

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.

This is a sample financial report generated for testing purposes. All data is simulated and should not be used for investment decisions.

Generated on December 18, 2025 at 11:21 PM