

# CEO Tim Cook has 'pocketed' more than \$ 15 million in 2018 - 283 times more than the average salary of an Apple employee in a year.

According to SEC statistics, the last 12 months were a relatively successful time for Apple leaders when he earned more than \$ 15 million.

2018 is not a perfect year for Apple, although they are still the most profitable revenue maker in the smartphone world, but the problems with iPhone sales declined in the last months of the year. has caused the company to suffer many losses. However, for CEO Tim Cook, the opposite. According to SEC statistics, the last 12 months were a relatively successful time for Apple leaders when he earned more than \$ 15 million.

1. Apple may lose \$ 9 billion because iPhone sales in some markets are not as expected

This level of income includes a basic salary of \$ 3 million, \$ 12 million in incentive bonus for achieving job performance goals related to revenue and profit, finally \$ 294.082 million for travel for the CEO for 1 year (Tim Cook uses his own plane).



It is not taking into account the big stock incentives that Apple specifically offers to its executives as part of the funding since 2011. Considering this factor, Tim Cook has earned over \$ 121 million from the number of shares delivered earlier this year. In fact, Apple still has a "CEO" debt of more than 1.5 million undelivered shares, worth about \$ 189 million based on Apple's current share price in the trading market.

Earlier, on Tuesday, Apple also revealed the average salary its employees earned in a year, this number was about 55,426 dollars. This means that out of a total of 132,000 Apple employees worldwide, about half earn less

than 55,426 a year and the other half earns more. There are many Apple employees currently working in a chain of retail stores as well as AppleCare, and their salaries are often lower than the average figure above.



In contrast, Facebook employees earn on average more than \$ 240,000 per year, significantly more than Apple, does this say that Facebook's compensation is better? Absolutely not! Facebook does not have retail employees or employees who work in telephone support centers, while their salaries are usually not too high, resulting in the average salary on Facebook completely unaffected. .

However, if not taking into account the preferred stock that Apple for Tim Cook, the salary of this CEO is not too high. According to SEC statistics, CFO Luca Maestri, Kate Adams senior advisor, former CEO of Angela Ahrendts Gucci, or COO Jeff Williams . all earned more than \$ 26 million annually.

1. Apple CEO said that learning code is more important than learning English

Returning to Tim Cook, in an interview in 2015, the head of Apple said that he intended to devote his entire fortune to charity, and in 2018 alone, he donated nearly 5 million dollars of Apple shares for an anonymous charity.

Hopefully Tim Cook and Apple will achieve even more success in this 2019!

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