Apple Inc.
Reconciliation of Segment Revenue
(In millions)

	Q1'11	Q2'11	Q3'11	Q4'11	FY11	Q1'12	Q2'12	Q3'12	Q4'12	FY12
Operating Segments (As Previously Reported) (y)										
Americas	$ 9,218	$ 9,323	$ 10,126	$ 9,648	$ 38,315	$ 17,714	$ 13,182	$ 12,806	$ 13,810	$ 57,512
Europe	7,256	6,027	7,098	7,397	27,778	11,256	8,807	8,237	8,023	36,323
Japan	1,433	1,383	1,510	1,111	5,437	3,550	2,645	2,009	2,367	10,571
Asia Pacific	4,987	4,743	6,332	6,530	22,592	7,697	10,153	7,887	7,537	33,274
Retail	3,847	3,191	3,505	3,584	14,127	6,116	4,399	4,084	4,229	18,828
Total Apple Revenue	**$ 26,741**	**$ 24,667**	**$ 28,571**	**$ 28,270**	**$ 108,249**	**$ 46,333**	**$ 39,186**	**$ 35,023**	**$ 35,966**	**$ 156,508**
Creation of Greater China Operating Segment (z)										
Americas	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Europe	-	-	-	-	-	-	-	-	-	-
Greater China (a)	2,467	2,220	3,640	4,363	12,690	4,080	7,637	5,389	5,427	22,533
Japan	-	-	-	-	-	-	-	-	-	-
Asia Pacific (a)	(2,467)	(2,220)	(3,640)	(4,363)	(12,690)	(4,080)	(7,637)	(5,389)	(5,427)	(22,533)
Retail	-	-	-	-	-	-	-	-	-	-
Total Revenue Adjustment	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**
Operating Segments (As Recasted) (y + z)										
Americas	$ 9,218	$ 9,323	$ 10,126	$ 9,648	$ 38,315	$ 17,714	$ 13,182	$ 12,806	$ 13,810	$ 57,512
Europe	7,256	6,027	7,098	7,397	27,778	11,256	8,807	8,237	8,023	36,323
Greater China	2,467	2,220	3,640	4,363	12,690	4,080	7,637	5,389	5,427	22,533
Japan	1,433	1,383	1,510	1,111	5,437	3,550	2,645	2,009	2,367	10,571
Rest of Asia Pacific	2,520	2,523	2,692	2,167	9,902	3,617	2,516	2,498	2,110	10,741
Retail	3,847	3,191	3,505	3,584	14,127	6,116	4,399	4,084	4,229	18,828
Total Apple Revenue	**$ 26,741**	**$ 24,667**	**$ 28,571**	**$ 28,270**	**$ 108,249**	**$ 46,333**	**$ 39,186**	**$ 35,023**	**$ 35,966**	**$ 156,508**

(a) The Company manages its business primarily on a geographic basis. Prior to fiscal year 2013, the Company's reportable operating segments consisted of the Americas, Europe, Japan, Asia Pacific and Retail. The results of the geographic segments do not include the results of the Retail segment. Beginning in Q1 2013, the Company established a new reportable operating segment, "Greater China," which includes China, Hong Kong and Taiwan. The Greater China results were previously included in the Asia Pacific segment, and the Company has assigned the name "Rest of Asia Pacific" to the remainder of the former Asia Pacific segment. The segment revenue information for prior periods has been reclassified to reflect the establishment of the new Greater China and Rest of Asia Pacific segments.