

Equity Research

January 2, 2019

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TMT

Apple, Inc.

Cutting Apple Target As iPhones Miss By More Than 12 Million

- Cut target to \$197 from \$235 based on \$1.13 cut to our Calendar 2019 EPS estimate and reduction in target multiple to 15.0x from 16.5x.
- Our new EPS estimate implies 8% EPS growth in Calendar 2019 thanks to expected share repurchase of 500 million shares this year.
- Estimated a 12.5 million miss on iPhones sold in December quarter primarily from China. That's an 18% y/y decline.
- Cut iPhone revenue estimate by \$25 billion for Fiscal 2019, which takes total revenue growth to 0.0%.
- Discuss CEO Tim Cook's comments on subsidies and upgrades.

AAPL

\$157.92

12 month target

\$197.00

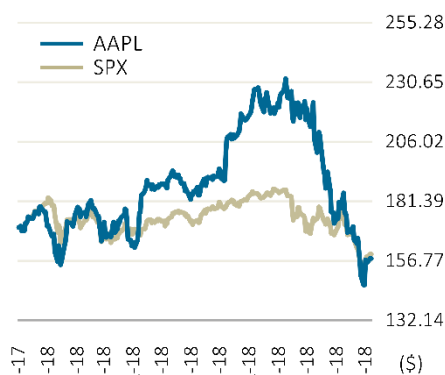
BUY

52 week range \$146.83 - \$232.07

Dividend Yield 1.3%

Market Cap (m) \$765,525

Price Performance



Source: IDC

Estimates

	1Q17 A	2Q17 A	3Q17 A	4Q17 A	FY17 A	1Q18 A	2Q18 A	3Q18 A	4Q18 A	FY18 A	FY19 E
Sales	78,351	52,896	45,408	52,579	229,234	88,293	61,137	53,265	62,900	265,595	265,480
Gross Margin (%)	38.5%	38.9%	38.5%	37.9%	38.5%	38.4%	38.3%	38.3%	38.3%	38.3%	37.7%
Diluted EPS (Adj.)	3.36	2.10	1.67	2.07	9.19	3.89	2.73	2.34	2.91	11.87	12.34
DPS	0.57	0.57	0.63	0.63	2.40	0.63	0.63	0.73	0.73	2.72	3.02
EPS Growth (%)	2.3%	10.4%	16.9%	23.7%	11.0%	15.9%	30.1%	40.4%	41.0%	29.2%	3.9%

Source: BTIG Estimates and Company Documents (\$ in millions, except per share amount)

Company reports and BTIG estimates

Please Read: Important disclosures and analyst's certification appear in Appendix

We cut our Fiscal 2019 EPS estimates by \$1.30 to \$12.34 following Apple's pre-announcement earlier this afternoon. Our new estimates imply 4% EPS growth in Fiscal 2019 despite an expected 5% decline in Net Income, thanks to the share repurchase program.

\$25 billion iPhone revenue cut to our Fiscal 2019 iPhone revenue estimate based on a 31.5 million (14%) cut to our estimate of iPhone units sold. Our estimates now imply a 12% decline in iPhone revenue and 15% decline in units sold in Fiscal 2019.

12.5 million miss on iPhones sold in December quarter - We estimate iPhone units sales were less than 64 million in the December quarter, an 18% decline from last year. That's the largest decline in unit sales since the March 2016 quarter following the launch of the iPhone 6S when unit sales declined 16%. We expect iPhone unit sales to drop to 42.5 million in the March quarter, reflecting typical seasonal declines and implying a 19% decline from the prior year. This is clearly an important metric and one that Apple said they would no longer report when they issued guidance 63 days ago. It is not helpful to investors to not report this metric.

Subsidies? CEO Tim Cook primarily cited a weakening economy in China as the reason for the revenue shortfall and the environment sounds very bad there and obviously not being helped by the ongoing trade war or the rising prices of Apple's products. Cook also noted the lack of subsidies by wireless operators in developed markets. That is not a new trend. On CNBC, Cook suggested that trade-ins offered by Apple can act as an effective subsidy, but operators have been offering trade-in promotions for years, albeit at lower levels in the past two years. ([Link](#)) There has not been evidence of an incremental acceleration in the decline in upgrade rates in the United States or other developed markets. The replacement cycle might not be rebounding, but it's very hard to believe that a further lengthening in the product cycle is a material contributor to the miss reported this afternoon.

0.0% revenue growth is our new expectation for Fiscal 2019, but we believe Apple can return to revenue growth in the June quarter. Too bad they won't report that for more than six months.

19% growth in everything else. The huge miss in iPhone was offset by upside to other segments. In aggregate, Apple's other product segments generated \$1.75 billion (6%) of upside to our estimate. We estimate that the upside was generated from wearables, services and iPads as detailed in the tables below. We adjusted our forward estimates in these segments accordingly.

Gross margin of 38% was at the low end of the guided range and reflected some contraction from last year. We cut our future gross margin estimates by 50 basis points. Guidance on this line item given the lower revenue expectations will be critical.

500 million shares could be bought. We are maintaining our expectation that Apple will buy back ~\$20 billion of stock each quarter, but have adjusted the share repurchase price based on the move in the stock. As a result, we now expect Apple to buy back 503 million shares in calendar 2019, which represents 11% of the FQ1 share count of 4.77 billion shares.

We cut our price target to \$197 from \$235 million based on our 15.0x (was 16.5x) our new calendar 2019 EPS estimate of \$13.12 (was \$14.25). The S&P 500 trades at a 14.4x multiple of expected consensus EPS from FactSet. Our target also implies a free cash flow yield of 7.3% (was 6.5%).

Estimate Revisions – Income Statement

Apple Income Statement	OLD	NEW	Diff	OLD	NEW	Diff	OLD	NEW	Diff
\$ millions	Dec-18	Dec-18		FY 2019	FY 2019		CY2019	CY2019	
Revenues	92,422	83,921	(8,502)	282,885	265,480	(17,405)	288,226	271,831	(16,395)
Cost of goods sold	56,840	52,031	(4,809)	174,927	165,505	(9,421)	178,700	169,895	(8,805)
Gross profit	35,583	31,890	(3,693)	107,958	99,975	(7,984)	109,526	101,937	(7,589)
R&D	4,159	4,000	(159)	16,180	16,500	320	16,616	16,983	367
SG&A	4,482	4,700	218	17,792	18,200	408	18,002	18,511	509
Operating Income	26,941	23,190	(3,751)	73,986	65,275	(8,712)	74,908	66,443	(8,465)
Other inc and exp	300	550	250	1,200	1,600	400	1,300	1,500	200
NIBT	27,241	23,740	(3,501)	75,186	66,875	(8,312)	76,208	67,943	(8,265)
Taxes	4,495	3,917	(578)	11,687	10,387	(1,299)	11,431	10,191	(1,240)
Net Income	22,746	19,823	(2,924)	63,500	56,487	(7,013)	64,777	57,751	(7,025)
EPS	\$4.78	\$4.17	(\$0.61)	\$13.63	\$12.34	(\$1.30)	\$14.25	\$13.12	(\$1.13)
Shares out	4,762	4,755	(8)	4,642	4,563	(80)	4,545	4,402	(143)
Dividends per share	\$0.73	\$0.73	\$0.00	\$3.02	\$3.02	\$0.00	\$3.07	\$3.07	\$0.00
Dividends	3,476	3,471	(6)	14,012	13,767	(245)	14,009	13,618	(391)
Margins									
GPM	38.5%	38.0%	-0.5%	38.2%	37.7%	-0.5%	38.0%	37.5%	-0.5%
R&D/Revenue	4.5%	4.8%	0.3%	5.7%	6.2%	0.5%	5.8%	6.2%	0.5%
SG&A/Revenue	4.9%	5.6%	0.8%	6.3%	6.9%	0.6%	6.2%	6.8%	0.6%
Operating Inc	29.2%	27.6%	-1.5%	26.2%	24.6%	-1.6%	26.0%	24.4%	-1.5%
NIBT	29.5%	28.3%	-1.2%	26.6%	25.2%	-1.4%	26.4%	25.0%	-1.4%
Tax rate	16.5%	16.5%	0.0%	15.5%	15.5%	0.0%	15.0%	15.0%	0.0%
Net Income	24.6%	23.6%	-1.0%	22.4%	21.3%	-1.2%	22.5%	21.2%	-1.2%
Annual growth									
Revenues	4.7%	-5.0%	-9.6%	6.5%	0.0%	-6.6%	6.9%	4.1%	-2.8%
Operating Income	2.5%	-11.7%	-14.3%	4.4%	-7.9%	-12.3%	4.7%	-2.0%	-6.7%
NIBT	0.8%	-12.2%	-13.0%	3.1%	-8.3%	-11.4%	4.2%	-2.4%	-6.6%
Net Income	13.4%	-1.2%	-14.6%	6.7%	-5.1%	-11.8%	4.1%	-2.6%	-6.7%
EPS	22.8%	7.2%	-15.6%	14.9%	3.9%	-10.9%	11.7%	8.0%	-3.7%
Dividends	15.9%	15.9%	0.0%	11.0%	11.0%	0.0%	8.9%	8.9%	0.0%
Net cash per share	\$24.43	\$27.45	\$3.02	\$21.02	\$20.53	(\$0.49)	\$21.13	\$24.30	\$3.17
Net cash	(116,332)	(130,489)	(14,157)	(95,116)	(89,822)	5,294	(94,095)	(103,484)	(9,389)

Source: Company reports; BTIG

Estimate Revisions – Revenue Analysis

Apple Revenue Analysis	OLD	NEW	Diff	OLD	NEW	Diff	OLD	NEW	Diff
\$ millions	Dec-18	Dec-18		FY 2019	FY 2019		CY2019	CY2019	
Revenue by Product	92,422	83,921	(8,502)	282,885	265,480	(17,405)	288,226	271,831	(16,395)
iPhone	62,344	52,090	(10,254)	171,481	146,835	(24,646)	174,619	149,665	(24,954)
iPad	6,319	6,609	290	20,712	21,566	854	20,838	21,699	860
Mac	7,421	7,421	0	27,924	27,924	0	27,883	27,883	0
Services	10,589	10,801	212	44,768	46,155	1,386	46,886	48,585	1,699
Wearables/Home/Accessories	5,750	7,000	1,250	18,000	23,000	5,000	18,000	24,000	6,000
Annual Revenue Growth	4.7%	-5.0%	-9.6%	6.5%	0.0%	-6.6%	6.9%	4.1%	-2.8%
iPhone	1.2%	-15.4%	-16.7%	2.9%	-11.9%	-14.8%	4.3%	-4.8%	-9.1%
iPad	7.8%	12.8%	4.9%	10.1%	14.7%	4.5%	8.2%	11.0%	2.8%
Mac	7.6%	7.6%	0.0%	9.6%	9.6%	0.0%	7.2%	7.2%	0.0%
Services	25.0%	27.5%	2.5%	20.4%	24.1%	3.7%	19.3%	22.9%	3.7%
Wearables/Home/Accessories	4.8%	27.5%	22.8%	3.3%	32.1%	28.7%	1.8%	26.8%	25.0%
Revenue Mix									
iPhone	67.5%	62.1%	-5.4%	60.6%	55.3%	-5.3%	60.6%	55.1%	-5.5%
iPad	6.8%	7.9%	1.0%	7.3%	8.1%	0.8%	7.2%	8.0%	0.8%
Mac	8.0%	8.8%	0.8%	9.9%	10.5%	0.6%	9.7%	10.3%	0.6%
Services	11.5%	12.9%	1.4%	15.8%	17.4%	1.6%	16.3%	17.9%	1.6%
Wearables/Home/Accessories	6.2%	8.3%	0.0%	6.4%	8.7%	0.0%	6.2%	8.8%	0.0%
Units									
iPhone	76,000	63,500	(12,500)	217,500	186,000	(31,500)	219,000	187,500	(31,500)
iPad	12,907	13,499	593	42,858	44,623	1,765	42,858	44,623	1,765
Mac	5,240	5,240	0	18,990	18,990	0	18,859	18,859	0
Annual Unit Growth									
iPhone	-1.7%	-17.9%	-16.2%	-0.1%	-14.6%	-14.5%	1.2%	-8.0%	-9.2%
iPad	-2.0%	2.5%	4.5%	-1.6%	2.5%	4.1%	-1.0%	1.7%	2.7%
Mac	2.5%	2.5%	0.0%	4.3%	4.3%	0.0%	2.8%	2.8%	0.0%
Average Sales Prices									
iPhone	820	820	0	788	789	1	797	798	1
iPad	490	490	0	483	483	0	486	486	0
Mac	1,416	1,416	0	1,470	1,470	0	1,479	1,479	0
Annual ASP Growth									
iPhone	3.0%	3.0%	0.0%	3.0%	3.1%	0.1%	3.0%	3.5%	0.5%
iPad	10.0%	10.0%	0.0%	11.9%	11.9%	0.0%	9.2%	9.1%	-0.1%
Mac	5.0%	5.0%	0.0%	5.1%	5.1%	0.0%	4.2%	4.2%	0.0%

Source: Company reports; BTIG

Income Statement

Apple Income Statement									Est	Est	Est	Est	Est	Est
\$ millions	2015	2016	2017	Dec	Mar	Jun	Sep	2018	Dec	Mar	Jun	Sep	2019	Dec
Revenues	233,715	215,639	229,234	88,293	61,137	53,265	62,900	265,595	83,921	59,531	54,848	67,180	265,480	90,272
Cost of goods sold	140,089	131,376	141,048	54,381	37,715	32,844	38,816	163,756	52,031	37,207	34,280	41,987	165,505	56,420
Gross profit	93,626	84,263	88,186	33,912	23,422	20,421	24,084	101,839	31,890	22,324	20,568	25,192	99,975	33,852
R&D	8,067	10,045	11,581	3,407	3,378	3,701	3,750	14,236	4,000	4,000	4,250	4,250	16,500	4,483
SG&A	14,329	14,194	15,261	4,231	4,150	4,108	4,216	16,705	4,700	4,500	4,500	4,500	18,200	5,011
Operating Income	71,230	60,024	61,344	26,274	15,894	12,612	16,118	70,898	23,190	13,824	11,818	16,442	65,275	24,358
Other inc and exp	1,285	1,348	2,745	756	274	672	303	2,005	550	350	350	350	1,600	450
NIBT	72,515	61,372	64,089	27,030	16,168	13,284	16,421	72,903	23,740	14,174	12,168	16,792	66,875	24,808
Taxes	19,121	15,685	15,738	6,965	2,346	1,765	2,296	13,372	3,917	2,126	1,825	2,519	10,387	3,721
Net Income	53,394	45,687	48,351	20,065	13,822	11,519	14,125	59,531	19,823	12,048	10,343	14,274	56,487	21,087
EPS	\$9.20	\$8.28	\$9.19	\$3.89	\$2.73	\$2.34	\$2.91	\$11.87	\$4.17	\$2.61	\$2.30	\$3.26	\$12.34	\$4.95
Shares out	5,793	5,500	5,252	5,158	5,068	4,927	4,848	5,000	4,755	4,623	4,497	4,376	4,563	4,259
Dividends per share	\$1.98	\$2.18	\$2.40	\$0.63	\$0.63	\$0.73	\$0.73	\$2.72	\$0.73	\$0.73	\$0.78	\$0.78	\$3.02	\$0.78
Dividends	11,464	11,984	12,599	3,249	3,193	3,596	3,539	13,578	3,471	3,375	3,508	3,413	13,767	3,322
Margins														
GPM	40.1%	39.1%	38.5%	38.4%	38.3%	38.3%	38.3%	38.3%	38.0%	37.5%	37.5%	37.5%	37.7%	37.5%
R&D/Revenue	3.5%	4.7%	5.1%	3.9%	5.5%	6.9%	6.0%	5.4%	4.8%	6.7%	7.7%	6.3%	6.2%	5.0%
SG&A/Revenue	6.1%	6.6%	6.7%	4.8%	6.8%	7.7%	6.7%	6.3%	5.6%	7.6%	8.2%	6.7%	6.9%	5.6%
Operating Inc	30.5%	27.8%	26.8%	29.8%	26.0%	23.7%	25.6%	26.7%	27.6%	23.2%	21.5%	24.5%	24.6%	27.0%
NIBT	31.0%	28.5%	28.0%	30.6%	26.4%	24.9%	26.1%	27.4%	28.3%	23.8%	22.2%	25.0%	25.2%	27.5%
Tax rate	26.4%	25.6%	24.6%	25.8%	14.5%	13.3%	14.0%	18.3%	16.5%	15.0%	15.0%	15.0%	15.5%	15.0%
Net Income	22.8%	21.2%	21.1%	22.7%	22.6%	21.6%	22.5%	22.4%	23.6%	20.2%	18.9%	21.2%	21.3%	23.4%
Annual growth														
Revenues	27.9%	-7.7%	6.3%	12.7%	15.6%	16.8%	21.1%	15.9%	-5.0%	-2.6%	3.0%	6.8%	0.0%	7.6%
Operating Income	35.7%	-15.7%	2.2%	12.5%	12.7%	17.1%	22.9%	15.6%	-11.7%	-13.0%	-6.3%	2.0%	-7.9%	5.0%
NIBT	35.6%	-15.4%	4.4%	11.8%	10.1%	17.5%	18.0%	13.8%	-12.2%	-12.3%	-8.4%	2.3%	-8.3%	4.5%
Net Income	35.1%	-14.4%	5.8%	12.2%	25.3%	32.1%	31.8%	23.1%	-1.2%	-12.8%	-10.2%	1.1%	-5.1%	6.4%
EPS	43.0%	-10.0%	11.0%	15.9%	30.1%	40.4%	41.0%	29.2%	7.2%	-4.4%	-1.6%	11.9%	3.9%	18.7%
Dividends	9.3%	10.1%	10.1%	10.5%	10.5%	15.9%	15.9%	13.3%	15.9%	15.9%	6.8%	6.8%	11.0%	6.8%
Net cash per share	\$24.85	\$27.91	\$29.56	\$31.54	\$28.68	\$26.21	\$25.29	\$25.29	\$27.45	\$22.69	\$20.38	\$20.53	\$20.53	\$24.30
Net cash	(141,204)	(150,553)	(153,215)	(162,697)	(145,386)	(129,143)	(122,617)	(122,617)	(130,489)	(104,889)	(91,655)	(89,822)	(89,822)	(103,484)

Source: Company reports; BTIG

Revenue Analysis

Apple Revenue Analysis				iPhone X-->		iPhone XS/XS Max-->			Est	Est	Est	Est	Est	Est
\$ millions	2015	2016	2017	Dec-17	Mar-18	Jun-18	Sep-18	2018	Dec-18	Mar-19	Jun-19	Sep-19	2019	Dec-19
Revenue by Product	233,715	215,639	229,234	88,293	61,137	53,265	62,900	265,595	83,921	59,531	54,848	67,180	265,480	90,272
iPhone	155,041	136,700	141,319	61,576	38,032	29,906	37,185	166,699	52,090	31,883	26,104	36,758	146,835	54,920
iPad	23,227	20,628	19,222	5,862	4,113	4,741	4,089	18,805	6,609	4,511	5,710	4,736	21,566	6,742
Mac	25,471	22,831	25,850	6,895	5,848	5,330	7,411	25,484	7,421	6,399	6,394	7,710	27,924	7,380
Services	19,909	24,348	29,980	8,471	9,190	9,548	9,981	37,190	10,801	11,488	11,640	12,227	46,155	13,231
Wearables/Home/Accessories	10,067	11,132	12,863	5,489	3,954	3,740	4,234	17,417	7,000	5,250	5,000	5,750	23,000	8,000
Annual Revenue Growth	27.9%	-7.7%	6.3%	12.7%	15.6%	16.8%	21.1%	15.9%	-5.0%	-2.6%	3.0%	6.8%	0.0%	7.6%
iPhone	52.0%	-11.8%	3.4%	13.2%	14.4%	20.4%	28.9%	18.0%	-15.4%	-16.2%	-12.7%	-1.1%	-11.9%	5.4%
iPad	-23.3%	-11.2%	-6.8%	5.9%	5.8%	-4.6%	-15.4%	-2.2%	12.8%	9.7%	20.4%	15.8%	14.7%	2.0%
Mac	5.8%	-10.4%	13.2%	-4.8%	0.1%	-4.7%	3.4%	-1.4%	7.6%	9.4%	20.0%	4.0%	9.6%	-0.6%
Services	10.2%	22.3%	23.1%	18.1%	30.5%	28.2%	27.0%	24.0%	27.5%	25.0%	25.0%	22.5%	24.1%	22.5%
Wearables/Home/Accessories	20.1%	10.6%	15.5%	36.4%	37.6%	36.7%	31.0%	35.4%	27.5%	32.8%	33.7%	35.8%	32.1%	14.3%
Revenue Mix														
iPhone	66.3%	63.4%	61.6%	69.7%	62.2%	56.1%	59.1%	62.8%	62.1%	53.6%	47.6%	54.7%	55.3%	60.8%
iPad	9.9%	9.6%	8.4%	6.6%	6.7%	8.9%	6.5%	7.1%	7.9%	7.6%	10.4%	7.0%	8.1%	7.5%
Mac	10.9%	10.6%	11.3%	7.8%	9.6%	10.0%	11.8%	9.6%	8.8%	10.7%	11.7%	11.5%	10.5%	8.2%
Services	8.5%	11.3%	13.1%	9.6%	15.0%	17.9%	15.9%	14.0%	12.9%	19.3%	21.2%	18.2%	17.4%	14.7%
Wearables/Home/Accessories	4.3%	5.2%	5.6%	6.2%	6.5%	7.0%	6.7%	6.6%	8.3%	8.8%	9.1%	8.6%	8.7%	8.9%
Units														
iPhone	231,218	211,884	216,756	77,316	52,217	41,300	46,889	217,722	63,500	42,500	35,000	45,000	186,000	65,000
iPad	54,856	45,590	43,753	13,170	9,113	11,553	9,699	43,535	13,499	9,341	11,842	9,941	44,623	13,499
Mac	20,587	18,484	19,251	5,112	4,078	3,720	5,299	18,209	5,240	4,250	4,250	5,250	18,990	5,109
Annual Unit Growth														
iPhone	36.6%	-8.4%	2.3%	-1.2%	2.9%	0.7%	0.5%	0.4%	-17.9%	-18.6%	-15.3%	-4.0%	-14.6%	2.4%
iPad	-19.3%	-16.9%	-4.0%	0.7%	2.1%	1.1%	-6.1%	-0.5%	2.5%	2.5%	2.5%	2.5%	2.5%	0.0%
Mac	8.9%	-10.2%	4.1%	-4.9%	-2.9%	-13.3%	-1.6%	-5.4%	2.5%	2.5%	0.0%	0.0%	4.3%	-2.5%
Average Sales Prices														
iPhone	671	645	652	796	728	724	793	766	820	750	746	817	789	845
iPad	423	452	439	445	451	410	422	432	490	483	482	476	483	499
Mac	1,237	1,235	1,343	1,349	1,434	1,433	1,399	1,400	1,416	1,506	1,504	1,468	1,470	1,445
Annual ASP Growth														
iPhone	11.3%	-3.8%	1.1%	14.7%	11.2%	19.6%	28.3%	17.4%	3.0%	3.0%	3.0%	3.0%	3.1%	3.0%
iPad	-5.0%	6.9%	-2.9%	5.2%	3.5%	-5.7%	-9.9%	-1.7%	10.0%	7.0%	17.5%	13.0%	11.9%	2.0%
Mac	-2.9%	-0.2%	8.7%	0.1%	3.0%	10.0%	5.1%	4.2%	5.0%	5.0%	5.0%	5.0%	5.1%	2.0%

Source: Company reports; BTIG

BTIG Covered Companies Mentioned in this Report

APPLE, INC. (AAPL, Buy, \$197.00 PT; Current Price: \$157.92; Analyst: Walter.Pieczyk)

Appendix: Analyst Certification and Other Important Disclosures

Analyst Certification

I, Walter Piecyk, hereby certify that the views about the companies and securities discussed in this report are accurately expressed and that I have not received and will not receive direct or indirect compensation in exchange for expressing specific recommendations or views in this report.

I, Joseph Galone, hereby certify that the views about the companies and securities discussed in this report are accurately expressed and that I have not received and will not receive direct or indirect compensation in exchange for expressing specific recommendations or views in this report.

Regulatory Disclosures

Ratings Definitions

BTIG LLC's ("BTIG") ratings, effective June 12, 2017, are defined as follows:

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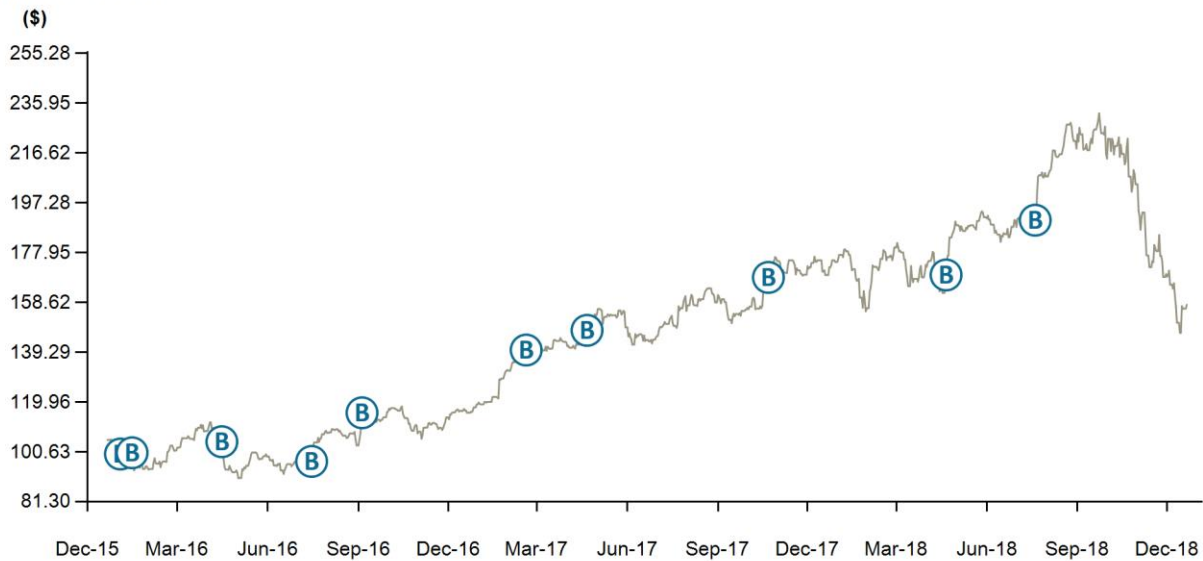
Company Valuation and Risk Disclosures

Apple, Inc. (AAPL, Buy, \$197.00 PT)

Valuation: Our \$197 price target is based on 15.0x our CY 2019 EPS estimate of \$13.12, which reflects 8% growth in that year. Our price target implies a free cash flow yield of 7.3% and 8.5% if you reduced the market cap by \$130 billion of net cash.

Risks: Apple competes against a number of traditional and start-up wireless device manufacturers who are constantly bringing new products to market that could potentially take share from the company. These competitors could also be more willing to cut prices and have promotional offers in the market.

Apple, Inc. (AAPL)



Note: Closing Price and Target Price have been adjusted for corporate actions.

Date	Closing Price (\$)	Target Price (\$)	Analyst	Rating
14-Mar-13	61.79	77.14	Walter Piecyk	Buy
06-Feb-14	73.22	78.86	Walter Piecyk	Buy
24-Apr-14	81.11	85.71	Walter Piecyk	Buy
01-Jul-14	93.52	112	Walter Piecyk	Buy
21-Oct-14	102.47	128	Walter Piecyk	Buy
18-Nov-14	115.47	135	Walter Piecyk	Buy
28-Jan-15	115.31	150	Walter Piecyk	Buy
28-Apr-15	130.56	160	Walter Piecyk	Buy
26-Jan-16	99.99	141	Walter Piecyk	Buy
26-Apr-16	104.35	115	Walter Piecyk	Buy
26-Jul-16	96.67	124	Walter Piecyk	Buy
15-Sep-16	115.57	133	Walter Piecyk	Buy
01-Mar-17	139.79	165	Walter Piecyk	Buy
02-May-17	147.51	184	Walter Piecyk	Buy
02-Nov-17	168.11	198	Walter Piecyk	Buy
01-May-18	169.10	207	Walter Piecyk	Buy
31-Jul-18	190.29	235	Walter Piecyk	Buy

Note: Apple completed a 7-for-1 stock split after the close on June 6, 2014.

Other Disclosures

Additional Information Available Upon Request

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