

COMPANY OVERVIEW

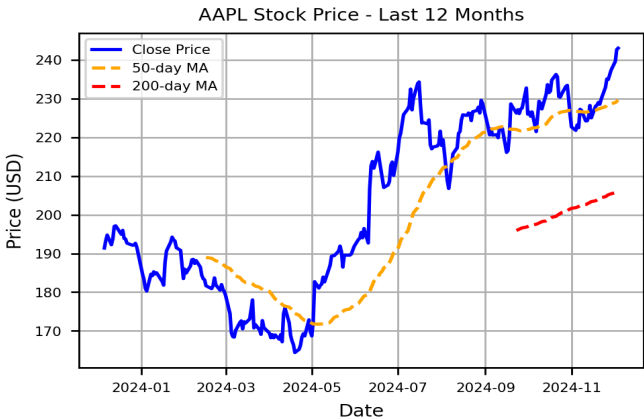
Company Name: Apple Inc.

Industry: Consumer Electronics

Sector: Technology

Business 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.



BUSINESS AND MARKET POSITION

Market Position:

- Market Cap: \$3673.3B
- Shares Outstanding: 15115.8M
- Float: 15091.2M

Key Statistics:

- EV/EBITDA: 27.55 (Peer avg: 13.12)
- P/E TTM: 39.91 (Peer avg: 22.74)

FINANCIAL TABLE (in millions USD)

Year	Revenue	EBIT	Net Profit	EBITDA	ROI
2024	391,035	123,216	93,736	134,661	25.68%
2023	383,285	114,301	96,995	125,820	27.51%
2022	394,328	119,437	99,803	130,541	28.29%
2021	365,817	108,949	94,680	123,136	26.97%
2020	N/A	N/A	N/A	N/A	nan%

KEY STRENGTHS

- Strong brand recognition: Apple is globally recognized for its innovation and premium quality, fostering loyal customer bases across various markets.
- Robust financial performance: Consistently strong financial results and cash flow enable sustained investment in research and development, ensuring continued growth and innovation.
- Ecosystem integration: Apple's diverse range of products and services are tightly integrated, creating a seamless user experience that encourages long-term user retention and cross-product sales.

GROWTH CATALYSTS

- New Product Launches: Upcoming innovations and product developments can drive significant consumer interest and boost sales.
- Expansion in Services: Growing Apple's services segment offers recurring revenue and diversifies away from hardware dependency.
- Advances in Technology: Continuous advancements in areas like AI, AR, and silicon chips enhance product capabilities and user experience.

INVESTMENT THESIS

Financial Health:

- Cash Position: \$65.2B
- Total Debt: \$119.1B
- Debt to Equity: 209.06
- Current Ratio: 0.87

Analyst Insights:

- Analyst Rating (1-5): 1.9
- Recommendation: BUY
- Number of Analysts: 42
- Mean Target Price: \$244.5
- Implied Upside: 0.6%

- Ex-Dividend Date: 08-11-2024
- Dividend Rate: \$1.00
- Dividend Yield: 0.41%

RISK ANALYSIS AND MITIGATION

- Market Saturation: As smartphone and personal device markets mature, growth opportunities may slow. Mitigation involves Apple diversifying its product lines and increasing services revenue to offset potential declines.
- Supply Chain Disruptions: Apple's reliance on a complex global supply chain can lead to production bottlenecks. Mitigating this risk involves increasing supply chain transparency and developing alternative supplier relationships to ensure continuity.