

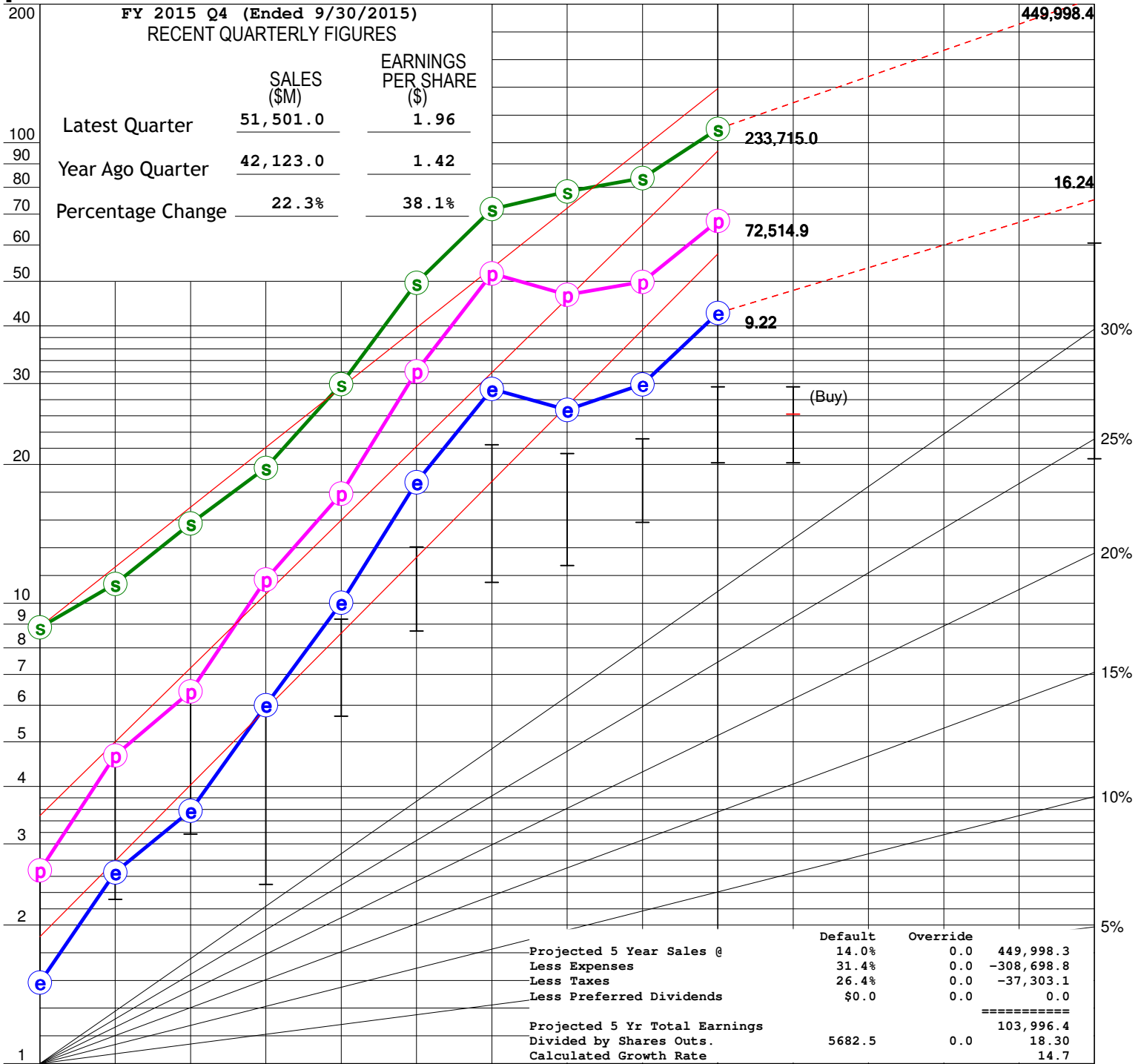


Stock Study

Company	Apple	Price Date	11/18/15
Study by	IClements	Data Date	11/18/15
Sector	Technology	Last Judgment	11/19/15
Industry	Consumer Electronics	Data Source	BI
Preferred(\$M)	0.0	Reference	Morningstar
Diluted(M Shares)	5,682.5	% Insiders	0.2
Debt(\$M)	64,462.0	% Institutions	60.3
% Debt to Tot.Cap.	33.6	Quality	

1 Growth Analysis

NAS: AAPL



(1) Historical Sales Growth	34.9 %	(3) Historical Earnings Per Share Growth	46.1 %	www.iclub.com
(2) Estimated Future Sales Growth	14.0 %	(4) Estimated Future Earnings Per Share Growth	12.0 %	
(5) Sales Growth R ²	0.97	(6) Earnings Per Share Growth R ²	0.95	

2 QUALITY ANALYSIS

Company Apple (AAPL)

11/18/15

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	5 YEAR AVG.	TREND UP / DOWN
A % Pre-tax Profit on Sales	14.6	20.9	21.2	28.1	28.4	31.6	35.6	29.3	29.3	31.0	31.4	EVEN
B % ROE (Beginning Yr)	9.7	36.1	34.9	38.2	43.1	53.0	53.5	33.4	32.9	44.7	43.5	UP
C % Debt to Equity	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.3	23.0	41.0	25.7	UP

3 PRICE, PRICE/EARNINGS RATIO and DIVIDEND ANALYSIS

CURRENT PRICE (P/E) 117.29 (12.8) 52-WEEK HIGH (P/E) 134.54 (14.6) 52-WEEK LOW (P/E) 92.00 (10.0)

Fiscal Year	High Price	Low Price	EPS	High P/E	Low P/E	Dividend	% Payout	% High Yield
1 2011	60.4	39.7	3.95	15.3	10.0	0.000	0.0	0.0
2 2012	100.7	50.6	6.31	16.0	8.0	0.379	6.0	0.7
3 2013	96.3	55.0	5.68	17.0	9.7	1.629	28.7	3.0
4 2014	103.7	68.3	6.45	16.1	10.6	1.811	28.1	2.7
5 2015	134.5	92.0	9.22	14.6	10.0	1.980	21.5	2.2
6 AVERAGE		61.1		15.8	9.7		21.1	
AVERAGE P/E RATIO		12.8	PROJECTED P/E RATIO		11.4	TTM EPS		9.20
CURRENT P/E RATIO		12.8	PEG RATIO		0.9	FTM EPS		10.30
RELATIVE VALUE		100.0%	PROJ. RELATIVE VALUE		89.3% 84.0%	AVG TTM + FTM EPS		9.75

4 EVALUATING REWARD and RISK over the next 5 years

A FUTURE HIGH PRICE ANALYSIS -- NEXT 5 YEARS

Selected High P/E ~~15.8~~ 17.0 X Estimated High Earnings/Share 16.24 = Forecast High Price \$ 276.1

B FUTURE LOW PRICE ANALYSIS -- NEXT 5 YEARS

(a) Sel. Low P/E ~~9.7~~ 10.1 X Estimated Low Earnings/Share 9.22 = \$ 93.1

(b) Average 5-Year Low Price = 61.1

(c) Recent Severe Low Price = 68.3

(d) Price Dividend Will Support = Present Divd. + High Yield = 2.080 + 0.030 = 70.2

Selected Estimated Low Price = \$ 93.8

C PRICE RANGES

Forecast High Price 276.1 - Estimated Low Price 93.8 = Range 182.3 25% of Range = 45.6

BUY (Lower 25% of Range) = 93.8 to 139.4

MAYBE (Middle 50% of Range) = 139.4 to 230.5

SELL (Upper 25% of Range) = 230.5 to 276.1

Current Price 117.290 is in the Buy Range

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

(Forecast High Price 276.1 - Current Price 117.290) ÷ (Current Price 117.290 - Estimated Low Price 93.8) = 6.8 To 1

5 TOTAL RETURN ANALYSIS

A CURRENT YIELD

Present Full Year's Dividend \$ 2.080 ÷ Current Price of Stock \$ 117.290 = 1.8 % Present Yield or % Returned on Purchase Price

B AVERAGE YIELD - USING FORECAST HIGH P/E

Avg. % Payout 21.1 ÷ Forecast High P/E 17.0 = Avg. Yield 1.2

AVERAGE YIELD - USING FORECAST AVERAGE P/E

Avg. % Payout 21.1 ÷ Forecast Avg P/E 13.6 = Avg. Yield 1.6

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

Average Yield 1.2 % + Annual Appreciation 18.7 % = Compound Annual Total Return 19.9 %

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

Average Yield 1.6 % + Annual Appreciation 13.4 % = Projected Average Total Return 15.0 %