



APPLE COMPUTER, INC.

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

To Be Held On April 19, 2001

To Holders of Common Stock of
Apple Computer, Inc.:

Notice is hereby given that the Annual Meeting of Shareholders of Apple Computer, Inc., a California corporation (the "Company"), will be held on Thursday, April 19, 2001 at 10:00 a.m., local time, at the Company's principal executive offices located at 1 Infinite Loop, Cupertino, California 95014, for the following purposes, as more fully described in the accompanying Proxy Statement:

1. To elect the Company's Board of Directors.
2. To approve an amendment to the 1998 Executive Officer Stock Plan to increase the number of shares of Common Stock reserved for issuance thereunder by 5,000,000 shares.
3. To ratify the appointment of KPMG LLP as independent auditors of the Company for fiscal year 2001.
4. To consider a shareholder proposal.
5. To transact such other business as may properly come before the meeting and any postponement(s) or adjournment(s) thereof.

All shareholders are cordially invited to attend the meeting in person. However, to ensure that each shareholder's vote is counted at the meeting, shareholders are requested to mark, sign, date and return the enclosed proxy card as promptly as possible in the envelope provided. Shareholders attending the meeting may vote in person even if they have previously returned proxy cards.

Only shareholders of record as of the close of business on February 21, 2001 are entitled to receive notice of, to attend and to vote at the meeting.

Sincerely,

A handwritten signature in cursive script that reads "Nancy R. Heinen".

NANCY R. HEINEN
*Senior Vice President,
General Counsel and Secretary*

Cupertino, California
March 12, 2001



APPLE COMPUTER, INC.

1 Infinite Loop
Cupertino, California 95014

PROXY STATEMENT

Introduction

The enclosed Proxy is solicited on behalf of the Board of Directors (the “*Board*”) of Apple Computer, Inc., a California corporation (the “*Company*”), for use at the Company’s annual meeting of shareholders (the “*Annual Meeting*”) to be held on Thursday, April 19, 2001 at 10:00 a.m., local time, and at any postponement(s) or adjournment(s) thereof. The purposes of the Annual Meeting are set forth in this Proxy Statement and in the accompanying Notice of Annual Meeting of Shareholders. The Annual Meeting will be held at the Company’s principal executive offices at the address shown above.

The Company’s complete mailing address is 1 Infinite Loop, Cupertino, California 95014, and its telephone number is (408) 996-1010. Georgeson Shareholder Communications Inc., which is assisting with the mechanics of the return of the proxies, may be contacted at (800) 223-2064.

These proxy solicitation materials were mailed on or about March 12, 2001 to all shareholders entitled to vote at the Annual Meeting.

Procedural Matters

Shareholders of record as of the close of business on February 21, 2001 (the “*Record Date*”) are entitled to receive notice of, to attend, and to vote at the Annual Meeting. There were 346,068,877 shares of Common Stock issued and outstanding on the Record Date. Each share has one vote on all matters. The closing sale price of Common Stock as reported on the Nasdaq National Market on the Record Date was \$18.875 per share.

A shareholder may revoke any proxy given pursuant to this solicitation by attending the Annual Meeting and voting in person, or by delivering to the Company’s Corporate Secretary at the Company’s principal executive offices referred to above, prior to the Annual Meeting, a written notice of revocation or a duly executed proxy bearing a date later than that of the previously submitted proxy.

The Company will bear the cost of this solicitation. The Company has retained the services of Georgeson Shareholder Communications Inc. to assist in obtaining proxies from brokers and nominees of shareholders for the Annual Meeting. The estimated cost of such services is \$14,000 plus out-of-pocket expenses. In addition, the Company will reimburse brokerage firms and other persons representing beneficial owners of shares for their reasonable expenses in forwarding solicitation material to such beneficial owners. Certain of the Company’s directors, officers and regular employees, without additional compensation, may solicit proxies personally or by telephone, facsimile or telegram.

Attendance at the Annual Meeting is limited to shareholders. Admission to the meeting will be on a first-come, first-served basis. Registration will begin at 9:00 a.m. and each shareholder may be asked to present valid picture identification such as a driver’s license or passport. Cameras, recording devices and other electronic devices will not be permitted at the meeting.

Quorum; Abstentions; Broker Non-Votes

In the election of directors, the seven candidates receiving the highest number of affirmative votes will be elected as directors. Proposals 2 and 3 each require for approval (i) the affirmative vote of a majority of the shares “represented and voting” and (ii) the affirmative vote of a majority of the required quorum. Proposal 4 requires the unanimous vote of the shares outstanding on the Record Date. The required quorum for the transaction of business at the Annual Meeting is a majority of the shares of Common Stock issued and outstanding on the Record Date. Shares that are voted “FOR”, “AGAINST” or “ABSTAIN” in a matter are treated as being present at the meeting for purposes of establishing the quorum, but only shares voted “FOR” or “AGAINST” are treated as shares “represented and voting” at the Annual Meeting with respect to such matter. Accordingly, abstentions and broker non-votes will be counted for purposes of determining the presence or absence of the quorum for the transaction of business, but will not be counted for purposes of determining the number “represented and voting” with respect to a proposal.

Internet Voting

Shareholders whose shares are registered in the name of a bank or brokerage firm may be eligible to vote electronically through the Internet or by telephone. A large number of banks and brokerage firms are participating in the ADP Investor Communication Services online program. This program provides eligible shareholders the opportunity to vote via the Internet or by telephone. Voting forms will provide instructions for shareholders whose bank or brokerage firm is participating in ADP’s program.

Registered shareholders may vote electronically through the Internet by following the instructions included with their proxy card. Shareholders not wishing to vote electronically through the Internet or whose form does not reference Internet or telephone voting information should complete and return the enclosed paper proxy card. Signing and returning the proxy card or submitting the proxy via the Internet or by telephone does not affect the right to vote in person at the Annual Meeting.

Directors

Listed below are the seven directors nominated for re-election at the Annual Meeting. All of the directors elected at the Annual Meeting will serve a one-year term expiring at the next annual meeting of shareholders.

<u>Name</u>	<u>Position With the Company</u>	<u>Age</u>	<u>Director Since</u>
William V. Campbell	Director	60	1997
Gareth C.C. Chang	Director	58	1996
Millard S. Drexler	Director	56	1999
Lawrence J. Ellison	Director	56	1997
Steven P. Jobs	Director and Chief Executive Officer	46	1997
Arthur D. Levinson	Director	51	2000
Jerome B. York	Director	62	1997

William V. Campbell has been Chairman of the Board of Directors of Intuit, Inc. (“Intuit”) since August 1998. From September 1999 to January 2000, Mr. Campbell acted as Chief Executive Officer of Intuit. From April 1994 to August 1998, Mr. Campbell was President and Chief Executive Officer and a director of Intuit. From January 1991 to December 1993, Mr. Campbell was President and Chief Executive Officer of GO Corporation. Mr. Campbell also serves on the board of directors of SanDisk Corporation.

Gareth C.C. Chang is the Chief Executive Officer and Chairman of the Board of PingPong Technology. He is also the Executive Chairman of Click2Asia.com. Formerly, Mr. Chang served as Chairman and Chief Executive Officer of STAR TV and Executive Director of News Corporation. Prior to joining STAR TV,

Mr. Chang was President of Hughes Electronics International and President of Direct TV International from 1993 to 1998. Previously, he was Corporate Vice President of McDonnell Douglas Corporation. He is currently a member of the Advisory Council of Nike Inc. and serves on the board of SRS Labs Inc.

Millard S. Drexler has been Chief Executive Officer of Gap Inc. since 1995, and President since 1987. Mr. Drexler has been a member of the Board of Directors of Gap Inc. since November 1983. He also served as the President of the Gap Division from 1983 to 1987.

Lawrence J. Ellison has been Chief Executive Officer and a director of Oracle Corporation (“*Oracle*”) since he co-founded Oracle in May 1977, and was President of Oracle until June 1996. Mr. Ellison has been Chairman of the Board of Oracle since June 1995.

Steven P. Jobs is one of the Company’s co-founders and currently serves as its Chief Executive Officer. Mr. Jobs is also the Chairman and Chief Executive Officer of Pixar Animation Studios. In addition, Mr. Jobs co-founded NeXT Software, Inc. (“*NeXT*”) and served as the Chairman and Chief Executive Officer of NeXT from 1985 until 1997 when NeXT was acquired by the Company. Mr. Jobs is currently a director of Gap Inc.

Arthur D. Levinson, Ph.D. has been President, Chief Executive Officer and a director of Genentech Inc. (“*Genentech*”) since July 1995. Dr. Levinson has been Chairman of the Board of Directors of Genentech since September 1999. He joined Genentech in 1980 and served in a number of executive positions, including Senior Vice President of R&D from 1993 to 1995.

Jerome B. York is Chairman and Chief Executive Officer of MicroWarehouse, Inc. Previously, he was Vice Chairman of Tracinda Corporation from September 1995 to October 1999. In May 1993, he joined International Business Machines Corporation (“*IBM*”) as Senior Vice President and Chief Financial Officer, and he served as a director of IBM from January 1995 to August 1995. Prior to joining IBM, Mr. York served in a number of executive positions at Chrysler Corporation, including Executive Vice President-Finance and Chief Financial Officer from May 1990 to May 1993. He also served as a director of Chrysler Corporation from 1992 to 1993. Mr. York is also a director of MGM Mirage, Inc., Metro-Goldwyn-Mayer, Inc. and National TechTeam, Inc.

Board Meetings and Committees

The Board met and/or took action by written consent a total of eleven times during fiscal year 2000. The Board has a standing Audit and Finance Committee (“*Audit Committee*”).

The Audit Committee is primarily responsible for reviewing the services performed by the Company’s independent auditors and internal audit department, evaluating the Company’s accounting policies and its system of internal controls and reviewing significant financial transactions. The Audit Committee met six times during fiscal year 2000.

Consistent with the new Nasdaq audit committee structure and membership requirements, the Audit Committee is comprised of three members: Messrs. York, Campbell and Levinson. Because of Mr. York’s affiliation with MicroWarehouse, (see “*Certain Relationships and Related Transactions*”), he is deemed to be a “non-independent” director. As permitted under the Nasdaq requirements, the Board carefully considered Mr. York’s affiliation with MicroWarehouse as well as his accounting and financial expertise and determined that it is in the best interest of the Company and its shareholders that he continue to serve as a member of the Audit Committee. Both Mr. Campbell and Dr. Levinson are independent directors.

The Audit Committee operates under a written charter adopted by the Board which is included in this proxy statement as Appendix A.

During fiscal year 2000, with the exception of Mr. Ellison, no director attended fewer than 75% of the aggregate of all meetings of the Board and the committees, if any, upon which such director served and which were held during the period of time that such person served on the Board or such committee.

Director Compensation

In 1997, the Company ended its practice of paying cash retainers and fees to directors, and approved the Apple Computer, Inc. 1997 Director Stock Option Plan (the “*Director Plan*”). The Director Plan was approved by the shareholders in April 1998 and 800,000 shares have been reserved for issuance under the Director Plan. Pursuant to the Director Plan, the Company’s non-employee directors are granted an option to acquire 30,000 shares of Common Stock upon their initial election to the Board (“*Initial Options*”). On the fourth anniversary of a non-employee director’s initial election to the Board and on each subsequent anniversary, the director will be entitled to receive an option to acquire 10,000 shares of Common Stock (“*Annual Options*”). Initial Options vest and become exercisable in equal annual installments on each of the first through third anniversaries of the date of grant. Annual Options are fully vested and immediately exercisable on their date of grant. As of the end of the fiscal year, there were options for 360,000 shares outstanding under the Director Plan.

Executive Officers

The following sets forth certain information regarding executive officers of the Company. Information pertaining to Mr. Jobs, who is both a director and an executive officer of the Company, may be found in the section entitled “**Directors**”.

Fred D. Anderson, Executive Vice President and Chief Financial Officer (age 56), joined the Company in April 1996. Prior to joining the Company, Mr. Anderson was Corporate Vice President and Chief Financial Officer of Automatic Data Processing, Inc., a position he held from August 1992 to March 1996. Mr. Anderson also serves as a member of the Board of Directors of 3Com Corporation.

Timothy D. Cook, Senior Vice President, Worldwide Operations and interim Senior Vice President, Worldwide Sales, Service & Support (age 40), joined the Company in February 1998. Prior to joining the Company, Mr. Cook held the position of Vice President, Corporate Materials for Compaq Computer Corporation (“*Compaq*”). Previous to his work at Compaq, Mr. Cook was the Chief Operating Officer of the Reseller Division at Intelligent Electronics. Mr. Cook also spent 12 years with IBM, most recently as Director of North American Fulfillment.

Nancy R. Heinen, Senior Vice President, General Counsel and Secretary (age 44), joined the Company in September 1997. Prior to joining the Company, Ms. Heinen held the position of Vice President, General Counsel and Secretary of the Board of Directors at NeXT from February 1994 until the acquisition of NeXT by the Company in February 1997.

Ronald B. Johnson, Senior Vice President, New Business Development (age 42), joined the Company in January 2000. Prior to joining the Company, Mr. Johnson spent 10 years with Target Stores, most recently as Senior Merchandising Executive.

Jonathan Rubinstein, Senior Vice President, Hardware Engineering (age 44), joined the Company in February 1997. Before joining the Company, Mr. Rubinstein was Executive Vice President and Chief Operating Officer of FirePower Systems Incorporated, from May 1993 to August 1996. Mr. Rubinstein also serves as a member of the Board of Directors of Immersion Corporation.

Sina Tamaddon, Senior Vice President, Applications (age 43), joined the Company in September 1997. Mr. Tamaddon has also served with the Company in the position of Senior Vice President, Worldwide Service and Support, and Vice President and General Manager, Newton Group. Before joining the Company, Mr. Tamaddon held the position of Vice President, Europe with NeXT from September 1996 through March 1997. From August 1994 to August 1996, Mr. Tamaddon held the position of Vice President, Professional Services with NeXT.

Avadis Tevanian, Jr., Ph.D., Senior Vice President, Software Engineering (age 39), joined the Company in February 1997 upon the Company’s acquisition of NeXT. With NeXT, Dr. Tevanian held several

positions, including Vice President, Engineering, from April 1995 to February 1997. Prior to April 1995, Dr. Tevanian worked as an engineer with NeXT and held several management positions.

Security Ownership of Certain Beneficial Owners and Management

The following table sets forth certain information as of January 31, 2001 (the “*Table Date*”) with respect to the beneficial ownership of the Company’s Common Stock by (i) each person the Company believes beneficially holds more than 5% of the outstanding shares of Common Stock; (ii) each director; (iii) each Named Executive Officer listed in the Summary Compensation Table under the heading “**Executive Compensation**” and (iv) all directors and executive officers as a group. On the Table Date, 346,025,643 shares of Common Stock were issued and outstanding. Unless otherwise indicated, all persons named as beneficial owners of Common Stock have sole voting power and sole investment power with respect to the shares indicated as beneficially owned.

Security Ownership of Directors, Nominees and Executive Officers

<u>Name of Beneficial Owner</u>	<u>Shares of Common Stock Beneficially Owned(1)</u>	<u>Percent of Common Stock Outstanding</u>
AIM Management Group	20,168,808(2)	5.83%
Steven P. Jobs	15,060,002(3)	4.35%
Fred D. Anderson	636,004(4)	*
William V. Campbell	60,502(5)	*
Gareth C.C. Chang	64,000(5)	*
Millard S. Drexler	40,000(6)	*
Lawrence J. Ellison	60,000(5)	*
Ronald B. Johnson	318,750(7)	*
Arthur D. Levinson	101,600(8)	*
Mitchell Mandich	245,456(9)	*
Jonathan Rubinstein	505,184(10)	*
Jerome B. York	80,000(5)	*
All executive officers and directors as a group (15 persons)	18,666,841	5.39%

- (1) Represents shares of Common Stock held and/or options held by such individuals that were exercisable at the Table Date or within 60 days thereafter. The share numbers have been adjusted to reflect the Company’s two-for-one stock split in June 2000.
- (2) Based on a Form 13G dated February 9, 2001 for the period ending December 31, 2000, filed by AIM Management Group, Inc., 11 Greenway Plaza, Suite 100, Houston, TX 77046. The Form 13G filing for AIM Management Group, an institutional investment advisor, also includes AIM Advisors, Inc., AIM Capital Management, Inc. and AIM Private Asset Management, Inc. Collectively, they are the beneficial owners of 20,168,808 shares or 5.83% of the Common Stock.
- (3) Includes 15,060,000 shares of Common Stock which Mr. Jobs has the right to acquire by exercise of stock options.
- (4) Includes 633,332 shares of Common Stock which Mr. Anderson has the right to acquire by exercise of stock options.
- (5) Includes 60,000 shares of Common Stock which Messrs. Campbell, Chang, Ellison and York each have the right to acquire by exercise of stock options.
- (6) Includes 20,000 shares of Common Stock which Mr. Drexler has the right to acquire by exercise of stock options.
- (7) Includes 318,750 shares of Common Stock which Mr. Johnson has the right to acquire by exercise of stock options.
- (8) Includes 1,400 shares which Dr. Levinson holds indirectly.

- (9) Includes 245,246 shares of Common Stock which Mr. Mandich has the right to acquire by exercise of stock options.
- (10) Includes 500,000 shares of Common Stock which Mr. Rubinstein has the right to acquire by exercise of stock options.
- * Represents less than 1% of the issued and outstanding shares of Common Stock on the Table Date.

Section 16(a) Beneficial Ownership Reporting Compliance

Section 16(a) of the Securities Exchange Act of 1934, as amended, requires the Company's officers and directors, and persons who own more than ten percent of a registered class of the Company's equity securities, to file reports of securities ownership and changes in such ownership with the Securities and Exchange Commission (the "SEC"). Officers, directors and greater than ten percent shareholders also are required by rules promulgated by the SEC to furnish the Company with copies of all Section 16(a) forms they file.

Based solely upon a review of the copies of such forms furnished to the Company, the absence of a Form 3, 4 or 5 or written representations that no Forms 5 were required, the Company believes that, during fiscal year 2000, its officers, directors and greater than ten percent beneficial owners complied with all applicable Section 16(a) filing requirements.

REPORT OF THE BOARD OF DIRECTORS ON EXECUTIVE COMPENSATION

Until April 2000, the members of the Compensation Committee were Messrs. Edgar S. Woolard and Gareth C.C. Chang. Mr. Woolard retired from the Board of Directors in April 2000 and the Company ceased to have an active Compensation Committee. As a result, the Company's executive compensation program is presently administered by the Board. The Board reviews and approves the base salaries, bonuses, stock options and other compensation of the executive officers and management-level employees of the Company and administers the Company's stock option plans. Mr. Jobs, who is both a member of the Board and the Company's Chief Executive Officer, does not participate in deliberations of the Board concerning executive compensation.

The Company's executive compensation program focuses on Company performance, individual performance and increases in stockholder value over time as determinants of executive pay levels. These principles are intended to motivate executive officers to improve the financial position of the Company, to hold executives accountable for the performance of the organizations for which they are responsible, to attract key executives into the service of the Company, and to create value for the Company's shareholders. The compensation for executive officers is based on two elements: Cash compensation and equity-based compensation.

Cash Compensation

The Company reviews executive compensation surveys in both the computer industry and general industry to ensure that the total cash compensation provided to executive officers and senior management remains at competitive levels so that the Company can continue to attract and retain management personnel with the talents and skills required to meet the challenges of a highly competitive industry. The compensation of executive officers is reviewed annually.

Bonuses

For fiscal year 2000, the Board established a FY00 Vice Presidents and Directors Incentive Bonus Plan (the "*Bonus Plan*"), under which cash bonuses for employees at the level of director and above were determined based on specified revenue, unit shipments and profit targets for the Company. Because the Company achieved the metrics specified in the Bonus Plan, payments were made thereunder. Executive officers and members of the Board were not eligible to participate in the Bonus Plan and received no other bonuses for fiscal year 2000.

Equity-Based Compensation

In fiscal year 2000, the Board emphasized equity-based compensation, principally in the form of options, as the cornerstone of the Company's executive compensation program. Equity awards are typically set by the Board based on industry surveys, each officer's individual performance and achievements, market factors and the recommendations of management. In fiscal year 2000, executive officers were eligible to receive grants of stock options under the 1998 Executive Officer Stock Plan ("*1998 Plan*"). In addition, executive officers were eligible to participate in the Company's Employee Stock Purchase Plan.

During fiscal year 2000, options were granted under the 1998 Plan to Messrs. Jobs, Johnson, and Tamaddon and Ms. Heinen. The options granted under the 1998 Plan were at an exercise price equal to the fair market value of the Common Stock on the date of grant and generally vest in increments over a four-year period after grant, subject to the participant's continued employment with the Company. However, the options granted to Mr. Jobs will vest in full in July 2001. All options granted under the 1998 Plan expire ten years from the date of grant, unless a shorter term is provided in the option agreement or the participant's employment with the Company terminates before the end of such ten-year period.

Compensation of the Chief Executive Officer

In December 1999, in recognition of Mr. Jobs' outstanding performance over the previous two and a half years, the Board awarded Mr. Jobs a special executive bonus in the form of a Gulfstream V airplane. The Board anticipates delivering the plane to Mr. Jobs during fiscal 2001. In January 2000, Mr. Jobs accepted the position of Chief Executive Officer, which he had previously held on an interim basis. The Board at that time granted Mr. Jobs 20 million options under the 1998 Plan. Mr. Jobs will continue to receive a salary of \$1 per year for the services he performs as the Company's Chief Executive Officer.

Section 162(m)

The Company intends that options granted under the Company's stock option plans be deductible by the Company under Section 162(m) of the Internal Revenue Code of 1986, as amended.

Members of the Board of Directors (excluding Mr. Jobs)

William V. Campbell	Gareth C.C. Chang	Millard S. Drexler
Lawrence J. Ellison	Arthur D. Levinson	Jerome B. York

Information Regarding Executive Compensation

The following table summarizes compensation information for the last three fiscal years for (i) Mr. Jobs, Chief Executive Officer and (ii) the four most highly compensated executive officers other than the Chief Executive Officer who were serving as executive officers of the Company at the end of the fiscal year (collectively, the "Named Executive Officers").

SUMMARY COMPENSATION TABLE

Name and Principal Position	Fiscal Year	Annual Compensation		Long-Term Compensation	All Other Compensation
		Salary	Bonus	Securities Underlying Options*	
		(\$)	(\$)	(#)	(\$)
Steven P. Jobs	2000	1	90,000,000(1)	20,000,000	—
Chief Executive Officer	1999	1	—	—	—
	1998	1	—	—	—
Fred D. Anderson	2000	660,414	—	—	6,750(2)
Executive Vice President and Chief Financial Officer	1999	605,260	—	950,000	29,700(3)
	1998	604,283	—	500,000(4)	60,123(5)
Ronald B. Johnson	2000	328,719	500,000(6)	1,200,000	111,444(7)
Senior Vice President, New Business Development	1999	—	—	—	—
	1998	—	—	—	—
Mitchell Mandich	2000	453,444	—	—	7,650(2)
Senior Vice President, Worldwide Sales(8)	1999	402,941	—	775,752	7,200(2)
	1998	402,253	—	916,668(4)	8,118(2)
Jonathan Rubinstein	2000	451,949	—	—	6,577(2)
Senior Vice President, Hardware Engineering	1999	402,200	—	458,334	5,888(9)
	1998	402,095	—	600,000(4)	4,804(2)

* Adjusted to reflect the Company's two-for-one stock split in June 2000.

(1) In December 1999, Mr. Jobs was given a special executive bonus for serving as the Company's interim Chief Executive Officer for the previous 2½ years without compensation, in the form of an aircraft with a total cost to the Company of approximately \$90,000,000. In January 2000, Mr. Jobs accepted the position of Chief Executive Officer of the Company.

(2) Consists of matching contributions made by the Company in accordance with the terms of the 401(k) plan.

- (3) Consists of \$22,500 in relocation assistance and \$7,200 in matching contributions made by the Company in accordance with the terms of the 401(k) plan.
- (4) Includes the replacement of 500,000, 448,500 and 600,000 options that were previously granted to Messrs. Anderson, Mandich and Rubinstein, respectively, and canceled in fiscal 1998 pursuant to the December 1997 stock option exchange program.
- (5) Includes \$55,000 in relocation assistance and \$5,123 in matching contributions made by the Company in accordance with the terms of the 401(k) plan.
- (6) In connection with his employment, Mr. Johnson received a one-time hiring bonus in the amount of \$500,000.
- (7) Consists of \$111,444 in relocation assistance.
- (8) Mr. Mandich resigned from his position of Senior Vice President, Worldwide Sales on October 9, 2000.
- (9) Includes \$3,465 from the disqualifying disposition of shares of Company stock acquired through the Company's Employee Stock Purchase Plan and \$2,423 in matching contributions made by the Company in accordance with the terms of the 401(k) plan.

Option Grants in Last Fiscal Year

The following table provides information about option grants to the Named Executive Officers during fiscal year 2000. All options have been adjusted to reflect the Company's two-for-one stock split in June 2000.

OPTION GRANTS IN LAST FISCAL YEAR

Name	Individual Grants				Potential Realizable Value at Assumed Annual Rates of Stock Price Appreciation for Option Term(3)	
	Number of Securities Underlying Options Granted (#)	Percent of Total Options Granted to Employees in Fiscal Year (1)	Exercise or Base Price (\$/Sh)(2)	Expiration Date	5% (\$)	10% (\$)
Steven P. Jobs	20,000,000	43.80%	\$43.5938	1/12/10	\$548,317,503	\$1,389,544,207
Fred D. Anderson	—	—	—	—	—	—
Ronald B. Johnson	1,200,000	2.63%	\$47.4375	12/14/09	\$ 35,799,827	\$ 90,723,790
Mitchell Mandich(4)	—	—	—	—	—	—
Jonathan Rubinstein	—	—	—	—	—	—

- (1) Based on an aggregate of 45,662,484 options granted to all employees during fiscal year 2000. Options granted in fiscal year 2000, including those granted to Mr. Johnson, typically vest in four equal annual installments commencing on the first anniversary of the date of grant. Of the options granted to Mr. Jobs, 10 million options were immediately vested and exercisable on the date of grant; 5 million vested in July 2000; and the remaining 5 million will vest in July 2001.
- (2) All options were granted at an exercise price equal to the fair market value based on the closing market value of Common Stock on the Nasdaq National Market on the date of grant.
- (3) Potential gains are net of exercise price, but before taxes associated with exercise. These amounts represent certain assumed rates of appreciation only, based on SEC rules, and do not represent the Company's estimate or projection of the price of the Company's stock in the future. Actual gains, if any, on stock option exercises depend upon the actual future price of Common Stock and the continued employment of the option holders throughout the vesting period. Accordingly, the potential realizable values set forth in this table may not be achieved.
- (4) Mr. Mandich resigned from his position of Senior Vice President, Worldwide Sales on October 9, 2000.

Options Exercised and Year-End Option Holdings

The following table provides information about stock option exercises by the Named Executive Officers during fiscal year 2000 and stock options held by each of them at fiscal year-end.

AGGREGATED OPTION EXERCISES IN THE LAST FISCAL YEAR AND FISCAL YEAR-END OPTION VALUES

Name	Shares Acquired on Exercise (#)	Value Realized \$(1)	Number of Securities Underlying Unexercised Options at Fiscal Year-End (#)		Value of Unexercised In-the-Money Options at Fiscal Year-End \$(2)	
			Exercisable	Unexercisable	Exercisable	Unexercisable
Steven P. Jobs	—	—	15,060,000(3)	5,000,000	\$ 855,000	\$ 0
Fred D. Anderson	458,332	\$16,821,525	333,332	1,200,000	\$6,374,975	\$12,742,188
Ronald B. Johnson	—	—	—	1,200,000	—	\$ 0
Mitchell Mandich(4)	395,960	\$20,987,967	63,432	1,200,000	\$1,287,484	\$14,622,596
Jonathan Rubinstein	233,334	\$ 9,575,949	200,000	1,200,000	\$3,803,125	\$13,265,625

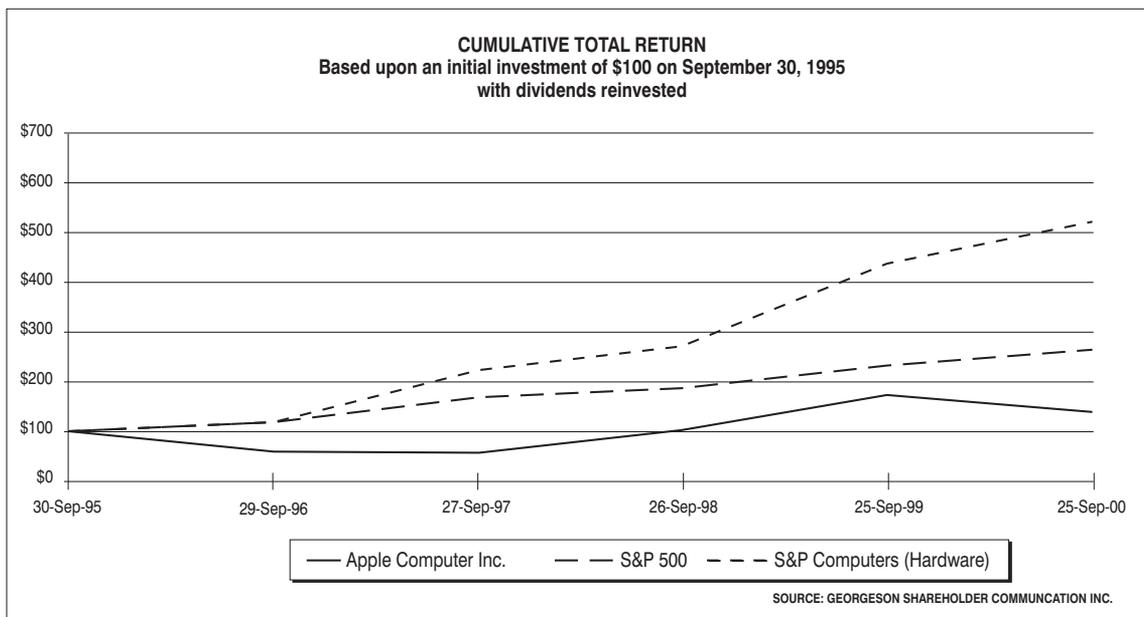
- (1) Market value of underlying securities (based on the fair market value of Common Stock on the Nasdaq National Market) at the time of exercise, minus the exercise price.
- (2) Market value of securities underlying in-the-money options at the end of fiscal year 2000 (based on \$25.75 per share, the closing price of Common Stock on the Nasdaq National Market on September 29, 2000), minus the exercise price.
- (3) Includes 60,000 options granted to Mr. Jobs in his capacity as a director pursuant to the 1997 Director Stock Option Plan.
- (4) Mr. Mandich resigned from his position of Senior Vice President, Worldwide Sales on October 9, 2000.

Compensation Committee Interlocks and Insider Participation

Until April 2000, the members of the Compensation Committee were Messrs. Edgar S. Woolard and Gareth C.C. Chang. Mr. Woolard retired from the Board of Directors in April 2000 and the Company ceased to have an active Compensation Committee. Since that time, the entire Board of Directors has acted with respect to matters previously considered by the Compensation Committee. Neither Messrs. Woolard or Chang were employees of the Company. No person who was an employee of the Company in fiscal year 2000 served on the Compensation Committee in fiscal year 2000. During fiscal year 2000, Mr. Jobs served as a director of Gap Inc. (though not on the compensation committee of that board of directors) and Mr. Drexler served as a director of the Company. Other than as described in the preceding sentence, no executive officer of the Company (i) served as a member of the compensation committee (or other board committee performing similar functions or, in the absence of any such committee, the board of directors) of another entity, one of whose executive officers served on the Company's Compensation Committee (or after April 2000, the Board), (ii) served as a director of another entity, one of whose executive officers served on the Company's Compensation Committee, (or after April 2000, the Board) or (iii) served as a member of the compensation committee (or other board committee performing similar functions or, in the absence of any such committee, the board of directors) of another entity, one of whose executive officers served as a director of the Company.

Company Stock Performance

The following graph shows a five-year comparison of cumulative total shareholder return, calculated on a dividend reinvested basis, for the Company, the S&P 500 Composite Index (the “S&P 500”) and the S&P Computers (Hardware) Index (the “Industry Index”). The graph assumes \$100 was invested in each of the Common Stock, the S&P 500 and the Industry Index on September 30, 1995. Data points on the graph are annual. Note that historic stock price performance is not necessarily indicative of future stock price performance.



	30-Sep-95	29-Sep-96	27-Sep-97	26-Sep-98	25-Sep-99	25-Sep-00
Apple Computer Inc.	\$100	\$ 60	\$ 57	\$104	\$175	\$139
S&P 500	\$100	\$120	\$169	\$189	\$234	\$267
S&P Computers (Hardware)	\$100	\$120	\$225	\$273	\$441	\$525

Arrangements with Named Executive Officers

Employment Agreements with Named Executive Officers

The Company entered into an employment agreement with Mr. Anderson effective April 1, 1996, pursuant to which he serves as Executive Vice President and Chief Financial Officer of the Company. Pursuant to his agreement, Mr. Anderson is entitled to an annual base salary of no less than \$500,000. If Mr. Anderson’s employment is terminated by the Company without “Cause” at any time during the five-year period following April 1, 1996, he will be entitled to receive a lump sum severance payment equal to the sum of his annual base salary and target bonus, if any. Mr. Anderson’s agreement generally defines “Cause” to include a felony conviction, willful disclosure of confidential information or willful and continued failure to perform his employment duties.

Change In Control Arrangements—Stock Options

In the event of a “change in control” of the Company, all outstanding options under the Company’s stock option plans, except the Director Plan, will, unless otherwise determined by the plan administrator,

become exercisable in full, and will be cashed out at an amount equal to the difference between the applicable “change in control price” and the exercise price. The Director Plan provides that upon a “change in control” of the Company, all unvested options held by non-employee directors will automatically become fully vested and exercisable and will be cashed out at an amount equal to the difference between the applicable “change in control price” and the exercise price of the options. A “change in control” under these plans is generally defined as (i) the acquisition by any person of 50% or more of the combined voting power of the Company’s outstanding securities or (ii) the occurrence of a transaction requiring shareholder approval and involving the sale of all or substantially all of the assets of the Company or the merger of the Company with or into another corporation.

In addition, options granted to Fred D. Anderson, Timothy D. Cook, Nancy R. Heinen, Mitchell Mandich, Sina Tamaddon, Jonathan Rubinstein and Avadis Tevanian provide that in the event there is a “change in control”, as defined in the Company’s stock option plans, and if in connection with or following such “change in control”, their employment is terminated without “Cause” or if they should resign for “Good Reason”, those options outstanding that are not yet vested and exercisable as of the date of such “change in control” shall become fully vested and exercisable. Generally, “Cause” is defined to include a felony conviction, willful disclosure of confidential information or willful and continued failure to perform his or her employment duties. “Good Reason” includes resignation of employment as a result of a substantial diminution in position or duties, or an adverse change in title or reduction in annual base salary.

Certain Relationships and Related Transactions

In connection with the Company’s use of aircraft to transport its executive officers, the Company paid approximately \$179,278 during fiscal year 2000 to Wing & A Prayer, a company wholly-owned by Lawrence J. Ellison.

In connection with a relocation assistance package, the Company loaned Mr. Johnson (Senior Vice President, New Business Development) \$1,500,000 for the purchase of his principal residence. The loan is secured by a deed of trust and is due and payable in May 2004. Under the terms of the loan, Mr. Johnson agreed that should he exercise any of his stock options prior to the due date of the loan, that he would pay the Company an amount equal to the lesser of (1) an amount equal to 50% of the total net gain realized from the exercise of the options; or (2) \$375,000 multiplied by the number of years between the exercise date and the date of the loan. The largest amount of the indebtedness outstanding on this loan during fiscal year 2000 was \$1,500,000.

Mr. Jerome York, a member of the Board of the Directors of the Company, is a member of an investment group that purchased MicroWarehouse, Inc. (“*MicroWarehouse*”) in January 2000. He also serves as its Chairman, President and Chief Executive Officer. MicroWarehouse is a multi-billion dollar specialty catalog and online retailer and direct marketer of computer products, including products made by the Company, through its MacWarehouse catalogue. During fiscal year 2000, MicroWarehouse accounted for 3.26% of the Company’s net sales.

Report of the Audit & Finance Committee

The following is the report of the Audit & Finance Committee (the “Audit Committee”) with respect to the Company’s audited financial statements for the fiscal year ended September 30, 2000. The information contained in this report shall not be deemed to be “soliciting material” or to be “filed” with the Securities and Exchange Commission, nor shall such information be incorporated by reference into any future filing under the Securities Act of 1933, as amended, or the 1934 Securities Exchange Act, as amended, except to the extent that the Company specifically incorporates by reference in such filing.

Audited Financial Statements

The Audit Committee has reviewed and discussed the audited financial statements for the fiscal year ended September 30, 2000 with the Company’s management and KPMG LLP, the Company’s independent auditors. The Audit Committee has also discussed with KPMG LLP the matters required to be discussed by Statement on Auditing Standards No. 61, “Communication with Audit Committees”.

The Audit Committee has also received and reviewed the written disclosures and the letter from KPMG LLP required by Independence Standard No. 1 “Independence Discussion with Audit Committees” and has discussed with the auditors the auditors’ independence.

Based on the reviews and discussions referred to above, the Audit Committee recommended to the Board of Directors that the financial statements referred to above be included in the Company’s annual report on Form 10-K for the fiscal year ended September 30, 2000.

Members of the Audit & Finance Committee

William V. Campbell Arthur D. Levinson Jerome B. York (Chairman)

OVERVIEW OF PROPOSALS

This Proxy Statement contains four proposals requiring shareholder action. Proposal No. 1 requests the election of seven directors to the Company's Board. Proposal No. 2 requests that the shareholders approve an amendment to the Company's 1998 Executive Officer Stock Plan to increase the number of shares reserved for issuance thereunder by 5,000,000 shares. Proposal No. 3 requests ratification of the Company's independent auditors. Proposal No. 4 is a shareholder proposal. Each of the proposals is discussed in more detail in the pages that follow.

PROPOSAL NO. 1

ELECTION OF DIRECTORS

The Board has nominated the current directors to be re-elected to serve for a one-year term and until their successors are duly elected and qualified. Holders of proxies solicited by this Proxy Statement will vote the proxies received by them as directed on the proxy card or, if no direction is made, for the election of the Board's seven nominees below. If any nominee is unable or declines to serve as a director at the time of the Annual Meeting, the proxy holders will vote for a nominee designated by the present Board to fill the vacancy. It is not presently expected that any nominee will be unable or will decline to serve as a director.

The Board's nominees for re-election at this Annual Meeting are Messrs. Campbell, Chang, Drexler, Ellison, Jobs, Levinson and York.

Vote Required

The seven nominees for director receiving the highest number of affirmative votes of the shares entitled to be voted for them shall be elected as directors. Votes withheld from any director are counted for purposes of determining the presence or absence of the quorum, but have no other legal effect under California law.

Recommendation

The Board recommends that shareholders vote for re-election of Messrs. Campbell, Chang, Drexler, Ellison, Jobs, Levinson and York.

PROPOSAL NO. 2

APPROVAL OF AN AMENDMENT TO THE 1998 EXECUTIVE OFFICER STOCK PLAN

The Shareholders are being asked to approve an amendment to the Company's 1998 Executive Officer Stock Plan (the "1998 Plan") to increase the number of shares reserved for issuance thereunder by 5,000,000, bringing the total number of shares of Common Stock reserved for issuance under the 1998 Plan to 43,000,000.

The 1998 Plan is an integral part of the Company's compensation program. Under the 1998 Plan, the chairman of the Board of Directors and executive officers of the Company at the level of Senior Vice President and above and other key employees may be granted stock options, stock appreciation rights and stock purchase rights. The proposed amendment would provide the additional shares necessary to attract and retain the best available personnel for positions of substantial responsibility with the Company.

Since the 1998 Plan was approved by the shareholders, a total of 38,073,338 stock options have been granted, including options that terminated before being exercised. As of January 31, 2001, there were 34,371,402 options to purchase shares outstanding and 748,742 shares of Common Stock had been issued upon the exercise of options.

Vote Required

The affirmative vote of (i) a majority of the shares "represented and voting" and (ii) a majority of the quorum will be required to approve this Proposal.

Recommendation

The Board has unanimously approved the amendment to the 1998 Plan and recommends that the shareholders vote for the amendment.

Description of the 1998 Plan

ELIGIBILITY; LIMITATIONS. Options, stock appreciation rights and stock purchase rights may be granted under the 1998 Plan. Options granted under the 1998 Plan may be either "incentive stock options," as defined in Section 422 of the Internal Revenue Code of 1986, as amended (the "Code"), or nonstatutory stock options. Nonstatutory stock options, stock appreciation rights and stock purchase rights may be granted under the 1998 Plan to the Chairman of the Company and to executive officers of the Company and any parent or subsidiary of the Company and other key employees. Incentive stock options may only be granted to executive officers of the Company. The Administrator, in its discretion, selects the person(s) to whom options, stock appreciation rights and stock purchase rights may be granted, the time or times at which such options, stock appreciation rights and stock purchase rights shall be granted, and the number of shares subject to each such grant. For this reason, it is not possible to determine the benefits or amounts that will be received by any particular individual or individuals in the future. The 1998 Plan provides that no person(s) may be granted, in any fiscal year of the Company, options, stock appreciation rights or stock purchase rights to purchase more than 17,000,000 shares of Common Stock.

SHARES AVAILABLE FOR ISSUANCE. Upon approval of the proposed amendment by shareholders, a total of 43,000,000 shares of Common Stock will be available for issuance under the 1998 Plan. If an option, stock appreciation right or stock purchase right lapses, expires or is otherwise terminated without the issuance of shares, or if shares are tendered to pay the exercise price of an option, stock appreciation right or stock purchase right, the shares underlying the lapsed, expired or terminated option, stock appreciation right or stock purchase right or the tendered shares, shall revert to the 1998 Plan. The number of shares available for issuance will be adjusted if there is a change in the Company's capitalization, a merger, or a similar transaction.

ADMINISTRATION. The Plan may generally be administered by the Board or a Committee appointed by the Board (as applicable, the “Administrator”).

TERMS AND CONDITIONS OF OPTIONS. Each option is evidenced by a stock option agreement between the Company and the optionee, and is subject to the following additional terms and conditions:

(a) EXERCISE PRICE. The Administrator determines the exercise price of options at the time the options are granted. The exercise price of an incentive stock option may not be less than 100% of the fair market value of the Common Stock on the date such option is granted; provided, however, the exercise price of an incentive stock option granted to a 10% shareholder may not be less than 110% of the fair market value of the Common Stock on the date such option is granted. The fair market value of the Common Stock is generally determined with reference to the closing sale price for the Common Stock (or the closing bid if no sales were reported) on the date the option is granted. The exercise price of a non-statutory option which is intended to comply with Section 162(m) of the Code may not be less than 100% of the fair market value.

(b) EXERCISE OF OPTION; FORM OF CONSIDERATION. The Administrator determines when options become exercisable, and may in its discretion, accelerate the vesting of any outstanding option. Stock options granted under the 1998 Plan generally vest and become exercisable over a four or five year period. The 1998 Plan permits payment to be made by cash, check, promissory note, other shares of Common Stock of the Company (with some restrictions), cashless exercises, a reduction in the amount of any Company liability to the optionee, any other form of consideration permitted by applicable law, or any combination thereof.

(c) TERM OF OPTION. All options granted under the 1998 Plan expire ten years from the date of grant, unless a shorter term is provided in the option agreement. The term of an incentive stock option may be no more than ten (10) years from the date of grant; provided that in the case of an incentive stock option granted to a 10% shareholder, the term of the option may be no more than five (5) years from the date of grant. No option may be exercised after the expiration of its term.

(d) TERMINATION OF EMPLOYMENT. If the optionee’s employment or status as Chairman terminates for any reason other than death or unless the Administrator otherwise approves, then options may be exercised no later than 90 days after such termination and may be exercised only to the extent the option was exercisable on the termination date. Special provisions apply in the case of death of the optionee.

(e) DEATH. If an optionee ceases to be an employee or Chairman as a result of his or her death, then all options held by such optionee under the 1998 Plan may be exercised at any time within six months after death, or such other period up to twelve months as may be provided in the option agreement, but only to the extent the options would have been exercisable within six months after the date of death.

(f) NONTRANSFERABILITY OF OPTIONS, STOCK APPRECIATION RIGHTS OR STOCK PURCHASE RIGHTS. Unless determined otherwise by the Administrator, options, stock appreciation rights and stock purchase rights granted under the 1998 Plan are not transferable other than by will or the laws of descent and distribution or pursuant to a qualified domestic relations order, and may be exercised during the optionee’s lifetime only by the optionee, or in the event of death, by the optionee’s estate or by a person who acquires the right to exercise the option, stock appreciation right or stock purchase right.

(g) BUYOUT. The Administrator at any time may buyout for cash or shares, an option or stock appreciation right.

(h) OTHER PROVISIONS. The stock option agreement may contain other terms, provisions and conditions not inconsistent with the 1998 Plan as may be determined by the Administrator.

STOCK APPRECIATION RIGHTS. The Administrator is authorized to grant stock appreciation rights in connection with all or any part of an option granted under the 1998 Plan, either concurrently with

the grant of the option or at any time thereafter, and to grant stock appreciation rights independently of options. A stock appreciation right granted in connection with an option is exercisable only when and to the extent that the underlying option is exercisable, and expires no later than the date on which the underlying option expires. Independent stock appreciation rights are exercisable in whole or in part at such times as the Administrator specifies in the grant or agreement.

The Company's obligations arising upon the exercise of a stock appreciation right may be paid in cash or Common Stock, or any combination of the same, as the Administrator may determine. Shares issued upon the exercise of a stock appreciation right are valued at their fair market value as of the date of exercise. When a stock appreciation right is exercised, the aggregate number of shares of Common Stock available for issuance under the 1998 Plan will be reduced by the number of underlying shares of Common Stock as to which the stock appreciation right is exercised.

STOCK PURCHASE RIGHTS. The Administrator is authorized to grant stock purchase rights under the 1998 Plan, either concurrently with a grant of options or stock appreciation rights and/or cash awards made outside of the 1998 Plan or at any time thereafter, and to grant stock purchase rights independently of other awards. In the case of stock purchase rights, unless the Administrator determines otherwise, the agreement shall grant the Company a repurchase option exercisable upon the voluntary or involuntary termination of the purchaser's employment with the Company for any reason (including death or disability). The purchase price for Shares repurchased pursuant to the agreement shall be the original price paid by the purchaser and may be paid by cancellation of any indebtedness of the purchaser to the Company. The repurchase option shall lapse at a rate determined by the Administrator.

ADJUSTMENTS UPON CHANGES IN CAPITALIZATION. In the event that the stock of the Company changes by reason of any stock split, reverse stock split, stock dividend, combination, reclassification or other similar change in the capital structure of the Company effected without the receipt of consideration, appropriate adjustments shall be made in the number and class of shares of stock subject to the 1998 Plan, the number and class of shares of stock subject to any option, stock appreciation right or stock purchase right outstanding under the 1998 Plan, and the exercise price of any such outstanding option, stock appreciation right or stock purchase right.

In the event of a liquidation or dissolution, any unexercised options, stock appreciation rights or stock purchase rights will terminate immediately prior to the consummation of such proposed action, unless otherwise provided by the Administrator. The Administrator may, in its discretion, provide that each optionee shall have the right to exercise all of the optionee's options, stock appreciation rights and stock purchase rights as to all or any part of the optioned stock, stock appreciation right or stock purchase right, including those shares not otherwise exercisable.

CHANGE IN CONTROL. In the event of a "change in control" of the Company (as defined below), all options, stock appreciation rights and stock purchase rights outstanding under the 1998 Plan as of the date on which such change in control occurs will, unless otherwise determined by the Administrator, become fully exercisable and the value of all outstanding options, stock appreciation rights and stock purchase rights will be cashed out. The cash-out price will be the difference between the exercise price and the defined "change in control price."

A "change in control" is defined as (i) the acquisition by any person of 50% or more of the combined voting power of the Company's outstanding securities, or (ii) the occurrence of a transaction requiring shareholder approval and involving the sale of all or substantially all the assets of the Company or the merger of the Company with or into another corporation. The "change in control price" is determined by the Administrator and may be either (x) the highest closing price of Common Stock as reported in the public market during the 60-calendar-day period immediately preceding the date of determination of the change in control price or (y) the highest price paid or offered (as determined by the Administrator) in any bona fide transaction or offer related to the change in control of the Company during the 60-calendar-day period preceding the date of determination of the change in control price.

In the event of a sale of all or substantially all the assets of the Company or the merger of the Company with or into another corporation, in a transaction in which options, stock appreciation rights or stock purchase rights outstanding under the 1998 Plan are not accelerated and cashed out as provided above, each outstanding option, stock appreciation right or stock purchase right will be assumed or an equivalent option, stock appreciation right or stock purchase right will be substituted by the successor corporation in the transaction or by a parent or subsidiary of such successor corporation, unless the Administrator determines, in the exercise of its sole discretion and in lieu of such assumption or substitution, that the optionee shall have the right to exercise the option, stock appreciation right or stock purchase right as to all of the shares subject thereto, including shares that would not otherwise be exercisable. If the Administrator makes an option, stock appreciation right or stock purchase right fully exercisable in lieu of assumption or substitution in the event of a merger or sale of assets, then the Company shall notify the optionee that the option, stock appreciation right or stock purchase right will be fully exercisable for a period of 30 days from the date of such notice, and the option, stock appreciation right or stock purchase right will terminate upon the expiration of such period.

AMENDMENT AND TERMINATION OF THE 1998 PLAN. The Board may amend, alter, suspend or terminate the 1998 Plan, or any part thereof, at any time and for any reason. However, the Company shall obtain shareholder approval for any amendment to the 1998 Plan to the extent necessary to comply with Section 162(m) and Section 422 of the Code, or any similar rule or statute. No such action by the Board or shareholders may alter or impair any option, stock appreciation right or stock purchase right previously granted under the 1998 Plan without the written consent of the optionee.

STOCK PRICE. On February 21, 2001, the closing price of the Common Stock as quoted on the Nasdaq National Market was \$18.875.

FEDERAL INCOME TAX CONSEQUENCES

INCENTIVE STOCK OPTIONS. An optionee who is granted an incentive stock option does not recognize taxable income at the time the option is granted or upon its exercise, although the exercise may subject the optionee to the alternative minimum tax. Upon an optionee's sale of the shares (assuming that the sale occurs at least two years after grant of the option and at least one year after exercise of the option), any gain will be taxed to the optionee as long-term capital gain. If the optionee disposes of the shares prior to the expiration of the above holding periods, then the optionee will recognize ordinary income in an amount generally measured as the difference between the exercise price and the lower of the fair market value of the shares at the exercise date or the sale price of the shares. Any gain or loss recognized on such premature sale of the shares in excess of the amount treated as ordinary income will be characterized as capital gain or loss.

NONSTATUTORY STOCK OPTIONS. An optionee does not recognize any taxable income at the time he or she is granted a nonstatutory stock option. Upon exercise, the optionee recognizes taxable income generally measured by the excess of the then fair market value of the shares over the exercise price. Upon a disposition of such shares by the optionee, any difference between the sale price and the optionee's exercise price, to the extent not recognized as taxable income as provided above, is treated as long-term or short-term capital gain or loss, depending on the holding period.

STOCK PURCHASE RIGHTS. Stock purchase rights will generally be taxed in the same manner as nonstatutory stock options. However, restricted stock is generally purchased upon the exercise of a stock purchase right. If at the time of purchase, restricted stock is subject to a "substantial risk of forfeiture" within the meaning of Section 83 of the Code, the purchaser will not recognize ordinary income at the time of purchase. Instead, the purchaser will recognize ordinary income on the dates when a stock ceases to be subject to a substantial risk of forfeiture. At such times, the purchaser will recognize ordinary income measured as the difference between the purchase price and the fair market value of the stock on the date the stock is no longer subject to a substantial risk of forfeiture.

The purchaser may accelerate to the date of purchase his or her recognition of ordinary income, if any, and the beginning of any capital gain holding period by timely filing an election pursuant to Section 83(b) of the Code. In such event, the ordinary income recognized, if any, is measured as the difference between the purchase price and the fair market value of the stock on the date of purchase, and the capital gain holding period commences on such date. The ordinary income recognized by a purchaser who is an employee will be subject to tax withholding by the Company.

STOCK APPRECIATION RIGHTS. No income will be recognized by a recipient in connection with the grant of a stock appreciation right. When the stock appreciation right is exercised, the recipient will generally be required to include as taxable ordinary income in the year of exercise an amount equal to the sum of the amount of cash received and the fair market value of any Common Stock received upon the exercise. In the case of a recipient who is also an employee, any taxable income recognized upon exercise of a stock appreciation right will constitute wages for which withholding will be required. The Company will generally be entitled to a tax deduction in the same amount. Any gain or loss on the resale of Common Stock acquired upon exercise of a stock appreciation right will be treated as a taxable gain or loss.

SECTION 162(m) OF THE CODE. Section 162(m) of the Code generally disallows a public company's tax deduction for compensation to executive officers in excess of \$1,000,000 in any tax year. Compensation that qualifies as "performance-based compensation" is excluded from the \$1,000,000 deductibility cap, and therefore remains fully deductible by the company that pays it. To qualify as "performance-based" within the meaning of Section 162(m) of the Code, options and stock appreciation rights must be granted with an exercise price of not less than 100% of the fair market value of the Common Stock on the date of the grant, among other things. To the extent these requirements are met, compensation attributable to options and stock appreciation rights granted to executive officers under the 1998 Plan will qualify as performance-based compensation for purposes of Section 162(m) of the Code, and the Company will generally be entitled to a tax deduction in the amount recognized by such officers upon exercise of the options. No tax authority or court has ruled on the applicability of Section 162(m) to the 1998 Plan and any final determination of the deductibility of amounts realized upon exercise of an option granted under the 1998 Plan could ultimately be made by the Internal Revenue Service or a court having final jurisdiction with respect to the matter. The Company retains the right to grant options under the 1998 Plan in accordance with the terms of the 1998 Plan regardless of any final determination as to the applicability of Section 162(m) of the Code to these grants.

Compensation attributable to stock purchase rights granted under the 1998 Plan will not generally qualify as "performance-based" within the meaning of Section 162(m) of the Code. As a result, income recognized by executive officers in connection with stock purchase rights will be subject to the limitations on deductibility under such section.

THE FOREGOING IS ONLY A SUMMARY OF THE EFFECT OF FEDERAL INCOME TAXATION UPON OPTIONEES, HOLDERS OF STOCK APPRECIATION RIGHTS, HOLDERS OF STOCK PURCHASE RIGHTS AND THE COMPANY WITH RESPECT TO THE GRANT AND EXERCISE OF OPTIONS, STOCK APPRECIATION RIGHTS AND STOCK PURCHASE RIGHTS UNDER THE 1998 PLAN. IT DOES NOT PURPORT TO BE COMPLETE, AND DOES NOT DISCUSS THE TAX CONSEQUENCES OF THE EMPLOYEE'S DEATH OR THE PROVISIONS OF THE INCOME TAX LAWS OF ANY MUNICIPALITY, STATE OR FOREIGN COUNTRY IN WHICH THE EMPLOYEE MAY RESIDE.

**PARTICIPATION IN THE
1998 EXECUTIVE OFFICER STOCK PLAN**

The following table sets forth certain information as of January 31, 2001 with respect to options granted under the 1998 Plan since inception to (i) each Named Executive Officer listed in the Summary Compensation Table; (ii) all executive officers as a group and (iii) all employees, excluding executive officers, as a group. Members of the Board are not eligible to receive grants under the 1998 Plan. As of the date of this proxy there has been no determination by the Board of Directors with respect to future awards under the 1998 Plan. The options listed below have been adjusted to reflect the Company's two-for-one stock split in June 2000.

<u>Name</u>	<u>Number of Securities Underlying Options Granted (#)</u>	<u>Average Weighted Exercise or Base Price (\$/Sh)</u>
Steven P. Jobs	20,000,000*	\$43.5938
Fred D. Anderson	1,950,000	\$17.0561
Ronald B. Johnson	1,500,000	\$41.6500
Mitchell Mandich	775,752	\$17.3125
Jonathan Rubinstein	1,916,668	\$17.0516
All executive officers as a group	31,812,000	\$35.3810
All other employees as a group	6,261,338	\$17.8682

* 20,000,000 options were granted to Mr. Jobs in connection with his acceptance of the position of Chief Executive Officer of the Company in January 2000.

PROPOSAL NO. 3

RATIFICATION OF APPOINTMENT OF AUDITORS

The Board of Directors has appointed KPMG LLP (“KPMG”), independent auditors, to audit Apple’s consolidated financial statements for fiscal year 2001. KPMG served as the Company’s independent auditors for fiscal year 2000. At the Annual Meeting, the shareholders are being asked to ratify the appointment of KPMG as the Company’s independent auditors for fiscal year 2001. In the event of a negative vote on such ratification, the Board of Directors will reconsider its selection. Representatives of KPMG are expected to be present at the Annual Meeting and will have the opportunity to respond to appropriate questions and to make a statement if they so desire.

Fees Paid To The Independent Auditors

Audit Fees

KPMG billed the Company aggregate fees of \$2,265,000 for professional services rendered for the audit of the Company’s annual financial statements for fiscal year 2000 and for reviews of the financial statements included in the Company’s quarterly reports on Form 10-Q for the first three quarters of fiscal 2000.

Financial Information Systems Design and Implementation

KPMG billed the Company aggregate fees of \$21,493,000 for professional services rendered for various information system implementation projects in fiscal 2000.

All Other Fees

KPMG billed the Company aggregate fees of \$7,054,000 for other professional services rendered in fiscal 2000, including professional services in connection with tax preparation, tax consultation, statutory filings and other consulting services.

The Audit and Finance Committee of the Board of Directors has considered whether the provision by KPMG of the non-audit services listed above is compatible with maintaining KPMG’s independence.

Vote Required

The affirmative vote of (i) a majority of the shares “represented and voting” and (ii) a majority of the quorum will be required to approve this Proposal.

Recommendation

The Board recommends that shareholders vote for ratification of the appointment of KPMG LLP as the Company’s independent auditors.

PROPOSAL NO. 4

SHAREHOLDER PROPOSAL

Richard A. Ash, 1612 Latimer Street, Philadelphia, PA 19103, owner of 4,000 shares of Apple's common stock (as of the date of the submission) has submitted the following proposal:

Resolved that Apple Computer, Inc. (Apple), adopt the following policy:

That the annual meeting of Apple shall be held in auditoriums in the downtown areas of cities that are major transportation centers such as Manhattan, Philadelphia, Chicago, Los Angeles and San Francisco, and that the location of the meeting be rotated among these major transportation centers so that during each three year period an Eastern location, a Central location, and a Western location, are each chosen for the location of the meeting.

Reasons in Support

Apple has a history of having its annual meeting at the company headquarters in Cupertino, California or at the auditorium of a nearby college. Neither location is accessible by public transportation from downtown San Francisco or its Airport and attendance requires a drive of about one hour or more duration by automobile.

The annual shareholders meeting is of great importance to shareholders, the owners of the company. Attendance gives them the opportunity to ask questions of top management and vote on the matters on the meeting agenda such as election of directors after hearing debate on the issues.

Apple has more than 25,000 shareholders that reside throughout the United States and abroad. Apple annual meetings should be held in locations that are readily accessible, with minimum burden and inconvenience to shareholders wishing to attend. Steve Jobs, is chief executive of Pixar Corporation, which customarily holds its annual meetings in downtown San Francisco. Apple's technical presentations and its presentations to security analysts are held in conveniently accessible transportation centers. The proponent of this resolution has on a number of occasions asked Apple's management to conduct meetings in centrally accessible locations without success. It is necessary that shareholders vote for this resolution.

Vote Required

The unanimous vote of the shareholders will be required to approve this Proposal.

Board of Directors' Statement Opposing Shareholder Proposal

The Board of Directors recommends that you vote AGAINST the shareholder proposal. If adopted, the proposal would require the Company to move the location of its annual meeting to different locations around the United States. The Board of Directors believes this would be costly, difficult to implement and could potentially affect the conduct of the annual meeting.

Currently, the Company holds its annual meeting at its headquarters in Cupertino, California. By holding the meeting at its headquarters, shareholders have an opportunity to visit the Company's facilities and to interact directly with members of the management team in a question and answer session following the meeting. Management is able to attend and participate in the annual meeting and the question and answer session largely because the meeting is held at the Company's headquarters. Use of Company-owned facilities also minimizes the cost, preparation time and employee resources that would otherwise be incurred if the annual meeting were held elsewhere.

The Board currently has the power to schedule the annual meeting anywhere in the United States and has traditionally concluded that the best interests of the Company and its shareholders are served by having the annual meeting at the Company's headquarters. Therefore, the Board does not believe that

adoption of the Proposal is in the best interests of the Company and its shareholders and recommends a vote AGAINST the proposal.

Recommendation

The Board of Directors recommends a vote “AGAINST” the above shareholder proposal.

OTHER MATTERS

The Company knows of no other matters to be submitted to the shareholders at the Annual Meeting. If any other matters properly come before the shareholders at the Annual Meeting, it is the intention of the persons named on the enclosed proxy card to vote the shares they represent as the Board may recommend.

SHAREHOLDER PROPOSALS

Shareholders who intend to present proposals at the next annual meeting of shareholders must send such proposals to the Company for receipt no later than January 26, 2002. Shareholder proposals to be considered for inclusion in the proxy statement and form of proxy relating to such meeting must be received no later than November 13, 2001.

THE BOARD OF DIRECTORS

Dated: March 12, 2001

**APPLE COMPUTER, INC.
AUDIT AND FINANCE COMMITTEE CHARTER**

There shall be a Committee of the Board of Directors (the “Board”) to be known as the Audit and Finance Committee (“Committee”) with purpose, composition, duties and responsibilities, as follows:

Purpose of the Committee. The primary purpose of the Committee is to assist the Board in fulfilling its oversight responsibility by reviewing the financial information that will be provided to the shareholders and others, the systems of internal controls that management and the Board have established and the auditing, accounting and financial reporting process generally.

Composition of the Committee. The members of the Committee shall be appointed by the Board. The Committee will be composed of not less than three members and shall be composed solely of “independent” directors who are financially literate and at least one member must have accounting or related financial management expertise. One member may be “non-independent”, provided that the Board determines it to be in the best interests of the Corporation and its shareholders, and the Board discloses the reasons for the determination in the Corporation’s annual proxy statement. No member shall be an officer or employee of the Corporation or its subsidiaries. The Chairman of the Committee shall be designated by the Board.

Committee Meetings. The Committee shall meet at least four times annually, or more frequently as circumstances dictate. The Committee should meet at least annually with management, the Director of Internal Audit, and the independent auditors in separate executive sessions to discuss any matters that the Committee or each of these groups believe should be discussed privately. The Committee should meet with the independent auditors and management quarterly to review the Corporation’s financial information. The Chairman of the Board, any member of the Committee or the Secretary of the Corporation may call meetings of the Committee.

Duties and Responsibilities. In meeting its responsibilities, the Committee is expected to:

1. Provide an open avenue of communication between the internal auditors, the independent auditor, and the Board.
2. Review and update the committee’s charter annually.
3. Recommend to the Board the independent auditor to be nominated, approve the compensation of the independent auditor, and review and approve the discharge of the independent auditor.
4. Review and concur in the appointment, replacement, reassignment, or dismissal of the director of internal auditing.
5. Confirm and assure the independence of the internal auditor and the independent auditor, including a review of management consulting services and related fees provided by the independent auditor.
6. Inquire of management, the director of internal auditing, and the independent auditor about significant risks or exposures and assess the steps management has taken to minimize such risk to the company.
7. Consider, in consultation with the independent auditor and the director of internal auditing, the audit scope and plan of the internal auditors and the independent auditor.
8. Consider with management and the independent auditor the rationale for employing audit firms other than the principal independent auditor.
9. Review with the director of internal auditing and the independent auditor the coordination of audit effort to assure completeness of coverage, reduction of redundant efforts, and the effective use of audit resources.
10. Consider and review with the independent auditor and the director of internal auditing:
 - The adequacy of the company’s internal controls including computerized information system controls and security.

- Any related significant findings and recommendations of the independent auditor and internal auditing together with management's responses thereto.
11. Review with management and the independent auditor at the completion of the annual examination:
 - The company's annual financial statements and related footnotes.
 - The independent auditor's audit of the financial statements and his or her report thereon.
 - Any significant changes required in the independent auditor's audit plan.
 - Any serious difficulties or disputes with management encountered during the course of the audit.
 - Other matters related to the conduct of the audit which are to be communicated to the committee under generally accepted auditing standards.
 12. Consider and review with management and the director of internal auditing:
 - Significant findings during the year and management's responses thereto.
 - Any difficulties encountered in the course of their audits, including any restrictions on the scope of their work or access to required information.
 - Any changes required in the planned scope of their audit plan.
 - The internal auditing department budget and staffing.
 13. Review filings with the SEC and other published documents containing the company's financial statements and consider whether the information contained in these documents is consistent with the information contained in the financial statements.
 14. Review with management and/or the independent auditor the interim financial report before it is filed with the SEC or other regulators.
 15. Review legal and regulatory matters that may have a material impact on the financial statements, related company compliance policies, and programs and reports received from regulators.
 16. Meet with the director of internal auditing, the independent auditor, and management in separate executive sessions to discuss any matters that the committee or these groups believe should be discussed privately with the audit committee.
 17. Report committee actions to the Board with such recommendations as the committee may deem appropriate.
 18. Prepare a letter for inclusion in the annual report that describes the committee's composition and responsibilities, and how they were discharged.
 19. Review periodically the capital structure of the Corporation and to the extent it deems necessary, recommend to the Board of Directors transactions or alterations of the capital structure of the Corporation.
 20. Review for approval or disapproval special transactions or expenditures as specifically delegated by the Board or such other special transactions or expenditures not specifically delegated by the Board if determined by the Committee that approval by the full Board is not necessary or convenient such as transactions that require relatively rapid decisions (such as the sale of securities or the terms of authorized debt).
 21. Review and recommend to the Board of Directors changes in the Corporation's treasury resolutions and expenditure authorizations.
 22. Periodically meet with the Investment Review Committee on matters pertaining to the Corporation's investment practices for foreign exchange, investments, and derivatives.
 23. The audit committee shall have the power to conduct or authorize investigations into any matters within the committee's scope of responsibilities. The committee shall be empowered to retain independent counsel, accountants, or others to assist it in the conduct of any investigation.
 24. The committee will perform such other functions as assigned by law, the company's charter or bylaws, or the Board.



APPLE COMPUTER, INC.



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