

Apple (AAPL): ERS's Data Science Is Based On Facts, Not Emotions. Most Investors Act on Emotions, Not Facts

March 20, 2025

	12/2/1999	12/26/2000	% Change
Price	\$0.98	\$0.26	-73%
Market Cap	\$17.6 billion	\$4.9 billion	-72%
Price to Sales	2.87	0.62	-78%
Price to Earnings	29.3	6.3	-79%
Price to Tangible Equity	5.95	1.22	-79%
Revenue	\$6.1 billion	\$8.0 billion	+30%
Net Income	\$601 million	\$786 million	+31%
Tangible Equity	\$3.0 billion	\$4.0 billion	+36%
PRI™	84	3	
FRR™	64	5	

ERS's proprietary PRI and FRR ratings range from 0 (best) to 100 (worst).

