

A journey of innovation, resilience, and visionary thinking that transformed the technolo

Enduring Vision

Steve Jobs' philosophy of simplicity, elegance, and user-centered design approaches creates highly Apple experiences that connect to its philosophy, design, and business.

Seamless Ecosystem

Apple's integrated approach creates highly Apple experiences that connect to its philosophy, design, and business.

Global Influence

Apple's experiences that connect to its philosophy, design, and business.

The story of Apple is a testament to creativity, resilience, and visionary thinking—proving that with passion and perseverance, even a garage start-up can change the world.

1976

The Humble Beginning: 1976 Garage Founding



Steve Jobs, Steve Wozniak, and Ronald Wayne founded Apple Computer on 1st April 1976 in

The venture was funded by selling personal possessions: Jobs sold his Volkswagen van whilst

Colour Graphics Pioneer Market Success Education Leader

Became one of the first high-end systems to offer
Revolutionary colour display capabilities and open architecture design that invited
Achievements mark the early days of the company's success.

1984

The Macintosh Revolution

A New Era of Computing

Launched with the iconic "1984" Super Bowl commercial directed by Ridley Scott,

It was the first personal computer featuring a graphical user interface (GUI) and m

The Macintosh set entirely new standards for user-friendly computing and elegant



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enthusiasts.

1

1985: Jobs Leaves

Internal power struggles and boardroom conflicts led to Steve Jobs' dramatic departure from Apple.

2

1990s: Struggling

Apple faced a series of product failures, declining market share, and management challenges.

3

1997: Near Collapse

The company teetered on the brink of bankruptcy, desperately needing a turnaround.

THE RETURN

Steve Jobs Returns and the iMac Revolution

A Triumphant Comeback

Jobs returned to Apple after the company acquired his new venture, NeXT, in 1997. It was

In 1998, he introduced the colourful, translucent, all-in-one iMac—a bold statement that rev

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01

iPod Launch (2001)

Revolutionised portable music with its elegant design, large capacity, and intuitive interface.

02

iTunes Store (2003)

Pioneered digital music sales, introducing a new format for music distribution.

03

Beyond Computers

Established Apple as a dominant force in consumer electronics, expanding far beyond its original product range.

GAME CHANGER

The iPhone Era: Redefining Mobile Technology



Three Devices, One Revolution

Introduced in 2007, the iPhone brilliantly combined a mobile phone, iPod, and internet device into one.

Multi-Touch Interface

Introduced intuitive gesture controls that made technology feel natural

App Store Ecosystem

Created an entirely new economy for developers and transformed software distribution

Industry Transformation

Sparked the smartphone revolution, reshaping communications, entertainment, and commerce globally

\$3T

Market Valuation



2B+

Active Devices



100%

Carbon Neutral

World's most valuable company as of 2026 Installed base worldwide across all products Commitment to environmental sustainability by 2024

Expanding Ecosystem

iPad, Apple Watch, AirPods

Services Growth

Apple TV+, Apple Music, iCloud
Silicon Macs continue pushing b

Privacy First

Playful reusing commitment to

