

Apple Inc(USD) AAPL

Last Close \$ \$520.56 **Sales \$Mil** \$170,910 **Mkt Cap \$Mil** \$468,368 **Industry** Consumer Electronics **Currency** USD

Apple Inc designs, manufactures, and markets personal computers, mobile communication devices, media devices personal computers, and portable digital music players, and sells various related software, services, peripherals and networking solutions.

Morningstar Rating **Fair Value** **Fair Value** **Economic Moat** **Style** **Sector**
★★★ **Uncertainty** **High** **\$600.00** **Narrow** **Large Core** **Technology**
 As of 11-08-2013

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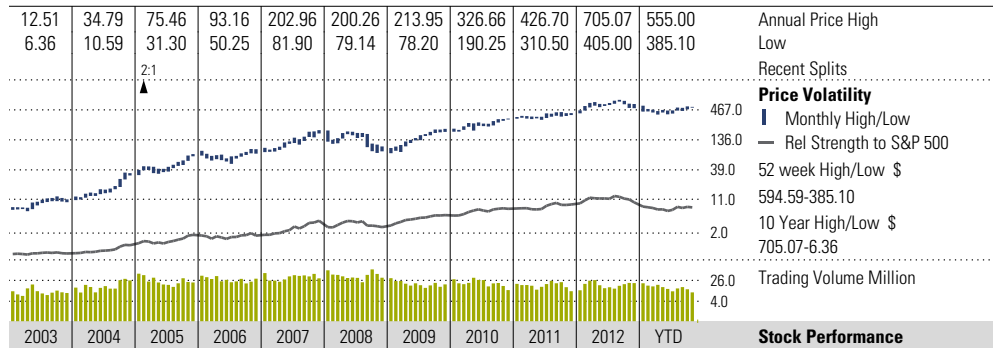
Growth Rates Compound Annual					
Grade: A	1 Yr	3 Yr	5 Yr	10 Yr	
Revenue %	9.2	37.9	39.4	39.3	
Operating Income %	-11.3	38.7	50.8	124.5	
Earnings/Share %	-10.0	37.9	49.3	82.9	
Dividends %	330.2	—	—	—	
Book Value/Share %	9.2	38.0	42.1	37.2	
Stock Total Return	-1.0	19.1	40.5	47.2	
+/- Industry	-42.7	24.3	33.0	46.9	
+/- Market	-32.4	3.5	24.2	39.7	

Profitability Analysis				
Grade: A	Current	5 Yr Avg	Ind	Mkt
Return on Equity %	30.6	36.2	25.7	20.0
Return on Assets %	19.3	23.5	13.9	8.2
Revenue/Employee \$K	2025.0	1655.6	—	1026.5
Fixed Asset Turns	10.7	14.8	7.2	6.9
Inventory Turns	83.4	74.4*	13.3	11.8
Gross Margin %	37.6	40.3	33.2	42.8
Operating Margin %	28.7	30.1	20.7	19.8
Net Margin %	21.7	22.6	14.9	13.9
Free Cash Flow/Rev %	26.1	25.3	4.3	12.0
R&D/Rev %	2.6	2.6	2.7	—

Financial Position (USD)			
Grade: B	09-12 \$Mil	09-13 \$Mil	
Cash	10746	14259	
Inventories	791	1764	
Receivables	18692	20641	
Current Assets	57653	73286	
Fixed Assets	15452	16597	
Intangibles	5359	5756	
Total Assets	176064	207000	
Payables	22710	23567	
Short-Term Debt	22710	—	
Current Liabilities	38542	43658	
Long-Term Debt	0	16960	
Total Liabilities	57854	83451	
Total Equity	118210	123549	

Valuation Analysis				
	Current	5 Yr Avg	Ind	Mkt
Price/Earnings	13.1	15.6	14.2	17.1
Forward P/E	11.7	—	—	16.9
Price/Cash Flow	9.0	10.7	13.5	10.7
Price/Free Cash Flow	10.9	12.5	18.9	17.8
Dividend Yield %	2.3	—	2.1	2.1
Price/Book	3.8	4.4	2.9	2.5
Price/Sales	2.8	3.3	1.6	2.9
PEG Ratio	1.4	—	—	2.3

*3Yr Avg data is displayed in place of 5 Yr Avg



2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	YTD	Stock Performance
49.1	201.4	123.3	18.0	133.5	-56.9	146.9	53.1	25.6	32.7	0.0		Total Return %
20.4	190.5	118.3	2.2	128.0	-19.9	120.4	38.0	23.4	16.7	-26.4		+/- Market
26.8	190.7	115.4	9.6	112.1	-3.3	99.3	41.9	63.2	31.7	-35.2		+/- Industry
—	—	—	—	—	—	—	—	—	1.0	2.3		Dividend Yield %
7858	25893	60587	72901	173427	75997	190983	297089	377547	499696	468368		Market Cap \$Mil

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	TTM	Financials (USD)
8279	13931	19315	24006	37491	42905	65225	108249	156508	170910	170910	Revenue \$Mil
27.3	29.0	29.0	34.0	35.2	40.1	39.4	40.5	43.9	37.6	37.6	Gross Margin %
313	1643	2453	4409	8327	11740	18385	33790	55241	48999	48999	Oper Income \$Mil
3.8	11.8	12.7	18.4	22.2	27.4	28.2	31.2	35.3	28.7	28.7	Operating Margin %
266	1328	1989	3496	6119	8235	14013	25922	41733	37037	37037	Net Income \$Mil
0.36	1.56	2.27	3.93	5.36	9.08	15.15	27.68	44.15	39.75	39.75	Earnings Per Share \$
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.65	11.40	11.40	Dividends \$
775	857	878	889	902	907	925	937	945	932	932	Shares Mil
7.20	9.94	13.07	19.19	25.73	39.47	59.35	96.60	135.62	135.78	137.32	Book Value Per Share \$
934	2535	2220	5470	9596	10159	18595	37529	50856	53666	53666	Oper Cash Flow \$Mil
-176	-260	-657	-986	-1199	-1213	-2121	-7452	-9402	-9076	-9076	Cap Spending \$Mil
758	2275	1563	4484	8397	8946	16474	30077	41454	44590	44590	Free Cash Flow \$Mil

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	TTM	Profitability
3.6	13.6	13.9	16.4	19.9	19.7	22.8	27.1	28.5	19.3	19.3	Return on Assets %
5.7	21.2	22.9	28.5	33.2	30.5	35.3	41.7	42.8	30.6	30.6	Return on Equity %
1.11	1.42	1.35	1.13	1.22	1.03	1.06	1.13	1.07	0.89	0.89	Asset Turnover
3.2	9.5	10.3	14.6	16.3	19.2	21.5	24.0	26.7	21.7	21.7	Net Margin %
1.6	1.6	1.7	1.7	1.6	1.5	1.6	1.5	1.5	1.7	1.7	Financial Leverage

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	09-13	Financial Health (USD)
—	—	—	—	—	—	—	—	0	16960	16960	Long-Term Debt \$Mil
5076	7428	9984	14532	22297	31640	47791	76615	118210	123549	123549	Total Equity \$Mil
—	—	—	—	—	—	—	—	—	0.14	0.14	Debt/Equity
4404	6813	8038	12657	18645	20049	20956	17018	19111	29628	29628	Working Capital \$Mil

2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	TTM	Valuation
57.1	50.5	38.8	30.8	43.5	15.8	20.5	18.0	11.5	12.1	13.1	Price/Earnings
0.0	0.0	—	—	0.0	0.0	0.0	0.0	—	0.0	0.8	P/E vs. Market
1.2	2.6	3.8	3.6	6.7	2.3	4.1	3.9	3.0	3.1	2.8	Price/Sales
1.8	4.5	7.2	6.5	10.3	3.3	5.3	5.4	4.2	3.9	3.8	Price/Book
19.7	17.2	30.5	19.9	27.5	7.2	16.0	13.2	8.4	8.9	9.0	Price/Cash Flow

Quarterly Results (USD)						
	Dec	Mar	Jun	Sep		
Revenue \$Mil	54512.0	43603.0	35323.0	37472.0		
Most Recent	54512.0	43603.0	35323.0	37472.0		
Previous	46333.0	39186.0	35023.0	35966.0		
Rev Growth %	Dec	Mar	Jun	Sep		
Most Recent	17.7	11.3	0.9	4.2		
Previous	73.3	58.9	22.6	27.2		
Earnings Per Share \$	Dec	Mar	Jun	Sep		
Most Recent	13.81	10.09	7.47	8.26		
Previous	13.87	12.30	9.32	8.67		

Close Competitors				
	Mkt Cap \$Mil	Rev \$Mil	P/E	ROE%
Google, Inc. Class A	339443	57386	28.3	16.5
Microsoft Corporation	315386	80370	14.1	30.1

Major Fund Holders		% of shares
Vanguard Total Stock Mkt Idx		1.48
Vanguard 500 Index Inv		1.00
Vanguard Institutional Index I		0.98