
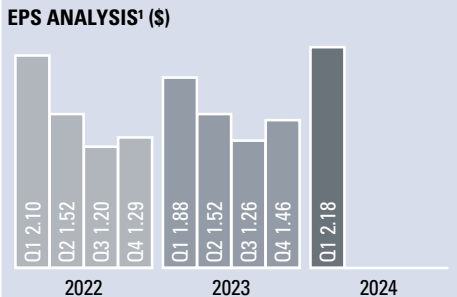
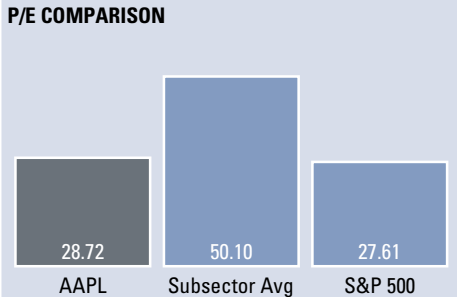


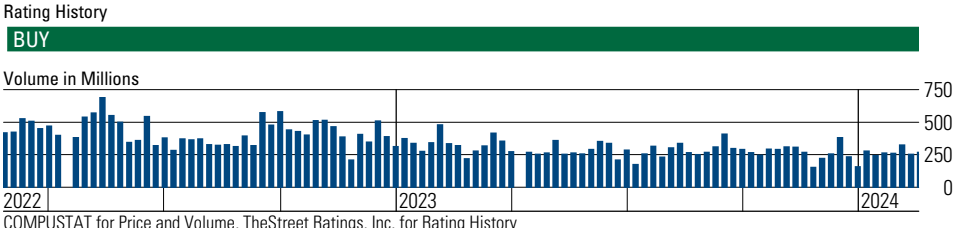
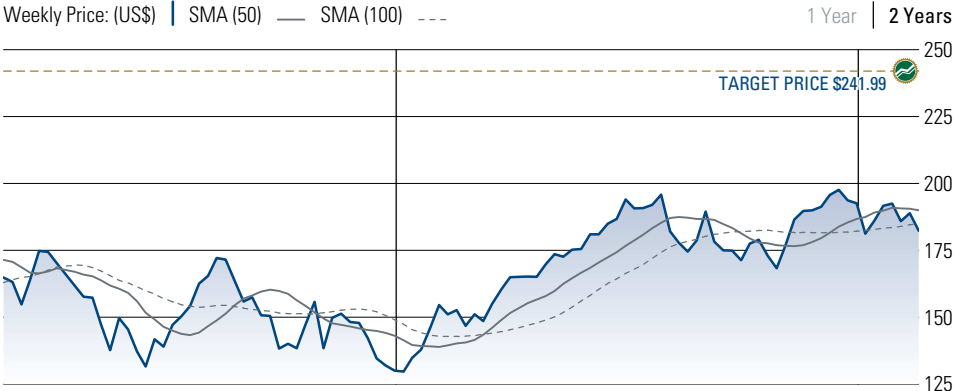
| BUY | | | | | | HOLD | | | SELL | | | | | | | BUY | RATING SINCE 02/22/2017 | | |
|--------------------------------|---|----|----|---|--------------------------------|------|---|--------------|------|---|--|----|---|----|------------------------------------|-----|-------------------------|--|--|
| A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | D- | E+ | E | E- | F | | TARGET PRICE |  \$241.99 | |
| Annual Dividend Rate \$0.96 | | | | | Annual Dividend Yield 0.52% | | | Beta 1.31 | | | Market Capitalization \$2,847.0 Billion | | | | 52-Week Range \$143.90-\$199.62 | | | Price as of 2/22/2024 \$184.37 | |

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 | -3.63 | 23.81 | 13.53 |
| 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 | 67.01 | 17.66 |
| Q1 2023 | 167.77 | 142.74 | 19.00 |
| Q1 2022 | 139.79 | 64.02 | 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 some important positives, 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 increase in stock price during the past year, 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.

AAPLE 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 (\$6.57 versus \$6.12).

Despite its growing revenue, the company underperformed as compared with the subsector average of 8.7%. 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.

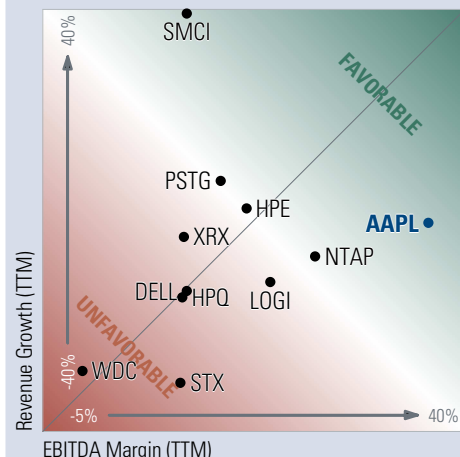
Net operating cash flow has increased to \$39,895.00 million or 17.32% when compared to the same quarter last year. Despite an increase in cash flow, APPLE INC's cash flow growth rate is still lower than the subsector average growth rate of 36.95%.

Sector: Manufacturing | Communications Equipment Manufacturing

| | | | | | |
|---------------------------------------|---------------------------------------|---------------------|---|---|--|
| Annual Dividend Rate \$0.96 | Annual Dividend Yield 0.52% | Beta 1.31 | Market Capitalization \$2,847.0 Billion | 52-Week Range \$143.90-\$199.62 | Price as of 2/22/2024 \$184.37 |
|---------------------------------------|---------------------------------------|---------------------|---|---|--|

PEER GROUP ANALYSIS

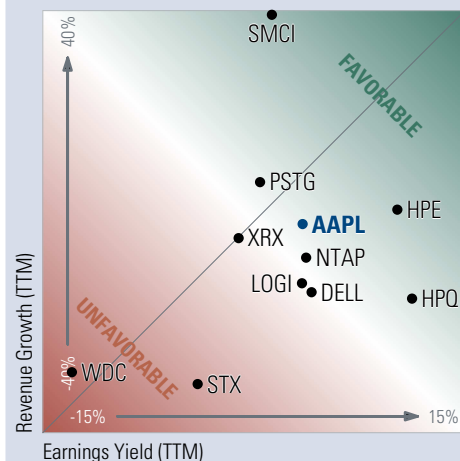
REVENUE GROWTH AND EBITDA MARGIN*



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 \$2.8 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 2228 companies in the Manufacturing sector that total around \$29,731 billion in market capitalization as well as \$10,689 billion in annual sales.

The Computer and Electronic Product Manufacturing subsector accounts for 17.6% 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) |
|-------------|----------------------------|-------------------|------------------|----------------|---------------------|----------------------|
| AAPL | APPLE INC | 184.37 | 2,847,020 | 28.72 | 385,706.00 | 100,913.00 |
| SMCI | SUPER MICRO COMPUTER INC | 975.52 | 54,564 | 76.15 | 9,252.75 | 732.38 |
| HPQ | HP INC | 28.95 | 28,687 | 8.88 | 53,718.00 | 3,263.00 |
| DELL | DELL TECHNOLOGIES INC | 87.79 | 23,020 | 24.25 | 91,146.00 | 2,665.00 |
| XRX | XEROX HOLDINGS CORP | 18.72 | 2,301 | NM | 6,886.00 | 1.00 |
| HPE | HEWLETT PACKARD ENTERPRISE | 15.07 | 19,588 | 9.79 | 29,135.00 | 2,025.00 |
| STX | SEAGATE TECHNOLOGY HOLDING | 88.02 | 18,441 | NM | 6,471.00 | -728.00 |
| WDC | WESTERN DIGITAL CORP | 55.70 | 18,150 | NM | 11,257.00 | -2,259.00 |
| NTAP | NETAPP INC | 86.03 | 17,725 | 26.72 | 6,101.00 | 692.00 |
| LOGI | LOGITECH INTERNATIONAL SA | 89.00 | 13,779 | 29.08 | 4,247.06 | 486.02 |
| PSTG | PURE STORAGE INC | 41.19 | 13,015 | 216.79 | 2,851.02 | 70.34 |

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 2/22/2024 |
| \$0.96 | 0.52% | 1.31 | \$2,847.0 Billion | \$143.90-\$199.62 | \$184.37 |

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
One Apple Park Way
Cupertino, CA 95014
USA
Phone: 408 996 1010
http://www.apple.com

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. | | weak | | | | strong |
| 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. | | weak | | | | strong |
| 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. | | weak | | | | strong |
| 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. | | weak | | | | strong |
| 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. | | weak | | | | strong |
| 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. | | weak | | | | strong |

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.

TheStreet Quant Ratings

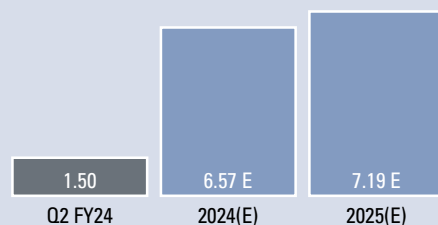
APPLE INC

Sector: Manufacturing | Communications Equipment Manufacturing

| | | | | | |
|---------------------------------------|---------------------------------------|---------------------|---|---|--|
| Annual Dividend Rate \$0.96 | Annual Dividend Yield 0.52% | Beta 1.31 | Market Capitalization \$2,847.0 Billion | 52-Week Range \$143.90-\$199.62 | Price as of 2/22/2024 \$184.37 |
|---------------------------------------|---------------------------------------|---------------------|---|---|--|

Consensus EPS Estimates² (\$)

IBES consensus estimates are provided by Thomson Financial



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 | 53,262,478 | 57,835,342 |

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.

TheStreet Quant Ratings

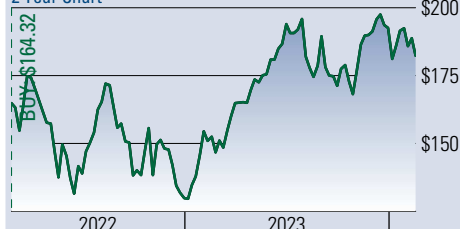
Sector: Manufacturing | Communications Equipment Manufacturing

| | | | | | |
|---------------------------------------|---------------------------------------|---------------------|---|---|--|
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|---------------------------------------|---------------------------------------|---------------------|---|---|--|

RATINGS HISTORY

Our rating for APPLE INC has not changed since 4/13/2009. As of 2/22/2024, the stock was trading at a price of \$184.37 which is 7.6% below its 52-week high of \$199.62 and 28.1% above its 52-week low of \$143.90.

2 Year Chart



MOST RECENT RATINGS CHANGES

| Date | Price | Action | From | To |
|---------|----------|-----------|------|-----|
| 2/22/22 | \$164.32 | No Change | Buy | Buy |

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

RATINGS DEFINITIONS & DISTRIBUTION OF THESTREET RATINGS

(as of 2/22/2024)

31.82% 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.

30.16% 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.

38.02% 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.

The Arena Group
200 Vesey Street, 24th Floor
New York, NY 10281
www.thestreet.com

Research Contact: 212-321-5381

Sales Contact: 866-321-8726

VALUATION

BUY. The current P/E ratio indicates a significant discount compared to an average of 50.10 for the Computer and Electronic Product Manufacturing subsector and a value on par with the S&P 500 average of 27.61. For additional comparison, its price-to-book ratio of 38.47 indicates a significant premium versus the S&P 500 average of 4.62 and a significant premium versus the subsector average of 23.91. 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 discount |

AAPL 28.72 **Peers 50.10**

- 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 discount |

AAPL 25.65 **Peers 26.58**

- 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 discount |

AAPL 38.47 **Peers 23.91**

- 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 discount |

AAPL 7.39 **Peers 12.98**

- 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 discount |

AAPL 24.44 **Peers 42.71**

- 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 discount |

AAPL 4.05 **Peers 2.11**

- 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 higher |

AAPL 8.99 **Peers 113.45**

- 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 higher |

AAPL -0.48 **Peers 24.89**

- 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.

DISCLAIMER:

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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.