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iPhone 6 and 6 Plus Show Continued Strength

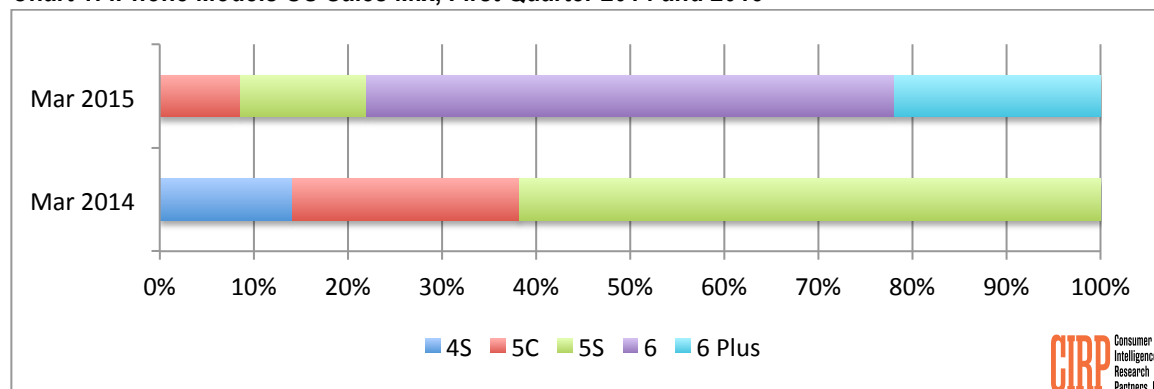
iPad Air Models Increase Share

CHICAGO, IL – Wednesday, April 22, 2015 - 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 March 28, 2015.

CIRP finds that the new iPhone 6 and 6 Plus models continue to dominate US iPhone sales, while the legacy 5S and 5C shares shrink. Share for the iPhone 6 Plus moderated somewhat following its exceptional uptake in the first full sales quarter that ended December 2014. Share of sales for more expensive iPad models increased relative to earlier periods.

The iPhone 6 and 6 Plus models accounted for over three-quarters of all iPhones sold in the quarter, with iPhone 6 at 56% and iPhone 6 Plus at 22% (see Chart 1). In the December 2014 quarter, iPhone 6 accounted for 45% with iPhone 6 Plus at 30%.

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

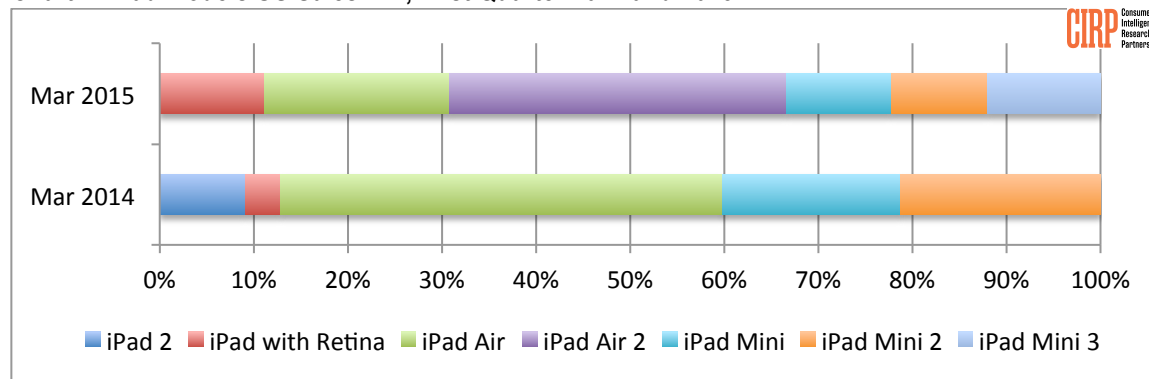


“Together the flagship iPhone 6 and 6 Plus share of total iPhone sales increased relative to the December 2014 quarter,” said Josh Lowitz, CIRP Partner and Co-Founder. “ASP as predicted by our US Weighted Average Retail Price (US-WARP) may decline, however. The initial unanticipated strength of the 6 Plus has moderated

somewhat , with the 6 Plus to 6 ratio declining from 2:3 to 2:5 in the most recent quarter, though this is still a strong showing for the super-premium model.”

The full-size format iPad Air models continued to dominate sales of iPad tablets. Together the one-year old iPad Air and recently released iPad Air 2 accounted for 56% of all iPad sales in the quarter (see Chart 2), compared to 50% in the December 2014 quarter.

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



“The iPad Air format continued to dominate Apple’s tablet line, and the higher-priced iPad Air 2 did even better in the quarter,” said Mike Levin, Partner and Co-Founder of CIRP. “In contrast, the smaller format iPad mini, with three different models, accounts for a third of sales, down from 40% a year-ago. Apple has segmented the market nicely between small- and large-format tablets, and consumers have migrated back to the more expensive large-format, two years after the introduction of the first mini. This trend, along with surprising strength in sales of 4G models and Apple’s strategy of moving customers to greater storage options, helps stabilize iPad ASP, which we expect to remain level relative to the December 2014 quarter.”

CIRP bases its findings on its survey of 500 US Apple customers, surveyed from March 28-April 6, 2015, that purchased an iPhone, iPad, or Mac in the US in January-March 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.

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