


BUY						HOLD			SELL						BUY	RATING SINCE 02/08/2017	
A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E+	E	E-		F	TARGET PRICE  \$247.17
Annual Dividend Rate \$0.96				Annual Dividend Yield 0.50%			Beta 1.31			Market Capitalization \$2,908.0 Billion			52-Week Range \$143.90-\$199.62			Price as of 2/8/2024 \$188.32	

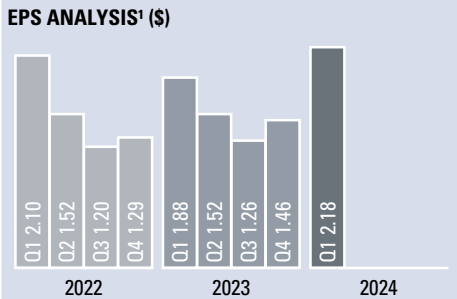
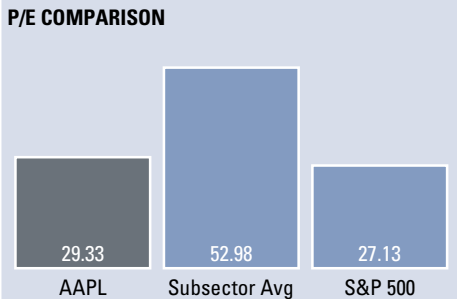
Sector: **Manufacturing** | Industry Group: **Communications Equipment Manufacturing**

**AAPL BUSINESS DESCRIPTION**  
Apple Inc. designs, manufactures, and markets smartphones, personal computers, tablets, wearables, and accessories worldwide.

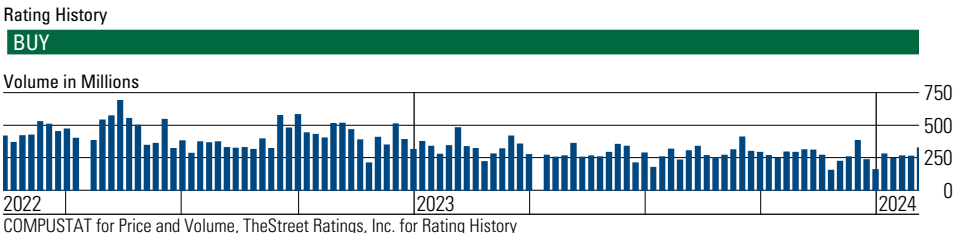
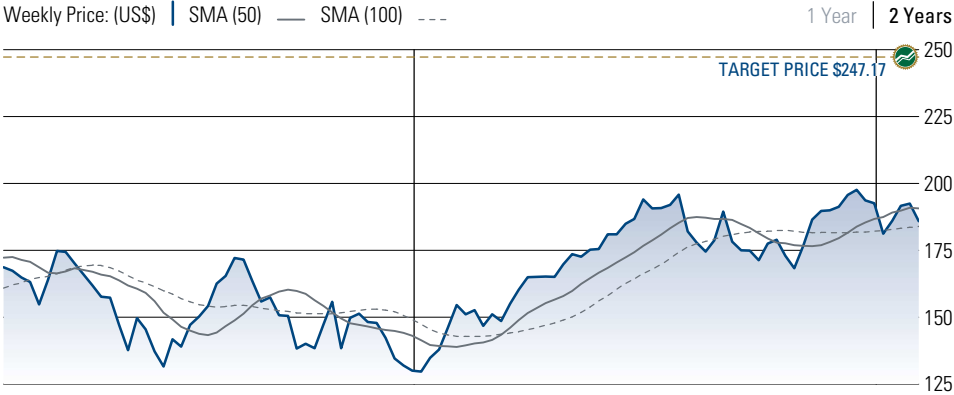
STOCK PERFORMANCE (%)			
	3 Mo.	1 Yr.	3 Yr (Ann)
Price Change	2.97	23.96	11.21

GROWTH (%)			
	Last Qtr	12 Mo.	3 Yr CAGR
Revenues	2.06	-0.48	9.45
Net Income	13.06	6.03	16.43
EPS	15.95	8.99	20.24

RETURN ON EQUITY (%)			
	AAPL	Subsector Avg	S&P 500
Q1 2024	136.18	63.97	17.66
Q1 2023	167.77	160.05	19.00
Q1 2022	139.79	66.33	18.28



NA = not available NM = not meaningful  
1 Compustat fiscal year convention is used for all fundamental data items.



**RECOMMENDATION**  
We rate APPLE INC (AAPL) a BUY. This is driven by multiple strengths, which we believe should have a greater impact than any weaknesses, and should give investors a better performance opportunity than most stocks we cover. The company's strengths can be seen in multiple areas, such as its solid stock price performance, growth in earnings per share, revenue growth, expanding profit margins and good cash flow from operations. We feel its strengths outweigh the fact that the company has had generally high debt management risk by most measures that we evaluated.

**HIGHLIGHTS**  
The stock has risen over the past year as investors have generally rewarded the company for its earnings growth and other positive factors like the ones we have cited in this report. Turning our attention to the future direction of the stock, it goes without saying that even the best stocks can fall in an overall down market. However, in any other environment, this stock still has good upside potential despite the fact that it has already risen in the past year.

APPLE INC has improved earnings per share by 15.9% in the most recent quarter compared to the same quarter a year ago. Stable earnings per share over the past year indicate the company has sound management over its earnings and share float. We anticipate these figures will begin to experience more growth in the coming year. During the past fiscal year, APPLE INC increased its bottom line by earning \$6.12 versus \$6.11 in the prior year. This year, the market expects an improvement in earnings (\$6.56 versus \$6.12).

Despite its growing revenue, the company underperformed as compared with the subsector average of 4.6%. Since the same quarter one year prior, revenues slightly increased by 2.1%. Growth in the company's revenue appears to have helped boost the earnings per share.

48.26% is the gross profit margin for APPLE INC which we consider to be strong. It has increased from the same quarter the previous year. Regardless of the strong results of the gross profit margin, the net profit margin of 28.36% trails the subsector average.

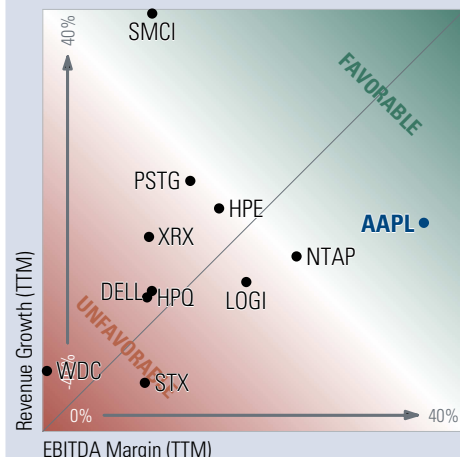
Net operating cash flow has increased to \$39,895.00 million or 17.32% when compared to the same quarter last year. Despite an increase in cash flow, APPLE INC's average is still marginally south of the subsector average growth rate of 22.75%.

## Sector: Manufacturing | Communications Equipment Manufacturing

Annual Dividend Rate <b>\$0.96</b>	Annual Dividend Yield <b>0.50%</b>	Beta <b>1.31</b>	Market Capitalization <b>\$2,908.0 Billion</b>	52-Week Range <b>\$143.90-\$199.62</b>	Price as of 2/8/2024 <b>\$188.32</b>
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### PEER GROUP ANALYSIS

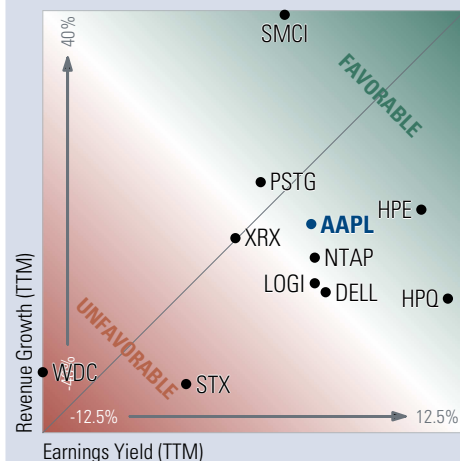
#### REVENUE GROWTH AND EBITDA MARGIN\*



Companies with higher EBITDA margins and revenue growth rates are outperforming companies with lower EBITDA margins and revenue growth rates. Companies for this scatter plot have a market capitalization between \$2.3 Billion and \$2.9 Trillion. Companies with NA or NM values do not appear.

\*EBITDA – Earnings Before Interest, Taxes, Depreciation and Amortization.

#### REVENUE GROWTH AND EARNINGS YIELD



Companies that exhibit both a high earnings yield and high revenue growth are generally more attractive than companies with low revenue growth and low earnings yield. Companies for this scatter plot have revenue growth rates between -30.8% and 39.2%. Companies with NA or NM values do not appear.

### SUBSECTOR ANALYSIS

APPLE INC falls within the Manufacturing sector and the Communications Equipment Manufacturing industry group of the North American Industry Classification System or NAICS. More precisely, a significant portion of company activities involve Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing.

TheStreet Quant Ratings is currently tracking 2231 companies in the Manufacturing sector that total around \$29,149 billion in market capitalization as well as \$10,750 billion in annual sales.

The Computer and Electronic Product Manufacturing subsector accounts for 17.4% of those revenues.

Industries in the Computer and Electronic Product Manufacturing subsector group establishments that manufacture computers, computer peripherals, communications equipment, and similar electronic products, and establishments that manufacture components for such products. The Computer and Electronic Product Manufacturing industries are combined in the hierarchy of NAICS because of their economic significance to the economies of all three North American countries. For industries in this subsector, the manufacturing processes are fundamentally different from the manufacturing processes of other machinery and equipment. The design and use of integrated circuits and the application of highly specialized miniaturization technologies are common elements in the production technologies of the Computer and Electronic Product Manufacturing subsector.

### PEER GROUP: Computer and Electronic Product Manufacturing

Ticker	Company Name	Recent Price (\$)	Market Cap (\$M)	Price/Earnings	Net Sales TTM (\$M)	Net Income TTM (\$M)
<b>AAPL</b>	<b>APPLE INC</b>	<b>188.32</b>	<b>2,908,015</b>	<b>29.33</b>	<b>385,706.00</b>	<b>100,913.00</b>
SMCI	SUPER MICRO COMPUTER INC	698.00	39,041	54.49	9,252.75	732.38
HPQ	HP INC	28.29	28,033	8.68	53,718.00	3,263.00
XRX	XEROX HOLDINGS CORP	18.48	2,271	NM	6,886.00	1.00
DELL	DELL TECHNOLOGIES INC	84.80	22,236	23.43	91,146.00	2,665.00
HPE	HEWLETT PACKARD ENTERPRISE	15.50	20,150	10.06	29,135.00	2,025.00
WDC	WESTERN DIGITAL CORP	57.12	18,521	NM	11,257.00	-2,240.00
STX	SEAGATE TECHNOLOGY HOLDING	87.68	18,370	NM	6,471.00	-728.00
NTAP	NETAPP INC	88.92	18,320	27.61	6,101.00	692.00
PSTG	PURE STORAGE INC	44.14	13,947	232.32	2,851.02	70.34
LOGI	LOGITECH INTERNATIONAL SA	84.60	13,098	27.65	4,247.06	486.02

The peer group comparison is based on Major Computer and Electronic Product Manufacturing companies of comparable size.

Sector: Manufacturing   Communications Equipment Manufacturing					
Annual Dividend Rate	Annual Dividend Yield	Beta	Market Capitalization	52-Week Range	Price as of 2/8/2024
\$0.96	0.50%	1.31	\$2,908.0 Billion	\$143.90-\$199.62	\$188.32

**COMPANY DESCRIPTION**

Apple Inc. designs, manufactures, and markets smartphones, personal computers, tablets, wearables, and accessories worldwide. The company offers iPhone, a line of smartphones; Mac, a line of personal computers; iPad, a line of multi-purpose tablets; and wearables, home, and accessories comprising AirPods, Apple TV, Apple Watch, Beats products, and HomePod. It also provides AppleCare support and cloud services; and operates various platforms, including the App Store that allow customers to discover and download applications and digital content, such as books, music, video, games, and podcasts. In addition, the company offers various services, such as Apple Arcade, a game subscription service; Apple Fitness+, a personalized fitness service; Apple Music, which offers users a curated listening experience with on-demand radio stations; Apple News+, a subscription news and magazine service; Apple TV+, which offers exclusive original content; Apple Card, a co-branded credit card; and Apple Pay, a cashless payment service, as well as licenses its intellectual property. The company serves consumers, and small and mid-sized businesses; and the education, enterprise, and government markets. It distributes third-party applications for its products through the App Store. The company also sells its products through its retail and online stores, and direct sales force; and third-party cellular network carriers, wholesalers, retailers, and resellers. Apple Inc. was founded in 1976 and is headquartered in Cupertino, California.

APPLE INC  
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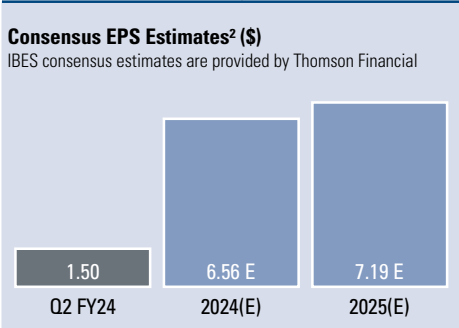
STOCK-AT-A-GLANCE	
Below is a summary of the major fundamental and technical factors we consider when determining our overall recommendation of AAPL shares. It is provided in order to give you a deeper understanding of our rating methodology as well as to paint a more complete picture of a stock's strengths and weaknesses. It is important to note, however, that these factors only tell part of the story. To gain an even more comprehensive understanding of our stance on the stock, these factors must be assessed in combination with the stock's valuation. Please refer to our Valuation section on page 5 for further information.	
FACTOR	SCORE
Growth	5.0 out of 5 stars
Measures the growth of both the company's income statement and cash flow. On this factor, AAPL has a growth score better than 90% of the stocks we rate.	weakstrong
Total Return	4.5 out of 5 stars
Measures the historical price movement of the stock. The stock performance of this company has beaten 80% of the companies we cover.	weakstrong
Efficiency	5.0 out of 5 stars
Measures the strength and historic growth of a company's return on invested capital. The company has generated more income per dollar of capital than 90% of the companies we review.	weakstrong
Price volatility	4.5 out of 5 stars
Measures the volatility of the company's stock price historically. The stock is less volatile than 80% of the stocks we monitor.	weakstrong
Solvency	5.0 out of 5 stars
Measures the solvency of the company based on several ratios. The company is more solvent than 90% of the companies we analyze.	weakstrong
Income	3.0 out of 5 stars
Measures dividend yield and payouts to shareholders. The company's dividend is higher than 50% of the companies we track.	weakstrong

**THESTREET QUANT RATINGS RESEARCH METHODOLOGY**

TheStreet Quant Ratings' stock model projects a stock's total return potential over a 12-month period including both price appreciation and dividends. Our Buy, Hold or Sell ratings designate how we expect these stocks to perform against a general benchmark of the equities market and interest rates. While our model is quantitative, it utilizes both subjective and objective elements. For instance, subjective elements include expected equities market returns, future interest rates, implied industry outlook and forecasted company earnings. Objective elements include volatility of past operating revenues, financial strength, and company cash flows.

Our model gauges the relationship between risk and reward in several ways, including: the pricing drawdown as compared to potential profit volatility, i.e.how much one is willing to risk in order to earn profits; the level of acceptable volatility for highly performing stocks; the current valuation as compared to projected earnings growth; and the financial strength of the underlying company as compared to its stock's valuation as compared to projected earnings growth; and the financial strength of the underlying company as compared to its stock's performance. These and many more derived observations are then combined, ranked, weighted, and scenario-tested to create a more complete analysis. The result is a systematic and disciplined method of selecting stocks.

Sector: Manufacturing   Communications Equipment Manufacturing					
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\$0.96	0.50%	1.31	\$2,908.0 Billion	\$143.90-\$199.62	\$188.32



INCOME STATEMENT		
	Q1 FY24	Q1 FY23
Net Sales (\$mil)	119,575.00	117,154.00
EBITDA (\$mil)	43,221.00	38,932.00
EBIT (\$mil)	40,373.00	36,016.00
Net Income (\$mil)	33,916.00	29,998.00

BALANCE SHEET		
	Q1 FY24	Q1 FY23
Cash & Equiv. (\$mil)	73,100.00	51,355.00
Total Assets (\$mil)	353,514.00	346,747.00
Total Debt (\$mil)	108,040.00	111,110.00
Equity (\$mil)	74,100.00	56,727.00

PROFITABILITY		
	Q1 FY24	Q1 FY23
Gross Profit Margin	48.26%	45.45%
EBITDA Margin	36.14%	33.23%
Operating Margin	33.76%	30.74%
Sales Turnover	1.09	1.12
Return on Assets	28.54%	27.44%
Return on Equity	136.18%	167.77%

DEBT		
	Q1 FY24	Q1 FY23
Current Ratio	1.07	0.94
Debt/Capital	0.59	0.66
Interest Expense	NA	1,003.00
Interest Coverage	NA	35.91

SHARE DATA		
	Q1 FY24	Q1 FY23
Shares outstanding (mil)	15,460	15,842
Div / share	0.24	0.23
EPS	2.18	1.88
Book value / share	4.79	3.58
Institutional Own %	NA	NA
Avg Daily Volume	53,300,910	58,450,535

2 Sum of quarterly figures may not match annual estimates due to use of median consensus estimates.

**FINANCIAL ANALYSIS**  
APPLE INC's gross profit margin for the first quarter of its fiscal year 2024 has increased when compared to the same period a year ago. The company has grown sales and net income during the past quarter when compared with the same quarter a year ago, however, it was unable to keep up with the growth of the average competitor within its subsector. APPLE INC has weak liquidity. Currently, the Quick Ratio is 0.92 which shows a lack of ability to cover short-term cash needs. The company's liquidity has increased from the same period last year, indicating improving cash flow.

At the same time, stockholders' equity ("net worth") has greatly increased by 30.62% from the same quarter last year. Overall, the key liquidity measurements indicate that the company is in a position in which financial difficulties could develop in the future.

**STOCKS TO BUY:** TheStreet Quant Ratings has identified a handful of stocks that can potentially TRIPLE in the next 12-months. To learn more visit [www.TheStreetRatings.com](http://www.TheStreetRatings.com).

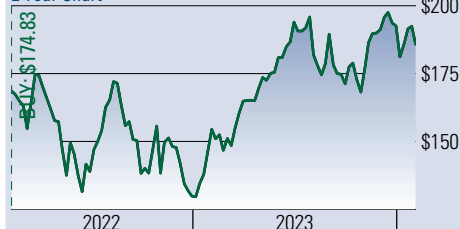
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### RATINGS HISTORY

Our rating for APPLE INC has not changed since 4/13/2009. As of 2/8/2024, the stock was trading at a price of \$188.32 which is 5.7% below its 52-week high of \$199.62 and 30.9% above its 52-week low of \$143.90.

2 Year Chart



### MOST RECENT RATINGS CHANGES

Date	Price	Action	From	To
2/8/22	\$174.83	No Change	Buy	Buy

Price reflects the closing price as of the date listed, if available

### RATINGS DEFINITIONS & DISTRIBUTION OF THESTREET RATINGS

(as of 2/8/2024)

**31.55% Buy** - We believe that this stock has the opportunity to appreciate and produce a total return of more than 10% over the next 12 months.

**29.92% Hold** - We do not believe this stock offers conclusive evidence to warrant the purchase or sale of shares at this time and that its likelihood of positive total return is roughly in balance with the risk of loss.

**38.53% Sell** - We believe that this stock is likely to decline by more than 10% over the next 12 months, with the risk involved too great to compensate for any possible returns.

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### VALUATION

BUY. This stock's P/E ratio indicates a significant discount compared to an average of 52.98 for the Computer and Electronic Product Manufacturing subsector and a premium compared to the S&P 500 average of 27.13. For additional comparison, its price-to-book ratio of 39.29 indicates a significant premium versus the S&P 500 average of 4.54 and a significant premium versus the subsector average of 25.27. The price-to-sales ratio is well above the S&P 500 average, but well below the subsector average. The valuation analysis reveals that, APPLE INC seems to be trading at a discount to investment alternatives.

Price/Earnings	1	2	3	4	5
					premium

**AAPL 29.33** **Peers 52.98**

- Discount. A lower P/E ratio than its peers can signify a less expensive stock or lower growth expectations.
- AAPL is trading at a significant discount to its peers.

Price/Projected Earnings	1	2	3	4	5
					premium

**AAPL 26.19** **Peers 27.22**

- Average. An average price-to-projected earnings ratio can signify an subsector neutral stock price and average future growth expectations.
- AAPL is trading at a valuation on par with its peers.

Price/Book	1	2	3	4	5
					premium

**AAPL 39.29** **Peers 25.27**

- Premium. A higher price-to-book ratio makes a stock less attractive to investors seeking stocks with lower market values per dollar of equity on the balance sheet.
- AAPL is trading at a significant premium to its peers.

Price/Sales	1	2	3	4	5
					premium

**AAPL 7.55** **Peers 13.13**

- Discount. In the absence of P/E and P/B multiples, the price-to-sales ratio can display the value investors are placing on each dollar of sales.
- AAPL is trading at a significant discount to its subsector on this measurement.

Price/CashFlow	1	2	3	4	5
					premium

**AAPL 24.97** **Peers 54.59**

- Discount. The P/CF ratio, a stock's price divided by the company's cash flow from operations, is useful for comparing companies with different capital requirements or financing structures.
- AAPL is trading at a significant discount to its peers.

Price to Earnings/Growth	1	2	3	4	5
					premium

**AAPL 4.20** **Peers 21.16**

- Premium. The PEG ratio is the stock's P/E divided by the consensus estimate of long-term earnings growth. Faster growth can justify higher price multiples.
- AAPL trades at a significant premium to its peers.

Earnings Growth	1	2	3	4	5
					lower

**AAPL 8.99** **Peers 36.28**

- Lower. Elevated earnings growth rates can lead to capital appreciation and justify higher price-to-earnings ratios.
- However, AAPL is expected to significantly trail its peers on the basis of its earnings growth rate.

Sales Growth	1	2	3	4	5
					lower

**AAPL -0.48** **Peers 11.13**

- Lower. A sales growth rate that trails the subsector implies that a company is losing market share.
- AAPL significantly trails its peers on the basis of sales growth.

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NAICS is the North American Industry Classification System which provides the Sector, Subsector, and Industry Group structure used in this report. As many companies are diversified, the companies may also operate in other industry segments than the one listed.