

Apple posts record sales

Apple's first quarter profits smashed market expectations as holiday purchases of the iPhone catapulted sales to a record \$46.3bn



● Revenue
● Net profit
(\$ billions)

International sales: **58%** of revenue

46.33

24.67

5.99

28.57

7.31

28.27

6.62

13.06

Jan-Mar

Apr-Jun

Jul-Sep

Oct-Dec

Sales and change over year-ago quarter

| | | |
|---------|----------------------|----------------|
| iPhones | 37.04 million | Up 128% |
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| iPads | 15.43 million | Up 111% |
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| Macs | 5.2 million | Up 26% |
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| iPods | 15.4 million | Down 21% |
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Source: Apple

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