

Apple Inc. (AAPL)

Technology / Consumer Electronics · NASDAQ Global Select

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE	MARKET CAP	52-WK HIGH	TRAILING PE	GROSS MARGIN	ROE	PIOTROSKI	1-YR RETURN
\$343.46	\$5.01T	\$348.15	39.2	48.7%	137%	9/9	+39.3%
2026-10-16	VOLUME	52-WK LOW	P/S	NET MARGIN	ROIC	ALTMAN Z	5-YR RETURN
	59.9M	\$243.42	10.74	27.6%	52%	13.5	+580.5%

Apple Inc. is a global technology corporation that specializes in the conceptualization, production, and sale of a diverse suite of electronic devices. Its comprehensive hardware lineup features the well-known iPhone smartphones, Mac personal computers, and versatile iPad tablets. The company also supplies a range of wearables, smart home products, and accessories, including AirPods, Apple TV, Apple Watch, items from the Beats brand, and HomePod speakers. Beyond its device offerings, Apple delivers essential support services like AppleCare and robust cloud solutions. It oversees key digital platforms, prominently the App Store, which acts as a central hub for customers to discover and download countless applications and digital content, from e-books and music to videos, games, and podcasts. The company also generates revenue via advertising, leveraging both its proprietary ad platforms and third-party licensing deals. Apple's ecosystem is further bolstered by a wide array of subscription-based services: Apple Arcade for gaming, Apple Fitness+ for personalized wellness, Apple Music for curated audio experiences and on-demand radio, Apple News+ for access to news and magazines, and Apple TV+ for exclusive original video programming. Its financial services portfolio includes the co-branded Apple Card and the mobile payment system, Apple Pay. Additionally, Apple strategically licenses its intellectual property. The company serves a broad clientele that spans individual consumers, small and medium-sized enterprises, as well as institutional clients in the education, corporate, and governmental sectors. Products are distributed through a multi-channel strategy, utilizing Apple's own physical retail locations and online storefronts, a dedicated direct sales team, and collaborations with external partners such as mobile network providers, wholesalers, general retailers, and authorized resellers. The App Store additionally functions as the primary conduit for third-party applications designed for its devices. Founded in 1976, Apple Inc. is headquartered in Cupertino, California.

SECTOR Technology INDUSTRY Consumer Electronics EXCHANGE NASDAQ MARKET CAP \$5.01T EMPLOYEES 166,000 (SEC-filed) CEO John Ternus IPO 1980-12-12
COUNTRY US
One Apple Park Way, Cupertino, CA 95014 · Tel (408) 996-1010 · apple.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

85 / 100

Street mean **\$337.62** (14 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

ROUTINE SELLING — LOW SIGNAL

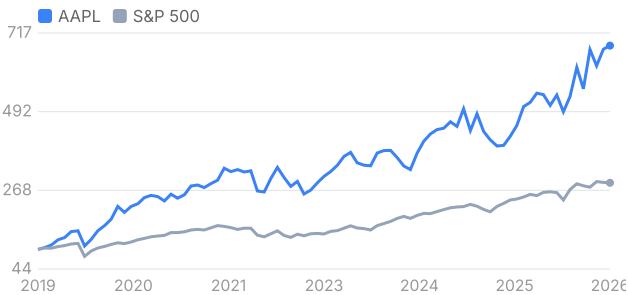
\$205M sold / 6 mo, zero open-market buys

2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **AAPL +39.3%** · **S&P 500 +15.9%** · spread **+23.4pp**

7 Years vs S&P 500 · **AAPL +580.5%** · **S&P 500 +189.9%** · spread **+390.7pp**



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3 INSIDERSTREET SCORE live IS factor model

INSIDERSTREET
SCORE
85
OF 100

Score Breakdown

Profitability	95/100
Growth	85/100
Momentum	90/100
Quality	90/100
Earnings Quality	74/100
Balance Sheet	73/100
Value	41/100
Risk (safety)	100/100
Overall	84.8/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
NVDA	84
MSFT	77
AVGO	83
MU	89
AMD	78
INTC	47
AAPL	85

IS Score Trend — quarterly



4 TWO READINGS business vs price

BUSINESS QUALITY
85 / 100

IS Score **84.8** / 100 · +0.0 from peak of 85

Quarter	Business Quality
23 Q1	65
23 Q2	66
23 Q3	67
23 Q4	72
24 Q1	70
24 Q2	71
24 Q3	68
24 Q4	69
25 Q1	68
25 Q2	72
25 Q3	82
25 Q4	85
26 Q1	85

Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE
BULLISH

Technical Score **87** / 100 · Power +74 · 21 of 22 indicator votes bullish

Date	Price Structure
07-23	13%
08-13	33%
09-03	105%
09-25	105%
10-16	105%

Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

Both readings sit above the midpoint — business quality at 85 and price structure at 87 out of 100 — so they are not in conflict. The fundamentals and the tape are saying the same thing, which is the case in which either one alone would have been enough.

5 WHAT WOULD CHANGE OUR MIND falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 75 and holds two consecutive quarters	now 84.8	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 73 → 82 → 84 → 85	the direction matters more than the level
Technical vote share back above 50%	now 100%	price structure no longer broken
Institutional holder count rises two quarters running	peak 6,162 → now 6,162	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

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This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

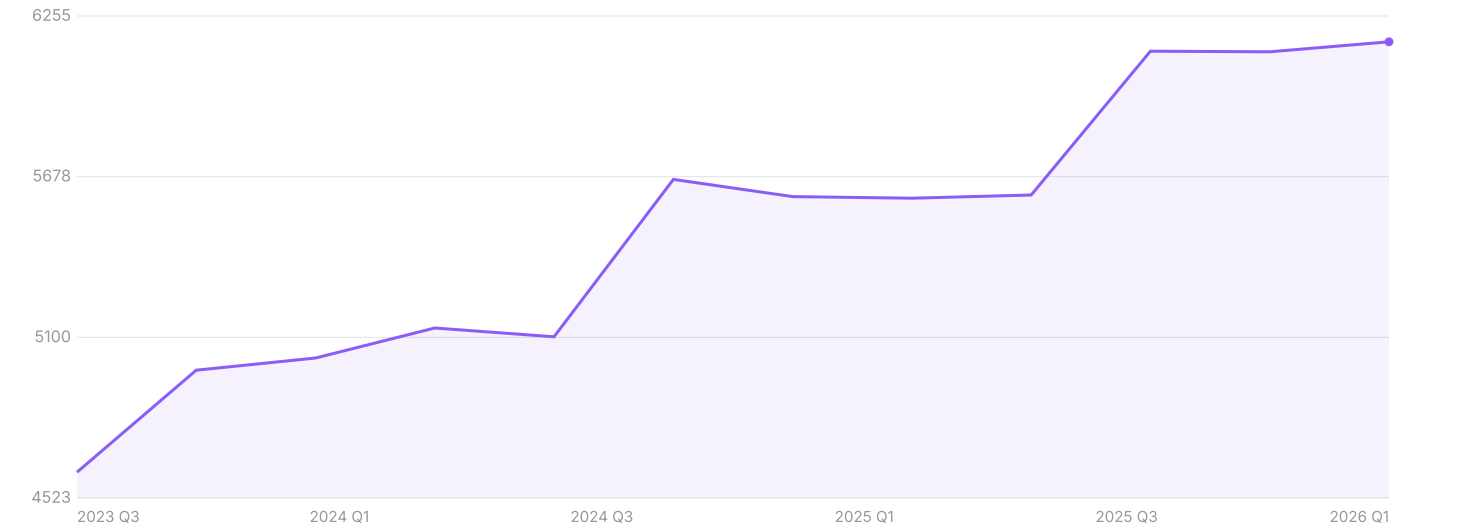
6 SMART MONEY CONFLUENCE EDGE · disclosure sources

SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 21 buys 2026-09-08	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 2700 up / 2476 down net +224 funds	INSTITUTIONS ADDED (13F) 36 managers opening or increasing		

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND 13F · filed 45 days after quarter end

Institutions holding — 12 quarters



Peak 6,162 · latest 6,162 (+0 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	6,162	9780.7M	\$2747.0B	66.6%
2026 Q1	6,126	9405.9M	\$2304.0B	64.0%
2025 Q4	6,128	9547.0M	\$2503.3B	65.0%
2025 Q3	5,612	9215.6M	\$2265.2B	62.7%
2025 Q2	5,600	9477.0M	\$1872.3B	64.5%
2025 Q1	5,606	9390.2M	\$2016.0B	63.9%
2024 Q4	5,668	9445.9M	\$2285.2B	64.3%
2024 Q3	5,102	9319.6M	\$2073.9B	63.4%
2024 Q2	5,134	9330.6M	\$1905.3B	63.5%
2024 Q1	5,026	9253.2M	\$1542.5B	63.0%
2023 Q4	4,982	9351.0M	\$1755.0B	63.6%
2023 Q3	4,616	9285.6M	\$1555.4B	63.2%

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

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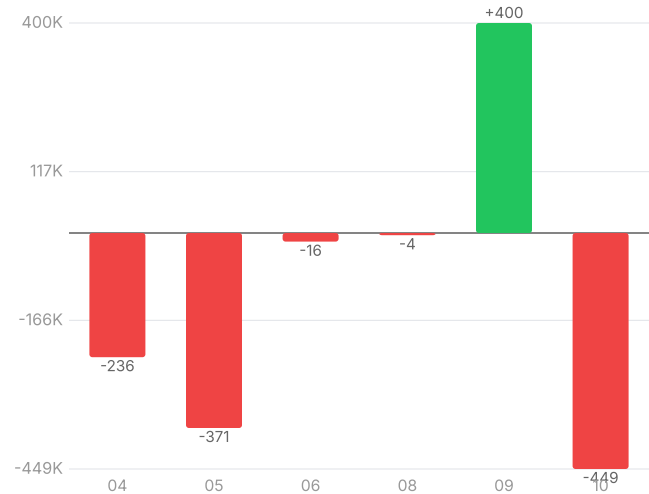
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Newstead Jennifer	SVP, GC and Government Affairs	2026-10-13	SELL	2,399	\$0.83M	37,194
Newstead Jennifer	SVP, GC and Government Affairs	2026-10-06	SELL	2,399	\$0.80M	39,593
Cook Timothy D	director, Executive Chair	2026-10-02	SELL	23,143	\$7.67M	3,432,778
Cook Timothy D	director, Executive Chair	2026-10-02	SELL	39,492	\$13.12M	3,393,286
Cook Timothy D	director, Executive Chair	2026-10-02	SELL	88,239	\$29.41M	3,305,047
Cook Timothy D	director, Executive Chair	2026-10-02	SELL	40,879	\$13.65M	3,264,168
Cook Timothy D	director, Executive Chair	2026-10-02	GIFT	26,325	—	3,237,843
O'Brien Deirdre	Senior Vice President	2026-10-02	SELL	40,764	\$13.59M	142,435

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	34	679,657	\$205.5M	Counted
M — Exercises (paired A/D)	22	967,808	—	None — mechanics
F — Tax withholding	13	559,497	\$171.3M	None — compensation
G — Gifts	4	97,438	—	None
P — Open-market purchases	0	0	\$0	Counted — none occurred

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL Routine Selling — Low Signal	OPEN-MARKET SELLS \$205.5M 34 txns / 6 mo	OPEN-MARKET BUYS \$0.0M 0 txns / 6 mo	CLUSTER None active 3+ insiders / 21 days
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10 FORM 144 PLANNED-SALE PIPELINE live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-10-16	Kevan Parekh	1,392	\$0.5M
2026-10-02	Cook Timothy D	218,078	\$3.3M
2026-10-02	O'Brien Deirdre	46,389	\$15.5M
2026-10-02	John Ternus	25,412	\$8.5M
Trailing 12 mo	19 filings	1,257,845	\$287M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-03-26	SCHEDULE 13G/A	The Vanguard Group	—	exit/reporting change
2025-07-29	SCHEDULE 13G/A	The Vanguard Group	9.47%	1,415.8M sh

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12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Pete Sessions	House	SELL	\$100,001 - \$250,000	2026-09-22	2026-09-23
Cleo Fields	House	BUY	\$1,001 - \$15,000	2026-09-08	2026-10-02
Kevin Hern	House	SELL	\$1,001 - \$15,000	2026-09-08	2026-09-28
Shelley Moore Capito	Senate	SELL	\$1,001 - \$15,000	2026-07-21	2026-08-04
Shelley Moore Capito	Senate	SELL	\$1,001 - \$15,000	2026-07-21	2026-08-04
Sheldon Whitehouse	Senate	SELL	\$15,001 - \$50,000	2026-06-24	2026-07-08
HOUSE 12-MO 134 trades 60 purchases		SENATE 12-MO 47 trades 9 purchases		COVERAGE STOCK Act filings 30-45 day disclosure lag	

13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 6,126	13F SHARES 9.41B 64.0% of shares out	NEW / CLOSED 207 / 100 positions, QoQ	INCREASED / REDUCED 2,429 / 3,084 positions, QoQ	
PUT/CALL (13F) 1.57 option positions	FREE FLOAT 99.8% 14.57B sh			

2.8 · Largest Reporting 13F Managers

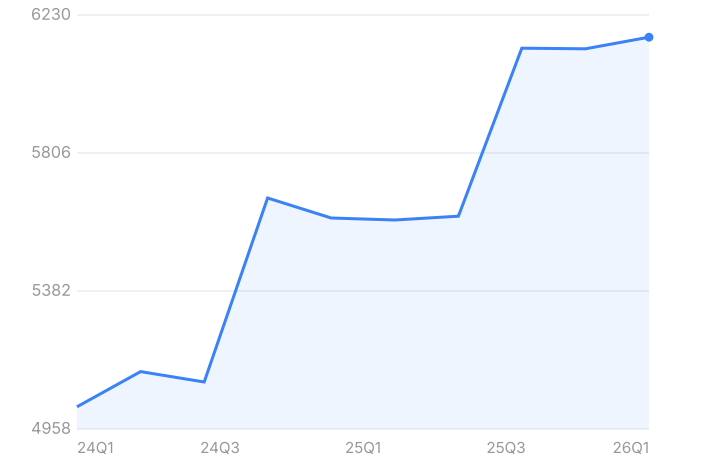
MANAGER	SHARES	VALUE
Assenagon Asset Management S.A.	19.3M	\$6.4B
Wealth Enhancement Advisory Servic	7.1M	\$2.2B
Ninety One Uk Ltd	4.6M	\$1.5B
Td Waterhouse Canada Inc.	4.3M	\$1.4B
Czech National Bank	4.2M	\$1.4B
Fjarde Ap - Fonden /Fourth Swedish N	3.9M	\$1.3B

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

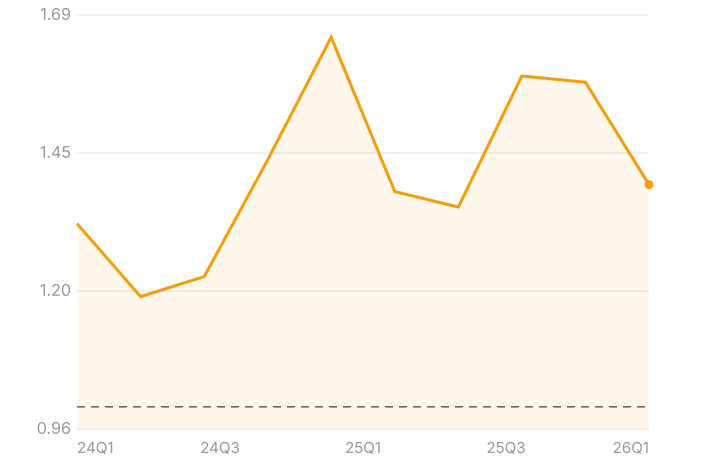
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	6.6%	\$154.3B
VSMPX	6.6%	\$154.3B
VTSAX	6.6%	\$154.3B
VTI	6.6%	\$154.3B
VFFSX	7.4%	\$127.6B
VFINX	7.4%	\$127.6B

13F Filers Holding AAPL — quarterly



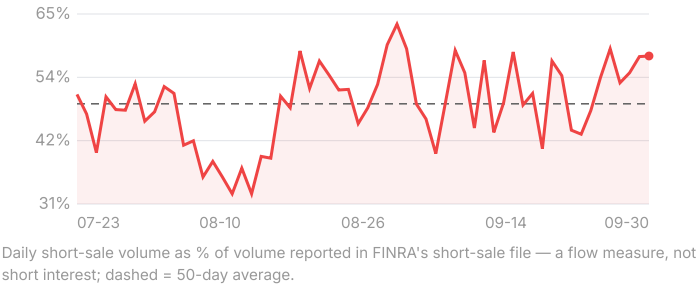
Institutional Put/Call — quarterly



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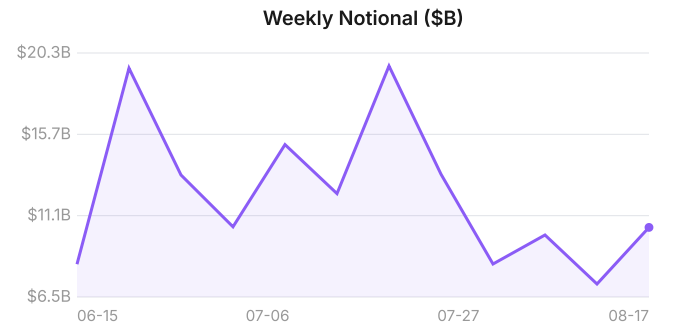
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14 SHORT VOLUME — DAILY, 60 SESSIONSEDGE · live FINRA feed



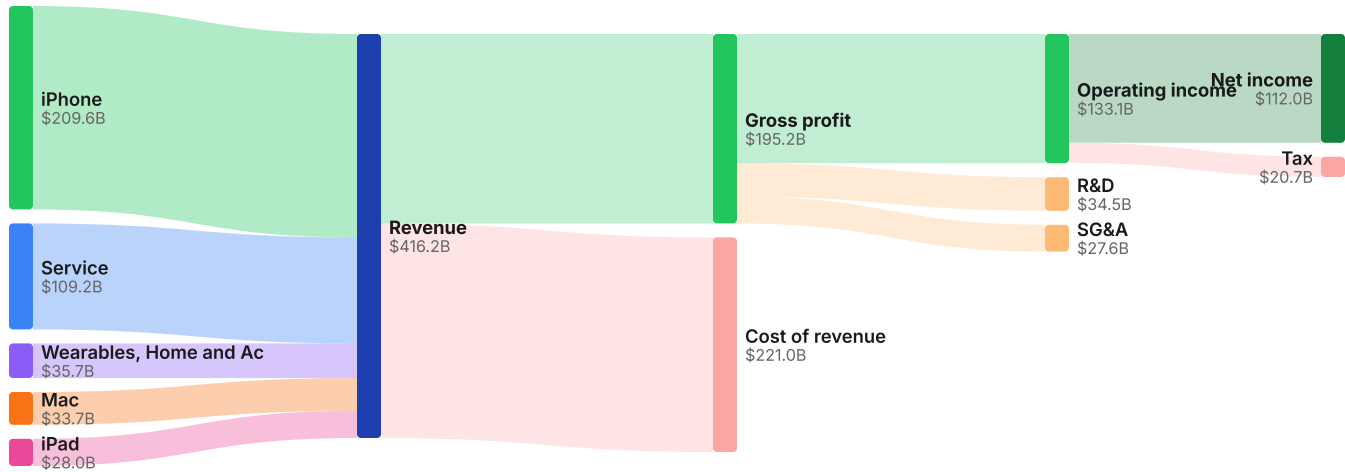
LATEST SESSION 57.6% 2026-10-15	20-DAY AVG 51.5% 50-day 49.0%	TREND Rising 20d vs 50d	BY MARKET CENTER Q: 57% · N: 76% · B: 55% latest session
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15 DARK POOL ACTIVITYEDGE · live ATS data



Where AAPL Trades in the Dark		
ATS VENUE (4-WK)	SHARES	AVG TRADE
Ubsa Ubs Ats	27.3M	64 sh
Incr Intelligent Cross Llc	21.5M	55 sh
Sgmt Sigma X2	16.1M	68 sh
Ebxi Level Ats	15.3M	38 sh
Pure Purestream	11.3M	64 sh
Bids Bids Ats	9.6M	371 sh

16 REVENUE FLOW — FY2025live segmentation + income data



17 GEOGRAPHIC REVENUElive segmentation

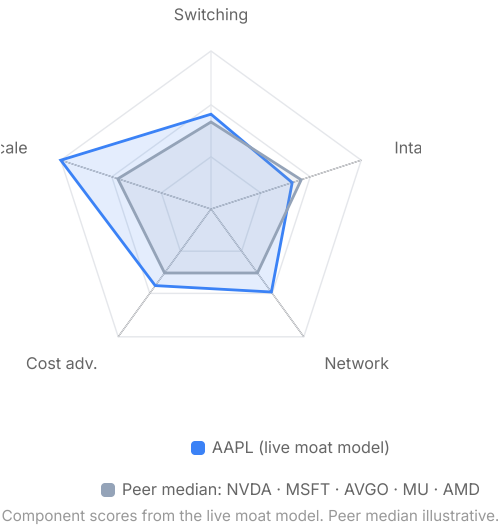
REGION	REVENUE	SHARE
Americas	\$178.4B	43%
Europe	\$111.0B	27%
Greater China	\$64.4B	15%
Rest of Asia Pacific	\$33.7B	8%
Japan	\$28.7B	7%

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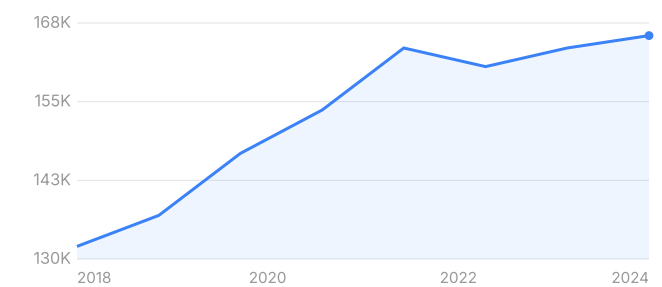
18 MOAT & COMPETITIVE POSITION

LIVE MODEL · 65/100 NARROW

Moat score 65/100 — Narrow; primary source Efficient Scale.



3.8 · Employees (SEC filings)



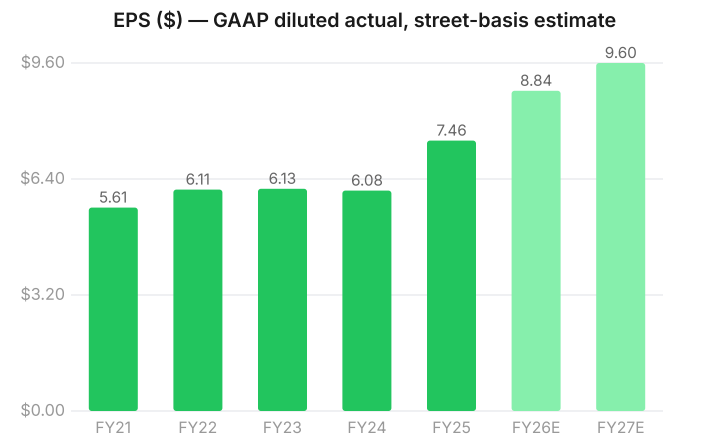
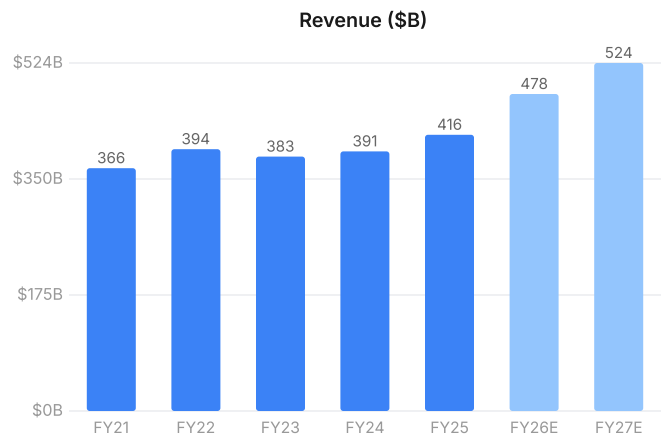
19 CORPORATE INFORMATION — KEY OFFICERS

166,000 employees

OFFICER	TITLE
John Ternus	Chief Executive Officer & Director
Timothy D. Cook	Executive Chairman of the Board
Deirdre O'Brien	Senior Vice President of Retail & People
Katherine L. Adams	Secretary

20 REVENUE & EPS — HISTORY AND ESTIMATES

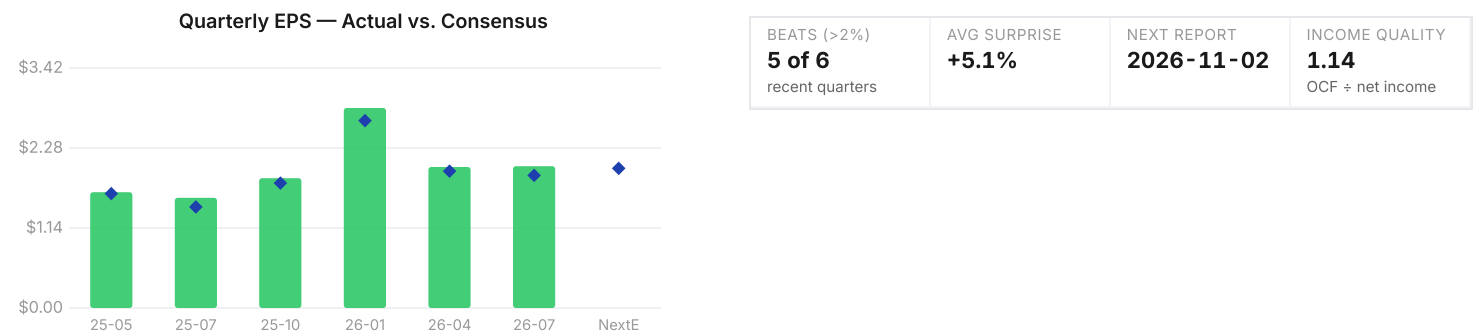
live consensus



Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

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21 ESTIMATE VS. ACTUAL & SURPRISES live data

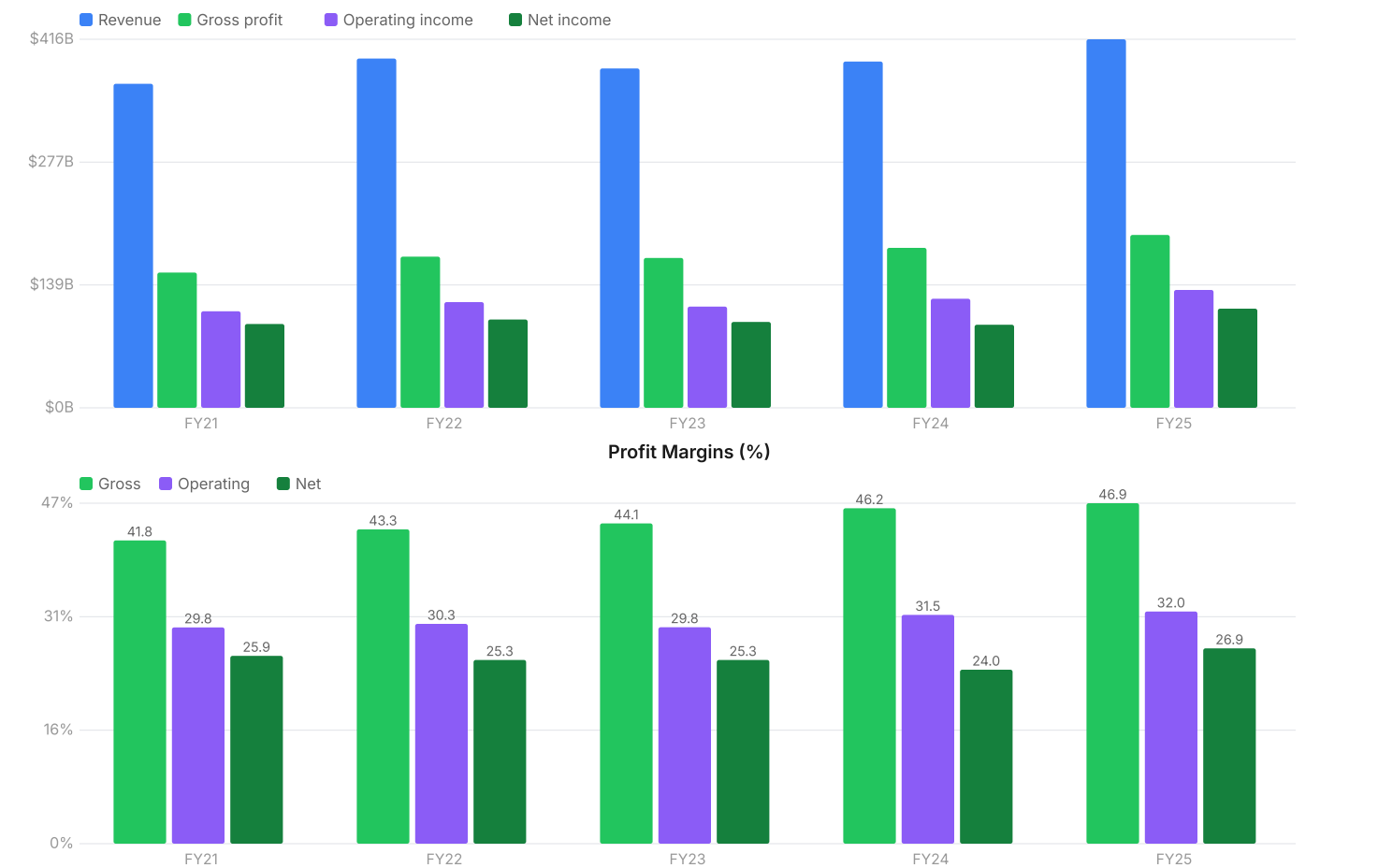


22 REPORTED VS. CONSENSUS — FULL HISTORY 0 quarters · live data

BEAT RATE —% 0 of 0 quarters		CURRENT STREAK 0 longest 0		AVG EPS SURPRISE —% median —%		SURPRISE TREND — last 4 vs prior 4	
PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE	

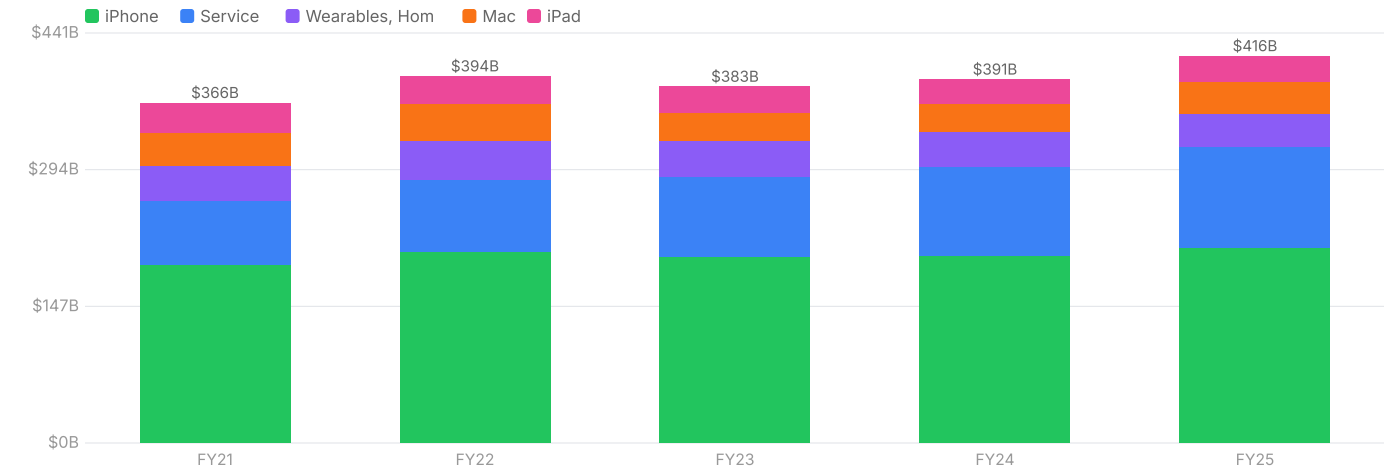
Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

INCOME TRENDS — 5 YEAR live financials



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Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	+33.3%	+7.8%	-2.8%	+2.0%	+6.4%
Gross profit	+45.6%	+11.7%	-1.0%	+6.8%	+8.0%
Operating income	+64.4%	+9.6%	-4.3%	+7.8%	+8.0%
Net income	+64.9%	+5.4%	-2.8%	-3.4%	+19.5%

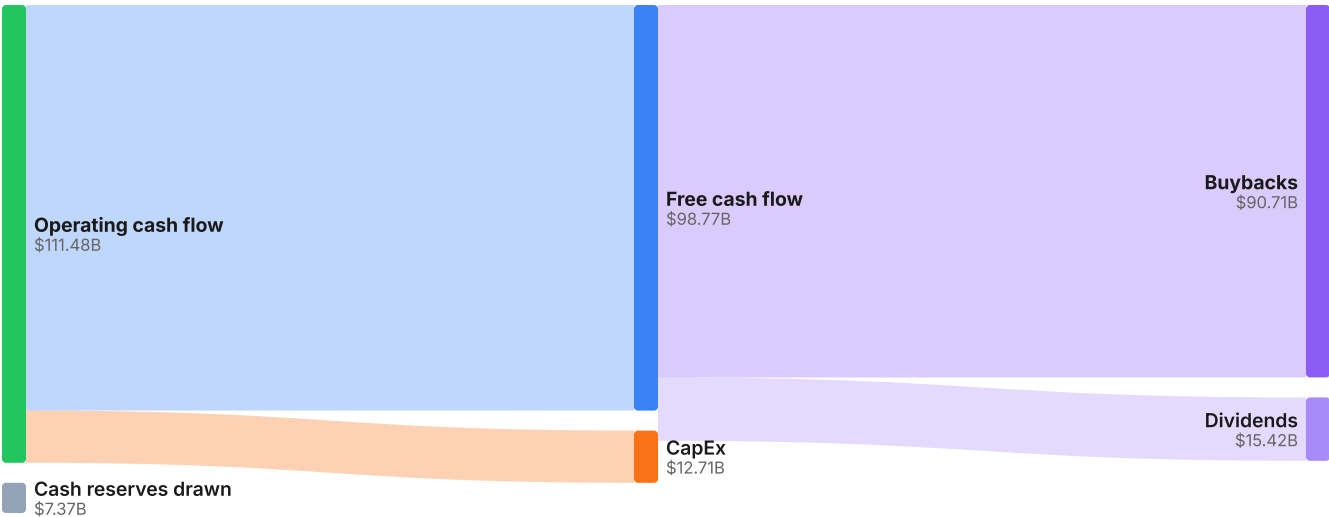
23 INCOME STATEMENT — FULL						live financials
\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	365.8	394.3	383.3	391.0	416.2	
Cost of revenue	213.0	223.5	214.1	210.4	221.0	
Gross profit	152.8	170.8	169.1	180.7	195.2	
R&D expense	21.9	26.3	29.9	31.4	34.6	
SG&A expense	22.0	25.1	24.9	26.1	27.6	
Operating income	108.9	119.4	114.3	123.2	133.1	
EBITDA	123.1	133.1	125.8	134.7	144.4	
D&A	11.3	11.1	11.5	11.4	11.7	
Pretax income	109.2	119.1	113.7	123.5	132.7	
Income tax	14.5	19.3	16.7	29.7	20.7	
Net income	94.7	99.8	97.0	93.7	112.0	
Diluted EPS (\$)	5.61	6.11	6.13	6.08	7.46	
Diluted shares (M)	16,865	16,326	15,813	15,408	15,005	

CASH FLOW TRENDS						live data
OPERATING CF \$111B	CAPEX \$13B	FREE CASH FLOW \$99B	SBC \$13B	BUYBACKS \$91B	NET CASH CHANGE \$6B	

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WHERE THE CASH WENT — FY2025

cash Sankey, live data



Balance Sheet — Full

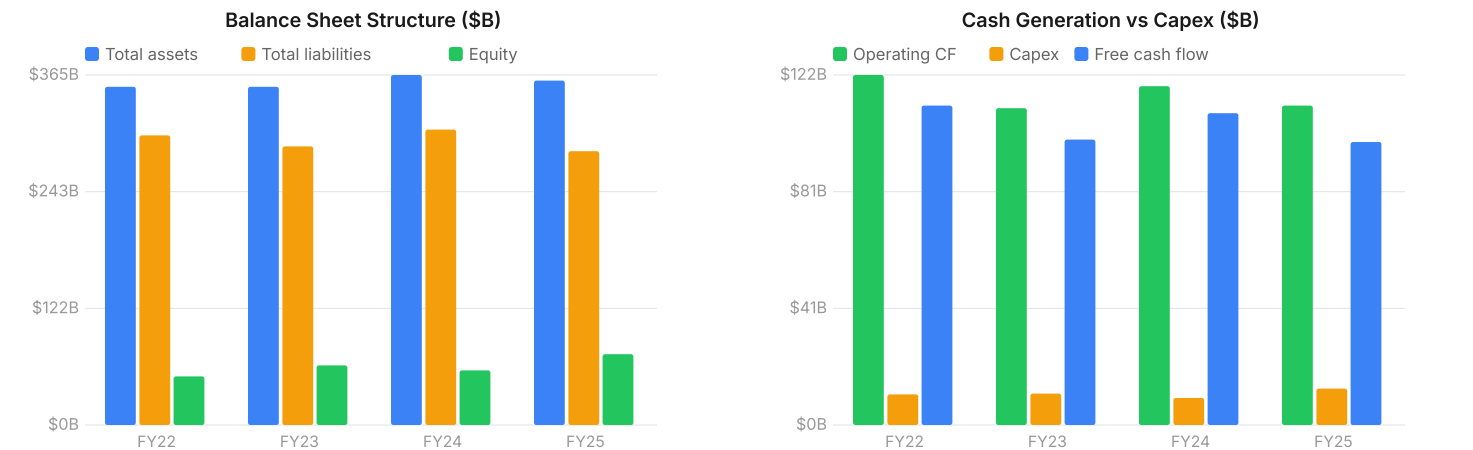
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	23.6	30.0	29.9	35.9	
ST investments	24.7	31.6	35.2	18.8	
Receivables (net)	60.9	61.0	66.2	73.0	
Total current assets	135.4	143.6	153.0	148.0	
PP&E (net)	52.5	54.4	45.7	49.8	
Goodwill + intangibles	0.0	0.0	0.0	0.0	
Total assets	352.8	352.6	365.0	359.2	
Accounts payable	64.1	62.6	69.0	69.9	
Short-term debt	21.1	15.8	20.9	20.3	
Deferred revenue	7.9	8.1	8.2	9.1	
Total current liabilities	154.0	145.3	176.4	165.6	
Long-term debt	99.0	95.3	85.8	78.3	
Total liabilities	302.1	290.4	308.0	285.5	
Shareholders' equity	50.7	62.1	56.9	73.7	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	99.8	97.0	93.7	112.0	
D&A	11.1	11.5	11.4	11.7	
Stock-based compensation	9.0	10.8	11.7	12.9	
Working capital change	1.2	(6.6)	3.7	(25.0)	
Operating cash flow	122.2	110.5	118.3	111.5	
Capital expenditures	(10.7)	(11.0)	(9.4)	(12.7)	
Investing cash flow	(22.4)	3.7	2.9	15.2	
Buybacks	(89.4)	(77.6)	(94.9)	(90.7)	
Dividends paid	(14.8)	(15.0)	(15.2)	(15.4)	
Debt issuance / (repay)	(0.1)	(9.9)	(6.0)	(8.5)	
Financing cash flow	(110.7)	(108.5)	(122.0)	(120.7)	
Free cash flow	111.4	99.6	108.8	98.8	

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24 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	147.4%	175.5%	171.9%	157.4%	171.4%	137%	
ROA	28.1%	28.4%	27.5%	26.1%	30.9%	33.6%	
ROIC	69.0%	74.2%	78.3%	84.4%	85.4%	51.9%	
Gross margin	41.8%	43.3%	44.1%	46.2%	46.9%	48.7%	
Operating margin	29.8%	30.3%	29.8%	31.5%	32.0%	33.2%	
Net margin	25.9%	25.3%	25.3%	24.0%	26.9%	27.6%	
EBITDA margin	33.7%	33.8%	32.8%	34.4%	34.7%	36.1%	
FCF margin	25.4%	28.3%	26.0%	27.8%	23.7%	—	
VALUATION							
P/E	25.25	23.89	27.37	36.84	34.19	39.2	
P/B	37.89	47.06	42.72	60.63	51.94	46.9	
P/S	6.53	6.05	6.93	8.83	9.20	10.74	
P/FCF	25.72	21.40	26.66	31.73	38.77	36.7	
EV/EBITDA	20.01	18.54	21.42	26.04	26.82	30.0	
EV/Revenue	6.74	6.26	7.09	8.97	9.34	10.8	
Earnings yield	4.0%	4.2%	3.7%	2.7%	2.9%	2.55%	
FCF yield	3.9%	4.7%	3.8%	3.2%	2.6%	2.73%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	1.07	0.88	0.99	0.87	0.89	1.00	
Quick ratio	1.02	0.85	0.94	0.83	0.86	0.93	
Debt / equity	2.16	2.61	1.99	2.09	1.52	0.78	
Debt / assets	38.9%	37.6%	35.1%	32.6%	31.3%	22.0%	
Net debt / EBITDA	0.60	0.63	0.49	0.40	0.40	0.27	
Interest coverage	42.29	41.64	29.32	—	—	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	1.08	1.12	1.09	1.09	1.15	1.22	
Receivables turnover	17.26	14.48	13.29	12.43	11.37	7.9	
DSO (days)	21	25	27	29	32	46	
DPO (days)	83	97	108	114	115	98	
Cash conversion cycle	-53	-62	-71	-73	-72	-35	
GROWTH (YoY)							
Revenue growth	33.3%	7.8%	-2.8%	2.0%	6.4%	—	
Net income growth	64.9%	5.4%	-2.8%	-3.4%	19.5%	—	
EPS growth	71.1%	8.8%	-0.0%	-0.6%	21.4%	—	
FCF growth	26.7%	19.9%	-10.6%	9.3%	-9.2%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	5.69	6.19	6.19	6.15	7.46	8.78	
Book value / share	3.79	3.14	3.97	3.74	4.91	7.32	
Revenue / share	21.99	24.46	24.46	25.65	27.74	31.77	
FCF / share	5.59	6.91	6.35	7.14	6.58	9.30	
Cash / share	3.77	3.00	3.93	4.28	3.65	4.25	
SHAREHOLDER RETURN & SCORES							
Buyback yield	3.6%	3.7%	2.9%	2.7%	2.4%	1.96%	
Altman Z-Score	7.13	6.92	7.64	8.76	10.32	13.5	
Piotroski F-Score	7	8	7	7	8	9/9	
Beneish M-Score	-2.23	-2.63	-2.71	-2.70	-2.41	-2.47	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	9 / 9	Strong		
Altman Z-Score	13.5	Safe (>2.99)	Safe	
Income quality	1.14	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.47	Non-manipulator	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.83	Revenue stability	0.86
Interest burden		1.00	Earnings stability	0.66
Operating margin		33.3%	Earnings persistence	0.88
Asset turnover		1.31×	Revenue CAGR 3y	6.7%
Financial leverage		4.12×	EPS CAGR 3y	13.3%
= ROE		149%	FCF CAGR 3y	10.6%

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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 1.96%	DIVIDEND YIELD 0.31%	TOTAL SHAREHOLDER RETURN 2.34% cash yield	SBC / REVENUE 2.9% dilution pressure
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27 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



28 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
NVDA	\$5,160.5B	26.9	117%	62.0%	+83.4%	7/9	+18.1%
MSFT	\$3,928.5B	29.4	34%	39.7%	+17.8%	7/9	+4.3%
AVGO	\$1,569.3B	40.8	44%	44.2%	+48.7%	8/9	-7.2%
MU	\$994.3B	11.7	88%	69.5%	+256.3%	8/9	+333.9%
AMD	\$863.2B	134.2	10%	19.9%	+39.5%	8/9	—
INTC	\$475.0B	-42.6	-12%	-68.4%	+7.5%	7/9	—
PLTR	\$428.0B	147.6	38%	54.9%	+78.9%	8/9	—
CSCO	\$423.4B	32.0	27%	22.4%	+11.8%	8/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

29 ANALYST CONSENSUS & ESTIMATES live consensus

Buy

112 Analysts



MEAN TARGET (QTR) \$337.62 14 targets	TARGET VS. PRICE -1.7% last-quarter mean	NEXT REPORT 2026-11-02 street \$1.99
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CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$477.61B	\$478.11B / \$477.35B	\$8.84	\$8.86 / \$8.82	29
FY2027	\$524.36B	\$555.27B / \$502.68B	\$9.60	\$10.48 / \$9.02	30
FY2028	\$563.82B	\$629.00B / \$535.22B	\$10.67	\$11.65 / \$9.46	21

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30 STREET TARGETS & THIRD-PARTY RATING live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$355.00	+3.4%	1
Last Quarter	\$337.62	-1.7%	14
Last Year	\$317.68	-7.5%	65
All Time	\$234.17	-31.8%	263

Rolling mean of published targets vs. last close \$343.46. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

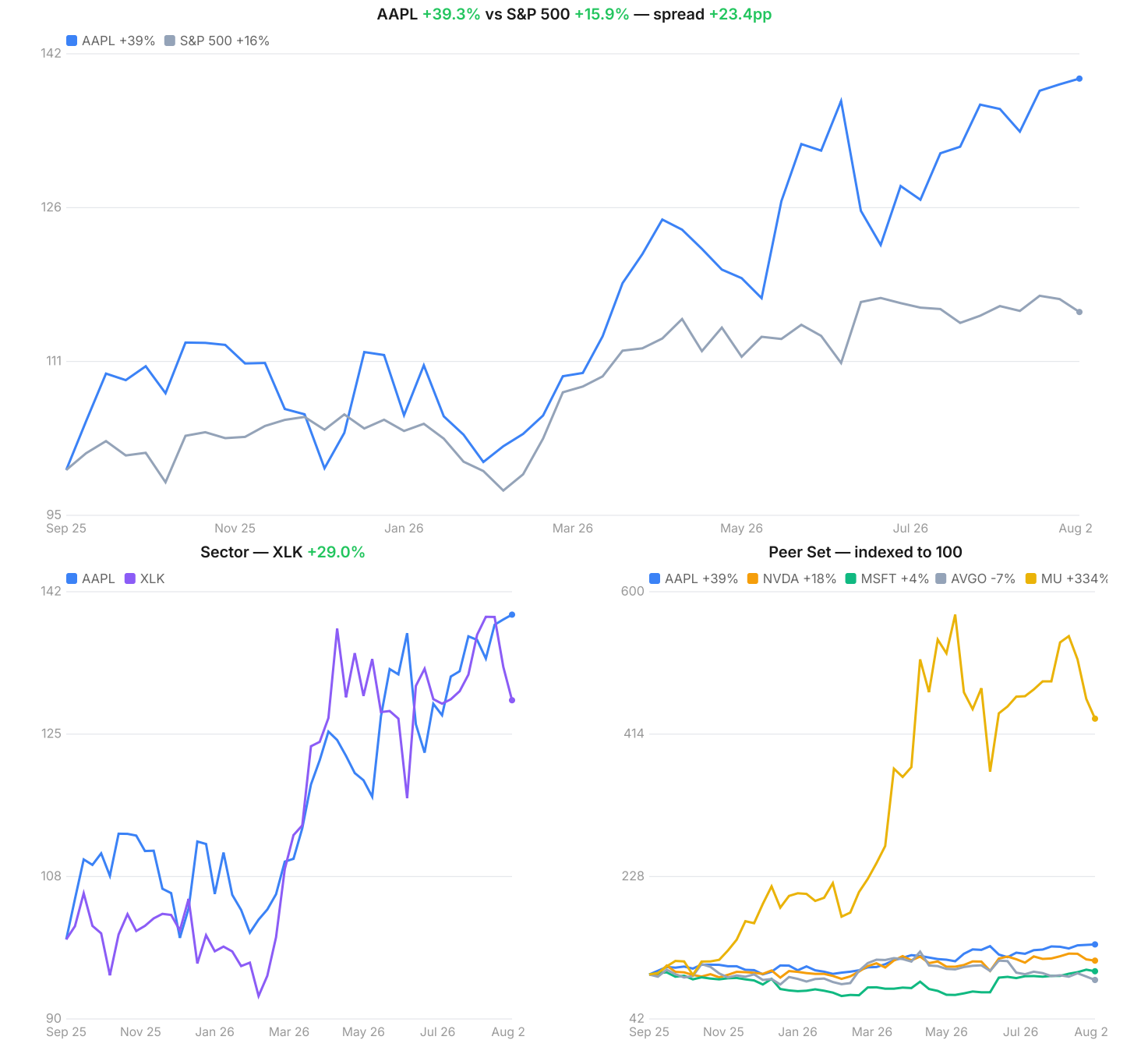
Third-Party Composite Rating

B

DCF3/5ROE5/5ROA5/5DEBT/EQ1/5P/E2/5P/B1/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

31 PRICE PERFORMANCE — INDEXED, 12 MO live prices · benchmark + sector + peer set

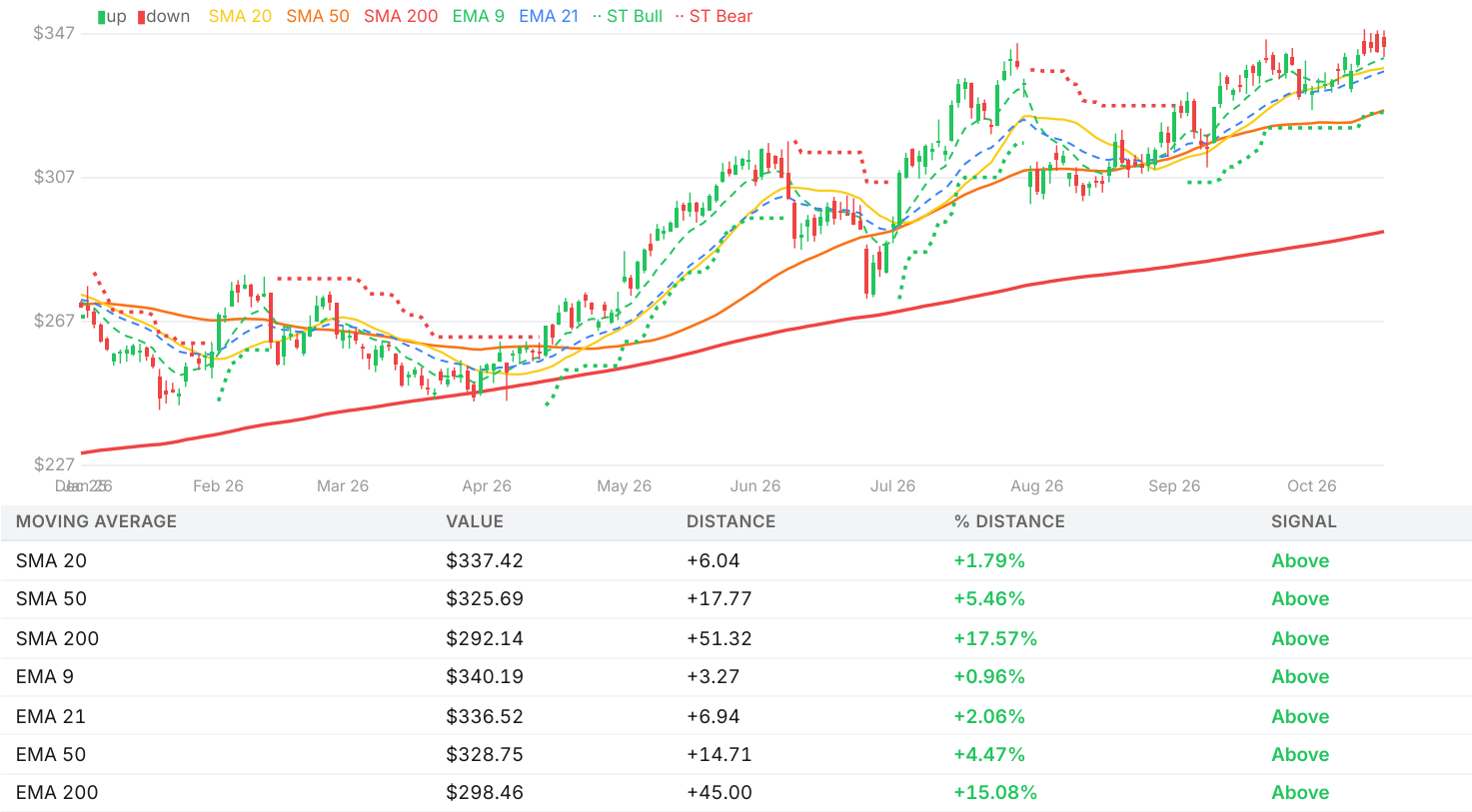


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TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON site chart, print edition



MOVING AVERAGE RIBBON & TREND site technicals-tab chart, live indicator history



Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

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32 TECHNICAL POWER SCORE

EDGE · site engine · 87/100 composite

TECHNICAL VERDICT

BULLISH

Power Score +74

21 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

100

100

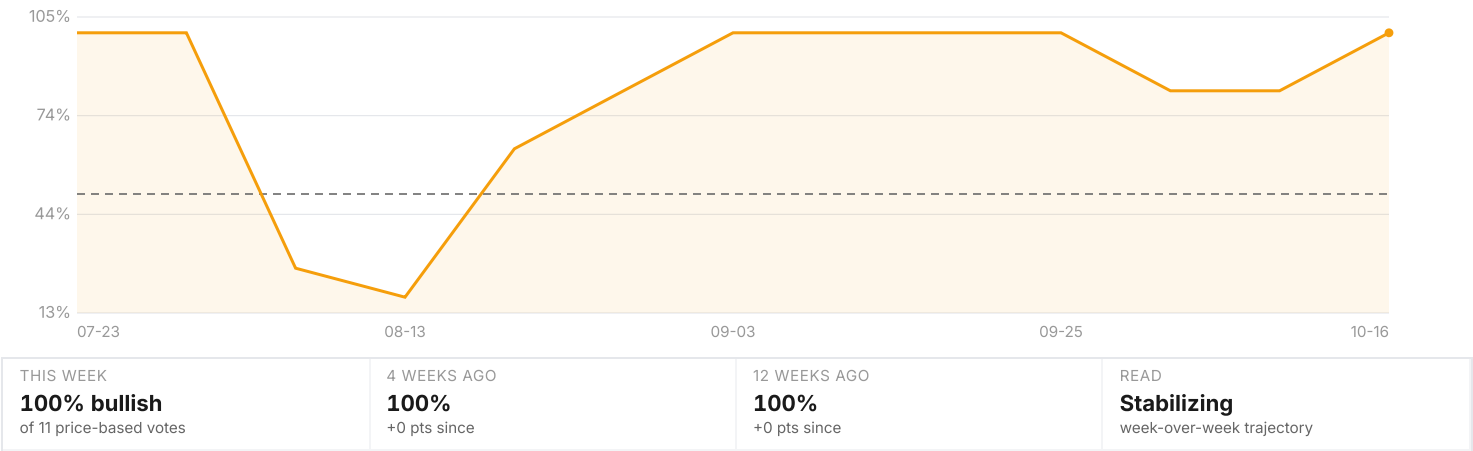
81

83

50

BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



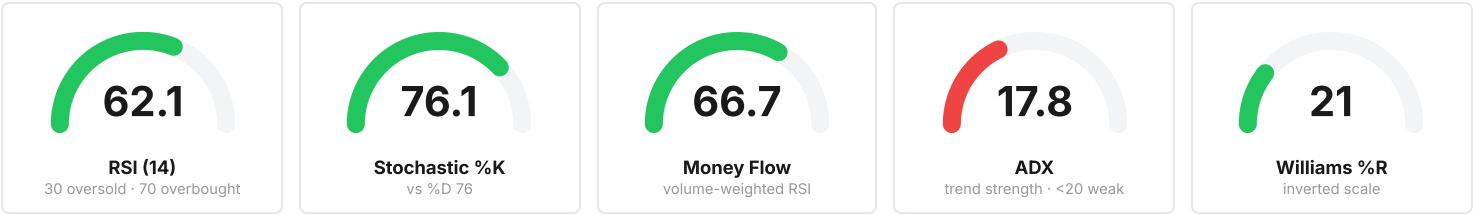
INDICATOR VOTE GRID

21 bull / 1 bear

● Price vs SMA 20	\$337.42	● Price vs SMA 50	\$325.69	● Price vs SMA 200	\$292.14
● EMA 9/21 Cross	340.2/336.5	● SMA 50/200	Golden	● ADX Direction	ADX 18
● Supertrend	\$325	● Parabolic SAR	\$331	● SMA Slope	0.370
● RSI	62.1	● Stochastic K/D	76/76	● StochRSI K/D	87/77
● Williams %R	-21	● CCI	114	● TSI vs Signal	18.9
● CMO	24.2	● ROC	2.93%	● OBV Signal	Accum
● Chaikin MF	-0.120	● MFI	67	● Force Index	31M
● Elder Ray Bull	11.30				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$343.82 / \$346.03 / \$350.07	S1 / S2	\$339.78 / \$337.57
Bollinger (20,2)	\$329.26 – \$345.59	Squeeze	ON
52-wk range	\$242.76 – \$348.15	Off 52-wk high	-1.4%
ATR (14)	\$6.70 (2.0%)	Historical vol	16.2%

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34 SEASONALITY — 20-YEAR AVERAGES

live model · win rates shown

-1.8% Jan 45%	+1.2% Feb 55%	+3.1% Mar 57%	+3.8% Apr 70%	+2.3% May 65%	+0.4% Jun 50%	+6.2% Jul 85%	+4.2% Aug 75%	-0.5% Sep 45%	+4.5% Oct 70%	+2.2% Nov 60%	-0.1% Dec 55%
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Sample: 20 years — treat short histories as suggestive, not statistical.

35 RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	AAPL	S&P 500
Weekly volatility (σ , 1y)	3.37%	1.83%
Best / worst week (1y)	+8.3% / -8.0%	—
Max drawdown (5y, monthly)	-28.4%	—
1-week VaR (95%)	-5.2%	—
Beta (5y)	1.08	1.00

36 EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

AAPL EQUITY WEATHER (LIVE)

PARTLY CLOUDY · +25

Trend

Momentum

Volume

Volatility

Breadth

+44

+34

+48

-30

-17

MARKET REGIME (2026-10-16)

NEUTRAL

VIX

19.99

Normal

DOW THEORY

Confirmed

Bearish

SPY / QQQ TSI

7.2 / 4.7

trend strength

SECTOR STRENGTH

46/100

breadth average



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38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE EDGE · live weather engine · Partly Cloudy

OVERALL +25.2 +49.0 vs industry	TREND +44.5 +67.2 vs industry	MOMENTUM +34.1 +70.7 vs industry	VOLUME +47.8 +46.3 vs industry
--	--	---	---

READING	AAPL	CONSUMER ELECTRONICS N=189	TECHNOLOGY N=6,969	ALL US SYMBOLS N=70,435
Overall	+25.2	-23.8	-20.7	-20.5
Trend	+44.5	-22.8	-20.8	-21.3
Momentum	+34.1	-36.6	-28.5	-15.8
Volume	+47.8	+1.5	+0.0	-3.8

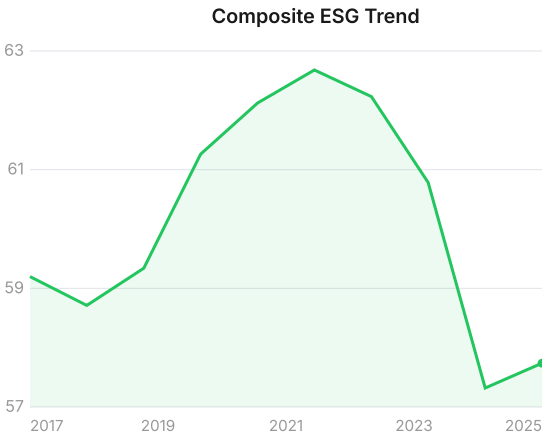
Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

39 EXECUTIVE COMPENSATION live proxy data · FY2025

EXECUTIVE	TOTAL COMP	STRUCTURE
Tim Cook Chief Executive Officer	\$74.3M	94% equity+incentive
Deirdre O'Brien Senior Vice President, Retail	\$27.0M	96% equity+incentive
Kate Adams Senior Vice President, General Co	\$27.0M	96% equity+incentive
Sabih Khan Senior Vice President, Chief Oper	\$27.0M	96% equity+incentive
Kevan Parekh Senior Vice President, Chief Fi	\$22.5M	96% equity+incentive

40 ESG ASSESSMENT live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	68
Social	47
Governance	61
Composite ESG	59



41 8-K MATERIAL EVENTS live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-09-01	Officer/Director Change	5.02
2026-07-30	Earnings Release; Exhibits	2.02,9.01
2026-04-30	Earnings Release; Exhibits	2.02,9.01
2026-04-20	Officer/Director Change	5.02
2026-02-24	Submission of Matters to a Vote of Security Holders; Financial Stateme	5.07,9.01
2026-01-29	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01
2026-01-02	Departure/Election of Directors; Appointment of Officers	5.02
2025-12-05	Departure/Election of Directors; Appointment of Officers	5.02

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42 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

43 DISCLOSURES

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44 DATA PROVENANCE FOR THIS REPORT sources · coverage · method

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2020 to 2025
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-10-29 to 2026-07-30
Analyst estimates	dim/forward_estimates	3 rows · 2026-09-27 to 2028-09-27
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	115 rows · 1987 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-10-02 to 2026-10-13
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	2 rows · 2025-07-29 to 2026-03-26
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.