

Apple

Adieu Tim Cook: Apple's Visionary Leader Gets Ready to Pass the Torch to John Ternus Later This Year

Apple announced the highly-awaited change of guard, with John Ternus set to become the CEO of the company (see press release [here](#)) on Sep 1st, 2026. John Ternus, aged 50, began his career at Apple in 2001 (after working as a mechanical engineer at Virtual Research Systems) as part of the Product Design team and became Vice President of Hardware Engineering in 2013, and later joined the executive team as SVP in 2021. John has led hardware engineering efforts spanning across iPhone, iPad, Mac, AirPods, as well as some other products. Additional details of the announcement include: 1) Tim Cook will become Executive Chairman and will continue to support engagements with policymakers around the world; 2) Johnny Srouji, who joined Apple in 2008 to lead development of the A4 (first Apple-designed SoC) and had previously worked at Intel and IBM, will become the Chief Hardware Officer; and 3) Arthur Levinson, who has been the non-executive chairman for the past 15 years, will transition to become lead independent director. *We view the announcement positively with the elevation of a product/hardware focussed executive to the top role, particularly given the backdrop of intense market competition to deliver next generation form factors within smartphones and beyond smartphones that can potentially be the medium of widescale AI consumption, while also benefiting from Cook's leadership with policymakers globally.*

Key areas on top of mind for investors with this transition, although not a complete surprise, would be: 1) continuation of the best-in-class execution that has been hallmark of Tim Cook's leadership, with the transition to new leadership; 2) position of Services in the overall order of priorities from new leadership with a background focused on hardware innovation; 3) updates and potential changes in AI strategy, where investors are also awaiting the launch of a more personalized Siri, potentially going into WWDC later this year.

Overweight

AAPL, AAPL US
Price (20 Apr 26):\$273.05

IT Hardware/ Telecom & Networking Equipment

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See page 2 for analyst certification and important disclosures.

