APPLE INC
Reported by
CUE EDUARDO H

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 10/17/17 for the Period Ending 10/15/17

Address
ONE INFINITE LOOP
CUPERTINO, CA, 95014

Telephone
(408) 996-1010
CIK
0000320193
Symbol
AAPL
SIC Code
3571 - Electronic Computers
Industry
Computer Hardware
Sector
Technology
Fiscal Year
09/30
Fue Eduardo H
1 INFINITE LOOP
CUPERTINO, CA 95014

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>Title of Security (Instr. 3)</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Number of Securities Acquired (A) or Disposed of (D)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Units</td>
<td>10/1/2017</td>
<td>A</td>
<td>64885</td>
<td>64885.0</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Units</td>
<td>10/15/2017</td>
<td>A</td>
<td>63699</td>
<td>63699.0</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>Title of Derivative Security (Instr. 3)</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Date Exercisable</th>
<th>Date Expiration</th>
<th>Title of Underlying Derivative Security (Instr. 3 and 4)</th>
<th>Amount of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Units</td>
<td>10/1/2017</td>
<td>A</td>
<td>64885</td>
<td>64885.0</td>
<td>D</td>
<td>D</td>
<td>Common Stock</td>
<td>64885.0</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Units</td>
<td>10/15/2017</td>
<td>A</td>
<td>63699</td>
<td>63699.0</td>
<td>D</td>
<td>D</td>
<td>Common Stock</td>
<td>63699.0</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) Each restricted stock unit represents the right to receive, at settlement, one share of common stock.

(2) Vesting of these restricted stock units depends on Apple's relative total shareholder return from the first day of Apple's fiscal 2018 and ending with the last day of Apple's fiscal 2020. The "target" number of restricted stock units is reported. Between 0% and 200% of the target number of units may vest on October 1, 2020, with the vesting percentage determined based on actual performance.

(3) These restricted stock units are scheduled to vest as to one-third of the units on each of April 1, 2020, April 1, 2021 and April 1, 2022.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cue Eduardo H 1 INFINITE LOOP CUPERTINO, CA 95014</td>
<td>Senior Vice President</td>
</tr>
</tbody>
</table>

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Eduardo H. Cue 10/17/2017

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).


Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.
Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.