



1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	© VALUE LINE PUB. LLC	17-19
1.57	1.36	1.70	1.09	1.14	1.21	1.51	2.38	3.23	3.93	5.22	5.80	10.17	16.64	23.81	27.15	31.16	38.40	Sales per sh ^A	53.00
.10	.11	.15	.00	.05	.04	.08	.25	.37	.62	.85	1.02	2.35	4.26	6.85	6.96	8.09	9.25	"Cash Flow" per sh	13.00
.07	.09	.12	d.02	.02	.01	.05	.21	.32	.56	.77	.90	2.16	3.95	6.31	5.66	6.45	7.75	Earnings per sh ^B	11.00
--	--	--	--	--	--	--	--	--	--	--	--	--	--	.38	1.63	1.81	1.88	Div'ds Decl'd per sh ^F	3.00
.01	.01	.02	.05	.03	.03	.03	.04	.11	.12	.18	.18	.31	.65	1.26	1.30	1.63	1.75	Cap'l Spending per sh	2.00
.39	.66	.86	.80	.81	.82	.93	1.28	1.67	2.38	3.38	4.42	7.45	11.78	17.98	19.63	19.02	22.15	Book Value per sh ^E	36.60
3785.4	4502.4	4699.5	4912.9	5025.4	5134.2	5480.2	5845.1	5986.8	6106.3	6218.3	6298.6	6411.8	6504.9	6574.5	6294.5	5866.2	5600.00	Common Shs Outst'g ^C	5000.00
13.3	17.3	30.8	--	NMF	NMF	38.0	26.2	29.1	26.3	30.4	19.2	15.2	12.4	12.0	12.3	13.0	--	Avg Ann'l P/E Ratio	13.0
.69	.99	2.00	--	NMF	NMF	2.01	1.40	1.57	1.40	1.83	1.28	.97	.78	.76	.69	.68	--	Relative P/E Ratio	.80
--	--	--	--	--	--	--	--	--	--	--	--	--	--	.5%	2.3%	2.2%	--	Avg Ann'l Div'd Yield	2.1%

CAPITAL STRUCTURE as of 9/27/14		2012	2013	9/27/14	BUSINESS:	
Total Debt	\$35295 mill.	29129	40546	25077	Apple Inc. is one of the world's largest makers of PCs and peripheral and consumer products, such as the iPod digital music player, the iPad tablet, and the iPhone smartphone, for sale primarily to the business, creative, education, government, and consumer markets. It also sells operating systems, utilities, languages, developer tools, and database software. As of September 27, 2014,	
LT Debt	\$28987 mill.	10930	13102	17460	Apple operated a total of 437 retail outlets, including 259 stores in the U.S. and 178 in international markets. R&D: 3.3% of '14 revenues. Has about 92,600 full-time employees. Off.dir. as a group own less than 1.0% of common; BlackRock, 5.6% (1/14 Proxy). CEO: Tim Cook. Inc.: CA. Address: 1 Infinite Loop, Cupertino, CA 95014. Telephone: 408-996-1010. Internet: www.apple.com.	
Leases, Uncapitalized	Annual rentals \$662 mill.	791	1764	2111		
No Defined Benefit Pension Plan		16803	17874	23883		
Pfd Stock	None	57653	73286	68531		
Common Stock	5,864,840,000 shs. as of 10/10/14	21175	22367	30196		
Market Cap:	\$662 billion (Large Cap)	--	--	6308		
CURRENT POSITION (\$MILL.)		17367	21291	26944		
Cash Assets		38542	43658	63448		
Receivables						
Inventory (FIFO)						
Other						
Current Assets						
Accts Payable						
Debt Due						
Other						
Current Liab.						

ANNUAL RATES	Past 10 Yrs.	Past 5 Yrs.	Est'd '12-'14	Full Fiscal Year
of change (per sh)	10 Yrs.	5 Yrs.	to '17-'19	
Sales	34.5%	40.5%	14.0%	
"Cash Flow"	70.5%	58.0%	12.0%	
Earnings	96.5%	57.5%	12.5%	
Dividends	--	--	19.0%	
Book Value	35.0%	46.0%	14.0%	

Fiscal Year Ends	QUARTERLY SALES (\$ mill.) ^A	Full Fiscal Year
	Dec.Per Mar.Per Jun.Per Sep.Per	
2011	26741 24667 28571 28270	108249
2012	46333 39186 35023 35966	156508
2013	54512 43603 35323 37472	170910
2014	57594 45646 37432 42123	182795
2015	66000 53000 46300 49700	215000

Fiscal Year Ends	EARNINGS PER SHARE ^{A,B}	Full Fiscal Year
	Dec.Per Mar.Per Jun.Per Sep.Per	
2011	.92 .91 1.11 1.01	3.95
2012	1.98 1.76 1.33 1.24	6.31
2013	1.97 1.44 1.07 1.18	5.66
2014	2.07 1.66 1.28 1.42	6.45
2015	2.50 1.95 1.60 1.70	7.75

Calendar	QUARTERLY DIVIDENDS PAID ^F	Full Year
	Mar.31 Jun.30 Sep.30 Dec.31	
2011	-- -- -- --	--
2012	-- -- .379 .379	.76
2013	.379 .436 .436 .436	1.69
2014	.436 .47 .47 .47	
2015		

Apple's earnings growth ought to accelerate in fiscal 2015 (ends September 26th). The bottom line should benefit from one of the strongest product lineups in the company's storied history, highlighted by two new larger-screen smartphones, the iPhone 6 and iPhone 6 Plus. The new devices, released in mid-September, have been a huge hit thus far, with over 10 million units being sold in the first three days. That was a record for Apple, and explains, in good part, why fourth-quarter share net of \$1.42 handily topped our \$1.34 estimate and Wall Street's consensus view of \$1.31. **We expect sales of the next-generation smartphones to remain brisk.** iPhone momentum should build as the company's competitive position strengthens relative to Samsung and other key vendors, and as more distribution deals are reached with wireless carriers in emerging geographies. This, in turn, will probably create a "halo effect" across Apple's entire ecosystem, enabling the Mac and iPad lines to gain market share. The iPad line has been a notable laggard of late, hampered by stiff competition from Android-powered devices and still-uneven consumer spending in the U.S. and Europe. We see the iPad's fortunes turning around before too long, however, thanks to a host of new business applications that are being developed in partnership with IBM. Deeper inroads in the BRIC nations should help the struggling tablet franchise, as well. **New products and services, from "Apple Watch" to "Apple Pay", will likely contribute to results in fiscal 2015 and beyond.** A heightened emphasis on high-margined services revenue should be especially good for profits in the years ahead, given the likelihood that Apple will have to reduce prices further in order to keep low-cost electronics firms, like China's Xiaomi, at bay. All told, we now look for share net to rise 20% this year, to \$7.75, and to reach \$11.00 by late decade. **This issue is timely (2), and should yield attractive risk-adjusted returns to 2017-2019.** Aside from the compelling growth story here, Apple boasts great finances, and will probably continue to return excess cash to shareholders in the form of dividends and stock buybacks. *Justin Hellman* *January 2, 2015*