

Date: February 02, 2026

Report Type: Comprehensive Analysis (Fundamental + Technical)

Investment Analysis Report: Apple Inc (AAPL)

Apple Inc operates in the TECHNOLOGY sector, specifically within the CONSUMER ELECTRONICS industry. Classified as BALANCED company due to: moderate revenue growth (6.4%), some dividend payments (0.4%), and mix of growth and income characteristics.

Executive Summary

Recommendation	SELL
Sector / Industry	TECHNOLOGY / CONSUMER ELECTRONICS
Market Cap	\$3,813.82B
Current Price	\$259.48
Target Price	\$90.09
Upside Potential	-65.3%
Financial Health	Strong

Dual-Gate Status

GATE	STATUS	RATIONALE
Gate 1 (Fundamental)	FAIL	SELL recommendation - fundamental thesis negative
Gate 2 (Technical)	WAIT	Skipped - Gate 1 failed
Final Action	NO_TRADE	Fundamental thesis negative

1. Fundamental Analysis

Valuation Summary

METHOD	FAIR VALUE	WEIGHT
DCF (Discounted Cash Flow)	\$108.43	+50%
Multiples (Peers: GOOGL, MSFT, AMZN)	\$111.34	+30%
Weighted Fair Value	\$90.09	100%

Valuation Sensitivity

SCENARIO	WACC	GROWTH	FAIR VALUE	UPSIDE
Bear Case	12.0%	10.0%	\$67.56	-74.0%
Base Case	10.0%	7.5%	\$90.09	-65.3%
Bull Case	8.0%	17.5%	\$112.61	-56.6%

Historical Financial Metrics (5-Year Trend)

METRIC	2021	2022	2023	2024	2025
Profitability					
Gross Margin	41.8%	43.3%	44.1%	46.2%	46.9%
Operating Margin	30.6%	30.3%	29.8%	31.5%	31.9%
Net Margin	25.9%	25.3%	25.3%	24.0%	26.9%
ROE	150.1%	197.0%	156.1%	164.6%	151.9%
ROA	27.0%	28.3%	27.5%	25.7%	31.2%
Leverage					
Debt/Equity	370.6%	433.8%	333.5%	359.6%	273.4%

METRIC	2021	2022	2023	2024	2025
Debt/Assets	66.6%	62.3%	58.8%	56.1%	56.1%
Interest Coverage	42.3x	40.7x	29.1x	N/A	N/A
Liquidity					
Current Ratio	1.1x	0.9x	1.0x	0.9x	0.9x
Quick Ratio	1.0x	0.8x	0.9x	0.8x	0.9x
Risk Assessment: No Risk Flags Detected					

Fundamental Analysis Summary: Based on the fundamental analysis, Apple Inc demonstrates strong financial health with a SELL recommendation. The valuation analysis indicates the stock is trading at \$259.48, representing a -65.3% premium to its estimated fair value of \$90.09. Given these fundamental merits, we proceed to evaluate the technical performance characteristics and risk-adjusted returns through systematic backtesting.

3. Investment Recommendation

RECOMMENDED ACTION	ENTRY PRICE \$259.48	TARGET PRICE \$90.09	UPSIDE -65.3%
NO TRADE	STRATEGY CAGR N/A	SHARPE RATIO 0.00	MAX DRAWDOWN N/A
Apple Inc (AAPL) · February 02, 2026			

INVESTMENT THESIS

The recommendation for Apple Inc. (AAPL) is a SELL, with a fair value estimate of \$90.09, indicating a significant downside of -65.3% from its current price of \$259.48. This valuation is based on a balanced company type, suggesting that the

current market price is significantly overvalued. Apple's fundamentals show a mixed picture. The company has demonstrated impressive profitability with a return on equity (ROE) of 151.9% and a net margin of 26.9%, both of which are well above industry averages. However, its revenue growth of 6.4% is relatively modest for a technology company and its debt-to-equity ratio of 2.73x is higher than the ideal, indicating a higher level of financial risk. The company's Gate 1, which assesses these fundamental factors, is a fail. From a technical perspective, the recommendation is to wait. While the company's strong profitability and brand recognition provide some degree of protection against market volatility, the overvaluation and financial risk factors make it a risky investment at its current price. The final action, therefore, is not to trade, as the potential downside significantly outweighs the potential upside. This is further reinforced by the strategy's maximum drawdown of 0.0%, indicating a high level of risk.

Appendix

Appendix A: Valuation Methodology

The discounted cash flow valuation employs a multi-stage growth model with conservative assumptions reflecting the company's maturity and market position.

PARAMETER	VALUE	DESCRIPTION
Discount Rate (WACC)	10.0%	Weighted average cost of capital
Stage 1 Growth (Years 1-5)	7.5%	High growth phase
Stage 2 Growth (Years 6-10)	3.8%	Transition phase (50% of Stage 1)
Terminal Growth Rate	2.5%	Perpetual growth assumption
DCF Fair Value	\$108.43	Intrinsic value per share

PEG-adjusted relative valuation using peer group comparables.

MULTIPLE	COMPANY	PEER AVERAGE
PEG Ratio	0.00x	1.87x
EV/EBITDA	27.6x	24.1x
P/B Ratio	51.7x	10.3x
Multiples Fair Value		\$111.34

Blending Weights: DCF 50% / Multiples 30% — weights reflect company type (growth companies favor DCF, mature companies favor multiples).

Appendix D: Fundamental Methodology

Gate Checks (Safety Filters):

GATE	THRESHOLD	SEVERITY
Interest Coverage	$\geq 1.5x$	CRITICAL
Current Ratio	$\geq 0.8x$	HIGH
Debt/Equity	$\leq 5.0x$	HIGH

Recommendation Logic:

CONDITION	RECOMMENDATION
Upside > +20% AND no HIGH/CRITICAL gates	BUY
Upside > +20% BUT has HIGH gate	HOLD
-10% < Upside < +20%	HOLD
Upside < -10%	SELL
Any CRITICAL gate triggered	SELL

Disclaimer: This report was generated by an AI-powered hybrid analysis agent for educational purposes. Not financial advice. Past performance does not guarantee future results.