



Apple Inc. (AAPL)

Updated August 1st, 2025, by Aristofanis Papadatos

Key Metrics

Current Price:	\$202	5 Year CAGR Estimate:	2.2%	Market Cap:	\$3.0 T
Fair Value Price:	\$143	5 Year Growth Estimate:	9.0%	Ex-Dividend Date:	8/11/25
% Fair Value:	142%	5 Year Valuation Multiple Estimate:	-6.7%	Dividend Payment Date:	8/14/25
Dividend Yield:	0.5%	5 Year Price Target	\$219	Years Of Dividend Growth:	13
Dividend Risk Score:	A	Sector:	Information Technology	Rating:	Hold

Overview & Current Events

Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today the technology company designs, manufactures, and sells products such as iPhones, iPads, Mac, Apple Watch and Apple TV. Apple also has a services business that sells music, apps, and subscriptions. The company was founded in 1976, is headquartered in Cupertino, CA, and is valued at \$3.0 trillion.

On July 31st, 2025, Apple reported financial results for the third quarter of fiscal year 2025 (Apple's fiscal year ends the last Saturday in September). Total sales grew 10% over the prior year's quarter, to \$94.0 billion, thanks to sustained growth in iPhone, Mac and Services and every geographic region. Earnings-per-share grew 12%, from \$1.40 to \$1.57, and exceeded the analysts' consensus by \$0.14. Notably, Apple has missed the analysts' estimates only once in the last 27 quarters. Apple posted record third-quarter sales and earnings-per-share and continues to implement massive updates in its software platforms, including Apple Intelligence. We still expect all-time high earnings-per-share this year.

Growth on a Per-Share Basis

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2030
EPS	\$2.31	\$2.08	\$2.30	\$2.98	\$2.97	\$3.28	\$5.61	\$6.11	\$6.13	\$6.75	\$7.50	\$11.54
DPS	\$0.50	\$0.55	\$0.60	\$0.68	\$0.75	\$0.80	\$0.85	\$0.90	\$0.94	\$0.98	\$1.04	\$1.46
Shares¹	22,315	21,345	20,505	19,020	17,773	16,977	16,865	16,326	15,672	15,243	15,000	13,500

Apple has grown its earnings-per-share by 11.5% per year on average over the last decade. This is certainly an impressive growth rate, although it is lower than the growth rates Apple produced in the years prior to 2015. The larger the bottom line gets, the harder it becomes to grow at a very fast pace.

Going forward, Apple's earnings growth will be driven by several factors. One of these is the ongoing cycle of iPhone releases, which creates lumpy results. In the long run, Apple should be able to grow its iPhone sales, albeit in an irregular fashion. Moreover, in emerging countries where consumers have rising disposable incomes, Apple should be able to increase the number of smartphones it is selling in the coming years. In addition, Apple's Services unit, which consists of iTunes, Apple Music, the App Store, iCloud, Apple Pay, etc., has recorded a significant revenue growth rate in recent years. Services revenues grow at a fast rate and produce high-margin, recurring revenues.

Another factor that has played a role in the past is the shrinking share count. Due to its immense cash flows, Apple can repurchase hundreds of millions of shares. Apple should continue to lower its share count, further boosting EPS.

The COVID-19 pandemic did not affect the underlying earnings power of the company. We expect Apple to grow its earnings-per-share by 9% per year on average over the next five years.

Valuation Analysis

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Now	2030
Avg. P/E	12.8	12.6	14.9	15.3	16.1	24.7	23.4	25.5	26.4	28.7	26.9	19.0
Avg. Yld.	1.7%	2.1%	1.8%	1.5%	1.6%	1.0%	0.6%	0.6%	0.6%	0.5%	0.5%	0.7%

¹ In millions.

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In the 2011 through 2016 stretch, shares of Apple routinely traded with an average price-to-earnings multiple between 12- and 13-times earnings. In the years since, the earnings multiple has expanded tremendously. With shares now trading at a price-to-earnings ratio of 26.9, we believe there is the potential for a significant valuation headwind in the years to come. This view could be too conservative if the valuation remains elevated, but we prefer to be on the safe side. If the stock trades at a price-to-earnings ratio of 19.0 in 2030, it will incur a -6.7% annualized valuation drag.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2030
Payout	22%	26%	26%	23%	25%	24%	15%	15%	15%	15%	14%	13%

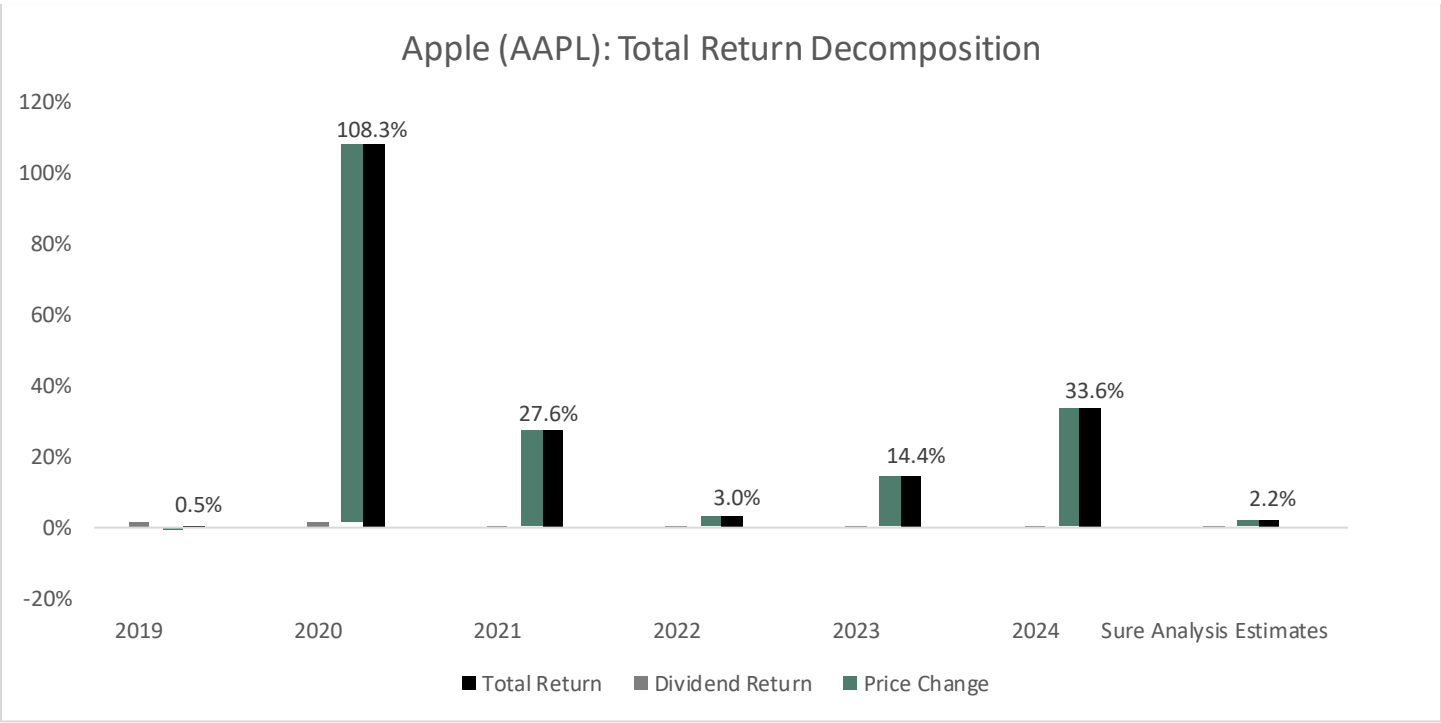
Apple started paying a dividend in 2012. Since then, the dividend has been increased regularly, but at a pace slower than earnings-per-share growth, which is why the dividend payout ratio has remained low. Given also the rock-solid balance sheet of Apple, its dividend is safe.

Apple’s brand is admired around the globe, and together with Samsung the company basically earns all the profits in the top end smartphone market. In addition, Apple’s Services will bring in an increasing stream of recurring revenues. During the last financial crisis, Apple’s profits rose, but that was during the hyper-growth phase. Since Apple is still highly dependent on sales of relatively high-cost smartphones, a major economic crisis could hurt its profits.

Final Thoughts & Recommendation

We are enthused about Apple on several fronts, including an extraordinary business story, a growing Services segment and a balance sheet that provides safety. However, in our view, the current valuation remains a hindrance. The stock has shed -19% this year due to the threat of tariffs but we view this business headwind as temporary. Due to its rich valuation, the stock is highly sensitive to any unexpected headwind. Apple could offer a 2.2% average annual total return over the next five years, as its 9.0% growth of earnings-per-share and a 0.5% dividend could be partly offset by a potential valuation headwind of -6.7%. The stock maintains its hold rating. Apple may remain richly valued for a considerable period but its valuation may be compressed if earnings growth decelerates.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Revenue (\$B)	233.7	215.64	229.2	265.6	260.2	274.5	365.8	394.3	383.3	391.0
Gross Profit	93626	84263	88186	102B	98392	105B	153B	171B	169B	181B
Gross Margin	40.1%	39.1%	38.5%	38.3%	37.8%	38.3%	41.8%	43.4%	44.1%	46.2%
SG&A Exp.	14329	14194	15261	16705	18245	19920	21970	25090	24932	26097
D&A Exp.	11257	10505	10157	10903	12547	11060	11280	11100	11519	11445
Operating Profit	71230	60024	61344	70898	63930	66290	109B	119B	114B	123B
Op. Margin	30.5%	27.8%	26.8%	26.7%	24.6%	24.1%	29.8%	30.2%	29.8%	31.5%
Net Profit	53394	45687	48351	59531	55256	57410	94680	99800	96995	93736
Net Margin	22.8%	21.2%	21.1%	22.4%	21.2%	20.9%	25.9%	25.3%	25.3%	24.0%
Free Cash Flow	69778	52276	50803	64121	58896	73360	92950	111B	99684	109B
Income Tax	19121	15685	15738	13372	10481	9680	14530	19300	16741	29749

Balance Sheet Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total Assets (\$B)	290.35	321.69	375.32	365.73	338.52	323.9	351	353	353	365
Cash & Equivalents	21120	20484	20289	25913	48844	38020	34940	26650	29965	29943
Accounts Receivable	16849	15754	17874	23186	22926	16120	26280	28180	29508	33410
Inventories	2349	2132	4855	3956	4106	4061	6580	4946	6331	7286
Goodwill & Int. Ass.	9009	8620	8015	---	---	---	---	---	---	---
Total Liab. (\$B)	170.99	193.44	241.27	258.58	248.03	258.6	287.9	302.1	290.4	308.0
Accounts Payable	35490	37294	49049	55888	46236	42300	54760	64120	62611	68960
Long-Term Debt (\$B)	64.33	87.03	115.68	114.48	108.05	112.4	124.7	120.1	111.1	106.6
Total Equity (\$B)	119.36	128.25	134.05	107.15	904.88	63340	63.1	50670	62146	56950
LTD/E Ratio	0.539	0.6786	0.863	1.0685	1.19	1.72	1.98	2.37	1.79	1.87

Profitability & Per Share Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Return on Assets	20.5%	14.9%	13.9%	16.1%	15.7%	17.3%	28.1%	28.4%	27.5%	26.1%
Return on Equity	46.2%	36.9%	36.9%	49.4%	55.9%	73.7%	147.4%	175.5%	171.9%	157.4%
ROIC	32.3%	22.9%	20.8%	25.3%	26.3%	30.5%	51.8%	55.7%	56.4%	55.7%
Shares Out.	22,315	21,345	20,505	19,020	17,773	16,977	16,860	16,330	15,813	15,408
Revenue/Share	10.09	9.80	10.91	13.28	13.99	15.66	21.69	24.15	24.24	25.38
FCF/Share	3.01	2.43	2.46	3.21	3.17	4.19	5.51	6.83	6.30	7.06

Note: All figures in millions of U.S. Dollars unless per share or indicated otherwise.

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