



Investment idea:

“Beat the profit record together with the new heights of Apple”



We again return to Apple, as one of the largest digital technology giants, which is in great demand all over the world.

Apple Inc. is an American corporation that can be safely called a pioneer in the field of personal computers and modern multi-tasking operating systems. The company was founded in California by Steve Jobs, Ronald Wayne and Steve Wozniak, who in the mid-1970s assembled the first computer. After the sale of several dozen copies, the founders of the company received funding and on April 1, 1976,





Apple Computer Inc. was officially registered.

The most popular products of Apple are: iPhone - mobile smartphone, iPad - tablet, MacBook - laptop, iMac - personal computer all in one.

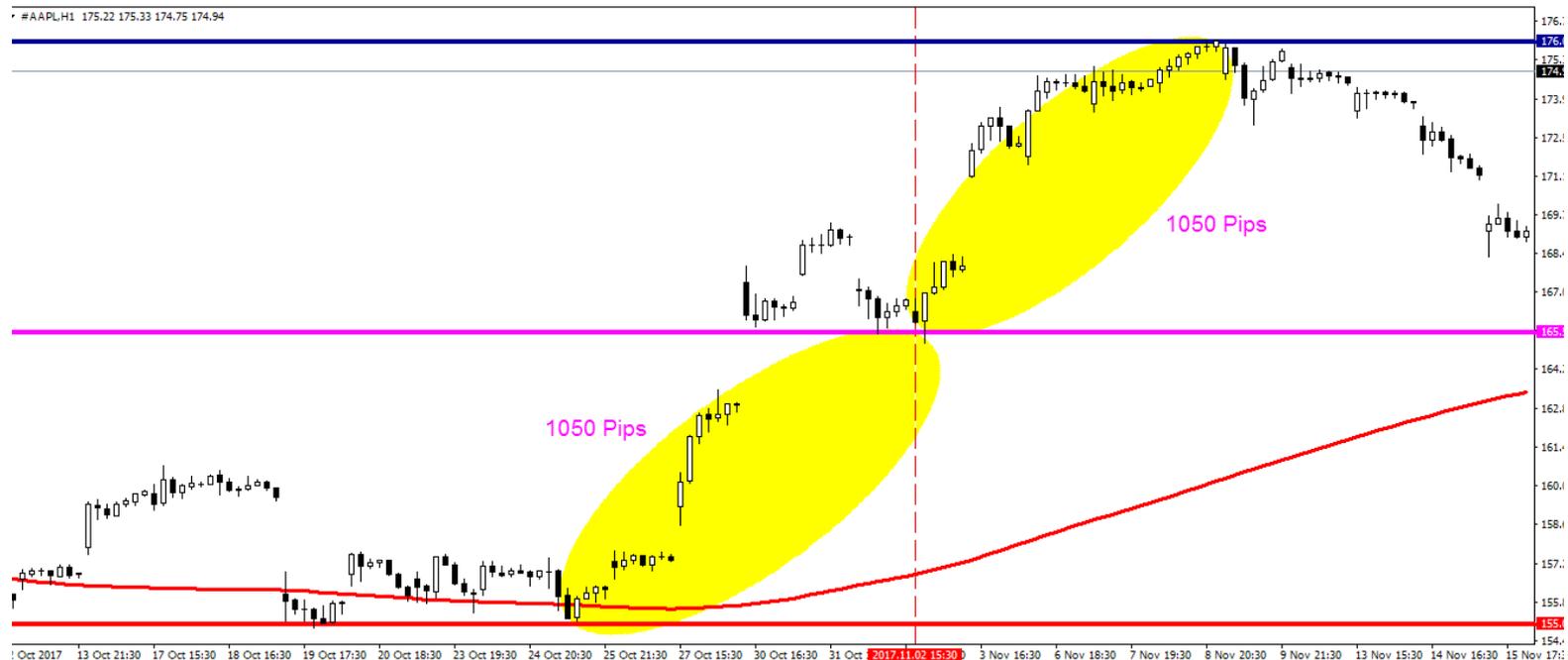
The company's revenue for 2016 was \$ 215.6 billion and was distributed as follows:

- iPhone - \$ 136.7 billion (212 million units)
- iMac - \$ 22.8 billion (18.5 million).
- iPad - \$ 20.6 (45.6 million)
- services - \$ 24.3 billion.
- and other products - \$ 11.1 billion.

Reasons for purchase of the company:

1. January 29, 2018, the market will expect the company's financial report for the fourth quarter of 2017, according to which the company's revenue will be more than \$ 77.00 billion, resulting in the company's revenue for the year will be about \$ 228.13 billion, which exceeds the value of 2016 in the amount of \$ 215.6 billion.
2. According to the results of the third quarter, the company's revenue amounted to \$ 52.58 billion, so, after the publication of the report, the company's shares rose by more than 1000 points. It is also worth noting that the expectation of a positive report also supported the quotations, and therefore, on the eve of the publication, the growth of shares amounted to more than 1000 points.





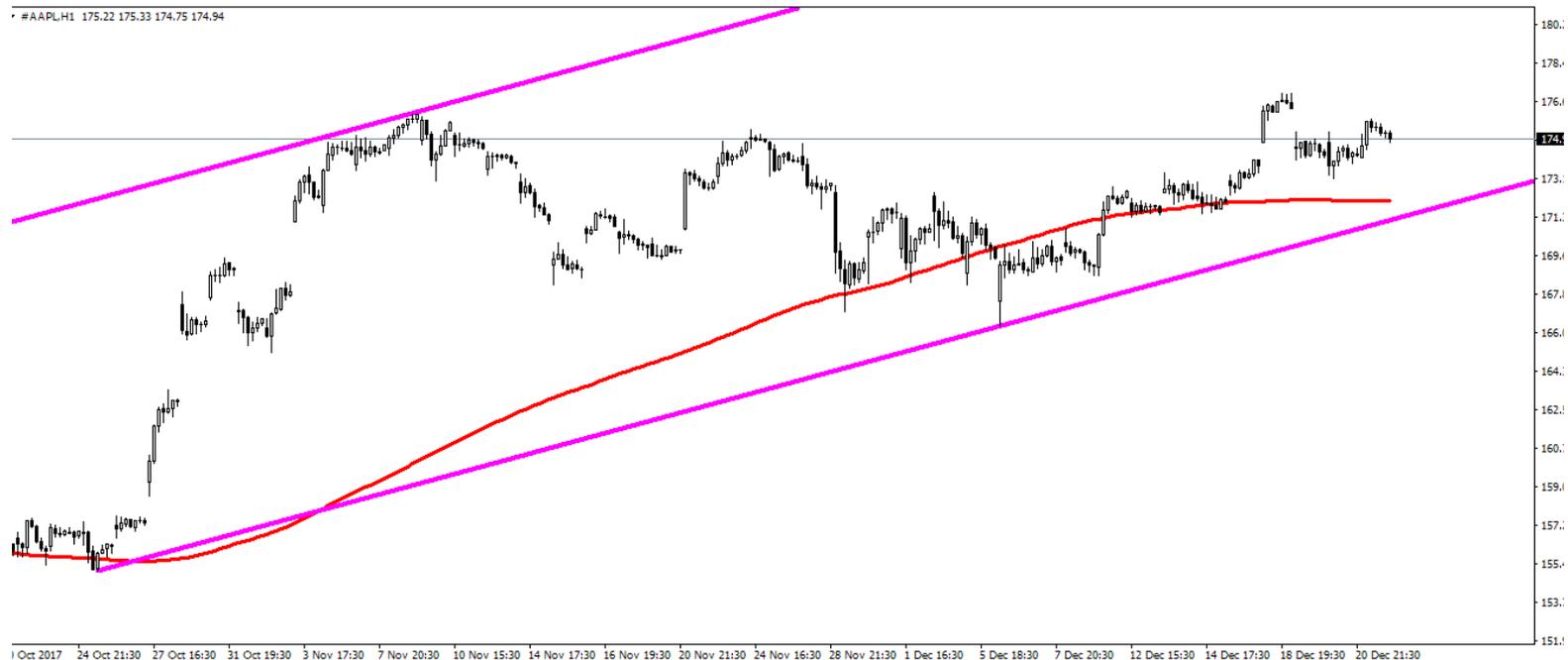
3. iPhone sales are the main revenue item for the company. According to the analyst of Cowen & Co, which provides investment management services, it is expected that iPhone sales in the current quarter will amount to 79 million devices, which will break the established record in the first quarter of 2017 at 78.29 million devices.

The essence of the idea: Purchase of shares Apple Inc. in January 2018.

Despite the fact that iPhone X sales started later than expected, this did not have a significant impact on total sales, due to increased demand for other smartphone models that are more affordable.

Also, a significant increase in the company's shares in November only confirms the positive expectations of investors that it will provide support to the growth of Apple Inc. shares in anticipation of the fourth quarter of 2017. According to the technical analysis, the company's shares are confidently moving in the uplink on H1, which indicates a strong potential for the growing trend.





Based on the information mentioned above, with the purchase volume of shares in the amount of 5 lots, the estimated profit for the duration of the investment idea will be about 25-35% of the deposit at a risk of 10%.

Recommended date of connection
from 2 to 5 January 2018.

Completion of the trading idea
until January 26, 2018.

The recommended amount for start is \$ 20,000.

The potential profit is from \$ 5,000 to \$ 7,000.

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** Entry points, exact profit, protective orders and transaction hedging
- check with the manager when upon connection!*

