MARINER

November 5, 2026

We listened (as you may have as well) to Apple's earnings call on Monday, November 2. What follows is a summary of the results and our thoughts.

Apple reported an excellent September quarter, with revenue of $114.5 billion, up 12% year-over-year and a September quarter record. The company also achieved its best fiscal year ever, with revenue of $478.8 billion, up 15%, and diluted earnings per share of $8.98, up 20%. Results were driven by strong growth in iPhone and Mac, continued expansion of Services, and broad-based geographic strength. A few additional highlights from the call are as follows:

- iPhone revenue was $57.6 billion, up 17% year-over-year and a September quarter record.
- Mac revenue reached $10.8 billion, up 24% year-over-year.
- Services revenue totaled $31.6 billion, up 10% year-over-year and an all-time record.
- Paid subscriptions surpassed 1.5 billion and continued to grow at a double-digit rate.
- Apple's installed base surpassed 2.5 billion active devices, reaching another all-time high across major product categories and geographic segments.
- Greater China returned to strong growth, with revenue up 21% in the September quarter, and 28% for the full fiscal year. Performance was primarily driven by iPhone, which achieved a September quarter revenue record, and strong double-digit Mac growth.
- Apple generated $28.1 billion of operating cash flow and returned $28 billion to shareholders during the quarter, including $24 billion of share repurchases and $3.9 billion of dividends and equivalents.

The primary near-term concern is memory pricing. Management described current memory pricing as unprecedented and expects costs to increase further beyond the December quarter. Apple has partially offset these pressures through recent product price increases, the benefit of carry-in inventory, and lower costs on certain non-memory components. The company also increased manufacturing purchase obligations by $33 billion from June to September as it works to improve supply.

For the December quarter, Apple expects total company revenue to grow between 7% and 10% year-over-year, reflecting the company's best view of constrained supply. Services revenue is expected to grow between 8% and 9%, with the outlook reflecting sequential headwinds primarily from third-party licensing and foreign exchange.

Apple expects gross margin to be between 45% and 46%, with higher memory costs and expenses associated with the ramp of Siri AI representing the primary factors affecting margins.

As always, please don't hesitate to contact us with any questions, concerns, or specific issues regarding your Apple holdings.

Source: Apple, Inc.

The information contained herein is for informational and educational purposes only. The information has been obtained from what we believe is a reliable source, but Mariner makes no warranties about the completeness, accuracy, or reliability of such information.

It should not be considered an individualized recommendation or personalized investment advice. Please consult with your advisor regarding your personal situation before making any financial-related decisions.

Investing involves risk and the potential to lose principal. Past performance is no guarantee of future results.

Please note that comments summarized herein based on the earnings calls include forward-looking statements that are subject to risks and uncertainties. Actual results may differ materially from any future results expressed or implied by the forward-looking statements. For more information on the factors that could influence results, including risks and uncertainties, please refer to Apple's SEC filings.

Mariner is the marketing name for the financial services businesses of Mariner Wealth Advisors, LLC and its subsidiaries. Investment advisory services are provided through the brands Mariner Wealth, Mariner Independent, Mariner Institutional, Mariner Ultra, and Mariner Workplace, each of which is a business name of the registered investment advisory entities of Mariner. For additional information about each of the registered investment advisory entities of Mariner, including fees and services, please contact Mariner or refer to each entity's Form ADV Part 2A, which is available on the Investment Adviser Public Disclosure website (www.adviserinfo.sec.gov). Registration of an investment adviser does not imply a certain level of skill or training.