

MarketLine Strategy, SWOT and Corporate Finance Report

Apple Inc

Nasdaq (AAPL)

October 2021

REFERENCE CODE: 75A2D62C-7E28-41FA-8057-F7BD48DF3C37

PUBLICATION DATE: October 2021

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MarketLine

COMPANY SNAPSHOT

Reference Code : 75A2D62C-7E28-41FA-8057-F7BD48DF3C37

Publication Date: October 2021

Apple Inc

Phone: 1 408 9961010

1 Apple Park Way

Website: www.apple.com

Cupertino

California

United States

95014-0642

Overview

Apple Inc (Apple) designs, manufactures, and markets mobile communication and media devices, personal computers (PCs), portable and wearable devices. The company also offers related software, services, accessories, networking solutions, and third-party digital content and applications. Apple's product portfolio includes iPhone, iPad, Mac, iPod, Apple Watch, Apple TV. It offers various consumer and professional software applications such as iOS, macOS, iPadOS, and watchOS operating systems, iCloud, AppleCare, Apple Pay, and accessories. Apple sells and delivers digital content and applications through Apple Store, App Store, Mac App Store, TV App Store, Watch App Store and Apple Music. The company's business operations span the US, Europe, the Middle East, and Asia-Pacific. Apple is headquartered in Cupertino, California, the US.

The company reported revenues of (US Dollars) US\$274,515 million for the fiscal year ended September 2020 (FY2020), an increase of 5.5% over FY2019. In FY2020, the company's operating margin was 24.1%, compared to an operating margin of 24.6% in FY2019. In FY2020, the company recorded a net margin of 20.9%, compared to a net margin of 21.2% in FY2019.

SWOT

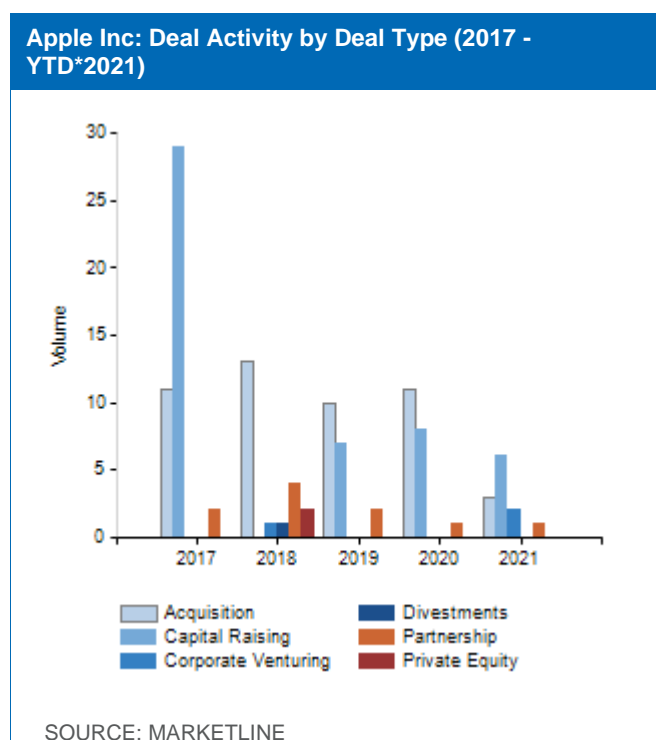
Strengths	Weaknesses
<ul style="list-style-type: none">• Distribution Channels• R&D• Revenue Growth	<ul style="list-style-type: none">• Lawsuits
Opportunities	Threats
<ul style="list-style-type: none">• Strategic Initiatives• Stores Expansion• Launch of New Products• Smartphone Market in North America• Strategic Acquisitions	<ul style="list-style-type: none">• Foreign Exchange Risks• Intense Competition• Dependence on Network Providers• Technological Changes

Key Employees

COMPANY SNAPSHOT

Employee Name	Job Title	Board
Arthur D. Levinson	Chairman	Executive Board
Timothy D. Cook	Chief Executive Officer, Director	Executive Board
Adrian Perica	Vice President-Corporate Development	Senior Management
Craig Federighi	Senior Vice President-Software Engineering	Senior Management

Financial Deals Activity Overview



Apple Inc: Recent Deal Activity

08 Feb 2021	Apple Raises USD3 Billion in Public Offering of 2.65% Notes Due 2051
01 Feb 2021	Apple Prices USD2.5 Billion in Public Offering of 0.7% Notes Due 2026
01 Feb 2021	Apple Prices USD2.5 Billion in Public Offering of 1.2% Notes Due 2028
01 Feb 2021	Apple Prices USD2.75 Billion Public Offering of 1.650% Notes Due 2031
05 May 2020	Apple Prices Offering of 1.125% Notes Due 2025 for USD2.25 Billion

SOURCE: MARKETLINE

Recent Developments

Date	Headline	Category
Oct 13, 2021	Apple reportedly cuts iPhone 13 production due to chip shortage	Strategy and Operations;Strategy and Operations-->Customer;Strategy and Operations-->Others
Oct 11, 2021	Apple appoints new treasurer	Strategy and Operations-->Staff;Business Expansion-->Staff
Oct 11, 2021	Apple plans 550,000sf office campus in Culver City	Business Expansion;Business Expansion-->Geography;Business Expansion-->Customer;Business Expansion-->Capacity

COMPANY SNAPSHOT

Oct 7, 2021

Apple opens Developer Academy in Detroit to create new career opportunities

Business Expansion;Strategy and Operations-->Geography;Business Expansion-->Geography;Business Expansion-->Customer;Business Expansion-->Capacity;Business Expansion-->Others

TABLE OF CONTENTS

TABLE OF CONTENTS

Company Snapshot	2
Table of Contents	5
Apple Inc: Company Overview	9
Apple Inc: Overview and Key Facts	9
Apple Inc: Overview	9
Apple Inc: Key Facts	9
Apple Inc: Key Employees	10
Apple Inc: Key Employee Biographies	12
Apple Inc: Major Products and Services	14
Apple Inc: Company History	15
Apple Inc: Management Statement	80
Apple Inc: Key Competitors	83
Apple Inc: Company Analysis	84
Apple Inc: Business Description	84
Apple Inc: SWOT Analysis	90
Apple Inc: SWOT Overview	90
Apple Inc: Strengths	90
Apple Inc: Weaknesses	91
Apple Inc: Opportunities	91
Apple Inc: Threats	92
Apple Inc: Corporate Financial Deals Activity	94
Apple Inc: Financial Deals Overview	94
Apple Inc: Targets and Partners	96
Apple Inc: Top Deals 2017 - 2021YTD*	99
Apple Inc: Advisors	100
Apple Inc: Top Legal Advisors	100
Apple Inc: Top Financial Advisors	100
Apple Inc: Mergers and Acquisitions	103
Apple Inc: Corporate Venturing	104
Apple Inc: Capital Raising	105
Apple Inc: Partnership	106
Apple Inc: Divestments	107

TABLE OF CONTENTS

Apple Inc: Private Equity and Ownership	108
Apple Inc: Recent Developments	109
Apple Inc: News and Events Summary	109
Apple Inc: Business Expansion	112
Apple Inc: Contracts	113
Apple Inc: Financial Deals	114
Apple Inc: IT Spending Announcements	114
Apple Inc: Regulatory and Legal Events	114
Apple Inc: Strategy and Operations	115
Appendix	116
Contact Us	116
Methodology	116
About MarketLine	117

TABLE OF CONTENTS

LIST OF TABLES

Table 1: Apple Inc: Key Facts	9
Table 2: Apple Inc: Key Employees	10
Table 3: Apple Inc: Company History	15
Table 4: Apple Inc: Key Competitors	83
Table 5: Apple Inc: Deal Activity by Deal Type - Volume (TTM*)	94
Table 6: Apple Inc: M&A Activity by Geography (TTM*)	94
Table 7: Apple Inc: Deal Activity by Deal Type - Volume (2017 - YTD*2021)	95
Table 8: Apple Inc: M&A Average Deal Size - Value (US\$m).....	95
Table 9: Apple Inc: Targets and Partners	96
Table 10: Apple Inc: Top Deals 2017 - 2021YTD*	99
Table 11: Apple Inc: Legal Advisor Ranking by Value (US\$m).....	100
Table 12: Apple Inc: Financial Advisor Ranking by Value (US\$m).....	100
Table 13: Apple Inc: M&A Volume and Value Trend (2017 - YTD*2021).....	103
Table 14: Apple Inc: M&A Activity by Geography (2017 - YTD*2021).....	103
Table 15: Apple Inc: Corporate Venturing Volume and Value Trend (2017 - YTD*2021)	104
Table 16: Apple Inc: Corporate Venturing by Geography (2017 - YTD*2021).....	104
Table 17: Apple Inc: Capital Raising Volume and Value Trend (2017 - YTD*2021)	105
Table 18: Apple Inc: Capital Raising by Deal Type (2017 - YTD*2021).....	105
Table 19: Apple Inc: Partnership Volume and Value Trend (2017 - YTD*2021)	106
Table 20: Apple Inc: Partnership Trend by Deal Type (2017 - YTD*2021).....	106
Table 21: Apple Inc: Divestments Volume and Value Trend (2017 - YTD*2021).....	107
Table 22: Apple Inc: Private Equity and Ownership Volume and Value Trend (2017 - YTD*2021)	108
Table 23: Apple Inc: Private Equity and Ownership Volume by Deal Type (2017 - YTD*2021)	108
Table 24: Apple Inc: News and Events Summary	109
Table 25: Apple Inc: Business Expansion.....	112
Table 26: Apple Inc: Contracts	113
Table 27: Apple Inc: Financial Deals.....	114
Table 28: Apple Inc: IT Spending Announcements	114
Table 29: Apple Inc: Regulatory and Legal Events.....	114
Table 30: Apple Inc: Strategy and Operations	115

TABLE OF CONTENTS

LIST OF FIGURES

Figure 1: Apple Inc: Deal Activity by Deal Type - Volume (TTM*)	94
Figure 2: Apple Inc: M&A Activity by Geography (TTM*)	94
Figure 3: Apple Inc: Deal Activity by Deal Type - Volume (2017 - YTD*2021).....	95
Figure 4: Apple Inc: M&A Average Deal Size - Value (US\$m)	95
Figure 5: Apple Inc: M&A Volume and Value Trend (2017 - YTD*2021)	103
Figure 6: Apple Inc: M&A Activity by Geography (2017 - YTD*2021)	103
Figure 7: Apple Inc: Corporate Venturing Volume and Value Trend (2017 - YTD*2021).....	104
Figure 8: Apple Inc: Corporate Venturing by Geography (2017 - YTD*2021)	104
Figure 9: Apple Inc: Capital Raising Volume and Value Trend (2017 - YTD*2021).....	105
Figure 10: Apple Inc: Capital Raising by Deal Type (2017 - YTD*2021)	105
Figure 11: Apple Inc: Partnership Volume and Value Trend (2017 - YTD*2021).....	106
Figure 12: Apple Inc: Partnership Trend by Deal Type (2017 - YTD*2021)	106
Figure 13: Apple Inc: Divestments Volume and Value Trend (2017 - YTD*2021)	107
Figure 14: Apple Inc: Private Equity and Ownership Volume and Value Trend (2017 - YTD*2021).....	108
Figure 15: Apple Inc: Private Equity and Ownership Volume by Deal Type (2017 - YTD*2021).....	108

APPLE INC: COMPANY OVERVIEW

Apple Inc: Overview and Key Facts

Apple Inc: Overview

Apple Inc (Apple) designs, manufactures, and markets mobile communication and media devices, personal computers (PCs), portable and wearable devices. The company also offers related software, services, accessories, networking solutions, and third-party digital content and applications. Apple's product portfolio includes iPhone, iPad, Mac, iPod, Apple Watch, Apple TV. It offers various consumer and professional software applications such as iOS, macOS, iPadOS, and watchOS operating systems, iCloud, AppleCare, Apple Pay, and accessories. Apple sells and delivers digital content and applications through Apple Store, App Store, Mac App Store, TV App Store, Watch App Store and Apple Music. The company's business operations span the US, Europe, the Middle East, and Asia-Pacific. Apple is headquartered in Cupertino, California, the US.

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Apple Inc: Key Facts

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Corporate Address:	1 Apple Park Way
	Cupertino
	California
Country:	United States
	95014-0642
Phone:	1 408 9961010
Web Address:	www.apple.com
Turnover (US\$m):	274,515
Employees:	147,000
Primary Stock Exchange (Ticker):	Nasdaq (AAPL)
SOURCE: MARKETLINE	

Apple Inc: Key Employees

Table 2: Apple Inc: Key Employees

Employee Name	Job Title	Board	Age	Since
Arthur D. Levinson	Chairman	Executive Board	70	2011
Timothy D. Cook	Chief Executive Officer, Director	Executive Board	60	2011
Adrian Perica	Vice President-Corporate Development	Senior Management		2019
Craig Federighi	Senior Vice President-Software Engineering	Senior Management		
Deirdre O'Brien	Senior Vice President-Retail and People	Senior Management	54	2019
Eddy Cue	Senior Vice President-Services	Senior Management		
Greg Joswiak	Senior Vice President-Worldwide Marketing	Senior Management		
Isabel Ge Mahe	Managing Director-Greater China, Vice President	Senior Management		2017
Jeff Williams	Chief Operating Officer	Senior Management	57	2015
John Giannandrea	Senior Vice President-Machine Learning and AI Strategy	Senior Management		2018
John Ternus	Senior Vice President-Hardware Engineering	Senior Management		2021
Johnny Srouji	Senior Vice President-Hardware Technologies	Senior Management		
Katherine Adams	General Counsel, Secretary, Vice President	Senior Management	56	2017
Lisa Jackson	Vice President-Environment, Policy and Social Initiatives	Senior Management		
Luca Maestri	Chief Financial Officer, Senior Vice President	Senior Management	57	2014
Sabih Khan	Senior Vice President-Operations	Senior Management		
Stella Low	Vice President-Communications	Senior Management		2021
Tor Myhren	Vice President-Marketing Communications	Senior Management		

APPLE INC: COMPANY OVERVIEW

Albert Gore Jr.	Director	Non Executive Board	72	2003
Andrea Jung	Director	Non Executive Board	62	2008
James A. Bell	Director	Non Executive Board	72	2015
Monica Lozano	Director	Non Executive Board	64	2021
Ronald D. Sugar	Director	Non Executive Board	72	2010
Susan L. Wagner	Director	Non Executive Board	59	2014
Bertrand Serlet	Others			
Kristen Huguet	Manager, Corporate PR	Management		
Prashant Paulose	Music & Movies Business Manager	Management		
SOURCE:MARKETLINE				

Apple Inc: Key Employee Biographies

Arthur D. Levinson

Mr. Arthur D. Levinson has been the Chairman of the company since 2011. He serves as the Chief Executive Officer at Calico since 2013. Previously, Mr. Levinson served as the Chairman of Genentech from September 1999 to September 2014 and the Chief Executive Officer from July 1995 to April 2009.

Board: Executive Board

Job Title: Chairman

Since: 2011

Age: 70

Timothy D. Cook

Mr. Timothy D. Cook has been the Chief Executive Officer and a Director of the company since 2011. Previously, Mr. Cook served as the Chief Operating Officer of the company from 2005 to 2011. He also served as the Executive Vice President, Worldwide Sales and Operations from 2002 to 2005. Prior to this, Mr. Cook served as the Senior Vice President, Worldwide Operations, Sales, Service and Support from 2000 to 2002, and the Senior Vice President, Worldwide Operations from 1998 to 2000. Mr. Cook also served as the Vice President, Corporate Materials at Compaq and Chief Operating Officer of the Reseller Division at Intelligent Electronics. He also held the position of Director of North American Fulfillment at IBM.

Board: Executive Board

Job Title: Chief Executive Officer, Director

Since: 2011

Age: 60

Jeff Williams

Mr. Jeff Williams has been the Chief Operating Officer of the company since December 2015. Previously, he held several positions including the Senior Vice President, Operations; Head of Worldwide Procurement, and the Vice President of Operations in the company. Mr. Williams also held various operations and engineering roles at IBM from 1985 to 1998.

Board: Senior Management

Job Title: Chief Operating Officer

Since: 2015

Age: 57

Luca Maestri

APPLE INC: COMPANY OVERVIEW

Mr. Luca Maestri has been the Senior Vice President and Chief Financial Officer of the company since 2014. Previously, he served as the Vice President of Finance and Corporate Controller of the company from 2013 to 2014. Mr. Maestri served as the Chief Financial Officer at Xerox and Nokia Siemens Networks. He also held various finance and operating roles at General Motors in the Americas, Asia-Pacific and Europe and worked as the Chief Financial Officer of Operations in Europe at GM.

Board: Senior Management

Job Title: Chief Financial Officer, Senior Vice President

Since: 2014

Age: 57

Apple Inc: Major Products and Services

Apple designs, manufactures, and markets smartphones, personal computers, tablets, wearables and accessories, The company's major products include the following:

Products:

- Mobile Communication and Media Devices
- Personal Computing Products
- Portable Digital Music Players
- Televisions
- Peripheral Products
- Networking Solutions
- Third-party Hardware and Software Products
- Mobile Operating Systems
- Desktop Operating Systems
- Server and Application Software

Services:

- iCloud
- AppleCare
- Licensing
- Apple Card
- Apple News
- Apple Arcade
- Apple Pay

Brands:

- iPhone
- iPad
- Mac
- iCloud
- AirPods
- Apple TV
- Apple Watch
- Apple Beats
- HomePod
- iPod touch
- AppleCare
- iPadOS
- macOS

Apple Inc: Company History

Table 3: Apple Inc: Company History

Year	HistoricalEvent	Description
2021	Contracts/Agreements	In February, the company and Hyundai-Kia signed an agreement to develop Apple-branded autonomous electric vehicle at Kia plant located in West Point, Georgia.
2021	Contracts/Agreements	In February, the company and Taiwan Semiconductor Manufacturing entered into a partnership to develop ultra-advanced displays.
2021	Financing Agreements	In May, the company announced to invest US\$45 million in Gorilla Glass maker, Corning through its advanced manufacturing fund.
2021	Financing Agreements	In May, the company announced to invest US\$45 million in Gorilla Glass maker, Corning.
2021	New Products/Services	In April, the company launched a new Careers at Apple website.
2021	New Products/Services	In May, the company announced to launch a foldable iPhone with an 8-inch flexible OLED display in 2023.
2021	Plans/Strategy	In May, the company announced its plans to launch iPad Pro tablets and iMac notebooks in Ukraine.
2021	New Products/Services	In September, the company's subsidiary, Beats introduced a new A-Cold-Wall Beats Studio3 Wireless headphones.
2021	New Products/Services	In September, the company launched iOS 15.
2021	New Products/Services	In September, the company launched iPadOS 15.
2021	New Products/Services	In September, the company launched watchOS 8.
2021	New Products/Services	In September, the company launched iPhone 13 Pro and iPhone 13 Pro Max.
2021	New Products/Services	In September, the company launched iPhone 13 and iPhone 13 mini.
2021	New Products/Services	In September, the company introduced Apple Watch Series 7 with watchOS 8.
2021	New Products/Services	In September, the company launched new iPad mini.
2021	Acquisitions/Mergers/Takeovers	In August, the company acquired Primephonic, a provider of classical music streaming service.
2021	Corporate Changes/Expansions	In August, the company announced to open a new store in Wuhan, China.
2021	Contracts/Agreements	In July, the company and Goldman Sachs entered into a partnership to develop buy now, pay later service through Apple Pay called Apple Pay Later.

APPLE INC: COMPANY OVERVIEW

2021	Plans/Strategy	In July, the company announced its plans to acquire a media company, Hello Sunshine.
2021	Corporate Changes/Expansions	In June, the company announced the opening of its new store in Los Angeles, California, the US.
2021	Financing Agreements	In May, the company through its Advanced Manufacturing Fund invested US\$410 million in US-based company II-VI.
2021	Plans/Strategy	In May, the company announced its plans to acquire Verzuz.
2021	Plans/Strategy	In May, the company announced its plans to launch iPad Pro tablets and iMac notebooks in Ukraine.
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2021	New Products/Services	In September, the company launched watchOS 8.
2021	New Products/Services	In September, the company launched iPadOS 15.
2021	New Products/Services	In September, the company launched iOS 15.
2020	Acquisitions/Mergers/Takeovers	In April, the company acquired Voysis Ltd, a developer of voice artificial intelligence platform.
2020	Acquisitions/Mergers/Takeovers	In August, the company acquired Camerai, an Israeli photography startup.
2020	Acquisitions/Mergers/Takeovers	In August, the company acquired Mobeewave Inc, a provider of payment solutions.
2020	Acquisitions/Mergers/Takeovers	In August, the company acquired Spaces., a startup which provides virtual reality technologies.
2020	Acquisitions/Mergers/Takeovers	In January, the company acquired Xnor.ai, a US-based artificial intelligence software start-up.
2020	Acquisitions/Mergers/Takeovers	In June, the company acquired FleetSmith Inc, a software company.
2020	Acquisitions/Mergers/Takeovers	In March, the company acquired Dark Sky, a weather application.
2020	Acquisitions/Mergers/Takeovers	In May, the company acquired Inductiv, which developed technology that uses artificial intelligence to correct data.
2020	Acquisitions/Mergers/Takeovers	In May, the company acquired NextVR, a provider of sports and other content for virtual-reality headsets.
2020	Acquisitions/Mergers/Takeovers	In October, the company announced the acquisition of ViLynx, an artificial intelligence startup.
2020	Acquisitions/Mergers/Takeovers	In September, the company announced the acquisition of Subverse, a telecommunications company.
2020	Contracts/Agreements	In April, the company and Centers for Disease Control and Prevention partnered to create Coronavirus screening app.
2020	Contracts/Agreements	In August, the company entered into a partnership with Historically Black Colleges and Universities to bring coding, creativity, and workforce development opportunities across the US.
2020	Contracts/Agreements	In December, the company and TikTok entered into a partnership to offer a four-month free trial of Apple Music.
2020	Contracts/Agreements	In December, the company entered into a partnership with Amazon to offer Macs through cloud computing.
2020	Contracts/Agreements	In January, the company and Imagination Technologies signed an agreement to renew intellectual property in exchange for license fees.
2020	Contracts/Agreements	In January, the company signed multi-year supply contracts with Broadcom to provide wireless components and modules which Apple

APPLE INC: COMPANY OVERVIEW

		would utilize in its products.
2020	Contracts/Agreements	In July, Apple Pay entered into a partnership with ME & Heritage Bank for contactless payments.
2020	Contracts/Agreements	In November, Apple announced its plans to launch new MacBook Pro laptops.
2020	Corporate Changes/Expansions	In August, the company announced to launch Apple store online in India.
2020	Corporate Changes/Expansions	In August, the company announced to open new retail space in Bangkok, Thailand.
2020	Corporate Changes/Expansions	In August, the company opened its all-glass Apple Store in Bangkok.
2020	Corporate Changes/Expansions	In January, the company announced to open a new office in downtown Montreal, Quebec, Canada.
2020	Corporate Changes/Expansions	In July, the company announced the opening of a new store in Sanlitun Beijing, China.
2020	Corporate Changes/Expansions	In July, the company announced the opening of a new store in Sanlitun, Beijing, China.
2020	Corporate Changes/Expansions	In November, the company announced to open retail store in South Korea.
2020	Corporate Changes/Expansions	In September, the company announced to invest in the construction of two onshore wind turbines to expands wind energy footprint in Europe.
2020	Corporate Changes/Expansions	In September, the company opened a new store, Apple Marina Bay Sands, in Singapore.
2020	Financing Agreements	In August, the company's Taiwanese manufacturer Wistron announced to invest INR2,900 crores in India for the local production of iPhone.
2020	Financing Agreements	In May, the company announced to invest US\$334 million in Taiwanese based factory to produce both LED and micro LED displays for future devices.
2020	New Products/Services	In April, the company introduced a new mobility trends tool to aid COVID-19 prevention.
2020	New Products/Services	In April, the company introduced the new iPhone SE, a lower-cost model in to the market.
2020	New Products/Services	In August, the company launched a single gift card for digital and physical purchases.
2020	New Products/Services	In August, the company launched two new radio stations on Apple Music namely, Apple Music Hits and Apple Music Country and also announced its flagship radio station, Beats 1, has been renamed to Apple Music 1.

APPLE INC: COMPANY OVERVIEW

2020	New Products/Services	In June, the company launched an open-source project for password manager developers.
2020	New Products/Services	In March, the company announced to introduce iPad Pro with breakthrough LiDAR Scanner.
2020	New Products/Services	In March, the company launched a new app and a website to help users do self-screening for COVID-19.
2020	New Products/Services	In March, the company launched the new iPad Pro for 2020 with the A12Z Bionic chip and Magic Keyboard with trackpad.
2020	New Products/Services	In May, the company announced its plans to produce millions of AirPods wireless earphones in Vietnam.
2020	New Products/Services	In October, the company announced the launch of the iPhone 12.
2020	New Products/Services	In October, the company introduced a new smart speaker, HomePod mini.
2020	Patent Grant	In November, the company received a patent for an under-display optical biometric fingerprint sensor for an electronic device by the US Patent and Trademark Office.
2020	Plans/Strategy	In December, the company announced its plans to launch an updated ninth-generation iPad in Spring 2021.
2020	Plans/Strategy	In February, the company announced its plans to open retail outlets in India in 2021.
2020	Plans/Strategy	In January, the company announced its plans to launch new affordable iPhone SE.
2020	Plans/Strategy	In January, the company announced its plans to open a store in central Rome.
2020	Plans/Strategy	In March, the company announced its plans to acquire Plessey Semiconductors, which makes LED displays for reality devices.
2020	Plans/Strategy	In May, the company announced its plans to launch the new iPhone 12 this year.
2020	Contracts/Agreements	In December, the company and TikTok entered into a partnership to offer a four-month free trial of Apple Music.
2020	Plans/Strategy	In December, the company announced its plans to launch an updated ninth-generation iPad in Spring 2021.
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2020	Financing Agreements	In May, the company announced to invest US\$334 million in Taiwanese based factory to produce both LED and micro LED displays for future devices.
2020	Plans/Strategy	In May, the company announced its plans to launch the new iPhone 12 this year.
2020	New Products/Services	In April, the company introduced a new mobility trends tool to aid COVID-19 prevention.
2020	New Products/Services	In April, the company introduced the new iPhone SE, a lower-cost model in to the market.
2020	Acquisitions/Mergers/Takeovers	In April, the company acquired Voysis Ltd, a developer of voice artificial intelligence platform.
2020	Contracts/Agreements	In April, the company and Centers for Disease Control and Prevention partnered to create Coronavirus screening app.
2020	New Products/Services	In March, the company announced to introduce iPad Pro with breakthrough LiDAR Scanner.
2020	New Products/Services	In March, the company launched the new iPad Pro for 2020 with the A12Z Bionic chip and Magic Keyboard with trackpad.
2020	Acquisitions/Mergers/Takeovers	In March, the company acquired Dark Sky, a weather application.
2020	Plans/Strategy	In March, the company announced its plans to acquire Plessey Semiconductors, which makes LED displays for reality devices.
2020	New Products/Services	In March, the company launched a new app and a website to help users do self-screening for COVID-19.
2020	Plans/Strategy	In February, the company announced its plans to open retail outlets in India in 2021.
2020	Contracts/Agreements	In January, the company signed multi-year supply contracts with Broadcom to provide wireless components and modules which Apple would utilize in its products.

APPLE INC: COMPANY OVERVIEW

2020	Plans/Strategy	In January, the company announced its plans to launch new affordable iPhone SE.
2020	Corporate Changes/Expansions	In January, the company announced to open a new office in downtown Montreal, Quebec, Canada.
2020	Acquisitions/Mergers/Takeovers	In January, the company acquired Xnor.ai, a US-based artificial intelligence software start-up.
2020	Plans/Strategy	In January, the company announced its plans to open a store in central Rome.
2020	Contracts/Agreements	In January, the company and Imagination Technologies signed an agreement to renew intellectual property in exchange for license fees.
2019	Acquisitions/Mergers/Takeovers	In December, the company acquired Spectral Edge Ltd., an image processing technology firm.
2019	Acquisitions/Mergers/Takeovers	In February, the company acquired UK-based digital marketing firm DataTiger.
2019	Acquisitions/Mergers/Takeovers	In February, the company announced its plans to acquire Sonos Inc.
2019	Acquisitions/Mergers/Takeovers	In February, the company announced its plans to acquire voice app firm PullString.
2019	Acquisitions/Mergers/Takeovers	In June, the company acquired Drive.ai, a self-driving startup.
2019	Acquisitions/Mergers/Takeovers	In March, the company acquired Laserlike, a Silicon Valley-based machine learning startup.
2019	Acquisitions/Mergers/Takeovers	In March, the company acquired Stamplay, which offers an API-based back-end development platform.
2019	Acquisitions/Mergers/Takeovers	In March, the company announced its plans to acquire patents from AI security camera maker Lighthouse.
2019	Acquisitions/Mergers/Takeovers	In May, the company acquired Patent rights of a system that monitors and manages chronic medical conditions while sleeping.
2019	Acquisitions/Mergers/Takeovers	In May, the company acquired Tueo Health, a startup working on an app to monitor asthma symptoms in sleeping children.
2019	Acquisitions/Mergers/Takeovers	In October, the company acquired IKinema Ltd, a real-time procedural animation and supporting technology provider.
2019	Contracts/Agreements	In April, the company and TNG Digital entered into a partnership to allow app store payments with Touch 'n Go eWallet.
2019	Contracts/Agreements	In August, the company partnered with RESOLVe to find out responsibly source gold for electronics manufacture in Alaska.
2019	Contracts/Agreements	In December, the company collaborated with ABC News on coverage of the upcoming 2020 US presidential election in its Apple News app.
2019	Contracts/Agreements	In February, the company entered into a partnership with Alipay to boost iPhone sales in China.

APPLE INC: COMPANY OVERVIEW

2019	Contracts/Agreements	In February, the company partnered with Aetna to produce a new app that encourage users to lead healthier lives.
2019	Contracts/Agreements	In July, the company signed an agreement to acquire a smartphone modem business from Intel Corporation.
2019	Contracts/Agreements	In May, the company and MasterCard collaborated to enable TriMet commuters to add a digital Hop Fastpass card to their Apple Watch or iPhone in Portland, Oregon and Vancouver, Washington.
2019	Contracts/Agreements	In October, the company partnered with M1 Limited to enable eSIM feature in Apple Watch Series 5.
2019	Contracts/Agreements	In September, the company along with the National Institutes of Health, and Harvard University entered into a research partnership for a major long-term study of women's health.
2019	Contracts/Agreements	In September, the company collaborated with Burberry to develop retail chat tool that will enable retailer's to text customers directly.
2019	Corporate Changes/Expansions	In August, the company announced its plans to invest US\$10 billion to set up an online selling platform in India.
2019	Corporate Changes/Expansions	In August, the company announced the opening of its new store in Marunouchi, Tokyo, Japan.
2019	Corporate Changes/Expansions	In August, the company announced the reopening of its Apple store in Altamonte, Florida, the US.
2019	Corporate Changes/Expansions	In August, the company opened its new Aventura store in Miami, Florida, the US.
2019	Corporate Changes/Expansions	In August, the company opened its new largest franchisee store in Mumbai, Maharashtra, India.
2019	Corporate Changes/Expansions	In August, the company's retail chain in Central India, iNSPiRE announced to open a new Apple store in Nagpur, Maharashtra, India.
2019	Corporate Changes/Expansions	In December, the company announced to open its new stores in Japan.
2019	Corporate Changes/Expansions	In January, the company announced its plans to build a data centre in Vietnam.
2019	Corporate Changes/Expansions	In July, the company announced the opening of a new design and development accelerator in Shanghai, China.
2019	Corporate Changes/Expansions	In March, Apple announced to launch its mobile payment service in Slovakia.
2019	Corporate Changes/Expansions	In March, the company announced to build its first data centre in north China.
2019	Corporate Changes/Expansions	In September, the company announced the opening of a new store in Columbia, Maryland, the US.
2019	Corporate Changes/Expansions	In September, the company opened its new Apple Antara retail store

APPLE INC: COMPANY OVERVIEW

		in Mexico City.
2019	Corporate Changes/Expansions	In September, the company opened its new Apple Store in Tokyo.
2019	New Products/Services	In December, Otterbox, an iPhone case manufacturer, launched Exo Edge, a new series of cases for the Apple Watch.
2019	New Products/Services	In December, the company launched Apple TV+, a new video-streaming service.
2019	New Products/Services	In February, Apple partnered with Goldman Sachs to jointly introduce a credit card, which can be paired with iPhones.
2019	New Products/Services	In January, Apple launched a silver wing grey pair of Beats Solo3 wireless headphones in China.
2019	New Products/Services	In January, the company announced its plans to launch three new iPhones.
2019	New Products/Services	In March, the company announced the launch of its TV app, streaming and gaming service.
2019	New Products/Services	In November, 'Snoopy in Space' launched Peanuts Gang on NASA Adventures on Apple TV+.
2019	New Products/Services	In October, the company launched Scottish Apple Cider.
2019	New Products/Services	In October, the company launched the new macOS Catalina.
2019	New Products/Services	In September, the company and Burberry entered into a partnership to create R Message chat app.
2019	New Products/Services	In September, the company announced to introduce three new iPhone models with improved camera features.
2019	New Products/Services	In September, the company introduced a new research app for the Apple Watch to allow U.S. users to participate in health studies.
2019	New Products/Services	In September, the company introduced a new ultra wideband chip to render Bluetooth obsolete.
2019	Others	In August, the company's subsidiary, FileMaker announced its plans to change its name to Claris.
2019	Others	In February, Apple and Verily a subsidiary of Alphabet invested in two major health wearable projects to produce a new app that provides insights into a user's health.
2019	Patent Grant	In February, Apple patented a biometric key, a biometric driver verification, to access a car.
2019	Plans/Strategy	In April, Apple announced its plans to acquire Intel's 5G modem business.
2019	Plans/Strategy	In April, Apple announced its plans to launch a new Find My Phone app for non-iOS devices.

APPLE INC: COMPANY OVERVIEW

2019	Plans/Strategy	In August, the company announced its plans to open a both online and offline stores in India.
2019	Plans/Strategy	In August, the company announced its plans to open a two new stores in Delhi, Bengaluru, India.
2019	Plans/Strategy	In December, the company announced its plans to expand the production of AirPods in Vietnam.
2019	Plans/Strategy	In December, the company announced its plans to open an office in Pittsburgh, Pennsylvania.
2019	Plans/Strategy	In July, the company announced its plans to introduce a new Apple credit card to its customers.
2019	Plans/Strategy	In May, Apple announced its plans to launch Apple Watch Nike+ Series 4 smartwatch in Ukraine.
2019	Plans/Strategy	In May, Apple announced its plans to open its second official store in Taiwan.
2019	Plans/Strategy	In November, the company announced its plans to launch a new iPad Pro with 3D Sensor.
2019	Plans/Strategy	In November, the company announced its plans to launch a new laptop with a reworked keyboard mechanism in Mid-2020.
2019	Plans/Strategy	In November, the company announced its plans to open a new campus in Austin, Texas.
2019	Plans/Strategy	In November, the company to open a new store in Downtown Toronto, Ontario, Canada.
2019	Plans/Strategy	In October, the company announced its plans to open its first retail store in India.
2019	Plans/Strategy	In September, Apple announced its plans to manufacture its next generation of Mac Pro desktop computer in Austin, Texas.
2019	Plans/Strategy	In September, the company announced its plan to invest US\$1 billion in India's Apple manufacturing facility.
2019	Plans/Strategy	In September, the company announced its plans to introduce an online portal for selling of iPhones in India.
2019	Plans/Strategy	In September, the company announced its plans to launch a new iPad and Macbook with Mini-LED display.
2019	Plans/Strategy	In September, the company announced its plans to open a flagship store in the Polanco, Mexico City.
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APPLE INC: COMPANY OVERVIEW

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APPLE INC: COMPANY OVERVIEW

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2019	Patent Grant	In February, Apple patented a biometric key, a biometric driver verification, to access a car.
2019	Others	In February, Apple and Verily a subsidiary of Alphabet invested in two major health wearable projects to produce a new app that provides insights into a user's health.
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2019	Acquisitions/Mergers/Takeovers	In February, the company announced its plans to acquire Sonos Inc.
2019	Corporate Changes/Expansions	In January, the company announced its plans to build a data centre in Vietnam.
2019	New Products/Services	In January, the company announced its plans to launch three new iPhones.
2019	New Products/Services	In January, Apple launched a silver wing grey pair of Beats Solo3 wireless headphones in China.
2018	Acquisitions/Mergers/Takeovers	In August, Cool Holdings, in partnership with Apple, acquired seven OneClick retail stores in the Dominican Republic for a value at US\$4.3 million.
2018	Acquisitions/Mergers/Takeovers	In August, the company acquired Akonia Holographics LLC.
2018	Acquisitions/Mergers/Takeovers	In December, the company acquired Platoon, a UK-based music startup company.
2018	Acquisitions/Mergers/Takeovers	In January, the company acquired Doe Pics Hit (Buddybuild) to develop amazing developer tools for the entire iOS community.
2018	Acquisitions/Mergers/Takeovers	In June, the company awarded an order to Sesame Workshop for live action and animated series, and develop a puppet show.
2018	Acquisitions/Mergers/Takeovers	In March, Apple agreed to acquire the digital magazine subscription service, Texture, from Next Issue Media LLC.
2018	Acquisitions/Mergers/Takeovers	In November, Apple acquired Silk Labs, an artificial intelligence-based startup.
2018	Acquisitions/Mergers/Takeovers	In October, the company acquired a visual effects startup, Spektral for US\$30 million.
2018	Acquisitions/Mergers/Takeovers	In October, the company acquired Asaii, a music analytics startup.
2018	Acquisitions/Mergers/Takeovers	In October, the company agreed to acquire augmented reality

APPLE INC: COMPANY OVERVIEW

		company, Leap Motion.
2018	Acquisitions/Mergers/Takeovers	In October, the company agreed to acquire Dialog Semiconductor's certain assets, for US\$600 million.
2018	Acquisitions/Mergers/Takeovers	In October, the company, Here Technologies, and Trimble announced their plans to acquire digital mapping and routing company, TomTom.
2018	Contracts/Agreements	In April, the company entered into an agreement to acquire non-registered trademark rights of Hanwang Technology Co Ltd for US\$8 million.
2018	Contracts/Agreements	In August, Apple and Verizon signed a partnership to provide a musical perk for unlimited customers.
2018	Contracts/Agreements	In August, Apple, Etsy, Akamai and Swiss Re signed an agreement for the development of two new wind and solar energy farms in Illinois and Virginia, the US.
2018	Contracts/Agreements	In August, Upstate Medical University partnered with Apple to support the university's HealthRecords on iPhone.
2018	Contracts/Agreements	In February, Apple and Cisco partnered with insurance companies to offer discounts for cyber-crime insurance.
2018	Contracts/Agreements	In February, the company and Ant Financial partnered for Chinese customers to buy products in-store and online using Alipay.
2018	Contracts/Agreements	In February, the company and Shopify partnered to develop an e-commerce platform with augmented reality, for SME businesses to manage online store.
2018	Contracts/Agreements	In June, the company entered into a partnership with Adobe, on augmented reality tools for developers and designers.
2018	Contracts/Agreements	In June, the company partnered with Citibank to provide cashback on its items within the iPad, Apple Watch, Apple Pencil, and MacBook range.
2018	Contracts/Agreements	In June, the company partnered with Intel to manufacture modems for Apple iPhone 2018.
2018	Contracts/Agreements	In March, IBM and Apple signed an extended pact for business applications to iOS devices for mobile machine learning.
2018	Contracts/Agreements	In May, the company entered into a partnership with Volkswagen, to build autonomous electric vans.
2018	Contracts/Agreements	In November, the company signed a deal with Amazon.com to sell its iPhones, iPads, Watches on e-commerce platform.
2018	Contracts/Agreements	In October, Apple Music and lyric database Genius partnered that allows to visit Genius and play any song in full on the song's lyric page, for Apple Music subscribers.
2018	Contracts/Agreements	In September, Apple collaborated with Salesforce for the redesigned

APPLE INC: COMPANY OVERVIEW

		Salesforce Mobile app, with customer relationship management apps for iOS.
2018	Contracts/Agreements	In September, Cardiogram, the Apple Watch app, partnered with Greenhouse Life Insurance Company and Amica Life to provide accidental death insurance worth around US\$1,000 to Apple Watch owners.
2018	Corporate Changes/Expansions	In April, Apple opened a new retail store in Shinjuku district, Tokyo.
2018	Corporate Changes/Expansions	In February, Apple announced to open new retail store, Apple Karntner Strasse in Vienna, Austria.
2018	Corporate Changes/Expansions	In February, the company opened a retail store in Vienna, Austria.
2018	Corporate Changes/Expansions	In July, the company opened a new retail store, Apple Piazza Liberty in Milan, Italy.
2018	Corporate Changes/Expansions	In July, the company's secretive autonomous car program added 11 new test vehicles to its fleet in California, the US.
2018	Corporate Changes/Expansions	In June, the company opened its new retail location in Seattle, an University Village of Washington.
2018	Corporate Changes/Expansions	In November, the company announced to reopen store at Alderwood Mall, Washington, the US.
2018	Corporate Changes/Expansions	In October, the company introduced its new Apple store in Thailand, extending its market in Southeast Asia.
2018	Corporate Changes/Expansions	The company expanded its Business Chat feature to international markets, including, Hong Kong, Canada, Japan, France, Australia, Germany, Italy, Singapore, Switzerland, and the UK.
2018	Litigation	Apple wins a reversal of US\$234 million patent damages award in University of Wisconsin patent lawsuit.
2018	New Products/Services	In April, Apple launched the new iPhone recycling robot, Daisy.
2018	New Products/Services	In April, the company launched a new (PRODUCT)RED iPhone X Leather Folio.
2018	New Products/Services	In December, the company announced the launch of Apple Watch Series 4 that enable customers to take an ECG directly from the wrist.
2018	New Products/Services	In December, the company announced the launch of new online store that provide discounts to active military and veterans.
2018	New Products/Services	In February, Amfeltec Corporation announced the offering of Apple Mac Pro users expansion solution via internal M.2 PCIe SSD AngelShark Carrier Board.
2018	New Products/Services	In February, Cisco, Apple, Aon and Allianz announced a new cyber

APPLE INC: COMPANY OVERVIEW

		risk management solution for businesses.
2018	New Products/Services	In January, Apple introduced HomePod voice speaker, takes on Google, Amazon.
2018	New Products/Services	In January, Apple launched Swift Playgrounds 2.0 with new robots, a subscription feature.
2018	New Products/Services	In January, Jackery Inc, introduces new portable wireless charger for iPhone users.
2018	New Products/Services	In July, the company announced to introduce MacBook Pro with model number MacBookPro15,3 embedded with Intel Core i7-8559U processor.
2018	New Products/Services	In July, the Roads and Transport Authority (RTA) in Dubai introduced Apple Pay for safe payments environment via RTA Dubai app.
2018	New Products/Services	In June, Apple introduced a new platform, ARKit 2, that supports developers to integrate shared experiences.
2018	New Products/Services	In June, the company announced to expand its supporting app for iOS devices to more than 20 new countries and regions.
2018	New Products/Services	In June, the company introduced a new App store connect App for developers.
2018	New Products/Services	In June, the company introduced macOS Mojave, the latest version of advanced desktop operating system.
2018	New Products/Services	In June, the company launched Apple Watch Series 3 in Mena region.
2018	New Products/Services	In June, the company opened Health Records API to developers and researchers to create an ecosystem of apps that utilize health record data to empower consumers for various healthcare opportunities.
2018	New Products/Services	In June, the company released the third betas for iOS 11.4.1 and tvOS 11.4.1 for testing.
2018	New Products/Services	In March, Apple launched a 9.7-inch ipad with pencil support for its customers.
2018	New Products/Services	In March, Apple released its new bezel-less smartphone, the iPhone X with Face ID.
2018	New Products/Services	In November, Apple launched its new facial biometric authentication system, the Face ID, with the 2017 iPhone X.
2018	New Products/Services	In November, the company announced its plans to launch three new iPhones with a new kind of antenna assistance.
2018	New Products/Services	In November, the company introduced Dashboard, Audit Log features to improve visibility, accountability, and compliance in its devices.
2018	New Products/Services	In October, Apple introduced its new T2 security chip, MacBook Air, that helps in protecting the device's encryption keys, storage, secure

APPLE INC: COMPANY OVERVIEW

		boot features and fingerprint data.
2018	New Products/Services	In September, the company launched a 5.8-inch iPhone Xs and 6.5-inch iPhone Xs Max with super retina displays and other features.
2018	New Products/Services	In September, the company launched iPhone XR smartphone with advanced features.
2018	Others	In August, the company joined the smart home-dedicated group, the Thread Group.
2018	Others	In December, a new open-minded travel app launched on the Apple and Google Play App stores that focuses on providing a platform to share their travel discoveries for the LGBTQ+ community.
2018	Others	In July, the company expanded the availability of carrier billing and lane guidance to TIM, Bite, U Mobile, Singtel and StarHub, Sunrise and O2.
2018	Others	In June, the company rolled out its keyboard repair program for faulty MacBooks.
2018	Others	In May, the company, Alcoa, Rio Tinto, the Government of Canada, and the Government of Quebec agreed to invest C\$188 million for carbon-free aluminium smelting process.
2018	Others	In November, Apple released the new watchOS 5.1.1, to fix bugs in earlier version of watchOS 5.1.
2018	Others	In October, by utilizing the Apple's Motion Tracking Technology the Swedish Game Studio Bublur introduced Mobile Sports Game.
2018	Patent Grant	In April, the company filed a patent for its virtual reality experiences in self-driving cars.
2018	Patent Grant	In February, the company filed patent for the Virtual Reality/ Augmented Reality headsets.
2018	Patent Grant	In January, the company received a US patent for its full-color 3D printing system.
2018	Patent Grant	In June, the company signed a patent for wearable BP monitor, with a bluetooth compatible, a sensor and touchscreen.
2018	Plans/Strategy	In April, Apple plans to expand its engineering center in downtown Seattle, the US, extending its presence.
2018	Plans/Strategy	In August, Apple announced its plans to launch dual-SIM with 6.1-inch LCD display iPhone model exclusively in China.
2018	Plans/Strategy	In August, Apple announced its plans to open five to six 5,000 sq.ft. independent outlets in India.
2018	Plans/Strategy	In August, the company announced its plans to launch iOS 12 and macOS 10.14.
2018	Plans/Strategy	In August, the company planned to launch new generation iPads,

APPLE INC: COMPANY OVERVIEW

		iPhones, and Apple watches.
2018	Plans/Strategy	In December, Apple announced its plan to launch a low-price 10-inch iPad and a new iPad mini.
2018	Plans/Strategy	In December, the company announced the plan to build US\$1 billion campus in Austin Hub, Texas, the US and expand in Other Tech Hotbeds.
2018	Plans/Strategy	In July, Apple and ten initial suppliers announced its plans to invest approximately US\$300 million into the China Clean Energy Fund for climate change solutions.
2018	Plans/Strategy	In July, the company announced its plans to launch iOS 12 that includes ARKit update.
2018	Plans/Strategy	In July, the company announced its plans to shut down the photo print products service.
2018	Plans/Strategy	In June, the company and Zurich announced their plans to launch a broker app in the UK.
2018	Plans/Strategy	In June, the company announced its plans to introduce new high-end AirPods, a new HomePod, and new studio quality over-ear headphones.
2018	Plans/Strategy	In June, the company planned to introduce its wireless charge feature on its AirPods wireless earphones.
2018	Plans/Strategy	In June, the company plans to launch its original TV programming at a lower price than Netflix.
2018	Plans/Strategy	In May, the company planned to provide training for blind and deaf communities with accessible coding by partnering with leading educators.
2018	Plans/Strategy	In November, the company announced its plans to use the 8161, an Intel 5G modem, in its 2020 batch of iPhones.
2018	Plans/Strategy	In October, Apple announced its plan to launch iPad with facial recognition feature.
2018	Plans/Strategy	In September, Apple announced its plans to launch three new iPhones including Apple Watch 4 series, iPads and Homepods.
2018	Plans/Strategy	In September, Apple announced its plans to open two retail stores at Deer Park and Lehigh Valley, the US.
2018	Plans/Strategy	In September, the company announced its plans to launch new iPhones, watches, an entry-level laptop, a pro-focused Mac mini desktop computer and other new accessories like AirPower wireless charger.
2018	Plans/Strategy	In September, the company announced its plans to launch the dual-SIM iPhones.
2018	Plans/Strategy	In September, the company announced its plans to open a new store

APPLE INC: COMPANY OVERVIEW

		in Paris, France.
2018	Acquisitions/Mergers/Takeovers	In December, the company acquired Platoon, a UK-based music startup company.
2018	Plans/Strategy	In December, Apple announced its plan to launch a low-price 10-inch iPad and a new iPad mini.
2018	Others	In December, a new open-minded travel app launched on the Apple and Google Play App stores that focuses on providing a platform to share their travel discoveries for the LGBTQ+ community.
2018	Plans/Strategy	In December, the company announced the plan to build US\$1 billion campus in Austin Hub, Texas, the US and expand in Other Tech Hotbeds.
2018	New Products/Services	In December, the company announced the launch of Apple Watch Series 4 that enable customers to take an ECG directly from the wrist.
2018	New Products/Services	In December, the company announced the launch of new online store that provide discounts to active military and veterans.
2018	New Products/Services	In November, the company announced its plans to launch three new iPhones with a new kind of antenna assistance.
2018	Acquisitions/Mergers/Takeovers	In November, Apple acquired Silk Labs, an artificial intelligence-based startup.
2018	Contracts/Agreements	In November, the company signed a deal with Amazon.com to sell its iPhones, iPads, Watches on e-commerce platform.
2018	Corporate Changes/Expansions	In November, the company announced to reopen store at Alderwood Mall, Washington, the US.
2018	Others	In November, Apple released the new watchOS 5.1.1, to fix bugs in earlier version of watchOS 5.1.
2018	New Products/Services	In November, Apple launched its new facial biometric authentication system, the Face ID, with the 2017 iPhone X.
2018	Plans/Strategy	In November, the company announced its plans to use the 8161, an Intel 5G modem, in its 2020 batch of iPhones.
2018	New Products/Services	In November, the company introduced Dashboard, Audit Log features to improve visibility, accountability, and compliance in its devices.
2018	Plans/Strategy	In October, Apple announced its plan to launch iPad with facial recognition feature.
2018	Acquisitions/Mergers/Takeovers	In October, the company agreed to acquire augmented reality company, Leap Motion.
2018	Acquisitions/Mergers/Takeovers	In October, the company, Here Technologies, and Trimble announced their plans to acquire digital mapping and routing company, TomTom.

APPLE INC: COMPANY OVERVIEW

2018	Contracts/Agreements	In October, Apple Music and lyric database Genius partnered that allows to visit Genius and play any song in full on the song's lyric page, for Apple Music subscribers.
2018	Corporate Changes/Expansions	In October, the company introduced its new Apple store in Thailand, extending its market in Southeast Asia.
2018	New Products/Services	In October, Apple introduced its new T2 security chip, MacBook Air, that helps in protecting the device's encryption keys, storage, secure boot features and fingerprint data.
2018	Acquisitions/Mergers/Takeovers	In October, the company acquired Asaii, a music analytics startup.
2018	Acquisitions/Mergers/Takeovers	In October, the company agreed to acquire Dialog Semiconductor's certain assets, for US\$600 million.
2018	Acquisitions/Mergers/Takeovers	In October, the company acquired a visual effects startup, Spektral for US\$30 million.
2018	Others	In October, by utilizing the Apple's Motion Tracking Technology the Swedish Game Studio Bublar introduced Mobile Sports Game.
2018	Contracts/Agreements	In September, Cardiogram, the Apple Watch app, partnered with Greenhouse Life Insurance Company and Amica Life to provide accidental death insurance worth around US\$1,000 to Apple Watch owners.
2018	Plans/Strategy	In September, Apple announced its plans to open two retail stores at Deer Park and Lehigh Valley, the US.
2018	Contracts/Agreements	In September, Apple collaborated with Salesforce for the redesigned Salesforce Mobile app, with customer relationship management apps for iOS.
2018	New Products/Services	In September, the company launched a 5.8-inch iPhone Xs and 6.5-inch iPhone Xs Max with super retina displays and other features.
2018	Plans/Strategy	In September, the company announced its plans to launch the dual-SIM iPhones.
2018	Plans/Strategy	In September, the company announced its plans to open a new store in Paris, France.
2018	New Products/Services	In September, the company launched iPhone XR smartphone with advanced features.
2018	Plans/Strategy	In September, Apple announced its plans to launch three new iPhones including Apple Watch 4 series, iPads and Homepods.
2018	Plans/Strategy	In September, the company announced its plans to launch new iPhones, watches, an entry-level laptop, a pro-focused Mac mini desktop computer and other new accessories like AirPower wireless charger.
2018	Acquisitions/Mergers/Takeovers	In August, the company acquired Akonia Holographics LLC.
2018	Plans/Strategy	In August, the company announced its plans to launch iOS 12 and

APPLE INC: COMPANY OVERVIEW

		macOS 10.14.
2018	Plans/Strategy	In August, the company planned to launch new generation iPads, iPhones, and Apple watches.
2018	Plans/Strategy	In August, Apple announced its plans to open five to six 5,000 sq.ft. independent outlets in India.
2018	Acquisitions/Mergers/Takeovers	In August, Cool Holdings, in partnership with Apple, acquired seven OneClick retail stores in the Dominican Republic for a value at US\$4.3 million.
2018	Contracts/Agreements	In August, Apple and Verizon signed a partnership to provide a musical perk for unlimited customers.
2018	Others	In August, the company joined the smart home-dedicated group, the Thread Group.
2018	Contracts/Agreements	In August, Upstate Medical University partnered with Apple to support the university's HealthRecords on iPhone.
2018	Contracts/Agreements	In August, Apple, Etsy, Akamai and Swiss Re signed an agreement for the development of two new wind and solar energy farms in Illinois and Virginia, the US.
2018	Plans/Strategy	In August, Apple announced its plans to launch dual-SIM with 6.1-inch LCD display iPhone model exclusively in China.
2018	Plans/Strategy	In July, Apple and ten initial suppliers announced its plans to invest approximately US\$300 million into the China Clean Energy Fund for climate change solutions.
2018	New Products/Services	In July, the Roads and Transport Authority (RTA) in Dubai introduced Apple Pay for safe payments environment via RTA Dubai app.
2018	Others	In July, the company expanded the availability of carrier billing and lane guidance to TIM, Bite, U Mobile, Singtel and StarHub, Sunrise and O2.
2018	Plans/Strategy	In July, the company announced its plans to launch iOS 12 that includes ARKit update.
2018	Corporate Changes/Expansions	In July, the company opened a new retail store, Apple Piazza Liberty in Milan, Italy.
2018	Corporate Changes/Expansions	In July, the company's secretive autonomous car program added 11 new test vehicles to its fleet in California, the US.
2018	Plans/Strategy	In July, the company announced its plans to shut down the photo print products service.
2018	New Products/Services	In July, the company announced to introduce MacBook Pro with model number MacBookPro15,3 embedded with Intel Core i7-8559U processor.
2018	Plans/Strategy	In June, the company and Zurich announced their plans to launch a broker app in the UK.

APPLE INC: COMPANY OVERVIEW

2018	Contracts/Agreements	In June, the company partnered with Citibank to provide cashback on its items within the iPad, Apple Watch, Apple Pencil, and MacBook range.
2018	Contracts/Agreements	In June, the company entered into a partnership with Adobe, on augmented reality tools for developers and designers.
2018	Plans/Strategy	In June, the company planned to introduce its wireless charge feature on its AirPods wireless earphones.
2018	Corporate Changes/Expansions	In June, the company opened its new retail location in Seattle, an University Village of Washington.
2018	Others	In June, the company rolled out its keyboard repair program for faulty MacBooks.
2018	Plans/Strategy	In June, the company announced its plans to introduce new high-end AirPods, a new HomePod, and new studio quality over-ear headphones.
2018	New Products/Services	In June, the company launched Apple Watch Series 3 in Mena region.
2018	Acquisitions/Mergers/Takeovers	In June, the company awarded an order to Sesame Workshop for live action and animated series, and develop a puppet show.
2018	Contracts/Agreements	In June, the company partnered with Intel to manufacture modems for Apple iPhone 2018.
2018	New Products/Services	In June, the company released the third betas for iOS 11.4.1 and tvOS 11.4.1 for testing.
2018	Plans/Strategy	In June, the company plans to launch its original TV programming at a lower price than Netflix.
2018	New Products/Services	In June, the company announced to expand its supporting app for iOS devices to more than 20 new countries and regions.
2018	Patent Grant	In June, the company signed a patent for wearable BP monitor, with a bluetooth compatible, a sensor and touchscreen.
2018	New Products/Services	In June, Apple introduced a new platform, ARKit 2, that supports developers to integrate shared experiences.
2018	New Products/Services	In June, Apple introduced a new platform, ARKit 2, that supports developers to integrate shared experiences.
2018	New Products/Services	In June, the company opened Health Records API to developers and researchers to create an ecosystem of apps that utilize health record data to empower consumers for various healthcare opportunities.
2018	New Products/Services	In June, the company introduced a new App store connect App for developers.
2018	New Products/Services	In June, the company introduced macOS Mojave, the latest version of advanced desktop operating system.

APPLE INC: COMPANY OVERVIEW

2018	Contracts/Agreements	In May, the company entered into a partnership with Volkswagen, to build autonomous electric vans.
2018	Plans/Strategy	In May, the company planned to provide training for blind and deaf communities with accessible coding by partnering with leading educators.
2018	Others	In May, the company, Alcoa, Rio Tinto, the Government of Canada, and the Government of Quebec agreed to invest C\$188 million for carbon-free aluminium smelting process.
2018	Others	In April, the company announced The European Union will take an in-depth look into Apple's proposed US\$400 million acquisition of Shazam.
2018	Contracts/Agreements	In April, the company entered into an agreement to acquire non-registered trademark rights of Hanwang Technology Co Ltd for US\$8 million.
2018	New Products/Services	In April, the company launched a new (PRODUCT)RED iPhone X Leather Folio.
2018	Plans/Strategy	In April, Apple plans to expand its engineering center in downtown Seattle, the US, extending its presence.
2018	New Products/Services	In April, Apple launched the new iPhone recycling robot, Daisy.
2018	Patent Grant	In April, the company filed a patent for its virtual reality experiences in self-driving cars.
2018	Corporate Changes/Expansions	In April, Apple opened a new retail store in Shinjuku district, Tokyo.
2018	New Products/Services	In March, Apple launched a 9.7-inch ipad with pencil support for its customers.
2018	Contracts/Agreements	In March, IBM and Apple signed an extended pact for business applications to iOS devices for mobile machine learning.
2018	Acquisitions/Mergers/Takeovers	In March, Apple agreed to acquire the digital magazine subscription service, Texture, from Next Issue Media LLC.
2018	New Products/Services	In March, Apple released its new bezel-less smartphone, the iPhone X with Face ID.
2018	Corporate Changes/Expansions	In February, the company opened a retail store in Vienna, Austria.
2018	Contracts/Agreements	In February, the company and Ant Financial partnered for Chinese customers to buy products in-store and online using Alipay.
2018	Contracts/Agreements	In February, the company and Shopify partnered to develop an e-commerce platform with augmented reality, for SME businesses to manage online store.
2018	Patent Grant	In February, the company filed patent for the Virtual Reality/

APPLE INC: COMPANY OVERVIEW

		Augmented Reality headsets.
2018	Contracts/Agreements	In February, Apple and Cisco partnered with insurance companies to offer discounts for cyber-crime insurance.
2018	Corporate Changes/Expansions	In February, Apple announced to open new retail store, Apple Karntner Strasse in Vienna, Austria.
2018	New Products/Services	In February, Cisco, Apple, Aon and Allianz announced a new cyber risk management solution for businesses.
2018	New Products/Services	In February, Amfeltec Corporation announced the offering of Apple Mac Pro users expansion solution via internal M.2 PCIe SSD AngelShark Carrier Board.
2018	New Products/Services	In January, Apple introduced HomePod voice speaker, takes on Google, Amazon.
2018	New Products/Services	In January, Apple launched Swift Playgrounds 2.0 with new robots, a subscription feature.
2018	New Products/Services	In January, Jackery Inc, introduces new portable wireless charger for iPhone users.
2018	Patent Grant	In January, the company received a US patent for its full-color 3D printing system.
2018	Acquisitions/Mergers/Takeovers	In January, the company acquired Doe Pics Hit (Buddybuild) to develop amazing developer tools for the entire iOS community.
2018	Litigation	Apple wins a reversal of US\$234 million patent damages award in University of Wisconsin patent lawsuit.
2018	Corporate Changes/Expansions	The company expanded its Business Chat feature to international markets, including, Hong Kong, Canada, Japan, France, Australia, Germany, Italy, Singapore, Switzerland, and the UK.
2018	Others	In April, the company announced The European Union will take an in-depth look into Apple's proposed US\$400 million acquisition of Shazam.
2017	Acquisitions/Mergers/Takeovers	In December, the company agreed to acquire Shazam Entertainment, for US\$400 million.
2017	Acquisitions/Mergers/Takeovers	In May, the company along with Seagate Technology Public Ltd Co, Hoya Corp and SK Hynix Inc acquired Toshiba memory chip business for US\$17.92 billion.
2017	Contracts/Agreements	In December, Apple and city of Chicago partnered to provide coding opportunities to city's students.
2017	Contracts/Agreements	In November, BioTelemetry, Inc signed an agreement to provide Cardiac monitoring for Apple's Heart study.
2017	Corporate Changes/Expansions	In February, the company launched its Apple Pay in Sweden, Denmark and Finland.

APPLE INC: COMPANY OVERVIEW

2017	Corporate Changes/Expansions	In July, the company opened its new office in Wellington, New Zealand.
2017	Corporate Changes/Expansions	In March, the company opened its new office in Wellington, New Zealand.
2017	New Products/Services	December, Rokform introduced fuzion Pro for iPhone X customers.
2017	New Products/Services	In December, Apple announced a new update to its professional video editing app, Final Cut Pro X, which enables 360-degree VR video editing features and support for High Dynamic Range (HDR) video.
2017	New Products/Services	In December, Integrated Device Technology, Inc., introduced first transmitter reference design for wireless charging of iPhone 8 and iPhone X models.
2017	New Products/Services	In December, OTATAA's family app "Xmas Night" is available as version 2.0 to be downloaded for free from the Apple App Store.
2017	New Products/Services	In March, Qardio announced the availability of its QardioArm in Apple stores.
2017	New Products/Services	In October, VIA Technologies, Inc., announced the launch of the Apple iPhone compatible VRCam X2 from Taiji Vision Co. Ltd.
2017	New Products/Services	In November, Apple launched iPhone X in 13 more countries.
2017	Corporate Changes/Expansions	In November, Apple launched its first redesigned Apple store in Australia.
2017	Corporate Changes/Expansions	In November, Apple opened its new store at Domain Northside in Austin.
2017	New Products/Services	In October, T-Mobile announced to offer iPhone X smartphone to its customers.
2017	Contracts/Agreements	In October, Apple and GE partnered on software solution to help track power plants.
2017	New Products/Services	In October, Apple and GE paired up to bring the Industrial Internet to the iPhone and iOS.
2017	Contracts/Agreements	In October, Apple and GE partnered to bring Predix industrial apps to iPhone and iPad.
2017	New Products/Services	In December, the company introduced watchOS 4.2.2 beta for Apple Watch.
2017	New Products/Services	In October, the company launched iOS 11.0.3 update for iPhone, iPad, and iPod.
2017	New Products/Services	In May, Apple Pay service available to Mondadori Store customers.
2017	New Products/Services	In September, the company launched its iPhone 8 in Singapore.
2017	New Products/Services	In September, TELUS announced the availability of new generation

APPLE INC: COMPANY OVERVIEW

		iPhone 8 and iPhone 8 Plus, and Apple Watch Series 3.
2017	New Products/Services	In September, the company launched its new smartphone iPhone X.
2017	New Products/Services	In September, Logitech announced the Circle 2 Wired home security cameras and mounts now work with Apple HomeKit.
2017	New Products/Services	In December, the company launched new iPhones with bigger display and better battery life.
2017	Contracts/Agreements	In December, the company awarded finisar US\$390 million from its Advanced Manufacturing Fund.
2017	Contracts/Agreements	In July, the company entered into an agreement with with medical device maker, Dexcom.
2017	New Products/Services	In December, the company announced to launch three new iPhones with bigger display and better battery life.
2017	Contracts/Agreements	In October, the company to provide secure mobile payments through apple pay inbuilt with a EMV tokenization software and assisted by Rambus in partnership with eftpos.
2017	Acquisitions/Mergers/Takeovers	In November, the company acquired virtual/augmented reality startup, Vrvana.
2017	Acquisitions/Mergers/Takeovers	In October, the company acquired PowerbyProxi, a company specializing in wireless charging technologies based on the Qi wireless standard from New Zealand.
2017	Acquisitions/Mergers/Takeovers	In October, the company announced the acquisition of camera sensor firm, InVisage Technologies.
2017	Acquisitions/Mergers/Takeovers	In September, the company announced the acquisition of Regaind, a French artificial intelligence startup.
2017	Contracts/Agreements	In August, the company and Accenture collaborated to assist businesses transform how their people engage with customers through innovative business solutions for iOS.
2017	New Products/Services	In August, the company to launch a 4K HDR streaming Apple TV.
2017	Corporate Changes/Expansions	In August, the company planned to construct a new data center in Waukee, Iowa, a midwestern U.S. state.
2017	Corporate Changes/Expansions	In August, Apple released a new version for iPhone 6 in India.
2017	Plans/Strategy	In August, Apple plans to launch a new store in Kyoto, Japan.
2017	New Products/Services	In August, Apple introduced a new beta, Beta 5 for iOS 11 Developer.
2017	Contracts/Agreements	In July, District of Columbia signed a deal to establish an Apple store to the historic Carnegie Library in Mount Vernon Square, Washington, D.C., the US.
2017	Corporate Changes/Expansions	In July, the company eliminated nano and shuffle stand alone digital music players from its portfolio.

APPLE INC: COMPANY OVERVIEW

2017	Contracts/Agreements	In July, the company partnered with Cochlear for the launch of the first made for iPhone Cochlear implant.
2017	Corporate Changes/Expansions	In July, the company opened up a GPU Design Center Near Imagination Technologies Headquarters.
2017	Contracts/Agreements	In June, the company partnered with Microsoft to build Skype for iOS users.
2017	Contracts/Agreements	In July, the company and PayPal partnered for the payment options.
2017	Corporate Changes/Expansions	In July, the company to open its first data center in China to speed up services.
2017	Plans/Strategy	In June, the company planned for second European datacentre in Denmark.
2017	Plans/Strategy	In June, the company announced its plans to launch three OLED iPhones.
2017	Contracts/Agreements	In June, the company teamed up Hertz for a small fleet of Lexus RX 450h SUVs for its autonomous driving technology.
2017	Contracts/Agreements	In June, the company and Tele2, an alternative mobile operator, partnered to develop telecom services.
2017	Contracts/Agreements	In June, the company and Cisco partnered for new opportunities for service providers.
2017	New Products/Services	In June, the company launched new 10.5-inch and 12.9-inch iPad Pro models in market.
2017	Contracts/Agreements	In June, the company and IKEA partnered to provide augmented reality mobile app, which provide consumers a try-before-you-buy furniture shopping experience.
2017	Corporate Changes/Expansions	In June, the company to open its first store in Taiwan.
2017	New Products/Services	In June, the company introduced new accessories including wireless Magic Keyboard with numeric keypad.
2017	New Products/Services	In June, the company introduced iOS 11 to support Pay Cash, a peer-to-peer payments feature.
2017	New Products/Services	In June, the company launched Swift Playgrounds, its educational coding app for iPad, to provide to educate code using robots, drones and musical instruments.
2017	Plans/Strategy	In June, the company to launch Siri Speaker product to counter its rival Amzon's Echo.
2017	Corporate Changes/Expansions	In May, the company opened up a store in Singapore.
2017	Acquisitions/Mergers/Takeovers	In June, the company acquired SensoMotoric Instruments, a provider of eye tracking systems.
2017	Plans/Strategy	In June, the company plans to launch chat platform, Business Chat

APPLE INC: COMPANY OVERVIEW

		for businesses to connect with the customers directly.
2017	New Products/Services	Apple unveiled the all-new App Store, designed to make discovering apps and games easier than ever before.
2017	Others	Nokia and Apple settled all litigation related to their intellectual property dispute and agreed a multi-year patent license.
2017	Contracts/Agreements	The company and Nokia signed a partnership agreement to provide network infrastructure products and services to Apple.
2017	New Products/Services	The company introduced the new AI Chips and Ditch Intel and Qualcomm.
2017	Others	The company invested US\$200 million in Corning's Harrodsburg, Kentucky glass-making facility.
2017	New Products/Services	The company introduced a new app development curriculum for students.
2017	Plans/Strategy	The company planned for expansion of its production capacity in Bengaluru, Karnataka, India.
2017	Plans/Strategy	The company planned to start production of iPhone in Bengaluru, Karnataka, India.
2017	Plans/Strategy	The company planned to release three new iPhones.
2017	Corporate Changes/Expansions	The company opened its retail store in Singapore.
2017	Plans/Strategy	The company planned to buy half city block for new facility in Reno.
2017	Plans/Strategy	The company planned to open its new flagship retail store in Mexico City.
2017	Plans/Strategy	The company planned to establish its retail store at The Dubai Mall.
2017	Contracts/Agreements	Apple Indian entered into an agreement with Karnataka government, to establish a manufacturing facility to assemble iPhones in India.
2017	Plans/Strategy	The company planned to establish two more research and development centers in China.
2017	Corporate Changes/Expansions	The company relocated St. Johns Town Center store in Jacksonville, Florida.
2017	Plans/Strategy	The company planned to introduce Apple Pay in Belgium.
2017	Corporate Changes/Expansions	The company opened its retail store in Cologne, Germany.
2017	Corporate Changes/Expansions	Apple Self Storage opened a new facility in Kitchener, Ontario, Canada.
2017	Plans/Strategy	The company planned for expansion of its data center operations in Reno, Nevada , the US.
2017	Corporate Awards	The company received Louis Braille award to provide accessibility functions in devices such as iPhone, iPad, Apple Watch, and Mac.

APPLE INC: COMPANY OVERVIEW

2017	Plans/Strategy	The company planned to introduce its third generation Apple Watch.
2017	New Products/Services	The company announced to launch three new iPads in spring 2017.
2017	Commercial Operation	The company announced that its new headquarters called as spaceship will open in 2017.
2017	Commercial Operation	The company opened its first R&D center in the city of Tangerang, Indonesia to retail its iPhone 7 and 7 Plus products.
2017	Commercial Operation	The company announced to open its first official Apple store in Buenos Aires, the Argentina in 2018.
2017	New Products/Services	The company announced to launch the annual release of their next iPhone X in excess of US\$ 1000.
2017	New Products/Services	The company partnered with Carl Zeiss to launch AR optics in 2018.
2017	Financing Agreements	Didi Chuxing secured US\$6 billion in funding from Apple and other investors.
2017	Contracts/Agreements	Apple entered into partnership with Carl Zeiss, to introduce AR Glasses.
2017	Contracts/Agreements	Apple entered into an agreement with Iberdrola, to purchase electricity from wind farm in Oregon, the US.
2017	Plans/Strategy	The company planned to introduce redesigned iPad Pro and Siri Speaker at WWDC.
2017	Plans/Strategy	The company planned to introduce peer-to-peer Apple Pay service.
2017	Plans/Strategy	The company planned for expansion of data center in Nevada, to meet the demand of iCloud Storage.
2017	New Products/Services	The company and Nike launched Apple Watch Nike+.
2017	Plans/Strategy	The company planned to release three new laptops.
2017	Acquisitions/Mergers/Takeovers	The company acquired Beddit, a sleep tracking company.
2017	Corporate Changes/Expansions	The company introduced its new store in Dubai.
2017	Acquisitions/Mergers/Takeovers	The company acquired Lattice Data for US\$200 million.
2017	Corporate Changes/Expansions	The company inaugurated its first retail store in Taiwan in the Taipei 101 mall.
2017	Contracts/Agreements	The company's Apple pay partnered with Santander MasterCard credit and debit cards to provide access to make payments.
2017	Commercial Operation	The company's Apple Pay service launched for the users in Taiwan.
2017	New Products/Services	The company launched new 9.7-inch iPad, with retina display, in India.
2017	Contracts/Agreements	Apple entered into an agreement with Montague Wind Power Project for purchasing power.

APPLE INC: COMPANY OVERVIEW

2017	Corporate Changes/Expansions	The company opened its new stores in Nanjing, Cologne and Miami.
2017	Acquisitions/Mergers/Takeovers	In March, the company acquired DeskConnect, the maker of Workflow automation application.
2017	Corporate Changes/Expansions	The company announced that Apple Park, the company's new 175-acre campus, will be ready for employees to begin occupying in April 2017.
2017	New Products/Services	The company launched its new iPhone 7 and iPhone 7 Plus RED special edition.
2017	New Products/Services	Apple launched a new app, Clips, for creating expressive videos on iPhone and iPad.
2017	New Products/Services	The company launched contactless payment service in Ireland.
2017	Contracts/Agreements	Sionic Mobile launched ION Rewards for Apple Watch, with a three-digit checkout process, in San Francisco.
2017	New Products/Services	The company released kernel vulnerabilities CVE-2017-2370 and CVE-2017-2360 for iOS 10.2.1 and macOS Sierra 10.12.3.
2017	Contracts/Agreements	The company entered into an agreement with NV Energy, to build 200 megawatts of additional solar energy in Nevada.
2017	Plans/Strategy	The company announced plans to open a new flagship location in Milan, Italy.
2017	Plans/Strategy	The company announced its plans to relocate its Fifth Avenue New York City, the US.
2017	Plans/Strategy	The company announced plans to open a larger store at Crabtree Valley Mall in Raleigh, North Carolina, the US.
2017	Acquisitions/Mergers/Takeovers	The company acquired iCloud Network Solution (iCloud.NET).
2017	Acquisitions/Mergers/Takeovers	The company announced the acquisition of Israel-based start-up, RealFace.
2017	Corporate Changes/Expansions	The company announced the opening of first store in Korea.
2017	Plans/Strategy	Apple plans to launch a 15-inch MacBook with desktop class and Kaby Lake internals.
2017	Acquisitions/Mergers/Takeovers	In December, the company agreed to acquire Shazam Entertainment, for US\$400 million.
2017	Contracts/Agreements	In December, Apple and city of Chicago partnered to provide coding opportunities to city's students.
2017	New Products/Services	In December, OTATAA's family app "Xmas Night" is available as version 2.0 to be downloaded for free from the Apple App Store.

APPLE INC: COMPANY OVERVIEW

2017	New Products/Services	In December, Integrated Device Technology, Inc., introduced first transmitter reference design for wireless charging of iPhone 8 and iPhone X models.
2017	New Products/Services	In December, Apple announced a new update to its professional video editing app, Final Cut Pro X, which enables 360-degree VR video editing features and support for High Dynamic Range (HDR) video.
2017	New Products/Services	In December, the company introduced watchOS 4.2.2 beta for Apple Watch.
2017	New Products/Services	In December, the company launched new iPhones with bigger display and better battery life.
2017	Contracts/Agreements	In December, the company awarded finisar US\$390 million from its Advanced Manufacturing Fund.
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2017	Contracts/Agreements	In November, BioTelemetry, Inc signed an agreement to provide Cardiac monitoring for Apple's Heart study.
2017	New Products/Services	In November, Apple launched iPhone X in 13 more countries.
2017	Corporate Changes/Expansions	In November, Apple launched its first redesigned Apple store in Australia.
2017	Corporate Changes/Expansions	In November, Apple opened its new store at Domain Northside in Austin.
2017	Acquisitions/Mergers/Takeovers	In November, the company acquired virtual/augmented reality startup, Vrvana.
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2017	New Products/Services	In October, T-Mobile announced to offer iPhone X smartphone to its customers.
2017	Contracts/Agreements	In October, Apple and GE partnered on software solution to help track power plants.
2017	New Products/Services	In October, Apple and GE paired up to bring the Industrial Internet to the iPhone and iOS.
2017	Contracts/Agreements	In October, Apple and GE partnered to bring Predix industrial apps to iPhone and iPad.
2017	New Products/Services	In October, the company launched iOS 11.0.3 update for iPhone, iPad, and iPod.
2017	Contracts/Agreements	In October, the company to provide secure mobile payments through apple pay inbuilt with a EMV tokenization software and assisted by Rambus in partnership with eftpos.

APPLE INC: COMPANY OVERVIEW

2017	Acquisitions/Mergers/Takeovers	In October, the company acquired PowerbyProxi, a company specializing in wireless charging technologies based on the Qi wireless standard from New Zealand.
2017	Acquisitions/Mergers/Takeovers	In October, the company announced the acquisition of camera sensor firm, InVisage Technologies.
2017	New Products/Services	In September, the company launched its iPhone 8 in Singapore.
2017	New Products/Services	In September, TELUS announced the availability of new generation iPhone 8 and iPhone 8 Plus, and Apple Watch Series 3.
2017	New Products/Services	In September, the company launched its new smartphone iPhone X.
2017	New Products/Services	In September, Logitech announced the Circle 2 Wired home security cameras and mounts now work with Apple HomeKit.
2017	Acquisitions/Mergers/Takeovers	In September, the company announced the acquisition of Regaind, a French artificial intelligence startup.
2017	Contracts/Agreements	In August, the company and Accenture collaborated to assist businesses transform how their people engage with customers through innovative business solutions for iOS.
2017	New Products/Services	In August, the company to launch a 4K HDR streaming Apple TV.
2017	Corporate Changes/Expansions	In August, the company planned to construct a new data center in Waukee, Iowa, a midwestern U.S. state.
2017	Corporate Changes/Expansions	In August, Apple released a new version for iPhone 6 in India.
2017	Plans/Strategy	In August, Apple plans to launch a new store in Kyoto, Japan.
2017	New Products/Services	In August, Apple introduced a new beta, Beta 5 for iOS 11 Developer.
2017	Corporate Changes/Expansions	In July, the company opened its new office in Wellington, New Zealand.
2017	Corporate Changes/Expansions	In July, the company opened its new office in Wellington, New Zealand.
2017	Contracts/Agreements	In July, the company entered into an agreement with with medical device maker, Dexcom.
2017	Contracts/Agreements	In July, District of Columbia signed a deal to establish an Apple store to the historic Carnegie Library in Mount Vernon Square, Washington, D.C., the US.
2017	Corporate Changes/Expansions	In July, the company eliminated nano and shuffle stand alone digital music players from its portfolio.
2017	Contracts/Agreements	In July, the company partnered with Cochlear for the launch of the first made for iPhone Cochlear implant.
2017	Corporate Changes/Expansions	In July, the company opened up a GPU Design Center Near Imagination Technologies Headquarters.

APPLE INC: COMPANY OVERVIEW

2017	Contracts/Agreements	In July, the company and PayPal partnered for the payment options.
2017	Corporate Changes/Expansions	In July, the company to open its first data center in China to speed up services.
2017	Contracts/Agreements	In June, the company partnered with Microsoft to build Skype for iOS users.
2017	Plans/Strategy	In June, the company planned for second European datacentre in Denmark.
2017	Plans/Strategy	In June, the company announced its plans to launch three OLED iPhones.
2017	Contracts/Agreements	In June, the company teamed up Hertz for a small fleet of Lexus RX 450h SUVs for its autonomous driving technology.
2017	Contracts/Agreements	In June, the company and Tele2, an alternative mobile operator, partnered to develop telecom services.
2017	Contracts/Agreements	In June, the company and Cisco partnered for new opportunities for service providers.
2017	New Products/Services	In June, the company launched new 10.5-inch and 12.9-inch iPad Pro models in market.
2017	Contracts/Agreements	In June, the company and IKEA partnered to provide augmented reality mobile app, which provide consumers a try-before-you-buy furniture shopping experience.
2017	Corporate Changes/Expansions	In June, the company to open its first store in Taiwan.
2017	New Products/Services	In June, the company introduced new accessories including wireless Magic Keyboard with numeric keypad.
2017	New Products/Services	In June, the company introduced iOS 11 to support Pay Cash, a peer-to-peer payments feature.
2017	New Products/Services	In June, the company launched Swift Playgrounds, its educational coding app for iPad, to provide to educate code using robots, drones and musical instruments.
2017	Plans/Strategy	In June, the company to launch Siri Speaker product to counter its rival Amzon's Echo.
2017	Acquisitions/Mergers/Takeovers	In June, the company acquired SensoMotoric Instruments, a provider of eye tracking systems.
2017	Plans/Strategy	In June, the company plans to launch chat platform, Business Chat for businesses to connect with the customers directly.
2017	Acquisitions/Mergers/Takeovers	In May, the company along with Seagate Technology Public Ltd Co, Hoya Corp and SK Hynix Inc acquired Toshiba memory chip business for US\$17.92 billion.
2017	New Products/Services	In May, Apple Pay service available to Mondadori Store customers.

APPLE INC: COMPANY OVERVIEW

2017	Corporate Changes/Expansions	In May, the company opened up a store in Singapore.
2017	Corporate Changes/Expansions	In March, the company opened its new office in Wellington, New Zealand.
2017	New Products/Services	In March, Qardio announced the availability of its QardioArm in Apple stores.
2017	Acquisitions/Mergers/Takeovers	In March, the company acquired DeskConnect, the maker of Workflow automation application.
2017	Corporate Changes/Expansions	In February, the company launched its Apple Pay in Sweden, Denmark and Finland.
2017	New Products/Services	December, Rokform introduced fuzion Pro for iPhone X customers.
2017	New Products/Services	Apple unveiled the all-new App Store, designed to make discovering apps and games easier than ever before.
2017	Others	Nokia and Apple settled all litigation related to their intellectual property dispute and agreed a multi-year patent license.
2017	Contracts/Agreements	The company and Nokia signed a partnership agreement to provide network infrastructure products and services to Apple.
2017	New Products/Services	The company introduced the new AI Chips and Ditch Intel and Qualcomm.
2017	Others	The company invested US\$200 million in Corning's Harrodsburg, Kentucky glass-making facility.
2017	New Products/Services	The company introduced a new app development curriculum for students.
2017	Plans/Strategy	The company planned for expansion of its production capacity in Bengaluru, Karnataka, India.
2017	Plans/Strategy	The company planned to start production of iPhone in Bengaluru, Karnataka, India.
2017	Plans/Strategy	The company planned to release three new iPhones.
2017	Corporate Changes/Expansions	The company opened its retail store in Singapore.
2017	Plans/Strategy	The company planned to buy half city block for new facility in Reno.
2017	Plans/Strategy	The company planned to open its new flagship retail store in Mexico City.
2017	Plans/Strategy	The company planned to establish its retail store at The Dubai Mall.
2017	Contracts/Agreements	Apple Indian entered into an agreement with Karnataka government, to establish a manufacturing facility to assemble iPhones in India.
2017	Plans/Strategy	The company planned to establish two more research and development centers in China.

APPLE INC: COMPANY OVERVIEW

2017	Corporate Changes/Expansions	The company relocated St. Johns Town Center store in Jacksonville, Florida.
2017	Plans/Strategy	The company planned to introduce Apple Pay in Belgium.
2017	Corporate Changes/Expansions	The company opened its retail store in Cologne, Germany.
2017	Corporate Changes/Expansions	Apple Self Storage opened a new facility in Kitchener, Ontario, Canada.
2017	Plans/Strategy	The company planned for expansion of its data center operations in Reno, Nevada , the US.
2017	Corporate Awards	The company received Louis Braille award to provide accessibility functions in devices such as iPhone, iPad, Apple Watch, and Mac.
2017	Plans/Strategy	The company planned to introduce its third generation Apple Watch.
2017	New Products/Services	The company announced to launch three new iPads in spring 2017.
2017	Commercial Operation	The company announced that it's new headquarters called as spaceship will open in 2017.
2017	Commercial Operation	The company opened its first R&D center in the city of Tangerang, Indonesia to retail its iPhone 7 and 7 Plus products.
2017	Commercial Operation	The company announced to open its first official Apple store in Buenos Aires, the Argentina in 2018.
2017	New Products/Services	The company announced to launch the annual release of their next iPhone X in excess of US\$ 1000.
2017	New Products/Services	The company partnered with Carl Zeiss to launch AR optics in 2018.
2017	Financing Agreements	Didi Chuxing secured US\$6 billion in funding from Apple and other investors.
2017	Contracts/Agreements	Apple entered into partnership with Carl Zeiss, to introduce AR Glasses.
2017	Contracts/Agreements	Apple entered into an agreement with Iberdrola, to purchase electricity from wind farm in Oregon, the US.
2017	Plans/Strategy	The company planned to introduce redesigned iPad Pro and Siri Speaker at WWDC.
2017	Plans/Strategy	The company planned to introduce peer-to-peer Apple Pay service.
2017	Plans/Strategy	The company planned for expansion of data center in Nevada, to meet the demand of iCloud Storage.
2017	New Products/Services	The company and Nike launched Apple Watch Nike+.
2017	Plans/Strategy	The company planned to release three new laptops.
2017	Acquisitions/Mergers/Takeovers	The company acquired Beddit, a sleep tracking company.
2017	Corporate Changes/Expansions	The company introduced its new store in Dubai.

APPLE INC: COMPANY OVERVIEW

2017	Acquisitions/Mergers/Takeovers	The company acquired Lattice Data for US\$200 million.
2017	Corporate Changes/Expansions	The company inaugurated its first retail store in Taiwan in the Taipei 101 mall.
2017	Contracts/Agreements	The company's Apple pay partnered with Santander MasterCard credit and debit cards to provide access to make payments.
2017	Commercial Operation	The company's Apple Pay service launched for the users in Taiwan.
2017	New Products/Services	The company launched new 9.7-inch iPad, with retina display, in India.
2017	Contracts/Agreements	Apple entered into an agreement with Montague Wind Power Project for purchasing power.
2017	Corporate Changes/Expansions	The company opened its new stores in Nanjing, Cologne and Miami.
2017	Corporate Changes/Expansions	The company announced that Apple Park, the company's new 175-acre campus, will be ready for employees to begin occupying in April 2017.
2017	New Products/Services	The company launched its new iPhone 7 and iPhone 7 Plus RED special edition.
2017	New Products/Services	Apple launched a new app, Clips, for creating expressive videos on iPhone and iPad.
2017	New Products/Services	The company launched contactless payment service in Ireland.
2017	Contracts/Agreements	Sionic Mobile launched ION Rewards for Apple Watch, with a three-digit checkout process, in San Francisco.
2017	New Products/Services	The company released kernel vulnerabilities CVE-2017-2370 and CVE-2017-2360 for iOS 10.2.1 and macOS Sierra 10.12.3.
2017	Contracts/Agreements	The company entered into an agreement with NV Energy, to build 200 megawatts of additional solar energy in Nevada.
2017	Plans/Strategy	The company announced plans to open a new flagship location in Milan, Italy.
2017	Plans/Strategy	The company announced its plans to relocate its Fifth Avenue New York City, the US.
2017	Plans/Strategy	The company announced plans to open a larger store at Crabtree Valley Mall in Raleigh, North Carolina, the US.
2017	Acquisitions/Mergers/Takeovers	The company acquired iCloud Network Solution (iCloud.NET).
2017	Acquisitions/Mergers/Takeovers	The company announced the acquisition of Israel-based start-up, RealFace.
2017	Corporate Changes/Expansions	The company announced the opening of first store in Korea.

APPLE INC: COMPANY OVERVIEW

2017	Plans/Strategy	Apple plans to launch a 15-inch MacBook with desktop class and Kaby Lake internals.
2016	Acquisitions/Mergers/Takeovers	Apple acquired malware detection firm SourceDNA.
2016	Acquisitions/Mergers/Takeovers	In December, the company acquired Indoor.io.
2016	Acquisitions/Mergers/Takeovers	In February, the company acquired LegbaCore, a consultancy firm.
2016	Contracts/Agreements	In December, the company along with Google and Microsoft entered into a partnership with LG Display to develop a foldable OLED display for smartphones.
2016	Financing Agreements	In June, Didi Chuxing raised US\$7.3 billion in a financing round led by Apple, China Life, and other investors.
2016	New Products/Services	In August, the company announced to introduce mobile carrier billing services in Switzerland and Taiwan.
2016	Plans/Strategy	The company planned to introduce 5 inch iPhone with vertical dual camera system.
2016	Plans/Strategy	The company planned to release iPhone 8 alongside iPhone 7s and iPhone 7s Plus.
2016	Corporate Changes/Expansions	The company entered augmented reality based wearable digital glass segment.
2016	Plans/Strategy	The company planned to release iPad Mini 5.
2016	Plans/Strategy	The company planned to introduce three new MacBook devices.
2016	Plans/Strategy	The company planned to open retail store and events center in Washington, DC, the US.
2016	Plans/Strategy	The company planned to introduce iPhone 7, Apple Watch 2, iOS 10 and New MacBook Pro.
2016	Commercial Operation	The company plans to open a dedicated distribution center in India to increase the availability of Apple iPhones.
2016	Plans/Strategy	The company planned to introduce new iPhone feature for Japan to allow users for paying mass-transit rides through smartphones.
2016	New Products/Services	The company plans to launch FeliCa-enabled technology iPhone that supports tap-to-pay solutions for Japan's trains.
2016	Plans/Strategy	The company planned to introduce headphone jack-less iPhone 7.
2016	Plans/Strategy	The company planned to introduce Watch 2 without cellular support to avoid battery life worries.
2016	Plans/Strategy	The company planned to open its store in Vienna, Austria.
2016	New Products/Services	The company announced to launch Felica-enabled iPhone, which uses contactless technology invented by Sony.

APPLE INC: COMPANY OVERVIEW

2016	Plans/Strategy	The company planned to establish its research and development centre in China.
2016	Plans/Strategy	The company planned to release 10.5-inch iPad Pro model in next year.
2016	Others	The company invested in augmented reality.
2016	Plans/Strategy	The company planned to introduce its store in Williamsburg, Brooklyn.
2016	Contracts/Agreements	The company partnered with Foxconn, in which Apple focused to expand its market in Southeast Asia by constructing two R&D centers in Indonesia, and China.
2016	Corporate Changes/Expansions	The company introduced Apple Pay in Hong kong.
2016	Contracts/Agreements	Apple and University of Naples Federico introduced iOS Developer Academy in San Giovanni a Teduccio, Naples, Italy.
2016	Contracts/Agreements	Samsung and Apple planned to introduce flagship smartphones.
2016	Contracts/Agreements	Apple entered into an agreement with Foxconn, to expand in Southeast Asia.
2016	Contracts/Agreements	Samsung and Apple planned to introduce payment system in Russia.
2016	Contracts/Agreements	Farfetch entered into partnership with Apple, to introduce a new music channel.
2016	Plans/Strategy	The company planned to establish imaging research lab in Grenoble, France.
2016	Plans/Strategy	The company planned to establish an app developer school in Italy.
2016	Plans/Strategy	The company planned to open its first store in Taiwan.
2016	Plans/Strategy	The company set to introduce three new iPhone models.
2016	Plans/Strategy	The company planned to open its fifth store in Hong Kong.
2016	Contracts/Agreements	Visa and American Express planned to introduce Apple Pay in Hong Kong.
2016	Plans/Strategy	The company planned to introduce Apple Watch 2 alongside iPhone 7.
2016	Plans/Strategy	The company set to introduce iPhone SE at iConnect Store Lekki and SPAR Hypermarket VI Lagos.
2016	Corporate Changes/Expansions	The company announced opening of its first Apple Store in Macau Special Administrative Region, China.
2016	Plans/Strategy	The company to introduce a redesigned Apple Music app in fall.
2016	Plans/Strategy	The company planned to introduce iMessage on Android.
2016	Litigation	The company filed an application with FERC for selling electricity and

APPLE INC: COMPANY OVERVIEW

		other power services.
2016	Plans/Strategy	The company to introduce new MacBook Air with minor refresh.
2016	Plans/Strategy	The company planned to release iPhone 7 with 256GB storage capacity and fast charging.
2016	Plans/Strategy	The company planned to introduce 5K monitor with built-in graphics card.
2016	Plans/Strategy	The company planned for expansion of its Apple Pay services in Asia and Europe.
2016	Plans/Strategy	The company to introduce thinner and lighter MacBook Pro models with Touch ID.
2016	Financing Agreements	The company invested in research and development centre in Beijing's Zhongguancun technology hub with US\$45 million.
2016	Plans/Strategy	The company planned for expansion of its operations in United Arab Emirates.
2016	Plans/Strategy	The company planned to establish Apple stores for selling used iPhones in India.
2016	Commercial Operation	The company commenced iPhone 7 production with three new models arriving.
2016	Plans/Strategy	The company set to open new Union Square store in San Francisco.
2016	Plans/Strategy	The company to introduce iPhone SE in Brazil.
2016	Plans/Strategy	The company planned to establish three of its own retail stores in India.
2016	Plans/Strategy	The company planned to introduce All Glass iPhones with an AMOLED display.
2016	Contracts/Agreements	Apple entered into partnership with WWF, to introduce 24 Apps for Earth in its app store.
2016	Plans/Strategy	The company planned to introduce Apple watch 2.
2016	Plans/Strategy	The company to introduce Apple iPhone SE in Netherlands.
2016	Plans/Strategy	Apple planned to introduce iPhone SE in India.
2016	Plans/Strategy	The company planned to release new 13 inch and 15 inch MacBook models.
2016	Plans/Strategy	Apple planned to introduce iPhone SE in Australia.
2016	Corporate Changes/Expansions	The company expanded its presence in China with introducing new store.
2016	Plans/Strategy	The company planned to release smaller screen iPhone and iPad.
2016	Plans/Strategy	The company planned to introduce 5.8-inch iPhone.

APPLE INC: COMPANY OVERVIEW

2016	Plans/Strategy	The company planned to open new office in San Francisco.
2016	Plans/Strategy	The company planned to open Brickell City Centre in Florida.
2016	Plans/Strategy	The company planned to introduce a new iPhone and an iPad with A9 and A9X processor.
2016	Plans/Strategy	The company planned to introduce its first technology development centre in Hyderabad, India.
2016	Plans/Strategy	The company planned to introduce more apps to mobile platform.
2016	Contracts/Agreements	The company planned for opening its third retail store in Turkey.
2016	Plans/Strategy	The company planned to open store in Galeria Polnocna.
2016	Plans/Strategy	The company planned to open its first store in Shandong Province, China.
2016	Corporate Changes/Expansions	The company opened its 33rd Apple store in Qingdao, China.
2016	Plans/Strategy	The company planned to introduce iPhone 5se with 4 inch display and new Watch accessories at March event.
2016	Plans/Strategy	The company planned to open center for developing iOS apps in Naples.
2016	Plans/Strategy	The company planned to open its office in Kanata.
2016	Plans/Strategy	Apple and Beats Electronics to release wireless earphones with iPhone 7.
2016	Plans/Strategy	The company planned to open stores in India.
2016	Plans/Strategy	The company to introduce two more Apple stores in China.
2016	Plans/Strategy	The company planned for opening its 30th retail outlet store in Xiamen, China.
2016	Plans/Strategy	The company planned to expand its retail store in Latin America.
2016	Plans/Strategy	The company planned to introduce Apple car in next three years.
2016	Plans/Strategy	The company planned for opening its 25th retail store in China.
2016	Contracts/Agreements	The company and Deloitte partnered for the transformation of the business through iPhone and iPad.
2016	New Products/Services	The company introduced an update for its video editing app, Final Cut Pro X.
2016	New Products/Services	The company introduced the thinnest and lightest MacBook Pro.
2016	Plans/Strategy	The company plans to launch Apple AirPods.
2016	New Products/Services	The company introduced TV app for iPhone, iPad, and Apple TV in the US.

APPLE INC: COMPANY OVERVIEW

2016	Plans/Strategy	The company plans to introduce a new 10.5-inch tablet, for the education sector and enterprises in the US.
2016	Plans/Strategy	The company plans to launch its research and development centers in Jakarta, Indonesia.
2016	Corporate Changes/Expansions	The company announced the reopening of its flagship Regent Street retail location in London, England.
2016	New Products/Services	The company launched its Apple Pay software in Russia.
2016	Plans/Strategy	The company planned to acquire stake in Nanyang Runtang New Energy, Zibo Runchuan New Energy, Shuozhou Pinglu Sineng Wind Power, and Qiaojia Tianqiao Wind Power.
2016	Corporate Changes/Expansions	The company announced the opening of its first store in Mexico, the US.
2016	Corporate Changes/Expansions	The company opened a retail store in in Arrowhead Towne Center, the US.
2016	Corporate Changes/Expansions	The company opened a new store in Kwun Tong District, in Hong Kong.
2016	Corporate Changes/Expansions	The company announced the opening of new stores in Washington D.C. and Scottsdale, Arizona, the US.
2016	Corporate Changes/Expansions	The company announced the opening of second Chinese research lab, in the southern Chinese city of Shenzhen, China.
2016	Corporate Changes/Expansions	The company announced the opening of its brand new retail store at Vanke Mall in Qibao, in Shanghai, China.
2016	Plans/Strategy	The company announced plans to open a new store in Melbourne, Australia.
2016	Corporate Changes/Expansions	The company announced the opening of AI-Focused research and development center in Yokohama, Tokyo.
2016	Corporate Changes/Expansions	The company announced the opening of its third Parisian store, Paris.
2016	Corporate Changes/Expansions	The company launched its mobile payment service, Apple Pay, in Spain.
2016	Corporate Changes/Expansions	The company opened a production unit in Bengaluru, India.
2016	Plans/Strategy	Mastercard plans to offer Apple Pay to provide its Spanish customers and cardholders, to transform mobile payments in easy, secure and private way.
2016	Contracts/Agreements	NBCUniversal partnered with Apple, to act as its exclusive U.S. seller for advertising Apple's News app inventory and for the development of new advertising products.
2016	Corporate Changes/Expansions	The company announced to establish an iOS App design and development accelerator in Bengaluru, India to support engineering

APPLE INC: COMPANY OVERVIEW

		talent and accelerate growth in India's iOS developer community.
2016	Corporate Changes/Expansions	The company announced the relocation of it's Liverpool ONE store.
2016	Plans/Strategy	Apple announced plans to open an iOS app development center in Italy, to provide students with practical skills and training on developing iOS apps for the app ecosystem.
2016	New Products/Services	The company introduced iPhone 5SE with a four inch display. Apple introduced iPad Pro with a 9.7 inch display.
2016	Contracts/Agreements	Apple and SAP entered into a partnership to deliver a new iOS software development kit (SDK) and training academy for developers, partners and customers to build native iOS apps as per their business needs.
2016	Contracts/Agreements	In December, the company along with Google and Microsoft entered into a partnership with LG Display to develop a foldable OLED display for smartphones.
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APPLE INC: COMPANY OVERVIEW

2016	New Products/Services	The company plans to launch FeliCa-enabled technology iPhone that supports tap-to-pay solutions for Japan's trains.
2016	Plans/Strategy	The company planned to introduce headphone jack-less iPhone 7.
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2016	Plans/Strategy	The company planned to introduce Apple Watch 2 alongside iPhone

APPLE INC: COMPANY OVERVIEW

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2016	Plans/Strategy	The company set to introduce iPhone SE at iConnect Store Lekki and SPAR Hypermarket VI Lagos.
2016	Corporate Changes/Expansions	The company announced opening of its first Apple Store in Macau Special Administrative Region, China.
2016	Plans/Strategy	The company to introduce a redesigned Apple Music app in fall.
2016	Plans/Strategy	The company planned to introduce iMessage on Android.
2016	Litigation	The company filed an application with FERC for selling electricity and other power services.
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2016	Plans/Strategy	The company planned to release iPhone 7 with 256GB storage capacity and fast charging.
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2016	Contracts/Agreements	Apple entered into partnership with WWF, to introduce 24 Apps for Earth in its app store.
2016	Plans/Strategy	The company planned to introduce Apple watch 2.
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APPLE INC: COMPANY OVERVIEW

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2016	Corporate Changes/Expansions	The company expanded its presence in China with introducing new store.
2016	Plans/Strategy	The company planned to release smaller screen iPhone and iPad.
2016	Plans/Strategy	The company planned to introduce 5.8-inch iPhone.
2016	Plans/Strategy	The company planned to open new office in San Francisco.
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2016	Plans/Strategy	The company planned to open stores in India.
2016	Plans/Strategy	The company to introduce two more Apple stores in China.
2016	Plans/Strategy	The company planned for opening its 30th retail outlet store in Xiamen, China.
2016	Plans/Strategy	The company planned to expand its retail store in Latin America.
2016	Plans/Strategy	The company planned to introduce Apple car in next three years.
2016	Plans/Strategy	The company planned for opening its 25th retail store in China.

APPLE INC: COMPANY OVERVIEW

2016	Contracts/Agreements	The company and Deloitte partnered for the transformation of the business through iPhone and iPad.
2016	New Products/Services	The company introduced an update for its video editing app, Final Cut Pro X.
2016	New Products/Services	The company introduced the thinnest and lightest MacBook Pro.
2016	Plans/Strategy	The company plans to launch Apple AirPods.
2016	New Products/Services	The company introduced TV app for iPhone, iPad, and Apple TV in the US.
2016	Plans/Strategy	The company plans to introduce a new 10.5-inch tablet, for the education sector and enterprises in the US.
2016	Plans/Strategy	The company plans to launch its research and development centers in Jakarta, Indonesia.
2016	Corporate Changes/Expansions	The company announced the reopening of its flagship Regent Street retail location in London, England.
2016	New Products/Services	The company launched its Apple Pay software in Russia.
2016	Plans/Strategy	The company planned to acquire stake in Nanyang Runtang New Energy, Zibo Runchuan New Energy, Shuozhou Pinglu Sineng Wind Power, and Qiaojia Tianqiao Wind Power.
2016	Corporate Changes/Expansions	The company announced the opening of its first store in Mexico, the US.
2016	Corporate Changes/Expansions	The company opened a retail store in in Arrowhead Towne Center, the US.
2016	Corporate Changes/Expansions	The company opened a new store in Kwun Tong District, in Hong Kong.
2016	Corporate Changes/Expansions	The company announced the opening of new stores in Washington D.C. and Scottsdale, Arizona, the US.
2016	Corporate Changes/Expansions	The company announced the opening of second Chinese research lab, in the southern Chinese city of Shenzhen, China.
2016	Corporate Changes/Expansions	The company announced the opening of its brand new retail store at Vanke Mall in Qibao, in Shanghai, China.
2016	Plans/Strategy	The company announced plans to open a new store in Melbourne, Australia.
2016	Corporate Changes/Expansions	The company announced the opening of AI-Focused research and development center in Yokohama, Tokyo.
2016	Corporate Changes/Expansions	The company announced the opening of its third Parisian store, Paris.
2016	Corporate Changes/Expansions	The company launched its mobile payment service, Apple Pay, in Spain.

APPLE INC: COMPANY OVERVIEW

2016	Corporate Changes/Expansions	The company opened a production unit in Bengaluru, India.
2016	Plans/Strategy	Mastercard plans to offer Apple Pay to provide its Spanish customers and cardholders, to transform mobile payments in easy, secure and private way.
2016	Contracts/Agreements	NBCUniversal partnered with Apple, to act as its exclusive U.S. seller for advertising Apple's News app inventory and for the development of new advertising products.
2016	Corporate Changes/Expansions	The company announced to establish an iOS App design and development accelerator in Bengaluru, India to support engineering talent and accelerate growth in India's iOS developer community.
2016	Corporate Changes/Expansions	The company announced the relocation of its Liverpool ONE store.
2016	Plans/Strategy	Apple announced plans to open an iOS app development center in Italy, to provide students with practical skills and training on developing iOS apps for the app ecosystem.
2016	New Products/Services	The company introduced iPhone 5SE with a four inch display. Apple introduced iPad Pro with a 9.7 inch display.
2016	Contracts/Agreements	Apple and SAP entered into a partnership to deliver a new iOS software development kit (SDK) and training academy for developers, partners and customers to build native iOS apps as per their business needs.
2015	Acquisitions/Mergers/Takeovers	In April, the company acquired Dryft, a company that develops keyboard apps.
2015	Plans/Strategy	In December, the company planned to release multiple Beats radio stations.
2015	Plans/Strategy	In December, the company planned to release iPad Air 3.
2015	Plans/Strategy	In December, the company planned to introduce second-generation Apple Watch at March 2016 event.
2015	Plans/Strategy	In December, the company planned to introduce MacBook Pro 2016 and MacBook Air.
2015	Plans/Strategy	In November, the company to introduce 4-inch iPhone 6c in next year.
2015	Plans/Strategy	In December, the company set to open its 28th store in Nanning, Guangxi, China.
2015	Plans/Strategy	In December, the company planned to introduce iPad Air 3 tablet.
2015	Plans/Strategy	In November, the company planned to introduce its Apple Pay service in China.
2015	Corporate Changes/Expansions	In November, the company announced opening of its 26th Apple Store in Chengdu, China.
2015	Plans/Strategy	In November, the company planned to introduce a new person-to-

APPLE INC: COMPANY OVERVIEW

		person mobile payments service.
2015	Plans/Strategy	In November, the company planned to launch 4-inch iPhone.
2015	Contracts/Agreements	In October, BBC to introduce iPlayer app for new Apple TV streaming device.
2015	Plans/Strategy	In October, the company planned to introduce its Apple Pay service in Spain, Singapore and Hong Kong.
2015	Corporate Changes/Expansions	In October, the company introduced its Apple Pay services in Australia via American Express.
2015	Plans/Strategy	In October, the company planned to open its first store in Singapore.
2015	Contracts/Agreements	In October, Apple partnered with Croma to open first brick-and-mortar Apple store in India.
2015	Corporate Changes/Expansions	In October, the company introduced iPhone 6s in South Korea.
2015	Corporate Changes/Expansions	In October, the company introduced Apple watch in Saudi Arabia and United Arab Emirates.
2015	Plans/Strategy	In September, the company planned to introduce giant iPad alongside new iPhone.
2015	Corporate Changes/Expansions	In September, the company expanded its operations in Elk Grove, California.
2015	Plans/Strategy	In September, the company planned to introduce Apple TV specially for games.
2015	Contracts/Agreements	In August, Apple selected FPT Shop and The gioi di dong as its two main retailers for directly import of its hi-tech products from Apple Singapore.
2015	Corporate Changes/Expansions	In August, the company opened its first Middle Eastern store in Dubai.
2015	New Products/Services	In August, the company introduced Siri-powered voice mail service.
2015	Plans/Strategy	In August, the company planned to introduce its own carrier service.
2015	Plans/Strategy	In July, the company planned for expansion of its retail presence in India with new retail store.
2015	Plans/Strategy	In July, the company planned to introduce Apple Watch in New Zealand, Russia and Turkey.
2015	Plans/Strategy	In July, the company planned to introduce gold and rose gold colored versions of Apple Watch Sport, and a new iPad mini and iMacs.
2015	Plans/Strategy	In July, the company set to introduce iOS 9, a latest version of platform that drives the iPhone, iPad and iPad touch.
2015	Plans/Strategy	In June, the company planned to introduced Apple Pay in the UK.
2015	New Products/Services	In June, the company introduced Flipboard-style news app.

APPLE INC: COMPANY OVERVIEW

2015	Plans/Strategy	In June, the company planned to introduce Spotify-like streaming service.
2015	Plans/Strategy	In May, the company planned to open Apple Store in Xiamen.
2015	Plans/Strategy	In April, the company planned for opening its second store in Hangzhou, China.
2015	Plans/Strategy	In April, the company planned to expand Oregon Data Center.
2015	Contracts/Agreements	IBM and Apple partnered to deliver iPads with IBM-developed apps and analytics to connect millions of seniors with services, healthcare, community and their families.
2015	Contracts/Agreements	Apple and China UnionPay entered into a partnership to bring Apple Pay to China, enabling China UnionPay cardholders to add their bank cards to Apple Pay on iPhone, Apple Watch and iPad.
2015	New Products/Services	Apple released Final Cut Pro 10.2, an updated version of Final Cut Pro X, Motion and Compressor with enhancements to accelerate video editing, packaging and delivery. The company launched ResearchKit, a software framework for medical and health research, available to researchers and developers.
2015	New Products/Services	The company unveiled Apple Music, an app for live radio and streaming music.
2015	Contracts/Agreements	Apple and Cisco entered into a partnership for iOS business users by optimising Cisco networks for iOS devices and apps, and integrating iPhone with Cisco enterprise environments.
2015	New Products/Services	Apple and Hermes introduced Apple Watch Hermes, a new collection of Apple Watch. In the same year, the company also introduced watchOS 2, Apple Pencil, iPhone 6s and iPhone 6s Plus.
2015	New Products/Services	The company introduced Swift programming language as an open source, enabling developers, educational institutions, and enterprises to contribute to new Swift features and optimizations and bring Swift to new computing platforms.
2015	Plans/Strategy	In December, the company planned to release multiple Beats radio stations.
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APPLE INC: COMPANY OVERVIEW

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APPLE INC: COMPANY OVERVIEW

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2015	New Products/Services	The company unveiled Apple Music, an app for live radio and streaming music.
2015	Contracts/Agreements	Apple and Cisco entered into a partnership for iOS business users by optimising Cisco networks for iOS devices and apps, and integrating iPhone with Cisco enterprise environments.
2015	New Products/Services	Apple and Hermes introduced Apple Watch Hermes, a new collection of Apple Watch. In the same year, the company also introduced watchOS 2, Apple Pencil, iPhone 6s and iPhone 6s Plus.
2015	New Products/Services	The company introduced Swift programming language as an open source, enabling developers, educational institutions, and enterprises to contribute to new Swift features and optimizations and bring Swift to new computing platforms.
2014	Plans/Strategy	Apple's App Store planned to be closed for developers in the last week of December and give its app reviewers a week off during the holidays.

APPLE INC: COMPANY OVERVIEW

2014	New Products/Services	<p>The company updated MacBook Pro with Retina display, faster processors and double memory in both entry-level configurations. The company also launched a new, lower starting price for the 15-inch notebook. During the year, Apple announced iOS 8 for the iPhone, iPad, and iPod touch users as a free software update. iOS 8 delivers a simpler, faster, and more intuitive user experience with new messages and photos features, predictive typing for Apple's QuickType keyboard, and Family Sharing. iOS 8 also includes the new Health app, a health and fitness data app and iCloud Drive, a cloud storage solution. Apple announced Apple Pay, a new mobile payment service that will allow users to pay with mobiles. The Apple Pay works with iPhone 6 and iPhone 6 Plus through a near field communication (NFC) antenna design, a dedicated chip called the Secure Element, and the security and convenience of Touch ID. The company launched iPhone 6 and iPhone 6 Plus models with 4.7-inch and 5.5-inch Retina HD displays, respectively. The company also unveiled Apple Watch, a new wearable device which enables users to communicate from the wrist and will include comprehensive health and fitness apps. Apple released iPhone 6 and iPhone 6 Plus in 36 additional countries and territories across Europe, Asia, the Middle East, Latin America and Africa. Apple launched 27-inch iMac with Retina 5K display, running on OS X Yosemite. At the end of the year, Apple launched iPad Air2, powered by the new Apple-designed A8X chip, and with improved Retina display.</p>
2014	New Products/Services	<p>The company launched updates for MacBook Air featuring faster processors at the same time lowering prices. The company's updates and pricing are expected to further drive the penetration of its notebook PCs. NTT Docomo and Apple announced the availability of iPad Air and iPad mini with Retina display on Docomo network. Apple announced OS X Yosemite, an enhanced version of OS X with enhanced features and new apps. Apple released iOS 8 software development kit (SDK), with 4,000 application programming interfaces (APIs) for the developers. Apple launched iOS 8 with new features such as iCloud Photo Library, a new messages app, the QuickType keyboard and a new Health app. Apple introduced a 21.5-inch iMac, enhancing its product lineup of entry-level Mac desktop. Apple launched the iTunes Radio in Australia. Subsequently, iPad Air and iPad mini with long term evolution (LTE) performance were made available in China.</p>
2014	Corporate Changes/Expansions	<p>Apple's iBooks Textbooks and iTunes U Course Manager expanded into new markets across Asia, Latin America and Europe, among others. With this, the company expanded worldwide access to educational content.</p>
2014	Contracts/Agreements	<p>Apple and IBM entered into a strategic partnership to transform enterprise mobility through new class of business apps, by introducing IBM's big data and analytics capabilities to iPhone and iPad.</p>
2014	Contracts/Agreements	<p>Apple agreed to acquire Beats Music and Beats Electronics. This acquisition is expected to enhance the company's music lineup.</p>
2014	Acquisitions/Mergers/Takeovers	<p>The company completed its previously announced acquisition of Beat</p>

APPLE INC: COMPANY OVERVIEW

		Music and Beat Electronics.
2014	Plans/Strategy	Apple's App Store planned to be closed for developers in the last week of December and give its app reviewers a week off during the holidays.
2014	New Products/Services	The company updated MacBook Pro with Retina display, faster processors and double memory in both entry-level configurations. The company also launched a new, lower starting price for the 15-inch notebook. During the year, Apple announced iOS 8 for the iPhone, iPad, and iPod touch users as a free software update. iOS 8 delivers a simpler, faster, and more intuitive user experience with new messages and photos features, predictive typing for Apple's QuickType keyboard, and Family Sharing. iOS 8 also includes the new Health app, a health and fitness data app and iCloud Drive, a cloud storage solution. Apple announced Apple Pay, a new mobile payment service that will allow users to pay with mobiles. The Apple Pay works with iPhone 6 and iPhone 6 Plus through a near field communication (NFC) antenna design, a dedicated chip called the Secure Element, and the security and convenience of Touch ID. The company launched iPhone 6 and iPhone 6 Plus models with 4.7-inch and 5.5-inch Retina HD displays, respectively. The company also unveiled Apple Watch, a new wearable device which enables users to communicate from the wrist and will include comprehensive health and fitness apps. Apple released iPhone 6 and iPhone 6 Plus in 36 additional countries and territories across Europe, Asia, the Middle East, Latin America and Africa. Apple launched 27-inch iMac with Retina 5K display, running on OS X Yosemite. At the end of the year, Apple launched iPad Air2, powered by the new Apple-designed A8X chip, and with improved Retina display.
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APPLE INC: COMPANY OVERVIEW

		iPad.
2014	Contracts/Agreements	Apple agreed to acquire Beats Music and Beats Electronics. This acquisition is expected to enhance the company's music lineup.
2014	Acquisitions/Mergers/Takeovers	The company completed its previously announced acquisition of Beat Music and Beat Electronics.
2013	New Products/Services	The company launched the wireless fidelity (Wi-Fi) + Cellular versions of iPad mini and the new fourth generation iPad with Retina display, in China. Apple also launched the iBookstore in Japan featuring titles from independent publishers, including a selection of books from Kodansha, KADOKAWA, Bungeishunju, Gakken and Gentosha. Subsequently, the company launched iTunes Radio, a free internet radio service featuring over 200 stations and a catalog of music from the iTunes Store. During the year, Apple launched Logic Pro X which offers advanced tools and new interface designed to streamline the process of creating professional quality music. Apple launched the iPhone 5S and iPhone 5C smartphone models in the US, Australia, Canada, China, France, Germany, Hong Kong, Japan, Puerto Rico, Singapore and the UK. Apple and NTT Docomo teamed up to offer the iPhone 5S and iPhone 5C in Japan. The company introduced the iOS 7, featuring a redesigned new user interface. This was made available to iPhone, iPad and iPod touch users as a free software update. The company launched the iPad Air, featuring 9.7-inch Retina display in a thinner and lighter design. This new version of iPad was another step ahead for Apple in its strategy to enhance the computing power of its tablet PC products. Subsequently, Apple introduced the iPhone 5S and iPhone 5C in Italy, Russia, Spain and more than 25 additional countries. At the end of the year, Apple launched the iPad mini with Retina display.
2013	Contracts/Agreements	Apple received a \$30 million commitment from the US' second largest public school district, the Los Angeles School Board of Education's. As part of this phase which is the first phase of the larger roll out, the company began offering iPad to students across the school district.
2013	New Products/Services	The company launched the wireless fidelity (Wi-Fi) + Cellular versions of iPad mini and the new fourth generation iPad with Retina display, in China. Apple also launched the iBookstore in Japan featuring titles from independent publishers, including a selection of books from Kodansha, KADOKAWA, Bungeishunju, Gakken and Gentosha. Subsequently, the company launched iTunes Radio, a free internet radio service featuring over 200 stations and a catalog of music from the iTunes Store. During the year, Apple launched Logic Pro X which offers advanced tools and new interface designed to streamline the process of creating professional quality music. Apple launched the iPhone 5S and iPhone 5C smartphone models in the US, Australia, Canada, China, France, Germany, Hong Kong, Japan, Puerto Rico, Singapore and the UK. Apple and NTT Docomo teamed up to offer the iPhone 5S and iPhone 5C in Japan. The company introduced the iOS 7, featuring a redesigned new user interface. This was made available to iPhone, iPad and iPod touch users as a free software update. The company launched the iPad Air, featuring 9.7-inch Retina display in a thinner and lighter design. This new version

APPLE INC: COMPANY OVERVIEW

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2012	Acquisitions/Mergers/Takeovers	The company acquired Color Labs.
2012	New Products/Services	Apple launched its new third generation iPad in China in 2012. In the same year, the company introduced the new lineup of iPod touch and iPod nano. Subsequently, Apple introduced iPhone 5 smartphone. During the same year, the company introduced a version of its MacBook Pro featuring Retina display and flash storage in a new compact design. Apple introduced iPad mini, a smaller version of the iPad with 7.9-inch display. Subsequently, Apple launched the iTunes Store in Russia, Turkey, India, South Africa and 52 additional countries.
2012	New Products/Services	In 2012, the company launched its new iPhone 4S in China and 21 additional countries. To strengthen its presence in the education market, Apple launched iTunes U app, which provides educators and students access to teaching and taking entire courses on their iPad, iPhone and iPod touch. Subsequently, the company launched iBooks 2 for iPad, featuring iBooks textbooks. During the same year, the company launched its third generation of iPad. Apple previewed iOS 6, introducing over 200 new features to the mobile operating system, and released a beta version to iOS Developer Program members. The company updated MacBook Air with the latest Intel Core processors. Subsequently, Apple unveiled new 15-inch MacBook Pro featuring a Retina display. The company launched the iTunes Store in Hong Kong, Singapore, Taiwan and nine additional countries in Asia, in the same year.
2012	Contracts/Agreements	HTC and Apple reached a global settlement for the dismissal of all current lawsuits and a 10-year license agreement. The license extends to current and future patents held by both parties.
2012	Acquisitions/Mergers/Takeovers	The company acquired Color Labs.
2012	New Products/Services	Apple launched its new third generation iPad in China in 2012. In the same year, the company introduced the new lineup of iPod touch and iPod nano. Subsequently, Apple introduced iPhone 5 smartphone. During the same year, the company introduced a version of its MacBook Pro featuring Retina display and flash storage in a new compact design. Apple introduced iPad mini, a smaller version of the iPad with 7.9-inch display. Subsequently, Apple launched the iTunes Store in Russia, Turkey, India, South Africa and 52 additional countries.
2012	New Products/Services	In 2012, the company launched its new iPhone 4S in China and 21 additional countries. To strengthen its presence in the education

APPLE INC: COMPANY OVERVIEW

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2012	Contracts/Agreements	<p>HTC and Apple reached a global settlement for the dismissal of all current lawsuits and a 10-year license agreement. The license extends to current and future patents held by both parties.</p>
2011	New Products/Services	<p>Apple launched the Mac App Store with more than 1,000 free and paid applications. Subsequently, Apple updated its MacBook Pro family with next generation processors and graphics, high-speed Thunderbolt I/O technology and a new FaceTime HD camera. During the same year, the company made iWork available for iPhone and iPod touch users. Apple launched iCloud, a set of free cloud services that work with applications on iPhone, iPad, iPod touch and Mac to automatically and wirelessly store content in iCloud and automatically and wirelessly push it to all devices. Further in 2011, the company unveiled the Apple Thunderbolt display, a display with Thunderbolt I/O technology for Mac notebook. The company launched its 4G iPhone and 5G iOS, in 2011. Apple launched iTunes Store in Brazil and in 15 other countries in Latin America during the same year.</p>
2011	New Products/Services	<p>Apple launched the Mac App Store with more than 1,000 free and paid applications. Subsequently, Apple updated its MacBook Pro family with next generation processors and graphics, high-speed Thunderbolt I/O technology and a new FaceTime HD camera. During the same year, the company made iWork available for iPhone and iPod touch users. Apple launched iCloud, a set of free cloud services that work with applications on iPhone, iPad, iPod touch and Mac to automatically and wirelessly store content in iCloud and automatically and wirelessly push it to all devices. Further in 2011, the company unveiled the Apple Thunderbolt display, a display with Thunderbolt I/O technology for Mac notebook. The company launched its 4G iPhone and 5G iOS, in 2011. Apple launched iTunes Store in Brazil and in 15 other countries in Latin America during the same year.</p>
2010	New Products/Services	<p>Apple announced iPad, a high-resolution, multi-touch display device for browsing the web, reading, sending email, and viewing entertainment content. During the same year, the company previewed its iPhone OS 4 software and released a beta version of the software to iPhone Developer Program members. Apple introduced the new iPhone 4 featuring FaceTime, which allows video calling, and Apple's new Retina display which enhances the text, images and video. Subsequently, Apple released Safari 5.0.1 with extensions that supports allowing developers to create extensions with HTML5, CSS3 and JavaScript web standards. Also, Apple</p>

APPLE INC: COMPANY OVERVIEW

		updated its all-in-one iMac line, with the Intel Core i3, Core i5 and Core i7 processors and new graphics.
2010	New Products/Services	Apple introduced iTunes 10 with Ping, a new music-oriented social network. The company announced the new Apple TV which allows viewers to watch high-definition (HD) movies and television (TV) shows. Apple introduced the Apple Store in China (apple.com.cn) which allows Chinese customers to shop online for Apple products. The company unveiled a new MacBook Air, in 2010. In the same year, iPad was made available at over 2,000 Verizon Wireless Stores in the US.
2010	Litigation	Apple filed a lawsuit against HTC for infringing 20 of Apple's patents related to the iPhone's user interface, underlying architecture and hardware.
2010	Corporate Changes/Expansions	The company's iPad, was made available in the US, Australia, Canada, France, Germany, Italy, Japan, Spain, Switzerland and the UK, and sold 300,000 units on the first day of its launch in the US.
2010	Contracts/Agreements	Apple and the Dentsu Group formed a partnership to expand Apple's iAd mobile advertising network to Japan. As part of the agreement, Dentsu will be responsible for the sales and creative execution of iAds in Japan, and Apple will host, target and deliver the iAds to its iPhone and iPod touch users.
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APPLE INC: COMPANY OVERVIEW

2010	Contracts/Agreements	Apple and the Dentsu Group formed a partnership to expand Apple's iAd mobile advertising network to Japan. As part of the agreement, Dentsu will be responsible for the sales and creative execution of iAds in Japan, and Apple will host, target and deliver the iAds to its iPhone and iPod touch users.
2009	Acquisitions/Mergers/Takeovers	In June, the company acquired additional 5.9% stake in Imagination Technologies for US\$5.17 million.
2009	New Products/Services	Apple introduced iWork '09, a new version of Apple's office productivity suite, and iLife '09, which features major upgrades to iPhoto, iMovie and GarageBand, and included iDVD and an updated version of iWeb. Subsequently, the company introduced the iPhone 3GS, Apple's third-generation smartphone with new features such as, longer battery life, high-quality three megapixel autofocus camera, easy to use video recording and hands free voice control. Later in the year, Apple launched its iTunes Store in Mexico with a selection of Mexican and international music from all the major labels and independent labels. The company updated its MacBook with light emitting diode (LED)-backlit display, Apple Multi-Touch track pad and built-in seven-hour battery, and subsequently, introduced its wireless Magic Mouse, the world's first mouse to use Apple's Multi-Touch technology.
2009	Acquisitions/Mergers/Takeovers	In June, the company acquired additional 5.9% stake in Imagination Technologies for US\$5.17 million.
2009	New Products/Services	Apple introduced iWork '09, a new version of Apple's office productivity suite, and iLife '09, which features major upgrades to iPhoto, iMovie and GarageBand, and included iDVD and an updated version of iWeb. Subsequently, the company introduced the iPhone 3GS, Apple's third-generation smartphone with new features such as, longer battery life, high-quality three megapixel autofocus camera, easy to use video recording and hands free voice control. Later in the year, Apple launched its iTunes Store in Mexico with a selection of Mexican and international music from all the major labels and independent labels. The company updated its MacBook with light emitting diode (LED)-backlit display, Apple Multi-Touch track pad and built-in seven-hour battery, and subsequently, introduced its wireless Magic Mouse, the world's first mouse to use Apple's Multi-Touch technology.
2008	Acquisitions/Mergers/Takeovers	In December, the company acquired 3.6% stake in Imagination Technologies, a software design company.
2008	New Products/Services	The company introduced Mac Pro with eight processor cores, and MacBook Air, a thin notebook, which measures a maximum height of 0.76-inch. In the same year, Apple introduced Xsan 2, the first major upgrade to its enterprise class storage area network (SAN) file system for Mac OS X. Subsequently, the company introduced MobileMe, a new internet service that offers push email, push contacts and push calendars to native applications on iPhone, iPod touch, Macs and PCs. Also in 2008, Apple launched iPod touch.
2008	Acquisitions/Mergers/Takeovers	In December, the company acquired 3.6% stake in Imagination

APPLE INC: COMPANY OVERVIEW

		Technologies, a software design company.
2008	New Products/Services	The company introduced Mac Pro with eight processor cores, and MacBook Air, a thin notebook, which measures a maximum height of 0.76-inch. In the same year, Apple introduced Xsan 2, the first major upgrade to its enterprise class storage area network (SAN) file system for Mac OS X. Subsequently, the company introduced MobileMe, a new internet service that offers push email, push contacts and push calendars to native applications on iPhone, iPod touch, Macs and PCs. Also in 2008, Apple launched iPod touch.
2007	New Products/Services	The company introduced its new iPod touch.
2007	New Products/Services	Apple launched its revolutionary product, iPhone, a smartphone device, and also launched iPod nano, featuring two inch display.
2007	Corporate Changes/Expansions	The company changed its name from Apple Computer, Inc to Apple Inc., representing its expanding product portfolio and increased focus on consumer electronics market.
2007	Contracts/Agreements	Apple resolved its 'iPhone' trademark issue with Cisco Systems by entering into an agreement. According to the agreement, both the companies acknowledged the ownership rights and will use the trademark in their products.
2007	New Products/Services	The company introduced its new iPod touch.
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2007	Corporate Changes/Expansions	The company changed its name from Apple Computer, Inc to Apple Inc., representing its expanding product portfolio and increased focus on consumer electronics market.
2007	Contracts/Agreements	Apple resolved its 'iPhone' trademark issue with Cisco Systems by entering into an agreement. According to the agreement, both the companies acknowledged the ownership rights and will use the trademark in their products.
2006	Corporate Changes/Expansions	Chrysler, in association with Apple, integrated iPod option in the audio systems in its 2006 models. In 2005, Apple sold its student information systems (SIS) division, PowerSchool, to Pearson.
2006	Contracts/Agreements	Apple teamed up with Air France, Continental, Delta, Emirates, KLM and United Airlines to integrate iPod with in-flight entertainment systems.
2006	Corporate Changes/Expansions	Chrysler, in association with Apple, integrated iPod option in the audio systems in its 2006 models. In 2005, Apple sold its student information systems (SIS) division, PowerSchool, to Pearson.
2006	Contracts/Agreements	Apple teamed up with Air France, Continental, Delta, Emirates, KLM and United Airlines to integrate iPod with in-flight entertainment systems.
2005	Asset Purchase	In March, the company acquired SchemaSoft, a developer of

APPLE INC: COMPANY OVERVIEW

		software components for facilitating digital information workflow.
2005	Divestiture	Apple sold its student information systems (SIS) division, PowerSchool, to Pearson.
2005	Contracts/Agreements	The company made an agreement to use Intel microprocessors in its Mac PCs. Later in the year, the company collaborated with Acura, Audi, Honda and Volkswagen to deliver iPod with their car stereos for 2006 model lines, and also introduced mobile phone with iTunes in collaboration with Motorola and Cingular Wireless.
2005	Contracts/Agreements	Ford, General Motors and Mazda teamed up with Apple to integrate iPod across their brand and models.
2005	Asset Purchase	In March, the company acquired SchemaSoft, a developer of software components for facilitating digital information workflow.
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2005	Contracts/Agreements	Ford, General Motors and Mazda teamed up with Apple to integrate iPod across their brand and models.
2004	New Products/Services	Apple introduced its fourth generation (4G) iPod portable digital music player.
2004	Contracts/Agreements	The company signed licensing agreements with three of the largest European independent music labels, Beggars Group, Sanctuary Records Group and V2, adding additional independent tracks from leading artists to the iTunes music store in the UK, France and Germany.
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2003	New Products/Services	Apple launched its iTunes music store, an online store for downloading music tracks and albums.
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2002	Acquisitions/Mergers/Takeovers	Apple pursued a number of acquisitions during 2002. The company acquired Prismo Graphics, Silicon Grail, certain assets of Zayante, and also acquired the German based specialist music software manufacturer, Emagic. Additionally, the company acquired certain

APPLE INC: COMPANY OVERVIEW

		assets of Nothing Real, a privately-held company engaged in the development of high performance tools designed for the digital image creation market.
2002	Acquisitions/Mergers/Takeovers	Apple pursued a number of acquisitions during 2002. The company acquired Prismo Graphics, Silicon Grail, certain assets of Zayante, and also acquired the German based specialist music software manufacturer, Emagic. Additionally, the company acquired certain assets of Nothing Real, a privately-held company engaged in the development of high performance tools designed for the digital image creation market.
2001	Acquisitions/Mergers/Takeovers	In April, the company acquired Blue Fish Labs.
2001	Contracts/Agreements	Soon after Mr. Jobs returned, the company entered into an agreement with Microsoft which was subsequently followed with the appearance of MS Office on Mac PCs.
2001	Acquisitions/Mergers/Takeovers	In March, the company acquired PowerSchool Inc, one of the providers of web-based student information systems for K-12 schools and school districts, and Spruce Technologies, a privately-held company involved in developing and marketing digital versatile disk (DVD) authoring products.
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2001	Contracts/Agreements	Soon after Mr. Jobs returned, the company entered into an agreement with Microsoft which was subsequently followed with the appearance of MS Office on Mac PCs.
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1999	Corporate Changes/Expansions	By 1999, all IT related services for ICICI Bank and certain of its subsidiaries were consolidated under ICICI Infotech.
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1997	Others	Apple had incurred huge losses running into millions of dollars.

APPLE INC: COMPANY OVERVIEW

1997	Divestiture	The company divested its unsuccessful businesses as spin-offs. Among the spin-offs was Newton, its personal digital assistant (PDA) line of products.
1997	Corporate Changes/Expansions	Mr. Jobs, the co-founder returned as the interim Chief Executive Officer. Under his leadership, Apple reorganized to concentrate on its more profitable competencies.
1997	Others	Apple had incurred huge losses running into millions of dollars.
1997	Divestiture	The company divested its unsuccessful businesses as spin-offs. Among the spin-offs was Newton, its personal digital assistant (PDA) line of products.
1997	Corporate Changes/Expansions	Mr. Jobs, the co-founder returned as the interim Chief Executive Officer. Under his leadership, Apple reorganized to concentrate on its more profitable competencies.
1996	Acquisitions/Mergers/Takeovers	Apple acquired NeXT, and by virtue of which, its operating system (OS), Rhapsody, became Apple's next-generation OS.
1996	Acquisitions/Mergers/Takeovers	Apple acquired NeXT, and by virtue of which, its operating system (OS), Rhapsody, became Apple's next-generation OS.
1990	New Products/Services	By 1990, the market was flooded with cheap PC clones and Microsoft had launched Windows 3.0 and these factors further intensified competition. In 1994, the company launched the PowerPC chip based PowerMac, which allowed Mac to compete with the speed of Intel's PC processors. Apple still had problems though and in 1995, the company had a \$1 billion order backlog. These problems were compounded by the launch of Windows 95. The company's performance nosedived during 1995-96 when it lost \$68 million.
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1984	New Products/Services	Apple introduced its first mouse driven PC, the Macintosh (Mac).
1984	Contracts/Agreements	Apple, Ericsson and Sun Microsystems formed an alliance to create a standard format for delivering multimedia content to wireless devices, such as smartphones and PDAs. The alliance combined Apple's QuickTime video creation software, Sun's content distribution software and hardware, and Ericsson's mobile infrastructure and services expertise.
1984	New Products/Services	Apple introduced its first mouse driven PC, the Macintosh (Mac).
1984	Contracts/Agreements	Apple, Ericsson and Sun Microsystems formed an alliance to create a standard format for delivering multimedia content to wireless devices, such as smartphones and PDAs. The alliance combined Apple's

APPLE INC: COMPANY OVERVIEW

		QuickTime video creation software, Sun's content distribution software and hardware, and Ericsson's mobile infrastructure and services expertise.
1983	Corporate Changes/Expansions	By 1983, Apple faced stiff competition with the entry of International Business Machines Corporation (IBM) into the PC market, and the failure of its Apple III version computer.
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1980	Stock Listings/IPO	The company offered its initial public offering (IPO).
1980	Management Changes	In early 1980, competition from the personal computer (PC) market and internal difficulties led to critical management changes.
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1977	Incorporation/Establishment	Apple Inc. (Apple or "the company") was incorporated.
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1976	New Products/Services	The company was co-founded by Steven Wozniak and Steven P. Jobs. They introduced the first Apple I computer.
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SOURCE: MARKETLINE		

Apple Inc: Management Statement

A statement from the Management's Discussion and Analysis section of Apple Inc is given below. The statement has been taken from the company's 10-K report 2020.

Fiscal Year Highlights

COVID-19 Update

COVID-19 has spread rapidly throughout the world, prompting governments and businesses to take unprecedented measures in response. Such measures have included restrictions on travel and business operations, temporary closures of businesses, and quarantines and shelter-in-place orders. The COVID-19 pandemic has significantly curtailed global economic activity and caused significant volatility and disruption in global financial markets. The COVID-19 pandemic and the measures taken by many countries in response have adversely affected and could in the future materially adversely impact the Company's business, results of operations, financial condition and stock price.

During 2020, aspects of the Company's business were adversely affected by the COVID-19 pandemic, with many of the Company's retail stores, as well as channel partner points of sale, temporarily closed at various times, and the vast majority of the Company's employees working remotely. The Company has reopened some of its offices and the majority of its retail stores, subject to operating restrictions to protect public health and the health and safety of employees and customers, and it continues to work on safely re-opening the remainder of its offices and retail stores, subject to local rules and regulations.

The full extent of the future impact of the COVID-19 pandemic on the Company's operational and financial performance is currently uncertain and will depend on many factors outside the Company's control, including, without limitation, the timing, extent, trajectory and duration of the pandemic, the development and availability of effective treatments and vaccines, the imposition of protective public safety measures, and the impact of the pandemic on the global economy and demand for consumer products.

The Company believes its existing balances of cash, cash equivalents and marketable securities, along with commercial paper and other short-term liquidity arrangements, will be sufficient to satisfy its working capital needs, capital asset purchases, dividends, share repurchases, debt repayments and other liquidity requirements associated with its existing operations.

Fiscal 2020 Highlights

Total net sales increased 6% or \$14.3 billion during 2020 compared to 2019, primarily driven by higher net sales of Services and Wearables, Home and Accessories. The weakness in foreign currencies had an unfavorable impact on net sales during 2020.

In April 2020, the Company announced an increase to its current share repurchase program authorization from \$175 billion to \$225 billion and raised its quarterly dividend from \$0.1925 to \$0.205 per share beginning in May 2020. During 2020, the Company repurchased \$72.5 billion of its common stock and paid dividends and dividend equivalents of \$14.1 billion.

APPLE INC: COMPANY OVERVIEW

On August 28, 2020, the Company effected a four-for-one stock split to shareholders of record as of August 24, 2020. All share, RSU and per share or per RSU information has been retroactively adjusted to reflect the stock split.

Products and Services Performance

Phone

iPhone net sales decreased during 2020 compared to 2019 due primarily to the absence of new iPhone models in the fourth quarter of 2020 and the weakness in foreign currencies relative to the U.S. dollar, partially offset by the introduction of iPhone SE in the third quarter of 2020.

Mac

Mac net sales increased during 2020 compared to 2019 due primarily to higher net sales of MacBook Pro.

iPad

iPad net sales increased during 2020 compared to 2019 due primarily to higher net sales of 10-inch versions of iPad, iPad Air and iPad Pro.

Wearables, Home and Accessories

Wearables, Home and Accessories net sales increased during 2020 compared to 2019 due primarily to higher net sales of AirPods and Apple Watch.

Services

Services net sales increased during 2020 compared to 2019 due primarily to higher net sales from the App Store, advertising and cloud services.

Segment Operating Performance

The Company manages its business primarily on a geographic basis. The Company's reportable segments consist of the Americas, Europe, Greater China, Japan and Rest of Asia Pacific. Americas includes both North and South America. Europe includes European countries, as well as India, the Middle East and Africa. Greater China includes China mainland, Hong Kong and Taiwan. Rest of Asia Pacific includes Australia and those Asian countries not included in the Company's other reportable segments. Although the reportable segments provide similar hardware and software products and similar services, each one is managed separately to better align with the location of the Company's customers and distribution partners and the unique market dynamics of each geographic region

Americas

Americas net sales increased during 2020 compared to 2019 due primarily to higher net sales of Services and Wearables, Home and Accessories. The weakness in foreign currencies relative to the U.S. dollar had an unfavorable impact on Americas net sales during 2020.

Europe

Europe net sales increased during 2020 compared to 2019 due primarily to higher net sales of iPhone, Wearables, Home and Accessories and Services. The weakness in foreign currencies relative to the U.S. dollar had an unfavorable impact on Europe net sales during 2020.

APPLE INC: COMPANY OVERVIEW

Greater China

Greater China net sales decreased during 2020 compared to 2019 due primarily to lower net sales of iPhone, partially offset by higher net sales of Services and iPad. The weakness in foreign currencies relative to the U.S. dollar had an unfavorable impact on Greater China net sales during 2020.

Japan

Japan net sales were flat during 2020 compared to 2019 due primarily to lower net sales of iPhone, offset by higher net sales of Services and Wearables, Home and Accessories. The strength of the Japanese yen relative to the U.S. dollar had a favorable impact on Japan net sales during 2020.

Rest of Asia Pacific

Rest of Asia Pacific net sales increased during 2020 compared to 2019 due primarily to higher net sales of Wearables, Home and Accessories, Services and iPhone. The weakness in foreign currencies relative to the U.S. dollar had an unfavorable impact on Rest of Asia Pacific net sales during 2020.

Gross Margin

Products Gross Margin

Products gross margin increased during 2020 compared to 2019 due primarily to higher Products volume and material cost savings, partially offset by the weakness in foreign currencies relative to the U.S. dollar and a different Products mix. Products gross margin percentage decreased during 2020 compared to 2019 due primarily to the weakness in foreign currencies relative to the U.S. dollar and a different Products mix, partially offset by material cost savings and higher leverage.

Services Gross Margin

Services gross margin increased during 2020 compared to 2019 due primarily to higher Services net sales and a different Services mix. Services gross margin percentage increased during 2020 compared to 2019 due primarily to a different Services mix and higher leverage, partially offset by higher Services costs.

Apple Inc: Key Competitors

Table 4: Apple Inc: Key Competitors

Acer Incorporated	Activision Blizzard, Inc.
Advanced Voice Recognition Systems Inc	Alphabet Inc
BlackBerry Ltd	CSG Systems International, Inc.
Dell Technologies Inc.	Fujitsu Limited
HP Inc.	International Business Machines Corporation
LG Electronics, Inc.	Line Corp
Logitech International S.A.	Microsoft Corporation
NetApp Inc	PC Connection Inc
Rogers Communications, Inc.	Samsung Electronics Co Ltd.
Sony Corporation	Synchronoss Technologies Inc
Toshiba Corporation	

SOURCE: MARKETLINE

APPLE INC: COMPANY ANALYSIS

Apple Inc: Business Description

Apple Inc (Apple) designs, manufactures, and markets mobile communication and media devices and personal computers. The company sells software, services, accessories, networking solutions, and third-party digital content and applications.

The company classifies its products and services into five categories: iPhone, iPad, Mac, Services, and Wearable, Home and Accessories.

Business Segment

Geography

Americas

Target Markets

North and South America

Target Markets

North and South America.

Performance

Reported revenue of US\$116,914 million for FY2019, which grew 4.3% YoY, and recorded a CAGR of 5.6% during 2015-19. It reported operating income of US\$35,099 million in FY2019, which grew 0.7% YoY. The segment accounted for 44.9% of the company's revenue in FY2019.

Growth in revenue was due to increase in revenue from Wearables, Home and Accessories and Services.

Performance

Reported revenue of US\$124,556 million for FY2020, which grew 6.5% YoY, and recorded a CAGR of 9.5% during 2016-20. The segment accounted for 45.4% of the company's revenue in FY2020.

Growth in revenue was primarily due to increase in net sales of services and wearables, home and accessories.

Europe

Target Markets

European countries, the Middle East, Africa and India.

Target Markets

European countries, the Middle East, Africa, and India.

Performance

Reported revenue of US\$60,288 million for FY2019, which decreased 3.4% YoY, and recorded a CAGR of 4.6% during 2015-19. It reported operating income of US\$19,195 million in FY2019, which decreased 3.8% YoY. The segment accounted for 23.2% of the company's revenue in FY2019.

Decline in revenue was due to decrease in sales of iPhone.

Performance

Reported revenue of US\$68,640 million for FY2020, which grew 13.9% YoY, and recorded a CAGR of 8.3% during 2016-20. The segment accounted for 25% of the company's revenue in FY2020.

Growth in revenue was mainly due primarily to increase in net sales of iPhone, wearables, home and accessories and services.

Greater China

Target Markets

China, Hong Kong and Taiwan

Target Markets

China, Hong Kong, and Taiwan

Performance

Reported revenue of US\$40,308 million for FY2020, which decreased 7.7% YoY, and recorded negative growth of 4.5% during 2016-20. The segment accounted for 14.7% of the company's revenue in FY2020.

Decline in revenue was primarily due to decrease in net sales of iPhone.

Performance

Reported revenue of US\$43,678 million for FY2019, which decreased 15.9% YoY, and recorded negative growth of 7.1% during 2015-19. It reported operating income of US\$16,232 million in FY2019, which decreased 17.8% YoY. The segment accounted for 16.8% of the company's revenue in FY2019.

Decline in revenue was due to decrease in sales of iPhone.

Japan

Target Markets

Japan

Target Markets

Japan.

Performance

Reported revenue of US\$21,418 million for FY2020, which decreased 0.4% YoY, and recorded a CAGR of 6.1% during 2016-20. The segment accounted for 7.8% of the company's revenue in FY2020.

Decline in revenue was primarily due to decrease in net sales of iPhone.

Performance

Reported revenue of US\$21,506 million for FY2019, which decreased 1% YoY, and recorded a CAGR of 8.2% during 2015-19. It reported operating income of US\$9,369 million in FY2019, which decreased 1.4% YoY. The segment accounted for 8.3% of the company's revenue in FY2019.

Decline in revenue was due to decrease in sales of iPhone.

Rest of Asia Pacific

Target Markets

Australia and other Asian countries which are not included in other reportable segments.

Target Markets

Includes Australia and other Asian countries which are not included in other reportable segments.

Performance

Reported revenue of US\$17,788 million for FY2019, which grew 2.2% YoY, and recorded a CAGR of 4.2% during 2015-19. It reported operating income of US\$6,055 million in FY2019, which decreased 2% YoY. The segment accounted for 6.8% of the company's revenue in FY2019.

Growth in revenue was due to increase in revenue from Wearables, Home and Accessories and Services.

Performance

Reported revenue of US\$19,593 million for FY2020, which grew 10.1% YoY, and recorded a CAGR of 9.4% during 2016-20. The segment accounted for 7.1% of the company's revenue in FY2020.

Growth in revenue was mainly due to increase in net sales of wearables, home and accessories, services and iPhone.

Product Categories

iPad

Overview

Offers multi-purpose tablet based on iPadOS operating systems which includes iPad Pro, iPad Air and iPad mini.

Performance

Reported revenue of US\$21,280 million for FY2019, which grew 15.8% YoY, and recorded negative growth of 2.2% during 2015-19. The segment accounted for 8.2% of the company's revenue in FY2019.

Growth in revenue was due to higher sales of iPad Pro.

Performance

Reported revenue of US\$23,724 million for FY2020, which grew 11.5% YoY, and recorded a CAGR of 8.1% during 2017-20. The segment accounted for 8.6% of the company's revenue in FY2020.

Growth in revenue was mainly due to increase in net sales of 10-inch versions of iPad, iPad Air and iPad Pro.

iPhone

Overview

Offers iOS operating system based smartphones such as iPhone XR, iPhone X, iPhone 8, 8 plus, iPhone XS and XS Max models and newly introduced iPhone 11, iPhone 11 Pro and iPhone 11 Pro Max.

Overview

Offers iOS operating system-based smartphones such as iPhone XR, iPhone X, iPhone 8, 8 plus, iPhone XS and XS Max models, iPhone 11, and newly introduced iPhone 12, iPhone 12 Pro and iPhone 12 Pro Max.

Performance

Reported revenue of US\$137,781 million for FY2020, which decreased 3.2% YoY, and recorded negative growth of 0.4% during 2017-20. The segment accounted for 50.2% of the company's revenue in FY2020.

Decline in revenue was due to absence of new iPhone models in the fourth quarter of 2020.

Performance

Reported revenue of US\$142,381 million for FY2019, which decreased 13.6% YoY, and recorded negative growth of 2.1% during 2015-19. The segment accounted for 54.7% of the company's revenue in FY2019.

Decline in revenue was due to lower sales of iPhone.

Mac

Overview

Offers macOS operating system based personal computers such as MacBook Air, Mac Mini and Mac Pro.

Performance

Reported revenue of US\$25,740 million for FY2019, which grew 2.2% YoY, and recorded a CAGR of 0.3% during 2015-19. The segment accounted for 9.9% of the company's revenue in FY2019.

Growth in revenue was due to increase in sales of MacBook Air.

Performance

APPLE INC: COMPANY ANALYSIS

Reported revenue of US\$28,622 million for FY2020, which grew 11.2% YoY, and recorded a CAGR of 3.8% during 2017-20. The segment accounted for 10.4% of the company's revenue in FY2020.

Services

Overview

Provides digital content and services, iCloud, AppleCare, licensing, Apple Card, Apple News, Apple Arcade and Apple Pay.

Performance

Reported revenue of US\$46,291 million for FY2019, which grew 16.5% YoY, and recorded a CAGR of 23.5% during 2015-19. The segment accounted for 17.8% of the company's revenue in FY2019.

Growth in revenue as due to higher sales from Apple Store and Apple Care.

Performance

Reported revenue of US\$53,768 million for FY2020, which grew 16.2% YoY, and recorded a CAGR of 18% during 2017-20. The segment accounted for 19.6% of the company's revenue in FY2020.

Growth in revenue was mainly due to higher net sales from the App Store, advertising, and cloud services.

Wearables, Home and Accessories

Overview

Includes Apple TV, AirPods, Apple Watch, HomePod, Beats, iPod touch and AirPods Pro.

Performance

Reported revenue of US\$24,482 million for FY2019, which grew 40.9% YoY, and recorded a CAGR of 24.9% during 2015-19. The segment accounted for 9.4% of the company's revenue in FY2019.

Growth in revenue was due to increase in sales of Apple Watch and AirPods.

Performance

Reported revenue of US\$30,620 million for FY2020, which grew 25.1% YoY, and recorded a CAGR of 33.7% during 2017-20. The segment accounted for 11.2% of the company's revenue in FY2020.

Growth in revenue was mainly due to increase in net sales of AirPods and Apple Watch.

Apple Inc: SWOT Analysis

Apple Inc: SWOT Overview

Apple Inc (Apple) designs, manufactures, and markets smartphones, personal computers, tablets, wearables and accessories, distribution channels, R&D, and revenue growth are the company's major strengths, whereas lawsuits remains a cause for concern. Smartphones market in North America, strategic initiatives, stores expansion, new product launches and strategic acquisitions are likely to offer growth opportunities to the company. However, foreign exchange risks, intense competition, dependence on network providers, and technological changes could impact its business operations.

Strengths	Weaknesses
<ul style="list-style-type: none">• Distribution Channels• R&D• Revenue Growth	<ul style="list-style-type: none">• Lawsuits
Opportunities	Threats
<ul style="list-style-type: none">• Strategic Initiatives• Stores Expansion• Launch of New Products• Smartphone Market in North America• Strategic Acquisitions	<ul style="list-style-type: none">• Foreign Exchange Risks• Intense Competition• Dependence on Network Providers• Technological Changes

Apple Inc: Strengths

Distribution Channels

Apple uses both direct and indirect distribution channels to effectively reach its customers in the consumer, small and mid-sized business, and education, enterprise, and government markets. The company sells its products and resells third-party products in most of its major markets directly to consumers and small-and mid-sized businesses through its retail and online stores and direct sales force. The company's retail stores are typically located at high-traffic locations in quality shopping malls and urban shopping districts. By operating its own stores and locating them in desirable high-traffic locations, the company is better positioned to ensure improved customer buying experience and attract new customers. The stores are designed to simplify and enhance the presentation and marketing of the company's products and related solutions. Apple also employs a variety of indirect distribution channels such as third-party cellular network carriers, wholesalers, retailers, and value-added resellers. The company invested in programs to enhance reseller sales by placing quality Apple fixtures, merchandising materials, and other resources within selected third-party reseller locations. Through the Apple Premium Reseller Program, certain third-party resellers focus on the Apple platform by providing a high level of product expertise, integration, and support services. Its iTunes U platform also facilitates in mobile learning and real-time distribution of various education related materials. Apple sells its hardware and software products to enterprise and government customers in each of its reportable operating segments. In FY2020, Apple's direct and indirect distribution channels contributed for 34% and 66%, respectively, of the total sales.

R&D

Apple's ability to compete with peers depends upon its ability to ensure a continuous and timely

introduction of innovative and competitive products, services, and technologies. The company is well supported by its robust in-house R&D facilities. It continues to develop new technologies and up-gradation of existing products and services as well as expansion of its offerings through R&D. The company regularly files patent applications to protect innovations emerge from its R&D and is currently pursuing thousands of patent applications around the world. In FY2020, the company invested US\$18.752 million on R&D efforts, which as a percentage of revenue, stood at 6.8%. Apple also holds wide intellectual property rights related to accessories, software, hardware devices, and services, which include trademarks, copyrights, patents, trademarks, and other forms of intellectual property.

Revenue Growth

Apple reported steady revenue growth during the review year. Strong financial performance improves investors' confidence in the company and enables it to pursue expansion plans. In FY2020, the company generated revenue of US\$274,515 million as against US\$260,174 million in FY2019, with an annual growth of 5.5%. Growth in revenue was mainly due to increase in net sales of mac, iPad, services, and wearables, home and accessories by 11.2%, 11.5%, 25.1%, and 16.2%, respectively.

Apple Inc: Weaknesses

Lawsuits

Legal proceedings could result in huge penalties. In September 2021, US District Judge Jeffrey White said that Apple must face nearly all proposed class-action lawsuits claiming that its voice-activated Siri assistant violates users' privacy. He also said that the plaintiffs could try to prove that Siri routinely recorded their private conversations due to accidental activations. In January 2021, a consumer advocacy group in Europe has filed the latest lawsuit against the company saying it intentionally throttled older iPhones in Italy. The potential class-action lawsuit seeks EUR60 million in compensation, or about EUR60 per device for owners of iPhone 6, 6 Plus, 6S, and 6S Plus models sold in Italy between 2014 and 2020. In November 2020, Apple agreed to pay about US\$113 million to settle litigation filed against it for slowing down older iPhones to encourage owners to purchase replacement batteries or handsets, as it introduced new models. Under the settlement terms, the company has agreed to maintain easily accessible and prominent web pages that provide clear and conspicuous information to consumers about lithium-ion batteries, unexpected shutdowns, and performance management.

Apple Inc: Opportunities

Strategic Initiatives

The company undertook several strategic initiatives to expand its business operations. In July 2021, the company and Goldman Sachs entered into a partnership to develop a buy now, pay later service through Apple Pay called Apple Pay Later. This partnership would enable Apple Pay users to choose any credit card to make their payments over time. In February, the company and Hyundai-Kia signed an agreement to develop an Apple-branded autonomous electric vehicle at the Kia plant located in West Point, Georgia. Under this agreement, Apple with Hyundai would build the Apple Car and control the software and hardware that will go into the vehicle. In the same month, the company and Taiwan Semiconductor Manufacturing entered into a partnership to develop ultra-advanced displays. Through this partnership, the company plans to utilize micro OLED displays which are far thinner, smaller, and use less power, making them more suitable for wearable AR devices. In December 2020, the company and TikTok entered into a partnership to offer a four-month free trial of Apple Music. In the same month, the company entered into a partnership with Amazon to offer Macs through cloud computing. This partnership helps the company to provides better cloud services for its customers.

Stores Expansion

The company's recent expansions could drive its revenue growth. In August 2021, the company announced to open a new store in Wuhan, China. In June 2021, the company announced the opening of its new store in Los Angeles, California, the US. In November 2020, the company announced to open retail store in South Korea. These store expansions enhance the company's business operations.

Launch of New Products

Launch of new products could help Apple in driving its revenue growth. In September 2021, the company launched several new products including new iOS 15, iPadOS 15, watchOS 8, Apple Watch Series 7, and iPad mini. Its iOS 15 comes with a slew of new features that will help you connect with others, be more present and at the moment, explore the world, and leverage strong intelligence to do more with your iPhone than ever before. The iPadOS 15 delivers new features that push the versatility of iPad with a new multitasking experience that is even more simple, new widget layouts for the Home Screen, the App Library, more ways to capture thoughts with Quick Note, and FaceTime upgrades for more natural video chats. Apple Watch owners may utilize the watchOS 8 to stay connected, be more active, and gain a better understanding of their overall health and wellness. The Apple Watch Series 7 has a reengineered Always-On Retina display with much more screen surface and thinner boundaries, making it the largest and most advanced display Apple has ever produced. The iPad mini comes with a larger 8.3-inch Liquid Retina display, brand new A15 Bionic chip, new USB-C port that allows faster connectivity, and cellular models with 5G bring more flexible mobile workflows.

Smartphone Market in North America

Apple stands to benefit from the growing smartphone market in North America. The company has manufactured and develops are for mobile devices. According to in-house research, smartphone sales in North America are expected to reach 268.7 billion by 2023. The US accounts for 87.7% of the North American mobile phones market value. In September 2021, Apple launched four new iPhone models with 5G technology, which includes iPhone 13 and iPhone 13 mini, iPhone 13 Pro, and iPhone 13 Pro Max. The iPhone 13 and iPhone 13 mini feature major innovations, including the most advanced dual-camera system and boast super-fast performance and power efficiency with an A15 Bionic chip, longer battery life, and brighter Super Retina XDR display. The iPhone 13 Pro and iPhone 13 Pro Max offers an all-new Super Retina XDR display with ProMotion featuring an adaptive refresh rate up to 120Hz and boast super-fast performance and power efficiency with an A15 Bionic chip and iPhone 13 Pro Max has storage capacity of 1TB.

Strategic Acquisitions

Apple continues to view acquisitions as a major part of its growth strategy. In August 2021, the company acquired Primephonic, a provider of classical music streaming services. This acquisition would enable, the company to offers a significantly improved classical music experience with Primephonic playlists and exclusive audio content. In October 2020, the company acquired ViLynx Spain SL, an artificial intelligence and computer vision startup. This acquisition would allow Apple to improve its own AI across a number of apps and services including its digital assistant, Siri, and Photos app, Apple TV, and News App to surface more relevant content to users.

Apple Inc: Threats

Foreign Exchange Risks

Apple operates in many parts of the world and is exposed to fluctuations in foreign exchange rates. The company reports financials in US dollar and its revenue is exposed to the volatility of the US dollar against

other functional currencies, as it conducts business operations worldwide. A significant part of its revenue is also denominated in other currencies such as Euro, INR, Japanese Yen and Chinese yuan. The major elements exposed to exchange rate risks include the company's investments in overseas subsidiaries and affiliates and monetary assets and liabilities arising from business transactions in foreign currencies. In FY2020, the company reported a gain of US\$88 million due to foreign exchange translation adjustments as compared to a loss of US\$408 million in FY2019. To minimize risks from currency fluctuations, the company involves in foreign exchange hedging by entering into foreign exchange forward contracts. However, there may be no assurance that such hedging or other measures could limit the impact of movements in exchange rates on the company's results of operations.

Intense Competition

Apple's products and services compete in highly competitive global markets that are characterized by aggressive price cutting and resulting downward pressure on gross margins, continual improvement in product price/performance characteristics and frequent introduction of new products. Further, the competition is also characterized by evolving industry standards, rapid adoption of technological and product advancements by competitors, short product life cycles and price sensitivity of consumers. Its major competitors include Alphabet Inc, Acer Inc, BlackBerry Ltd, Dell Technologies Inc, HP Inc, Fujitsu Ltd, and among others. Some of the competitors of the company have greater financial, marketing and other resources, which enables them to pursue more vigorous marketing and expansion activities. The company's competitors that sell mobile devices and personal computers compete with aggressive pricing and very low-cost structures. Major competitive factors to the company include product price, features, relative price and performance, quality and reliability of product and service, design innovation, third-party accessories and software ecosystem, distribution and marketing capability and corporate reputation.

Dependence on Network Providers

The company is heavily dependent on the cellular network providers with respect to its iPhone. It relies on a few cellular network carriers in the US, the UK, Germany, and France for iPhone distribution and related services. Apple depends on major cellular network carriers to distribute iPhone and related services including AT&T in the US, O2 in the UK, T-Mobile in Germany, and Orange in France. The inability of these network carriers to attract and retain iPhone customers or the termination of any of the agreements may prove unfavorable results for Apple. Dependence on network providers could affect the profitability of the company in case of any failure by such cellular carriers.

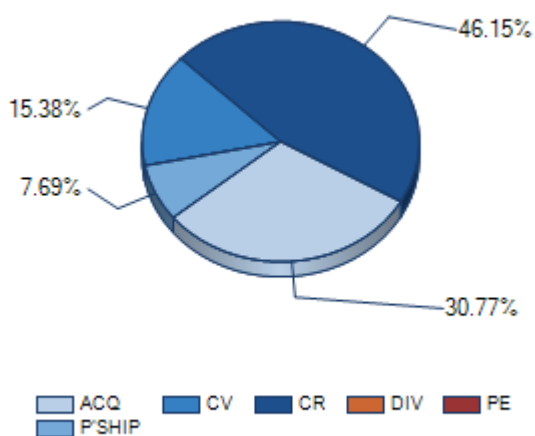
Technological Changes

The company operates in a highly competitive market that is subject to rapid technological changes. Introduction of products using new technologies, or the adoption of new industry standards will make existing products or products under development obsolete or unmarketable. In this scenario, to compete effectively, the company must continuously innovate and introduce new products that gain market acceptance. Unless the company understands the customers', requirements and adapts to emerging technologies in the market and introduces new products and services, its business could be affected. The deployment of products across a wide range of platforms, integration of software with third party software applications and databases are some of the major challenges for the company.

APPLE INC: CORPORATE FINANCIAL DEALS ACTIVITY

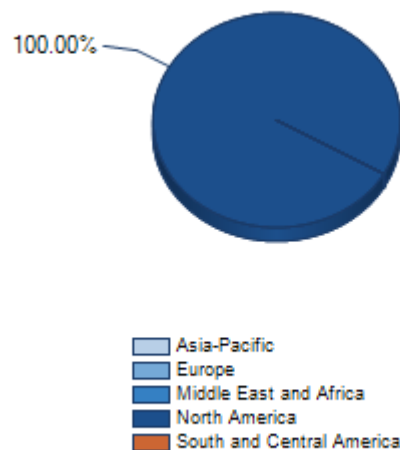
Apple Inc: Financial Deals Overview

Figure 1: Apple Inc: Deal Activity by Deal Type - Volume (TTM*)



SOURCE: MARKETLINE

Figure 2: Apple Inc: M&A Activity by Geography (TTM*)



SOURCE: MARKETLINE

Table 5: Apple Inc: Deal Activity by Deal Type - Volume (TTM*)

Deal Type	Deal Volume
Acquisition	4
Partnership	1
Corporate Venturing	2
Capital Raising	6
Divestments	-
Private Equity	-

SOURCE: MARKETLINE

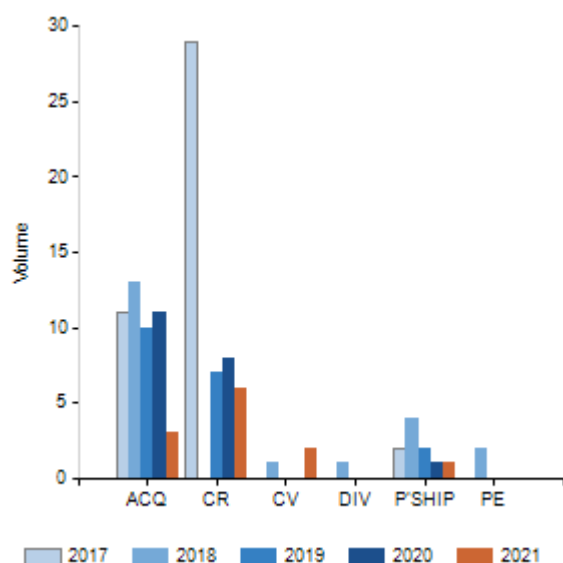
Table 6: Apple Inc: M&A Activity by Geography (TTM*)

Geography	Deal Volume
Asia-Pacific	-
Europe	-
Middle East and Africa	-
North America	4
South and Central America	-

SOURCE: MARKETLINE

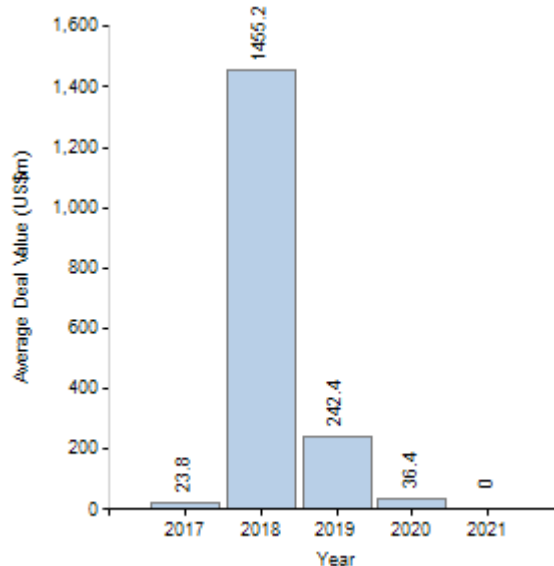
APPLE INC: CORPORATE FINANCIAL DEALS ACTIVITY

Figure 3: Apple Inc: Deal Activity by Deal Type - Volume (2017 - YTD*2021)



SOURCE: MARKETLINE

Figure 4: Apple Inc: M&A Average Deal Size - Value (US\$m)



SOURCE: MARKETLINE

Table 7: Apple Inc: Deal Activity by Deal Type - Volume (2017 - YTD*2021)

Deal Type	2017	2018	2019	2020	2021
ACQ	11	13	10	11	3
CR	29	-	7	8	6
CV	-	1	-	-	2
DIV	-	1	-	-	-
P'SHIP	2	4	2	1	1
PE	-	2	-	-	-
Total	42	21	19	20	12

SOURCE: MARKETLINE

Table 8: Apple Inc: M&A Average Deal Size - Value (US\$m)

Year	Deal Volume	Average Deal Size (US\$m)
2017	11	23.8
2018	13	1,455.2
2019	10	242.4
2020	11	36.4
2021	3	-

SOURCE: MARKETLINE

*ACQ = Acquisition; CR = Capital Raising; CV = Corporate Venturing; DIV = Divestment; P'SHIP = Partnership; PE =Private Equity & Ownership

APPLE INC: CORPORATE FINANCIAL DEALS ACTIVITY

Apple Inc: Targets and Partners

Table 9: Apple Inc: Targets and Partners

Apple Inc-Target/Partner (Country)	Deal Headline	Deal Type	Deal Date	Deal Value (US\$m)
Primephonic (United States)	Apple Acquires Primephonic	Acquisition	Aug 30, 2021	-
Verzuztv.online (United States)	Apple to Acquire Verzuz (Verzuztv)	Acquisition	May 28, 2021	-
II-VI Inc (United States)	Apple Invests USD410 million in II-VI	Private Placement	May 07, 2021	410
SourceDNA (United States)	Apple Acquires SourceDNA	Acquisition	May 06, 2021	-
UnitedMasters (United States)	UnitedMasters (United Masters) Secures USD50 Million in Series B Funding	Venture Financing	Mar 31, 2021	50
Taiwan Semiconductor Manufacturing Company Limited (Taiwan)	Apple Enters into Co-Development Agreement with Taiwan Semiconductor Manufacturing	Partnership	Feb 10, 2021	-
ViLynx, Inc. (United States)	Apple Acquires Vilynx	Acquisition	Oct 27, 2020	-
SPACES Inc. (United States)	Apple Acquires SPACES	Acquisition	Aug 24, 2020	-
Cameraï (Israel)	Apple Acquires Cameraï	Acquisition	Aug 20, 2020	-
Mobeewave (Canada)	Apple Acquires 100% Stake in Mobeewave	Acquisition	Aug 01, 2020	100
Fleetsmith Inc (United States)	Apple Acquires Fleetsmith	Acquisition	Jun 24, 2020	-
NextVR, Inc. (United States)	Apple Acquires NextVR	Acquisition	May 14, 2020	100
Voysis Limited (Ireland)	Apple Acquires Voysis	Acquisition	Apr 03, 2020	-
XNOR.AI (United States)	Apple Reportedly Acquires Xnor.ai	Acquisition	Jan 15, 2020	200
Imagination Technologies Group Ltd (United Kingdom)	Imagination Technologies Enters into License Agreement with Apple	Partnership	Jan 02, 2020	-
Spectral Edge Ltd (United Kingdom)	Apple Acquires Spectral Edge	Acquisition	Dec 12, 2019	-

APPLE INC: CORPORATE FINANCIAL DEALS ACTIVITY

IKinema Ltd (United Kingdom)	Apple Acquires IKinema	Acquisition	Oct 03, 2019	-
Burberry Group plc (United Kingdom)	Burberry Forms Partnership with Apple	Partnership	Sep 02, 2019	-
Drive.ai Inc (United States)	Apple Acquires Drive.ai	Acquisition	Jun 25, 2019	-
Tueo Health Inc (United States)	Apple Acquires Tueo Health	Acquisition	May 25, 2019	-
QUALCOMM Incorporated (United States)	Qualcomm Signs Licensing Agreement with Apple	Partnership	Apr 16, 2019	-
Japan Display Inc (Japan)	Consortium of Investors to Invest USD718.4 Million in Japan Display	Private Equity	Apr 12, 2019	718
Stamplay Limited (United Kingdom)	Apple Acquires Stamplay	Acquisition	Mar 21, 2019	6
PullString Inc (United States)	Apple Acquires PullString (ToyTalk)	Acquisition	Feb 16, 2019	100
Laserlike, Inc. (United States)	Apple Acquires Laserlike	Acquisition	Dec 31, 2018	-
Silk Labs (United States)	Apple Acquires Silk Labs	Acquisition	Nov 20, 2018	-
Leap Motion Inc (United States)	Apple Terminates Plans to Acquire Leap Motion	Acquisition	Oct 31, 2018	50
TomTom International BV (Netherlands)	Apple, Trimble and HERE to Acquire TomTom	Acquisition	Oct 30, 2018	-
ELYSIS Limited Partnership (Canada)	Elysis Secures 108.6 Million in Venture Funding	Venture Financing	Oct 05, 2018	109
salesforce.com, inc. (United States)	Apple Forms Partnership with Salesforce	Partnership	Sep 24, 2018	-
Shazam Entertainment Limited (United Kingdom)	Apple Acquires Shazam Entertainment	Acquisition	Sep 24, 2018	402
Akonia Holographics LLC (United States)	Apple Acquires Akonia Holographics	Acquisition	Aug 30, 2018	-
Akamai Technologies, Inc. (United States) , Etsy Inc (United States)	Apple, Akamai, Etsy and Swiss Re Form Partnership	Partnership	Aug 06, 2018	-
Toshiba Memory Corp (Japan)	Consortium of Investors Acquire Toshiba Memory for USD17.92 Billion	Private Equity	Jun 01, 2018	17,923
Next Issue Media LLC (United States)	Apple Acquires Next Issue Media (Texture)	Acquisition	Mar 31, 2018	485

APPLE INC: CORPORATE FINANCIAL DEALS ACTIVITY

Next Issue Media LLC (United States)	Apple to Acquire Next Issue Media from Kohlberg Kravis Roberts (KKR & Co.)	Acquisition	Mar 12, 2018	-
Allianz Global Corporate & Specialty SE (Germany) , Aon Plc (Ireland) , Cisco Systems, Inc. (United States)	Allianz Global Corporate & Specialty, Cisco Systems, Apple and Aon Forms Co-Development Partnership	Partnership	Feb 05, 2018	-
Immersion Corporation (United States)	Immersion Enters into Licensing Agreement with Apple	Partnership	Jan 26, 2018	-
Doe Pics Hit Inc. (Canada)	Apple Acquires Doe Pics Hit (Buddybuild)	Acquisition	Jan 02, 2018	-
Spektral Aps (Denmark)	Apple Acquires Spektral	Acquisition	Dec 31, 2017	32
Pop Up Archive, Inc. (United States)	Apple Acquires Pop Up Archive	Acquisition	Dec 05, 2017	-
Vrvana Inc. (Canada)	Apple Acquires Vrvana	Acquisition	Nov 21, 2017	30
PowerbyProxi Limited (New Zealand)	Apple Acquires PowerbyProxi	Acquisition	Oct 25, 2017	-
InVisage Technologies, Inc. (United States)	Apple Acquires InVisage Technologies	Acquisition	Oct 19, 2017	-
Regaind SAS (France)	Apple Acquires Regaind	Acquisition	Sep 29, 2017	-
SensoMotoric Instruments GmbH (Germany)	Apple Acquires SensoMotoric Instruments	Acquisition	Jun 26, 2017	-
DexCom Inc. (United States)	Apple Enters into Agreement with DexCom	Partnership	Jun 06, 2017	-
Nokia Corporation (Finland)	Nokia Signs Licensing Agreement with Apple	Partnership	May 23, 2017	-
Lattice Data, Inc. (United States)	Apple Acquires Lattice Data	Acquisition	May 13, 2017	200
Beddit.com Oy (Finland)	Apple Acquires Beddit	Acquisition	May 08, 2017	-
DeskConnect, Inc. (Workflow) (United States)	Apple Acquires DeskConnect (Workflow)	Acquisition	Mar 22, 2017	-
iCloud Network Solution (United States)	Apple acquires iCloud Network Solution (iCloud.NET)	Acquisition	Feb 21, 2017	-
SOURCE:MARKETLINE				

APPLE INC: CORPORATE FINANCIAL DEALS ACTIVITY

Apple Inc: Top Deals 2017 - 2021YTD*

Table 10: Apple Inc: Top Deals 2017 - 2021YTD*					
Target/Partner (Country)	Deal Headline	Deal Date	Deal Status	Deal Type	Deal Value (US\$m)
Apple Inc (United States)	Apple Raises USD3 Billion in Public Offering of 2.65% Notes Due 2051	08 Feb 2021	Completed	IPO	3,000
Apple Inc (United States)	Apple Prices USD2.5 Billion in Public Offering of 0.7% Notes Due 2026	01 Feb 2021	Announced	IPO	2,500
Apple Inc (United States)	Apple Prices USD2.5 Billion in Public Offering of 1.2% Notes Due 2028	01 Feb 2021	Announced	IPO	2,500
Apple Inc (United States)	Apple Prices USD2.75 Billion Public Offering of 1.650% Notes Due 2031	01 Feb 2021	Announced	IPO	2,750
Apple Inc (United States)	Apple Prices Offering of 1.125% Notes Due 2025 for USD2.25 Billion	05 May 2020	Announced	IPO	2,250
Apple Inc (United States)	Apple Prices Offering of 2.650% Notes due 2050 for USD2.5 Billion	05 May 2020	Announced	IPO	2,500
Apple Inc (United States)	Apple Price to Raise USD2 Billion in Public Offering of 0.75% Notes Due 2023	04 May 2020	Announced	IPO	2,000
Apple Inc (United States)	Apple Raises USD2 Billion in Offering of 2.05% Notes Due 2026	11 Sep 2019	Completed	IPO	2,000
Toshiba Memory Corp (Japan)	Consortium of Investors Acquire Toshiba Memory for USD17.92 Billion	01 Jun 2018	Completed	Private Equity	17,923
Apple Inc (United States)	Apple raises \$2,250 million through public offering of notes	09 Feb 2017	Completed	IPO	2,250
SOURCE:MARKETLINE					

Apple Inc: Advisors

Apple Inc: Top Legal Advisors

Table 11: Apple Inc: Legal Advisor Ranking by Value (US\$m)

Company Name	Deal Volume	Deal Value (US\$m)
Simpson Thacher & Bartlett LLP	23	14,318
Hogan Lovells US LLP	16	11,357
Latham & Watkins LLP	17	9,929
SOURCE:MARKETLINE		

Apple Inc: Top Financial Advisors

Table 12: Apple Inc: Financial Advisor Ranking by Value (US\$m)

Company Name	Deal Volume	Deal Value (US\$m)
Goldman Sachs & Co LLC	39	4,107
Barclays Capital Inc	34	3,551
J.P. Morgan Securities LLC	30	3,376
Deutsche Bank Securities Inc	37	3,264
Academy Securities Inc.	24	2,659
Samuel A. Ramirez & Company, Inc.	28	2,619
Mischler Financial Group Inc	23	2,121
Loop Capital Markets LLC	20	2,111
CastleOak Securities LP	22	1,794
Morgan Stanley & Co LLC	20	1,683
Blaylock Van, LLC	13	1,664
Drexel Hamilton, LLC	11	1,525
Merrill Lynch, Pierce, Fenner & Smith Inc	17	1,364
BofA Securities Inc	7	1,173
Morgan Stanley & Co. LLC (formerly	8	1,074

APPLE INC: CORPORATE FINANCIAL DEALS ACTIVITY

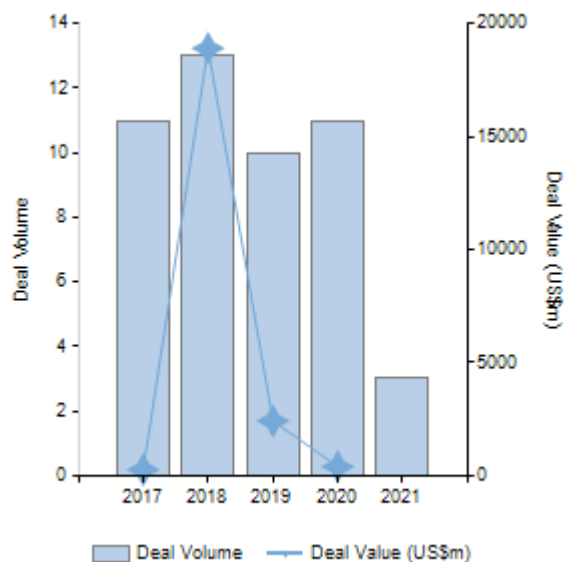
Morgan Stanley & Co., Incorporated)		
Wells Fargo Securities LLC	9	1,027
Siebert Cisneros Shank & Co LLC	12	867
Morgan Stanley	10	789
The Goldman Sachs Group Inc	10	779
HSBC Securities (USA) Inc	9	767
Morgan Stanley & Co Ltd	3	703
Wells Fargo Securities, LLC (formerly known as Wells Fargo Van Kasper, LLC)	8	699
Barclays Bank Plc	7	683
Bank of America Corp	8	539
HSBC Bank Plc	4	516
JPMorgan Chase & Co.	5	487
Barclays Plc	5	487
The Williams Capital Group LP	5	457
MUFG Securities Americas Inc	6	457
CL King & Associates Inc	6	409
Deutsche Bank AG	2	377
Merrill Lynch International	3	317
J.P. Morgan Securities Plc	3	317
HSBC Holdings Plc	3	289
J.P. Morgan plc	3	289
Merrill Lynch Canada Inc	1	281
HSBC Securities (Canada) Inc	1	281
CIBC World Markets Inc	1	281
BMO Nesbitt Burns Inc	1	281
RBC Dominion Securities Inc	1	281
Barclays Capital Securities Ltd	2	250
Standard Chartered Bank Plc	1	198
Standard Chartered Bank	1	179

APPLE INC: CORPORATE FINANCIAL DEALS ACTIVITY

Citigroup Global Markets, Inc. (formerly Salomon Smith Barney, Inc.)	1	154
Citigroup Global Markets Limited	2	139
BNP Paribas SA	2	139
Wells Fargo & Company	2	131
R. Seelaus & Co., Inc.	1	100
HSBC Securities (USA) LLC	1	100
Hogan Lovells US LLP	1	77
SOURCE:MARKETLINE		

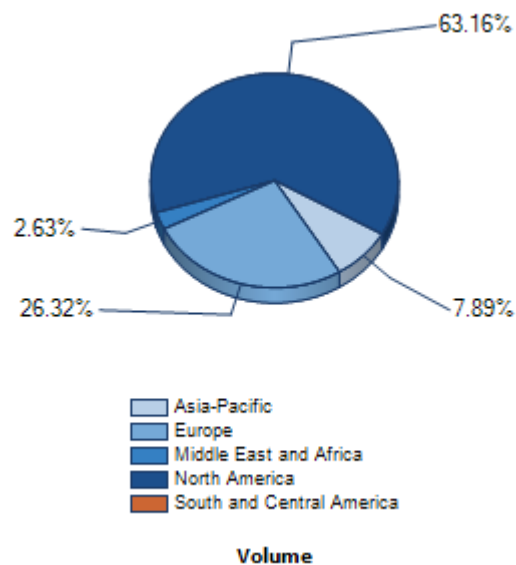
Apple Inc: Mergers and Acquisitions

Figure 5: Apple Inc: M&A Volume and Value Trend (2017 - YTD*2021)



SOURCE: MARKETLINE

Figure 6: Apple Inc: M&A Activity by Geography (2017 - YTD*2021)



SOURCE: MARKETLINE

Table 13: Apple Inc: M&A Volume and Value Trend (2017 - YTD*2021)

Year	Deal Volume	Deal Value (US\$m)
2017	11	262
2018	13	18,918
2019	10	2,424
2020	11	400
2021	3	-

SOURCE: MARKETLINE

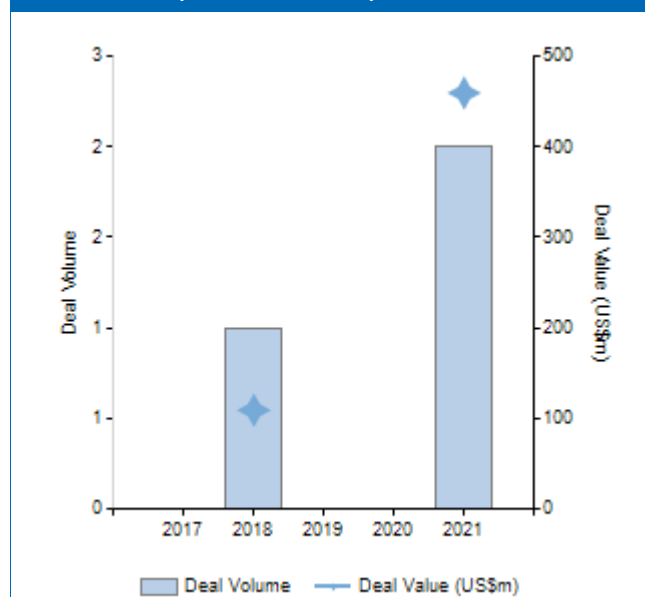
Table 14: Apple Inc: M&A Activity by Geography (2017 - YTD*2021)

Geography	Deal Volume
Asia-Pacific	3
Europe	10
Middle East and Africa	1
North America	24
South and Central America	-

SOURCE: MARKETLINE

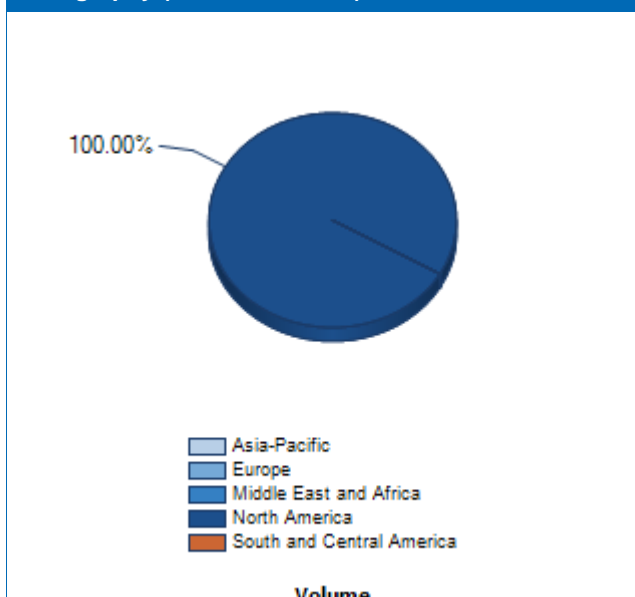
Apple Inc: Corporate Venturing

Figure 7: Apple Inc: Corporate Venturing Volume and Value Trend (2017 - YTD*2021)



SOURCE: MARKETLINE

Figure 8: Apple Inc: Corporate Venturing by Geography (2017 - YTD*2021)



SOURCE: MARKETLINE

Table 15: Apple Inc: Corporate Venturing Volume and Value Trend (2017 - YTD*2021)

Year	Deal Volume	Deal Value (US\$m)
2017	-	-
2018	1	109
2019	-	-
2020	-	-
2021	2	460

SOURCE: MARKETLINE

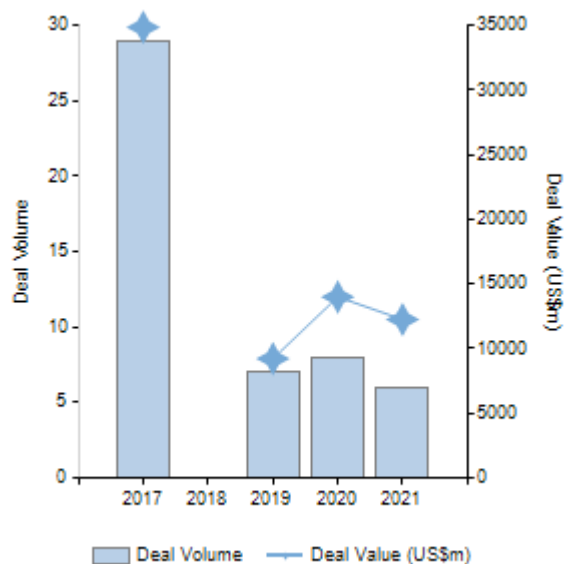
Table 16: Apple Inc: Corporate Venturing by Geography (2017 - YTD*2021)

Geography	Deal Volume
Asia-Pacific	-
Europe	-
Middle East and Africa	-
North America	3
South and Central America	-

SOURCE: MARKETLINE

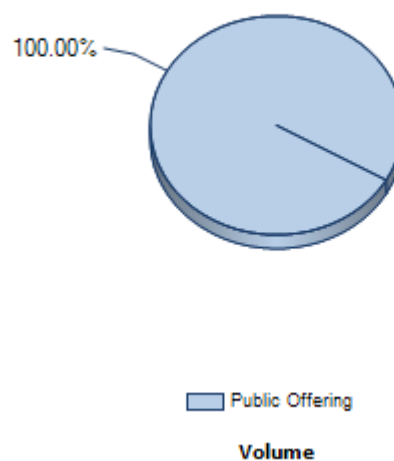
Apple Inc: Capital Raising

Figure 9: Apple Inc: Capital Raising Volume and Value Trend (2017 - YTD*2021)



SOURCE: MARKETLINE

Figure 10: Apple Inc: Capital Raising by Deal Type (2017 - YTD*2021)



SOURCE: MARKETLINE

Table 17: Apple Inc: Capital Raising Volume and Value Trend (2017 - YTD*2021)

Year	Deal Volume	Deal Value (US\$m)
2017	29	34,884
2018	-	-
2019	7	9,216
2020	8	14,000
2021	6	12,250

SOURCE: MARKETLINE

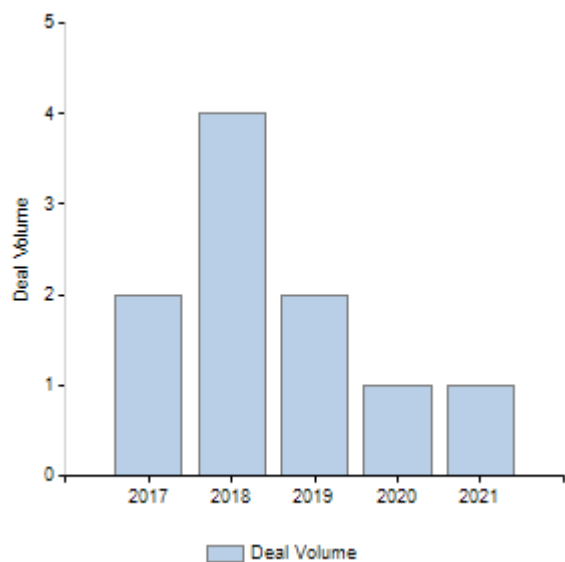
Table 18: Apple Inc: Capital Raising by Deal Type (2017 - YTD*2021)

Deal Type	Deal Volume
Public Offering	50

SOURCE: MARKETLINE

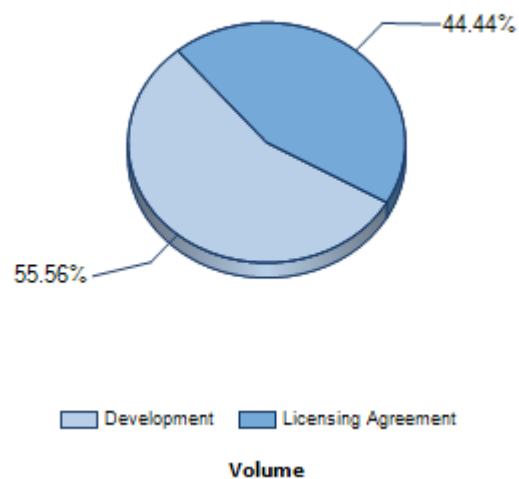
Apple Inc: Partnership

Figure 11: Apple Inc: Partnership Volume and Value Trend (2017 - YTD*2021)



SOURCE: MARKETLINE

Figure 12: Apple Inc: Partnership Trend by Deal Type (2017 - YTD*2021)



SOURCE: MARKETLINE

Table 19: Apple Inc: Partnership Volume and Value Trend (2017 - YTD*2021)

Year	Deal Volume	Deal Value (US\$m)
2017	2	-
2018	4	-
2019	2	-
2020	1	-
2021	1	-

SOURCE: MARKETLINE

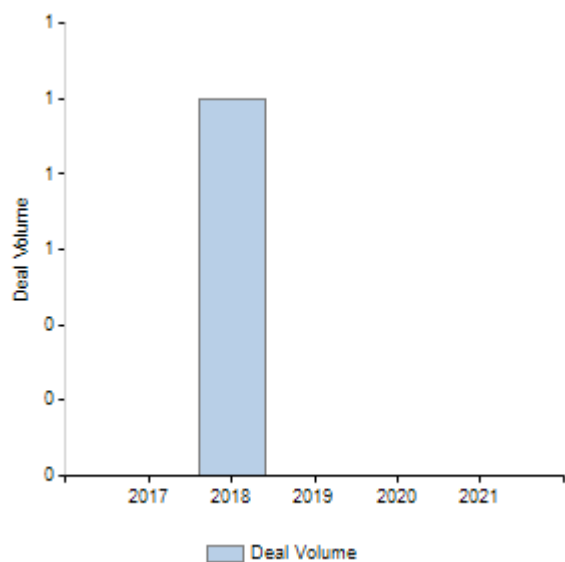
Table 20: Apple Inc: Partnership Trend by Deal Type (2017 - YTD*2021)

Deal Type	Deal Volume
Development	5
Licensing Agreement	4

SOURCE: MARKETLINE

Apple Inc: Divestments

Figure 13: Apple Inc: Divestments Volume and Value Trend (2017 - YTD*2021)



SOURCE: MARKETLINE

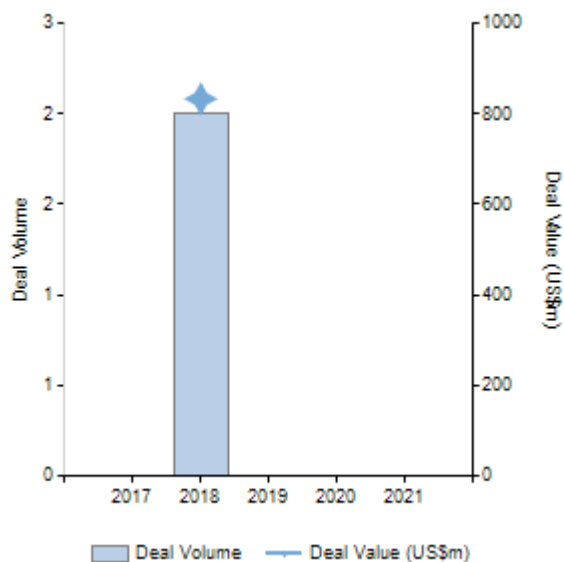
Table 21: Apple Inc: Divestments Volume and Value Trend (2017 - YTD*2021)

Year	Deal Volume	Deal Value (US\$m)
2017	-	-
2018	1	-
2019	-	-
2020	-	-
2021	-	-

SOURCE: MARKETLINE

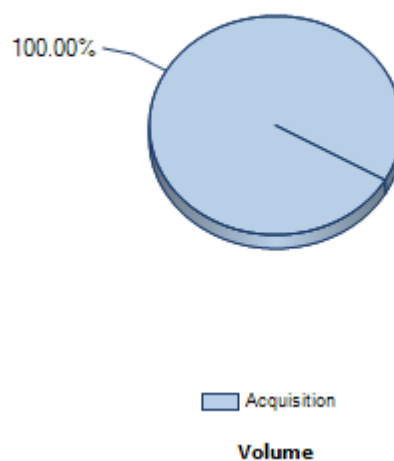
Apple Inc: Private Equity and Ownership

Figure 14: Apple Inc: Private Equity and Ownership Volume and Value Trend (2017 - YTD*2021)



SOURCE: MARKETLINE

Figure 15: Apple Inc: Private Equity and Ownership Volume by Deal Type (2017 - YTD*2021)



SOURCE: MARKETLINE

Table 22: Apple Inc: Private Equity and Ownership Volume and Value Trend (2017 - YTD*2021)

Year	Deal Volume	Deal Value (US\$m)
2017	-	-
2018	2	834
2019	-	-
2020	-	-
2021	-	-

SOURCE: MARKETLINE

Table 23: Apple Inc: Private Equity and Ownership Volume by Deal Type (2017 - YTD*2021)

Deal Type	Deal Volume
Acquisition	2

SOURCE: MARKETLINE

APPLE INC: RECENT DEVELOPMENTS

Apple Inc: News and Events Summary

Table 24: Apple Inc: News and Events Summary

Date	Headline	Category
Oct 13, 2021	Apple reportedly cuts iPhone 13 production due to chip shortage Its been a few weeks since Apple started selling the newly launched iPhone 13 series models in the markets across the world. The company has been facing issues with the production of its products due to chip shortage and it seems that the trouble for the c...	Strategy and Operations;Strategy and Operations-->Customer;Strategy and Operations-->Others
Oct 11, 2021	Apple appoints new treasurer Apple has named Michael Shapiro as its new corporate treasurer, enlisting a veteran member of its treasury team and the company's Braeburn Capital cash-management arm following the recent retirement of Gary Wipfler.	Strategy and Operations-->Staff;Business Expansion-->Staff
Oct 11, 2021	Apple plans 550,000sf office campus in Culver City The shelling out \$162 million for a handful of properties on the Los Angeles-Culver City border, Apple has pulled back the curtain on its plans to redevelop them into a large office campus.	Business Expansion;Business Expansion-->Geography;Business Expansion-->Customer;Business Expansion-->Capacity
Oct 7, 2021	Apple opens Developer Academy in Detroit to create new career opportunities Apple Developer Academy participants learn the fundamentals of coding and the full suite of skills to thrive in the iOS app economy -- which supports more than 2.1 million jobs across the US.	Business Expansion;Strategy and Operations-->Geography;Business Expansion-->Geography;Business Expansion-->Customer;Business Expansion-->Capacity;Business Expansion-->Others
Oct 6, 2021	Ansys and Apple develop the first cloud-based RF safety testing simulation solution for MagSafe module MFi developers Apple collaborated with Ansys to launch the first-of-its-kind RF safety testing simulation solution for Apple's MagSafe module technology developers.	Financial Deals-->Partnership / Strategic Alliance
Oct 6, 2021	Ericsson sues Apple to clear proposed 5G patent licensing rates	Research & Development--

APPLE INC: RECENT DEVELOPMENTS

	Swedish telecom giant Ericsson Inc has sued Apple Inc in federal court in Texas seeking a declaration that the rates it offered Apple to license its 5G wireless patents are fair and reasonable.	>Intellectual property/ patents
Oct 1, 2021	<p>Apple continues to deliver EarPods with iPhone 13 in France</p> <p>Apple stopped packing EarPods inside iPhone boxes long ago but France continued to get them for a long time. Apple is selling the iPhone 13 with EarPods inside the box in France. What makes Apple do this is the legal requirement related to radio-frequency ...</p>	Strategy and Operations; Strategy and Operations-->Customer; Strategy and Operations-->Others
Sep 29, 2021	<p>Google and Apple to face lawsuit from Jawbone in noise cancelling technology</p> <p>The internet giants Google and Apple have to deal with another patent lawsuit. The now insolvent company Jawbone has opposed the two groups and sees rights violated in the noise-canceling technology it developed years ago.</p>	Regulatory and Legal Events-->Lawsuits
Sep 28, 2021	<p>Apple launches a Limited Edition Beats Studio3 Wireless Headphones</p> <p>Apple-owned Beats has launched a new A-Cold-Wall Beats Studio3 Wireless headphone with a pure ANC and is presented by Samuel Ross. This product packs the iconic Beats Studio3 Wireless headphone silhouette with a slate color palette covering both the headph...</p>	Business Expansion-->Products/ brands launch
Sep 28, 2021	<p>Apple unveils new features in iWork suite of productivity apps</p> <p>Apple updated its iWork suite of productivity apps with new features that enable users to present in powerful new ways and make it even easier to work with documents on the go.</p>	Contracts-->Engineering and Development Contracts-->Operation and Management
Sep 27, 2021	<p>Apple Maps unveils new ways to explore major cities in 3D</p> <p>Apple Maps has unveiled new ways to explore major cities in 3D. Maps users in London, Los Angeles, New York City, and San Francisco can experience a three-dimensional city view with rich detail, enhanced navigation, immersive walking directions, and more.</p>	Contracts-->Engineering and Development Contracts-->Operation and Management
Sep 27, 2021	<p>Apple to open developer academy in South Korea to dodge antitrust fine</p> <p>Apple is set to open South Korea's first Apple Developer Academy in partnership with Pohang University of Science and Technology, as part of a deal it made in February with the Korean Fair Trade Commission to avoid paying a fine.</p>	Business Expansion; Strategy and Operations-->Geography; Business Expansion-->Geography; Business Expansion-->Customer; Business Expansion-->Capacity; Business Expansion-->Others; Financial

APPLE INC: RECENT DEVELOPMENTS

		Deals-->Partnership / Strategic Alliance
Sep 26, 2021	Apple's latest software update for the iPhone 13 and new iPads fixes Music bug Barely a week after the release of the iPhone 13 and several other Apple products, buyers of the new models would need to update their devices due to a bug that prevents a seamless playing of music. It was suggested by MacRumors that both the iPhone 13 and...	Strategy and Operations-->Offerings - Products/ brands/ services
Sep 24, 2021	Apple iPhone 13 sales start in Russia Apple's iPhone 13 smartphones have started sales in stores in Russia, following a short pre-sale period, reports Prime. The iPhone 13 starts from RUB 79,990 in the country, the iPhone 13 Pro is priced from RUB 99,990, the iPhone 13 mini begins at RUB 69,99...	Business Expansion-->Products/ brands launch
Sep 22, 2021	Apple bars Epic's 'Fortnite' from App Store until all court appeals end Apple Inc has blacklisted "Fortnite" from the iPhone maker's popular App Store for several years until all the court appeals are done, Epic Games Chief Executive Officer Tim Sweeney said on Wednesday.	Regulatory and Legal Events;Regulatory and Legal Events-->Regulatory issues;Regulatory and Legal Events-->Legal issues
Sep 21, 2021	Apple to open first Bronx store, 11th location in New York Apple, among the first retailers to shutter stores during the pandemic, is opening its first location in the Bronx, adding to 10 it already operates in New York and completing its reach across the city's boroughs.	Business Expansion;Strategy and Operations-->Geography;Business Expansion-->Geography;Business Expansion-->Customer;Business Expansion-->Capacity;Business Expansion-->Others
Sep 15, 2021	Apple iPhone 13 Pro and Pro Max with 120Hz adaptive retina XDR display, ultra wide camera launched Apple has introduced iPhone 13 Pro as well as iPhone 13 Pro Max with an all-new Super Retina XDR display with ProMotion featuring an adaptive refresh rate up to 120Hz and comes in the same size as last year — 6.1 and 6.7 inches.	Business Expansion-->Products/ brands launch
Sep 15, 2021	Apple iPhone 13 with A15 bionic chip, new camera array, smaller notch launched Apple announced the launch of the iPhone 13 mini and iPhone 13, both featuring a smaller notch, repositioned rear-cameras, and improved performance. iPhone 13 has been launched in three variants, starting from a 128GB variant which is priced at \$799. Also ...	Business Expansion-->Products/ brands launch

APPLE INC: RECENT DEVELOPMENTS

Sep 15, 2021	Apple Watch Series 7 with largest-ever display, IP6X dust-resistant design launched Apple Watch Series 7 was launched at the company's "California streaming" event on Tuesday. The new Apple Watch model is the eighth iteration in the series of smartwatches launched by the Cupertino giant since its first generation in 2015. The Apple Watch ...	Business Expansion-->Products/ brands launch
Sep 14, 2021	Apple unveils new iPad mini with breakthrough performance in stunning new design Apple introduced the powerful new iPad mini with a larger 8.3-inch Liquid Retina display in four gorgeous finishes.	Business Expansion-->Products/ brands launch

SOURCE: MARKETLINE

Apple Inc: Business Expansion

Table 25: Apple Inc: Business Expansion

Publication Date	Headline	Category
Feb 23, 2017	Apple's \$5bn spaceship like California campus to open this April The 2.8 million square foot ring shaped campus can accommodate 12,000 employees.	Business Expansion
Jan 18, 2017	Wirecard's mobile payment app to support Apple Pay in France Wirecard has launched its mobile payment solution, boon, in France that also offers customers an option to use boon with Apple Pay.	Business Expansion
Jan 18, 2017	Wirecard's mobile payment app to support Apple Pay in France Wirecard has launched its mobile payment solution, boon, in France that also offers customers an option to use boon with Apple Pay.	Products/ brands launch
Jan 18, 2017	Apple announces new updates for music creation apps Apple Inc. has announced new updates to its music creation apps with new features for music makers of all levels on iPhone, iPad and Mac.	Products/ brands launch
Jan 10, 2017	Apple Pay to support 17 more financial institutions in US Apple has extended the support of its mobile payment solution, Apple Pay, to 17 more US firms, including banks, credit unions and card issuers.	Business Expansion

SOURCE: MARKETLINE

Apple Inc: Contracts

Table 26: Apple Inc: Contracts

Publication Date	Headline	Category
Feb 13, 2017	Macquarie Bank, ING Direct to offer Apple Pay support in Australia ING Direct and Macquarie Bank have signed up mobile payment service Apple Pay in Australia.	Operation and Management
Jan 25, 2017	NV Energy Announces Solar Agreement with Apple NV Energy and Apple announced they have reached an agreement to build 200 megawatts of additional solar energy in Nevada by early 2019. The projects will support Apple's renewable energy needs for its Reno data center.	Contracts
Jan 25, 2017	NV Energy Announces Solar Agreement with Apple NV Energy and Apple announced they have reached an agreement to build 200 megawatts of additional solar energy in Nevada by early 2019. The projects will support Apple's renewable energy needs for its Reno data center.	Supply contracts
Jan 25, 2017	NV Energy Announces Solar Agreement with Apple NV Energy and Apple announced they have reached an agreement to build 200 megawatts of additional solar energy in Nevada by early 2019. The projects will support Apple's renewable energy needs for its Reno data center.	Commercialization and distribution contracts (incl. franchises)
Jan 25, 2017	NV Energy Announces Solar Agreement with Apple NV Energy and Apple announced they have reached an agreement to build 200 megawatts of additional solar energy in Nevada by early 2019. The projects will support Apple's renewable energy needs for its Reno data center.	Others
Jan 25, 2017	NV Energy Announces Solar Agreement with Apple NV Energy and Apple announced they have reached an agreement to build 200 megawatts of additional solar energy in Nevada by early 2019. The projects will support Apple's renewable energy needs for its Reno data center.	Power Purchase Agreement
Jan 25, 2017	NV Energy Announces Solar Agreement with Apple NV Energy and Apple announced they have reached an agreement to build 200 megawatts of additional solar energy in Nevada by early 2019. The projects will support Apple's renewable energy needs for its Reno data center.	Engineering and Development Contracts

APPLE INC: RECENT DEVELOPMENTS

	data center.	
Jan 25, 2017	NV Energy Announces Solar Agreement with Apple NV Energy and Apple announced they have reached an agreement to build 200 megawatts of additional solar energy in Nevada by early 2019. The projects will support Apple's renewable energy needs for its Reno data center.	Engineering, Procurement and Construction (EPC)
Jan 25, 2017	NV Energy Announces Solar Agreement with Apple NV Energy and Apple announced they have reached an agreement to build 200 megawatts of additional solar energy in Nevada by early 2019. The projects will support Apple's renewable energy needs for its Reno data center.	Development

SOURCE: MARKETLINE

Apple Inc: Financial Deals

Table 27: Apple Inc: Financial Deals		
Publication Date	Headline	Category
Feb 13, 2017	Macquarie Bank, ING Direct to offer Apple Pay support in Australia ING Direct and Macquarie Bank have signed up mobile payment service Apple Pay in Australia.	Partnership / Strategic Alliance

SOURCE: MARKETLINE

Apple Inc: IT Spending Announcements

Table 28: Apple Inc: IT Spending Announcements		
Publication Date	Headline	Category
Feb 2, 2017	IBM collaborates with United Airlines for enterprise iOS Apps IBM and United Airlines, Inc. have announced a collaboration to deliver a suite of enterprise iOS apps, releasing the power of the more than 50,000 iOS devices in the hands of the airline's front-line employees.	IT Spending Announcements

SOURCE: MARKETLINE

Apple Inc: Regulatory and Legal Events

Table 29: Apple Inc: Regulatory and Legal Events
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APPLE INC: RECENT DEVELOPMENTS

Publication Date	Headline	Category
Feb 14, 2017	Apple stock price soars high on next iPhone optimism It again becomes the world's most valuable company.	Regulatory and Legal Events
Feb 6, 2017	iPhone sale surge pushes Apple revenue iPhone sales surge 72% in December quarter on sequential basis.	Regulatory and Legal Events

SOURCE: MARKETLINE

Apple Inc: Strategy and Operations

Table 30: Apple Inc: Strategy and Operations

Publication Date	Headline	Category
Feb 23, 2017	Apple's \$5bn spaceship like California campus to open this April The 2.8 million square foot ring shaped campus can accommodate 12,000 employees.	Geography
Jan 25, 2017	NV Energy Announces Solar Agreement with Apple NV Energy and Apple announced they have reached an agreement to build 200 megawatts of additional solar energy in Nevada by early 2019. The projects will support Apple's renewable energy needs for its Reno data center.	Manufacturing and Supply

SOURCE: MARKETLINE

APPENDIX

Contact Us

We hope that the data and analysis in this brief will help you make informed and imaginative business decisions. If you have further requirements/feedback please contact us at: assistme@marketline.com

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- Company annual reports
- Company websites
- SEC filings (10-K, 20-F, 10-Q etc)
- Media releases
- Investors presentations
- MarketLine proprietary databases

Notes

*YTD (Year To Date) – The period beginning January 1st of the current year up until today's date.

*TTM (Trailing Twelve Months) – The timeframe of the past 12 months.

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