

## Apple Achieves "All-Time Record" Results

Written by Marco Attard  
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Apple blows its horn while revealing its post-Steve Jobs fiscal Q1 2012 results, with big numbers showing "record" iPhone, iPad and Mac sales.



iPhone sales for the quarter total 37.04M units-- a 128% Y-o-Y increase, making CEO Tim Cook boast Apple could have sold even more units if it had more supply during the company earnings call. In comparison, Samsung sold 35M units during Q4 2011.

Meanwhile iPad totals cement claims of 2011 being the year of the Apple tablet-- sales for the period reach 15.43M units, with 111% Y-o-Y growth.

Mac sales also show growth and reach 5.2M units (consisting of 1.48M desktops and 3.7M laptops) with 26% Y-o-Y growth, as does the Apple TV "hobby" (with Q1 2012 reaching 1.4M units).

The company also shows a record in earnings-- \$13.06 billion, nearly twice of what the company earned at the same period last year (\$6BN). International sales account for 58% of total revenues.

Apple predicts an equally strong Q2, with "some amazing new products in the pipeline." But even if the competition manages to beat it, the company should remain fine thanks to \$97 billion in cash on hand.

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