

**BUSINESS:** Apple Inc., established in 1977, 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, the *iPhone* smartphone, and the *Apple Watch*, for sale primarily to the business, creative, education, government, and consumer markets. It also sells operating systems, services like *iCloud* storage and *Apple* 

Pay, and a host of digital content from the popular *iTunes* store and other portals. Research and development: 6.8% of '20 sales. Has approximately 147,000 employees. Off./dir. own less than 1.0% of common stock; Vanguard, 7.8%; BlackRock, 6.6% (1/21 Proxy). CEO: Tim Cook. Inc.: CA. Addr.: One Apple Park Way, Cupertino, CA 95014. Tel.: 408-996-1010. Internet: www.apple.com.

ANNUAL RATES Past Past Est'd '18-'20 of change (per sh) 5 Yrs. to '24-'26 24.0% 27.0% Sales "Cash Flow" 13.5% 12.5% 11.5% 16.0% Earnings Dividends Book Value 25.5% 11.5% 17.0% 10.5% 16.0% 10.5% 14.5%

162819

46236

16240 43242

105718

143713

42296 13769

105392

114423

40409 16039 51306

107754

Current Assets

Accts Payable Debt Due

Current Liab.

Fiscal Year Ends			ALES (\$ m Jun.Per	ill.) <sup>A</sup> Sep.Per	Full Fiscal Year
2018	88293	61137	53265	62900	265595
2019	84310	58015	53809	64040	260174
2020	91819	58313	59685	64698	274515
2021	111439	89584	81434	84543	367000
2022	115400	92800	84300	87500	380000
Fiscal	EARNINGS PER SHARE A BFull .				
Year Ends	Dec.Per	Mar.Per	Jun.Per	Sep.Per	Fiscal Year
2018	.97	.68	.59	.74	2.98
2019	1.05	.62	.55	.75	2.97
2020	1.25	.64	.65	.73	3.28
2021	1.68	1.40	1.30	1.22	5.60
2022	1.85	1.55	1.40	1.35	6.15
Cal-	QUARTERLY DIVIDENDS PAID F				
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year
2017	.143	.158	.158	.158	.62
2018	.158	.183	.183	.183	.71
2019	.183	.193	.193	.193	.76
2020	.193	.205	.205	.205	.81
2021	.205	.22	.22		

Apple shares have been solid relative performers over the past few months. The Dow component has been outshined much of this year by its mega-cap tech including counterparts, Microsoft. Facebook, and Alphabet, which have enjoyed greater investor support. But Apple stock has been regaining its momentum lately, rallying about 15% in value since our last full-page write-up in June. And recent results have been more than impressive, as the company, masterfully led by CEO Tim Cook for the last decade, continues to generate robust free cash flow and successfully navigate a challenging, supply-constrained business environment. In fact, for the third quarter of fiscal 2021 (ended June 26th), share net clocked in at \$1.30, trouncing our \$0.99 estimate, as revenue jumped a better-than-anticipated 36%, to \$81.4 billion. (We were looking for sales of \$72.9 billion.)

Growth has been broad based across the company. A near-50% surge in *iPhone* sales led the charge during the third period, with many customers upgrading to new 5G-enabled smartphones, and with Apple winning over consumers

that were previously part of the Android ecosystem. All of the company's major product lines expanded at a double-digit clip in the quarter, however. Mac and iPad revenues were up 16% and 12%, respectively, thanks to ongoing work-from-home tailwinds. The high-margined services business grew 33%, as customers spent more time online and took advantage of the tech giant's ever-widening roster of offerings, from music streaming to iCloud storage. And other products, highlighted by the Apple Watch collection, continued to gain traction.

Prospects remain bright. Chip shortages and further pandemic-related disruptions may hurt revenues a bit in the near term. But, over time, the company should continue to grow nicely by leveraging its massive installed base of devices. And a rumored move into autonomous vehicles could produce another huge home run for Apple as we head toward mid-decade.

This issue is timely (1), though buyand-hold investors may now wish to wait for a more attractive entry point before committing new funds here.

Justin Hellman September 24, 2021

(A) Fiscal year ends last Saturday in September. (B) Diluted earnings. Quarters may not add to total due to rounding/changes in the share count. Next earnings report due in late

October. (C) In millions, adjusted for splits. (D) Vember. Depreciation on accelerated basis. (E) New dividend policy adopted 3/12. Payments typically made in February, May, August, and No-

Company's Financial Strength
Stock's Price Stability
Price Growth Persistence
Earnings Predictability
85