

Title: '■ doesn't fall far from the tree'...Changes name to Icahn (who urged Apple for an aggressive share buyback) ... The 7 for 1 theory still stands ■

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Apple Co. (2013-present)

Tactics Public statements on need for company to distribute cash to shareholders

Outcome More aggressive share buyback plan; maintains position

In April 2013, Apple bowed to Wall Street pressure and said it would return \$100 billion to shareholders by the end of 2015, double the amount previously set aside.⁶³ The cash distributions would include a \$60 billion stock repurchase program.⁶⁴

By August 2013, Icahn began to accumulate a position in Apple, and he started to push for the company to complete a \$150 billion buyback by taking advantage of low interest rates to borrow funds, a move that Icahn argued could push the company's share price back to the \$700 level it reached briefly in September 2012.⁶⁵ The following month, he met with Apple CEO Tim Cook to discuss the potential for a large share buyback program.

In January 2014, Icahn purchased an additional \$500 million of the company's shares, raising his total ownership stake to \$3.6 billion.⁶⁶ On February 10, 2014, Icahn announced that he was backing down from his nonbinding proposal to force the company to return cash to shareholders due to opposition by proxy advisory firm ISS and the company's announcement of a more aggressive share buyback plan.⁶⁷

While not entirely successful, Icahn's actions did appear to affect the company's capital return program. In April 2014, the company increased its share repurchase authorization to \$90 billion from the \$60 billion announced in 2013. The company also increased its quarterly dividend by 8 percent and said it will split its stock seven-for-one in June 2014.⁶⁸