

# Exhibit I

**EXHIBIT 204**  
**FILED UNDER SEAL**

APPLE INC  
 Samsung  
 US Sales

	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS
	Q4 FY07	Q1 FY08	Q2 FY08	Q3 FY08	Q4 FY08	Q1 FY09	Q2 FY09	Q3 FY09	Q4 FY09	Q1 FY10	Q2 FY10	Q3 FY10	Q4 FY10
IPOD TOUCH IPOD TOUCH N45 SEP07													
IPOD TOUCH IPOD TOUCH N72 SEP08													
IPOD TOUCH IPOD TOUCH N72B SEP09													
IPOD TOUCH IPOD TOUCH N18 SEP09													
IPOD TOUCH IPOD TOUCH N81 SEP10													
IPOD TOUCH RFB IPOD TOUCH													
IPOD TOUCH ADJ IPOD TOUCH													
TOTAL IPOD TOUCH	172,123	1,764,446	737,675	825,019	1,204,046	3,180,811	1,630,960	1,941,709	2,099,839	4,960,526	2,646,876		
IPAD													
IPAD K48 MAR10													
IPAD K48M MAR10													
IPAD K93 MAR11													
IPAD K94 MAR11													
IPAD K95 MAR11													
IPAD J1 MAR12													
IPAD J2 MAR12													
IPAD J2A MAR12													
RFB IPAD													
ADJ IPAD													
TOTAL IPAD	-	-	-	-	-	-	-	-	-	-	-	-	-

APPLE - HIGHLY CONFIDENTIAL

US Sales  
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APPLE INC  
 Samsung  
 US Sales

	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	UNITS	REVENUE	
	Q3 FY10	Q4 FY10	Q1 FY11	Q2 FY11	Q3 FY11	Q4 FY11	Q1 FY12	Q2 FY12	Q3 FY12	Q4 FY12	Q1 FY13	Q2 FY13	Q3 FY13	Q4 FY13	Q1 FY14	Q2 FY14	Q3 FY14	Q4 FY14	Q4 FY07	
IPOD TOUCH IPOD TOUCH N45 SEP07																				
IPOD TOUCH IPOD TOUCH N72 SEP08																				
IPOD TOUCH IPOD TOUCH N72B SEP09																				
IPOD TOUCH IPOD TOUCH N18 SEP09																				
IPOD TOUCH IPOD TOUCH N81 SEP10																				
IPOD TOUCH RFB IPOD TOUCH																				
IPOD TOUCH ADJ IPOD TOUCH																				
TOTAL IPOD TOUCH	2,441,164	2,500,849	5,689,346	2,292,899	1,881,187	1,588,400	5,174,558	2,028,321	1,790,556										\$ 57,428,387	
IPAD																				
IPAD K48 MAR10																				
IPAD K48M MAR10																				
IPAD K93 MAR11																				
IPAD K94 MAR11																				
IPAD K95 MAR11																				
IPAD J1 MAR12																				
IPAD J2 MAR12																				
IPAD J2A MAR12																				
IPAD RFB IPAD																				
IPAD ADJ IPAD																				
TOTAL IPAD	2,293,735	1,968,908	3,597,348	1,913,834	4,293,229	3,795,366	5,966,841	4,460,385	5,712,657											\$ -

US Sales  
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APPLE INC  
 Samsung  
 US Sales

	REVENUE Q1 FY08	REVENUE Q2 FY08	REVENUE Q3 FY08	REVENUE Q4 FY08	REVENUE Q1 FY09	REVENUE Q2 FY09	REVENUE Q3 FY09	REVENUE Q4 FY09
IPOD TOUCH IPOD TOUCH N45 SEP07								
IPOD TOUCH IPOD TOUCH N72 SEP08								
IPOD TOUCH IPOD TOUCH N72B SEP09								
IPOD TOUCH IPOD TOUCH N18 SEP09								
IPOD TOUCH IPOD TOUCH N81 SEP10								
IPOD TOUCH RFB IPOD TOUCH								
IPOD TOUCH ADJ IPOD TOUCH								
TOTAL IPOD TOUCH	\$ 523,010,704	\$ 242,093,971	\$ 253,524,450	\$ 317,214,660	\$ 737,244,770	\$ 392,263,026	\$ 438,029,916	\$ 457,455,023
IPAD								
IPAD K48 MAR10								
IPAD K48M MAR10								
IPAD K93 MAR11								
IPAD K94 MAR11								
IPAD K95 MAR11								
IPAD J1 MAR12								
IPAD J2 MAR12								
IPAD J2A MAR12								
RFB IPAD								
ADJ IPAD								
TOTAL IPAD	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

US Sales  
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APPLE - HIGHLY CONFIDENTIAL

APPLE INC  
 Samsung  
 US Sales

	REVENUE Q1 FY10	REVENUE Q2 FY10	REVENUE Q3 FY10	REVENUE Q4 FY10	REVENUE Q1 FY11	REVENUE Q2 FY11	REVENUE Q3 FY11
IPOD TOUCH IPOD TOUCH N45 SEP07	\$						
IPOD TOUCH IPOD TOUCH N72 SEP08	\$						
IPOD TOUCH IPOD TOUCH N72B SEP09	\$						
IPOD TOUCH IPOD TOUCH N18 SEP09	\$						
IPOD TOUCH IPOD TOUCH N81 SEP10	\$						
IPOD TOUCH RFB IPOD TOUCH	\$						
IPOD TOUCH ADJ IPOD TOUCH	\$						
TOTAL IPOD TOUCH	\$ 1,000,777,559	\$ 557,727,519	\$ 492,576,398	\$ 495,890,601	\$ 1,263,334,621	\$ 546,952,703	\$ 419,622,250
IPAD							
IPAD K48 MAR10							
IPAD K48M MAR10							
IPAD K93 MAR11							
IPAD K94 MAR11							
IPAD K95 MAR11							
IPAD J1 MAR12							
IPAD J2 MAR12							
IPAD J2A MAR12							
RFB IPAD							
ADJ IPAD							
TOTAL IPAD	\$ -	\$ -	\$ 1,397,852,237	\$ 1,223,480,152	\$ 2,064,581,427	\$ 1,067,404,775	\$ 2,582,629,921

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US Sales  
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APPLE INC  
 Samsung  
 US Sales

	REVENUE Q4 FY11	REVENUE Q1 FY12	REVENUE Q2 FY 12	REVENUE Q3 FY12	STD COST Q4 FY07	STD COST Q1 FY08	STD COST Q2 FY08	STD COST Q3 FY08
IPOD TOUCH IPOD TOUCH N45 SEP07								
IPOD TOUCH IPOD TOUCH N72 SEP08								
IPOD TOUCH IPOD TOUCH N72B SEP09								
IPOD TOUCH IPOD TOUCH N18 SEP09								
IPOD TOUCH IPOD TOUCH N81 SEP10								
IPOD TOUCH RFB IPOD TOUCH								
IPOD TOUCH ADJ IPOD TOUCH								
TOTAL IPOD TOUCH	\$ 342,286,343	\$ 993,115,931	\$ 410,922,482	\$ 354,062,071	\$ 38,893,707	\$ 34,148,628	\$ 154,465,414	\$ 152,018,014
IPAD								
IPAD K48 MAR10								
IPAD K48M MAR10								
IPAD K93 MAR11								
IPAD K94 MAR11								
IPAD K95 MAR11								
IPAD J1 MAR12								
IPAD J2 MAR12								
IPAD J2A MAR12								
RFB IPAD								
ADJ IPAD								
TOTAL IPAD	\$ 2,172,069,576	\$ 3,240,194,893	\$ 2,386,598,692	\$ 2,890,864,656	\$ -	\$ -	\$ -	\$ -

US Sales  
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APPLE INC  
Samsung  
US Sales

	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST
	Q4 FY08	Q1 FY09	Q2 FY09	Q3 FY09	Q4 FY09	Q1 FY10	Q2 FY10	Q3 FY10	Q4 FY10	Q1 FY11	Q3 FY11
IPOD TOUCH IPOD TOUCH N45 SEP07											
IPOD TOUCH IPOD TOUCH N72 SEP08											
IPOD TOUCH IPOD TOUCH N72B SEP09											
IPOD TOUCH IPOD TOUCH N18 SEP09											
IPOD TOUCH IPOD TOUCH N81 SEP10											
IPOD TOUCH RFB IPOD TOUCH											
IPOD TOUCH ADJ IPOD TOUCH											
TOTAL IPOD TOUCH	\$ 194,712,687	\$ 449,797,742	\$ 212,808,101	\$ 229,153,894	\$ 258,947,821	\$ 631,129,256	\$ 341,909,201	\$ 289,985,904			
IPAD											
IPAD K48 MAR10											
IPAD K48M MAR10											
IPAD K93 MAR11											
IPAD K94 MAR11											
IPAD K95 MAR11											
IPAD J1 MAR12											
IPAD J2 MAR12											
IPAD J2A MAR12											
RFB IPAD											
ADJ IPAD											
TOTAL IPAD	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 886,007,320



APPLE INC  
 Samsung  
 US Sales

	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST	STD COST
	Q4 FY10	Q1 FY11	Q2 FY11	Q3 FY11	Q4 FY11	Q1 FY12	Q2 FY 12	Q3 FY12	Q3 FY12	Q3 FY12
IPOD TOUCH IPOD TOUCH N45 SEP07										
IPOD TOUCH IPOD TOUCH N72 SEP08										
IPOD TOUCH IPOD TOUCH N72B SEP09										
IPOD TOUCH IPOD TOUCH N18 SEP09										
IPOD TOUCH IPOD TOUCH N81 SEP10										
IPOD TOUCH RFB IPOD TOUCH										
IPOD TOUCH ADJ IPOD TOUCH										
TOTAL IPOD TOUCH	\$ 310,203,236	\$ 832,882,278	\$ 337,524,335	\$ 259,963,264	\$ 216,256,512	\$ 626,028,072	\$ 246,624,087	\$ 198,303,470		
IPAD										
IPAD K48 MAR10										
IPAD K48M MAR10										
IPAD K93 MAR11										
IPAD K94 MAR11										
IPAD K95 MAR11										
IPAD J1 MAR12										
IPAD J2 MAR12										
IPAD J2A MAR12										
RFB IPAD										
ADJ IPAD										
TOTAL IPAD	\$ 777,447,470	\$ 1,312,881,195	\$ 723,862,379	\$ 1,736,587,721	\$ 1,463,793,277	\$ 2,077,745,667	\$ 1,622,503,662	\$ 2,017,837,012		

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US Sales  
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