

Ticker: AAPL US Equity

Periodicity: Annuals

Currency: USD

Note: Years shown on the report are Fiscal Years

Company: Apple Inc

Filing: Most Recent

Profitability

	Restated:2009 A	Original:2010 A	Restated:2011 A	Restated:2012 A	Restated:2013 A	Restated:2014 A	Restated:2015 A	Restated:2016 A	Restated:2017 A	Restated:2018 A
For the period ending	2009-9-26	2010-9-25	2011-9-24	2012-9-29	2013-9-28	2014-9-27	2015-9-26	2016-9-24	2017-9-30	2018-9-29
Returns										
Return on Common Equity	30.54	35.28	41.67	42.84	30.64	33.61	46.25	36.90	36.87	49.36
Return on Assets	19.68	22.84	27.06	28.54	19.34	18.01	20.45	14.93	13.87	16.07
Return on Capital	30.54	35.28	41.67	42.84	28.71	27.70	32.64	23.45	21.55	26.38
Return on Invested Capital	29.61	36.03	43.50	45.74	30.34	29.55	30.78	20.08	17.99	22.87
Margins										
Gross Margin	40.14	39.38	40.48	43.87	37.62	38.59	40.06	39.08	38.47	38.34
EBITDA Margin	29.07	29.76	32.89	37.39	32.62	33.07	35.29	32.71	31.19	30.80
Operating Margin	27.36	28.19	31.22	35.30	28.67	28.72	30.48	27.84	26.76	26.69
Incremental Operating Margin	63.04	29.77	35.81	44.45		29.48	36.78	-61.99	9.71	26.28
Pretax Margin	28.12	28.42	31.60	35.63	29.35	29.26	31.03	28.46	27.96	27.45
Income before XO Margin	19.19	21.48	23.95	26.67	21.67	21.61	22.85	21.19	21.09	22.41
Net Income Margin	19.19	21.48	23.95	26.67	21.67	21.61	22.85	21.19	21.09	22.41
Net Income to Common Margin	19.19	21.48	23.95	26.67	21.67	21.61	22.85	21.19	21.09	22.41
Additional										
Effective Tax Rate	31.75	24.42	24.22	25.16	26.15	26.13	26.37	25.56	24.56	18.34
Dvd Payout Ratio	0.00	0.00	0.00	5.94	28.48	27.92	21.41	26.19	25.98	22.64
Sustainable Growth Rate	30.54	35.28	41.67	40.30	21.91	24.23	36.35	27.24	27.29	38.19

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