

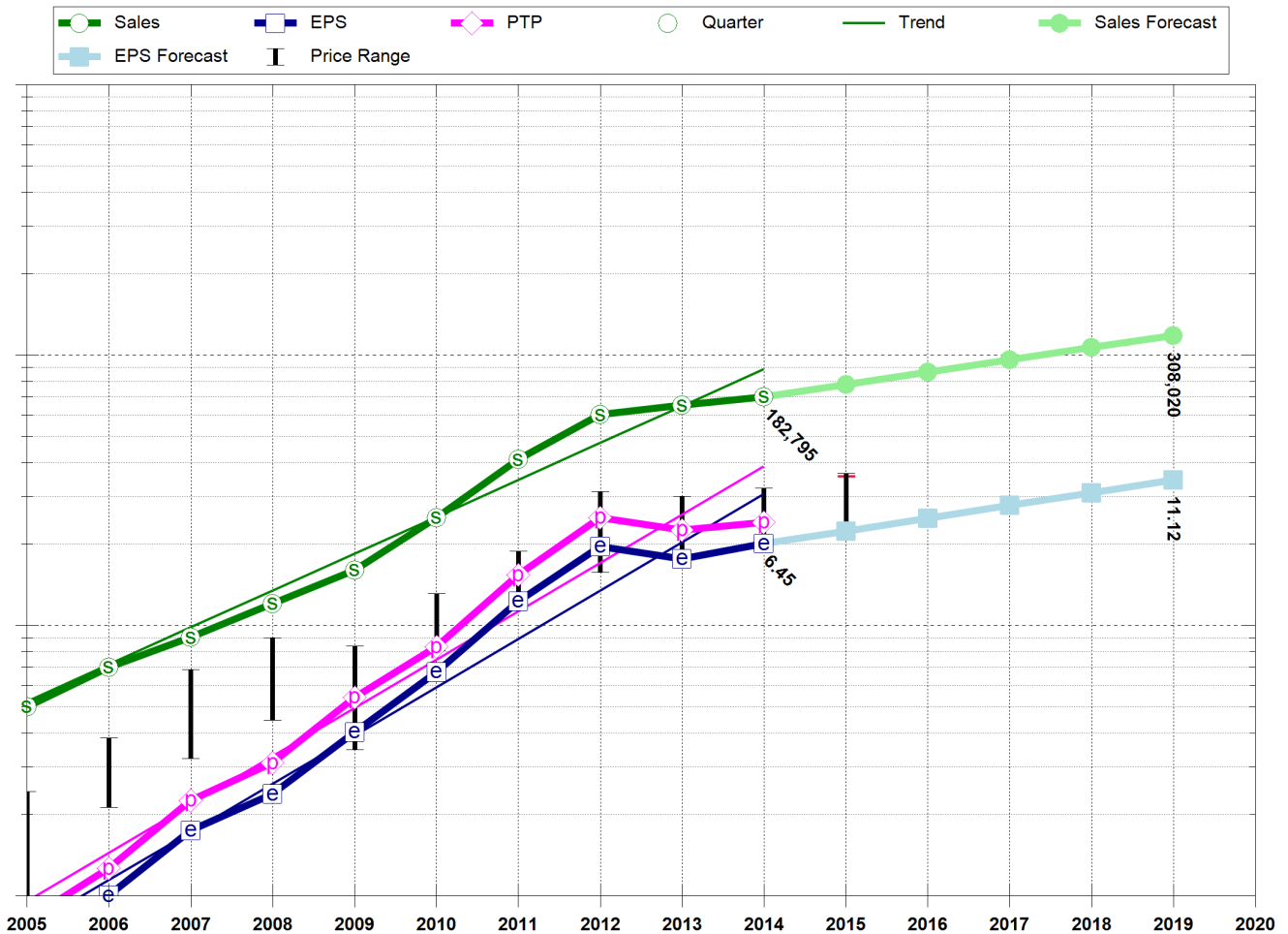
Company	Apple Inc		Date	11/19/2014	
Prepared by	Fitts		Data taken from	BI Stock Data	
Where traded	NAS	Industry	Consumer Electronics		
Capitalization --- Outstanding Amounts	Reference				
Preferred (\$M)	0.0	% Insiders	% Institution		
Diluted Shares (M)	5,972.1	0.2	64.0		
Debt (\$M)	35,295.0	% to Tot Cap	24.0	% Pot Dil	0.6

# Stock Selection Guide

Symbol: AAPL

## 1 VISUAL ANALYSIS of Sales, Earnings, and Price

FY2014 Quarter Ending (09/14)	Sales (\$M)	Earnings Per Share
Latest Quarter	42,123.0	1.42
Year Ago Quarter	37,472.0	1.18
Percentage Change	12.4%	20.2%



- |                                   |       |  |       |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth       | 36.9% | (3) Historical Earnings Per Share Growth       | 50.9% |
| (2) Estimated Future Sales Growth | 11.0% | (4) Estimated Future Earnings Per Share Growth | 11.5% |

## 2 EVALUATING Management

Apple Inc

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Last 5 Year Avg.
Pre-tax Profit on Sales	13.0%	14.6%	20.9%	21.2%	28.1%	28.4%	31.6%	35.6%	29.3%	29.3%	30.9%
% Earned on Equity	17.4%	19.3%	23.5%	21.3%	25.8%	29.0%	33.6%	35.1%	28.9%	33.9%	32.1%
% Debt To Capital	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.1%	24.0%	7.2%

## 3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

PRESENT PRICE 114.7

HIGH THIS YEAR 117.28

LOW THIS YEAR 70.51

		A	B	C	D	E	F	G	H
	Year	Price		Earnings	Price Earnings Ratio		Dividend	% Payout	% High Yield
		High	Low	Per Share	High A / C	Low B / C	Per Share	F / C * 100	F / B * 100
1	2010	42.1	25.9	2.17	19.4	12.0	0.00	0.0	0.0
2	2011	60.4	39.7	3.95	15.3	10.0	0.00	0.0	0.0
3	2012	100.7	50.6	6.31	16.0	8.0	0.38	6.0	0.7
4	2013	96.3	55.0	5.68	17.0	9.7	1.63	28.7	3.0
5	2014	103.7	68.3	6.45	16.1	10.6	1.81	28.1	2.7
	AVERAGE		47.9		16.7	10.1		20.9	
	CURRENT/TTM			6.43			1.88	29.2	
AVERAGE PRICE EARNINGS RATIO 13.4					CURRENT PRICE EARNINGS RATIO 17.8				

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

Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.

### A HIGH PRICE - NEXT 5 YEARS

Avg. High P/E 17.00 X Estimate High Earnings/Share 11.12 = Forecasted High Price \$ 189.0

### B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 10.00 X Estimate Low Earnings/Share 6.45 = Forecasted Low Price \$ 64.5

(b) Avg. Low Price of Last 5 Years 47.9

(c) Recent Market Low Price 55.01

(d) Price Dividend Will Support  $\frac{\text{Present Dividend}}{\text{High Yield}} = \frac{1.880}{2.70\%} = 69.6$

Selected Forecasted Low Price \$ 64.5

### C ZONING using 25%-50%-25%

Forecasted High Price 189.0 Minus Forecasted Low Price 64.5 = 124.5 Range. 25% of Range 31.1

Buy Zone 64.5 to 95.6

Hold Zone 95.6 to 157.9

Sell Zone 157.9 to 189.0

Present Market Price of 114.67 is in the **Hold** Zone

### D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price} - \text{Low Price}} = \frac{189.0 - 114.67}{114.67 - 64.5} = \frac{74.33}{50.17} = 1.5$  To 1

### E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)

$\frac{\text{High Price}}{\text{Present Market Price}} = \frac{189.0}{114.67} = 1.65$  X 100 = 164.86 - 100 = 64.9 % Appreciation

## 5 5-YEAR POTENTIAL

This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

A  $\frac{\text{Present Full Year's Dividend \$}}{\text{Present Price of Stock}} = \frac{1.88}{114.67} = 0.02 = 1.6\%$  Present Yield

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

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{20.9\%}{17.00} = 1.2\%$

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

Annualized Appreciation 10.5 %

Average Yield 1.2 %

Annualized Rate of Return 11.7 %