

# Apple may sell 189 million iPhones in 2015

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(\$ millions)	Sept-14 Q		FY2015		FY2016
	Old	New	Old	New	New
<b>Units (000s)</b>					
iPhone	35,400	35,800	178,500	189,100	193,800
iPad	13,000	12,300	67,834	58,336	56,391
Watch	0	0	0	12,000	33,000
Mac	5,260	5,260	20,279	20,245	20,649
iPod	1,994	1,994	7,551	7,551	4,531
<b>Total Revenue</b>	<b>\$39,766</b>	<b>\$39,744</b>	<b>\$195,441</b>	<b>\$203,394</b>	<b>\$210,515</b>
Gross margin	38.0%	37.8%	39.0%	38.7%	37.9%
<b>EPS</b>	<b>\$1.32</b>	<b>\$1.30</b>	<b>\$7.34</b>	<b>\$7.62</b>	<b>\$8.08</b>
Street Revenue		\$39,528		\$200,344	\$211,639
Street EPS		\$1.29		\$7.20	\$8.06

Source: BMO Capital Markets estimates, First Call

By means of calculations, *Keith Bachman* predicted that Apple could sell 189 million iPhones in 2015. Keith Bachman said that this number will become true when Apple is licensed by Chinese authorities to sell the duo. iPhone 6 and iPhone 6 Plus in this country.

Last year, China was one of the first markets to release a new iPhone. This is considered the most potential and populous market in the world, so Apple is trying to collect all the certifications to be allowed to sell the new iPhone 6.

Keith Bachman also said that by the end of the holiday this year Apple could sell 58 million iPhones. In particular, the iPhone version 4.7 inch will account for about 70% to 75% of the iPhone Apple sold in 2015, the rest belongs to the iPhone 6 Plus version.

Market analysts at *BMO Capital* said that iPad sales may reach only 58.3 million units in 2014, contrary to the original forecast of 67.8 million units. In 2016, iPad sales may be only 56.4 million units due to market share for new iPhones. However, this will help Apple get more profit because the profit of iPhone 6 Plus is about 200 USD higher than the 7.9 inch iPad version.

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