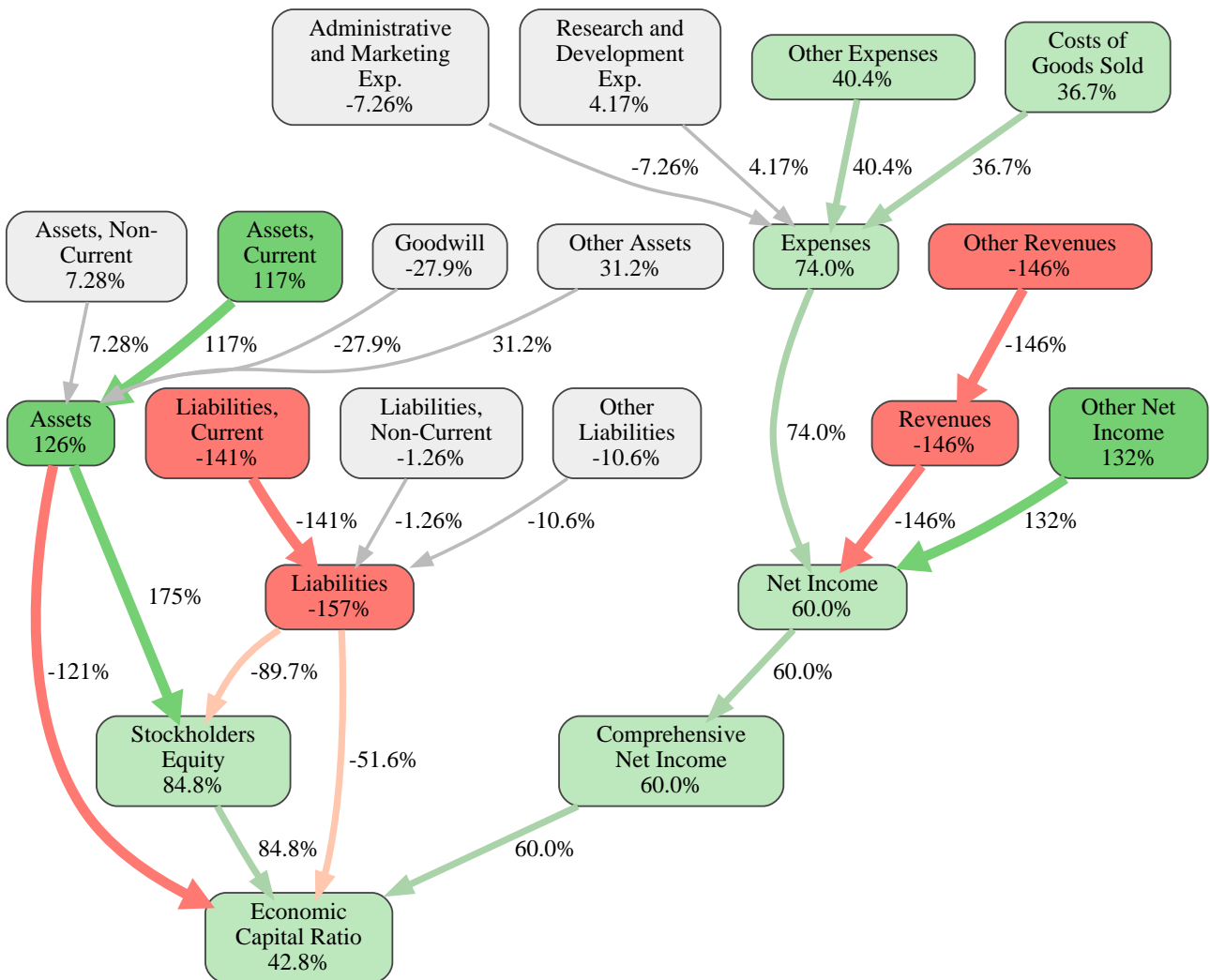




RealRate

COMPUTERS 2010

Apple Inc
Rank 3 of 6





The relative strengths and weaknesses of Apple Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Apple Inc compared to the market average is the variable Other Net Income, increasing the Economic Capital Ratio by 132% points. The greatest weakness of Apple Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 146% points.

The company's Economic Capital Ratio, given in the ranking table, is 291%, being 43% points above the market average of 248%.

Input Variable	Value in 1000 USD
Administrative and Marketing Exp.	4,149,000
Assets, Current	36,265,000
Assets, Non-Current	3,651,000
Costs of Goods Sold	0
Goodwill	453,000
Liabilities, Current	19,282,000
Liabilities, Non-Current	2,252,000
Other Assets	13,482,000
Other Compr. Net Income	0
Other Expenses	2,280,000
Other Liabilities	4,485,000
Other Net Income	13,466,000
Other Revenues	0
Research and Development Exp.	1,333,000

Output Variable	Value in 1000 USD
Liabilities	26,019,000
Assets	53,851,000
Expenses	7,762,000
Revenues	0
Stockholders Equity	27,832,000
Net Income	5,704,000
Comprehensive Net Income	5,704,000
Economic Capital Ratio	291%