



The Steve jobs  
Magic-5

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82% INCREASE IN Turnover ;  
125% increase in profit in Jun,11 qr

Though:

1. No new products introduced
2. Upgrades announced for software and normally customers wait for new software and postpone sales- not in Apple
3. Sale of Ipad falling! It fell 20%
4. The growth is in non-season!
5. It's a 36 year old company!

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# Apple Market cap

\$350Billion!

10 times Dell

5 times HP

Close to the combined market cap of  
Microsoft, Dell and HP-its 3 competitors!

World's second largest co by Market cap  
after Exxon Mobil!

Apple is showing the 'theory of large  
numbers' to be nonsense!



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# Apple market cap contd.

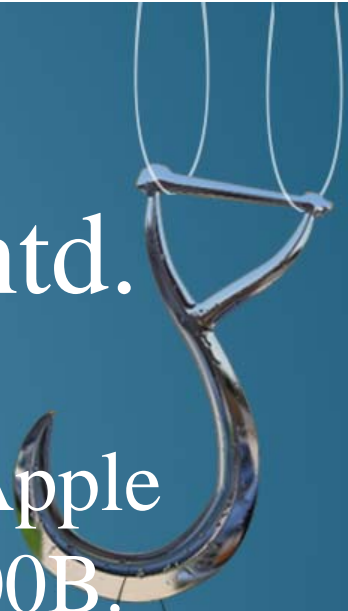
Difference in market cap between Apple and Microsoft is approximately \$100B.

That's more than the combined worth of Research In Motion, Nokia, Netflix and eBay.

Or: \$100 B is the sum of market capitalizations of Amazon and Adobe.

Or: \$100 B is only \$15 B shy of Intel's total market cap!

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# iPhone

1. Astounding 20.34 M iPhones sold in current quarter
2. More than double the numbers sold in same quarter last year

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# Tablet iPad making waves

1. Ipad business is \$6B in Jun quarter
2. It is twice the entire PC business of DELL!
3. Sales tripled to 9.25 M units
4. 78% market share in world!
5. 80 percent of Fortune 100 companies using or testing the iPad.
6. "Sales of iPad 2 have absolutely been a frenzy," Tim Cook, Apple's COO

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# Computers

14% growth world wide to  
3.95 M units

Industry growth: 2.3%!

Mac grew in last 5 years every  
quarter faster than PC

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# Unparalleled Growth!

iOS -5 has 44% market share

iTunes no.1 has 15B songs

Mc App store no. 1 S/W channel

And has 425k apps!

In iPad 14B apps downloaded in 3 years

iBook has 130M books!

90% of web browsing is safari based!

Apple Game centre has 50M users in 9 months; X box has 30M users after 8 years!

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# Emerging markets

China, Hong Kong and Taiwan - sales grew six times compared to same quarter last year!

Emerging markets expected to grow in future too



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# Cash reserves

Apple cash reserves \$76B  
More than market cap of RIL,  
India!

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App developers also grow!

Some apps are million dollar apps like Auto desk, Pixameter  
Pixameter reached \$1M in 20 days!

Apple paid \$2.5B to App developers!

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# What is yet to come?

Apple is just launching even more awesome features, software etc

OSX-Lion with 250 new features!

Icloud –where everything will be stored in cloud and synced automatically

You take a snap in iPhone it will get updated instantaneously in Ipad, ipod touch , Mac and Apple TV



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# Cool features –Lion OSX

Multi touch

Full screen apps

Mission control

Launch s/w with a pinch

Resume right back to where you were

Auto save

Version control

Airdrop peer-peer

Conversation view in mail etc



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# Cool features –IOS

Notification without interruption

News stand subscriptions

Twitter-Single sign on

Safari reading list, tabbed browsing etc

Reminder- 'when I leave meeting , call wife' –location based not time based!

Camera-edit features

Mail- encrypted, search , split keyboard

PC free

Game centre- 100K games

Imessage



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# Cool features –Icloud

iBook- all devices will have same book mark  
Wireless back up to cloud

Docs in cloud

iTunes in cloud-music ripped from CD's will  
also be uploaded into cloud for \$25 p.a and  
made available in all devices

Photos in cloud –last 1000 photos in  
iPhone/iPad

Library in cloud

5GB free storage excluding purchased music,  
apps, books and photos!



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# Some interesting news on Jobs and Apple

Jobs hit upon graphical user interface in Xerox lab where it was running in an experimental computer!

Jobs on Mac: in the universe there are 2 types of people; the bright ones who worked on Mac and others who are bozos!

Early mistakes in Mac -little processing power, scarce memory, no cooling fan, no expandable slots, co. Made loss on each machine it sold!

Saying no saved Apple-no to wayward projects; no to feature-creep; no to ugly designs; no to hierarchies;

Jobs takes cues from every where-luxury cars helped develop product design; Apple stores follows concierge model..

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# Steve Jobs and Apple come a full round!

1983- Steve jobs recruits John Scully president of Pepsico as CEO

1984-Scully ousts Steve!

Steve starts Next and fails

Steve starts Pixar

Initially Pixar a disaster-Steve pays salary from pocket

After Toy story Pixar a runaway success

1993-Scully leaves

1993-Gil Amelio takes over as CEO

1996-Apple acquires Pixar

Steve jobs advisor to CEO

Apple board sacks Amelio and puts Jobs in charge!

Jobs rescues Apple from definite irrelevance and possible bankruptcy.

Now Apple is the largest tech co. In the world!

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Why Apple will be 100

Cos that stand for an idea

-not a product- thrive;

Apple will live to be

100!

-Economist Jun 9, 2011



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Source:

Apple Reports Strong Results, Topping Expectations - NYTimes.com  
iPad and Other Tablets Make Push Into Corporate World - NYTimes.com

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