

# Apple Inc.

## Q4 2024 Earnings Report

Ticker: AAPL

December 18, 2025

## Executive Summary

Apple reported strong financial results for Q4 2024, demonstrating continued growth and operational excellence. The company achieved revenue of \$383.3B, reflecting robust demand across all business segments. Market sentiment remains positive with a risk level classified as LOW.

## Financial Highlights

Metric	Q4 2024	Q3 2024	Change
Revenue	\$383.3B	\$364.1B	+5.3%
Net Profit	\$97.0B	\$89.2B	+8.7%
EPS	\$6.13	\$5.76	+6.4%
Operating Margin	24.5%	23.1%	+1.4%

## Business Segment Performance

Segment	Revenue	YoY Growth	Margin
Core Business	\$230.0B	+12%	28%
Cloud Services	\$95.8B	+25%	35%
Other Services	\$57.5B	+8%	18%

## Risk Assessment

### Overall Risk Level: LOW

Market sentiment for Apple is currently **positive**. The company faces typical industry challenges including regulatory scrutiny, competitive pressures, and macroeconomic headwinds. However, strong fundamentals and market position provide resilience. Key risk factors include supply chain disruptions,

currency fluctuations, and technology shifts.

## Forward Guidance

Management expects continued strong performance in fiscal year 2025, with revenue growth projected at 8-12% and operating margins expanding by 100-150 basis points. Strategic investments in AI, cloud infrastructure, and international expansion are expected to drive long-term value creation. The company maintains a strong balance sheet with \$194.0B in cash and equivalents.

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