



Apple Presentation C15

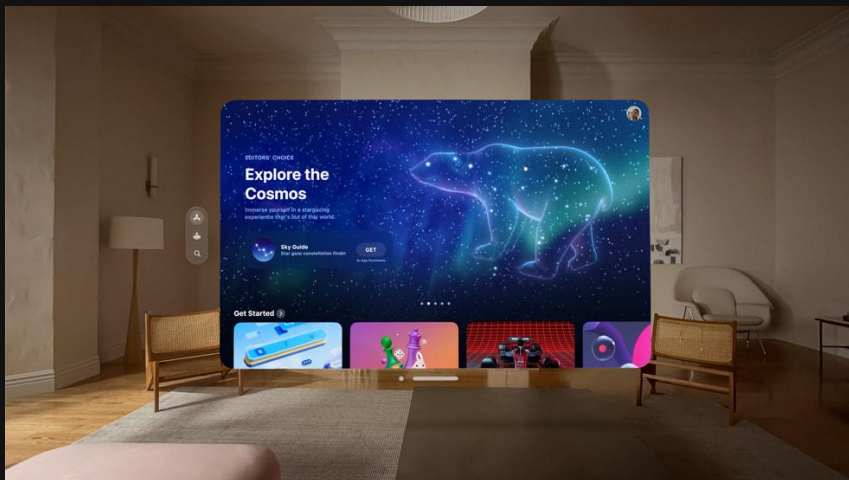
Introduction

Apple Inc. was established in 1976 in Cupertino, CA, by Steve Jobs, Steve Wozniak, and Ronald Wayne as a tech company focused on personal computers. Over time, they incorporated new products and services like AI-powered devices, cloud services and much more. Thanks to relentless innovation and dedication, Apple has emerged as a major player in the worldwide technology industry.



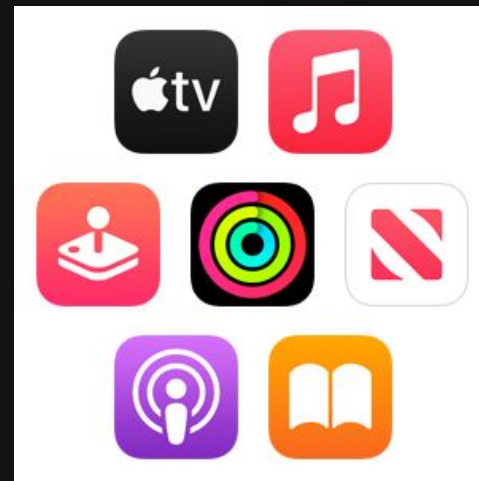
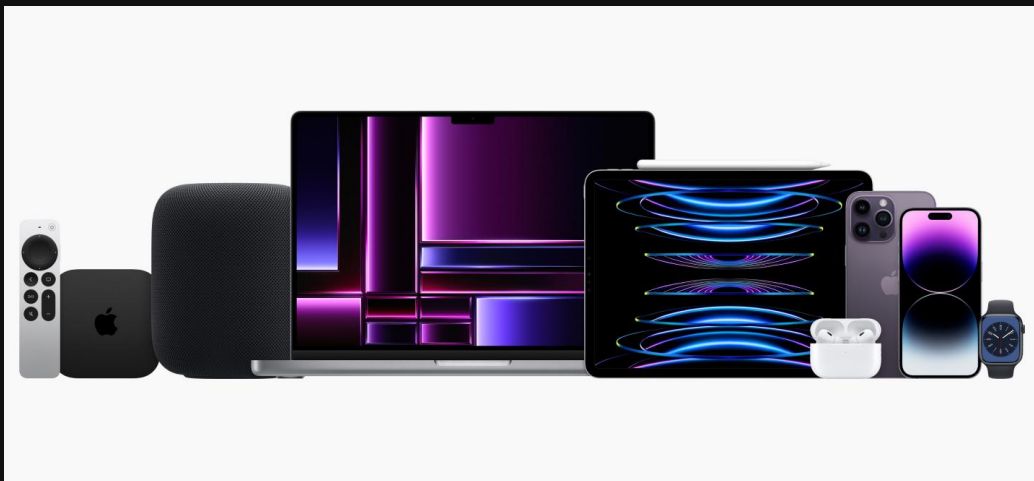
Mission

The mission of Apple is to design and create innovative products that enrich people's lives. They strive to provide cutting-edge technology with a focus on user-friendly experiences. Apple is committed to sustainability and aims to minimize its environmental impact throughout the product lifecycle.



Products and services Range

Apple offers a wide range of products, including the iPhone, iPad, Mac, Apple Watch, and Apple TV. Their software lineup features macOS, iOS, watchOS, and tvOS, creating a seamless ecosystem. In addition, Apple provides various services such as the App Store, Apple Music, Apple TV+, Apple Arcade, Apple News+, and iCloud, ensuring a comprehensive user experience.



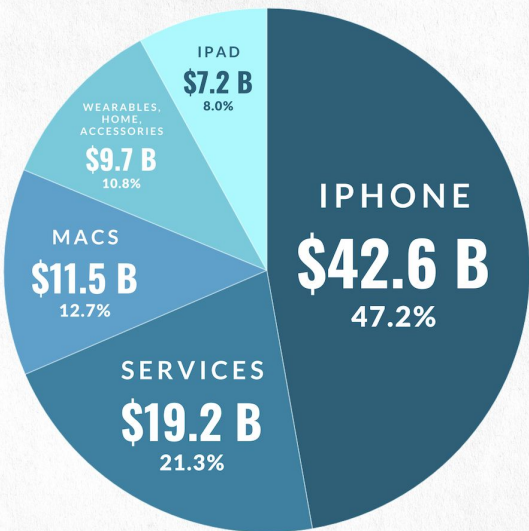
Technological Innovations

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Graphs

Apple's Revenue Streams by Product Type



Source: Apple Q4 FY22 Income Statement

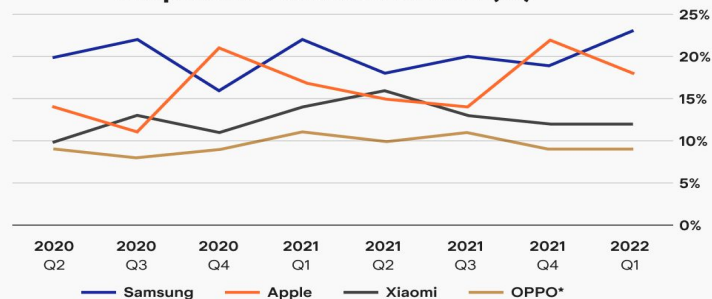
Smartphone Market Share Worldwide



Source: GS Statcounter

OBERLO

Global Smartphone Shipments Market Share (%)



Summary



Thank you for your attention. Apple remains committed to pushing technological boundaries and inspiring people worldwide through innovative products and solutions.