111</u>	21%	<u>41,430</u>	<u>30,680</u>	35%
iPhone unit sales	<u>270</u>	<u>—</u>	NM	<u>270</u>	<u>—</u>	NM
Net sales per Macintosh unit sold (i)	<u>\$ 1,436</u>	<u>\$ 1,406</u>	2%	<u>\$ 1,476</u>	<u>\$ 1,398</u>	6%
Net sales per iPod unit sold (j)	<u>\$ 160</u>	<u>\$ 185</u>	-14%	<u>\$ 161</u>	<u>\$ 199</u>	-19%

### Notes:

(a) In the third quarter of fiscal 2007, the Company revised the way it measures the Retail Segment's operating results to a manner that is generally consistent with the Company's other operating segments. Prior period results have been reclassified to reflect this change to the Retail Segment's operating results along with the corresponding offsets to the other operating segments. Further information regarding the Company's operating segments may be found in Part I, Item 1., "Financial Statements" of this Form 10-Q in the Notes to Condensed Consolidated Financial Statements at Note 7, "Segment Information and Geographic

Data.”

(b) Other Segments include Asia Pacific and FileMaker.

(c) Includes iMac, eMac, Mac mini, Mac Pro, Power Mac, and Xserve product lines.

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**Form 10-K**

(Mark One)

**ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

For the fiscal year ended September 29, 2007

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_  
Commission file number 000-10030

**APPLE INC.**

(Exact name of registrant as specified in its charter)

**California**  
(State or other jurisdiction  
of incorporation or organization)

**942404110**  
(I.R.S. Employer  
Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

Registrant's telephone number, including area code: **(408) 996-1010**

Securities registered pursuant to Section 12(b) of the Act:

Common Stock, no par value  
(Title of class)

The NASDAQ Global Select Market  
(Name of exchange on which registered)

Securities registered pursuant to Section 12(g) of the Act: None

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act. Yes  No

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Act. Yes  No

**Note**—Checking the box above will not relieve any registrant required to file reports pursuant to Section 13 or 15(d) of the Exchange Act from their obligations under those Sections.

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K (section 229.405 of this chapter) is not contained herein, and will not be contained, to the best of the registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K.

## Net Sales

Fiscal years 2007 and 2005 spanned 52 weeks while fiscal year 2006 spanned 53 weeks. This additional week is added to the first fiscal quarter approximately every six years to realign fiscal quarters with calendar quarters.

Net sales and Mac unit sales by operating segment and net sales and unit sales by product follow (net sales in millions and unit sales in thousands):

	September 29, 2007	Change	September 30, 2006	Change	September 24, 2005
<b>Net Sales by Operating Segment (a):</b>					
Americas net sales	\$ 11,596	23%	\$ 9,415	41%	\$ 6,658
Europe net sales	5,460	33%	4,096	33%	3,073
Japan net sales	1,082	(11)%	1,211	31%	924
Retail net sales	4,115	27%	3,246	42%	2,278
Other Segments net sales (b)	1,753	30%	1,347	35%	998
<b>Total net sales</b>	<b>\$ 24,006</b>	<b>24%</b>	<b>\$ 19,315</b>	<b>39%</b>	<b>\$ 13,931</b>
<b>Unit Sales by Operating Segment:</b>					
Americas Mac unit sales	3,019	24%	2,432	11%	2,184
Europe Mac unit sales	1,816	35%	1,346	18%	1,138
Japan Mac unit sales	302	(1)%	304	(3)%	313
Retail Mac unit sales	1,386	56%	886	45%	609
Other Segments Mac unit sales (b)	528	58%	335	16%	290
<b>Total Mac unit sales</b>	<b>7,051</b>	<b>33%</b>	<b>5,303</b>	<b>17%</b>	<b>4,534</b>
<b>Net Sales by Product:</b>					
Desktops (c)	\$ 4,020	21%	\$ 3,319	(3)%	\$ 3,436
Portables (d)	6,294	55%	4,056	43%	2,839
<b>Total Mac net sales</b>	<b>10,314</b>	<b>40%</b>	<b>7,375</b>	<b>18%</b>	<b>6,275</b>
iPod	8,305	8%	7,676	69%	4,540
Other music related products and services (e)	2,496	32%	1,885	110%	899
iPhone and related products and services (f)	123	NM	—	NM	—
Peripherals and other hardware (g)	1,260	15%	1,100	(2)%	1,126
Software, service, and other sales (h)	1,508	18%	1,279	17%	1,091
<b>Total net sales</b>	<b>\$ 24,006</b>	<b>24%</b>	<b>\$ 19,315</b>	<b>39%</b>	<b>\$ 13,931</b>
<b>Unit Sales by Product:</b>					
Desktops (c)	2,714	12%	2,434	(3)%	2,520
Portables (d)	4,337	51%	2,869	42%	2,014
<b>Total Mac unit sales</b>	<b>7,051</b>	<b>33%</b>	<b>5,303</b>	<b>17%</b>	<b>4,534</b>
Net sales per Mac unit sold (i)	\$ 1,463	5%	\$ 1,391	1%	\$ 1,384
iPod unit sales	51,630	31%	39,409	75%	22,497
Net sales per iPod unit sold (j)	\$ 161	(17)%	\$ 195	(3)%	\$ 202
iPhone unit sales	1,389	NM	—	NM	—

Notes:

(a) During 2007, the Company revised the way it measures the Retail Segment's operating results to a manner that is generally consistent with the Company's other operating

segments. Prior period results have been reclassified to reflect this change to the Retail Segment's operating results along with the corresponding offsets to the other operating segments. Further information regarding the Company's operating segments may be found in Notes to Consolidated Financial Statements at Note 9, "Segment Information and Geographic Data."

- (b) Other Segments include Asia Pacific and FileMaker.
- (c) Includes iMac, eMac, Mac mini, Mac Pro, Power Mac, and Xserve product lines.
- (d) Includes MacBook, iBook, MacBook Pro, and PowerBook product lines.
- (e) Consists of iTunes Store sales, iPod services, and Apple-branded and third-party iPod accessories.
- (f) Derived from handset sales, carrier agreements, and Apple-branded and third-party iPhone accessories.
- (g) Includes sales of Apple-branded and third-party displays, wireless connectivity and networking solutions, and other hardware accessories.
- (h) Includes sales of Apple-branded operating system, application software, third-party software, AppleCare, and Internet services.
- (i) Derived by dividing total Mac net sales by total Mac unit sales.
- (j) Derived by dividing total iPod net sales by total iPod unit sales.

NM = Not Meaningful

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**Form 10-Q**

(Mark One)

**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended December 29, 2007

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

**Apple Inc.**

(Exact name of Registrant as specified in its charter)

**California**  
(State or other jurisdiction of  
incorporation or organization)

**942404110**  
(I.R.S. Employer  
Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, or a non-accelerated filer. See definition of "accelerated filer and large accelerated filer" in Rule 12b-2 of the Exchange Act.

Large accelerated filer  Accelerated filer  Non-accelerated filer

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

878,875,671 shares of common stock issued and outstanding as of January 18, 2008

**Net Sales**

Net sales and Mac unit sales by operating segment and net sales and unit sales by product follow (net sales in millions and unit sales in thousands):

	<b>Three Months Ended</b>		<b>Change</b>
	<b>December 29, 2007</b>	<b>December 30, 2006</b>	
<b><u>Net Sales by Operating Segment (a):</u></b>			
Americas net sales	\$ 4,298	\$ 3,521	22%
Europe net sales	2,471	1,712	44%
Japan net sales	400	285	40%
Retail net sales	1,701	1,115	53%
Other Segments net sales (b)	738	482	53%
Total net sales	<u>\$ 9,608</u>	<u>\$ 7,115</u>	35%
<b><u>Unit Sales by Operating Segment:</u></b>			
Americas Macintosh unit sales	841	625	35%
Europe Macintosh unit sales	705	491	44%
Japan Macintosh unit sales	91	70	30%
Retail Macintosh unit sales	504	308	64%
Other Segments Macintosh unit sales (b)	178	112	59%
Total Macintosh unit sales	<u>2,319</u>	<u>1,606</u>	44%
<b><u>Net Sales by Product:</u></b>			
Desktops (c)	\$ 1,515	\$ 955	59%
Portables (d)	2,037	1,455	40%
Total Macintosh net sales	3,552	2,410	47%
iPod	3,997	3,427	17%
Other music related products and services (e)	808	634	27%
iPhone and related products and services (f)	241	—	NM
Peripherals and other hardware (g)	382	297	29%
Software, service, and other sales (h)	628	347	81%
Total net sales	<u>\$ 9,608</u>	<u>\$ 7,115</u>	35%
<b><u>Unit Sales by Product:</u></b>			
Desktops (c)	977	637	53%
Portables (d)	1,342	969	38%
Total Macintosh unit sales	<u>2,319</u>	<u>1,606</u>	44%
Net sales per Macintosh unit sold (i)	<u>\$ 1,532</u>	<u>\$ 1,501</u>	2%
iPod unit sales	<u>22,121</u>	<u>21,066</u>	5%
Net sales per iPod unit sold (j)	<u>\$ 181</u>	<u>\$ 163</u>	11%
iPhone unit sales	<u>2,315</u>	<u>—</u>	NM

(a) During the third quarter of 2007, the Company revised the way it measures the Retail Segment's operating results to a manner that is generally consistent with the Company's other operating segments. Prior period results have been reclassified to reflect this change to the Retail Segment's operating results along with the corresponding offsets to the other operating segments. Further information regarding the Company's operating segments may be found in Notes to Condensed Consolidated Financial Statements at Note 7, "Segment Information and Geographic Data."

(b) Other Segments include Asia Pacific and FileMaker.

(c) Includes iMac, eMac, Mac mini, Mac Pro, Power Mac, and Xserve product lines.

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

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

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**Form 10-Q**

(Mark One)

**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended March 29, 2008

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

**Apple Inc.**

(Exact name of Registrant as specified in its charter)

**California**

(State or other jurisdiction of  
incorporation or organization)

**942404110**

(I.R.S. Employer  
Identification No.)

**1 Infinite Loop**

**Cupertino, California**

(Address of principal executive offices)

**95014**

(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer  Accelerated filer  Non-accelerated filer  Smaller reporting company   
(Do not check if a smaller reporting company)

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

881,622,725 shares of common stock issued and outstanding as of April 16, 2008

## Net Sales

Net sales and Mac unit sales by operating segment and net sales and unit sales by product follow (net sales in millions, except per unit amounts, and unit sales in thousands):

	Three Months Ended			Six Months Ended		
	March 29, 2008	March 31, 2007	Change	March 29, 2008	March 31, 2007	Change
<b>Net Sales by Operating Segment (a):</b>						
Americas net sales	\$ 3,268	\$ 2,467	32%	\$ 7,566	\$ 5,988	26%
Europe net sales	1,780	1,249	43%	4,251	2,961	44%
Japan net sales	424	284	49%	824	569	45%
Retail net sales	1,451	834	74%	3,152	1,949	62%
Other Segments net sales (b)	589	430	37%	1,327	912	46%
Total net sales	<u>\$ 7,512</u>	<u>\$ 5,264</u>	43%	<u>\$ 17,120</u>	<u>\$ 12,379</u>	38%
<b>Unit Sales by Operating Segment:</b>						
Americas Macintosh unit sales	884	605	46%	1,725	1,230	40%
Europe Macintosh unit sales	627	433	45%	1,332	924	44%
Japan Macintosh unit sales	118	79	49%	209	149	40%
Retail Macintosh unit sales	458	275	67%	962	583	65%
Other Segments Macintosh unit sales (b)	202	125	62%	380	237	60%
Total Macintosh unit sales	<u>2,289</u>	<u>1,517</u>	51%	<u>4,608</u>	<u>3,123</u>	48%
<b>Net Sales by Product:</b>						
Desktops (c)	\$ 1,352	\$ 914	48%	\$ 2,867	\$ 1,869	53%
Portables (d)	2,142	1,354	58%	4,179	2,809	49%
Total Macintosh net sales	3,494	2,268	54%	7,046	4,678	51%
iPod	1,818	1,689	8%	5,815	5,116	14%
Other music related products and services (e)	881	653	35%	1,689	1,287	31%
iPhone and related products and services (f)	378	—	NM	619	—	NM
Peripherals and other hardware (g)	412	309	33%	794	606	31%
Software, service, and other sales (h)	529	345	53%	1,157	692	67%
Total net sales	<u>\$ 7,512</u>	<u>\$ 5,264</u>	43%	<u>\$ 17,120</u>	<u>\$ 12,379</u>	38%
<b>Unit Sales by Product:</b>						
Desktops (c)	856	626	37%	1,833	1,263	45%
Portables (d)	1,433	891	61%	2,775	1,860	49%
Total Macintosh unit sales	<u>2,289</u>	<u>1,517</u>	51%	<u>4,608</u>	<u>3,123</u>	48%
Net sales per Macintosh unit sold (i)	<u>\$ 1,526</u>	<u>\$ 1,495</u>	2%	<u>\$ 1,529</u>	<u>\$ 1,498</u>	2%
iPod unit sales	<u>10,644</u>	<u>10,549</u>	1%	<u>32,765</u>	<u>31,615</u>	4%
Net sales per iPod unit sold (j)	<u>\$ 171</u>	<u>\$ 160</u>	7%	<u>\$ 177</u>	<u>\$ 162</u>	9%
iPhone unit sales	<u>1,703</u>	<u>—</u>	NM	<u>4,018</u>	<u>—</u>	NM

(a) During the third quarter of 2007, the Company revised the way it measures the Retail Segment's operating results to a manner that is generally consistent with the Company's other operating segments. Prior period

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**Form 10-Q**

(Mark One)

**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended June 28, 2008

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

**Apple Inc.**

(Exact name of Registrant as specified in its charter)

**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer  
Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Accelerated filer

Non-accelerated filer  (Do not check if a smaller reporting company)

Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

885,875,706 shares of common stock issued and outstanding as of July 11, 2008

## Net Sales

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three and nine-month periods ended June 28, 2008 and June 30, 2007 (net sales in millions, except per unit amounts, and unit sales in thousands):

	Three Months Ended			Nine Months Ended		
	June 28, 2008	June 30, 2007	Change	June 28, 2008	June 30, 2007	Change
<b>Net Sales by Operating Segment:</b>						
Americas net sales	\$ 3,435	\$ 2,680	28%	\$11,001	\$ 8,668	27%
Europe net sales	1,648	1,160	42%	5,899	4,121	43%
Japan net sales	365	258	41%	1,189	827	44%
Retail net sales	1,445	915	58%	4,597	2,864	61%
Other Segments net sales (a)	571	397	44%	1,898	1,309	45%
Total net sales	<u>\$ 7,464</u>	<u>\$ 5,410</u>	38%	<u>\$24,584</u>	<u>\$17,789</u>	38%
<b>Unit Sales by Operating Segment:</b>						
Americas Macintosh unit sales	1,134	824	38%	2,859	2,054	39%
Europe Macintosh unit sales	576	393	47%	1,908	1,317	45%
Japan Macintosh unit sales	102	81	26%	311	230	35%
Retail Macintosh unit sales	476	330	44%	1,438	913	58%
Other Segments Macintosh unit sales (a)	208	136	53%	588	373	58%
Total Macintosh unit sales	<u>2,496</u>	<u>1,764</u>	41%	<u>7,104</u>	<u>4,887</u>	45%
<b>Net Sales by Product:</b>						
Desktops (b)	\$ 1,373	\$ 956	44%	\$ 4,240	\$ 2,825	50%
Portables (c)	2,237	1,577	42%	6,416	4,386	46%
Total Macintosh net sales	3,610	2,533	43%	10,656	7,211	48%
iPod	1,678	1,570	7%	7,493	6,686	12%
Other music related products and services (d)	819	608	35%	2,508	1,895	32%
iPhone and related products and services (e)	419	5	NM	1,038	5	NM
Peripherals and other hardware (f)	437	308	42%	1,231	914	35%
Software, service, and other sales (g)	501	386	30%	1,658	1,078	54%
Total net sales	<u>\$ 7,464</u>	<u>\$ 5,410</u>	38%	<u>\$24,584</u>	<u>\$17,789</u>	38%
<b>Unit Sales by Product:</b>						
Desktops (b)	943	634	49%	2,776	1,897	46%
Portables (c)	1,553	1,130	37%	4,328	2,990	45%
Total Macintosh unit sales	2,496	1,764	41%	7,104	4,887	45%
Net sales per Macintosh unit sold (h)	<u>\$ 1,446</u>	<u>\$ 1,436</u>	1%	<u>\$ 1,500</u>	<u>\$ 1,476</u>	2%
iPod unit sales	11,011	9,815	12%	43,776	41,430	6%
Net sales per iPod unit sold (i)	<u>\$ 152</u>	<u>\$ 160</u>	-5%	<u>\$ 171</u>	<u>\$ 161</u>	6%
iPhone unit sales	717	270	166%	4,735	270	NM

(a) Other Segments include Asia Pacific and FileMaker.

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# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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## Form 10-K

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(Mark One)

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the fiscal year ended September 27, 2008

or

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission file number: 000-10030

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## APPLE INC.

(Exact name of registrant as specified in its charter)

**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer  
Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

Registrant's telephone number, including area code: **(408) 996-1010**

Securities registered pursuant to Section 12(b) of the Act:

Common Stock, no par value  
(Title of class)

The NASDAQ Global Select Market  
(Name of exchange on which registered)

Securities registered pursuant to Section 12(g) of the Act: None

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Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act. Yes   
No

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Act. Yes   
No

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K (section 229.405 of this chapter) is not contained herein, and will not be contained, to the best of the registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K.

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Accelerated filer

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various legal proceedings and claims that arise in the ordinary course of business. In accordance with SFAS No. 5, *Accounting for Contingencies*, the Company records a contingent liability when it is probable that a loss has been incurred and the amount is reasonably estimable. There is significant judgment required in both the probability determination and as to whether an exposure can be reasonably estimated. In management's opinion, the Company does not have a potential liability related to any current legal proceedings and claims that would individually or in the aggregate have a material adverse effect on its financial condition or operating results. However, the outcomes of legal proceedings and claims brought against the Company are subject to significant uncertainty. Should the Company fail to prevail in any of these legal matters or should several of these legal matters be resolved against the Company in the same reporting period, the operating results of a particular reporting period could be materially adversely affected.

### Net Sales

Fiscal years 2008 and 2007 spanned 52 weeks while fiscal year 2006 spanned 53 weeks. An additional week is included in the first fiscal quarter approximately every six years to realign fiscal quarters with calendar quarters.

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three fiscal years ended September 27, 2008 (in millions, except unit sales in thousands and per unit amounts):

	<u>2008</u>	<u>Change</u>	<u>2007</u>	<u>Change</u>	<u>2006</u>
<b>Net Sales by Operating Segment:</b>					
Americas net sales	\$ 14,573	26%	\$ 11,596	23%	\$ 9,415
Europe net sales	7,622	40%	5,460	33%	4,096
Japan net sales	1,509	39%	1,082	(11)%	1,211
Retail net sales	6,315	53%	4,115	27%	3,246
Other Segments net sales (a)	<u>2,460</u>	40%	<u>1,753</u>	30%	<u>1,347</u>
Total net sales	<u>\$ 32,479</u>	35%	<u>\$ 24,006</u>	24%	<u>\$ 19,315</u>
<b>Unit Sales by Operating Segment:</b>					
Americas Mac unit sales	3,980	32%	3,019	24%	2,432
Europe Mac unit sales	2,519	39%	1,816	35%	1,346
Japan Mac unit sales	389	29%	302	(1)%	304
Retail Mac unit sales	2,034	47%	1,386	56%	886
Other Segments Mac unit sales (a)	<u>793</u>	50%	<u>528</u>	58%	<u>335</u>
Total Mac unit sales	<u>9,715</u>	38%	<u>7,051</u>	33%	<u>5,303</u>
<b>Net Sales by Product:</b>					
Desktops (b)	\$ 5,603	39%	\$ 4,020	21%	\$ 3,319
Portables (c)	<u>8,673</u>	38%	<u>6,294</u>	55%	<u>4,056</u>
Total Mac net sales	14,276	38%	10,314	40%	7,375
iPod	9,153	10%	8,305	8%	7,676
Other music related products and services (d)	3,340	34%	2,496	32%	1,885
iPhone and related products and services (e)	1,844	NM	123	NM	—
Peripherals and other hardware (f)	1,659	32%	1,260	15%	1,100
Software, service, and other sales (g)	<u>2,207</u>	46%	<u>1,508</u>	18%	<u>1,279</u>
Total net sales	<u>\$ 32,479</u>	35%	<u>\$ 24,006</u>	24%	<u>\$ 19,315</u>
<b>Unit Sales by Product:</b>					
Desktops (b)	3,712	37%	2,714	12%	2,434
Portables (c)	<u>6,003</u>	38%	<u>4,337</u>	51%	<u>2,869</u>
Total Mac unit sales	<u>9,715</u>	38%	<u>7,051</u>	33%	<u>5,303</u>
Net sales per Mac unit sold (h)	<u>\$ 1,469</u>	—%	<u>\$ 1,463</u>	5%	<u>\$ 1,391</u>
iPod unit sales	<u>54,828</u>	6%	<u>51,630</u>	31%	<u>39,409</u>
Net sales per iPod unit sold (i)	<u>\$ 167</u>	4%	<u>\$ 161</u>	(17)%	<u>\$ 195</u>
iPhone unit sales	<u>11,627</u>	NM	<u>1,389</u>	NM	<u>—</u>

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**Form 10-Q**

(Mark One)

**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended December 27, 2008

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

**Apple Inc.**

(Exact name of Registrant as specified in its charter)

**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Accelerated filer

Non-accelerated filer  (Do not check if a smaller reporting company)

Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

890,553,729 shares of common stock issued and outstanding as of January 12, 2009

## Net Sales

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three months ended December 27, 2008 and December 29, 2007 (in millions, except unit sales in thousands and per unit amounts):

	Three Months Ended		
	December 27, 2008	December 29, 2007	Change
<b>Net Sales by Operating Segment:</b>			
Americas net sales	\$ 4,501	\$ 4,298	5%
Europe net sales	2,771	2,471	12%
Japan net sales	481	400	20%
Retail net sales	1,740	1,701	2%
Other Segments net sales (a)	674	738	(9)%
Total net sales	<u>\$ 10,167</u>	<u>\$ 9,608</u>	6%
<b>Unit Sales by Operating Segment:</b>			
Americas Macintosh unit sales	912	841	8%
Europe Macintosh unit sales	795	705	13%
Japan Macintosh unit sales	99	91	9%
Retail Macintosh unit sales	515	504	2%
Other Segments Macintosh unit sales (a)	203	178	14%
Total Macintosh unit sales	<u>2,524</u>	<u>2,319</u>	9%
<b>Net Sales by Product:</b>			
Desktops (b)	\$ 1,043	\$ 1,515	(31)%
Portables (c)	2,511	2,037	23%
Total Macintosh net sales	<u>3,554</u>	<u>3,552</u>	— %
iPod	3,371	3,997	(16)%
Other music related products and services (d)	1,011	808	25%
iPhone and related products and services (e)	1,247	241	417%
Peripherals and other hardware (f)	378	382	(1)%
Software, service, and other sales (g)	606	628	(4)%
Total net sales	<u>\$ 10,167</u>	<u>\$ 9,608</u>	6%
<b>Unit Sales by Product:</b>			
Desktops (b)	728	977	(25)%
Portables (c)	1,796	1,342	34%
Total Macintosh unit sales	<u>2,524</u>	<u>2,319</u>	9%
Net sales per Macintosh unit sold (h)	<u>\$ 1,408</u>	<u>\$ 1,532</u>	(8)%
iPod unit sales	<u>22,727</u>	<u>22,121</u>	3%
Net sales per iPod unit sold (i)	<u>\$ 148</u>	<u>\$ 181</u>	(18)%
iPhone unit sales	<u>4,363</u>	<u>2,315</u>	88%

(a) Other Segments include Asia Pacific and FileMaker.

(b) Includes iMac, Mac mini, Mac Pro, and Xserve product lines.

(c) Includes MacBook, MacBook Air, and MacBook Pro product lines.

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

(e) Derived from handset sales, carrier agreements, and Apple-branded and third-party iPhone accessories.

(f) Includes sales of Apple-branded and third-party displays, wireless connectivity and networking solutions, and other hardware accessories.

(g) Includes sales of Apple-branded operating system, application software, third-party software, AppleCare, and Internet services.

(h) Derived by dividing total Mac net sales by total Mac unit sales.

(i) Derived by dividing total iPod net sales by total iPod unit sales.

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**Form 10-Q**

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(Mark One)  
 **QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended March 28, 2009

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

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**Apple Inc.**

(Exact name of Registrant as specified in its charter)

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**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

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Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer   
Non-accelerated filer  (Do not check if a smaller reporting company)

Accelerated filer   
Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

892,109,834 shares of common stock issued and outstanding as of April 13, 2009

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## Net Sales

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three- and six-month periods ended March 28, 2009 and March 29, 2008 (in millions, except unit sales in thousands and per unit amounts):

	Three Months Ended			Six Months Ended		
	March 28,	March 29,		March 28,	March 29,	
	2009	2008	Change	2009	2008	Change
<b>Net Sales by Operating Segment :</b>						
Americas net sales	\$ 3,517	\$ 3,268	8%	\$ 8,018	\$ 7,566	6%
Europe net sales	2,097	1,780	18%	4,868	4,251	15%
Japan net sales	500	424	18%	981	824	19%
Retail net sales	1,471	1,451	1%	3,211	3,152	2%
Other Segments net sales (a)	578	589	(2)%	1,252	1,327	(6)%
Total net sales	<u>\$ 8,163</u>	<u>\$ 7,512</u>	9%	<u>\$18,330</u>	<u>\$17,120</u>	7%
<b>Unit Sales by Operating Segment :</b>						
Americas Mac unit sales	809	884	(8)%	1,721	1,725	— %
Europe Mac unit sales	658	627	5%	1,453	1,332	9%
Japan Mac unit sales	109	118	(8)%	208	209	— %
Retail Mac unit sales	438	458	(4)%	953	962	(1)%
Other Segments Mac unit sales (a)	202	202	— %	405	380	7%
Total Mac unit sales	<u>2,216</u>	<u>2,289</u>	(3)%	<u>4,740</u>	<u>4,608</u>	3%
<b>Net Sales by Product :</b>						
Desktops (b)	\$ 1,050	\$ 1,352	(22)%	\$ 2,093	\$ 2,867	(27)%
Portables (c)	1,895	2,142	(12)%	4,406	4,179	5%
Total Mac net sales	2,945	3,494	(16)%	6,499	7,046	(8)%
iPod	1,665	1,818	(8)%	5,036	5,815	(13)%
Other music related products and services (d)	1,049	881	19%	2,060	1,689	22%
iPhone and related products and services (e)	1,521	378	302%	2,768	619	347%
Peripherals and other hardware (f)	358	412	(13)%	736	794	(7)%
Software, service, and other sales (g)	625	529	18%	1,231	1,157	6%
Total net sales	<u>\$ 8,163</u>	<u>\$ 7,512</u>	9%	<u>\$18,330</u>	<u>\$17,120</u>	7%
<b>Unit Sales by Product :</b>						
Desktops (b)	818	856	(4)%	1,546	1,833	(16)%
Portables (c)	1,398	1,433	(2)%	3,194	2,775	15%
Total Mac unit sales	<u>2,216</u>	<u>2,289</u>	(3)%	<u>4,740</u>	<u>4,608</u>	3%
Net sales per Mac unit sold (h)	<u>\$ 1,329</u>	<u>\$ 1,526</u>	(13)%	<u>\$ 1,371</u>	<u>\$ 1,529</u>	(10)%
iPod unit sales	<u>11,013</u>	<u>10,644</u>	3%	<u>33,740</u>	<u>32,765</u>	3%
Net sales per iPod unit sold (i)	<u>\$ 151</u>	<u>\$ 171</u>	(12)%	<u>\$ 149</u>	<u>\$ 177</u>	(16)%
iPhone unit sales	<u>3,793</u>	<u>1,703</u>	123%	<u>8,156</u>	<u>4,018</u>	103%

(a) Other Segments include Asia Pacific and FileMaker.

(b) Includes iMac, Mac mini, Mac Pro, and Xserve product lines.

(c) Includes MacBook, MacBook Air, and MacBook Pro product lines.

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

(e) Derived from handset sales, carrier agreements, and Apple-branded and third-party iPhone accessories.

(f) Includes sales of Apple-branded and third-party displays, wireless connectivity and networking solutions, and other hardware accessories.

(g) Includes sales of Apple-branded operating system, application software, third-party software, AppleCare, and Internet services.

(h) Derived by dividing total Mac net sales by total Mac unit sales.

(i) Derived by dividing total iPod net sales by total iPod unit sales.

10-Q 1 d10q.htm QUARTERLY REPORT ON FORM 10-Q

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**Form 10-Q**

(Mark One)

**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended June 27, 2009

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

**Apple Inc.**

(Exact name of Registrant as specified in its charter)

**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Accelerated filer

Non-accelerated filer  (Do not check if a smaller reporting company)

Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

895,816,758 shares of common stock issued and outstanding as of July 13, 2009

**Net Sales**

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three- and nine-month periods ended June 27, 2009 and June 28, 2008 (in millions, except unit sales in thousands and per unit amounts):

	Three Months Ended			Nine Months Ended		
	June 27, 2009	June 28, 2008	Change	June 27, 2009	June 28, 2008	Change
<b>Net Sales by Operating Segment:</b>						
Americas net sales	\$ 3,827	\$ 3,435	11%	\$11,845	\$11,001	8%
Europe net sales	2,006	1,648	22%	6,874	5,899	17%
Japan net sales	416	365	14%	1,397	1,189	17%
Retail net sales	1,496	1,445	4%	4,707	4,597	2%
Other Segments net sales (a)	592	571	4%	1,844	1,898	(3)%
Total net sales	<u>\$ 8,337</u>	<u>\$ 7,464</u>	12%	<u>\$26,667</u>	<u>\$24,584</u>	8%
<b>Unit Sales by Operating Segment:</b>						
Americas Mac unit sales	1,147	1,134	1%	2,868	2,859	— %
Europe Mac unit sales	626	576	9%	2,079	1,908	9%
Japan Mac unit sales	108	102	6%	316	311	2%
Retail Mac unit sales	492	476	3%	1,445	1,438	— %
Other Segments Mac unit sales (a)	230	208	11%	635	588	8%
Total Mac unit sales	<u>2,603</u>	<u>2,496</u>	4%	<u>7,343</u>	<u>7,104</u>	3%
<b>Net Sales by Product:</b>						
Desktops (b)	\$ 1,129	\$ 1,373	(18)%	\$ 3,222	\$ 4,240	(24)%
Portables (c)	2,200	2,237	(2)%	6,606	6,416	3%
Total Mac net sales	<u>3,329</u>	<u>3,610</u>	(8)%	<u>9,828</u>	<u>10,656</u>	(8)%
iPod	1,492	1,678	(11)%	6,528	7,493	(13)%
Other music related products and services (d)	958	819	17%	3,018	2,508	20%
iPhone and related products and services (e)	1,689	419	303%	4,457	1,038	329%
Peripherals and other hardware (f)	341	437	(22)%	1,077	1,231	(13)%
Software, service, and other sales (g)	528	501	5%	1,759	1,658	6%
Total net sales	<u>\$ 8,337</u>	<u>\$ 7,464</u>	12%	<u>\$26,667</u>	<u>\$24,584</u>	8%
<b>Unit Sales by Product:</b>						
Desktops (b)	849	943	(10)%	2,395	2,776	(14)%
Portables (c)	1,754	1,553	13%	4,948	4,328	14%
Total Mac unit sales	<u>2,603</u>	<u>2,496</u>	4%	<u>7,343</u>	<u>7,104</u>	3%
Net sales per Mac unit sold (h)	<u>\$ 1,279</u>	<u>\$ 1,446</u>	(12)%	<u>\$ 1,338</u>	<u>\$ 1,500</u>	(11)%
iPod unit sales	<u>10,215</u>	<u>11,011</u>	(7)%	<u>43,955</u>	<u>43,776</u>	— %
Net sales per iPod unit sold (i)	<u>\$ 146</u>	<u>\$ 152</u>	(4)%	<u>\$ 149</u>	<u>\$ 171</u>	(13)%
iPhone unit sales	<u>5,208</u>	<u>717</u>	626%	<u>13,364</u>	<u>4,735</u>	182%

(a) Other Segments include Asia Pacific and FileMaker.

(b) Includes iMac, Mac mini, Mac Pro, and Xserve product lines.

(c) Includes MacBook, MacBook Air, and MacBook Pro product lines.

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

(e) Derived from handset sales, carrier agreements, and Apple-branded and third-party iPhone accessories.

(f) Includes sales of displays, wireless connectivity and networking solutions, and other hardware accessories.

(g) Includes sales of Apple-branded operating system, application software, third-party software, AppleCare, and Internet services.

(h) Derived by dividing total Mac net sales by total Mac unit sales.

(i) Derived by dividing total iPod net sales by total iPod unit sales.

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**Form 10-K**

(Mark One)

**ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the fiscal year ended September 26, 2009

Or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission file number: 000-10030

**APPLE INC.**

(Exact name of registrant as specified in its charter)

**California**

(State or other jurisdiction of incorporation or organization)

**94-2404110**

(I.R.S. Employer Identification No.)

**1 Infinite Loop**

**Cupertino, California**

(Address of principal executive offices)

**95014**

(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

Securities registered pursuant to Section 12(b) of the Act:

**Common Stock, no par value**

(Title of class)

**The NASDAQ Global Select Market**

(Name of exchange on which registered)

Securities registered pursuant to Section 12(g) of the Act: None

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act.

Yes  No

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Act.

Yes  No

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§229.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes  No

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K (section 229.405 of this chapter) is not contained herein, and will not be contained, to the best of the registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K.

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Non-accelerated filer  (Do not check if smaller reporting company)

Accelerated filer

Smaller Reporting Company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Act).

Yes  No

The aggregate market value of the voting and non-voting stock held by non-affiliates of the registrant, as of March 28, 2009, was approximately \$94,593,000,000 based upon the closing price reported for such date on the NASDAQ Global Select Market. For purposes of this disclosure, shares of common stock held by persons who hold more than 5% of the outstanding shares of common stock and shares held by executive officers and directors of the registrant have been excluded because such persons may be deemed to be affiliates. This determination of executive

## Table of Contents

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three years ended September 26, 2009 (in millions, except unit sales in thousands and per unit amounts):

	2009	Change	2008	Change	2007
<b>Net Sales by Operating Segment:</b>					
Americas net sales	\$16,142	11%	\$14,573	26%	\$11,596
Europe net sales	9,365	23%	7,622	40%	5,460
Japan net sales	1,831	21%	1,509	39%	1,082
Retail net sales	6,574	4%	6,315	53%	4,115
Other Segments net sales (a)	2,625	7%	2,460	40%	1,753
Total net sales	<u>\$36,537</u>	12%	<u>\$32,479</u>	35%	<u>\$24,006</u>
<b>Mac Unit Sales by Operating Segment:</b>					
Americas Mac unit sales	4,120	4%	3,980	32%	3,019
Europe Mac unit sales	2,840	13%	2,519	39%	1,816
Japan Mac unit sales	395	2%	389	29%	302
Retail Mac unit sales	2,115	4%	2,034	47%	1,386
Other Segments Mac unit sales (a)	926	17%	793	50%	528
Total Mac unit sales	<u>10,396</u>	7%	<u>9,715</u>	38%	<u>7,051</u>
<b>Net Sales by Product:</b>					
Desktops (b)	\$ 4,308	(23)%	\$ 5,603	39%	\$ 4,020
Portables (c)	9,472	9%	8,673	38%	6,294
Total Mac net sales	13,780	(3)%	14,276	38%	10,314
iPod	8,091	(12)%	9,153	10%	8,305
Other music related products and services (d)	4,036	21%	3,340	34%	2,496
iPhone and related products and services (e)	6,754	266%	1,844	NM	123
Peripherals and other hardware (f)	1,470	(11)%	1,659	32%	1,260
Software, service and other sales (g)	2,406	9%	2,207	46%	1,508
Total net sales	<u>\$36,537</u>	12%	<u>\$32,479</u>	35%	<u>\$24,006</u>
<b>Unit Sales by Product:</b>					
Desktops (b)	3,182	(14)%	3,712	37%	2,714
Portables (c)	7,214	20%	6,003	38%	4,337
Total Mac unit sales	<u>10,396</u>	7%	<u>9,715</u>	38%	<u>7,051</u>
Net sales per Mac unit sold (h)	<u>\$ 1,326</u>	(10)%	<u>\$ 1,469</u>	—%	<u>\$ 1,463</u>
iPod unit sales	<u>54,132</u>	(1)%	<u>54,828</u>	6%	<u>51,630</u>
Net sales per iPod unit sold (i)	<u>\$ 149</u>	(11)%	<u>\$ 167</u>	4%	<u>\$ 161</u>
iPhone unit sales	<u>20,731</u>	78%	<u>11,627</u>	NM	<u>1,389</u>

(a) Other Segments include Asia Pacific and FileMaker.

(b) Includes iMac, Mac mini, Mac Pro and Xserve product lines.

(c) Includes MacBook, MacBook Air and MacBook Pro product lines.

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

(e) Derived from handset sales, carrier agreements, and Apple-branded and third-party iPhone accessories.

(f) Includes sales of displays, wireless connectivity and networking solutions, and other hardware accessories.

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**Form 10-Q**

---

(Mark One)  
 **QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended December 26, 2009

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

---

**APPLE INC.**

(Exact name of Registrant as specified in its charter)

---

**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

---

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer   
Non-accelerated filer  (Do not check if a smaller reporting company)

Accelerated filer   
Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

906,794,589 shares of common stock issued and outstanding as of January 15, 2010

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## Net Sales

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three months ended December 26, 2009 and December 27, 2008 (in millions, except unit sales in thousands and per unit amounts):

	Three Months Ended		
	December 26, 2009	December 27, 2008	Change
<b>Net Sales by Operating Segment :</b>			
Americas net sales	\$ 6,092	\$ 5,301	15%
Europe net sales	5,024	3,585	40%
Japan net sales	783	498	57%
Asia-Pacific net sales	1,813	750	142%
Retail net sales	1,971	1,746	13%
Total net sales	<u>\$ 15,683</u>	<u>\$ 11,880</u>	32%
<b>Mac Unit Sales by Operating Segment :</b>			
Americas Mac unit sales	1,187	912	30%
Europe Mac unit sales	1,068	795	34%
Japan Mac unit sales	105	99	6%
Asia-Pacific Mac unit sales	313	203	54%
Retail Mac unit sales	689	515	34%
Total Mac unit sales	<u>3,362</u>	<u>2,524</u>	33%
<b>Net Sales by Product :</b>			
Desktops (a)	\$ 1,692	\$ 1,045	62%
Portables (b)	2,758	2,520	9%
Total Mac net sales	4,450	3,565	25%
iPod	3,391	3,371	1%
Other music related products and services (c)	1,164	1,011	15%
iPhone and related products and services (d)	5,578	2,940	90%
Peripherals and other hardware (e)	469	387	21%
Software, service and other sales (f)	631	606	4%
Total net sales	<u>\$ 15,683</u>	<u>\$ 11,880</u>	32%
<b>Unit Sales by Product :</b>			
Desktops (a)	1,234	728	70%
Portables (b)	2,128	1,796	18%
Total Mac unit sales	<u>3,362</u>	<u>2,524</u>	33%
Net sales per Mac unit sold (g)	<u>\$ 1,324</u>	<u>\$ 1,412</u>	(6%)
iPod unit sales	<u>20,970</u>	<u>22,727</u>	(8%)
Net sales per iPod unit sold (h)	<u>\$ 162</u>	<u>\$ 148</u>	9%
iPhone unit sales	<u>8,737</u>	<u>4,363</u>	100%

(a) Includes iMac, Mac mini, Mac Pro and Xserve product lines.

(b) Includes MacBook, MacBook Air and MacBook Pro product lines.

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

(d) Derived from handset sales, carrier agreements, and Apple-branded and third-party iPhone accessories.

(e) Includes sales of displays, wireless connectivity and networking solutions, and other hardware accessories.

(f) Includes sales of Apple-branded operating system, application software, third-party software, AppleCare, and Internet services.

(g) Derived by dividing total Mac net sales by total Mac unit sales.

(h) Derived by dividing total iPod net sales by total iPod unit sales.

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

---

**Form 10-Q**

---

(Mark One)  
 **QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended March 27, 2010

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

---

**APPLE INC.**

(Exact name of Registrant as specified in its charter)

---

**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

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Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer   
Non-accelerated filer  (Do not check if a smaller reporting company)

Accelerated filer   
Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

909,938,383 shares of common stock issued and outstanding as of April 9, 2010

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## Net Sales

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three- and six-month periods ended March 27, 2010 and March 28, 2009 (in millions, except unit sales in thousands and per unit amounts):

	Three Months Ended			Six Months Ended		
	March 27, 2010	March 28, 2009	Change	March 27, 2010	March 28, 2009	Change
<b>Net Sales by Operating Segment :</b>						
Americas net sales	\$ 4,993	\$ 3,970	26%	\$11,085	\$ 9,271	20%
Europe net sales	4,050	2,485	63%	9,074	6,070	49%
Japan net sales	887	587	51%	1,670	1,085	54%
Asia-Pacific net sales	1,886	665	184%	3,699	1,415	161%
Retail net sales	1,683	1,377	22%	3,654	3,123	17%
Total net sales	<u>\$13,499</u>	<u>\$ 9,084</u>	49%	<u>\$29,182</u>	<u>\$20,964</u>	39%
<b>Unit Sales by Operating Segment :</b>						
Americas Mac unit sales	971	809	20%	2,158	1,721	25%
Europe Mac unit sales	899	658	37%	1,967	1,453	35%
Japan Mac unit sales	129	109	18%	234	208	13%
Asia-Pacific Mac unit sales	338	202	67%	651	405	61%
Retail Mac unit sales	606	438	38%	1,295	953	36%
Total Mac unit sales	<u>2,943</u>	<u>2,216</u>	33%	<u>6,305</u>	<u>4,740</u>	33%
<b>Net Sales by Product :</b>						
Desktops (a)	\$ 1,532	\$ 1,056	45%	\$ 3,224	\$ 2,101	53%
Portables (b)	2,228	1,904	17%	4,986	4,424	13%
Total Mac net sales	3,760	2,960	27%	8,210	6,525	26%
iPod	1,861	1,665	12%	5,252	5,036	4%
Other music related products and services (c)	1,327	1,049	27%	2,491	2,060	21%
iPhone and related products and services (d)	5,445	2,427	124%	11,023	5,367	105%
Peripherals and other hardware (e)	472	357	32%	941	744	26%
Software, service and other sales (f)	634	626	1%	1,265	1,232	3%
Total net sales	<u>\$13,499</u>	<u>\$ 9,084</u>	49%	<u>\$29,182</u>	<u>\$20,964</u>	39%
<b>Unit Sales by Product :</b>						
Desktops (a)	1,147	818	40%	2,381	1,546	54%
Portables (b)	1,796	1,398	28%	3,924	3,194	23%
Total Mac unit sales	<u>2,943</u>	<u>2,216</u>	33%	<u>6,305</u>	<u>4,740</u>	33%
Net sales per Mac unit sold (g)	<u>\$ 1,278</u>	<u>\$ 1,336</u>	(4%)	<u>\$ 1,302</u>	<u>\$ 1,377</u>	(5%)
iPod unit sales	<u>10,885</u>	<u>11,013</u>	(1%)	<u>31,855</u>	<u>33,740</u>	(6%)
Net sales per iPod unit sold (h)	<u>\$ 171</u>	<u>\$ 151</u>	13%	<u>\$ 165</u>	<u>\$ 149</u>	11%
iPhone unit sales	<u>8,752</u>	<u>3,793</u>	131%	<u>17,489</u>	<u>8,156</u>	114%

(a) Includes iMac, Mac mini, Mac Pro and Xserve product lines.

(b) Includes MacBook, MacBook Air and MacBook Pro product lines.

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

(d) Derived from handset sales, carrier agreements, and Apple-branded and third-party iPhone accessories.

(e) Includes sales of displays, wireless connectivity and networking solutions, and other hardware accessories.

(f) Includes sales of Apple-branded operating system, application software, third-party software, AppleCare, and Internet services.

(g) Derived by dividing total Mac net sales by total Mac unit sales.

(h) Derived by dividing total iPod net sales by total iPod unit sales.

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**Form 10-Q**

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(Mark One)  
 **QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended June 26, 2010

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

**APPLE INC.**

(Exact name of Registrant as specified in its charter)

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**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

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Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer   
Non-accelerated filer  (Do not check if a smaller reporting company)

Accelerated filer   
Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

913,562,880 shares of common stock issued and outstanding as of July 9, 2010

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The Company's process for determining its ESP for deliverables without VSOE or TPE considers multiple factors that may vary depending upon the unique facts and circumstances related to each deliverable. The Company believes its customers, particularly consumers, would be reluctant to buy unspecified software upgrade rights related to iPhone iPad, iPod touch and Apple TV. This view is primarily based on the fact that upgrade rights do not obligate the Company to provide upgrades at a particular time or at all, and do not specify to customers which upgrades or features will be delivered. Therefore, the Company has concluded that if it were to sell upgrade rights on a standalone basis, including those rights associated with iPhone, iPad, iPod touch and Apple TV, the selling price would be relatively low. Key factors considered by the Company in developing the ESPs for these upgrade rights include prices charged by the Company for similar offerings, the Company's historical pricing practices, the nature of the upgrade rights (e.g., unspecified and when-and-if-available), and the relative ESP of the upgrade rights as compared to the total selling price of the product. The Company may also consider, when appropriate, the impact of other products and services, including advertising services, on selling price assumptions when developing and reviewing its ESPs for software upgrade rights and related deliverables. The Company may also consider additional factors as appropriate, including the pricing of competitive alternatives if they exist, and product-specific business objectives.

Beginning in the third quarter of 2010 in conjunction with the announcement of iOS 4, the Company's ESPs for the software upgrade rights included with iPhone, iPad and iPod touch reflect the positive financial impact expected by the Company as a result of its planned implementation of a mobile advertising platform for these devices and the expectation of customers regarding software that includes or supports an advertising component. iOS 4 supports iAd, the Company's new mobile advertising platform, which will enable applications on iPhone, iPad and iPod touch to feature media-rich advertisements within applications.

For all periods presented, the Company's ESP for the software upgrade right included with each Apple TV sold is \$10. The Company's ESP for the software upgrade right included with each iPhone sold through the Company's second quarter of 2010 was \$25. Beginning in April 2010 in conjunction with the Company's announcement of iOS 4 for iPhone, the Company lowered its ESP for the software upgrade right included with each iPhone to \$10.

Beginning with initial sales of iPad in April 2010, the Company has also indicated it may from time-to-time provide future unspecified software upgrades and features free of charge to iPad customers. The Company's ESP for the software upgrade right included with the sale of each iPad is \$10. In June 2010, the Company announced that certain previously sold iPod touch models would receive an upgrade to iOS 4 free of charge and indicated iPod touch devices running on iOS 4 may from time-to-time receive future unspecified software upgrades and features free of charge. The Company's ESP for the software upgrade right included with each iPod touch sold beginning in June 2010 is \$5.

The Company accounts for multiple element arrangements that consist only of software or software-related products, including the sale of upgrades to previously sold software, in accordance with industry specific accounting guidance for software and software-related transactions. For such transactions, revenue on arrangements that include multiple elements is allocated to each element based on the relative fair value of each element, and fair value is generally determined by VSOE. If the Company cannot objectively determine the fair value of any undelivered element included in such multiple-element arrangements, the Company defers revenue until all elements are delivered and services have been performed, or until fair value can objectively be determined for any remaining undelivered elements. When the fair value of a delivered element has not been established, but fair value exists for the undelivered elements, the Company uses the residual method to recognize revenue. Under the residual method, the fair value of the undelivered elements is deferred and the remaining portion of the arrangement fee is allocated to the delivered elements and is recognized as revenue.

Except as described for iPhone, iPad, iPod touch and Apple TV, the Company generally does not offer specified or unspecified upgrade rights to its customers in connection with software sales or the sale of extended warranty and support contracts. A limited number of the Company's software products are available with maintenance agreements that grant customers rights to unspecified future upgrades over the maintenance term on a when and if available basis. Revenue associated with such maintenance is recognized ratably over the maintenance term.

### **Fair Value Measurements**

During 2009, the Company adopted the FASB's new accounting standard on fair value measurements and disclosures for all financial assets and liabilities. The new accounting principles defined fair value, provided a

## Net Sales

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three- and nine-month periods ended June 26, 2010 and June 27, 2009 (in millions, except unit sales in thousands and per unit amounts):

	Three Months Ended			Nine Months Ended		
	June 26, 2010	June 27, 2009	Change	June 26, 2010	June 27, 2009	Change
<b>Net Sales by Operating Segment :</b>						
Americas net sales	\$ 6,227	\$ 4,474	39%	\$17,312	\$13,745	26%
Europe net sales	4,160	2,505	66%	13,234	8,575	54%
Japan net sales	910	560	63%	2,580	1,645	57%
Asia-Pacific net sales	1,825	703	160%	5,524	2,118	161%
Retail net sales	2,578	1,492	73%	6,232	4,615	35%
Total net sales	<u>\$15,700</u>	<u>\$ 9,734</u>	61%	<u>\$44,882</u>	<u>\$30,698</u>	46%
<b>Unit Sales by Operating Segment :</b>						
Americas Mac unit sales	1,358	1,147	18%	3,516	2,868	23%
Europe Mac unit sales	914	626	46%	2,881	2,079	39%
Japan Mac unit sales	129	108	19%	363	316	15%
Asia-Pacific Mac unit sales	394	230	71%	1,045	635	65%
Retail Mac unit sales	677	492	38%	1,972	1,445	36%
Total Mac unit sales	<u>3,472</u>	<u>2,603</u>	33%	<u>9,777</u>	<u>7,343</u>	33%
<b>Net Sales by Product :</b>						
Desktops (a)	\$ 1,301	\$ 1,134	15%	\$ 4,525	\$ 3,235	40%
Portables (b)	3,098	2,220	40%	8,084	6,644	22%
Total Mac net sales	4,399	3,354	31%	12,609	9,879	28%
iPod	1,545	1,492	4%	6,797	6,528	4%
Other music related products and services (c)	1,214	958	27%	3,705	3,018	23%
iPhone and related products and services (d)	5,334	3,060	74%	16,357	8,427	94%
iPad and related products and services (e)	2,166	0	N/M	2,166	0	N/M
Peripherals and other hardware (f)	396	340	16%	1,337	1,084	23%
Software, service and other sales (g)	646	530	22%	1,911	1,762	8%
Total net sales	<u>\$15,700</u>	<u>\$ 9,734</u>	61%	<u>\$44,882</u>	<u>\$30,698</u>	46%
<b>Unit Sales by Product :</b>						
Desktops (a)	1,004	849	18%	3,385	2,395	41%
Portables (b)	2,468	1,754	41%	6,392	4,948	29%
Total Mac unit sales	<u>3,472</u>	<u>2,603</u>	33%	<u>9,777</u>	<u>7,343</u>	33%
Net sales per Mac unit sold (h)	<u>\$ 1,267</u>	<u>\$ 1,289</u>	(2%)	<u>\$ 1,290</u>	<u>\$ 1,345</u>	(4%)
iPod unit sales	<u>9,406</u>	<u>10,215</u>	(8%)	<u>41,261</u>	<u>43,955</u>	(6%)
Net sales per iPod unit sold (h)	<u>\$ 164</u>	<u>\$ 146</u>	12%	<u>\$ 165</u>	<u>\$ 149</u>	11%
iPhone unit sales	<u>8,398</u>	<u>5,208</u>	61%	<u>25,887</u>	<u>13,364</u>	94%
iPad unit sales	<u>3,270</u>	<u>0</u>	N/M	<u>3,270</u>	<u>0</u>	N/M

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Form 10-K

(Mark One)
[X] ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934
For the fiscal year ended September 25, 2010

[ ] TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934
For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission file number: 000-10030

APPLE INC.

(Exact name of registrant as specified in its charter)

California
(State or other jurisdiction of incorporation or organization)

94-2404110
(I.R.S. Employer Identification No.)

1 Infinite Loop
Cupertino, California
(Address of principal executive offices)

95014
(Zip Code)

Registrant's telephone number, including area code: (408) 996-1010

Securities registered pursuant to Section 12(b) of the Act:

Common Stock, no par value
(Title of class)

The NASDAQ Global Select Market
(Name of exchange on which registered)

Securities registered pursuant to Section 12(g) of the Act: None

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act.

Yes [X] No [ ]

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Act.

Yes [ ] No [X]

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes [X] No [ ]

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes [X] No [ ]

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K (section 229.405 of this chapter) is not contained herein, and will not be contained, to the best of the registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K. [X]

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer [X] Accelerated filer [ ]
Non-accelerated filer [ ] (Do not check if smaller reporting company) Smaller Reporting Company [ ]

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Act).

Yes [ ] No [X]

The aggregate market value of the voting and non-voting stock held by non-affiliates of the registrant, as of March 27, 2010, was approximately

## Table of Contents

### Net Sales

Fiscal years 2010, 2009 and 2008 each spanned 52 weeks. An additional week is included in the first fiscal quarter approximately every six years to realign fiscal quarters with calendar quarters.

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three years ended September 25, 2010 (in millions, except unit sales in thousands and per unit amounts):

	2010	Change	2009	Change	2008
<b>Net Sales by Operating Segment:</b>					
Americas net sales	\$24,498	29%	\$18,981	15%	\$16,552
Europe net sales	18,692	58%	11,810	28%	9,233
Japan net sales	3,981	75%	2,279	32%	1,728
Asia-Pacific net sales	8,256	160%	3,179	18%	2,686
Retail net sales	9,798	47%	6,656	(9)%	7,292
Total net sales	<u>\$65,225</u>	52%	<u>\$42,905</u>	14%	<u>\$37,491</u>
<b>Mac Unit Sales by Operating Segment:</b>					
Americas Mac unit sales	4,976	21%	4,120	4%	3,980
Europe Mac unit sales	3,859	36%	2,840	13%	2,519
Japan Mac unit sales	481	22%	395	2%	389
Asia-Pacific Mac unit sales	1,500	62%	926	17%	793
Retail Mac unit sales	2,846	35%	2,115	4%	2,034
Total Mac unit sales	<u>13,662</u>	31%	<u>10,396</u>	7%	<u>9,715</u>
<b>Net Sales by Product:</b>					
Desktops (a)	\$ 6,201	43%	\$ 4,324	(23)%	\$ 5,622
Portables (b)	<u>11,278</u>	18%	<u>9,535</u>	9%	<u>8,732</u>
Total Mac net sales	17,479	26%	13,859	(3)%	14,354
iPod	8,274	2%	8,091	(12)%	9,153
Other music related products and services (c)	4,948	23%	4,036	21%	3,340
iPhone and related products and services (d)	25,179	93%	13,033	93%	6,742
iPad and related products and services (e)	4,958	NM	0	NM	0
Peripherals and other hardware (f)	1,814	23%	1,475	(13)%	1,694
Software, service and other sales (g)	2,573	7%	2,411	9%	2,208
Total net sales	<u>\$65,225</u>	52%	<u>\$42,905</u>	14%	<u>\$37,491</u>
<b>Unit Sales by Product:</b>					
Desktops (a)	4,627	45%	3,182	(14)%	3,712
Portables (b)	<u>9,035</u>	25%	<u>7,214</u>	20%	<u>6,003</u>
Total Mac unit sales	<u>13,662</u>	31%	<u>10,396</u>	7%	<u>9,715</u>
Net sales per Mac unit sold (h)	<u>\$ 1,279</u>	(4)%	<u>\$ 1,333</u>	(10)%	<u>\$ 1,478</u>
iPod unit sales	<u>50,312</u>	(7)%	<u>54,132</u>	(1)%	<u>54,828</u>
Net sales per iPod unit sold (h)	<u>\$ 164</u>	10%	<u>\$ 149</u>	(11)%	<u>\$ 167</u>
iPhone units sold	<u>39,989</u>	93%	<u>20,731</u>	78%	<u>11,627</u>
iPad units sold	<u>7,458</u>	NM	<u>0</u>	NM	<u>0</u>

(a) Includes iMac, Mac mini, Mac Pro and Xserve product lines.

(b) Includes MacBook, MacBook Air and MacBook Pro product lines.

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**Form 10-Q**

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(Mark One)  
 **QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended December 25, 2010

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

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**Apple Inc.**

(Exact name of Registrant as specified in its charter)

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**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

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Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer   
Non-accelerated filer  (Do not check if a smaller reporting company)

Accelerated filer   
Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

921,278,012 shares of common stock issued and outstanding as of January 7, 2011

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## Net Sales

The following table summarizes net sales and Mac unit sales by operating segment and net sales and unit sales by product during the three months ended December 25, 2010 and December 26, 2009 (in millions, except unit sales in thousands and per unit amounts):

	Three Months Ended		
	December 25, 2010	December 26, 2009	Change
<b>Net Sales by Operating Segment:</b>			
Americas net sales	\$ 9,218	\$ 6,092	51%
Europe net sales	7,256	5,024	44%
Japan net sales	1,433	783	83%
Asia-Pacific net sales	4,987	1,813	175%
Retail net sales	3,847	1,971	95%
Total net sales	<u>\$ 26,741</u>	<u>\$ 15,683</u>	71%
<b>Net Sales by Product:</b>			
Desktops (a)	\$ 1,731	\$ 1,692	2%
Portables (b)	3,699	2,758	34%
Total Mac net sales	5,430	4,450	22%
iPod	3,425	3,391	1%
Other music related products and services (c)	1,431	1,164	23%
iPhone and related products and services (d)	10,468	5,578	88%
iPad and related products and services (e)	4,608	0	NM
Peripherals and other hardware (f)	593	469	26%
Software, service and other sales (g)	786	631	25%
Total net sales	<u>\$ 26,741</u>	<u>\$ 15,683</u>	71%
<b>Unit Sales by Product:</b>			
Desktops (a)	1,227	1,234	(1%)
Portables (b)	2,907	2,128	37%
Total Mac unit sales	<u>4,134</u>	<u>3,362</u>	23%
Net sales per Mac unit sold (h)	<u>\$ 1,313</u>	<u>\$ 1,324</u>	(1%)
iPod unit sales	<u>19,446</u>	<u>20,970</u>	(7%)
Net sales per iPod unit sold (h)	<u>\$ 176</u>	<u>\$ 162</u>	9%
iPhone unit sales	<u>16,235</u>	<u>8,737</u>	86%
iPad unit sales	<u>7,331</u>	<u>0</u>	NM

(a) Includes iMac, Mac mini, Mac Pro and Xserve product lines.

(b) Includes MacBook, MacBook Air and MacBook Pro product lines.

(c) Includes iTunes Store sales, iPod services, and Apple-branded and third-party iPod accessories.

(d) Includes revenue recognized from iPhone sales, carrier agreements, services, and Apple-branded and third-party iPhone accessories.

(e) Includes revenue recognized from iPad sales, services, and Apple-branded and third-party iPad accessories.

(f) Includes sales of displays, wireless connectivity and networking solutions, and other hardware accessories.

(g) Includes sales of Apple-branded operating system and application software, third-party software, and Mac and Internet services.

(h) Derived by dividing total product-related net sales by total product-related unit sales.

NM = Not Meaningful

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**Form 10-Q**

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(Mark One)

**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended March 26, 2011

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

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**APPLE INC.**

(Exact name of Registrant as specified in its charter)

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**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

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Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer   
Non-accelerated filer  (Do not check if a smaller reporting company)

Accelerated filer   
Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

924,754,561 shares of common stock issued and outstanding as of April 8, 2011

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## Net Sales

The following table summarizes net sales by operating segment and net sales and unit sales by product during the three- and six-month periods ended March 26, 2011 and March 27, 2010 (in millions, except unit sales in thousands and per unit amounts):

	Three Months Ended			Six Months Ended		
	March 26, 2011	March 27, 2010	Change	March 26, 2011	March 27, 2010	Change
<b>Net Sales by Operating Segment:</b>						
Americas net sales	\$ 9,323	\$ 4,993	87%	\$18,541	\$11,085	67%
Europe net sales	6,027	4,050	49%	13,283	9,074	46%
Japan net sales	1,383	887	56%	2,816	1,670	69%
Asia-Pacific net sales	4,743	1,886	151%	9,730	3,699	163%
Retail net sales	3,191	1,683	90%	7,038	3,654	93%
Total net sales	<u>\$24,667</u>	<u>\$13,499</u>	83%	<u>\$51,408</u>	<u>\$29,182</u>	76%
<b>Net Sales by Product:</b>						
Desktops (a)	\$ 1,441	\$ 1,532	(6)%	\$ 3,172	\$ 3,224	(2)%
Portables (b)	3,535	2,228	59%	7,234	4,986	45%
Total Mac net sales	4,976	3,760	32%	10,406	8,210	27%
iPod	1,600	1,861	(14)%	5,025	5,252	(4)%
Other music related products and services (c)	1,634	1,327	23%	3,065	2,491	23%
iPhone and related products and services (d)	12,298	5,445	126%	22,766	11,023	107%
iPad and related products and services (e)	2,836	0	NM	7,444	0	NM
Peripherals and other hardware (f)	580	472	23%	1,173	941	25%
Software, service and other sales (g)	743	634	17%	1,529	1,265	21%
Total net sales	<u>\$24,667</u>	<u>\$13,499</u>	83%	<u>\$51,408</u>	<u>\$29,182</u>	76%
<b>Unit Sales by Product:</b>						
Desktops (a)	1,009	1,147	(12)%	2,236	2,381	(6)%
Portables (b)	2,751	1,796	53%	5,658	3,924	44%
Total Mac unit sales	<u>3,760</u>	<u>2,943</u>	28%	<u>7,894</u>	<u>6,305</u>	25%
iPod unit sales	9,017	10,885	(17)%	28,463	31,855	(11)%
iPhone unit sales	18,647	8,752	113%	34,882	17,489	99%
iPad unit sales	4,694	0	NM	12,025	0	NM

(a) Includes iMac, Mac mini, Mac Pro and Xserve product lines.

(b) Includes MacBook, MacBook Air and MacBook Pro product lines.

(c) Includes sales from the iTunes Store, App Store, and iBookstore in addition to sales of iPod services and Apple-branded and third-party iPod accessories.

(d) Includes revenue recognized from iPhone sales, carrier agreements, services, and Apple-branded and third-party iPhone accessories.

(e) Includes revenue recognized from iPad sales, services, and Apple-branded and third-party iPad accessories.

(f) Includes sales of displays, wireless connectivity and networking solutions, and other hardware accessories.

(g) Includes sales from the Mac App Store in addition to sales of other Apple-branded and third-party Mac software and Mac and Internet services.

NM = Not Meaningful

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**Form 10-Q**

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(Mark One)

**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended June 25, 2011

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_.

Commission file number: 000-10030

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**APPLE INC.**

(Exact name of Registrant as specified in its charter)

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**California**  
(State or other jurisdiction  
of incorporation or organization)

**94-2404110**  
(I.R.S. Employer Identification No.)

**1 Infinite Loop**  
**Cupertino, California**  
(Address of principal executive offices)

**95014**  
(Zip Code)

**Registrant's telephone number, including area code: (408) 996-1010**

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Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer   
Non-accelerated filer  (Do not check if a smaller reporting company)

Accelerated filer   
Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

927,090,886 shares of common stock issued and outstanding as of July 8, 2011

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## Net Sales

The following table summarizes net sales by operating segment and net sales and unit sales by product during the three- and nine-month periods ended June 25, 2011 and June 26, 2010 (in millions, except unit sales in thousands and per unit amounts):

	Three Months Ended			Nine Months Ended		
	June 25, 2011	June 26, 2010	Change	June 25, 2011	June 26, 2010	Change
<b>Net Sales by Operating Segment:</b>						
Americas net sales	\$ 10,126	\$ 6,227	63%	\$ 28,667	\$ 17,312	66%
Europe net sales	7,098	4,160	71%	20,381	13,234	54%
Japan net sales	1,510	910	66%	4,326	2,580	68%
Asia-Pacific net sales	6,332	1,825	247%	16,062	5,524	191%
Retail net sales	3,505	2,578	36%	10,543	6,232	69%
Total net sales	<u>\$ 28,571</u>	<u>\$ 15,700</u>	82%	<u>\$ 79,979</u>	<u>\$ 44,882</u>	78%
<b>Net Sales by Product:</b>						
Desktops (a)	\$ 1,580	\$ 1,301	21%	\$ 4,752	\$ 4,525	5%
Portables (b)	3,525	3,098	14%	10,759	8,084	33%
Total Mac net sales	5,105	4,399	16%	15,511	12,609	23%
iPod	1,325	1,545	(14)%	6,350	6,797	(7)%
Other music related products and services (c)	1,571	1,214	29%	4,636	3,705	25%
iPhone and related products and services (d)	13,311	5,334	150%	36,077	16,357	121%
iPad and related products and services (e)	6,046	2,166	179%	13,490	2,166	523%
Peripherals and other hardware (f)	517	396	31%	1,690	1,337	26%
Software, service and other sales (g)	696	646	8%	2,225	1,911	16%
Total net sales	<u>\$ 28,571</u>	<u>\$ 15,700</u>	82%	<u>\$ 79,979</u>	<u>\$ 44,882</u>	78%
<b>Unit Sales by Product:</b>						
Desktops (a)	1,155	1,004	15%	3,391	3,385	0%
Portables (b)	2,792	2,468	13%	8,450	6,392	32%
Total Mac unit sales	<u>3,947</u>	<u>3,472</u>	14%	<u>11,841</u>	<u>9,777</u>	21%
iPod unit sales	7,535	9,406	(20)%	35,998	41,261	(13)%
iPhone unit sales	20,338	8,398	142%	55,220	25,887	113%
iPad unit sales	9,246	3,270	183%	21,271	3,270	550%

(a) Includes iMac, Mac mini, Mac Pro and Xserve product lines.

(b) Includes MacBook, MacBook Air and MacBook Pro product lines.

(c) Includes sales from the iTunes Store, App Store, and iBookstore in addition to sales of iPod services and Apple-branded and third-party iPod accessories.

(d) Includes revenue recognized from iPhone sales, carrier agreements, services, and Apple-branded and third-party iPhone accessories.

(e) Includes revenue recognized from iPad sales, services, and Apple-branded and third-party iPad accessories.

(f) Includes sales of displays, wireless connectivity and networking solutions, and other hardware accessories.

(g) Includes sales from the Mac App Store in addition to sales of other Apple-branded and third-party Mac software and Mac and Internet services.