

RECENT PRICE	112.94	P/E RATIO	15.1 (Trailing: 17.6 Median: 22.0)	RELATIVE P/E RATIO	0.81	DIV'D YLD	1.7%	VALUE LINE
--------------	--------	-----------	---------------------------------------	--------------------	------	-----------	------	------------

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%

Receivables	10930	13102	17460	BUSINESS: 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, 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 .
Inventory (FIFO)	791	1764	2111	
Other	16803	17874	23883	
Current Assets	57653	73286	68531	
Accts Payable	21175	22367	30196	
Debt Due	--	--	6308	
Other	17367	21291	26944	

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

© 2015 Value Line Publishing LLC. All rights reserved. Factual material is obtained from sources believed to be reliable and is provided without warranties of any kind. THE PUBLISHER IS NOT RESPONSIBLE FOR ANY ERRORS OR OMISSIONS HEREIN. This publication is strictly for subscriber's own, non-commercial, internal use. No part of it may be reproduced, resold, stored or transmitted in any printed, electronic or other form, or used for generating or marketing any printed or electronic publication, service or product.

To subscribe call 1-800-VALUELINE