

MONEY IN MOTION
August 2, 2023
Apple Going into Earnings

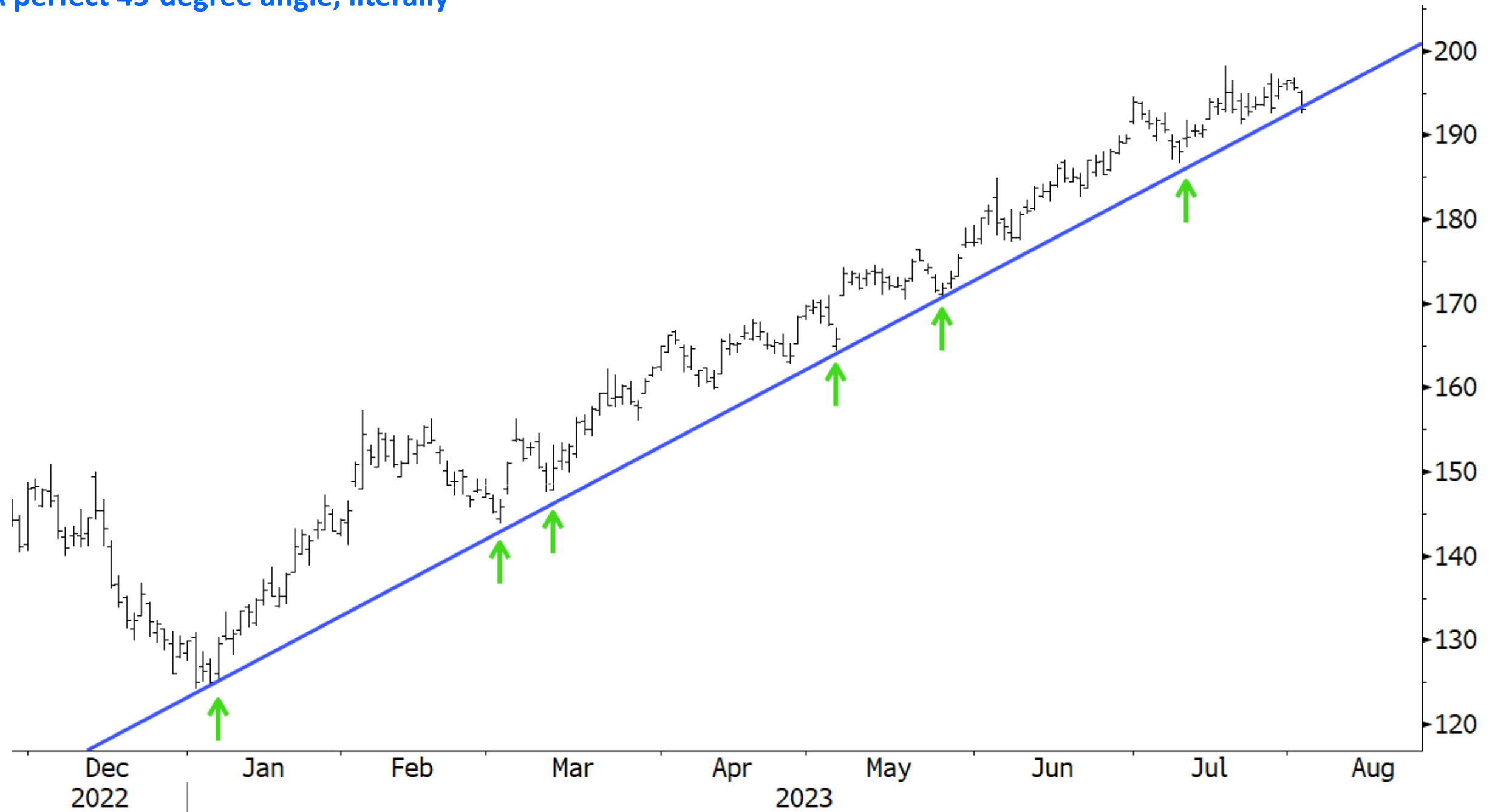
Here's what "our eye sees" ...

Trade well,

-Carter

Apple (AAPL)

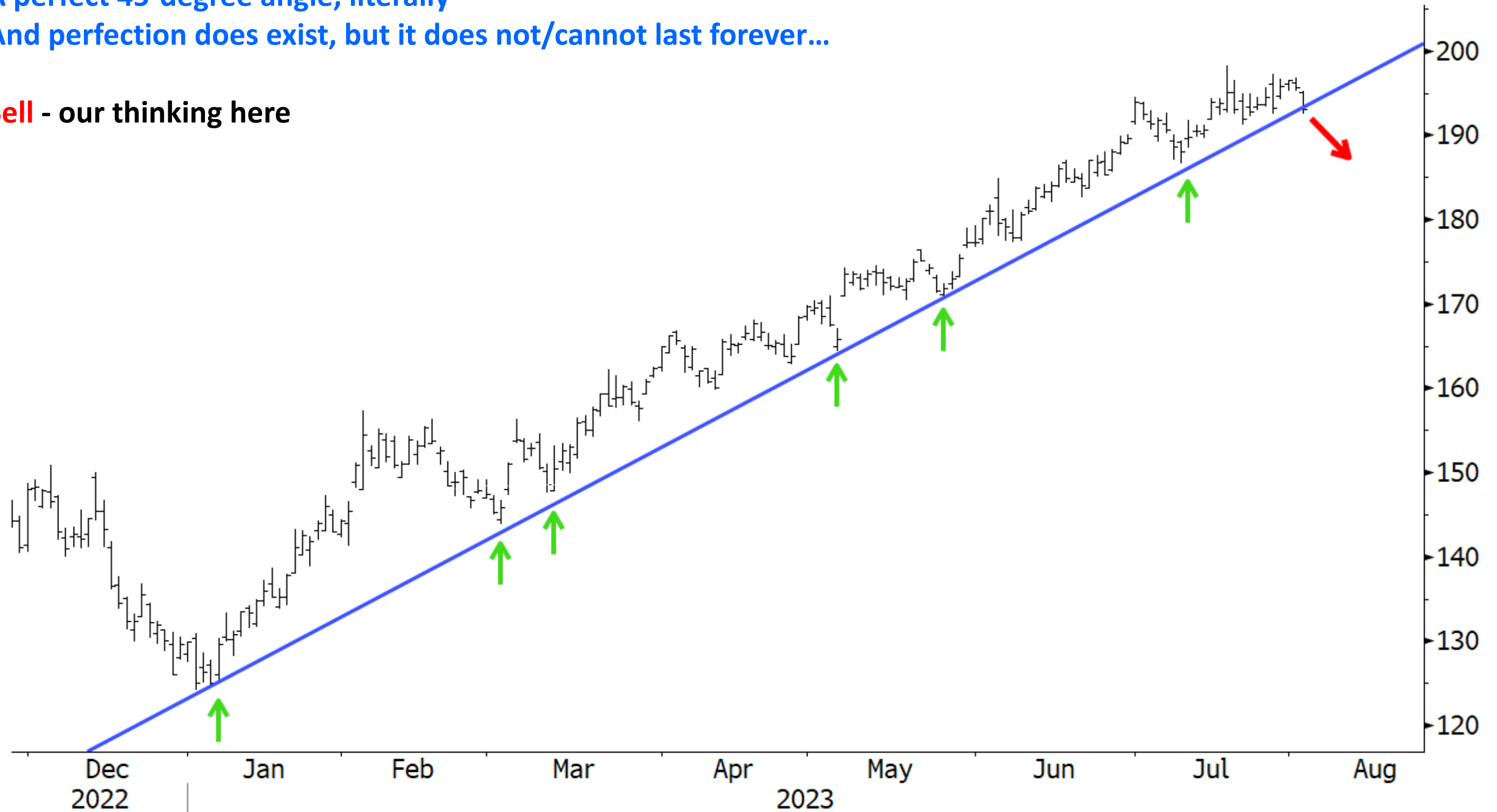
A perfect 45-degree angle, literally



Apple (AAPL)

A perfect 45-degree angle, literally
And perfection does exist, but it does not/cannot last forever...

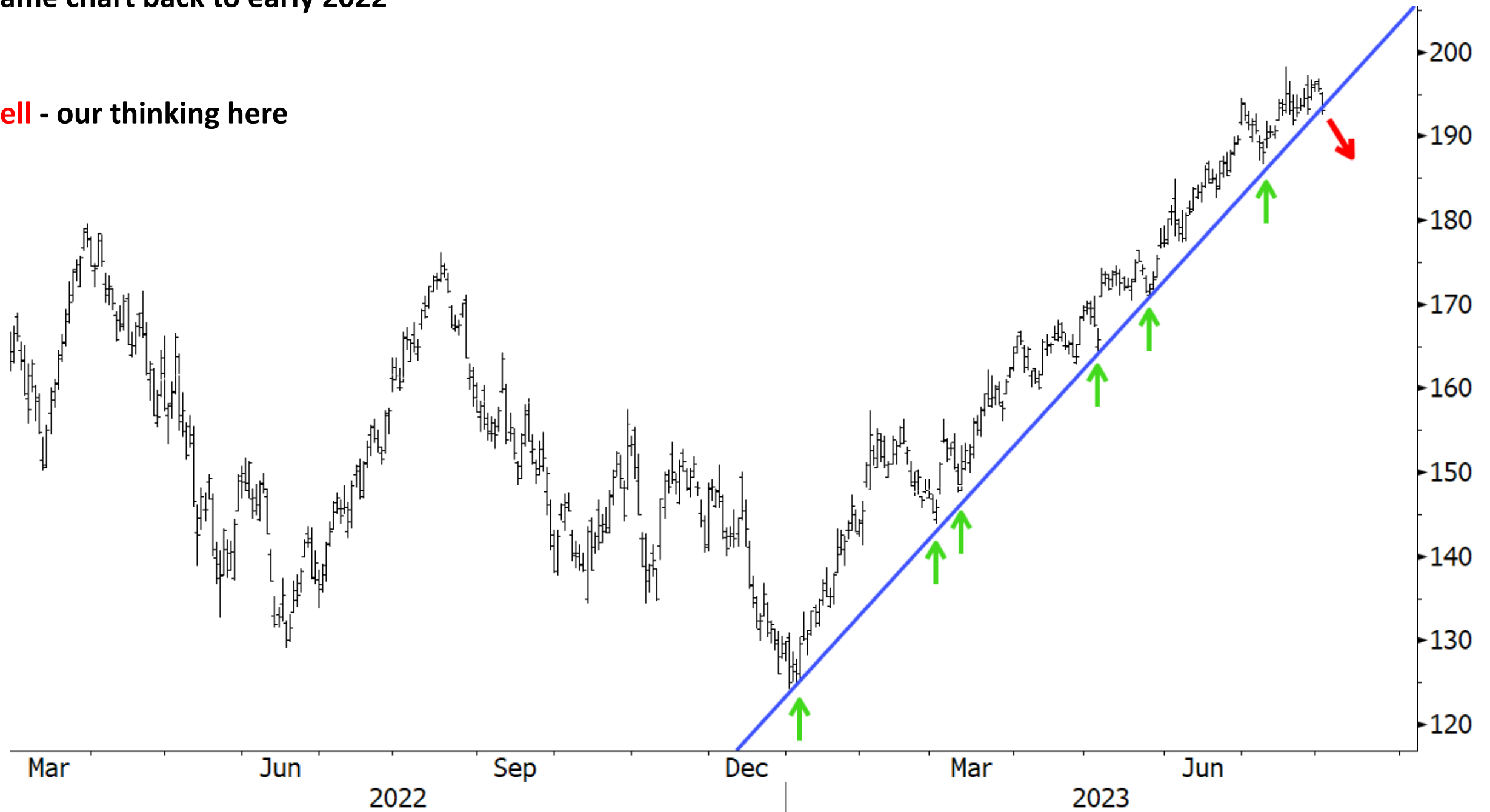
Sell - our thinking here



Apple (AAPL)

Same chart back to early 2022

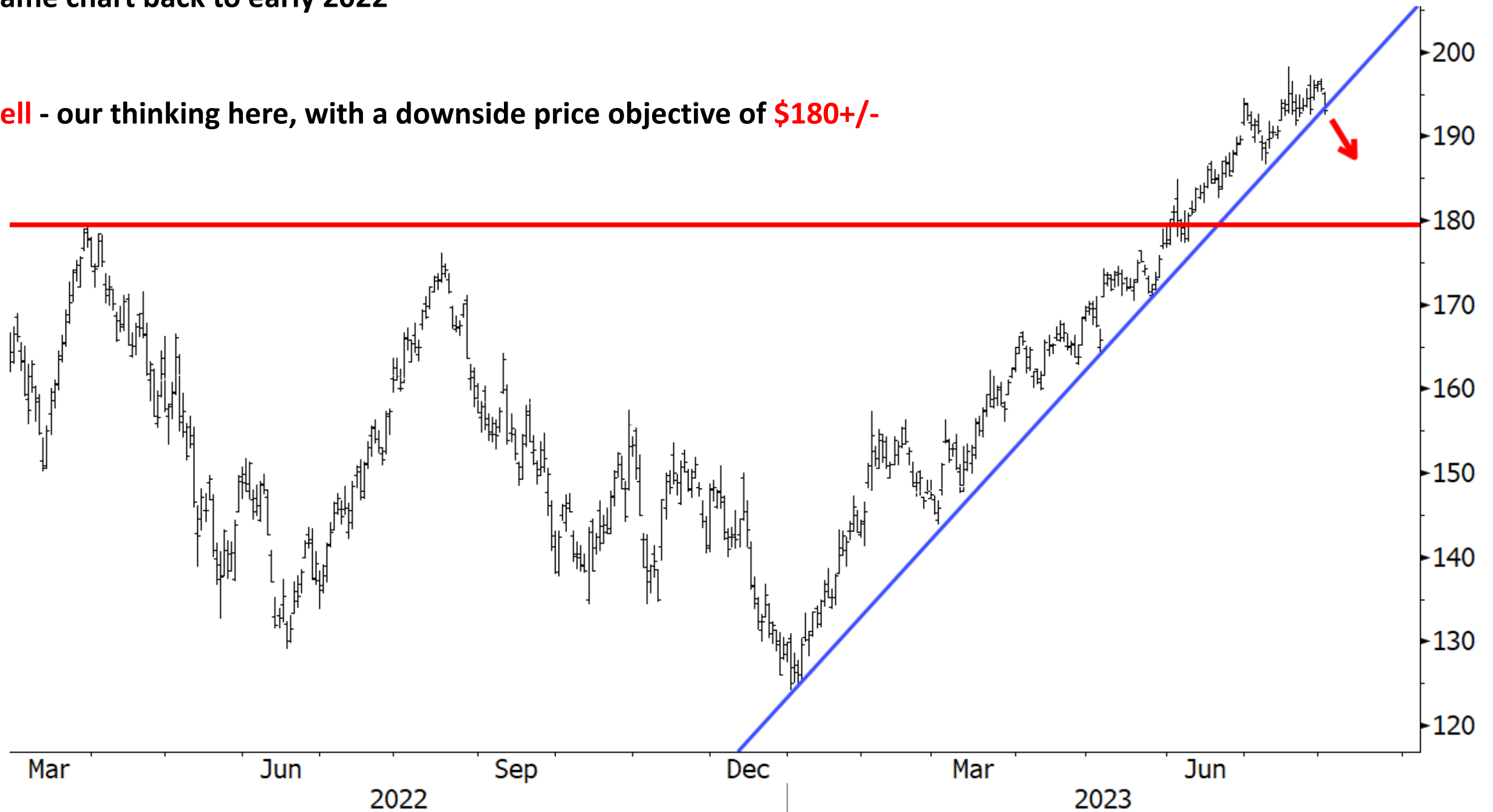
Sell - our thinking here



Apple (AAPL)

Same chart back to early 2022

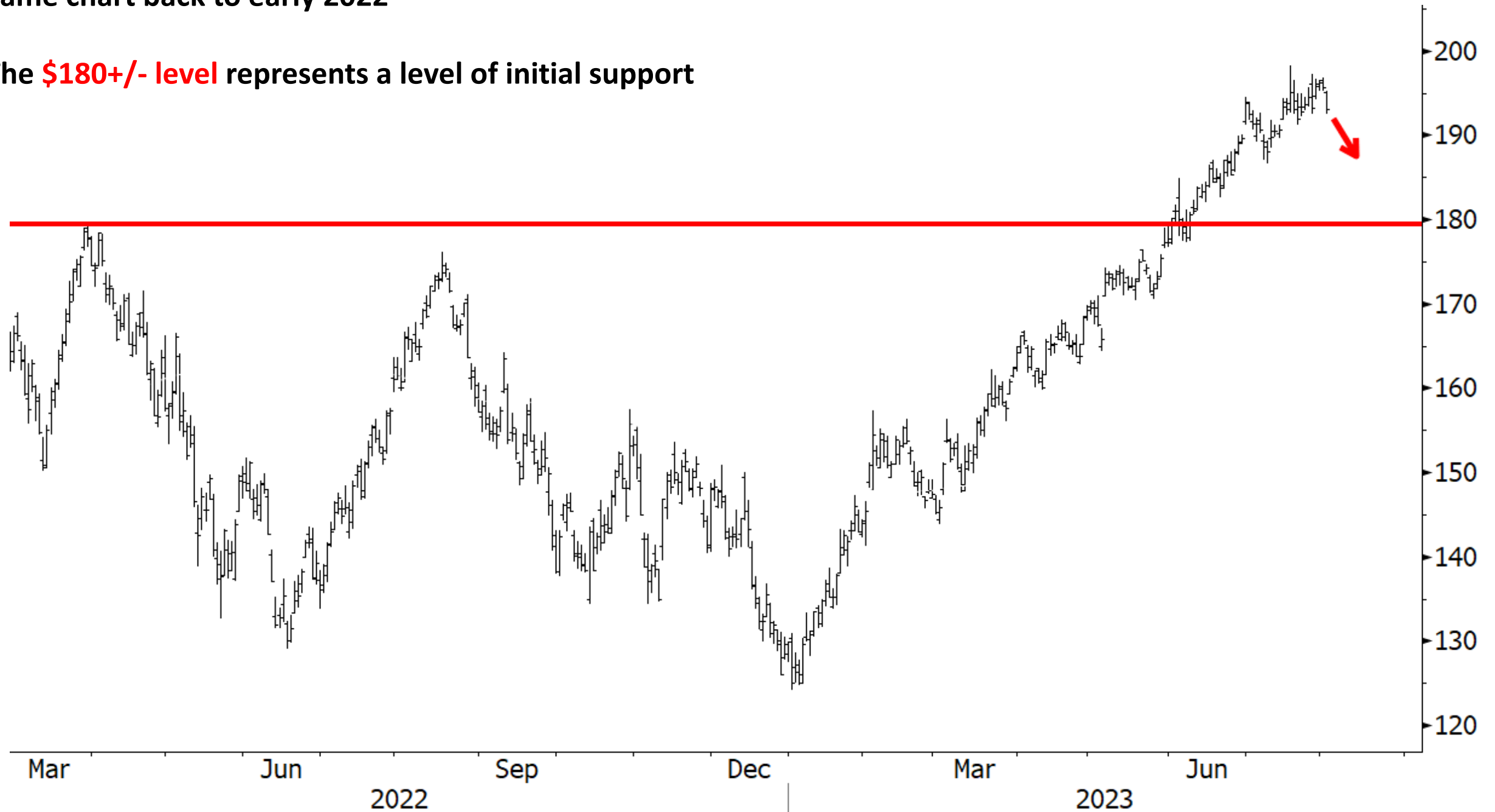
Sell - our thinking here, with a downside price objective of **\$180+/-**



Apple (AAPL)

Same chart back to early 2022

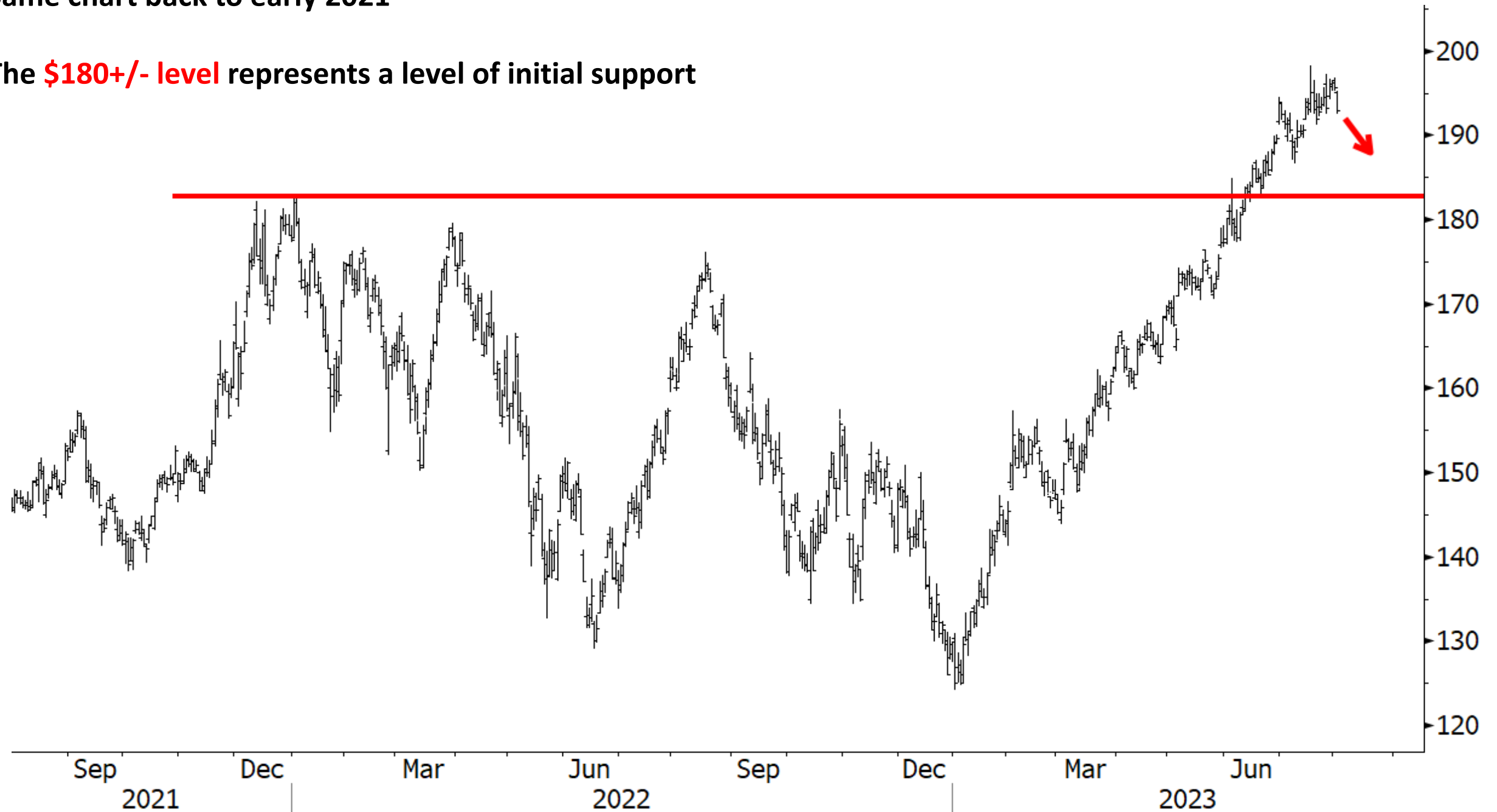
The **\$180+/- level** represents a level of initial support



Apple (AAPL)

Same chart back to early 2021

The **\$180+/- level** represents a level of initial support



Apple (AAPL)

Same chart back to early 2020

The **\$180+/- level** represents a level of initial support



Apple (AAPL)

A prospective selloff to the **\$180+/- level** would represent a garden-variety dip/correction/drop/decline/drawdown of **roughly 8%**



Ratio Chart 1 of 2: AAPL/XLK

Depicting Apple's relative performance to its Sector, to the SPDR Technology Sector ETF (XLK)

Since AAPL's relative peak of 27 Sept 2022

XLK: +42.8%

AAPL: +26.9%



Ratio Chart 2 of 2: AAPL/XLK

Depicting Apple's relative performance to its Sector, to the SPDR Technology Sector ETF (XLK)

Since AAPL's relative peak of 27 Sept 2022

XLK: +42.8%

AAPL: +26.9%





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