Business Description

Apple Inc is designs, manufactures and markets mobile communication and media devices and personal computers, and sells a variety of related software, services, accessories, networking solutions and third-party digital content and applications.

Apple designs consumer electronic devices, including smartphones (iPhone), tablets (iPad), PCs (Mac), smartwatches (Watch) and TV boxes (Apple TV), as well as a variety of services like Apple Music, iCloud, and Apple Pay. Apple's products run internally developed software, and it believes this integration of hardware, software, and services often allows the firm to maintain premium pricing for its devices. Apple's products are distributed online as well as through company-owned stores and third-party retailers.

High Fisher growth score

Personalized Checklist

Checklist Items / Related Parameters	Worst		Neutral		Best
Does the company have the products or services with sufficient market potential to make possible a sizable increase in sales for at least several years?	0	\bigcirc	0	\bigcirc	۲
Does the management have a determination to continue to develop products or processes that will still further increase total sales potentials when the growth potentials of currently attractive product lines have largely been exploited?	\bigcirc	0		0	۲
How effective are the company's research and development efforts in relation to its size?	\bigcirc	\bigcirc	\bigcirc	\bigcirc	۲
Does the company have an above average sales organization?	\bigcirc		\bigcirc	\bigcirc	۲
Does the company have a worthwhile profit margin? Gross Margin % Operating Margin % Net Margin %	\bigcirc	0	\bigcirc	0	۲
What is the company doing to maintain or improve profit margins? Gross Margin % Operating Margin % Net Margin %	\bigcirc	\bigcirc	\bigcirc	۲	\bigcirc
Does the company have outstanding labor and personnel relations?	\bigcirc		\bigcirc	۲	\bigcirc
Does the company have outstanding executive relations?	\bigcirc		\bigcirc	۲	\bigcirc
Does the company have depth to its management?	\bigcirc		\bigcirc	۲	\bigcirc
How good are the company's cost analysis and accounting controls?	\bigcirc	\bigcirc	\bigcirc	۲	\bigcirc
Are there other aspects of the business, somewhat peculiar to the industry involved, which will give the investor important clues as to how outstanding the company may be in relation to its competition?	0	0	0	۲	0
Does the company have a short range or long range outlook in regards to profits?	\bigcirc	\bigcirc	\bigcirc	۲	\bigcirc
In the foreseeable future, will the growth of the company require sufficient equity financing so that the larger number of shares then outstanding will largely cancel the existing stockholders' benefit from this anticipated growth? 10-Year Share Buyback Rate S-Year Share Buyback Rate 3-Year Average Share Buyback Ratio 1-Year Share Buyback Rate	0	0	0	0	۲
Does the management talk freely to investors about its affairs when things are going well but "clam up†when troubles and disappointments occur?	0	\bigcirc	\bigcirc	۲	0
Does the company have a management of unquestionable integrity?	0		0	۲	

Checked: 15 / 15 - Total Score: 4.4 / 5

Fine default checklist score

Personalized Checklist

Switch to: Default Checklist	¥		¢	New C	Chec	klist
Checklist Items / Related Parameters		Worst		Neutral		Best
Within your circle of competence?		\bigcirc	\bigcirc	\bigcirc	۲	\bigcirc
Macro economic environment favorable?		0	\bigcirc	\bigcirc	۲	\bigcirc
High quality business?		\bigcirc	\bigcirc	\bigcirc	\bigcirc	۲
Enough margin of safety with stocks?		\bigcirc	\bigcirc	۲	\bigcirc	\bigcirc
Gurus are buying?		\bigcirc	\bigcirc	\bigcirc	۲	\bigcirc
Insiders are buying?		۲	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Management capable and shareholder friendly?		\bigcirc	\bigcirc	\bigcirc	۲	\bigcirc
Catalyst for stock price to appreciate?		\bigcirc	\bigcirc	\bigcirc	۲	\bigcirc
Your level of confidence with the research?		0	\bigcirc	\bigcirc	۲	\bigcirc
New item	Choose Parameters	Add				

Checked: 9 / 9 - Total Score: 3.7 / 5

Fine guru checklist score

Personalized Checklist

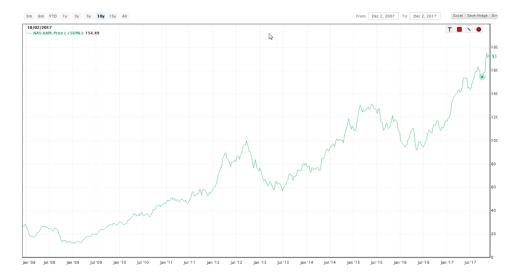
		~	New C	neur	Miat
Checklist Items / Related Parameters	Worst		Neutral		Bes
Do I understand the business?	\bigcirc	\bigcirc	\bigcirc	۲	\odot
What is the economic moat that protects the company so it can sell the same or a imilar product five or ten years from today?	\bigcirc	0	0	۲	0
s this a fast-changing industry?	0	\bigcirc	0	۲	0
loes the company have a diversified customer base?	\bigcirc		0	۲	
s this an asset-light business?	\bigcirc	\bigcirc	۲	\bigcirc	0
s it a cyclical business?	0	•	0	۲	
Revenue Operating Income		0		۲	0
loes the company still have room to grow?	0	\bigcirc	\bigcirc	۲	0
tas the company been consistently profitable over the past ten years, through good imes and bad?	0	0	0	۲	0
loes the company have a stable double-digit operating margin?				۲	
Gross Margin % Net Margin % Operating Margin %					
Does the company have a higher margin than competitors?	\odot	\bigcirc	\bigcirc	\bigcirc	۲
Does the company have a return on investment capital of 15% percent or higher over he past decade?	0	0	0	0	۲
tas the company been consistently growing its revenue and earnings at double ligits?	0	0	0	۲	0
Does the company have a strong balance sheet?					
Equity-to-Asset Debt-to-Asset Current Portion of Long-Term Debt	\odot	0	0	۲	0
to company executives own decent shares of stock of the company?	\odot		۲	\bigcirc	0
low are the executives paid compared with other similarly sized companies?	\bigcirc	\bigcirc	۲		
re insiders buying?	۲		0	\bigcirc	0
s the stock valuation reasonable as measured by intrinsic value, or P/E ratio?	\bigcirc	0	0	۲	
low is the current valuation relative to historical range?	\bigcirc	\bigcirc	۲	\bigcirc	0
low did the company's stock price fare during the previous recessions?	0	0	۲	\bigcirc	0

Checked: 20 / 20 - Total Score: 3.7 / 5

Good Peter Lynch Fast growth score

Personalized Checklist

Checklist Items / Related Parameters	Worst		Neutral		Best
Do I understand the business? Is this a simple business?	0	\bigcirc	\bigcirc	۲	0
Does the company have a diversified customer base?	0	\bigcirc	\bigcirc	۲	\bigcirc
Does the company still have room to grow? Is the company has duplicated its successes in more than one city or town to prove that expansion will work?		\bigcirc	\bigcirc	۲	0
Does the company have meaningful profit margin (10% or higher)?	0	0		۲	0
Gross Margin % Operating Margin % Net Margin %					
Does the company have a higher margin than competitors?				۲	
Gross Margin % Operating Margin % Net Margin %		Ŭ		<u> </u>	Ŭ
Does the company have a stable margin or even increasing margin?				۲	
Gross Margin % Operating Margin % Net Margin %		Ŭ		<u> </u>	
Is the growth speeding up? Is the earnings growth to date consistent?				۲	
Sales (M) Book Value per Share Predictability Rank					
How did the company's business fared during previous recessions?			\bigcirc	۲	
Sales (M) EPS				<u> </u>	
How did the company's stock price fared during the previous recessions?				۲	
Peter Lynch Chart	0	<u> </u>	0	0	
Is the balance sheet strong?				۲	
Financial Strength Current Ratio Cash-to-Debt Debt-to-Equity	0	<u> </u>	0	0	
Is the product that候s supposed to enrich the company is a major part of the company候s business?	\bigcirc	\bigcirc	\bigcirc	۲	\bigcirc
What is the growth rate? 20% to 25% is the optimum rate	0		0		-
Sales (M) Book Value per Share		\cup	\cup	۲	\cup
Is the stock selling at a P/E ratio at or near growth rate?		_	-	_	_
PE Ratio EV-to-EBIT EV-to-EBITDA	\cup	\bigcirc	\bigcirc	۲	\cup
P/E ratio, high or low relative to historical value? The lower, the better	_	_	~	_	_
PE Ratio	\odot	\bigcirc	\bigcirc	۲	\bigcirc
P/E ratio relative to similar companies? The lower, the better	_	_	_	_	_
PE Ratio		\bigcirc	۲	\bigcirc	\odot
The percentage of Institutional ownership. The lower the better	\bigcirc	\bigcirc	۲	\bigcirc	\bigcirc
Are insiders buying?	۲	\bigcirc	\bigcirc	\bigcirc	0
Company buying back shares?					
10-Year Share Buyback Rate 5-Year Share Buyback Rate 3-Year Average Share Buyback Ratio		0	0	0	0



Checked: 18 / 18 - Total Score: 3. / / 3

Low volatility for low Options premium

Call	'Put 🔻 🗄	Strikes 10	 Near 	171.05																	₿ 🔅
	PLE INC (47% Ext I	Hrs 171.0 -0.	05 (-0.03%)	@ 19:59:45											Bid 171.0		Ask 171.05	Size 3x1	Volume 39.76m
Оре 169		Low 0 57 168.50	Close 521														Curre 18.22		IV Change -0.21%		/ eek HV % - 56.00%
Ν			Dec17						Jan18	Fe	b18	Apr18	Jun18	Jul18	Sep18	Jan19	✓ Jan	20			
	Bid	Ask	Last	Mark Change	Bid Size	Ask Size	Delta	Implied Volatility	Open Interest	Volume	↓ ↓ Strikes	Bid	Ask	Last	Mark Change	Bid Size	Ask Size	Delta	Implied Volatility	Open Interest	Volume
					Call					Ja	n20 (775 da	iys)				Put					
	36.85	37.70	37.27	0.00	0	0	0.7206	28.93%	14.6k	230	150	12.80	13.20	13.40	0.00	0	0	-0.2692	23.74%	3.6k	38
	33.50	35.60	34.60	0.00	0	0	0.6940	28.74%	11.4k	33	155	14.80	15.65	15.69	0.00	0	0	-0.3024	23.81%	2.2k	24
	31.50	32.35	31.00	0.00	0	0	0.6670	28.51%	4.6k	32	160	16.95	17.80	16.95	0.00	0	0	-0.3358	23.60%	1.8k	1
	27.20	31.95	29.63	0.00	0	0	0.6396	28.43%	2.3k	20	165	18.25	22.30	19.95	0.00	0	0	-0.3701	24.01%	368	12
	27.00	28.45	28.45	0.00	0	0	0.6128	28.73%	2.3k	78	170	20.30	24.80	22.50	0.00	0	0	-0.4049	23.57%	405	10
	24.50	25.85	25.00	0.00	0	0	0.5845	28.14%	3.0k	199	175	22.90	26.00	25.66	0.00	0	0	-0.4428	22.58%	729	0
	22.20	23.50	22.65	0.00	0	0	0.5557	27.66%	3.0k	25	180	25.85	29.70	28.50	0.00	0	0	-0.4772	22.90%	1.1k	0
	8.95	22.85	20.80	0.00	0	0	0.5278	27.45%	2.9k	36	185	29.15	33.35	28.58	0.00	0	0	-0.5100	23.22%	191	0
	8.55	21.30	19.00	0.00	0	0	0.5050	28.11%	951	10	190	32.10	36.40	33.70	0.00	0	0	-0.5465	22.90%	184	0
	15.90	19.85	17.84	0.00	0	0	0.4759	27.55%	623	4	195	35.20	39.75	34.80	0.00	0	0	-0.5824	22.66%	59	0

Fair or undervalued



Peter Lynch Chart ([®] What is Peter Lynch Charts)

» Interactive Charts

Valuation & Return

		vs industry	vs history	Apple Inc (AAPL) Save E YTD 1Y 3Y 5Y 10Y All Save E	Embed
Price-to-Tangible-Book	7.02			- AAPL Price	
Price-to-Intrinsic-Value- Projected-FCF	1.05			- AAPL Price at Med P/E withou NRI (P/E = 16.83)	169.5 154.8 138.0
Price-to-Intrinsic-Value- DCF (Earnings Based)	0.65				00
Price-to-Median-PS- Value	1.13			Martin and a second sec	0
Price-to-Peter-Lynch- Fair-Value	1.39			O	1
Price-to-Graham- Number	2.41			1990 1995 2000 2005 2010 2015	50
Earnings Yield (Greenblatt) %	7.21				
Forward Rate of Return (Yacktman) %	18.59				5

Strong financial and profitability and growth, with warnings

Financial Stren						
		vs industry	vs history			
Cash-to-Debt	0.64					
Equity-to-Asset	0.36					
Debt-to-Equity	0.86					
Debt-to-EBITDA	1.51					
Interest Coverage	26.41					
Piotroski F-Score: 4	0 1 3 3	↓ I I	7 8 3			
Altman Z-Score: 3.84	DISTRESS GREY	SA	FE 🔺			
Beneish M-Score: -2.56	Manipulator	diot I	Aanipulator			
WACC vs ROIC	28.4	7%	9.81%			
	RO	IC	WACC			

Profitability & Growth : 7/10



Warning Signs



- Gross Margin %: Declined
- RE Asset Growth: faster than revenue growth
 - 1 Dividend Yield %: Close to 3-year low
 - PS Ratio: Close to 5-year high

- SEVERE
 - RE Operating Margin %: Declined
- GOOD Revenue per Share: Consistent growth
- MEDIUM Price: Close to 10-year high
- MEDIUM Long-Term Debt: Issuing new debt

» AAPL's Warning Signs

Reasonable ratios

Strong buyback, maybe more after tax reform

Ratios

		vs industry	vs history
PE Ratio	18.58		
Forward PE Ratio	15.13		N/A
PE Ratio without NRI	18.58		
Price-to-Owner-Earnings	18.02		
PB Ratio	6.60		
PS Ratio	3.92		
Price-to-Free-Cash-Flow	17.76		
Price-to-Operating-Cash- Flow	14.14		
EV-to-EBIT	13.83		
EV-to-EBITDA	12.02		
EV-to-Revenue	4.01		
PEG Ratio	1.51		
Shiller PE Ratio	30.14		
Current Ratio	1.28		
Quick Ratio	1.23		
Days Inventory	8.15		
Days Sales Outstanding	28.46		
Days Payable	126.93		

Dividend & Buy Back



Strong free cash flow

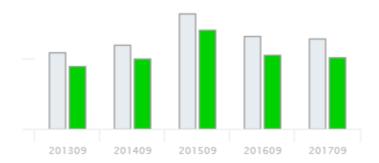
Financials (Next Earnings Date: 2018-01-31)



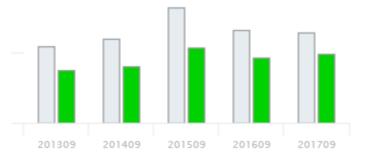
» AAPL's 30-Y Financials



Operating Cash Flow & Free Cash Flow



Operating Cash Flow & Net Income



Buffett, Tepper bought, however, more sold than bought

Latest Guru Trades with AAPL

(List those with share number changes of more than 20%, or impact to portfolio more than 0.1%)

Select Gurus: My Gurus Premium Plus P WModify your Personalized List of Gurus Show 25 entries												
Guru	Date 🔻	Trades 🍦	Impact to Portfolio	Price Range * (?) 🔶	Current Price	Change from Average	♦ Current Shares ♦					
Warren Buffett	2017-09-30	Add 3.00%	0.34%	\$142.73 - \$164.05	\$ 171.05	10%	134,092,782	.di				
Ken Fisher	2017-09-30	Add 3.12%	0.08%	\$142.73 - \$164.05	\$ 171.05	10%	10,888,403	.dı				
Pioneer Investments	2017-09-30	Reduce -5.31%	0.24%	\$142.73 - \$164.05	\$ 171.05	10%	8,779,797	.ılı				
Jeremy Grantham	2017-09-30	Reduce -9.31%	0.35%	\$142.73 - \$164.05	\$ 171.05	10%	4,255,945	.ılı				
Larry Robbins	2017-09-30	Reduce -1.59%	0.04%	\$142.73 - \$164.05	\$ 171.05	10%	2,489,532	.ılı				
Diamond Hill Capital	2017-09-30	Reduce -1.77%	0.03%	\$142.73 - \$164.05	\$ 171.05	10%	2,350,332	.ılı				
David Einhorn	2017-09-30	Reduce -44.18%	4.03%	\$142.73 - \$164.05	\$ 171.05	10%	2,192,900	.ılı				
David Rolfe	2017-09-30	Reduce -15.65%	1.19%	\$142.73 - \$164.05	\$ 171.05	10%	1,453,068	.ılı				
David Tepper	2017-09-30	Add 117.78%	1.6%	\$142.73 - \$164.05	\$ 171.05	10%	1,361,000	.ılı				
Lou Simpson	2017-09-30	Reduce -0.40%	0.03%	\$142.73 - \$164.05	\$ 171.05	10%	1,234,937	.ılı				
PRIMECAP Management	2017-09-30	Reduce -0.54%		\$142.73 - \$164.05	\$ 171.05	10%	918,500	.ılı				
David Carlson	2017-09-30	Reduce -2.90%	0.11%	\$142.73 - \$164.05	\$ 171.05	10%	670,000	.ılı				
Barrow, Hanley, Mewhinney & Strauss	2017-09-30	Reduce -13.01%	0.02%	\$142.73 - \$164.05	\$ 171.05	10%	573,292	.dt				
T Rowe Price Equity Income Fund	2017-09-30	Reduce -34.25%	0.15%	\$142.73 - \$164.05	\$ 171.05	10%	440,000	.dı				
Steven Cohen	2017-09-30	Reduce -52.66%	0.28%	\$142.73 - \$164.05	\$ 171.05	10%	311,765	.ılı				
Louis Moore Bacon	2017-09-30	Add 143.48%	0.49%	\$142.73 - \$164.05	\$ 171.05	10%	280,000	.ılı				
Joel Greenblatt	2017-09-30	Reduce -34.96%	0.3%	\$142.73 - \$164.05	\$ 171.05	10%	272,095	.ılı				
Ronald Muhlenkamp	2017-09-30	Reduce -0.50%	0.03%	\$142.73 - \$164.05	\$ 171.05	10%	147,401	.dt				
Paul Tudor Jones	2017-09-30	Add 190.65%	0.35%	\$142.73 - \$164.05	\$ 171.05	10%	137,556	.dt				
Tom Gayner	2017-09-30	Add 9.70%	0.03%	\$142.73 - \$164.05	\$ 171.05	10%	113,100	.dt				

Gurus Latest Trades with AAPL

Ticker							Search:					
TICKET	Guru 🗍	Date (F) V	Action All	Impact	Price Range (Average)* (*)	Current Price	Change from Average	Comment	Current Shares			
AAPL	George Soros	2017-09-30	Sold Out	-0.01%	\$142.73-\$164.05 (\$155.13)	\$171.05	10%	Sold Out	0			
AAPL	Manning & Napier Advisors, Inc	2017-09-30	Reduce	-0.4%	\$142.73-\$164.05 (\$155.13)	\$171.05	10%	Reduce -95.92%	13,999			
AAPL	Mairs and Power	2017-09-30	Reduce		\$142.73-\$164.05 (\$155.13)	\$171.05	10%	Reduce -0.45%	17,657			
AAPL	Louis Moore Bacon	2017-09-30	Add	0.49%	\$142.73-\$164.05 (\$155.13)	\$171.05	10%	Add 143.48%	280,000			
AAPL	Jeremy Grantham	2017-09-30	Reduce	-0.35%	\$142.73-\$164.05 (\$155.13)	\$171.05	10%	Reduce -9.31%	4,255,945			
AAPL	First Pacific Advisors	2017-09-30	Reduce		\$142.73-\$164.05 (\$155.13)	\$171.05	10%	Reduce -21.79%	12,200			
AAPL	Ronald Muhlenkamp	2017-09-30	Reduce	-0.03%	\$142.73-\$164.05 (\$155.13)	\$171.05	10%	Reduce -0.50%	147,401			
AAPL	Dodge & Cox	2017-09-30	Reduce		\$142.73-\$164.05 (\$155.13)	\$171.05	10%	Reduce -3.15%	12,300			
AAPL	Murray Stahl	2017-09-30	Add		\$142.73-\$164.05 (\$155.13)	\$171.05	10%	Add 2.95%	13,117			

AAPL Guru Trades in Q3 2017

Ray Dalio 20,165 sh (New) Paul Tudor Jones 137,556 sh (+190.65%) Jeff Auxier 7,755 sh (unchged) Louis Moore Bacon 280,000 sh (+143.48%) Wallace Weitz 140 sh (unchged) Caxton Associates 83,900 sh (+130.49%) Richard Snow 14,477 sh (unchged) David Tepper 1,361,000 sh (+117.76%) Steven Cohen 1,150,000 sh (unchged) Mairs and Power 17,657 sh (-0.45%) Jim Chanos 22,033 sh (+15.30%) Lee Ainslie 13,440 sh (+13.04%) First Eagle Investment 9,506 sh (+10.46%) Tom Gayner 113,100 sh (+9.70%) Ken Fisher 10.888.403 sh (+3.12%) Warren Buffett 134,092,782 sh (+3.00%) Murray Stahl 13,117 sh (+2,95%) John Buckingham 87,563 sh (+0.95%)

Scott Black 36,636 sh (+0.07%)

Bill Nygren 2,987,000 sh (unchged)

Robert Olstein 113,000 sh (unchged) Jim Simons Sold Out John Paulson Sold Out George Soros Sold Out Lou Simpson 1,234,937 sh (-0.40%) Caxton Associates 100,000 sh (unchged) Ronald Muhlenkamp 147,401 sh (-0.50%) PRIMECAP Management 918,500 sh (-0.54%) Larry Robbins 2,489,532 sh (-1.59%) Diamond Hill Capital 2,350,332 sh (-1.77%) NWQ Managers 3,472 sh (-2,28%) Mario Gabelli 66,580 sh (-2.32%) David Carlson 670.000 sh (-2.90%) Dodge & Cox 12,300 sh (-3.15%) Pioneer Investments 8,779,797 sh (-5,31%) Ron Baron 45,877 sh (-5.98%) David Dreman 11,738 sh (-9.16%) Jeremy Grantham 4,255,945 sh (-9.31%) Barrow, Hanley, Mewhinney & Strauss 573,292 sh (-13.01%) David Rolfe 1,453,068 sh (-15.65%) Chuck Royce 68,000 sh (-20.00%) First Pacific Advisors 12,200 sh (-21.79%) John Hussman 700 sh (-22.22%) T Rowe Price Equity Income Fund 440,000 sh (-34.25%) Joel Greenblatt 272,095 sh (-34.96%) David Einhorn 2,192,900 sh (-44.18%) Steven Cohen 311,765 sh (-52.66%) Manning & Napier Advisors, Inc 13,999 sh (-95.92%) Spiros Segalas 10,823,610 sh (-1.60%)

» More

No insider buys, all sells

Insider Charts



More Statistics

Revenue (TTM) (Mil) \$	229,234.00
EPS (TTM) \$	9.20
Beta	1.40
Short Percentage of Float	0.82%
52-Week Range \$	108.25 - 176.24
Shares Outstanding (Mil)	5,134.31

Analyst Estimate

	Sep18	Sep19	Sep20
Revenue (Mil \$)	272,144	267,835	270,352
EPS (\$)	11.31	11.76	11.88
EPS without NRI (\$)	11.31	11.76	11.88
EPS Growth Rate (Future 3Y To 5Y Estimate)			10.65%
Dividends per Share (\$)	2.62	2.85	3.12

Piotroski F-Score Details

Piotroski F-Score: 4	4
Positive ROA	Y
Positive CFROA	Y
Higher ROA yoy	Ν
CFROA > ROA	Y
Lower Leverage yoy	Ν
Higher Current Ratio yoy	Ν
Less Shares Outstanding yoy	Y
Higher Gross Margin yoy	Ν
Higher Asset Turnover yoy	Ν