APPLE INC Form FWP May 01, 2013

Filed Pursuant to Rule 433

Registration No.333-188191

Issuer Free Writing Prospectus dated April 30, 2013

Relating to Preliminary Prospectus Supplement dated April 30, 2013

APPLE INC.

FINAL PRICING TERM SHEET

0.45% Notes due 2016 (2016 Fixed Rate Notes)

Issuer:
Principal Amount:
S1,500,000,000
Maturity:
May 3, 2016
Coupon:
Outpon:

0.25% due April 15, 2016

0.311%

+ 20 basis points

0.511%

The 2016 Fixed Rate Notes will be redeemable, in whole or in part at any time, at Apple Inc. s option, at a redemption price calculated by Apple Inc. equal to the greater of (i) 100% of the principal amount of the 2016 Fixed Rate Notes being redeemed or (ii) the sum of the present values of the remaining scheduled payments of principal and interest on the notes to be redeemed (exclusive of interest accrued to the date of redemption) discounted to the date of redemption on a semi-annual basis (assuming a 360-day year consisting of twelve 30-day months) at a rate equal to the sum of the applicable Treasury Rate (as defined in the 2016 Fixed Rate Notes) plus 5 basis points, plus, in each case, accrued and unpaid interest thereon to the date of redemption.

April 30, 2013 May 3, 2013 (T+3)

\$2,000 and any integral multiple of \$1,000 in excess thereof

Aa1 (stable) by Moody s Investors Service, Inc.

AA+ (stable) by Standard & Poor s Ratings Services

037833 AH3 / US037833AH30

Goldman, Sachs & Co. Deutsche Bank Securities Inc. Citigroup Global Markets Inc. J.P. Morgan Securities LLC

Merrill Lynch, Pierce, Fenner & Smith

Incorporated Barclays Capital Inc.

Trade Date: Settlement Date:

Benchmark Treasury:

Yield:

Redemption:

Benchmark Treasury Yield:

Spread to Benchmark Treasury:

Denominations:

Ratings: *

CUSIP/ISIN: Underwriters:

Joint Book-Running Managers:

Co-Managers:

Standard Chartered Bank

Floating Rate Notes due 2016

Issuer: Apple Inc. \$1,000,000,000 Principal Amount: Maturity: May 3, 2016 Spread to LIBOR: + 5 basis points Designated LIBOR Page: Reuters Page LIBOR 01 Index Maturity: 3 Months Interest Reset Period: Quarterly Initial Interest Rate: Three month LIBOR plus 5 bps, determined on the second London business day preceding to the scheduled closing date Price to Public: **Interest Payment Dates:** February 3, May 3, August 3, November 3, commencing August 3, 2013 The actual number of days in an interest period and a Day Count Convention: 360-day year Trade Date: April 30, 2013 Settlement Date: May 3, 2013 (T+3) Denominations: \$2,000 and any integral multiple of \$1,000 in excess thereof Ratings: * Aa1 (stable) by Moody s Investors Service, Inc. AA+ (stable) by Standard & Poor s Ratings Services CUSIP/ISIN: 037833 AF7 / US037833AF73 Underwriters: Joint Book-Running Managers: Goldman, Sachs & Co. Deutsche Bank Securities Inc. Citigroup Global Markets Inc. Co-Managers: J.P. Morgan Securities LLC Merrill Lynch, Pierce, Fenner & Smith Incorporated

Barclays Capital Inc. Standard Chartered Bank

1.00% Notes due 2018 (2018 Fixed Rate Notes)

Issuer:	Apple Inc.
Principal Amount:	\$4,000,000,0
Maturity:	May 3, 2018
~	4 00 00

Coupon: 1.00 Price to Public: 99.6

Interest Payment Dates:
Day Count Convention:
Benchmark Treasury:
Benchmark Treasury Yield:

Spread to Benchmark Treasury:

Yield: Redemption:

Trade Date: Settlement Date: Denominations:

Ratings: *

CUSIP/ISIN: Underwriters:

Joint Book-Running Managers:

Co-Managers:

\$4,000,000,000 May 3, 2018 1.00% 99.631%

May 3 and November 3, commencing November 3, 2013

30/360

0.625% due April 30, 2018

0.676%

+ 40 basis points

1.076%

The 2018 Fixed Rate Notes will be redeemable, in whole or in part at any time, at Apple Inc. s option, at a redemption price calculated by Apple Inc. equal to the greater of (i) 100% of the principal amount of the 2018 Fixed Rate Notes being redeemed or (ii) the sum of the present values of the remaining scheduled payments of principal and interest on the notes to be redeemed (exclusive of interest accrued to the date of redemption) discounted to the date of redemption on a semi-annual basis (assuming a 360-day year consisting of twelve 30-day months) at a rate equal to the sum of the applicable Treasury Rate (as defined in the 2018 Fixed Rate Notes) plus 10 basis points, plus, in each case, accrued and unpaid interest thereon to the date of redemption.

April 30, 2013 May 3, 2013 (T+3)

\$2,000 and any integral multiple of \$1,000 in excess thereof

Aa1 (stable) by Moody s Investors Service, Inc.

AA+ (stable) by Standard & Poor s Ratings Services

037833 AJ9 / US037833AJ95

Goldman, Sachs & Co. Deutsche Bank Securities Inc. Citigroup Global Markets Inc. J.P. Morgan Securities LLC

Merrill Lynch, Pierce, Fenner & Smith

Floating Rate Notes due 2018

Apple Inc. Issuer: Principal Amount: \$2,000,000,000 Maturity: May 3, 2018 + 25 basis points Spread to LIBOR: Designated LIBOR Page: Reuters Page LIBOR 01 Index Maturity: 3 Months Interest Reset Period: Quarterly Initial Interest Rate: Three month LIBOR plus 25 bps, determined on the second London business day preceding to the scheduled closing date Price to Public: **Interest Payment Dates:** February 3, May 3, August 3, November 3, commencing August 3, Day Count Convention: The actual number of days in an interest period and a 360-day year Trade Date: April 30, 2013 Settlement Date: May 3, 2013 (T+3) Denominations: \$2,000 and any integral multiple of \$1,000 in excess thereof Ratings: * Aa1 (stable) by Moody s Investors Service, Inc. AA+ (stable) by Standard & Poor s Ratings Services CUSIP/ISIN: 037833 AG5 / US037833AG56 Underwriters: Joint Book-Running Managers: Goldman, Sachs & Co. Deutsche Bank Securities Inc. Co-Managers: Citigroup Global Markets Inc. J.P. Morgan Securities LLC Merrill Lynch, Pierce, Fenner & Smith

2.40% Notes due 2023 (2023 Notes)

Principal Amount: Maturity: Coupon: Price to Public: Interest Payment Dates: Day Count Convention: Benchmark Treasury: Benchmark Treasury Yield: Spread to Benchmark Treasury: Yield: Redemption:	Issuer:	
Coupon: Price to Public: Interest Payment Dates: Day Count Convention: Benchmark Treasury: Benchmark Treasury Yield: Spread to Benchmark Treasury: Yield:	•	
Price to Public: Interest Payment Dates: Day Count Convention: Benchmark Treasury: Benchmark Treasury Yield: Spread to Benchmark Treasury: Yield:	Maturi	ty:
Interest Payment Dates: Day Count Convention: Benchmark Treasury: Benchmark Treasury Yield: Spread to Benchmark Treasury: Yield:	Coupo	n:
Day Count Convention: Benchmark Treasury: Benchmark Treasury Yield: Spread to Benchmark Treasury: Yield:	Price to	o Public:
Benchmark Treasury: Benchmark Treasury Yield: Spread to Benchmark Treasury: Yield:	Interes	t Payment Dates:
Benchmark Treasury Yield: Spread to Benchmark Treasury: Yield:	Day C	ount Convention:
Spread to Benchmark Treasury: Yield:	Bench	mark Treasury:
Yield:	Bench	mark Treasury Yield:
	Spread	to Benchmark Treasury:
Redemption:	Yield:	
	Redem	ption:

Trade Date: Settlement Date: Denominations:

Ratings: *

CUSIP/ISIN: Underwriters:

Joint Book-Running Managers:

Co-Managers:

Apple Inc. \$5,500,000,000 May 3, 2023 2.40% 99.867%

May 3 and November 3, commencing November 3, 2013

30/360

2.00% due February 15, 2023

1.665%

+ 75 basis points

2.415%

The 2023 Notes will be redeemable, in whole or in part at any time, at Apple Inc. s option, at a redemption price calculated by Apple Inc. equal to the greater of (i) 100% of the principal amount of the 2023 Notes being redeemed or (ii) the sum of the present values of the remaining scheduled payments of principal and interest on the notes to be redeemed (exclusive of interest accrued to the date of redemption) discounted to the date of redemption on a semi-annual basis (assuming a 360-day year consisting of twelve 30-day months) at a rate equal to the sum of the applicable Treasury Rate (as defined in the 2023 Notes) plus 15 basis points, plus, in each case, accrued and unpaid interest thereon to the date of redemption.

April 30, 2013 May 3, 2013 (T+3)

\$2,000 and any integral multiple of \$1,000 in excess thereof

Aa1 (stable) by Moody s Investors Service, Inc.

AA+ (stable) by Standard & Poor s Ratings Services

037833 AK6 / US037833AK68

Goldman, Sachs & Co. Deutsche Bank Securities Inc. Citigroup Global Markets Inc. J.P. Morgan Securities LLC

Merrill Lynch, Pierce, Fenner & Smith

3.85% Notes due 2043 (2043 Notes)

Issuer:	
Principal Amo	ount:
Maturity:	
Coupon:	
Price to Public	c:
Interest Paym	ent Dates:
Day Count Co	onvention:
Benchmark T	reasury:
Benchmark T	reasury Yield:
Spread to Ben	chmark Treasury:
Yield:	
Redemption:	

Settlement Date: Denominations:

Ratings: *

CUSIP/ISIN: Underwriters:

Joint Book-Running Managers:

Co-Managers:

Apple Inc. \$3,000,000,000 May 4, 2043 3.85% 99.418%

May 4 and November 4, commencing November 4, 2013

30/360

2.75% due November 15, 2042

2.883%

+ 100 basis points

3.883%

The 2043 Notes will be redeemable, in whole or in part at any time, at Apple Inc. s option, at a redemption price calculated by Apple Inc. equal to the greater of (i) 100% of the principal amount of the 2043 Notes being redeemed or (ii) the sum of the present values of the remaining scheduled payments of principal and interest on the notes to be redeemed (exclusive of interest accrued to the date of redemption) discounted to the date of redemption on a semi-annual basis (assuming a 360-day year consisting of twelve 30-day months) at a rate equal to the sum of the applicable Treasury Rate (as defined in the 2043 Notes) plus 15 basis points, plus, in each case, accrued and unpaid interest thereon to the date of redemption.

April 30, 2013 May 3, 2013 (T+3)

\$2,000 and any integral multiple of \$1,000 in excess thereof

Aa1 (stable) by Moody s Investors Service, Inc.

AA+ (stable) by Standard & Poor s Ratings Services

037833 AL4 / US037833AL42

Goldman, Sachs & Co.
Deutsche Bank Securities Inc.
Citigroup Global Markets Inc.
J.P. Morgan Securities LLC

Merrill Lynch, Pierce, Fenner & Smith

The issuer has filed a registration statement (including a prospectus) and a prospectus supplement with the Securities and Exchange Commission (SEC) for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement, the prospectus supplement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus and prospectus supplement if you request it by calling Goldman, Sachs & Co. toll free at 1-866-471-2526, Deutsche Bank Securities Inc. toll free at 1-800-503-4611, or by contacting Apple Inc. s Investor Relations at http://investor.apple.com/contactUs.cfm.

Any disclaimer or other notice that may appear below is not applicable to this communication and should be disregarded. Such disclaimer or notice was automatically generated as a result of this communication being sent by Bloomberg or another email system.

^{*} Note: A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.