



Apple Inc. designs, manufactures, and markets smartphones, personal computers, tablets, wearables, and accessories worldwide. The company offers iPhone, a line of smartphones; Mac, a line of personal computers; iPad, a line of multi-purpose tablets; and wearables, home, and accessories comprising AirPods, Apple TV, Apple Watch, Beats products, and HomePod. It also provides AppleCare support and cloud services; and operates various platforms, including the App Store that allow customers to discover and download applications and digital content, such as books, music, video, games, and podcasts. In addition, the company offers various services, such as Apple Arcade, a game subscription service; Apple Fitness+, a personalized fitness service; Apple Music, which offers users a curated listening experience with on-demand radio stations; Apple News+, a subscription news and magazine service; Apple TV+, which offers exclusive original content; Apple Card, a co-branded credit card; and Apple Pay, a cashless payment service, as well as licenses its intellectual property. The company serves consumers, and small and mid-sized businesses; and the education, enterprise, and government markets. It distributes third-party applications for its products through the App Store. The company also sells its products through its retail and online stores, and direct sales force; and third-party cellular network carriers, wholesalers, retailers, and resellers. Apple Inc. was founded in 1976 and is headquartered in Cupertino, California.

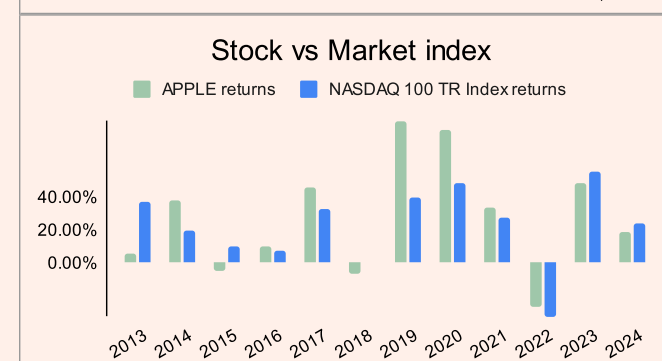
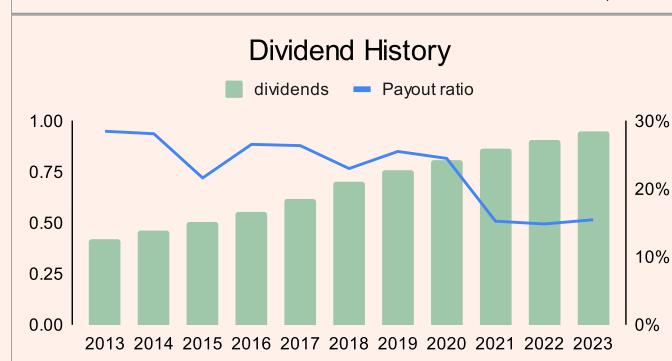
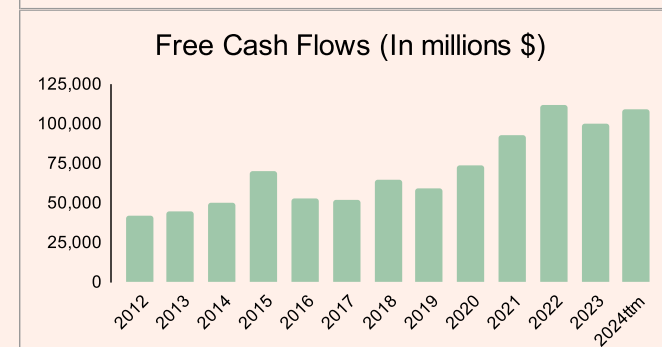
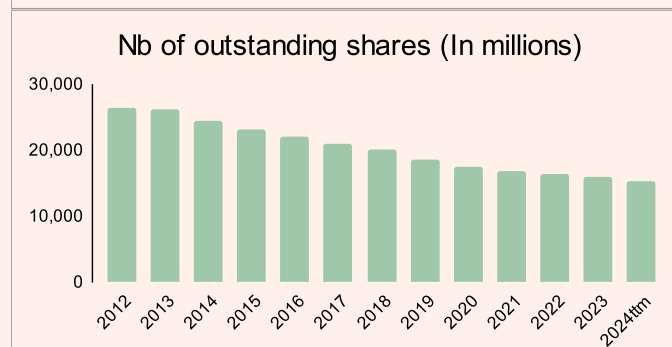
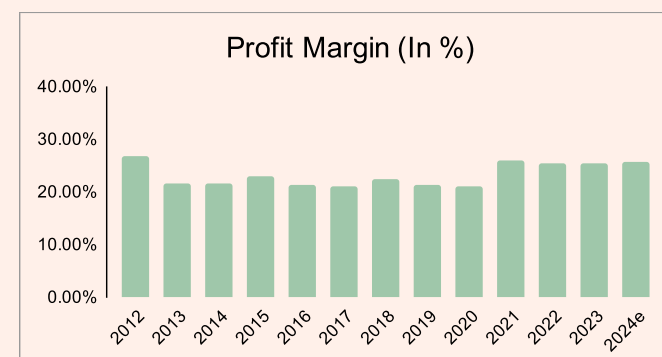
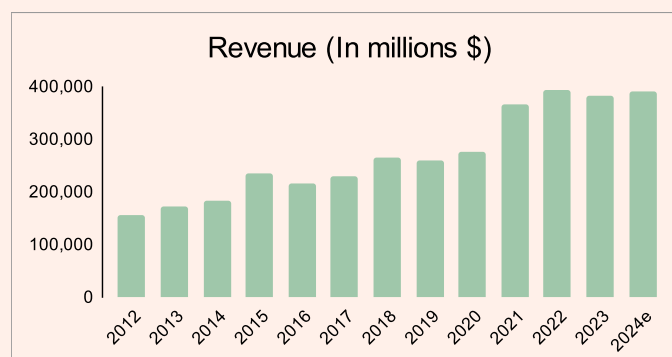
| Price | 52 week low | 52 week high | Total shares outstanding | Market cap | Exchange market |
|--------|-------------|--------------|--------------------------|---------------|----------------------|
| 228.28 | 164 | 237.49 | 15116 Millions shares | 3451 Billions | NASDAQ Global Select |

| The dividend price rating* |
|----------------------------|
| 7.41/10 |

| TTM |
|-----|
|-----|

| | | |
|---|---------|---|
| Blue Chips | Yes | ✓ |
| Brand ranking** | 2 | ✓ |
| 10 year annualised Revenue growth | 9.11% | ✗ |
| 10 year annualised Net Income growth | 9.94% | ✗ |
| 10 year annualised EPS growth | 15.19% | ✓ |
| Price earnings ratio | 36.94 | ✗ |
| Net Profit Margin | 23.97% | ✓ |
| Dividend payout ratio | 16.25% | ✓ |
| Total Yield % (Dividend yield+share buybackyield) | 3.18% | ✗ |
| Return on equity | 137.87% | ✓ |
| Return on Assets | 25.68% | ✓ |
| Return on Invested Capital | 57.18% | ✓ |
| Debt to equity | 1.87 | ✓ |
| Debt to assets | 0.29 | ✓ |
| Price to book ratio | 60.80 | ✗ |
| Fair Value (Morning star) | 200 | ✗ |
| Economic Moat (Morningstar) | Wide | ✓ |
| Long term debt rating (Moody's) | A1 | ✓ |
| Short term debt rating (Moody's) | P-1 | ✓ |
| ESG Score | 58.76 | ✗ |

| | |
|--|---|
| Stock beats the ref. index for the last 10 years | ✓ |
| steady revenue ? | ✓ |
| Steady net income ? | ✓ |
| Steady profit margin positive ? | ✓ |
| Steady FCF ? | ✓ |
| steady dividends or increasing ? | ✓ |
| Nb of shares decreasing ? | ✓ |



*The dividend price rating is explained here

**Brand ranking source

Disclaimer :Nothing presented herein is, or is intended to constitute, specific investment advice. Nothing in this document should be seen as a recommendation to follow any investment strategy.