

Apple Inc. (AAPL)

NASDAQ: AAPL | Technology: consumer hardware and digital services | Equity research update | 12 October 2026

Last close (9 October 2026)	\$336.64	Recommendation	WATCHLIST (unchanged), from fundamentals
Previous report (14 Sep)	\$332.27, Watchlist	Investment score	71.2 / 100 (prior 68.1, restated)
Move since then	+1.3%	Weighted fair value	\$300.60; -10.7%
P/E, FY26E / FY27E	38.1x / 35.1x	Price of interest	\$290-300, near the 200-day average
Average analyst target	\$328.09, below the price	Technical read (chart only)	Conflicts: uptrend
10-year Treasury	5.22% (8 Oct close)	Next results	Q4 FY2026, 2 November (after the close)

Two New iPhones, One Old Problem

Apple closed at \$336.64 on 9 October 2026, 1.3% above the \$332.27 of the previous report, after reaching a 52-week high of \$345.34 in between. The month added more product information than any since the spring. The iPhone 18 Pro and Pro Max went on sale on 18 September at \$1,199 and \$1,299, each \$100 above the models they replace. The company's first foldable, iPhone Duo, was announced alongside them at \$1,999, with pre-orders opening on 16 October and stores stocking it from 23 October. The standard iPhone 18 was not part of the autumn launch, which leaves the Pro models and the Duo leading the December quarter without a new standard model.

Two signals on demand point in different directions, and neither is conclusive. Counterpoint Research measured Pro-series sales in China up 12% on the prior Pro generation's first week, with Apple taking about a third of the market that week. Then on 9 October Nikkei Asia reported, citing people familiar with the matter, that Apple had cut October component orders for the Pro and Pro Max by at least 15% against its original requests because demand fell short. Apple has not confirmed it, and the shares fell 1.1% that day. On costs, TrendForce now expects conventional DRAM contract prices to rise another 10% to 15% and NAND 15% to 20% in the December quarter, so the memory squeeze that the last report flagged continues into the holiday quarter.

Verdict: Watchlist, unchanged, from fundamentals. Technical read (chart only): Conflicts. The chart is in an uptrend while the fundamental case says wait; watch closely, without changing the rating, for a close below the 50-day average near \$322.39. At 38.1 times estimated fiscal 2026 earnings, the shares already price a smooth cycle that the order report calls into question. Fair value of \$300.60 is 10.7% below the price. The name becomes interesting in the **\$290 to \$300** range, about 30 to 31 times estimated fiscal 2027 earnings, where the 200-day average now sits.

1. What has moved, and the published levels

Item (14 Sep report)	Then	Now	Read
Price of interest	\$290-300, where the 100-day average sat	Unchanged in dollars; the 100-day has risen to \$315.84	The band now coincides with the 200-day average at \$290.74; never approached, the lowest close since was \$329.40
Valuation	About 38.0x estimated FY26 EPS	38.1x FY26E, 35.1x FY27E	Price and estimates both edged up; the multiple is unchanged
Analyst average target	Below the price	\$328.09; median \$340	Still below the price
Next results	29 October	2 November, after the close	Date announced by the company on 6 October
Federal Reserve	Hike largely priced for 16 Sep	Raised to 3.75-4.00%; next meeting 27-28 Oct	Ten-year at 5.22% after touching higher levels

Moving averages recomputed in code from a 300-session daily series ending 9 October 2026; price of record is the 9 October close.

The previous report anchored its \$290 to \$300 band to the 100-day average, then at \$305.32. That anchor has moved: the 100-day is now \$315.84, and the 200-day average of \$290.74 has risen into the bottom of the band. The band stays where it was in dollars because its real basis is valuation, about 33 to 34 times estimated fiscal 2026 earnings and 30 to 31 times fiscal 2027, not a moving average. Nothing in the period invalidated the thesis. It is a reaffirmation, with the Duo and the order report adding two-sided uncertainty to the December quarter.

2. Company developments

Developments since early September that bear on what Apple earns or how it competes. Broker actions are covered under Sentiment.

Development	Status and date	What is known	What is forecast (and by whom)	Impact
iPhone 18 Pro and Pro Max at higher prices	Announced 9 Sep; on sale 18 Sep	\$1,199 and \$1,299 starting prices, \$100 above the prior Pro models; A20 Pro on 2nm; storage to 2TB	None from the company	High
Reported Pro component-order cut	Reported 9 Oct; not confirmed	Nikkei Asia: October orders cut at least 15% against original requests on demand below expectations. Counterpoint: China launch-week Pro sales +12% on the prior Pro's first week	Whether November orders are also cut is not known	High
iPhone Duo, first foldable iPhone	Announced 9 Sep; pre-orders 16 Oct; in stores 23 Oct	\$1,999 start; 7.6-inch inner and 5.4-inch outer displays; A20 Pro; titanium; IP68	Volumes not guided. Our range: 4m to 10m units in the first year	High
Memory cost inflation into the December quarter	TrendForce outlook 30 Sep	Management said September-quarter memory costs would rise further; Q4 gross margin guided at 47-48% including about 1 point of tariff refunds	TrendForce: 4Q26 conventional DRAM contracts +10-15% QoQ, NAND +15-20%	High
iOS 27 with Siri AI	Shipped 14 Sep	Free update; Siri AI launches in beta, English only at first	No revenue guided	Medium
New EU app terms	Announced 18 Aug; effective 1 Oct	Core Technology Fee replaced by a 5% commission; App Store IAP rate 26%, 15% for small developers and renewals after year one	Settles the dispute with the Commission per the company	Medium
Mac mini (M6, M5 Pro) and Mac Studio (M5 Max, M5 Ultra)	Available 22 Sep	Mac mini from \$899; Mac Studio from \$2,499	None	Low
Leadership under John Ternus	CEO since 1 Sep; reshuffle reported 8 Oct	New heads reported for acquisitions and the App Store	None	Low
Touchscreen OLED MacBook Pro and iPad mini	Reported for 27 Oct; not announced	No company statement	Launch timing reported only	Low
Pro Max service-loss fault on one US carrier	Acknowledged 2 Oct	Apple will replace affected units; described as a small number	None	Low

Company newsroom releases of 9, 14, 18 and 22 September 2026 and 18 August 2026; Apple investor relations notice of 6 October 2026; Reuters wire of 9 October 2026 relaying Nikkei Asia; Counterpoint Research, 30 September 2026; TrendForce, 30 September 2026.

2a. The iPhone 18 Pro cycle: price up, orders reportedly down

What is known. The Pro and Pro Max started at \$1,199 and \$1,299 on 18 September, \$100 more than the iPhone 17 Pro and Pro Max. A report of 9 October, not confirmed by Apple, says October component orders for both were cut by at least 15% from what Apple first requested, and some accounts put the range at 15% to 20%. The report links the cut to demand, and to the higher prices that rising memory costs forced. Against that, launch-week Pro sales in China rose 12% on the

prior generation's first week, although only three days of that week had the new phones on sale. **Why it matters.** iPhone was 49.6% of revenue in the June quarter, and in the December quarter the Pro models lead it without a new standard iPhone 18 beside them. **What success and failure look like.** Success is a December-quarter iPhone line that grows with the higher average price offsetting any volume shortfall; failure is a second round of cuts in November and iPhone revenue down year on year. The first hard data is the December-quarter guidance on 2 November, and the full quarter on the late-January report.

Precedent. Reported autumn order revisions have recurred in past iPhone cycles, and some were followed by record December quarters. That base rate argues against over-reading one report. The difference this year is the price increase, which tests elasticity at the top of the range at the same time as consumer confidence sits at its lowest since 2014. **What the price assumes.** With the shares at 35.1x fiscal 2027 consensus earnings, the market is pricing a cycle that holds up. The 1.1% fall on the day suggests little of the report was priced before. **Still unknown:** whether the cut reflects demand or inventory tuning, and whether November follows.

2b. iPhone Duo

What is known. Apple's first foldable starts at \$1,999 with storage to 2TB, pre-orders on 16 October and store availability on 23 October. It shares the A20 Pro chip with the Pro line. **Why it matters.** It is a new top tier above the Pro Max, so each unit carries a high price but some buyers will come from the Pro Max. **Success and failure.** Success is pre-order lead times that stretch beyond launch week and commentary on 2 November that supply, not demand, limits the quarter; failure is easy availability and a Pro Max that loses share to it. Early lead times are weak evidence and will not be extrapolated here. **Competitors.** Samsung and the Chinese makers have sold book-style foldables for years, and foldables remain a small share of the market. Apple's record in late entries, from the watch to wireless earbuds, is good, but neither cost \$1,999. **Economics.** Apple does not guide volumes. This report's range is 4m to 10m units in the first year at an assumed average price of \$2,100 after storage mix, with 40% of the revenue assumed to come at the Pro Max's expense. Consensus probably already includes something near the middle of that range, so the swing against consensus is modest.

2c. Memory costs in the December quarter

What is known. On the July call management said September-quarter memory costs would rise further and that continued increases in market pricing could have a growing effect. The September-quarter gross margin guide of 47% to 48% includes about one point of tariff refunds, so the underlying figure is nearer 46% to 47%, against 47.2% a year earlier and 50.1% in the June quarter, which carried about two points of refunds. TrendForce expects conventional DRAM contract prices to rise 10% to 15% and NAND 15% to 20% in the December quarter, with smartphone makers leaning on inventory. **Why it matters.** Products are about 72% of revenue at a product gross margin near 40% in the June quarter, so each point of product margin is worth about \$0.22 of fiscal 2027 EPS on this report's inputs. **What settles it:** the December-quarter gross margin guide on 2 November.

Sizing the three items against consensus

Input (our assumptions unless stated)	Value		
FY27 consensus revenue / EPS (12 Oct)	\$528.2bn / \$9.59		
iPhone share of revenue (49.6% in Q3 FY26)	50%		
Pro and Pro Max share of iPhone revenue (not disclosed)	60%, so about \$158bn		
Product gross margin (Q3 FY26, derived from filings)	40.1%		
Tax rate (company guide) / diluted shares for FY27	16.5% / 14.5bn		
iPhone Duo: first-year units / ASP / cannibalised share	4m-10m / \$2,100 / 40%		

Item, FY27 effect vs consensus	Success	Base	Failure
Pro volume shortfall (revenue cut)	0%	-4% (-\$6.3bn)	-10% (-\$15.8bn)
EPS effect	\$0.00	-\$0.15	-\$0.37
Memory: product gross margin vs plan	0 pt	-0.5 pt	-1.5 pt
EPS effect	\$0.00	-\$0.11	-\$0.33
iPhone Duo units vs a 7m base	10m	7m	4m

Item, FY27 effect vs consensus	Success	Base	Failure
Net revenue / EPS vs base	+\$3.8bn / +\$0.09	\$0.0bn / \$0.00	-\$3.8bn / -\$0.09
FY27 EPS after the items	\$9.68	\$9.33	\$8.81

Our calculation, computed in code. EPS effect = revenue change x product gross margin x (1 - tax rate) / shares; memory effect = margin points x product revenue x (1 - tax) / shares. Inputs are assumptions where marked.

The earnings effect is small: the base case takes about 2.7% off fiscal 2027 consensus and the failure case about 8.1%. The larger risk sits in the multiple, because a stock at 38 times earnings is priced for a cycle with no soft patch. Without these three items the probability-weighted fair value would be about \$309.28; with them it is \$300.60. The verdict and the \$290 to \$300 band would be the same either way, because both values sit below the price. The items change how the downside is built, not the rating.

3. Framework: what drives the shares from here

Apple earns about 72% of revenue from hardware and the rest from Services, which earned about 42% of gross profit in the June quarter. Five variables decide shareholder returns over the next two years: iPhone volume and price in the Pro-led cycle; Services growth, the highest-margin compounding line; product gross margin through the memory cycle; the success of the Duo and of Siri AI in giving buyers a reason to upgrade; and the multiple, which at today's level depends on the discount rate as much as on the business. The criteria applied below follow from those: unit and price evidence for iPhone, Services growth against its recent low-teens pace, the December-quarter margin guide, and the price paid per dollar of earnings.

4. Business and financials

June quarter (Q3 FY26)	Value	Year earlier	Change
Revenue	\$109.4bn	\$94.0bn	+16.4%
iPhone	\$54.3bn	\$44.6bn	+21.7%
Services	\$30.7bn	\$27.4bn	+12.1%
Mac / iPad / Wearables	\$10.4bn / \$6.2bn / \$7.9bn	\$8.0bn / \$6.6bn / \$7.4bn	+28.7% / -5.9% / +6.5%
Greater China	\$18.8bn	\$15.4bn	+22.4%
Gross margin	50.1% (about 2 pts from tariff refunds)	46.5%	+3.6 pts
Diluted EPS	\$2.02	\$1.57	+28.7%
Trailing four quarters	Revenue \$466.8bn; EPS \$8.71; FCF \$136.7bn		
Balance sheet (27 Jun 2026)	Cash and securities \$146.5bn; term debt \$82.3bn	Net \$64.2bn	

Company 8-K of 30 July 2026 and quarterly filings; trailing figures summed from reported quarters; free cash flow as operating cash flow less capital spending.

The June quarter was strong, with revenue up 16% and iPhone up 22%, but part of the margin came from tariff refunds that will not repeat at that size. Guidance for the September quarter, reported on 2 November, is revenue growth of 9% to 11%, or about \$111.7bn to \$113.7bn on last year's base, gross margin of 47% to 48%, operating expenses of \$19.1bn to \$19.4bn and a tax rate near 16.5%. Management also expected supply constraints on advanced-node chips to increase sharply in the quarter. Capital return remains heavy at \$33bn in the June quarter, \$25.8bn of it in buybacks, which is why the share count keeps falling. Financial strength is not in question: trailing free cash flow of \$137bn is about 2.8% of the market value.

5. Competitive position and management

The competitive position held. Apple took about a third of China's smartphone sales in the iPhone 18 Pro's launch week, the Duo gives it an answer to the foldables its Android rivals have sold for years, and the EU app terms that took effect on 1 October settle the dispute with the Commission rather than open a new one. Siri AI shipped in beta in iOS 27, English only,

which keeps Apple behind the leading assistants until it proves itself. John Ternus has led the company since 1 September. His first six weeks brought the split launch calendar, the Duo and a reported reshuffle of acquisitions and App Store leadership. Guidance accuracy is the testable measure, and the first results reported under his leadership are due on 2 November. The June-quarter results beat the revenue consensus of about \$108.7bn.

6. Growth drivers and catalysts

Driver or catalyst	Status and date	Likelihood	Impact
Q4 FY26 results and December-quarter guide	Scheduled, 2 Nov 2026	Certain	Margin guide and iPhone commentary resolve most of the open questions
iPhone Duo launch	Pre-orders 16 Oct; stores 23 Oct	Certain	Lead times are an early, weak signal; first revenue in the December quarter
Pro demand after the reported order cut	Reported 9 Oct; Apple silent	Uncertain	A November cut would confirm demand weakness
Siri AI adoption in iOS 27	Beta since 14 Sep	Medium	Upgrade motive and Services engagement; not yet measurable
Mac and iPad refresh	Reported for 27 Oct; not announced	Medium	Small relative to iPhone
Federal Reserve decision	27-28 Oct 2026	Certain	Moves the multiple, not the business

Dates from company releases and the Federal Reserve calendar. Reported items are labelled as such.

7. Risks

Risk	Probability	Severity	Comment
Memory cost inflation compressing margin	High	High	TrendForce sees DRAM and NAND contracts rising again in the December quarter
Valuation	High	High	38.1x FY26E and above the average analyst target
iPhone 18 Pro volume at the higher price	Medium	Medium	Reported order cut of at least 15% for October; unconfirmed
Services deceleration	Medium	High	Grew 12.1% in the June quarter; next reading 2 November
Discount-rate sensitivity	High	Medium	Fed raised rates in September; ten-year above 5.2%
Greater China competition and policy	Medium	High	Strong June quarter, but a standing exposure
iPhone Duo cannibalising the Pro Max	Medium	Low	Revenue moves up-tier; margin effect unknown
Leadership transition	Low	Medium	No disruption so far; reshuffle under way
App Store regulation	Medium	Medium	EU dispute settled; US litigation continues

Probability and severity are this report's assessments. A Risk score of 5/10 denotes a middling risk profile: high exposure on cost and valuation, offset by a net cash balance sheet and durable demand.

8. Valuation

Method	Input	At \$336.64	Read
P/E, trailing	EPS \$8.71	38.6x	Near the top of Apple's own range
P/E, FY26E (Sep year-end)	Consensus \$8.83	38.1x	Unchanged from the last report
P/E, FY27E	Consensus \$9.59	35.1x	For high single-digit EPS growth
Free cash flow yield	\$137bn trailing	2.8%	Below the 5.22% ten-year yield
Probability-weighted scenarios	See section 13	\$300.60	-10.7%
Average analyst target	44 analysts	\$328.09	-2.5%

Market value of about \$4.95 trillion on 14.71bn diluted shares. Consensus estimates and the average target as of 12 October 2026.

Price-to-earnings on forward consensus is the right method for a business whose earnings are stable and largely converted to cash. At 38.1 times this year's earnings and 35.1 times next year's, the shares are overvalued against a business growing EPS at high single digits, and the free cash flow yield sits below the ten-year Treasury. The scenarios below apply 27 to 36 times to fiscal 2027 earnings, a range that already allows for Apple's quality premium.

The macro variables that matter here. The first is the discount rate, because at this multiple the value rests on distant cash flows. The Federal Reserve raised its target range to 3.75% to 4.00% on 16 September and meets again on 27 and 28 October, and the ten-year yield closed at 5.22% on 8 October after the 30-year yield touched its highest level since 2002. The second is premium consumer demand. Consumer confidence fell to 81.9 in September, the lowest since 2014, payrolls rose by only 29,000 and unemployment rose to 4.2%, while core PCE inflation held at 3.0% in August. A \$100 price increase lands on that consumer in the December quarter. Apple's demand is less rate-sensitive than most hardware because its buyers are affluent and finance through instalments, but both variables lean against the multiple.

9. Sentiment

Input	Reading	Interpretation
Broker actions since late September	Morgan Stanley Overweight, target \$355 from \$360 (1 Oct); Needham Hold (1 Oct); BofA Buy, \$370 (2 Oct); Citi Buy, \$365 (3 Oct); J.P. Morgan Overweight, \$340 (5 and 12 Oct); Yorkville Ives & Co Buy, \$400 (7 Oct); Evercore Buy, \$380 (9 Oct)	Ratings held after the order report; targets spread widely
Consensus	Buy; average target \$328.09, median \$340, range \$215-405	Average below the price
Insiders	Ternus sold about 25,400 shares on 2 Oct under a plan adopted 21 May, after 99,878 units vested on 1 Oct (49,054 withheld for tax); officer award grants on 27 Sep	Routine vesting activity; no open-market buying
News tone	Order-cut report against maintained Buy ratings	Neutral to slightly negative

Rating actions and notices to 12 Oct 2026; Form 4 filings with the SEC; consensus as of 12 Oct 2026.

The sell side treated the order report as noise. Every action on or after 9 October kept a Buy or Overweight rating. The spread of targets, from \$215 to \$405, is wide for a company of this size and says the market is divided on the multiple rather than on the business.

10. Investment scorecard

Criterion	Weight	Score		Prior	Rationale and what moved
Business Quality	16%		9/10	9/10	Unchanged. Ecosystem, installed base above 2.5bn active devices and Services attach intact.
Financial Strength	16%		10/10	10/10	Unchanged. About \$64bn net of term debt and \$137bn of trailing free cash flow.
Competitive Advantage	16%		9/10	9/10	Unchanged. iPhone Duo enters foldables at the top of the market; launch-week China share near a third.
Management	10%		7/10	7/10	Unchanged. Ternus's first six weeks brought a cadence change and a leadership reshuffle; no results yet to judge.
Growth Potential	16%		6/10	6/10	Unchanged. iPhone Duo adds a new line; the reported Pro order cut points the other way. Both unconfirmed in revenue.
Valuation	16%		3/10	3/10	Unchanged. 38.1x estimated FY26 EPS and above the \$328.09 average analyst target.
Risk (10 = lowest risk)	10%		5/10	5/10	Unchanged. Memory inflation now confirmed into the December quarter; balance sheet offsets it.

Scored 1-10, where 10 is always best, including Risk. The previous report used the same direction, so no Risk restatement was required. Weighted total computed in code: 71.2 out of 100.

Overall Investment Score: 71.2 / 100

The prior score is restated on the seven fundamental factors, without the chart factor, for comparability: 68.1, against 68 as published. No factor score moved. The rise to 71.2 comes entirely from adopting the standard weights of 16% for each of the five main factors and 10% each for Management and Risk; the prior scores on these weights also total 71.2. The three High developments were weighed against Growth Potential, Risk and Valuation. The Duo and the order report pull Growth Potential in opposite directions and neither is confirmed in revenue; the memory outlook confirms the risk the previous report already scored; and the multiple is unchanged. So none moved a score.

11. Recommendation: Watchlist

Rating: WATCHLIST, unchanged. The reasoning has shifted a little. Three weeks ago the concern was a rally with no new information behind it. Now there is information, and it is mixed: a new foldable at \$1,999 that Apple has never had before, a Pro line that sold well in China in its first days but is reported to have had October orders cut, and a memory cycle that will press on margin through the holiday quarter. None of that justifies paying 38.1 times earnings. Fair value is \$300.60, about 11% below the price, and the average analyst target is also below it.

The price of interest is \$290 to \$300. That is about 33 to 34 times estimated fiscal 2026 earnings and 30 to 31 times fiscal 2027, close to the base-case value of \$308, and it now sits on the 200-day average of \$290.74. The band is meant to be used after 2 November, when the December-quarter guide shows whether the order report and the memory outlook reached the numbers. No cut-loss or take-profit levels are published because the rating is not a Buy and no position is held.

Condition	Direction	Why it changes the view
A retreat into the \$290-300 range with the fiscal 2027 consensus intact	Toward Buy	30 to 31 times FY27E, near the base-case value and the 200-day average
December-quarter guidance on 2 Nov implying iPhone growth despite the Pro order report	Toward Buy	Would show the higher price held volume
Services growth reaccelerating above the mid-teens	Toward Buy	The highest-margin line compounding faster
iPhone Duo supply-limited through December, with Pro Max share holding	Up	Confirms a new top tier without cannibalisation
December-quarter gross margin guided below the 47-48% band	Toward Avoid	Memory squeeze running beyond one quarter
A second round of Pro order cuts reported for November	Toward Avoid	Would move the bear case closer
Long-term yields rising further alongside weakening consumer spending and hiring	Down	Compresses the multiple on single-digit growth

Macro rows are directional. The price band comes from the report's own valuation.

12. Technical read

Chart as of the 9 October 2026 close.

Verdict: Watchlist, from fundamentals. **Technical read (chart only): Conflicts.** The chart is in an uptrend, with the price above a rising 50-day average and well above the 200-day, so the chart is stronger than the fundamental case. Watch closely without changing the rating: a close below the 50-day near \$322.39 and the 20-session low of \$325.81 would end the uptrend, and the \$290 to \$300 band lines up with the 200-day average at \$290.74. Momentum is cooling: MACD sits just below its signal line and volume over 20 days runs 13% under the 50-day average. The Technical read looks only at the price chart. It does not change the verdict or the Investment Score and only guides timing.

Indicator	Value	Reading
Price of record (9 October 2026)	\$336.64	+1.3% since the previous report
SMA 20 / EMA 20	\$335.39 / \$333.29	Price 0.4% and 1.0% above
SMA 50 / EMA 50	\$322.39 / \$325.83	Price 4.4% and 3.3% above; 50-day rising
SMA 100 / EMA 100	\$315.84 / \$314.55	Price 6.6% and 7.0% above
SMA 200 / EMA 200	\$290.74 / \$297.13	Price 15.8% and 13.3% above
RSI (14)	56.1	Neutral
MACD (12,26,9)	3.43, signal 3.87, hist. -0.44	Positive but below its signal
ATR (14)	\$6.75, 2.0% of price	Normal volatility for the stock
Volume, 20-day vs 50-day	37.8m vs 43.5m	Participation fading
Support / resistance	\$322.39, \$325.81 / \$345.34	50-day and 20-session low; the 22 September high overhead
52-week range	\$243.42 - \$345.34	Close 2.5% below the high

Computed in code from a 300-session Twelve Data daily series ending 9 October 2026, all averages from that one series; distances against the price of record. Chart state classified by fixed rules.

13. Scenario analysis

Case	Prob.	Outlook and item outcomes	FY27 rev. / EPS	Multiple	Fair value
Bull	27%	Pro order cut proves to be inventory tuning; Duo sells 10m in its first year; memory absorbed within guidance; Services grows low-teens.	\$532bn / \$9.68	36x	\$348
Base	47%	Pro volume about 4% below plan for FY27 and product margin half a point lower on memory; Duo near 7m units; Services near trend.	\$522bn / \$9.33	33x	\$308
Bear	26%	Pro demand weak through FY27 (about 10% below plan), memory costs take 1.5 points of product margin, Duo near 4m units.	\$509bn / \$8.81	27x	\$238
Weighted	100%	Probability-weighted			\$300.60

Weighted fair value computed in code: \$300.60. Each case assumes the item outcome named (Bull = success, Base = base, Bear = failure) from the sizing table in section 2. Without the three items the weighted value would be \$309.28.

Probabilities are unchanged from the previous report at 27%, 47% and 26%. The order report is unconfirmed and the China launch-week data covers three days, so the evidence is too weak to move them. The fair values are rebuilt on fiscal 2027 earnings with each High item's outcome made explicit, and the result lands close to the previous weighted value of \$299.53.

14. Final verdict

Would an investor buy Apple at \$336.64? Not today. The business is as strong as ever, and the Duo gives it a genuinely new product at the top of the range. But the shares trade at 38.1 times this year's earnings, above the analysts' own average target, going into a December quarter in which the Pro models lead iPhone at a higher price without a new standard model, a report says October orders were cut, and memory costs are still rising. The single biggest concern is paying a premium multiple for a cycle with more uncertainty than the price allows. What would change the answer: a retreat to \$290 to \$300, or a 2 November guide showing iPhone growth and margin holding. The three High developments shaped the scenarios but did not change the verdict.

Sources

- Apple newsroom: Apple debuts iPhone 18 Pro and iPhone 18 Pro Max (9 Sep 2026); Apple unveils iPhone Duo (9 Sep 2026); The latest iPhone, Apple Watch, and AirPods lineups arrive in stores worldwide (18 Sep 2026); The new Mac mini and Mac Studio are available today (Sep 2026); Apple announces changes for apps in the European Union (18 Aug 2026, updated); newsroom archive. apple.com/newsroom
- Apple Developer, Hello Developer, October 2026 (iPhone Duo availability). developer.apple.com/hello/october26
- Apple Inc. Form 8-K, Exhibit 99.1, Q3 FY2026 results (30 Jul 2026), sec.gov; Form 4 filings by John Ternus (1-2 Oct 2026) and Deirdre O'Brien (27 Sep 2026), sec.gov
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- Q4 FY2026 results date: Apple investor relations notice as relayed by iClarified and MacTrast (6 Oct 2026)
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- Counterpoint Research, iPhone 18 Pro series sales up 12% YoY in launch week in China (30 Sep 2026); MacDailyNews (30 Sep 2026)
- TrendForce press release, 4Q26 memory contract prices (30 Sep 2026), trendforce.com; DRAMeXchange
- Leadership reshuffle: MacRumors and MacTech (8 Oct 2026); EU terms: company release above
- Consensus estimates and price targets: StockAnalysis.com forecast page (12 Oct 2026); quarterly financials: StockAnalysis.com
- Rating actions and notices: moomoo news, notice and research channels, to 12 Oct 2026
- Price of record: Alpha Vantage global quote, 9 October 2026 close. Technicals: Twelve Data daily series of 300 completed sessions to 9 October 2026, computed in code
- Macro: Beating The Bull economic data posts of 17, 29 and 30 September and 2, 5, 7, 8 and 9 October 2026

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