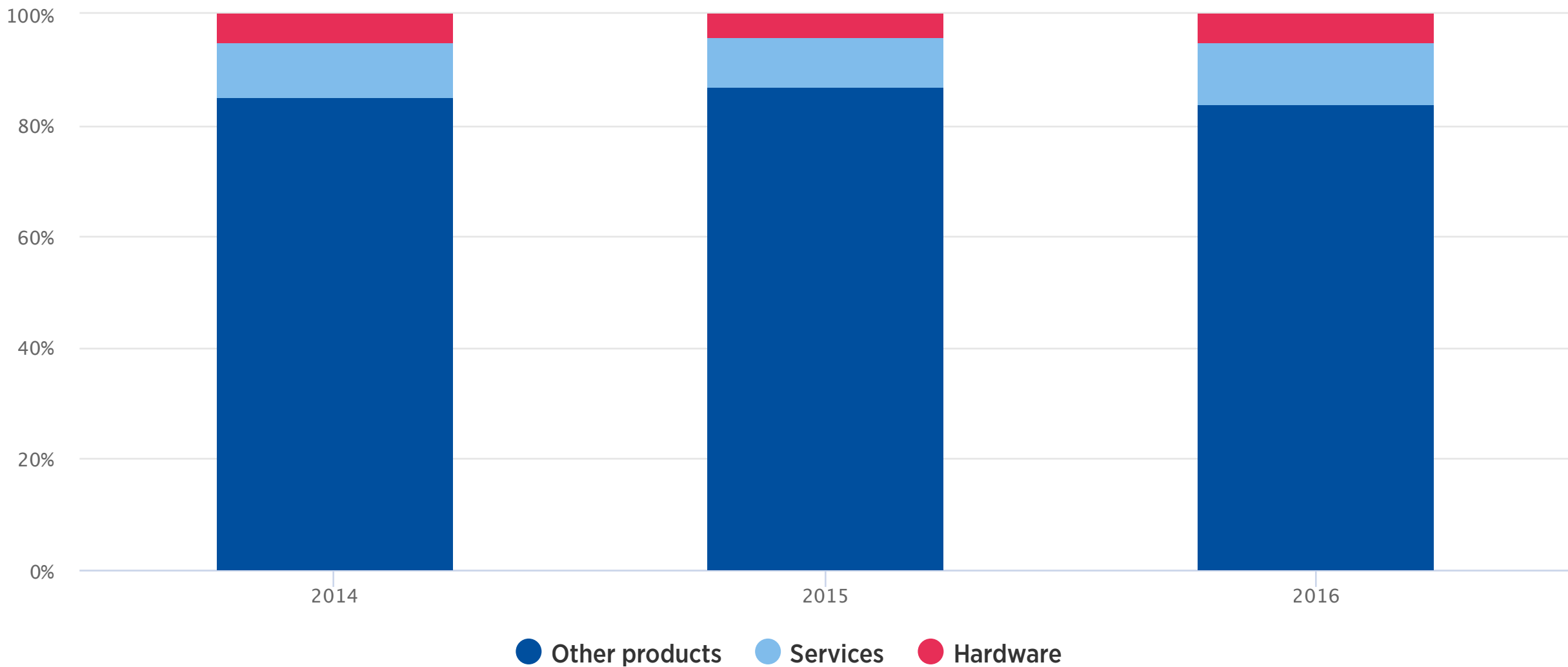


Change in the breakdown of Apple's net sales, 2014-2016



Source: IDATE DigiWorld in "World OTT markets"