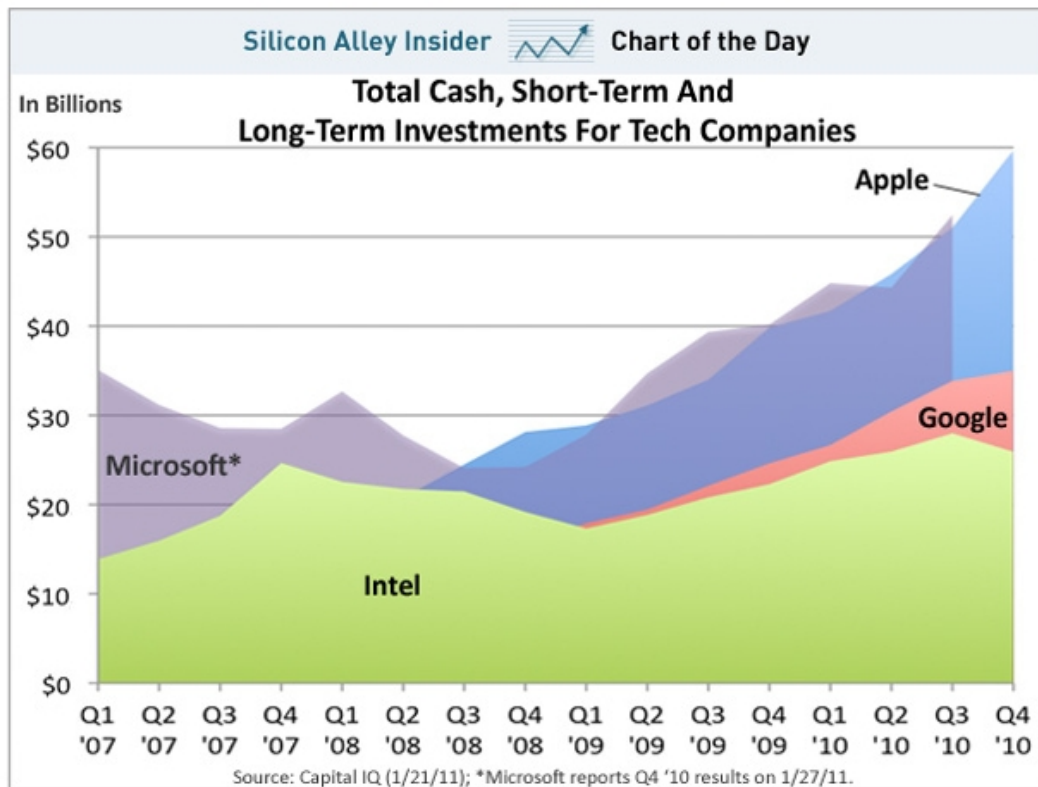


Apple and its Money Tree

Written by Marco Attard
01 February 2011

Analysts are saying Apple is sitting on what they very bluntly call an "insane pile Of cash" worth around \$60bn, to grow to \$80-\$100bn by this time next year. But unlike Uncle Scrooge, the company cannot afford to sit on such a money pile-- not before the pressure really builds up and shareholders start calling for dividends.



It's like sitting on a rocket, waiting as the pressure kicks in for take-off. Except the trip is still being planned.

Trust us, somewhere in Apple is a group figuring out all the possible ways to spend 30 or 40 billion. That means Apple is out looking for acquisitions. That could mean a few clever start-ups... But more likely it means a strategic acquisition that creates opportunity for Apple to dominate another market. That's right, it means Apple must spend it on something worth billions; Apple has bought before and CRN in the US gives a good history of their best purchases to date:

<http://www.crn.com/slide-shows/channel-programs/223300122/10-apple-acquisitions-that-made-their-mark.htm>

But never before have they had this size of cash. The next deal will be a whopper: That cash

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means Apple can buy a telco, a Hollywood studio, a TV division... or enter the Enterprise market. Some rumours even say it could be buying a huge games property.

Here are some combinations: Apple + RIM, Apple + Sony, Apple + AT&T. Either way, like a Vegas slot machine, we bet someone will hit the jackpot by 2012.

Go [Chart of the Day: Apple's Insane Pile of Cash in Context](#)

Go [Apple's Cash and Cash Equivalents for 2010](#)

Go [Apple: The Next Console War Challenger?](#)