

Apple Inc. is a leading American technology company headquartered in Cupertino, California. It was founded on April 1, 1976, by Steve Jobs, Steve Wozniak, and Ronald Wayne. Apple is renowned globally for its innovation in consumer electronics, software, and digital services. Under the leadership of CEO Tim Cook, Apple has grown to become one of the most valuable companies in the world, with a market capitalization of approximately \$2.7 trillion as of mid-2025.

The company's product lineup includes the iPhone, which revolutionized the smartphone industry, as well as the MacBook series of laptops, iPad tablets, Apple Watch, and AirPods. Apple also provides a range of software and services including iOS, macOS, Apple Music, iCloud, and the App Store. In the fiscal year 2024, Apple generated a revenue of \$394.3 billion and a net income of \$99.8 billion, reflecting its strong market position and brand loyalty.

Apple operates globally, with major revenue contributions from the Americas, Europe, Greater China, Japan, and the rest of Asia. Committed to environmental sustainability, Apple aims to become carbon neutral across its entire supply chain by 2030. The company already powers all its facilities with renewable energy and uses recycled materials in many of its products, including 100% recycled aluminum in MacBooks.

Let me know if you'd like this tailored for business analysis, educational use, or as input for a machine learning model.