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## iPhone 6s/6s Plus Underperform Year-Ago Sales

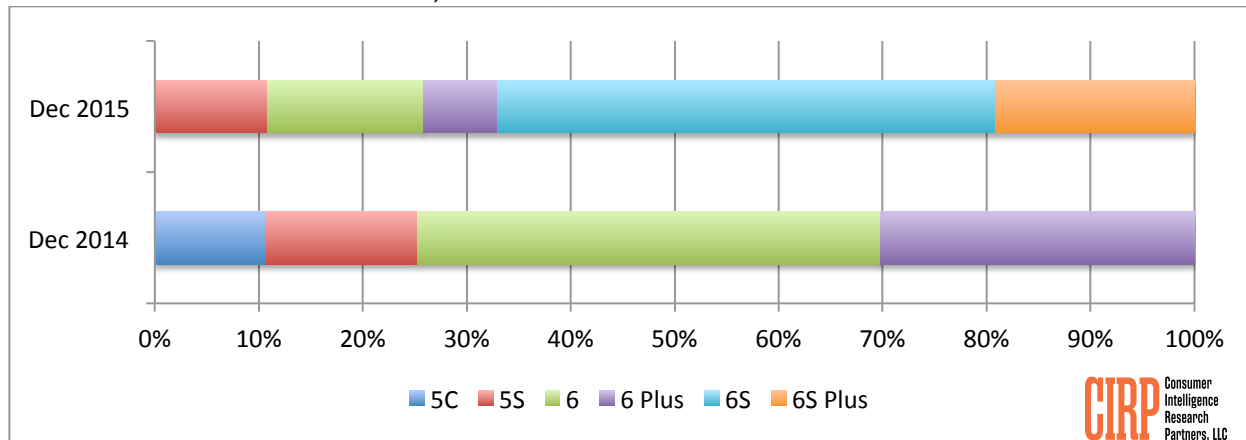
**iPad mini Has Largest Share of iPad Sales; Strong Launch for iPad Pro**

CHICAGO, IL – Thursday, January 21, 2016 - Consumer Intelligence Research Partners, LLC (CIRP), today released analysis of the results from its research on Apple, Inc. (NASDAQ:AAPL) for the fiscal quarter that ended December 26, 2015.

The fiscal quarter represents the first full quarter after the launch of the iPhone 6s and 6s Plus models. These flagship models accounted for a significant share of iPhone sales in the quarter, yet did not have as high a share as the iPhone 6 and 6 Plus models did in the December 2014 quarter following their launch. For the first time, iPad mini models accounted for the largest share of iPad sales during the quarter, outselling the full-size iPad Air models. The new, larger iPad Pro won meaningful share, too.

CIRP finds that the new iPhone 6s and 6s Plus accounted for 67% of total US iPhone sales, with iPhone 6s at 48% and iPhone 6s Plus at 19% (Chart 1). In the December 2014 quarter, iPhone 6 and 6 Plus accounted for 75% of total US iPhone sales with 30% iPhone 6 Plus.

**Chart 1: iPhone Models US Sales Mix, Fourth Quarter 2014 and 2015**

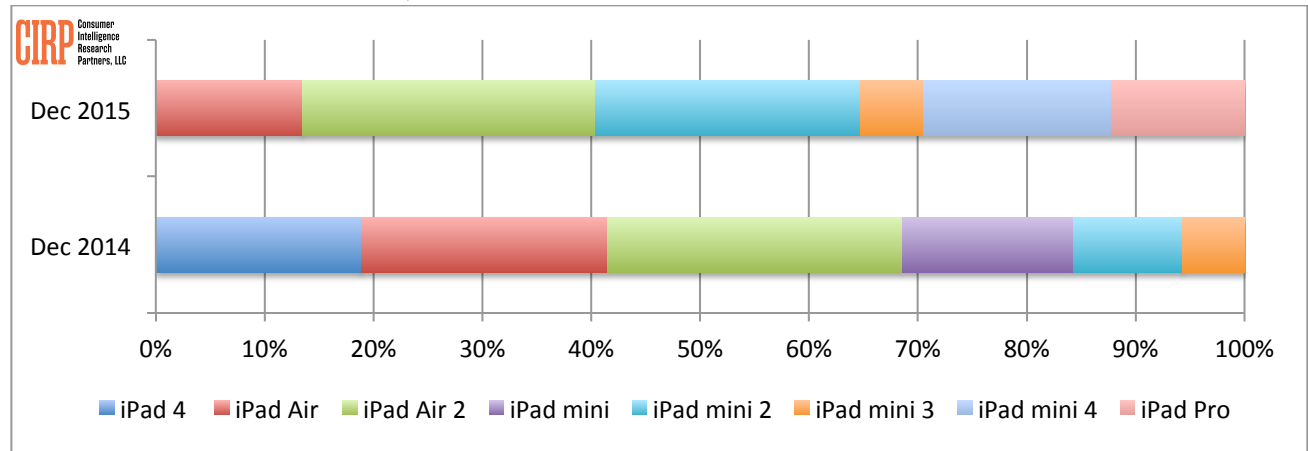


“The iPhone 6s and 6s Plus did quite well,” said Josh Lowitz, CIRP Partner and Co-Founder. “Yet, they did not dominate the same way that iPhone 6 and 6 Plus did a year

ago. The total share of the new flagship models fell below the share of the then-new phones in 2014, and the large-format iPhone 6s Plus share of sales dropped compared to the iPhone 6 Plus as well. Customers continue to choose the year-old iPhone 6 and 6 Plus, and even the two-year old iPhone 5S.”

iPad mini models captured a greater share of iPad sales (47%) than the iPad Air models (40%) (Chart 2). In the December 2014 quarter iPad mini accounted for 32% of sales. The new iPad Pro also captured meaningful share at 12% of total iPad sales in the December 2015 quarter.

**Chart 2: iPad Models US Sales Mix, Fourth Quarter 2014 and 2015**



“For the first time, iPad mini format had a greater share of sales than the iPad Air format,” said Mike Levin, Partner and Co-Founder of CIRP. “iPad mini did much better in the quarter than it did a year ago, in part because of the lower price points along with holiday price promotions, and because of the different models available. At the other end of the spectrum, iPad Pro had a strong launch, with 12% of total sales at a new, much higher price point.”

CIRP bases its findings on its survey of 500 US Apple customers, surveyed from December 26, 2015 – January 12, 2016, that purchased an iPhone, iPad, or Mac in the US in October-December 2015 period. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at [www.cirpllc.com](http://www.cirpllc.com).

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