

as the iPod digital music player, the iPad tablet, the iPhone smartphone, and the Apple Watch, for sale primarily to the business, creative, education, government, and consumer markets. It also sells operating systems, services like iCloud storage and Apple

approximately 147,000 employees. Off./dir. own less than 1.0% of common stock; Vanguard, 7.8%; BlackRock, 6.6% (1/21 Proxy). CEO: Tim Cook. Inc.: CA. Addr.: One Apple Park Way, Cupertino, CA 95014. Tel.: 408-996-1010. Internet: www.apple.com.

ANNUAL RATES Past Past Est'd '18-'20 of change (per sh) 5 Yrs. 24.0% 27.0% 14.5% 14.0% Sales "Cash Flow" 12.5% 11.5% Earnings Dividends Book Value 14.5% 13.5% 11.5% 25.5% 11.5% 10.5% 14.5%

162819

46236

16240 43242

105718

143713

42296 13769

105392

154106

63846 12762

132507

Current Assets

Accts Payable Debt Due

Current Liab.

Fiscal Year Ends			ALES (\$ m Jun.Per	ill.) ^A Sep.Per	Full Fiscal Year
2018	88293	61137	53265	62900	265595
2019	84310	58015	53809	64040	260174
2020	91819	58313	59685	64698	274515
2021	111439	76861	68800	77900	335000
2022	116400	80300	71900	81400	350000
Fiscal					Full
Year Ends	Dec.Per	Mar.Per	Jun.Per	Sep.Per	Fiscal Year
2018	.97	.68	.59	.74	2.98
2019	1.05	.62	.55	.75	2.97
2020	1.25	.64	.65	.73	3.28
2021	1.68	.98	.82	1.02	4.50
2022	1.80	1.05	.90	1.10	4.85
Cal-	QUARTERLY DIVIDENDS PAID ■				Full
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year
2017	.143	.158	.158	.158	.62
2018	.158	.183	.183	.183	.71
2019	.183	.193	.193	.193	.76
2020	.193	.205	.205	.205	.81
2021	.205				
1	1				1

Apple stock has been hurt by a broader tech selloff of late. The Dow component exhibited further strength during the early part of this year, rallying nicely ahead of the blowout Decemberperiod earnings report in late January more on these results below). Indeed, the issue, among the market leaders throughout much of the COVID-19 crisis, surged to a fresh record high in the mid-\$140s. Over the past several weeks, however, the technology sector has generally lagged, with money rotating from growth to value names, and to reopening plays that should shine as the coronavirus finally subsides. This has put moderate pressure on AAPL shares, which are now trading back in the lower \$120s, just slightly ahead of where they were at the time of our last full-page review three months ago.

The fundamentals remain very bright. While the stock has hit a soft patch, the company continues to grow its ecosystem (of installed devices and accompanying services) and put up impressive results. As suggested, the first stanza of fiscal 2021 (ended December 26th) was a blowout by most measures, even as some brick-and-

mortar stores continued to experience temporary closures. Share net of \$1.68 handily surpassed our \$1.40 estimate and marked a near-35% improvement versus the yearearlier tally. The top line, of \$111.4 billion, was better than anticipated, too, and was the first time that quarterly revenue crossed the \$100 billion threshold. And . . . The momentum shows no sign of abating, given the robust sales that the company is seeing in most geographies and product categories. In particular, we think that Apple will continue to benefit from strong demand for its new 5G-enabled iPhones. Work-from-home trends ought to further bolster the Macand iPad lines, as well. And the wearables segment, led by the Apple Watch franchise, should remain a powerful growth engine, along with an expansion of the high-margined services business. All in all, considering all the positives, we envision share earnings climbing to \$4.50 and \$4.85 in fiscal 2021 and fiscal 2022, respectively. This stock is timely (2) and should provide investors with decent riskadjusted returns out to 2024-2026. March 26, 2021

(A) Fiscal year ends last Saturday in September. (B) Diluted earnings. Quarters may not add to total due to rounding/changes in the share count. Next earnings report due in late

April. (C) In millions, adjusted for splits. (D) Depreciation on accelerated basis. (E) New dividend policy adopted 3/12. Payments typ cally made in February, May, August, and NoCompany's Financial Strength Stock's Price Stability A++ 80 Price Growth Persistence **Earnings Predictability**

Justin Hellman

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