

Apple Inc. – Retail Financial Results

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

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

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

	2008				2009			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
sales - all segments	\$9.608 billion	\$7.51 billion	\$7.46 billion					
profit / (loss) - all segments	\$1.581 billion	\$1.05 billion	\$1.07 billion					
revenue - Retail segment	\$1.701 billion	\$1.451 billion	\$1.44 billion					
profit / (loss) - Retail segment	\$405 million	\$334 million	\$297 million					
store visitors	38.4 million	33.7 million	32 million					
average store revenues	\$8.7 million	\$7.1 million						
stores opened during quarter	7	4						
average stores open	201	205						
CPU units sold - Retail	504,000	458,000	476,000					
lease commitments -Retail #	\$1.2 billion	\$1.3 billion						
capital expenditures - Retail	\$75 million	\$63 million	\$113 million					
total retail personnel @	11,400	12,000						
additional cost of sales								
extended warranty offset								
high-profile store marketing	\$11 million	\$13 million						

Notes:

– total future minimum lease commitments as of the end of the quarter; ranges 5 to 16-year leases for retail space, but the majority are for 10 years

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

@ – stated as full-time equivalent positions