

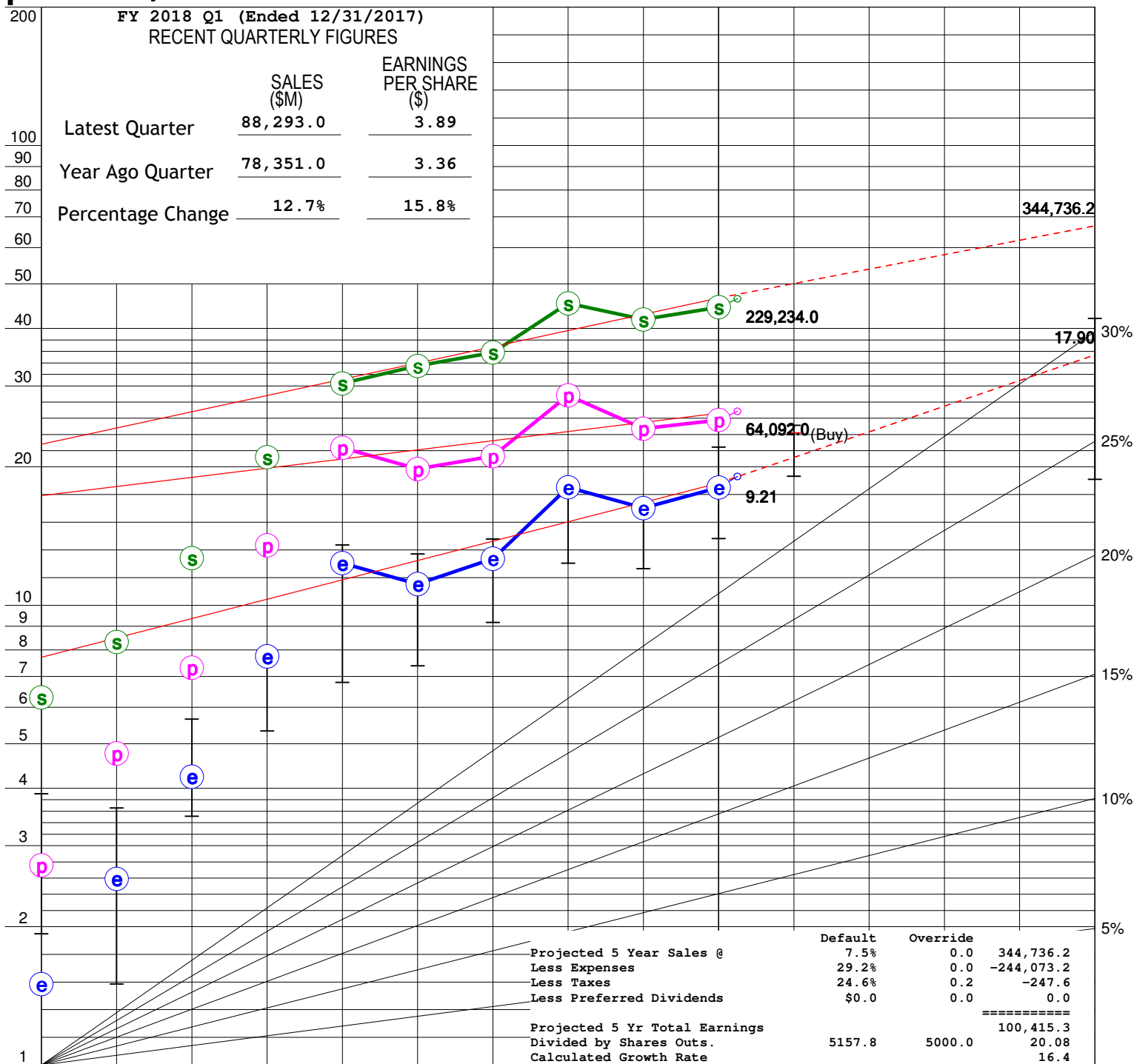


Stock Study

Company	Apple Inc	Price Date	05/02/18
Study by	GILLOGLY	Data Date	05/03/18
Sector	Technology	Last Judgment	05/03/18
Industry	Consumer Electronics	Data Source	Other
Preferred(\$M)	0.0	Reference	Morningsta
Diluted(M Shares)	5,157.8	% Insiders	0.2
Total Debt(\$M)	122,400.0	% Institutions	64.2
% Tot Debt to Tot Cap	47.9	Quality	

1 Growth Analysis

NASDAQ: AAPL



- | | | | | |
|-----------------------------------|------------|--|------------|---------------|
| (1) Historical Sales Growth | 8.5 % | (3) Historical Earnings Per Share Growth | 10.2 % | www.iclub.com |
| (2) Estimated Future Sales Growth | 7.5 % | (4) Estimated Future Earnings Per Share Growth | 13.7 % | |
| (5) Sales Growth R ² | -0.87 0.84 | (6) Earnings Per Share Growth R ² | -0.86 0.73 | |

2 QUALITY ANALYSIS

Company Apple Inc (AAPL)

05/02/18

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	5 YEAR AVG.	TREND UP / DOWN
A % Pre-tax Profit on Sales	21.2	28.1	28.4	31.6	35.6	29.3	29.3	31.0	28.5	28.0	29.2	DOWN
B % ROE (Beginning Yr)	21.2	38.2	43.1	53.0	53.5	33.4	32.9	44.7	36.9	38.8	37.4	UP
C % LT Debt to Equity	0.0	0.0	0.0	0.0	0.0	13.3	23.0	41.0	57.8	71.7	41.3	UP

3 PRICE, PRICE/EARNINGS RATIO and DIVIDEND ANALYSIS

CURRENT PRICE (P/E) 176.57 (18.1) 52-WEEK HIGH (P/E) 183.50 (18.9) 52-WEEK LOW (P/E) 142.20 (14.6)

Fiscal Year	High Price	Low Price	EPS	High P/E	Low P/E	Dividend	% Payout	% High Yield
1 2013	96.3	55.0	5.68	17.0	9.7	1.629	28.7	3.0
2 2014	103.7	68.3	6.45	16.1	10.6	1.811	28.1	2.7
3 2015	134.5	92.0	9.22	14.6	10.0	1.980	21.5	2.2
4 2016	123.8	89.5	8.31	14.9	10.8	2.180	26.2	2.4
5 2017	164.5	104.1	9.21	17.9	11.3	2.400	26.1	2.3
6 AVERAGE		81.8		16.1	10.5		26.1	
AVERAGE P/E RATIO	13.3		PROJECTED P/E RATIO	16.0		TTM EPS		9.73
CURRENT P/E RATIO	18.1		PEG RATIO	1.2		FTM EPS		11.06
RELATIVE VALUE	136.4%		PROJ. RELATIVE VALUE	120.0% 114.0%		AVG TTM + FTM EPS		10.40

4 EVALUATING REWARD and RISK over the next 5 years

A FUTURE HIGH PRICE ANALYSIS -- NEXT 5 YEARS

Selected High P/E ~~16.1~~ 17.5 X Estimated High Earnings/Share 17.90 = Forecast High Price \$ 313.3

B FUTURE LOW PRICE ANALYSIS -- NEXT 5 YEARS

(a) Sel. Low P/E 10.5 X Estimated Low Earnings/Share 9.21 = \$ 96.7
(as adj.)

(b) Average 5-Year Low Price = 81.8

(c) Recent Severe Low Price = 89.5

(d) Price Dividend Will Support = Present Divd. + High Yield = 2.40 + 0.030 = 81.0

Selected Estimated Low Price 140.0 = \$ 140.0

C PRICE RANGES

Forecast High Price 313.3 - Estimated Low Price 140.0 = Range 173.3 25% of Range = 43.3

BUY (Lower 25% of Range) = 140.0 to 183.3

MAYBE (Middle 50% of Range) = 183.3 to 270.0

SELL (Upper 25% of Range) = 270.0 to 313.3

Current Price 176.57 is in the Buy Range

D REWARD/RISK ANALYSIS (Potential Gain vs. Risk of Loss)

(Forecast High Price 313.3 - Current Price 176.57) ÷ (Current Price 176.57 - Estimated Low Price 140.0) = 3.7 To 1

5 TOTAL RETURN ANALYSIS

A CURRENT YIELD

Present Full Year's Dividend \$ 2.400 ÷ Current Price of Stock \$ 176.57 = 1.4 % Present Yield or % Returned on Purchase Price

B AVERAGE YIELD - USING FORECAST HIGH P/E

Avg. % Payout 26.1 ÷ Forecast High P/E 17.5 = Avg. Yield 1.5

AVERAGE YIELD - USING FORECAST AVERAGE P/E

Avg. % Payout 26.1 ÷ Forecast Avg P/E 14.0 = Avg. Yield 1.9

C % COMPOUND ANNUAL TOTAL RETURN - USING FORECAST HIGH P/E

Average Yield 1.5 % + Annual Appreciation 12.2 % = Compound Annual Total Return 13.6 %

D % PROJECTED AVERAGE RETURN - USING FORECAST AVERAGE P/E

Average Yield 1.9 % + Annual Appreciation 7.3 % = Projected Average Total Return 9.1 %