

Apple announced the record quarterly revenue that any technology company must wish for

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On January 28, Apple officially released its quarterly earnings report for the last 3 months of 2019, also the first quarter of the fiscal year 2020, signaling a favorable business year with many startups. sharp.

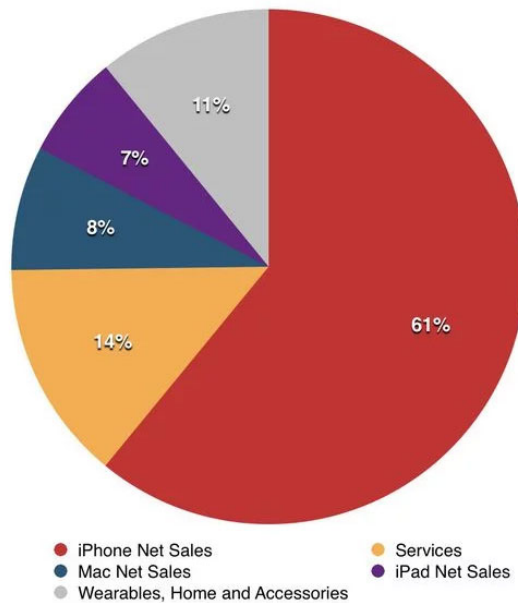
The report shows that the company's revenue in the first quarter of 2020 is 91.8 billion USD, an increase of 9% compared to the same period last year, and reaching a record high ever, helping the company to maintain the title of the world's highest-tech technology enterprise.

Earnings per share of the company in the last quarter reached \$ 4.99, this is also the record "unprecedented unprecedented" that Apple has ever been.

But it did not stop there, Apple's profit margin and operating income in the first quarter of 2020 also reached an unprecedented level, reaching 25,569 billion USD. And according to CEO Tim Cook's explanation, this 'dream' result is due mainly to the flourishes in hardware device sales, with the highlight of the strong return of the iPhone after a long time of meeting. Difficult in important markets:

'I am delighted to report Apple's highest ever quarterly revenue, driven by strong global user demand for our iPhone 11 and iPhone 11 Pro models. Along with that is the rapid growth in the service business and smart wearables. We see this as a powerful testament to customer satisfaction, engagement, and trust in the Apple brand - and a big driver of our future development. '

iPhones, smart wearables, and services - all three of Apple's core businesses grew over the same period last year. Specifically, the iPhone earned Apple 55,957 billion USD in revenue, up slightly from 51,982 billion USD of the previous year; This figure of the smart wearable segment is \$ 10,010 billion, an increase of nearly \$ 3 billion over the same period last year. While the service segment also increased from US \$ 10,875 billion to US \$ 12,715 billion, with the launch of Apple TV +, Apple Arcade and Apple News +.



However, there are still low notes in sales of two business segments that are also relatively important: Mac and iPad. Macs accounted for \$ 7.16 billion in Apple's revenue in the first quarter of 2020 (down from \$ 7,416). Similarly, iPad revenue fell from US \$ 6,729 billion to US \$ 5,977 billion. However, the above reductions do not affect too much for a successful business quarter of Apple.

According to forecasts, in the second quarter of 2020, Apple's revenue will reach from 63 to 67 billion, with a gross profit margin from 38% to 39%. Operating expenses are expected to range from 9.6 to 9.7 billion USD.

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