

AAPL Comprehensive Public-Company Financial

Ticker: AAPL Report Date: 2026-02-14
Sector: Technology Headquarters: US

Directional Conviction

64



BULLISH

Stock Price USD 255.78	Daily Change USD +14.25	YTD Return -5.619722%
52W Range USD 169.21 to USD 288.62	Analyst Consensus 14 strong buy, 21 buy, 17 hold, 2 sell, 0 strong sell	Sector Technology

<div>Top Positive Drivers</div> <ul style="list-style-type: none">Record fiscal Q1 2026 company revenue and EPS indicate continued operating leverage and demand resilience.High absolute profitability and cash conversion at scale support downside cushioning relative to lower-marginAnalyst positioning remains buy-leaning versus sell ratings. Source: Finnhub (finnhub.io) URL:	<div>Key Risks</div> <ul style="list-style-type: none">Shares are below the 52-week high while still priced at mega-cap scale, increasing sensitivity to growthInsider ownership change in the retrieved period is net negative. Source: Finnhub Insider TransactionsOngoing antitrust and app-store policy interventions remain a headline and execution risk vector. Source:
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Executive Summary

AAPL Comprehensive Public-Company Financial Report

Report Date: 2026-02-14
Ticker: AAPL
Company: Apple Inc.

Full Report

AAPL Comprehensive Public-Company Financial Report

Report Date: 2026-02-14

Ticker: AAPL

Company: Apple Inc.

Sector: Technology

Headquarters: US

Website: <https://www.apple.com/>

Icon URL: https://static2.finnhub.io/file/publicdatany/finnhubimage/stock_logo/AAPL.png

Score: 64 | Band: bullish

Non-advice notice: This report is informational, separates observed data from assumptions, and is not investment advice.

Executive View

Apple screens as a high-quality large-cap compounder with strong profitability and cash generation, but current valuation sensitivity and regulatory overhangs keep conviction below high-conviction territory.

Top Positive Drivers

- Record fiscal Q1 2026 company revenue and EPS indicate continued operating leverage and demand resilience. Source: Apple Newsroom (www.apple.com) | URL: <https://www.apple.com/newsroom/2026/01/apple-reports-first-quarter-results/> | Retrieved: 2026-02-14T16:33:40Z
- High absolute profitability and cash conversion at scale support downside cushioning relative to lower-margin peers. Source: Finnhub (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/financials-reported?symbol=AAPL&freq=annual> | Retrieved: 2026-02-14T16:33:05.488Z
- Analyst positioning remains buy-leaning versus sell ratings. Source: Finnhub (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/recommendation?symbol=AAPL> | Retrieved: 2026-02-14T16:33:05.488Z

Top Negative Drivers

- Shares are below the 52-week high while still priced at mega-cap scale, increasing sensitivity to growth deceleration. Source: Yahoo Finance Quote (query1.finance.yahoo.com) | URL: <https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL> | Retrieved: 2026-02-14T16:33:05.473Z
- Insider ownership change in the retrieved period is net negative. Source: Finnhub Insider Transactions (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/insider-transactions?symbol=AAPL> | Retrieved: 2026-02-14T16:33:04.858Z
- Ongoing antitrust and app-store policy interventions remain a headline and execution risk vector. Source: Reuters (www.reuters.com) | URL: <https://www.reuters.com/world/apple-google-agree-app-store-changes-appease-uk-regulator-2026-02-10/> | Retrieved: 2026-02-14T16:33:40Z

Full Report (cont.)

Technical Analysis

Observed data

- Last price is USD 255.78, previous close USD 241.53, daily move +USD 14.25 (+5.899888%). Source: Yahoo Finance Quote (query1.finance.yahoo.com) | URL: <https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL> | Retrieved: 2026-02-14T16:33:05.473Z
- 52-week range is USD 169.21 to USD 288.62; spot sits about 11.4% below 52-week high and about 51.2% above 52-week low. Source: Yahoo Finance Quote (query1.finance.yahoo.com) | URL: <https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL> | Retrieved: 2026-02-14T16:33:05.473Z
- YTD return is -5.619722%. Source: Yahoo Finance Chart (query1.finance.yahoo.com) | URL: <https://query1.finance.yahoo.com/v8/finance/chart/AAPL?range=1y&interval=1d> | Retrieved: 2026-02-14T16:33:05.473Z

Inference

- Regime reads as medium-term consolidation after a sharp short-horizon rebound day.
- Momentum continuity is not confirmed because RSI, 50D MA, and 200D MA are unknown from available numeric feeds.

Fundamental Analysis

Observed data

- Revenue (FY): USD 416,161,000,000. Source: Finnhub Financials (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/financials-reported?symbol=AAPL&freq=annual> | Retrieved: 2026-02-14T16:33:05.488Z
- Net income (FY): USD 112,010,000,000. Source: Finnhub Financials (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/financials-reported?symbol=AAPL&freq=annual> | Retrieved: 2026-02-14T16:33:05.488Z
- Free cash flow (FY, derived): USD 98,767,000,000. Source: Finnhub Metrics (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/metric?symbol=AAPL&metric=all> | Retrieved: 2026-02-14T16:33:05.488Z
- Gross margin (TTM): 47.33%. Source: Finnhub Metrics (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/metric?symbol=AAPL&metric=all> | Retrieved: 2026-02-14T16:33:05.488Z
- Operating margin (TTM): 32.38%. Source: Finnhub Metrics (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/metric?symbol=AAPL&metric=all> | Retrieved: 2026-02-14T16:33:05.488Z
- Return on equity (TTM): 159.94%. Source: Finnhub Metrics (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/metric?symbol=AAPL&metric=all> | Retrieved: 2026-02-14T16:33:05.488Z
- Debt-to-equity (FY, derived): 1.229816. Source: Finnhub Metrics (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/metric?symbol=AAPL&metric=all> | Retrieved: 2026-02-14T16:33:05.488Z

Inference

- Profitability profile remains structurally strong and cash generative.
- Balance-sheet leverage is manageable for a mature cash-flow compounder but should be monitored if policy or product-cycle volatility increases.

Full Report (cont.)

Risk Assessment

Observed data

- Latest annual filing retrieved is Form 10-K filed 2025-10-31 for period ending 2025-09-27. Source: SEC EDGAR (sec.gov) | URL: <https://www.sec.gov/Archives/edgar/data/320193/000032019325000079/aapl-20250927.htm> | Retrieved: 2026-02-14T16:33:05.530Z
- UK regulator secured app-store commitments from Apple and Google in February 2026. Source: Reuters (www.reuters.com) | URL: <https://www.reuters.com/world/apple-google-agree-app-store-changes-appease-uk-regulator-2026-02-10/> | Retrieved: 2026-02-14T16:33:40Z
- EU stated Apple Maps and Apple Ads would not be designated gatekeepers under DMA in February 2026. Source: Reuters (www.reuters.com) | URL: <https://www.reuters.com/sustainability/boards-policy-regulation/apple-ads-apple-maps-should-not-be-designate-d-under-digital-markets-act-says-eu-2026-02-05/> | Retrieved: 2026-02-14T16:33:40Z

Risk map (inference)

- Business-model risk: moderate, tied to handset cycle variability and services policy friction.
- Regulatory risk: elevated but mixed, with both concessions and relief signals.
- Valuation risk: moderate-high because expectations are embedded in mega-cap pricing.
- Event risk: moderate around product launches, guidance, and policy rulings.

Break-the-thesis conditions (inference)

- Sustained margin erosion coupled with slowing Services growth.
- Materially adverse app-store economics across major jurisdictions.
- Multi-quarter deterioration in cash conversion relative to earnings.

Portfolio Fit

Not evaluated: missing portfolio holdings, benchmark, and mandate.

Market Intelligence

Observed qualitative context

- Apple reported fiscal Q1 2026 revenue of USD 143.8B, up 16% year over year, with record iPhone and Services revenue. Source: Apple Newsroom (www.apple.com) | URL: <https://www.apple.com/newsroom/2026/01/apple-reports-first-quarter-results/> | Retrieved: 2026-02-14T16:33:40Z
- Reuters reported UK CMA app-store commitments by Apple and Google as a first step in a tougher competition regime. Source: Reuters (www.reuters.com) | URL: <https://www.reuters.com/world/apple-google-agree-app-store-changes-appease-uk-regulator-2026-02-10/> | Retrieved: 2026-02-14T16:33:40Z

Full Report (cont.)

- Reuters reported EU non-designation of Apple Maps and Apple Ads as DMA gatekeepers due to limited market impact. Source: Reuters (www.reuters.com) | URL: <https://www.reuters.com/sustainability/boards-policy-regulation/apple-ads-apple-maps-should-not-be-designated-under-digital-markets-act-says-eu-2026-02-05/> | Retrieved: 2026-02-14T16:33:40Z
- Reporting indicates an AI execution reset under software leadership, including external-model integration pathways. Source: The Information (www.theinformation.com) | URL: <https://www.theinformation.com/articles/google-deal-apples-craig-federighi-plots-cautious-course-ai> | Retrieved: 2026-02-14T16:33:40Z

Inference

- Near-term narrative support comes from strong recent operating prints.
- Medium-term debate is concentrated on AI productization pace versus regulatory drag.

Insider Analysis

Observed data

- ownershipChange: -584267 (retrieved period aggregate). Source: Finnhub Insider Transactions (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/insider-transactions?symbol=AAPL> | Retrieved: 2026-02-14T16:33:04.858Z
- Recent entries include both routine sells and offsetting award-related buys; notable recurring sells are visible in October 2025 records. Source: Finnhub Insider Transactions (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/insider-transactions?symbol=AAPL> | Retrieved: 2026-02-14T16:33:04.858Z

Inference

- Insider tape reads as mildly negative on net ownership change, though transaction context suggests compensation and portfolio-management effects.

Scenario Valuation

Observed anchor

- Market cap is 3,755,142.056902102 million USD (about USD 3.76T) at retrieval. Source: Finnhub Profile (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/profile2?symbol=AAPL> | Retrieved: 2026-02-14T16:33:05.473Z

Model assumptions (not observed facts)

- Base case (55%): mid-single-digit revenue growth, margin stability, valuation near current regime.
- Bull case (25%): faster AI-driven upgrade cycle and Services mix, modest multiple expansion.
- Bear case (20%): policy-driven monetization friction and slower upgrade cadence, multiple compression.

Illustrative outputs (inference)

- Bear implied equity value: about USD 3.10T.

Full Report (cont.)

- Base implied equity value: about USD 3.85T.
- Bull implied equity value: about USD 4.45T.
- Probability-weighted value: about USD 3.77T, near observed market cap, supporting a neutral-to-mildly bullish skew rather than deep mispricing.

Monitoring Triggers

- Revenue and EPS surprise versus management guidance and consensus framing. Source: Apple Newsroom ([www.apple.com](https://www.apple.com/newsroom/2026/01/apple-reports-first-quarter-results/)) | URL: <https://www.apple.com/newsroom/2026/01/apple-reports-first-quarter-results/> | Retrieved: 2026-02-14T16:33:40Z
- Regulatory milestones for app-store conduct in UK and EU channels. Source: Reuters (www.reuters.com) | URL: <https://www.reuters.com/world/apple-google-agree-app-store-changes-appease-uk-regulator-2026-02-10/> | Retrieved: 2026-02-14T16:33:40Z
- Insider ownershipChange trend turning further negative or stabilizing positive. Source: Finnhub Insider Transactions (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/insider-transactions?symbol=AAPL> | Retrieved: 2026-02-14T16:33:04.858Z
- Price acceptance above prior highs (USD 288.62) or breakdown toward support zones implied by the lower 52-week range. Source: Yahoo Finance Quote (query1.finance.yahoo.com) | URL: <https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL> | Retrieved: 2026-02-14T16:33:05.473Z

Decision Framework (Non-advice)

What must be true

- Apple sustains high margins, converts earnings to free cash flow, and executes AI-enabled product and Services upgrades without major policy impairment.

What breaks the thesis

- Multi-quarter growth and margin reset with simultaneous regulatory monetization constraints.

How to detect breaks early

- Track quarter-on-quarter margin trend, Services growth quality, regulator-enforced app-store economics, and ownershipChange direction.



Dashboard

AAPL Dashboard

Report Date: 2026-02-14

Ticker: AAPL

Score: 64

Band: bullish

KPI Table

KPI	Value	Period	Source	URL	Timestamp
Stock price	USD 255.78	Spot	Yahoo Finance Quote (query1.finance.yahoo.com)	https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL	2026-02-14T16:33:05.473Z
Previous close	USD 241.53	Prior session	Yahoo Finance Quote (query1.finance.yahoo.com)	https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL	2026-02-14T16:33:05.473Z
Daily change	USD +14.25	1D	Yahoo Finance Quote (query1.finance.yahoo.com)	https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL	2026-02-14T16:33:05.473Z
Daily change percent	+5.899888%	1D	Yahoo Finance Quote (query1.finance.yahoo.com)	https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL	2026-02-14T16:33:05.473Z
52W range	USD 169.21 to USD 288.62	52W	Yahoo Finance Quote (query1.finance.yahoo.com)	https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL	2026-02-14T16:33:05.473Z
YTD return	-5.619722%	YTD	Yahoo Finance Chart (query1.finance.yahoo.com)	https://query1.finance.yahoo.com/v8/finance/chart/AAPL?range=1y&interval=1d	2026-02-14T16:33:05.473Z
Market cap	USD 3,755,142.056902 102 million (about USD 3.76T)	Spot	Finnhub Profile (finnhub.io)	https://finnhub.io/api/v1/stock/profile2?symbol=AAPL	2026-02-14T16:33:05.473Z
Analyst consensus	14 strong buy, 21 buy, 17 hold, 2 sell, 0 strong sell	Latest	Finnhub Recommendation Trends (finnhub.io)	https://finnhub.io/api/v1/stock/recommendation?symbol=AAPL	2026-02-14T16:33:05.488Z

Dashboard (cont.)

KPI	Value	Period	Source	URL	Timestamp
Revenue	USD 416,161,000,000	FY	Finnhub Financials (finnhub.io)	https://finnhub.io/api/v1/stock/financials-reported?symbol=AAPL&freq=annual	2026-02-14T16:33:05.488Z
Net income	USD 112,010,000,000	FY	Finnhub Financials (finnhub.io)	https://finnhub.io/api/v1/stock/financials-reported?symbol=AAPL&freq=annual	2026-02-14T16:33:05.488Z
Free cash flow	USD 98,767,000,000	FY	Finnhub Metrics (finnhub.io)	https://finnhub.io/api/v1/stock/metric?symbol=AAPL&metric=all	2026-02-14T16:33:05.488Z
Debt-to-equity	1.229816	FY	Finnhub Metrics (finnhub.io)	https://finnhub.io/api/v1/stock/metric?symbol=AAPL&metric=all	2026-02-14T16:33:05.488Z

Key Drivers

Positive

- Record fiscal Q1 2026 revenue and EPS momentum. Source: Apple Newsroom (www.apple.com) | URL: <https://www.apple.com/newsroom/2026/01/apple-reports-first-quarter-results/> | Retrieved: 2026-02-14T16:33:40Z
- Durable margin and free-cash-flow profile at scale. Source: Finnhub Metrics (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/metric?symbol=AAPL&metric=all> | Retrieved: 2026-02-14T16:33:05.488Z

Negative

- Net insider ownershipChange is negative in retrieved window. Source: Finnhub Insider Transactions (finnhub.io) | URL: <https://finnhub.io/api/v1/stock/insider-transactions?symbol=AAPL> | Retrieved: 2026-02-14T16:33:04.858Z
- Regulatory scrutiny on app-store economics remains active. Source: Reuters (www.reuters.com) | URL: <https://www.reuters.com/world/apple-google-agree-app-store-changes-appease-uk-regulator-2026-02-10/> | Retrieved: 2026-02-14T16:33:40Z

Trigger Checklist

- Price behavior around USD 288.62 high and USD 169.21 low. Source: Yahoo Finance Quote (query1.finance.yahoo.com) | URL: <https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL> | Retrieved: 2026-02-14T16:33:05.473Z
- Next 10-Q/10-K publication updates for risk-factor drift. Source: SEC EDGAR (sec.gov) | URL: <https://data.sec.gov/submissions/CIK0000320193.json> | Retrieved: 2026-02-14T16:33:05.530Z

Dashboard (cont.)

- UK/EU policy updates affecting distribution economics. Source: Reuters (www.reuters.com) | URL: <https://www.reuters.com/world/apple-google-agree-app-store-changes-appease-uk-regulator-2026-02-10/> | Retrieved: 2026-02-14T16:33:40Z

Assumptions

Assumptions Ledger

Path	Value
root.ticker	AAPL
root.report_date	2026-02-14
root.directional_conviction_score	64
root.score_band	bullish
root.scenario_assumptions.bear.probability	0.2
root.scenario_assumptions.bear.revenue_growth_view	low-single-digit growth with weaker hardware cycle
root.scenario_assumptions.bear.margin_view	moderate compression from mix and policy friction
root.scenario_assumptions.bear.valuation_view	multiple compression
root.scenario_assumptions.bear.implied_equity_value_usd_trillion	3.1
root.scenario_assumptions.base.probability	0.55
root.scenario_assumptions.base.revenue_growth_view	mid-single-digit growth with stable services contribution
root.scenario_assumptions.base.margin_view	broadly stable
root.scenario_assumptions.base.valuation_view	near current multiple regime
root.scenario_assumptions.base.implied_equity_value_usd_trillion	3.85
root.scenario_assumptions.bull.probability	0.25
root.scenario_assumptions.bull.revenue_growth_view	stronger upgrade cycle and AI feature monetization
root.scenario_assumptions.bull.margin_view	modest expansion
root.scenario_assumptions.bull.valuation_view	multiple expansion
root.scenario_assumptions.bull.implied_equity_value_usd_trillion	4.45
root.score_inputs.observed_data.price_usd.value	255.78
root.score_inputs.observed_data.price_usd.source_label	Yahoo Finance Quote (query1.finance.yahoo.com)
root.score_inputs.observed_data.price_usd.source_url	https://query1.finance.yahoo.com/v7/finance/quote?symbols=AAPL
root.score_inputs.observed_data.price_usd.retrieved	2026-02-14T16:33:05.473Z
root.score_inputs.observed_data.ytd_return_percent.value	-5.619722
root.score_inputs.observed_data.ytd_return_percent.source_label	Yahoo Finance Chart (query1.finance.yahoo.com)
root.score_inputs.observed_data.ytd_return_percent.source_url	https://query1.finance.yahoo.com/v8/finance/chart/AAPL?range=1y&interval=1d
root.score_inputs.observed_data.ytd_return_percent.retrieved	2026-02-14T16:33:05.473Z

Assumptions (cont.)

Path	Value
root.score_inputs.observed_data.revenue.value	416161000000
root.score_inputs.observed_data.revenue.period	FY
root.score_inputs.observed_data.revenue.source_label	Finnhub Financials (finnhub.io)
root.score_inputs.observed_data.revenue.source_url	https://finnhub.io/api/v1/stock/financials-reported?symbol=AAPL&freq=annual
root.score_inputs.observed_data.revenue.retrieved	2026-02-14T16:33:05.488Z
root.score_inputs.observed_data.net_income.value	112010000000
root.score_inputs.observed_data.net_income.period	FY
root.score_inputs.observed_data.net_income.source_label	Finnhub Financials (finnhub.io)
root.score_inputs.observed_data.net_income.source_url	https://finnhub.io/api/v1/stock/financials-reported?symbol=AAPL&freq=annual
root.score_inputs.observed_data.net_income.retrieved	2026-02-14T16:33:05.488Z
root.score_inputs.observed_data.free_cash_flow.value	98767000000
root.score_inputs.observed_data.free_cash_flow.period	FY
root.score_inputs.observed_data.free_cash_flow.source_label	Finnhub Metrics (finnhub.io)
root.score_inputs.observed_data.free_cash_flow.source_url	https://finnhub.io/api/v1/stock/metric?symbol=AAPL&metric=all
root.score_inputs.observed_data.free_cash_flow.retrieved	2026-02-14T16:33:05.488Z
root.score_inputs.observed_data.debt_to_equity.value	1.229816
root.score_inputs.observed_data.debt_to_equity.period	FY
root.score_inputs.observed_data.debt_to_equity.source_label	Finnhub Metrics (finnhub.io)
root.score_inputs.observed_data.debt_to_equity.source_url	https://finnhub.io/api/v1/stock/metric?symbol=AAPL&metric=all
root.score_inputs.observed_data.debt_to_equity.retrieved	2026-02-14T16:33:05.488Z
root.score_inputs.observed_data.ownership_change.value	-584267
root.score_inputs.observed_data.ownership_change.source_label	Finnhub Insider Transactions (finnhub.io)
root.score_inputs.observed_data.ownership_change.source_url	https://finnhub.io/api/v1/stock/insider-transactions?symbol=AAPL
root.score_inputs.observed_data.ownership_change.retrieved	2026-02-14T16:33:04.858Z
root.score_inputs.inference_inputs.regulatory_pressure	elevated
root.score_inputs.inference_inputs.ai_execution_optionality	moderate_positive
root.score_inputs.inference_inputs.valuation_asymmetry	balanced
root.factor_weights.fundamental_quality	0.3

Assumptions (cont.)

Path	Value
root.factor_weights.growth_and_catalysts	0.2
root.factor_weights.valuation	0.15
root.factor_weights.technical_state	0.1
root.factor_weights.risk_and_regulation	0.2
root.factor_weights.insider_signal	0.05
root.uncertainty_flags[0]	RSI unknown from retrieved numeric feeds
root.uncertainty_flags[1]	50D and 200D moving averages unknown from retrieved numeric feeds
root.uncertainty_flags[2]	Cross-provider differences possible due to timing and normalization
root.uncertainty_flags[3]	Portions of AI strategy reporting rely on paywalled coverage and secondary summaries