

STOCK ANALYZER · INVESTIGATIVE EQUITY RESEARCH

EQUITY REPORT

AAPL · Apple Inc.

PRICE \$305.59 · STANCE: HOLD · CONFIDENCE 60/100

A deep-dive investigative report built from market data, financial statements, analyst ratings and the latest news — data as of 17 Aug 2026, 20:00 UTC.

PREPARED FOR A STOCK ANALYZER CLIENT · 18 Aug 2026

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AAPL at a glance

PRICE · PERFORMANCE · KEY STATISTICS

Data as of 17 Aug 2026, 20:00 UTC · Source: market data providers

AAPL at a glance

Apple Inc. trades at \$305.59 on NasdaqGS — n/a over the past year. The 52-week range spans \$224.9 to \$340.08. Wall Street's consensus is **N/A** with a mean price target of \$325.70.

Key statistics

Market cap	\$4.46T
Current price	\$305.59
52-week high / low	\$340.08 / \$224.9
1-month / 3-month / 6-month / 1-year	-8.3% / 2.3% / 15.7% / n/a
Trailing / forward P/E	35.08 / 32.14
EPS trailing / forward	\$8.71 / \$9.51
Dividend yield	0.3%
Beta	1.09
30-day avg volume	50,603,092
Sector / industry	Technology / Consumer Electronics

Market data retrieved 17 Aug 2026, 20:00 UTC from market data providers. All figures are as-reported.

Price performance — trailing twelve months

Date	Close	Volume
2025-08-18	\$230.89	37,476,200
2025-09-17	\$238.99	46,508,000
2025-10-16	\$247.45	39,777,000
2025-11-14	\$272.41	47,431,300
2025-12-16	\$274.61	37,648,600

2026-01-16	\$255.53	72,142,800
2026-02-18	\$264.35	34,203,300
2026-03-19	\$248.96	34,864,100
2026-04-20	\$273.05	36,590,200
2026-05-19	\$298.97	42,243,600
2026-06-18	\$298.01	85,962,200
2026-07-21	\$327.74	41,338,900

Weekly samples from the last twelve months of daily closes.

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Company overview

WHAT THE COMPANY DOES • WHERE IT SITS

Source: company profile (market data providers)

Company overview

Apple Inc. is a consumer electronics company headquartered in Cupertino, California, designing and marketing iPhone smartphones, Mac computers, iPad tablets, and wearables such as Apple Watch and AirPods. It also runs services businesses: the App Store, Apple Music, Apple TV+, Apple Arcade, iCloud, and Apple Card, plus advertising and third-party licensing. The company operates globally and employs approximately 150,000 people. As of the latest quote, its market capitalization is \$4.46 trillion, and its most recent annual revenue was \$416.16 billion. Apple competes in premium smartphones and personal computing, while increasingly focusing on services and AI-related infrastructure, including a newly opened Advanced Manufacturing Center in Houston for Mac mini and AI servers. The company's scale and margins make it one of the most influential players in the technology sector.

Business summary

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 Vision Pro, Apple TV, Apple Watch, Beats products, and HomePod, as well as Apple branded and third-party accessories. It also provides AppleCare support and cloud services; and operates various platforms, including the App Store that allows customers to discover and download applications and digital content, such as books, music, video, games, and podcasts, as well as advertising services include third-party licensing arrangements and its own advertising platforms. In addition, the company offers various subscription-based 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;

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Financial health

PROFITABILITY • CASH • DEBT • MARGINS

Financial health

Apple's financial profile shows strong profitability. Gross margin is 48.7%, operating margin 32.6%, and net profit margin 27.6%. Return on assets is 27.1%, while the reported return on equity is unusually low at 1.5%, a figure that may be distorted by share repurchases and balance-sheet structure. Revenue growth was 16.4% year over year and earnings growth 28.7%. The company generated \$146.72 billion in operating cash flow and \$107.72 billion in free cash flow, confirming substantial cash generation. The balance sheet carries \$62.40 billion in cash against \$84.34 billion in total debt, leaving net debt of about \$21.9 billion. The current ratio is 1.00 and the quick ratio 0.81, indicating limited short-term liquidity headroom. Debt/equity is 78.44, which is manageable given cash generation. Recent quarterly earnings show improvement: fourth-quarter 2025 earnings of \$42.10 billion on revenue of \$143.76 billion, followed by first-quarter 2026 earnings of \$29.58 billion on revenue of \$111.18 billion. Overall, profitability is high and cash flow is robust, but leverage and liquidity metrics merit monitoring.

Strengths

- Gross margin of 48.7% and operating margin of 32.6% demonstrate strong pricing power.
- Free cash flow of \$107.72 billion supports dividends, buybacks, and investment.
- Revenue growth of 16.4% and earnings growth of 28.7% show clear momentum.
- Operating cash flow of \$146.72 billion provides a solid funding base.
- New Houston factory expands domestic production capacity for Mac mini and AI servers.

Concerns

- Total debt of \$84.34 billion exceeds cash of \$62.40 billion.
- Quick ratio of 0.81 and current ratio of 1.00 signal thin short-term liquidity.
- Trailing P/E of 35.08 leaves little room for earnings disappointments.
- Return on equity of 1.5% is very low, suggesting capital allocation challenges.
- Stock fell 8.33% in the past month, indicating possible negative sentiment.

Financial statements — last four fiscal years

Fiscal year	Revenue	Earnings
None	\$394.33B	\$99.80B
None	\$383.29B	\$97.00B
None	\$391.04B	\$93.74B

None	\$416.16B	\$112.01B
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Margins & efficiency

Gross margin	48.7%
Operating margin	32.6%
Profit margin	27.6%
Return on equity	1.5%
Return on assets	27.1%
Revenue growth (YoY)	16.4%
Earnings growth (YoY)	28.7%
Current / quick ratio	1.00 / 0.81
Debt / equity	78.44
Total cash / total debt	\$62.40B / \$84.34B
Free cash flow	\$107.72B
Operating cash flow	\$146.72B

As-reported figures; ratios may be affected by one-off items.

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Valuation

WHAT THE MARKET PAYS • CHEAP OR EXPENSIVE?

Valuation

At \$305.59, Apple trades at a trailing P/E of 35.08 and a forward P/E of 32.14. The dividend yield is 0.3% (\$1.08 per share). Price/book and price/sales are not available, so valuation must rely on earnings. The forward P/E of 32.14 is high on an absolute basis, but with 28.7% earnings growth the implied PEG is near 1.1, which is not extreme. The stock sits about 10.1% below its 52-week high of \$340.08 and about 35.9% above its 52-week low of \$224.90. It is below the 50-day average of \$309.08 but above the 200-day average of \$280.67, pointing to a short-term pullback within a longer uptrend. The analyst mean target is \$325.70, about 6.6% above the current price, with a wide range from \$215 to \$400. Valuation appears full but not unreasonable given growth and margins; the stock is not a bargain.

Valuation multiples

Price / earnings (trailing)	35.08
Price / earnings (forward)	32.14
PEG ratio	n/a
Price / book	n/a
Price / sales (TTM)	n/a
50-day / 200-day average	\$309.08 / \$280.67
Position vs 52-week range	70% of the way up

Multiples are only meaningful relative to a company's growth, margins and industry.

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Growth analysis

REVENUE • EARNINGS • MOMENTUM

Growth analysis

Revenue growth of 16.4% year over year and earnings growth of 28.7% show meaningful acceleration. Annual revenue has moved from \$394.33 billion to \$416.16 billion across the last four reported fiscal years, while earnings rose from \$99.80 billion to \$112.01 billion. The most recent full year benefited from a strong fourth quarter: fiscal 2025's fourth quarter posted revenue of \$143.76 billion and earnings of \$42.10 billion. The first quarter of 2026 (\$111.18 billion revenue, \$29.58 billion earnings) continued the trend. Growth is supported by a mix of premium device sales, expansion of services such as the App Store and Apple TV+, and new infrastructure investments in AI servers and Mac mini production. However, the fiscal-year sequence shows a dip in the third reported year (revenue of \$391.04 billion versus \$383.29 billion in the prior year), so growth has not been entirely linear. Overall, Apple's growth is healthy and increasingly tied to AI-related investment.

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Analyst ratings & price targets

WHAT WALL STREET THINKS

Analyst ratings & price targets

The analyst community is moderately positive. Over the past three months, 30 of 48 analysts rate the stock Strong Buy or Buy, 15 rate it Hold, and only 3 rate it Sell or Strong Sell. That translates to a mean score of 2.08696, which leans toward 'Buy' but with caution. The mean price target is \$325.70, approximately 6.6% above the current price of \$305.59. Targets range from a low of \$215 to a high of \$400, showing wide disagreement. The stock has received a recent upgrade with commentary suggesting Apple could act as an 'AI gatekeeper,' and a separate report argues it may be 21% above fair value. The consensus is not as enthusiastic as the ratings suggest, and the spread between high and low targets underscores uncertainty.

Consensus breakdown

Strong Buy	Buy	Hold	Sell	Strong Sell
7	23	15	1	2

Price targets

Mean target	\$325.70
High target	\$400.00
Low target	\$215.00
Implied upside (mean target)	6.6%

Consensus: N/A · mean score 2.09 (1 = strong buy, 5 = strong sell).

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News & market sentiment

WHAT'S MOVING THE STOCK

News & market sentiment

Recent news coverage has centered on politics, manufacturing, and regulation. A 17 Aug 2026 report said the Trump administration urged Apple not to purchase Chinese memory chips, creating potential supply-chain friction. On 18 Aug 2026, reports described the opening of Apple's Houston Advanced Manufacturing Center, where Mac mini production and AI servers will be built, and Commerce Secretary Lutnick thanked Apple for a \$600 billion commitment. A separate 18 Aug 2026 comparison with CoreWeave highlighted Apple's 27% profit margin versus CoreWeave's negative margin, underscoring Apple's financial strength. In Europe, a 17 Aug 2026 report said Apple changed app tracking rules, a move that could help Meta and other advertisers; this signals regulatory sensitivity in Apple's services business. Finally, a 17 Aug 2026 report noted that Apple shares got an upgrade, with analysts describing it as a potential 'AI gatekeeper.' The combination of domestic manufacturing investment, regulatory adjustments, and AI positioning suggests a company adapting its model but also facing new political and compliance risks.

Recent headlines

Headline	Published	Source
Trump admin. urges Apple not to purchase Chinese memory chips, but this presents a problem	Mon, 17 Aug 2026 20:35:43 +0000	News feed
Apple (AAPL) Could Be 21% Above Fair Value On Premium iPhone And AI Push	Tue, 18 Aug 2026 09:10:57 +0000	News feed
Apple vs. CoreWeave: Comparing Revenue Trends Between a Stable Tech Giant and a Rapidly Growing AI Neocloud	Tue, 18 Aug 2026 03:55:17 +0000	News feed
Sandisk, Micron, Coherent, Boeing, Apple, Amazon, and More Stocks That Explain Today's Market	Mon, 17 Aug 2026 20:52:00 +0000	News feed
Apple Changes App Tracking Rules in Europe	Mon, 17 Aug 2026 20:14:38 +0000	News feed

Why Investors Should Consider Buying Apple Stock Ahead of Its September iPhone Event	Mon, 17 Aug 2026 20:13:06 +0000	News feed
What You Actually Pay To Join The AAPL Run	Mon, 17 Aug 2026 20:00:44 +0000	News feed
Apple Stock Got an Upgrade. It Could Be the AI Gatekeeper.	Mon, 17 Aug 2026 18:37:00 +0000	News feed

Headlines are provided for context; the analysis above is grounded in them.

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Technical position

MOMENTUM • KEY LEVELS • WHERE THE STOCK SITS

Technical position

Where the stock sits right now relative to its own recent history — the levels that traders and algorithms watch. This is descriptive context, not a timing signal.

Key levels

Current price	\$305.59
50-day average	\$309.08 (-1.1% vs current)
200-day average	\$280.67 (8.9% vs current)
52-week high / low	\$340.08 / \$224.9
Position in 52-week range	70% of the way up
1-year return	n/a
6-month return	15.7%
3-month return	2.3%

Apple Inc. currently trades above its 200-day average but below its 50-day average — short-term momentum has cooled against a longer-term uptrend.

Moving averages are lagging indicators; they describe the recent path, not what happens next.

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Dividend analysis

INCOME • YIELD • WHAT SHAREHOLDERS GET BACK

Dividend analysis

Apple Inc. pays a dividend — an important income component for long-term holders. Below are the headline figures as-reported.

Dividend snapshot

Dividend yield	0.3%
Dividend rate (annual)	\$1.08
Current price	\$305.59

Yield is computed from the as-reported annual rate against the current price. Sustainability depends on earnings and free cash flow — see the financial health chapter for the cash-generation picture.

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Risk assessment

WHAT COULD GO WRONG

Risk assessment

- U.S. government pressure to avoid Chinese memory chips could disrupt Apple's supply chain and raise component costs.
- Regulatory changes, such as the European app tracking rule change, may reduce Apple's services revenue or advertising control.
- Total debt of \$84.34 billion exceeds cash of \$62.40 billion, and the quick ratio of 0.81 signals limited short-term liquidity.
- A trailing P/E of 35.08 leaves the stock vulnerable to multiple compression if growth slows.
- The stock is only about 10% below its 52-week high but fell 8.33% in one month, indicating near-term negative momentum.

This is not an exhaustive list. Every equity investment carries the risk of losing some or all of the capital invested.

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The verdict

HOLD • CONFIDENCE 60/100

The verdict

The strongest bull point is Apple's exceptional cash generation and profitability: a 48.7% gross margin, \$107.72 billion in free cash flow, and 28.7% earnings growth. The strongest bear point is the full valuation and thin liquidity cushion: a trailing P/E of 35.08, net debt of roughly \$22 billion, and a quick ratio of 0.81. The mean analyst target of \$325.70 is only about 6.6% above the current price, and regulatory and supply-chain headlines add uncertainty. We rate Apple Hold because the quality is undeniable but the risk-reward at this level is balanced; a better entry point may emerge if the stock falls further or valuation normalizes.

Stance	Confidence	Current price	Mean analyst target
Hold	60/100	\$305.59	\$325.70

The mean analyst target of \$325.70 is about 6.6% above the current price of \$305.59, and our Hold stance aligns with the consensus's cautious optimism rather than the most bullish scenarios.

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Methodology & sources

HOW THIS REPORT WAS BUILT • WHERE THE NUMBERS CAME FROM

Methodology & sources

Every Stock Analyzer report is built by a deterministic three-stage pipeline, then rendered into this document. No stage invents data.

Stage 1 — Data collection

Market prices, twelve months of daily history, key statistics, financial statements, analyst ratings and price targets are pulled live from market data providers at the time of generation. News headlines are collected from public news feeds, each dated and attributed. Figures are as-reported by the providers.

Stage 2 — Analysis

The analysis is written by our AI engine operating under a strict data contract: it may use only the numbers and headlines provided in Stage 1, may not invent figures, events or quotes, and must state when information is not available. Every figure in this report traces back to the collected dataset.

Stage 3 — Rendering

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2. **Provider quality.** Figures come from third-party feeds that can contain delays, errors or restatements. We do not audit every input against primary filings.
3. **Not advice.** This is research, not a recommendation. It is one input into your decision — not the decision itself.

Sources used for this report

Data	Provider
Prices, statistics, financials, analyst ratings & targets	Market data providers

News headlines	Public news feeds (dated & attributed)
AI-written analysis	Our AI engine, grounded in the above

STOCK ANALYZER

Equity report — AAPL

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