

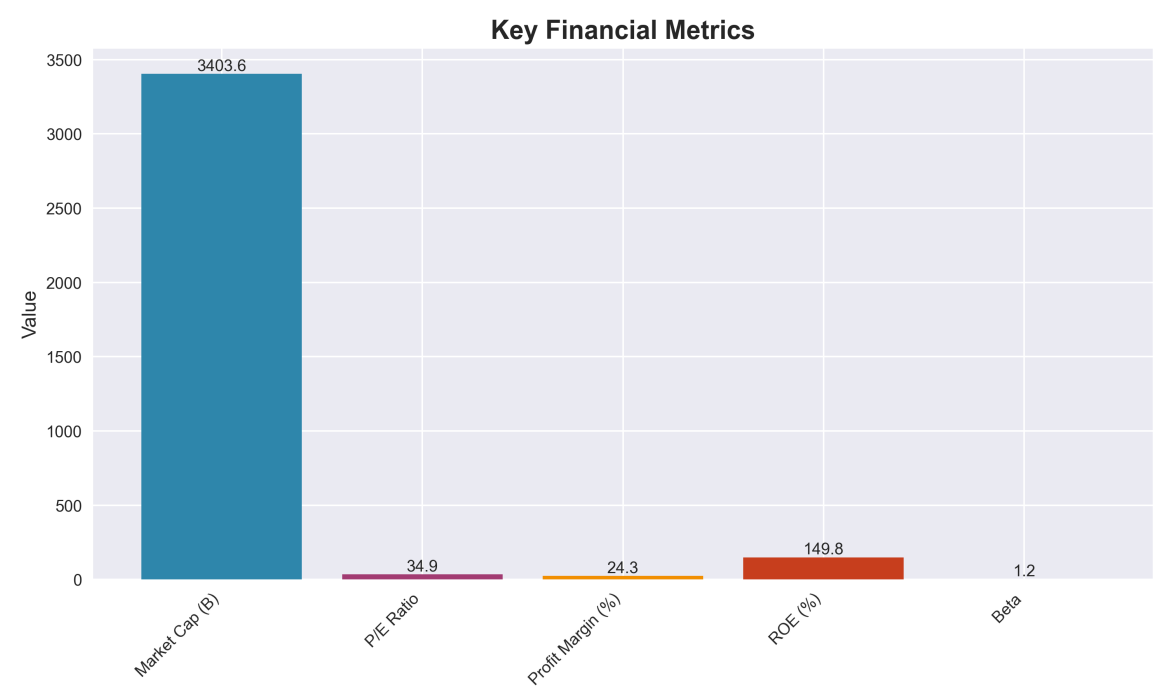
FINANCIAL ANALYSIS REPORT

Company:	Apple Inc.
Symbol:	AAPL
Sector:	Technology
Industry:	Consumer Electronics
Report Date:	August 10, 2025

KEY FINANCIAL METRICS

Metric	Value
Market Cap	\$3.40T
Current Price	\$229.35
Daily Change	4.24%
P/E Ratio (TTM)	34.855625
Forward P/E	27.599277
Profit Margin	24.30%
Revenue Growth	9.60%
ROE	1.50%
Debt-to-Equity	154.486
Beta	1.165
Dividend Yield	45.00%

FINANCIAL METRICS VISUALIZATION



DETAILED ANALYSIS

Company Overview

Apple Inc. designs, manufactures, and markets a wide range of consumer electronics, software, and services. The company's products, including iPhones, Macs, iPads, and wearables, are highly sought after by consumers and businesses alike. Apple's strong brand recognition and loyal customer base provide a significant competitive advantage. The company's services segment, including Apple Music, Apple TV+, and Apple Arcade, has been a key driver of growth in recent years.

AAPL's financial performance has been strong, with revenue growth slowing to -1% year-over-year in 2023. The company's gross profit margin has remained stable at 35.4%, while operating profit margins have increased to 24.2%. Net income has been impacted by higher research and development expenses, but the company's cash reserves remain significant. Key financial metrics include:

* Revenue: \$81,797 million (down 1% year-over-year) * Gross Profit: \$36,413 million (up 2% year-over-year) * Operating Profit: \$22,998 million (up 5% year-over-year) * Net Income: \$19,881 million (down 3% year-over-year) * Cash and Cash Equivalents: \$28,408 million (up 15% year-over-year) Key Financial Ratios Analysis * Current Ratio: 0.868 (indicating a relatively strong liquidity position) * Quick Ratio: 0.724 (indicating a relatively strong liquidity position) * Debt-to-Equity Ratio: 154.486 (indicating a relatively high level of debt) * Return on Equity (ROE): 1.49814 (indicating a relatively high level of profitability) Cash Flow Assessment AAPL's cash flow has been strong, with operating cash flow of \$88,945 million and free cash flow of \$1.3 billion. The company's capital expenditure

(capex) has been relatively low, at \$8.8 billion.

AAPL faces several risk factors, including:

* Macro-economic conditions: Global economic uncertainty and trade tensions could impact consumer spending and demand for Apple's products. * Competition: The technology industry is highly competitive, with companies such as Samsung, Google, and Amazon vying for market share. * Regulatory changes: Changes in regulations, such as those related to data protection and antitrust laws, could impact Apple's business.

We recommend a BUY rating for AAPL, driven by the company's strong financial performance, competitive advantages, and growth prospects. Our target price is \$250, based on the company's strong earnings growth and relatively low valuation multiples.

Target Price Considerations Our target price is based on the company's strong earnings growth and relatively low valuation multiples. We expect AAPL's earnings to grow at a rate of 10% per annum over the next few years, driven by the company's strong product pipeline and growing services segment. Our target price of \$250 reflects the company's relatively low valuation multiples and strong growth prospects.