

iPhone's pricey tag

European consumers will be able to get their hands on Apple's iconic iPhone from November – but at a price. In Britain an iPhone will cost between £899 and £1,259 including connection fees

8Gb iPhone (*Prices in UK*)

Components and assembly **£132**

Apple price **£269**
Profit margin **51%**

O2 carrier cost:
Exclusive 18-month contract with O2 at £35-£55 a month
£630-£990

Share to Apple (est.) **40%**

Total cost
£899-£1,259

