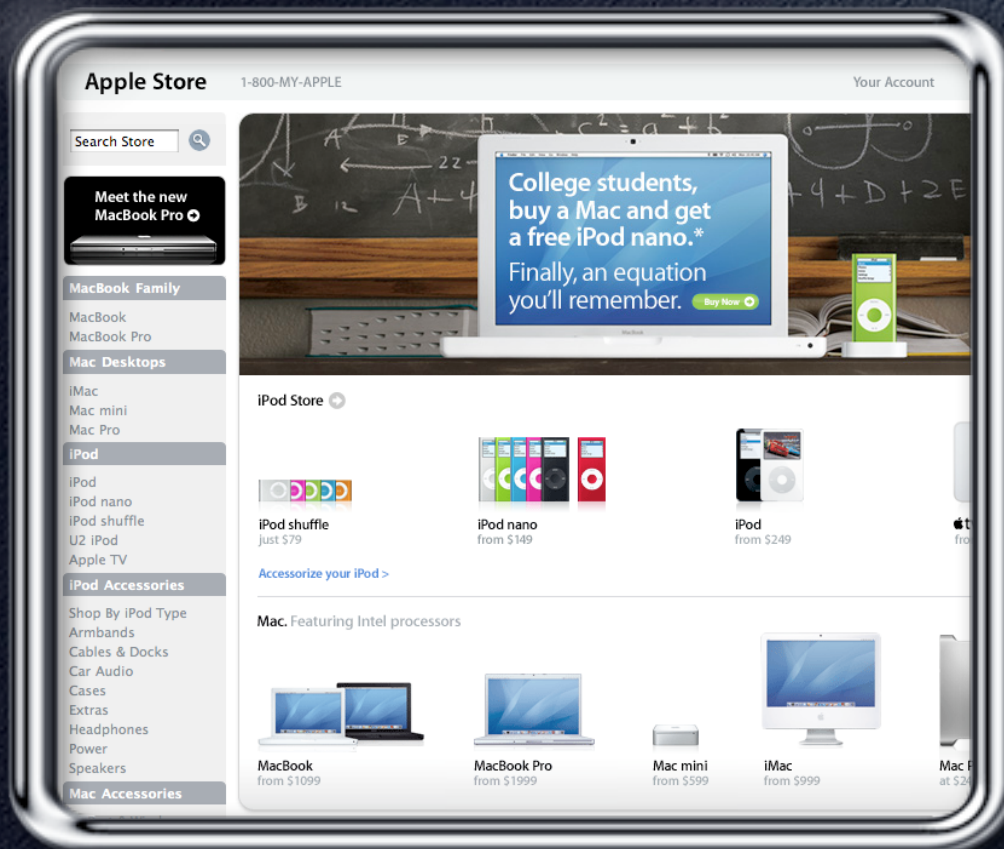




Retail Stores



Retailers



Online Store



Prosumer

Leading Apple Online Store

The screenshot shows the Apple Online Store homepage. At the top is a navigation bar with links: Store, Mac, iPod + iTunes (selected), iPhone, Downloads, Support, and a search bar. Below the navigation bar is a horizontal carousel of product categories: iPod shuffle, iPod nano, iPod classic, iPod touch, Apple TV, (PRODUCT) RED, and iTunes. A progress bar below the carousel indicates the current position. The main content area features a large banner for the iPod shuffle, titled 'A new gig for iPod shuffle.' with pricing: 'New 2GB for £45. 1GB for £32.' Below the banner are five iPod shuffle models in different colors. To the left of the banner is a sidebar with 'iPod News' featuring an 'SDK' (Software Development Kit) announcement, a video presentation, and a link to 'Which iPod are you?'. To the right of the banner is a sidebar with 'Latest in iTunes' featuring 'iTunes 7' download information, 'Digital Music Basics' guide, and 'iTunes Wi-Fi Music Store' announcement. Below the main banner are three smaller promotional tiles: 'iPod touch. Now in 32GB.' with an image of the device, 'A little video for everyone. iPod nano.' with an image of the device, and 'iTunes Tutorials. Watch videos on iTunes basics.' with an image of the iTunes interface.

Apple Store Mac iPod + iTunes iPhone Downloads Support Search

iPod shuffle iPod nano iPod classic iPod touch Apple TV (PRODUCT) RED iTunes

Products iTunes Accessories

iPod News

SDK

Build iPod touch applications. Get the Software Development Kit for iPhone and iPod touch. [Learn more](#)

Watch the presentation

iPod touch owners Get the January Software Upgrade and five great new applications. [Buy now](#)

Which iPod are you?

A new gig for iPod shuffle.

New 2GB for £45.
1GB for £32.

iPod touch. Now in 32GB.

A little video for everyone. iPod nano.

iTunes Tutorials. Watch videos on iTunes basics.

Latest in iTunes

iTunes 7

[Download now](#)

Download music, TV shows, audiobooks, podcasts and games. For Mac + PC.

Digital Music Basics

Moving from CDs to digital is easier than you might think. [Learn more](#)

iTunes Wi-Fi Music Store

Buy and download songs wirelessly from iPod touch and iPhone. [Learn more](#)

Free shipping on all iPod models

Need help? Call 1-800-MY-APPLE

Apple Store Exclusive



Say the word

Free laser engraving, an Apple Online Store exclusive

Make it a gift they'll never forget by adding your own personal laser-engraved message to the back of any iPod. It's easy, it's free, and it's only available here.

[Shop iPod Store](#)



Wrap music

Signature gift wrapping, an Apple Online Store exclusive

For just \$5, we'll ship your iPod in our origami-style gift box. It's great if you can't be there when they open it, and even better if you can watch their faces light up.

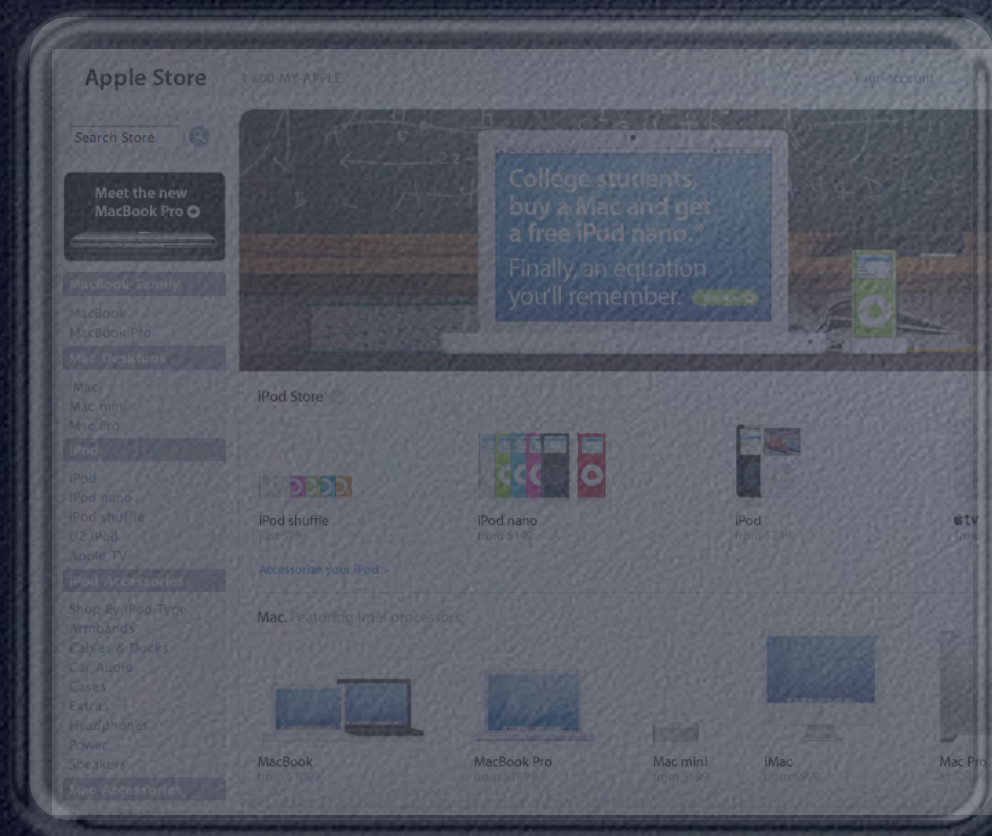
[Shop iPod Store](#)



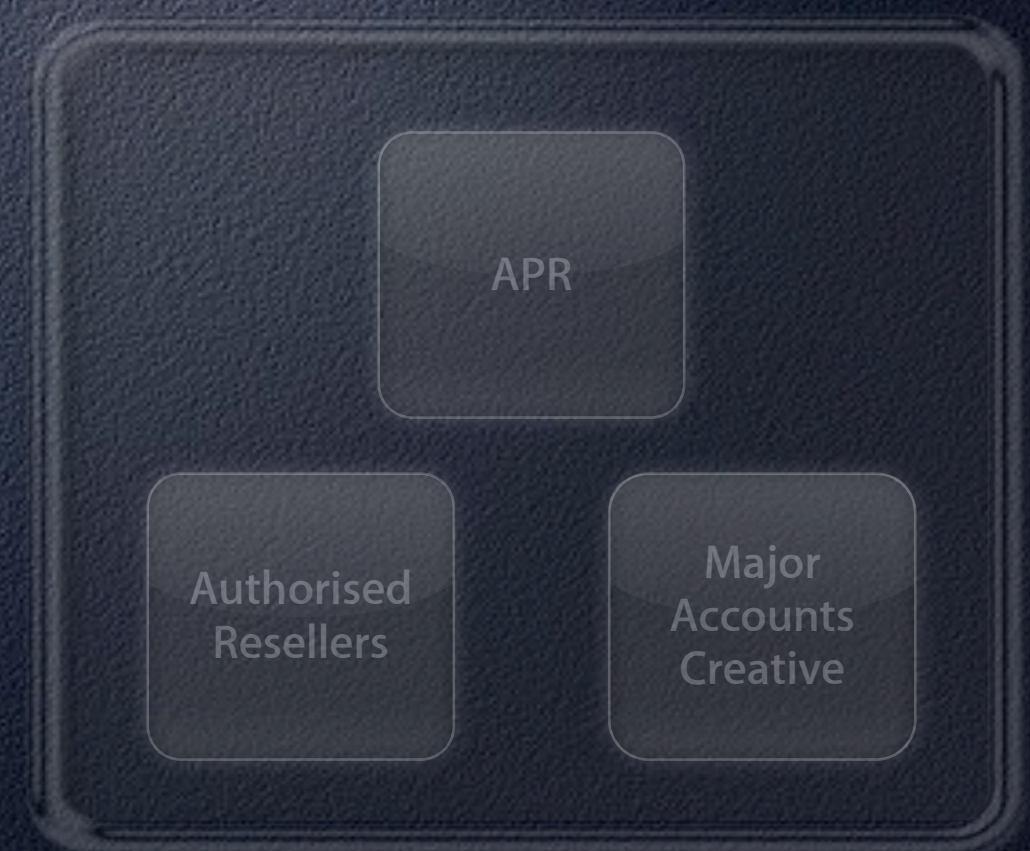
Retail Stores



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x10 Point of sales in 3 years

Number of EMEA POS

1,400
POS

FY03

FY04

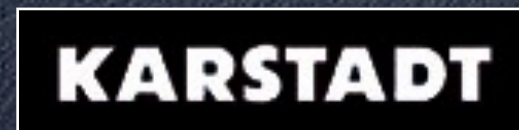
FY05

FY06

13,900
POS

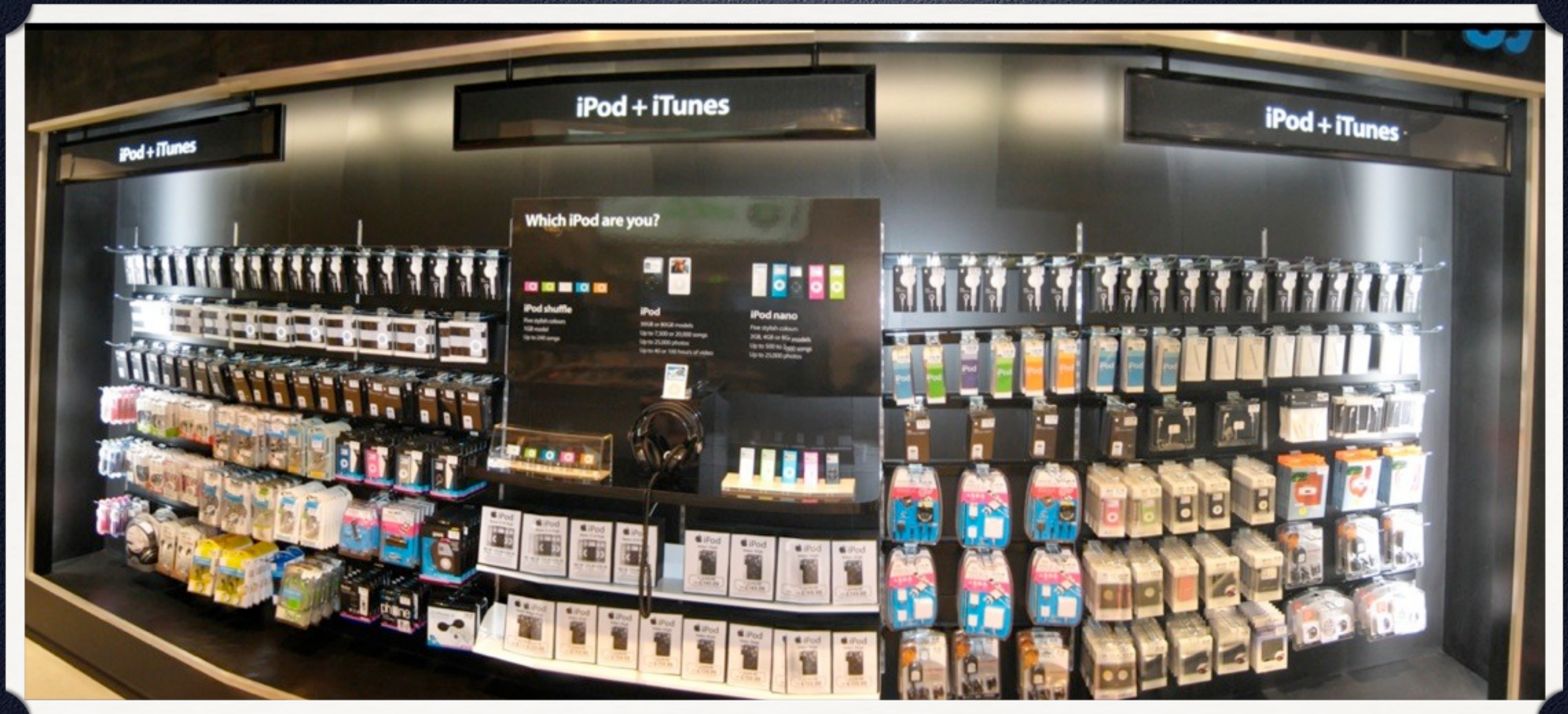


John Lewis





iPod: Showcase merchandising

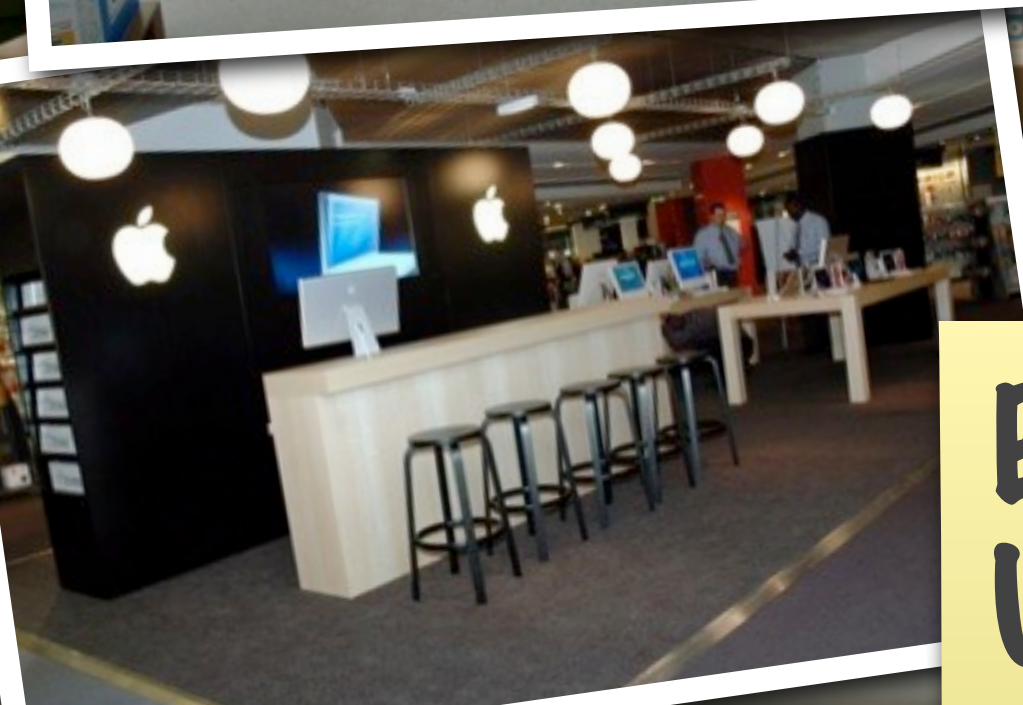


HMV, Merryhill, UK (before update with new products)



Mac: Shop-in-shop





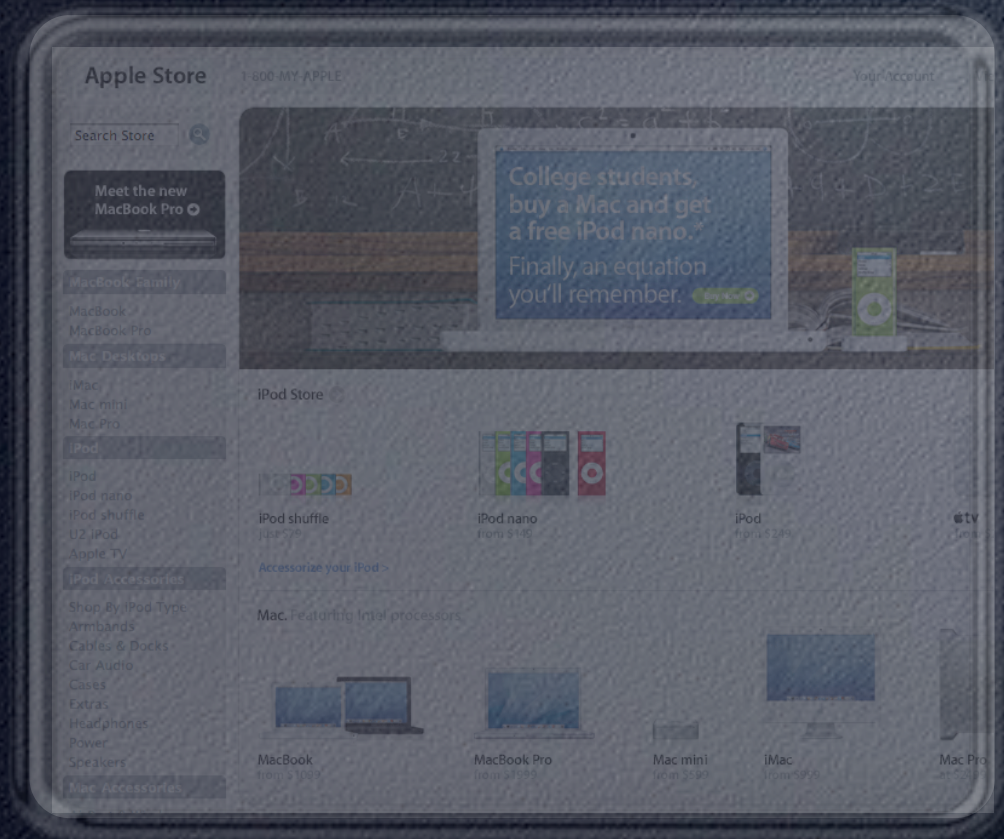
EMEA: 76 (Genova opening 28Feb 08)
UK: 16 SiS



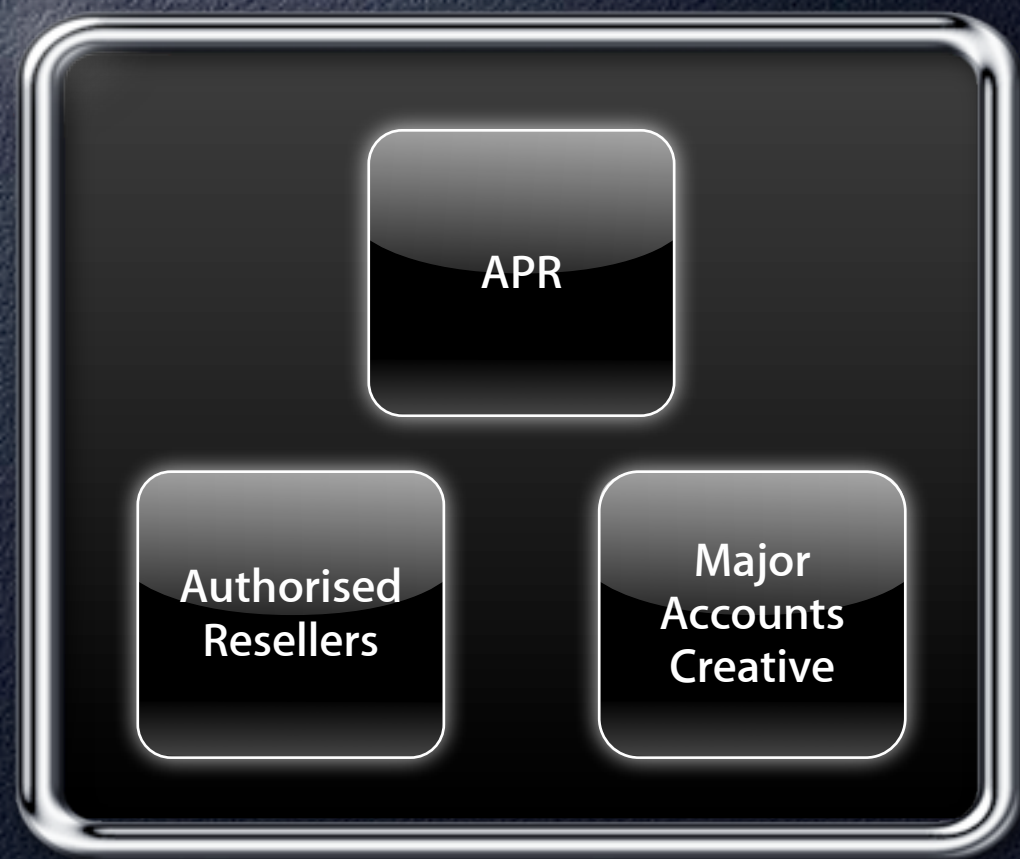
Retail Stores



Retailers



Online Store



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Apple Centre



Premium Reseller

PREMIUM RESELLER



Mac In Town, Rome



Mac In Town, Rome



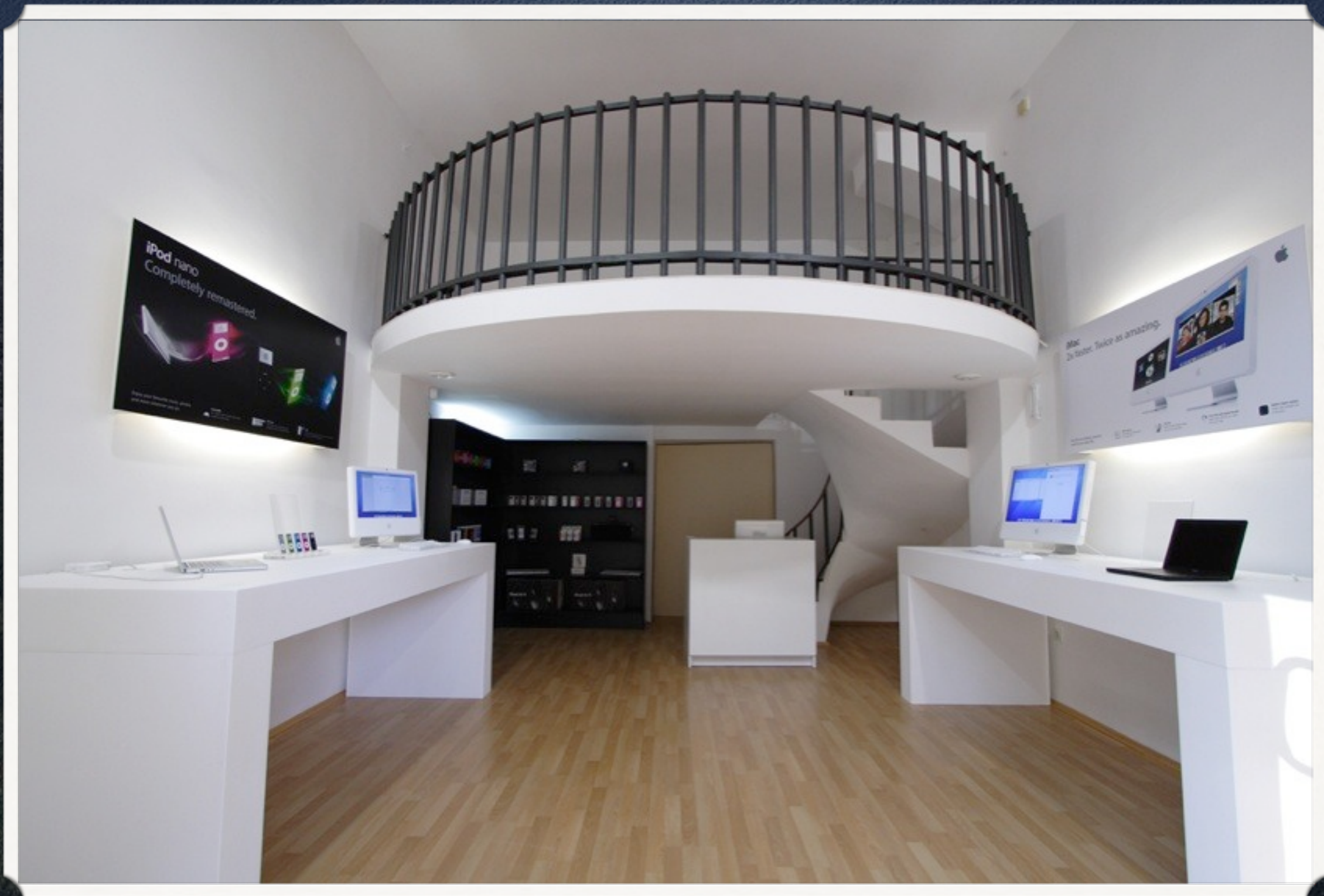
Banana Computer, Las Palmas



Banana Computer, Las Palmas



iStore, Almaty, Kazakhstan



Jabuka, Podgorica, Montenegro



ivea, Papeete, Tahiti

600,0

487,5

375,0

262,5

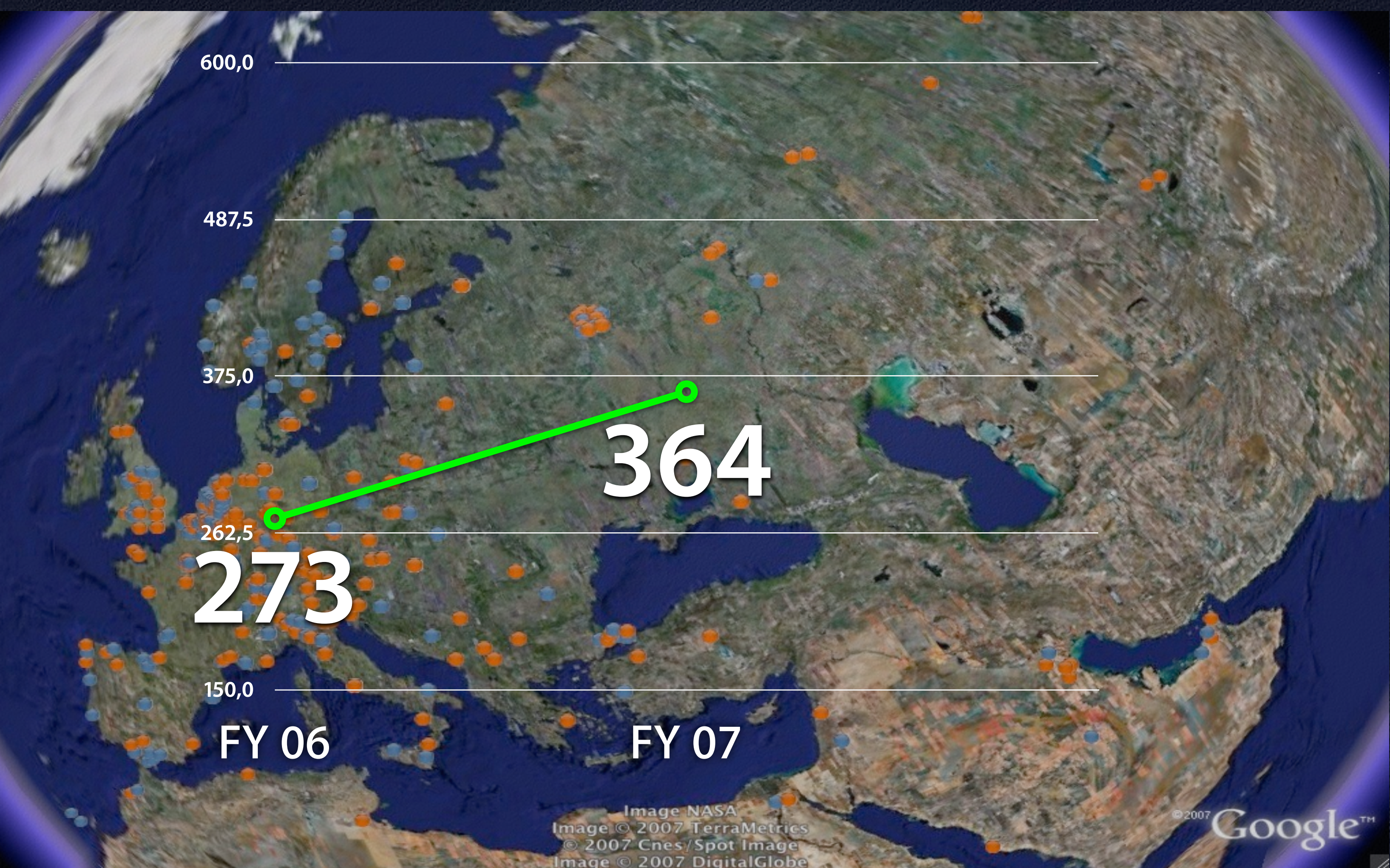
273

150,0

FY 06

Image NASA
Image © 2007 TerraMetrics
© 2007 Cnes/Spot Image
Image © 2007 DigitalGlobe

© 2007 Google™



600,0

487,5

375,0

262,5

150,0

364

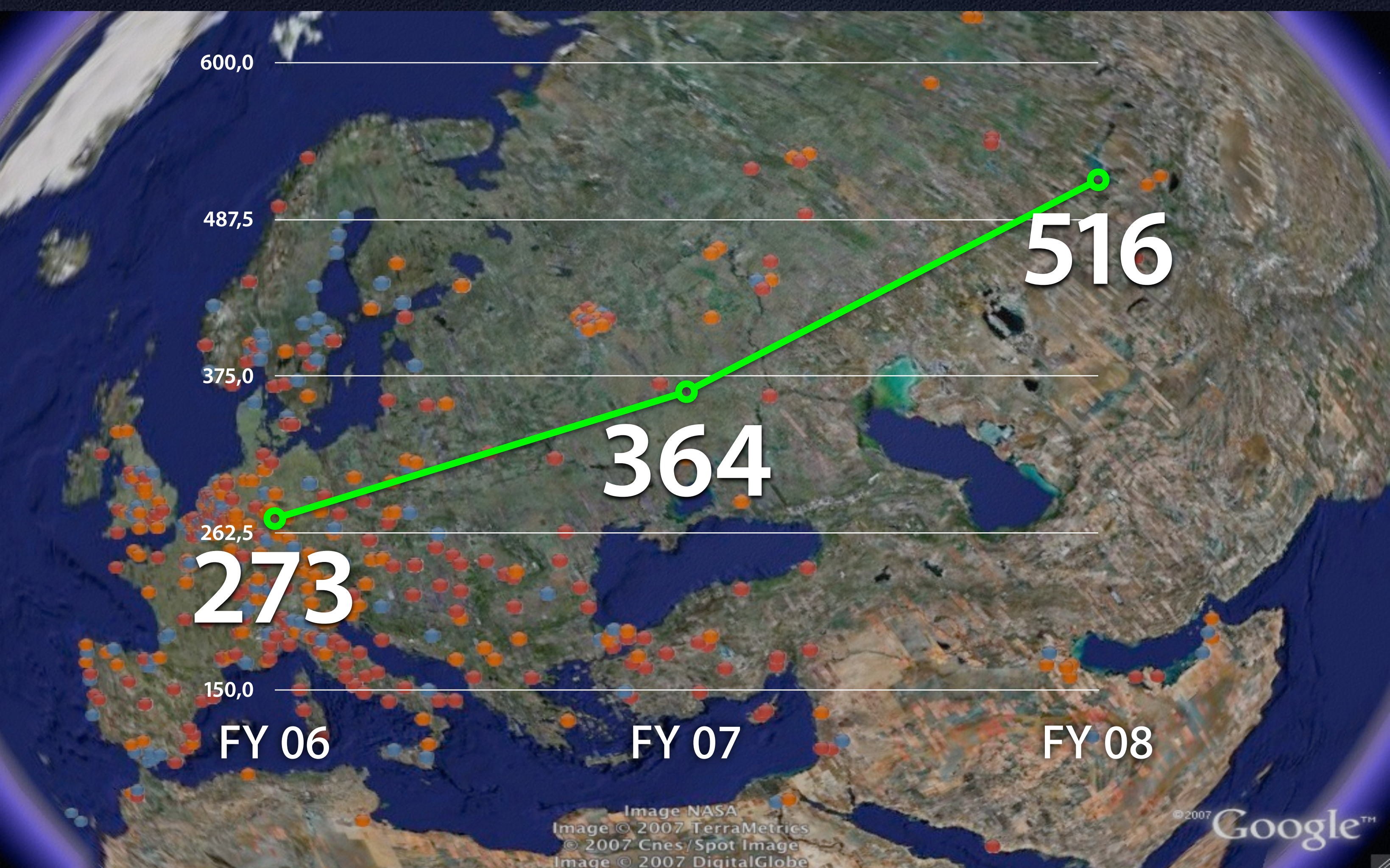
273

FY 06

FY 07

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© 2007 Google™



600,0

487,5

375,0

262,5

150,0

516

364

273

FY 06

FY 07

FY 08

Image NASA
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© 2007 Cnes/Spot Image
Image © 2007 DigitalGlobe

©2007 Google™

3 km
of windows

BUS
soluciones
informáticas



Premium Reseller

BUS
soluciones
informáticas

iWork

3 km
of windows

37,000 m²
of showroom



3 km
of windows

37,000 m²
of showroom

2,500
highly trained
and motivated
sales staff



Source: Apple EMEA APR dvp team.
Data as of 10th January 2008

3 km
of windows

37,000 m²
of showroom

2,500
highly trained
and motivated
sales staff

1000%

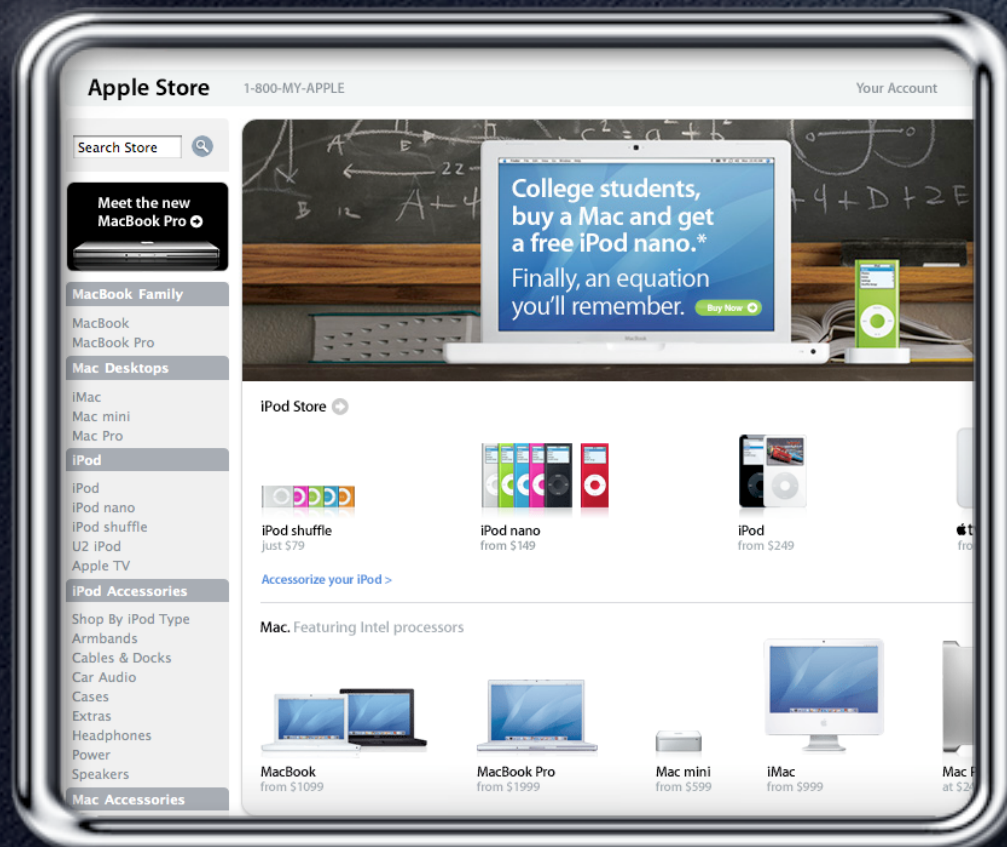
dedicated to selling Mac and iPod



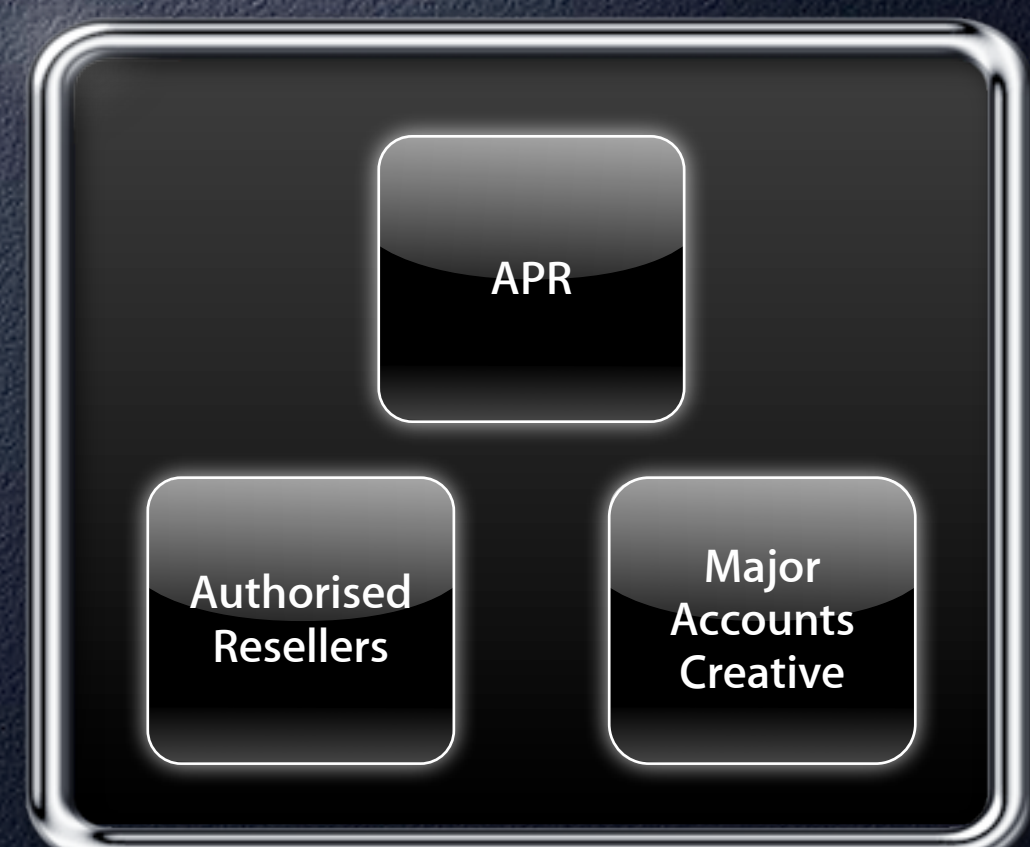
Retail Stores



Retailers



Online Store



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