

**\$209.28** **\$0.91 (0.44%)** as of Friday's close

Cap (\$M USD)  
**\$3,143,819**

P/E  
**33.2**

EPS (1Y)  
**-2.0%**

Dividend  
**\$1.00**

Last Filing  
**12/31/24**

52-wk Range

\$169.11  \$260.10

Sales (\$M)  
**395,760**

Fwd. P/E  
**26.3**

Sales (1Y)  
**3.7%**

Fwd. Yield  
**0.5%**

Next Earnings  
**05/01/25**

### Dividend Adjusted Return *Apr 25, 2024 - Apr 25, 2025*

**AAPL 209.28 (+24.4%)** **Technology 546.55 (+11.0%)** **S&P 500 5525.21 (+10.3%)**



AAPL has outperformed the S&P 500 by 14.1% in the past year.

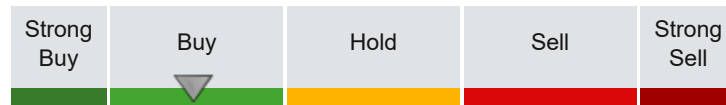
AAPL has outperformed its sector by 13.4% in the past year.

The Technology sector has performed nearly in line with the market over the past year.

### ANALYST CONSENSUS

**Buy**

The consensus rating has improved a little since last month when it was also Buy.



### QUANTITATIVE SCORES

**Fair Value** \$200.39

**Margin of Safety** -4%

The Margin of Safety is the difference between a company's Fair Value and the current price. See more on page 8.

**1 warning**  
Details on Page 8

**Value Score**

**68**

**Value Score:** Our value score looks at EV/EBITDA, P/E, P/S, P/TB (Price/Tangible Book) and EPS Predictability. P/S and P/TB are compared within a sector. Other metrics are compared across all stocks

**Quality Score**

**74**

**Quality Score:** Our quality score compares profitability and balance sheet metrics to find high quality companies using ROIC, Net Margin, Gross Margin, Interest Coverage, and Debt / Equity metrics.

**Growth Score**

**86**

**Growth Score:** Our growth score looks at the 5 year history and the forward estimates for EBITDA, Sales, and EPS growth, ranking the best companies across all stocks.

**Sentiment Score**

**74**

**Sentiment Score:** Our sentiment score finds stocks in favor by analyzing Short Interest, returns in key periods over the last year, Price vs. 52-wk High, Days Since 52-wk High and MACD signals.

### BUSINESS SUMMARY

Apple is among the largest companies in the world, with a broad portfolio of hardware and software products targeted at consumers and businesses. Apple's iPhone makes up a majority of the firm sales, and Apple's other products like Mac, iPad, and Watch are designed around the iPhone as the focal point of an expansive software ecosystem. Apple has progressively worked to add new applications, like streaming video, subscription bundles, and augmented reality. The firm designs its own software and semiconductors while working with subcontractors like Foxconn and TSMC to build its products and chips. Slightly less than half of Apple's sales come directly through its flagship stores, with a majority of sales coming indirectly through partnerships and distribution.

**Employees** 164,000

**Homepage** [www.apple.com](http://www.apple.com)

**Headquarters** Cupertino, CA

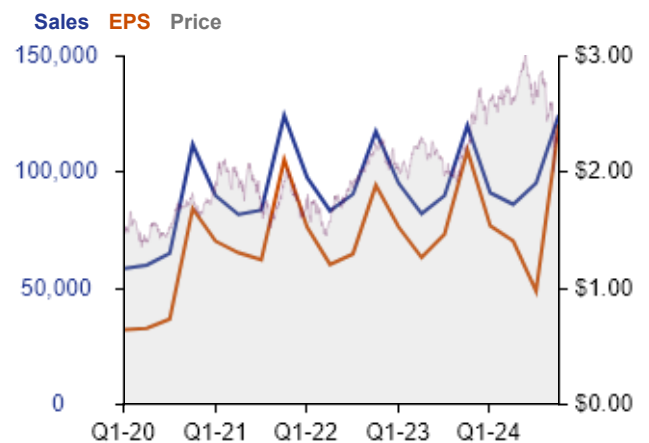
## VALUATION SUMMARY

	AAPL	Industry	S&P 500
Value Score	<b>68</b>	<b>49</b>	<b>70</b>
Price / Earnings	33.2	34.0	26.4
Price / Sales	8.1	5.3	2.9
Price / Free Cash Flow	32.6	32.1	31.6
Price / Book	47.2	17.4	4.9
Price / Tangible Book	47.1	466.8	500+
EV / EBITDA	23.2	23.1	20.8
EPS Predict. Pctl.	99	51	70
Piotroski F Score	7	7	7
5-Year P/E Range	20.5	43.7	
5-Year P/B Range	13.5	58.8	
5-Year P/S Range	4.8	10.4	



## GROWTH SUMMARY

	AAPL	Industry	S&P 500
Growth Score	<b>86</b>	<b>48</b>	<b>77</b>
<b>Sales Growth</b>			
Sales Growth Next Year	6.9%	3.1%	9.9%
Sales 1-Year Chg (%)	3.7%	0.8%	12.3%
Sales 3-Year Avg (%)	0.8%	0.1%	7.8%
Sales 5-Year Avg (%)	8.1%	8.4%	11.4%
<b>EPS Growth</b>			
Next Yr. Growth Est.	10.0%	10.0%	14.3%
EPS 1-Year Chg (%)	-2.0%	-5.1%	12.2%
EPS 3-Year Avg (%)	0.8%	-0.1%	8.6%
EPS 5-Year Avg (%)	14.5%	14.9%	13.3%

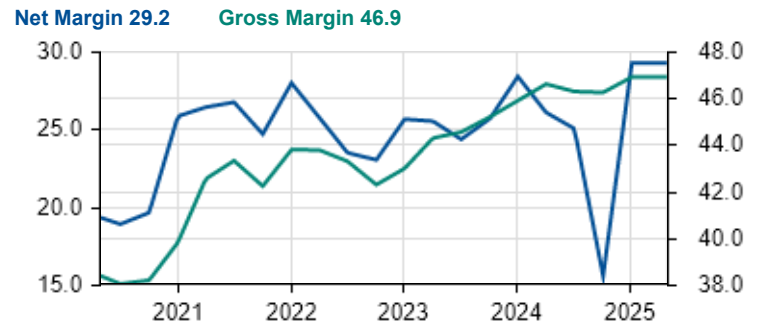


## PEERS ANALYSIS SUMMARY

Ticker	Company	Cap (\$M USD)	P/E	Fwd. Yield	1M Return	1Y Return	Margin of Safety	Value Score	Growth Score	Quality Score
AAPL	Apple	\$3,143,819	33.2	0.5%	-6.5%	23.8%	-4%	<b>68</b>	<b>86</b>	<b>74</b>
MSFT	Microsoft	\$2,913,005	31.6	0.9%	-0.8%	-1.1%	16%	<b>65</b>	<b>98</b>	<b>99</b>
NVDA	NVIDIA	\$2,708,644	37.7	0.0%	-8.0%	34.4%	9%	<b>59</b>	<b>100</b>	<b>100</b>
AVGO	Broadcom	\$866,766	89.3	1.2%	2.2%	50.4%	1%	<b>53</b>	<b>100</b>	<b>87</b>
TSM	Taiwan Semicondu...	\$726,456	21.6	1.7%	-8.7%	22.6%	33%	<b>73</b>	<b>100</b>	<b>99</b>
ORCL	Oracle	\$388,358	32.5	1.4%	-9.7%	21.9%	26%	<b>59</b>	<b>96</b>	<b>88</b>
SAP	SAP	\$327,671	50.5	0.9%	-0.8%	52.1%	10%	<b>60</b>	<b>90</b>	<b>89</b>
PLTR	Palantir Technologi...	\$264,509	500+	-	16.9%	419.5%	-33%	<b>50</b>	<b>75</b>	<b>71</b>
ASML	ASML Holding	\$264,397	27.0	1.1%	-6.8%	-24.3%	1%	<b>72</b>	<b>99</b>	<b>85</b>
CRM	Salesforce	\$257,403	42.2	0.6%	-7.0%	-1.4%	39%	<b>55</b>	<b>99</b>	<b>73</b>
CSCO	Cisco Systems	\$225,608	24.9	2.9%	-6.4%	21.4%	18%	<b>75</b>	<b>69</b>	<b>93</b>
IBM	IBM	\$216,001	39.7	2.9%	-7.0%	42.2%	17%	<b>70</b>	<b>71</b>	<b>76</b>

### PROFITABILITY SUMMARY

	AAPL	Industry	S&P 500
Quality Score	<b>74</b>	<b>48</b>	<b>78</b>
Gross Margin	46.5%	37.2%	31.5%
Operating Margin	31.8%	21.2%	15.1%
Net Margin	24.3%	16.1%	11.1%
Return on Assets	27.7%	26.9%	10.5%
Return on Equity	144.0%	136.3%	33.9%
ROIC	58.8%	53.7%	24.9%



### RETURNS SUMMARY

	AAPL	Industry	S&P 500
Sentiment Score	<b>74</b>	<b>51</b>	<b>67</b>
5-Day Return	6.2%	6.0%	4.6%
1-Month Return	-6.5%	-6.1%	-4.4%
YTD Return	-16.3%	-10.5%	-5.8%
1-Year Return	23.8%	29.1%	10.8%
3-Year Return	30.6%	31.4%	34.4%
5-Year Return	204.8%	165.0%	109.5%
Beta 1-Year	1.27	1.09	1.00

**Dividend Adjusted Return** Apr 25, 2024 - Apr 25, 2025

**AAPL 209.75 (+24.5%)**



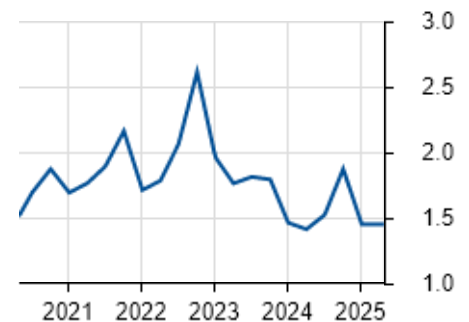
### DIVIDEND

	AAPL	Industry
Forward Dividend Yield	0.5%	0.5%
Payout Ratio	15.6%	15.7%
TTM Yield	0.5%	-
Fwd. Div. Per Share	\$1.00	\$0.90
Div. 1Y Chg (%)	4.2%	3.6%
Div. 3Y Avg (%)	4.4%	5.3%
Div. 5Y Avg (%)	5.4%	6.5%
Cons. Growth Years	10+	10+
Div. Coverage Ratio	6.3	6.2

### DEBT & EQUITY

Current Ratio	0.9
Quick Ratio	0.9
Price	\$209.28
Net Cash Per Share	-\$2.84
Equity Per Share	\$4.44
Debt / Equity	1.5
Solvency Ratio	47%
Short % of Float	0.8%
Altman Z-Score	9.1

**Debt / Equity 1.4**



### ANALYST REVISIONS

Current Quarter EPS		Next Quarter EPS	
# Up Last 30 days	0.00	# Up Last 30 days	1.00
# Down Last 30 days	2.00	# Down Last 30 days	7.00
Mean Estimate	1.61	Mean Estimate	1.47
% Change (30 Days)	-0.08%	% Change (30 Days)	-1.82%

### MEAN ESTIMATE TREND

	Cur Qtr	Next Qtr	Cur Year	Next Year
Latest	\$1.61	\$1.47	\$7.25	\$7.97
30 Days Ago	\$1.61	\$1.49	\$7.32	\$8.18
90 Days Ago	\$1.68	\$1.54	\$7.37	\$8.24
% Change (90 Days)	-4.3%	-5.1%	-1.7%	-3.3%

### EARNINGS SURPRISES

Earnings surprise is the difference between a company's announced earnings and the average analyst estimated value. Surprises typically causes the stock price to jump and are often followed by more of the same surprise type.

Surprise Summary (Last 12 Quarters)		
Surprise Type	Amount	Percent
Positive Quarters (> 2%)	9	75.0%
Negative Quarters (< 2%)	1	8.3%
In-Line Quarters (within 2%)	2	16.7%

#### Surprise Detail (Last 6 Quarters)

Surprise Type	Announce Date	Period End Date	Actual EPS	Est. EPS	Surprise (%)
In-Line	01/30/25	12/31/24	\$2.40	\$2.35	1.9%
Positive	10/31/24	09/30/24	\$1.64	\$1.60	2.5%
Positive	08/01/24	06/30/24	\$1.40	\$1.35	3.7%
Positive	05/02/24	-	\$1.53	\$1.50	2.0%
Positive	02/01/24	-	\$2.18	\$2.10	3.8%
Positive	11/02/23	-	\$1.46	\$1.39	5.0%

### RISK

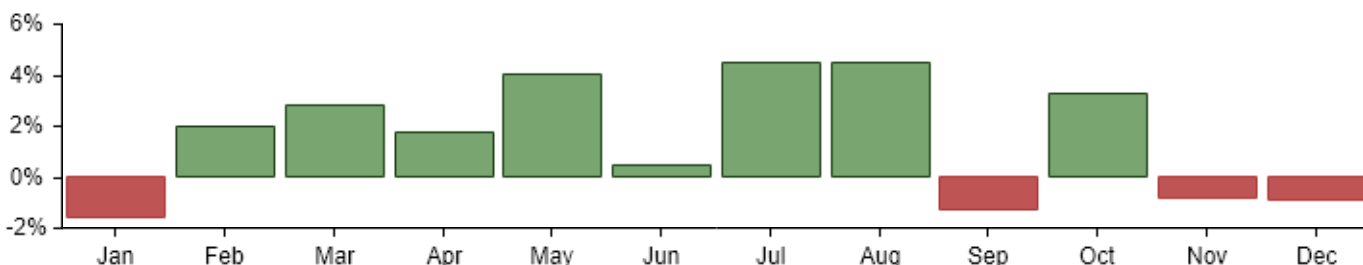
	AAPL	Industry	S&P 500
Best Monthly Return (5Y)	22.0%	16.6%	17.9%
Worst Monthly Return (5Y)	-13.7%	-14.8%	-9.6%
Beta 1-Year	1.27	1.09	1.00
Volatility 1-Year	0.32	0.27	0.19
Volatility 1Y Pctl.	31	-	-
Max Drawdown 1-Year	-33.4%	-33.2%	-18.7%
Max Drawdown 3-Year	-33.4%	-33.8%	-18.7%
Max Drawdown 5-Year	-33.4%	-36.3%	-24.6%

#### AAPL Volatility 1-Year 0.2



### SEASONALITY

#### Seasonal Performance vs the S&P 500



### 5-YEAR RELATIVE PERFORMANCE VS S&P 500

Relative to the S&P 500 baseline, AAPL has outperformed the S&P 500 by 101.1% in the past 5 Years.

AAPL has outperformed its sector by 66.2% in the past 5 Years.

The Technology sector has outperformed the market by 35.0% in the past 5 Years.

#### Dividend Adjusted Return Apr 24, 2020 - Apr 25, 2025

AAPL 209.28 (+101.1%) Technology 546.55 (+35.0%) S&P 500 5525.21 (0.0%)



Overall Rating  
vs. Peers






**53**

Ratings scores are relative to industry groups. They compare key metrics to rank stocks vs. their competitors. For example, higher growth than peers will score high even when the absolute growth is below the market average.











### Growth vs Peers

Ticker	Company	Growth Rating vs. Peer	Sales QoQ Chg.	Eps QoQ Chg.	Sales Growth Next Y.	Sales 1Y Chg (%)	Sales 3Y Avg (%)	Sales 5Y Avg (%)
NVDA	NVIDIA	100	77.9%	81.6%	23.4%	114.2%	69.2%	64.2%
TSM	Taiwan Semiconductor	99	38.8%	57.0%	17.0%	28.9%	19.0%	19.9%
AVGO	Broadcom	97	24.7%	322.2%	16.0%	40.3%	24.1%	19.2%
MSFT	Microsoft	94	12.3%	10.2%	13.6%	10.7%	10.8%	13.5%
AAPL	Apple	50	4.0%	10.1%	6.9%	3.7%	0.8%	8.1%

### Valuation vs Peers

Ticker	Company	Valuation Rating vs. Peer	P/E	Fwd. P/E	PEG Trailing	P/S	P/B	5Y P/E Range
TSM	Taiwan Semiconductor	57	21.6	15.5	0.9	8.9	6.6	12.7  40.5
MSFT	Microsoft	40	31.6	26.1	2.0	11.2	9.6	22.2  42.6
NVDA	NVIDIA	26	37.7	19.5	0.4	21.1	34.1	32.1  257.6
AVGO	Broadcom	13	89.3	24.6	3.1	17.0	13.0	19.2  201.7
AAPL	Apple	10	33.2	26.3	2.3	8.1	47.2	20.5  43.7

### Efficiency vs Peers

Ticker	Company	Efficiency Rating vs. Peer	Gross Margin	Operating Margin	Net Margin	5Y ROE Range	5Y ROA Range
NVDA	NVIDIA	100	75.0%	62.4%	55.9%	19.5%  95.7%	10.2%  88.8%
AAPL	Apple	99	46.5%	31.8%	24.3%	80.8%  197.0%	17.3%  29.8%
MSFT	Microsoft	99	69.4%	45.0%	35.4%	30.6%  44.7%	15.1%  22.2%
AVGO	Broadcom	94	64.7%	34.3%	18.5%	7.8%  62.8%	3.3%  19.3%
TSM	Taiwan Semicond...	94	56.1%	45.7%	40.0%	23.8%  34.2%	16.2%  22.9%

### Financial Strength vs Peers

Ticker	Company	Financial Str. Rating vs. Peers	Debt / Equity	Interest Coverage	Quick Ratio	Intangibles %	Solvency Ratio	Short % of Float
NVDA	NVIDIA	95	0.1	341.2	3.9	5.4%	267%	1.0%
TSM	Taiwan Semiconductor	86	0.3	134.9	2.1	0.4%	79%	0.6%
MSFT	Microsoft	81	0.2	43.4	1.3	27.1%	72%	0.7%
AAPL	Apple	57	1.5	-	0.9	-	47%	0.8%
AVGO	Broadcom	53	1.0	4.6	0.8	82.5%	24%	1.3%

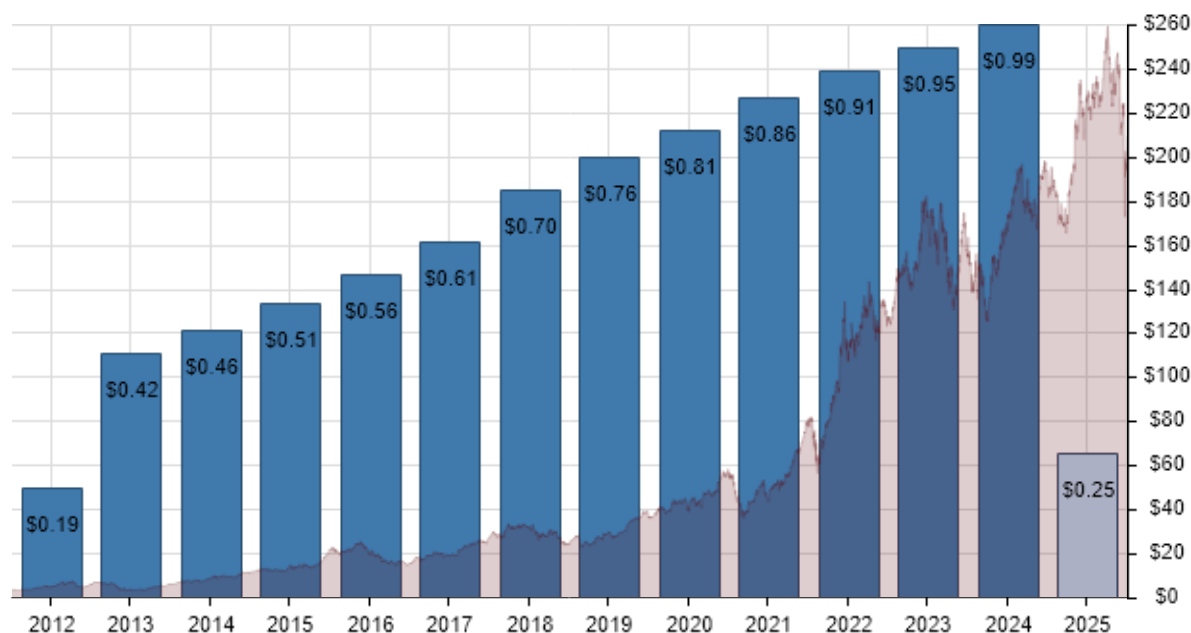
### Dividends vs Peers

Ticker	Company	Dividends Rating vs. Peer	Fwd. Yield	TTM Yield	Price	Fwd. Div. Per Share	Consecutive Div. Growth Years	Payout Ratio
MSFT	Microsoft	69	0.9%	0.8%	\$391.85	\$3.32	10+	24.7%
AAPL	Apple	43	0.5%	0.5%	\$209.28	\$1.00	10+	15.6%
NVDA	NVIDIA	39	0.0%	0.0%	\$111.01	\$0.04	1	1.1%
TSM	Taiwan Semiconductor	34	1.7%	1.5%	\$165.10	\$2.74	2	33.5%
AVGO	Broadcom	31	1.2%	1.2%	\$192.31	\$2.36	10+	100.9%

### Momentum vs Peers

Ticker	Company	Momentum Rating vs. Peer	1M Return	3M Return	6M Return	YTD Return	1Y Return	Beta 1Y	Volatility 1Y	Price vs 52-wk High (%)
AVGO	Broadcom	61	2.2%	-21.2%	11.8%	-16.8%	50.4%	2.10	0.61	76.4%
AAPL	Apple	55	-6.5%	-6.0%	-9.4%	-16.3%	23.8%	1.27	0.32	80.5%
MSFT	Microsoft	49	-0.8%	-11.6%	-8.1%	-6.8%	-1.1%	1.00	0.24	83.7%
NVDA	NVIDIA	29	-8.0%	-22.2%	-21.6%	-17.3%	34.4%	2.19	0.59	72.5%
TSM	Taiwan Semiconductor	26	-8.7%	-25.3%	-18.3%	-16.1%	22.6%	1.58	0.45	72.9%

## DIVIDEND DETAIL



## CALENDAR YEAR DIVIDEND HISTORY

Year	Ex-Dividend	Pay Date	Text	Amount
<b>2025 Dividends</b>				<b>\$0.25</b>
	02/10/25	02/13/25	Regular	\$0.25
<b>2024 Dividends</b>				<b>\$0.99</b>
	11/08/24	11/14/24	Regular	\$0.25
	08/12/24	08/15/24	Regular	\$0.25
	05/10/24	05/16/24	Regular	\$0.25
	02/09/24	02/15/24	Regular	\$0.24
<b>2023 Dividends</b>				<b>\$0.95</b>
	11/10/23	11/16/23	Regular	\$0.24
	08/11/23	08/17/23	Regular	\$0.24
	05/12/23	05/18/23	Regular	\$0.24
	02/10/23	02/16/23	Regular	\$0.23
<b>2022 Dividends</b>				<b>\$0.91</b>
	11/04/22	11/10/22	Regular	\$0.23
	08/05/22	08/11/22	Regular	\$0.23
	05/06/22	05/12/22	Regular	\$0.23
	02/04/22	02/10/22	Regular	\$0.22
<b>2021 Dividends</b>				<b>\$0.86</b>
	11/05/21	11/11/21	Regular	\$0.22
	08/06/21	08/12/21	Regular	\$0.22
	05/07/21	05/13/21	Regular	\$0.22
	02/05/21	02/11/21	Regular	\$0.20
<b>2020 Dividends</b>				<b>\$0.81</b>
	11/06/20	11/12/20	Regular	\$0.20

## UPCOMING DIVIDEND

Ex-Dividend Date	02/10/25
Payment Date	02/13/25
Amount	\$0.25
Type	Regular

## DIVIDEND RATE

Regular Dividend	\$0.25
Forward Dividend Rate	\$1.00
Forward Dividend Yield	0.5%
Trailing 12 Months Dividends	\$1.00
Trailing 12 Months Yield	0.5%

## STATISTICS

Payout Ratio	15.6
Dividend Coverage Ratio	6.3
Consecutive Growth Years	10+
3 Year Growth Rate	4.4%
5 Year Growth Rate	5.4%
10 Year Growth Rate	7.8%

### FINANCIAL STATEMENT SUMMARY


USD in Millions	Chart	2020	2021	2022	2023	2024	TTM	CAGR
<b>Income Statement</b>								
Revenue		294,135	378,323	387,537	385,706	395,760	395,760	7.1%
Operating Income		74,253	116,903	113,965	118,658	125,675	125,675	13.0%
Net income		63,930	100,555	95,171	100,913	96,150	96,150	9.9%
Earnings per share diluted		\$3.71	\$6.03	\$5.89	\$6.43	\$6.30	\$6.30	13.1%
Average shares diluted		17,352	16,716	16,185	15,718	15,302	15,302	-2.9%
P/E Ratio		40.5	31.7	21.3	31.5	39.8	33.2	-4.5%
<b>Balance Sheet</b>								
Cash		76,826	63,913	51,355	73,100	53,775	53,775	-7.9%
Current assets		154,106	153,154	128,777	143,692	133,240	133,240	-3.3%
Net Property, Plant and Equipm...		37,933	39,245	42,951	43,666	46,069	46,069	4.6%
Working Capital		21,599	5,580	-8,509	9,719	-11,125	-11,125	-
Net Debt		35,217	58,885	59,755	34,940	43,024	43,024	4.7%
Stockholders' Equity		66,224	71,932	56,727	74,100	66,758	66,758	0.2%
<b>Cash Flow</b>								
Operating Cash Flow		88,921	112,241	109,190	116,433	108,294	108,294	4.7%
Cap Ex		-8,702	-10,388	-11,692	-9,564	-9,995	-9,995	3.3%
Free Cash Flow		80,219	101,853	97,498	106,869	98,299	98,299	4.8%
Free Cash Flow per share		\$4.62	\$6.09	\$6.02	\$6.80	\$6.42	\$6.42	7.9%
<b>Profitability</b>								
Operating Margin		25.2%	30.9%	29.4%	30.8%	31.8%	31.8%	5.5%
Return on Assets		19.4%	29.2%	26.9%	29.3%	27.7%	27.7%	8.6%
Return on Equity		96.5%	139.8%	167.8%	136.2%	144.0%	144.0%	9.7%
Return on Invested Capital		37.4%	53.0%	58.6%	55.4%	58.8%	58.8%	11.1%
<b>Dividends</b>								
Dividends Per Share		\$0.81	\$0.86	\$0.91	\$0.95	\$0.99	\$1.00	5.1%
Dividend Yield		0.6%	0.5%	0.7%	0.5%	0.4%	0.5%	-5.9%
Dividend Growth		-	7.1%	5.2%	4.4%	4.2%	4.2%	-14.9%
Dividend Coverage		4.6x	7.0x	6.5x	6.8x	6.4x	6.4x	7.7%

### VALUATION & PROFITABILITY HISTORY

Date →		TTM	1 Yr Ago	2 Yrs. Ago	3 Yrs. Ago	4 Yrs. Ago
Price / Earnings		33.2	26.4	27.8	27.0	36.2
Price / Cash Flow		29.6	22.9	24.3	24.2	26.2
Price / Book		47.2	35.1	45.8	36.7	33.8
Price / Tangible B...		47.1	35.2	45.7	36.7	33.8
Price / Sales		8.1	6.9	6.8	7.2	7.9
EV / EBITDA		23.2	20.1	21.1	20.6	22.5
Forward Dividend...		0.5%	0.6%	0.6%	0.6%	0.6%
Shareholder Yield		3.6%	3.7%	3.8%	3.7%	3.9%
Gross Margin		46.5%	45.6%	43.2%	43.3%	39.9%
Net Margin		24.3%	26.3%	24.5%	26.4%	23.5%
Return on Assets		27.7%	29.3%	27.1%	29.1%	23.1%
Return on Equity		144.0%	135.3%	151.7%	151.2%	110.3%
ROIC		58.8%	56.2%	56.9%	55.9%	41.4%



## WARNINGS

Name	Severity	Details
Declining EPS Growth	Low 	EPS 1Y Chg (%): -2.0%; EPS 3Y Avg (%): 0.8%; EPS 5Y Avg (%): 14.5%

EPS growth has declined. Comparing EPS growth rates, the 1-year is less than the 3-year which is less than the 5-year. Be sure to understand the reasons as declining earnings growth puts pressure on the stock price.

## REPORT TIPS

### Metric Definitions

Metric descriptions are available at [stockrover.com/help/metrics/metric-overview](https://stockrover.com/help/metrics/metric-overview)

### Quantitative Scores

Our scores analytics is to offer our concise analysis of a stock in powerful, but easy to digest format. Each of the composite score metrics are designed to use the best available accounting practices as well as source data from SEC filings. The scores are computed for a company vs. the market as a whole.

### Fair Value

Fair value performs a forecasted discounted cash flow analysis of a company to determine the company's intrinsic value based on the expected future cash flows the company will produce. It basically determines what a company is worth based on how much cash flow it is expected to generate for you in the future, taking into account the time value of money and the predictability of those forecasted cash flows.

### Peers

Peer ratings are computed from ranking companies in the same

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