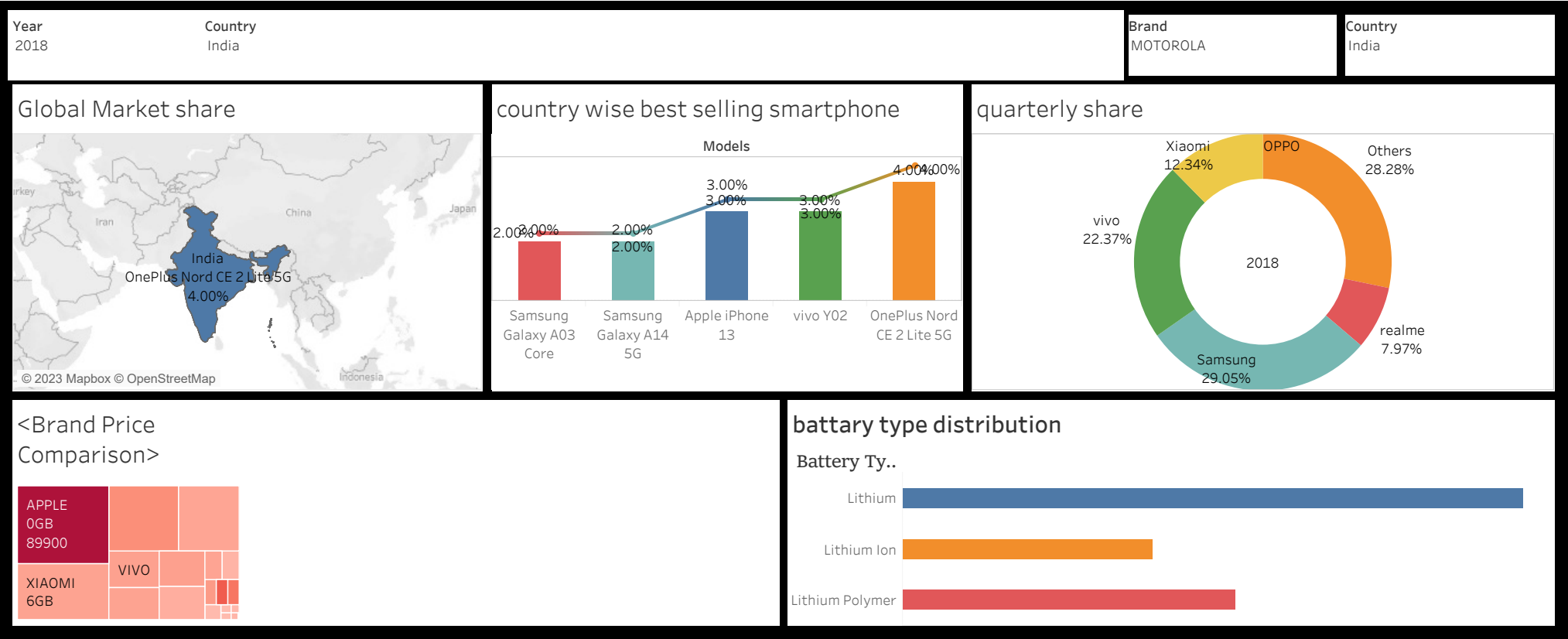


Story 1

Apple continues to strengthen its standins in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in january 2021 were designed by Apple.

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Year2022BrandAPPLEColourMultiple values

KPI2

Revenue GeneratedUnits sold (mm)Active Users (mm)

KPI

Brand	Discoun..	Mrp	Sale Pri..	Star Rat..
Apple	0	77,000	77,000	5

Annual revenue

Avg. Revenue (\$bn)

Year

37.442.765.0108.0156.3182.6233.6229.2260.1365.8

Year

model share

Apple iPhone 14 Pro Max

Apple iPhone 14

model specification

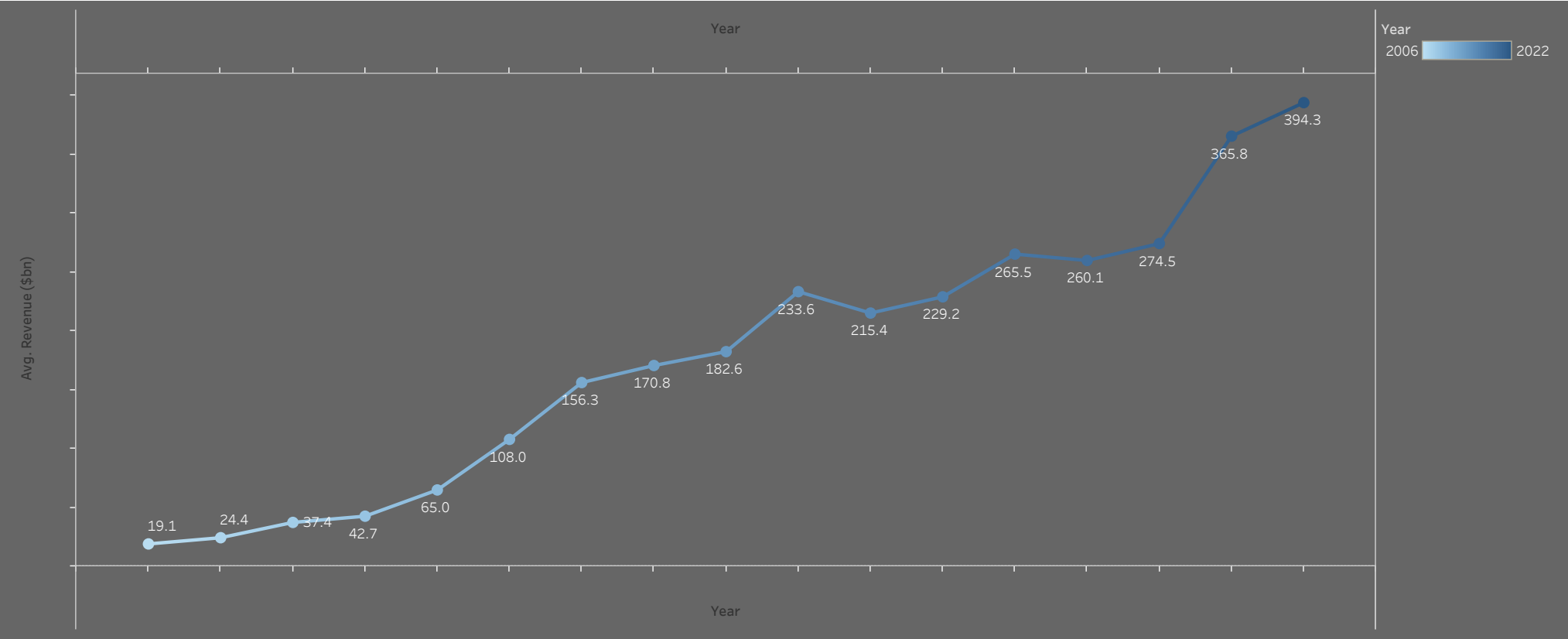
Model	Processor	Front C..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with ..	12MP	12MP + 12MP	Black	1,99,700
APPLE IPHONE 12 ..	A Bionic Chip with ..	12MP	12MP + 12MP	Blue	59,900
APPLE IPHONE 12 ..	A Bionic Chip with ..	12MP	12MP + 12MP	Black	74,900
APPLE IPHONE 12 ..	A Bionic Chip with ..	12MP	12MP + 12MP	Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
APPLE IPHONE 14 ..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

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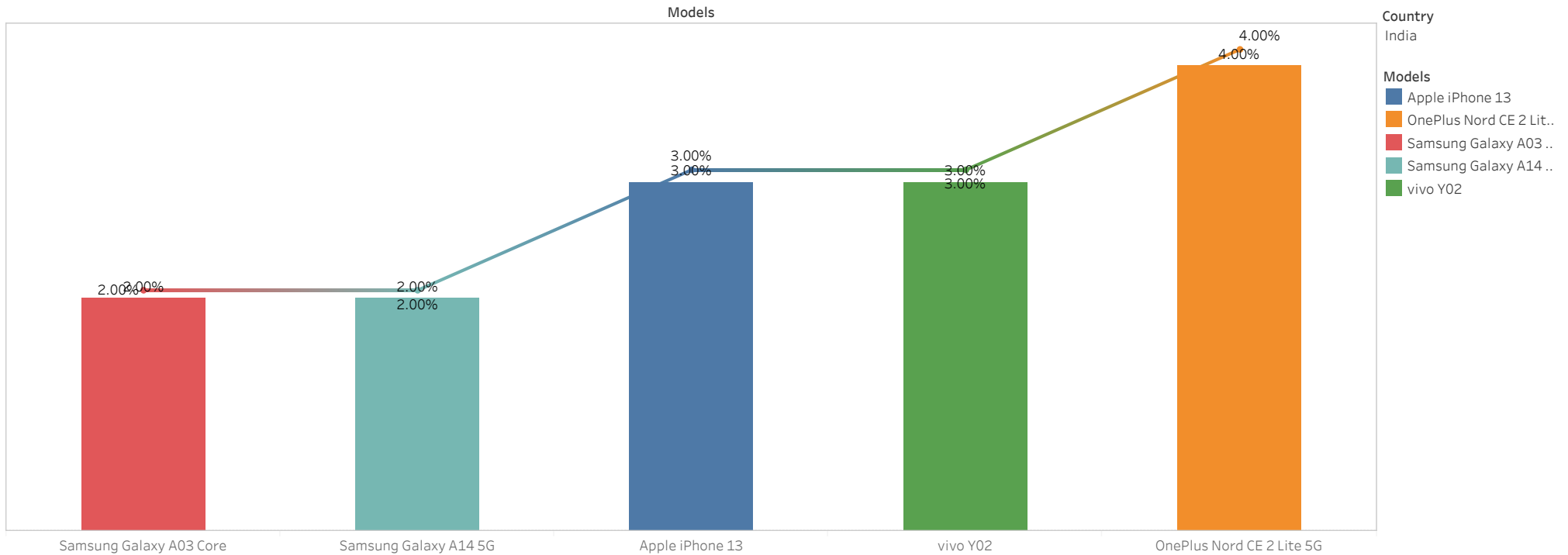


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