

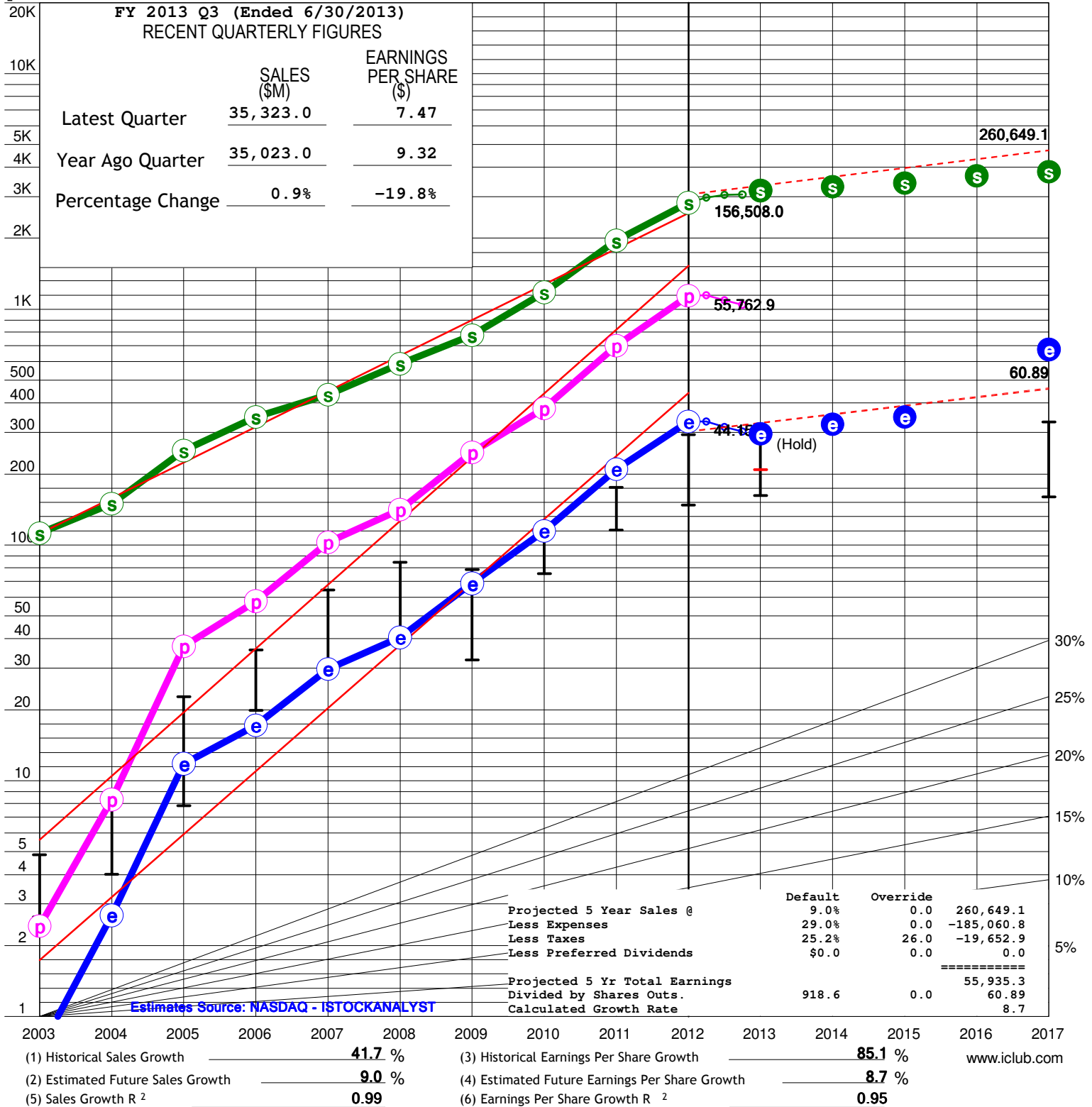


# Stock Selection Guide

Company	APPLE INC RCB 0813	Price Date	08/16/13
Study by	RCB	Data Date	08/16/13
Sector	Technology	Data Source	StkCntrl
Industry	Consumer Electronics	Reference	
Preferred(\$M)	0.0		
Common(M Shares)	918.6	% Insiders	0.7
Debt(\$M)	16,958.0	% Institutions	65.0
% Debt to Tot.Cap.	12.8	Quality	3.2 (Take Stock)

## 1 Growth Analysis

NAS: AAPL



## 2 QUALITY ANALYSIS

Company **APPLE INC RCB 0813 (AAPL)**

08/16/13

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	5 YEAR AVG.	TREND UP / DOWN
<b>A</b> % Pre-tax Profit on Sales	1.9	4.9	13.0	14.6	20.9	21.2	28.1	28.4	31.6	35.6	29.0	UP
<b>B</b> % ROE (Beginning Yr)	<del>1.9</del>	6.1	23.8	25.4	33.5	32.1	36.1	43.1	53.1	53.6	43.6	UP
<b>C</b> % Debt to Equity	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	EVEN

## 3 PRICE, PRICE/EARNINGS RATIO and DIVIDEND ANALYSIS

CURRENT PRICE (P/E) **502.33 (12.5)** 52-WEEK HIGH (P/E) **702.10 (17.5)** 52-WEEK LOW (P/E) **390.53 (9.8)**

Fiscal Year	High Price	Low Price	EPS	High P/E	Low P/E	Dividend	% Payout	% High Yield
1 2008	203.0	100.6	5.36	<del>37.9</del>	<del>18.8</del>	0.000	0.0	0.0
2 2009	188.9	78.2	9.08	20.8	8.6	0.000	0.0	0.0
3 2010	294.7	181.4	15.15	19.5	12.0	0.000	0.0	0.0
4 2011	422.9	277.8	27.68	15.3	10.0	0.000	0.0	0.0
5 2012	705.1	354.2	44.15	16.0	8.0	2.650	6.0	0.7
6 AVERAGE		198.4		17.9	9.6		6.0	
AVERAGE P/E RATIO		<del>16.7</del> 13.8	PROJECTED P/E RATIO		11.5	TTM EPS		40.04
CURRENT P/E RATIO		12.5	PEG RATIO		1.3	FTM EPS		43.54
RELATIVE VALUE		<del>74.9%</del> 90.6%	PROJ. RELATIVE VALUE		<del>69.1%</del> 83.6%	AVG TTM + FTM EPS		41.79

## 4 EVALUATING REWARD and RISK over the next 5 years

### A FUTURE HIGH PRICE ANALYSIS -- NEXT 5 YEARS

Selected High P/E **17.9** X Estimated High Earnings/Share **60.89** = Forecast High Price \$ ~~1,089.9~~ **800.0**

### B FUTURE LOW PRICE ANALYSIS -- NEXT 5 YEARS

(a) Sel. Low P/E **9.6** (as adj.) X Estimated Low Earnings/Share ~~44.15~~ **40.04** = \$ **384.4**

(b) Average 5-Year Low Price = **198.4**

(c) Recent Severe Low Price = **277.8**

(d) Price Dividend Will Support = Present Divd. + High Yield = **12.210** + **0.007** = **1,632.0**

Selected Estimated Low Price = \$ **384.4**

### C PRICE RANGES

Forecast High Price **800.0** - Estimated Low Price **384.4** = Range **415.6** 25% of Range = **103.9**

BUY (Lower 25% of Range) = **384.4** to **488.3**

MAYBE (Middle 50% of Range) = **488.3** to **696.1**

SELL (Upper 25% of Range) = **696.1** to **800.0**

Current Price **502.330** is in the **Hold** Range

### D UPSIDE/DOWNSIDE ANALYSIS (Potential Gain vs. Risk of Loss)

(Forecast High Price **800.0** - Current Price **502.330**) + (Current Price **502.330** - Estimated Low Price **384.4**) = **2.5** To 1

## 5 TOTAL RETURN ANALYSIS

### A CURRENT YIELD

Present Full Year's Dividend \$ **12.210** ÷ Current Price of Stock \$ **502.330** = **2.4 %** Present Yield or % Returned on Purchase Price

### B AVERAGE YIELD - USING FORECAST HIGH P/E

Avg. % Payout **6.0** ÷ Forecast High P/E **17.9** = Avg. Yield **0.3**

### AVERAGE YIELD - USING FORECAST AVERAGE P/E

Avg. % Payout **6.0** ÷ Forecast Avg P/E **13.8** = Avg. Yield **0.4**

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

Average Yield **0.3 %** + Annual Appreciation **9.8 %** = Compound Annual Total Return **10.1 %**

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

Average Yield **0.4 %** + Annual Appreciation **10.8 %** = Projected Average Total Return **11.2 %**



# PERT-A Report

Company APPLE INC RCB 0813 (AAPL)

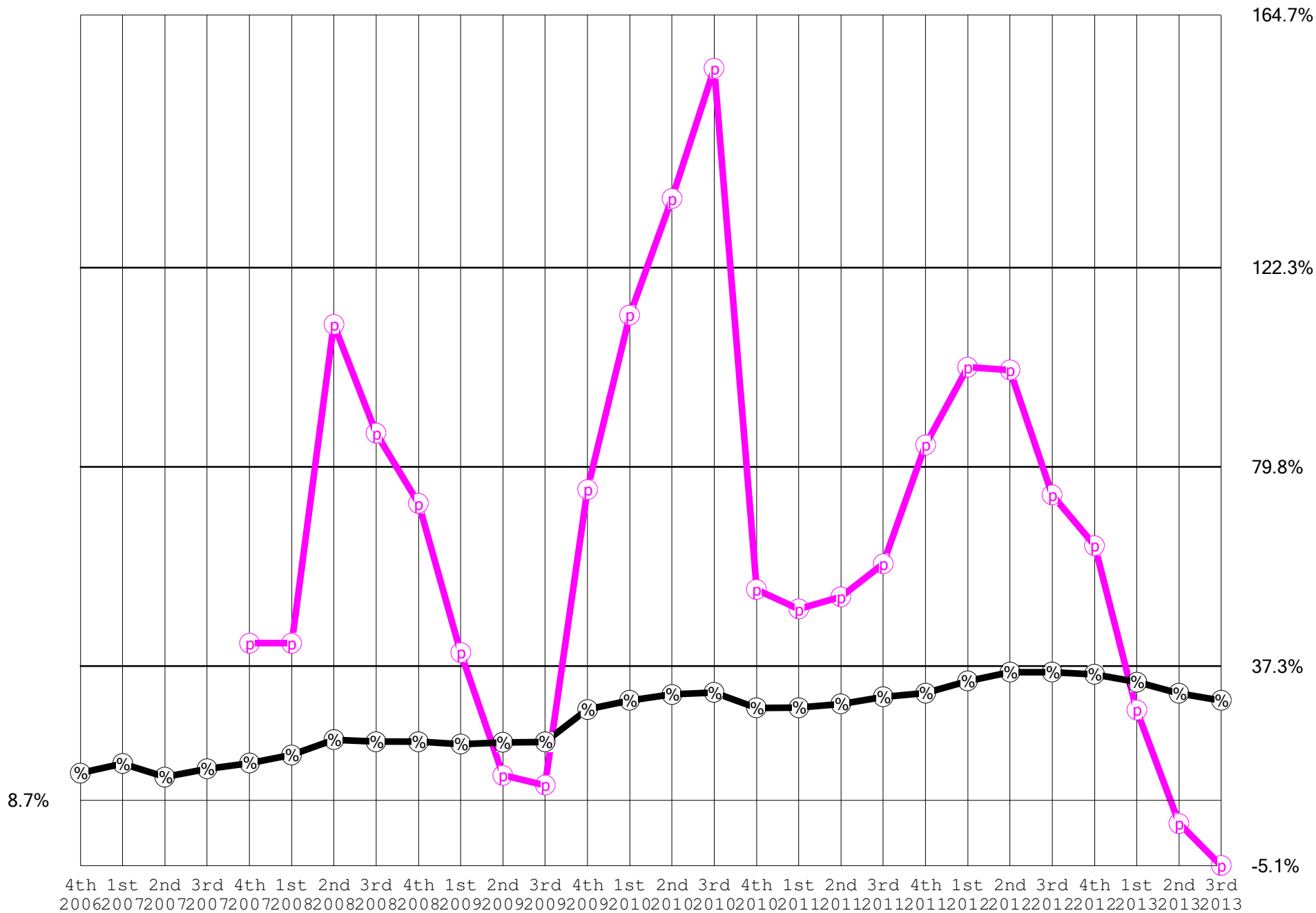
QUARTERLY DATA								LAST 12 MONTHS DATA									
PERIOD	EPS		PRE-TAX PROFIT			SALES		INCOME TAX RATE	EPS \$	PRE-TAX PROFIT		SALES MIL	INCOME TAX		% CHANGE		
	\$	% CHANGE	\$ MIL	% SALES	% CHANGE	\$ MIL	% CHANGE			\$ MIL	% SALES		\$ MIL	% RATE	EPS	PRE-TAX PROFIT	SALES
12/05	0.65		831.00	14.5		5,749.00		31.6					27.7				
03/06	0.47		605.00	13.9		4,359.00		31.8					29.0				
06/06	0.54		661.00	15.1		4,370.00		28.4					29.5				
09/06	0.59		721.00	14.9		4,837.00		28.1	2.25	2,818.00	14.6	19,315.0	844.5	30.0			
12/06	1.14	75.4	1,448.00	20.4	74.2	7,115.00	23.8	30.5	2.74	3,435.00	16.6	20,681.0	1,019.4	29.7			
03/07	0.87	85.1	134.00	2.5	-77.9	5,264.00	20.8	-475.7	3.14	2,964.00	13.7	21,586.0	-2,880.3	-97.2			
06/07	0.92	70.4	1,196.00	22.1	80.9	5,410.00	23.8	31.5	3.52	3,499.00	15.5	22,626.0	-3,373.3	-96.4			
09/07	1.01	71.2	1,230.00	19.8	70.6	6,217.00	28.5	26.4	3.94	4,008.00	16.7	24,006.0	-3,880.6	-96.8	75.1	42.2	24.3
12/07	1.76	54.4	2,326.00	24.2	60.6	9,608.00	35.0	31.9	4.56	4,886.00	18.4	26,499.0	-4,713.1	-96.5	66.4	42.2	28.1
03/08	1.16	33.3	1,477.00	19.7	1,002.2	7,512.00	42.7	29.4	4.85	6,229.00	21.7	28,747.0	1,856.1	29.8	54.5	110.2	33.2
06/08	1.19	29.3	1,510.00	20.2	26.3	7,464.00	38.0	28.8	5.12	6,543.00	21.2	30,801.0	1,906.0	29.1	45.5	87.0	36.1
09/08	1.26	24.8	1,582.00	20.0	28.6	7,895.00	27.0	27.9	5.37	6,895.00	21.2	32,479.0	2,033.5	29.5	36.3	72.0	35.3
12/08	1.78	1.1	2,284.00	22.5	-1.8	10,167.00	5.8	29.7	5.39	6,853.00	20.7	33,038.0	1,984.3	29.0	18.2	40.3	24.7
03/09	1.33	14.7	1,730.00	21.2	17.1	8,163.00	8.7	30.6	5.56	7,106.00	21.1	33,689.0	2,079.0	29.3	14.6	14.1	17.2
06/09	1.35	13.4	1,732.00	20.8	14.7	8,337.00	11.7	29.1	5.72	7,328.00	21.2	34,562.0	2,149.7	29.3	11.7	12.0	12.2
09/09	4.61	265.9	6,320.00	38.9	299.5	16,238.00	105.7	33.3	9.07	12,066.00	28.1	42,905.0	3,703.1	30.7	68.9	75.0	32.1
12/09	3.67	106.2	4,758.00	30.3	108.3	15,683.00	54.3	29.1	10.96	14,540.00	30.0	48,421.0	4,437.3	30.5	103.3	112.2	46.6
03/10	3.33	150.4	4,029.00	29.8	132.9	13,499.00	65.4	23.7	12.96	16,839.00	31.3	53,757.0	4,850.3	28.8	133.1	137.0	59.6
06/10	3.51	160.0	4,292.00	27.3	147.8	15,700.00	88.3	24.2	15.12	19,399.00	31.7	61,120.0	5,346.4	27.6	164.3	164.7	76.8
09/10	4.64	0.7	5,461.00	26.8	-13.6	20,343.00	25.3	21.1	15.15	18,540.00	28.4	65,225.0	4,543.2	24.5	67.0	53.7	52.0
12/10	6.43	75.2	7,963.00	29.8	67.4	26,741.00	70.5	24.6	17.91	21,745.00	28.5	76,283.0	5,089.1	23.4	63.4	49.6	57.5
03/11	6.40	92.2	7,900.00	32.0	96.1	24,667.00	82.7	24.2	20.98	25,616.00	29.3	87,451.0	6,024.1	23.5	61.9	52.1	62.7
06/11	7.79	121.9	9,551.00	33.4	122.5	28,571.00	82.0	23.5	25.26	30,875.00	30.8	100,322.0	7,210.6	23.4	67.1	59.2	64.1
09/11	7.05	51.9	8,791.00	31.1	61.0	28,270.00	39.0	24.7	27.67	34,205.00	31.6	108,249.0	8,293.9	24.2	82.6	84.5	66.0
12/11	13.87	115.7	17,477.00	37.7	119.5	46,333.00	73.3	25.3	35.11	43,719.00	34.2	127,841.0	10,669.4	24.4	96.0	101.1	67.6
03/12	12.30	92.2	15,532.00	39.6	96.6	39,186.00	58.9	25.2	41.01	51,351.00	36.1	142,360.0	12,659.8	24.7	95.5	100.5	62.8
06/12	9.32	19.6	11,861.00	33.9	24.2	35,023.00	22.6	25.6	42.54	53,661.00	36.1	148,812.0	13,507.4	25.2	68.4	73.8	48.3
09/12	8.67	23.0	10,893.00	30.3	23.9	35,966.00	27.2	24.5	44.16	55,763.00	35.6	156,508.0	14,020.2	25.1	59.6	63.0	44.6
12/12	13.81	-0.4	17,672.00	32.4	1.1	54,512.00	17.7	26.0	44.10	55,958.00	34.0	164,687.0	14,167.6	25.3	25.6	28.0	28.8
03/13	10.09	-18.0	12,905.00	29.6	-16.9	43,603.00	11.3	26.0	41.89	53,331.00	31.5	169,104.0	13,617.1	25.5	2.1	3.9	18.8
06/13	7.47	-19.8	9,435.00	26.7	-20.5	35,323.00	0.9	26.8	40.04	50,905.00	30.0	169,404.0	13,155.5	25.8	-5.9	-5.1	13.8
09/13								24.7						25.9			

A B C D E F G H I J K L M N O P Q R S T

Trailing 4 quarters

# PERT-A Graph

Company APPLE INC RCB 0813 (AAPL)



=====

Prepared using Toolkit 6. 8/18/2013 4:25:03 PM

NOTES:=====

08/14/2013

FAIR VALUE - iNTRINSIC VALUE:

GURUFOCUS: 802.54

S & P: 12 MO TGT:550 FV: 472

MORNINGSTAR: 600.00 Buy 360 SELL 930

NAVELLIER TOTAL: F

FUNDAMENTAL: C ROE: A CASHFLOW: A

TECHNICAL: F

STOCK SCOUTER 10

Pro

The ratio of AAPL's price-to-earnings multiple to its five-year growth rate is slightly below the average of all stocks in the StockScouter universe. Positive

The price-to-earnings multiple is lower than average for all stocks in the StockScouter universe. Positive

Previous day's closing price for AAPL was significantly above its 50-day moving average. Very positive

Con

One or more analysts has modestly decreased quarterly earnings estimates for AAPL.

Negative

FUNDAMENTAL

Grade: C

The most recent quarterly earnings report was approximately equal to or higher than analysts' consensus forecast, but not to a degree that is predictive of future returns.

Neutral

Earnings growth in the past year has decelerated moderately compared to earnings growth in the past three years. Negative

One or more analysts has modestly decreased quarterly earnings estimates for AAPL.

Negative

OWNERSHIP

Grade: C

Executives, board directors or major shareholders have bought and sold shares recently.

Neutral

Shares are neither being accumulated heavily nor sold heavily by financial institutions.

Neutral for a large company like AAPL

VALUATION

Grade: A

The price-to-earnings multiple is lower than average for all stocks in the StockScouter universe. Positive

The price-to-sales multiple is slightly higher than the average for all stocks in the StockScouter universe. Positive/Neutral for a medium- to large-sized company like AAPL

The ratio of AAPL's price-to-earnings multiple to its five-year growth rate is slightly below the average of all stocks in the StockScouter universe. Positive

TECHNICAL

Grade: A

The StockScouter measure of relative price change and consistency is high. Positive

Previous day's closing price for AAPL was significantly above its 50-day moving average.  
Very positive

:

VL: 07/05/2013  
2016-2018 PRICE: 830-1120 22-31%TOT RTN  
SALES: 260B  
EPS: 65  
SHARES: 850  
PE: 15  
ROE: 27.5  
SALES GROWTH: 17  
EARNINGS GROWTH: 14.5  
Company's Financial Strength A++  
Stock's Price Stability 70  
Price Growth Persistence 100  
Earnings Predictability 70

S & P: 8/13/2013  
STRONG BUY  
12MO TGT: 550  
PE CURRENT: 12.2  
QUALITY: B+ RELATIVE STRENGTH: 90  
FAIR VALUE RANK: 4+  
FAIR VALUE: 471.90  
INVESTABILITY: 99%  
TECHNICALS: BULLISH

M\*: 08/14/2013  
FAIR VALUE: 600.00 CONSIDER BUY: 360.00  
REVENUE GROWTH: 16 10 7 7 7 7 = 54/6 = 9 OR 5YRS 38/5 = 7.2

S & P: 05/04/2013  
5/10/2013 extracts  
STRONG BUY  
12MO TGT: 550  
PE CURRENT: 10.7  
QUALITY: B+ RELATIVE STRENGTH: 46  
FAIR VALUE RANK: 3  
FAIR VALUE: 466.90  
INVESTABILITY: 97%  
TECHNICALS: BEARISH

2016-2018 PRICE: 1090-1470 26-35%TOT RTN  
SALES: 290B  
EPS: 80  
SHARES: 965  
PE: 16  
ROE: 27.5  
SALES GROWTH: 17  
EARNINGS GROWTH: 18.5  
Company's Financial Strength A++  
Stock's Price Stability 70  
Price Growth Persistence 100  
Earnings Predictability 75

S & P: 05/04/2013  
STRONG BUY  
12MO TGT: 550  
PE CURRENT: 10.7  
QUALITY: B+ RELATIVE STRENGTH: 46  
FAIR VALUE RANK: 3  
FAIR VALUE: 466.90  
INVESTABILITY: 97%  
TECHNICALS: BEARISH

M\*: 05/04/2013  
FAIR VALUE: 600.00 CONSIDER BUY: 360.00  
REVENUE GROWTH: 16 10 7 7 7 7 = 54/6 = 9 OR 5YRS 38/5 = 7.2

TREFIS VALUE: 636  
VALUE PRO DCF: 4499.XX  
GURUFOCUS: 1203.00  
PETER LYNCH: 1047.XX

20120813  
STOCK SCOUTER: 8  
NAVELLIER STOCK GRADES: TECH: A FUND: B RATING: STRONG BUY

S & P QUALITY: B  
S & P TARGET - 12MO: \$800  
S & P FAIR VALUE: \$744.50

DTF: FOCUS LIST BUY/ BUY / LT BUY  
OVERALL: 95; SECTOR: 100; RERANKED OVERALL: 99

P

=====