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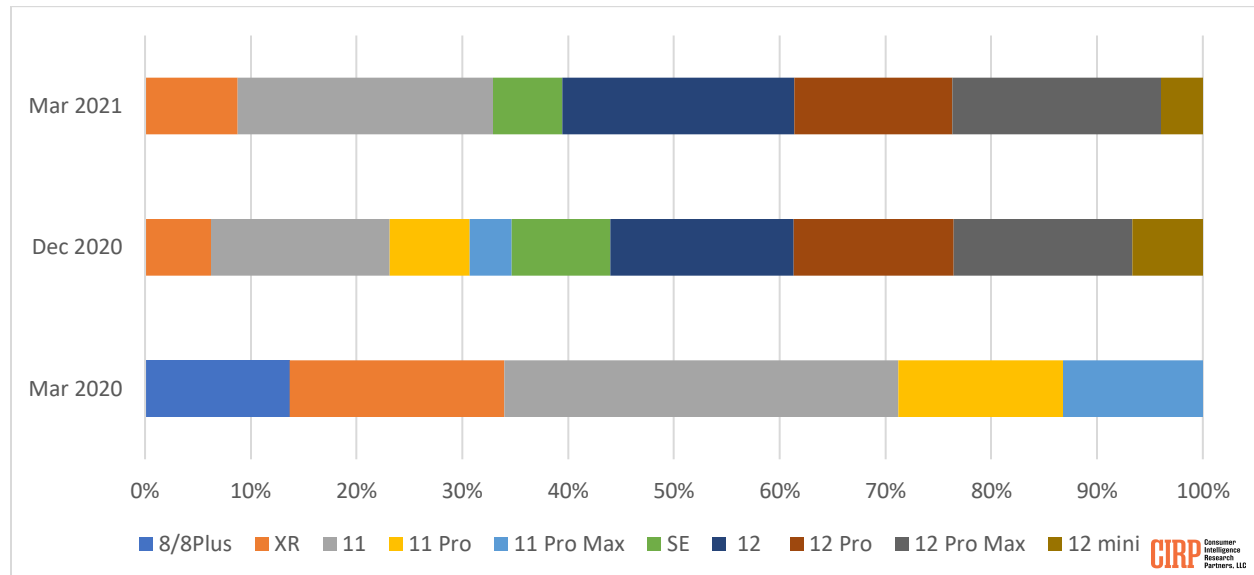
Full-size iPhone 12 Models, iPhone 11 Deliver

Model Mix Lowers US-WARP; iPhone Mini, SE Have Lowest Share

CHICAGO, IL – Thursday, April 22, 2021: Consumer Intelligence Research Partners, LLC (CIRP), today released analysis of the results from its research on Apple, Inc. (NASDAQ:AAPL) for the second fiscal quarter of 2021.

CIRP finds that the four new iPhone 12 models (12, 12 Pro, 12 Pro Max, and 12 mini) accounted for 61% of US iPhone sales in the quarter. iPhone 11 had the largest share for a single model, at 24% (Chart 1).

Chart 1: iPhone Models US Sales Mix



“In the first full quarter of availability, we now see how consumers prefer the full-size iPhone 12 and 12 Pro models, and legacy iPhone 11, avoiding iPhone mini and SE,” said Josh Lowitz, CIRP Partner and Co-Founder. “The iPhone 12 models, including the base, Pro, and Pro Max, all garnered decent share, divided relatively equally among them, including the highest-priced iPhone 12 Pro Max with 20% of sales. This improved on how the iPhone 11 Pro Max models performed a year ago, when it accounted for 13% of sales. Still, iPhone 11 actually had the largest share of any single model, suggesting consumers find its price point and form factor attractive. iPhone 12 mini and

SE had the smallest shares of all models, and both decreased share relative to the December 2020 quarter.”

The model mix resulted in a US Weighted Average Retail Price (US-WARP) of \$847 for the quarter, compared to \$873 for the December 2020 quarter and \$795 for the March 2020 quarter.

“Now that we have a clear picture of the various models in the current lineup, Apple saw US-WARP decline a bit relative to the previous quarter, still maintaining an increase relative to a year ago,” said Mike Levin, CIRP Partner and Co-Founder. “Comparisons to the December 2020 quarter are difficult, with COVID-19, holiday sales, and the mix of old and new models introduced in that quarter. The decrease reflects the shift back to the year-old iPhone 11, and residual popularity of the older iPhone XR. That decrease was mitigated by continuing strength in the higher priced iPhone 12 models, and the \$100 price increase for the core iPhone 12, contributing to the increase in US-WARP relative to the year-ago quarter.”

CIRP bases its findings on its survey of 500 US Apple customers that purchased an iPhone, iPad, Mac computer, or Apple Watch in the January-March 2021 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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