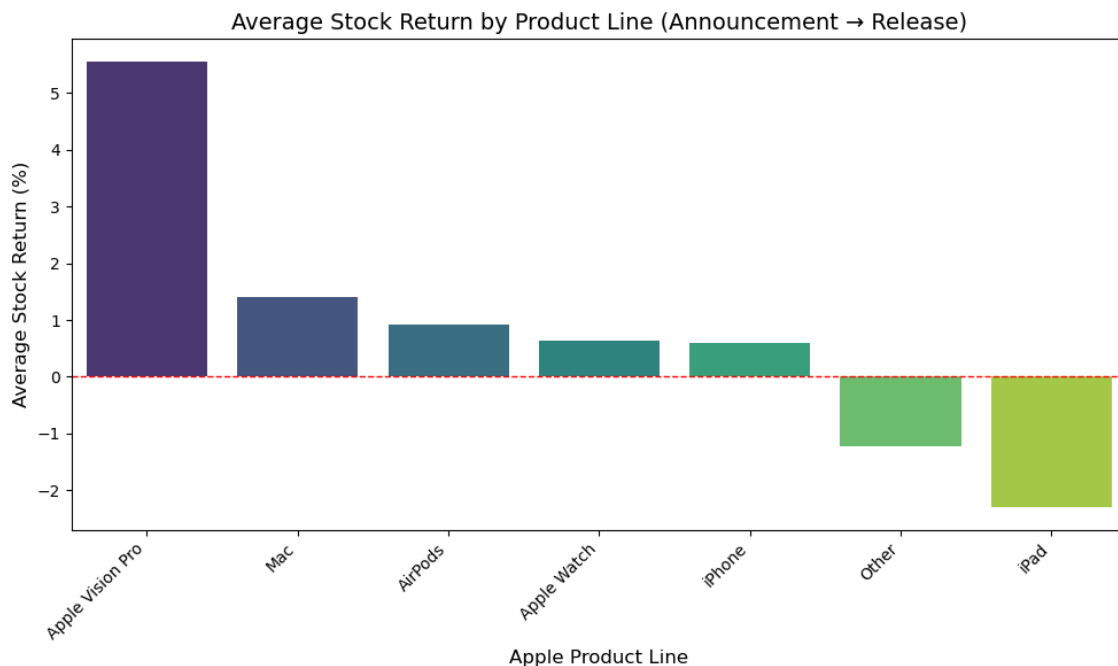


2. Product Line Performance and Structural Innovation

Analysis of stock returns segregated by product line revealed that the highest returns between announcement and release were generated by products offering fundamental, **structural innovation**.

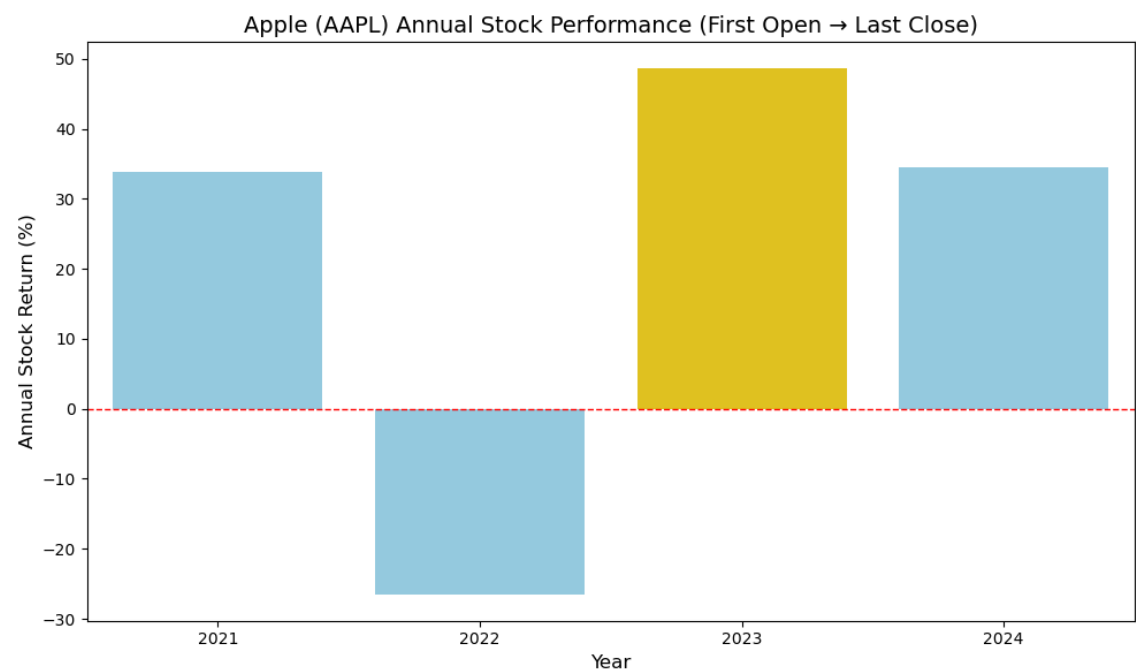
The **Apple Vision Pro** surprisingly topped the ranking. This demonstrates the market's willingness to reward and invest heavily in products that define a new platform or addressable market, effectively **breaking the cycle of hype and subsequent disappointment**.

The **Mac product line** provides another compelling case. The transition to the proprietary **M-series chip** architecture dramatically improved performance-per-watt, enhanced Apple's control over its supply chain, and boosted long-term profit margins.¹ Investors view this as a strategic, platform-level advantage, reflecting increased confidence. Unlike the incremental, year-over-year updates common in the iPhone cycle, each successive M-series chip often provides a substantial architectural and performance improvement, which is clearly rewarded by the market.



3. Annual Performance and Macroeconomic Context

Our data showed that **2023** was Apple's best-performing year, with an annual stock increase approaching about 50%. While this year included successful releases (iPhone 15-line, Mac M2/M3 chips), a complete view requires macroeconomic context.



The massive annual gain was heavily influenced by the global economic recovery following the uncertainties of the preceding year. Crucially, the **NASDAQ-100 Index also recorded a comparable high 49% increase** in 2023, indicating that a significant portion of Apple’s gain was a reflection of the broader market rebound, rather than being solely driven by the success of its product portfolio.

Annual returns

So far in 2025 (YTD), the Nasdaq-100 index has returned an average 4.33%.

Best years		
2023	2009	2019
49.3%	48.3%	41.7%

Conclusion

Based on the product-specific and benchmarking analyses, we conclude that while Apple's marketing activities successfully generate significant investor hype leading to an initial stock surge, this short-term gain often reflects a **"Hype Cycle"** rather than sustained conviction. For incremental updates, this cycle typically results in a **market correction (negative return)** between the announcement and release dates as initial expectations moderate.

In contrast, the market demonstrates a willingness to reward **structural innovation** (e.g., Apple Vision Pro, M-series chip) with sustained positive stock returns. This suggests that Apple's long-term success, in the eyes of the investor, rests on its ability to deliver fundamental **platform-level changes** that improve margins and competitive advantage, rather than relying solely on the short-term lift created by its marketing machine.

Finally, while these models offer valuable product-exclusive insights, we conclude that the initial premise—isolating product effects—is unrealistic for a global corporation like Apple. The stock's valuation remains heavily influenced by geopolitical events, monetary policy, and global economic health, which often overshadow product news.