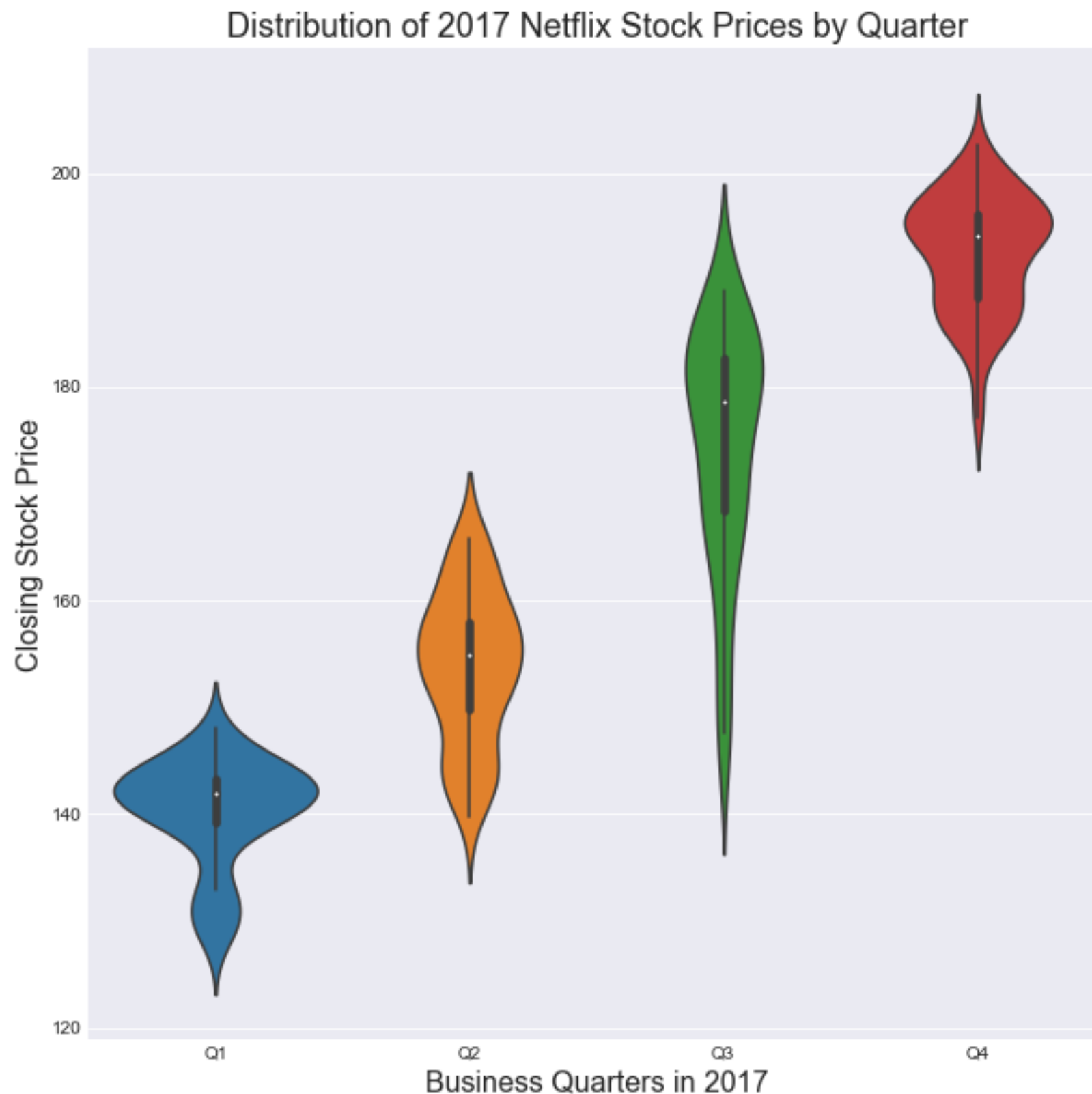


Netflix Performance

2017 - How did the stock fare?

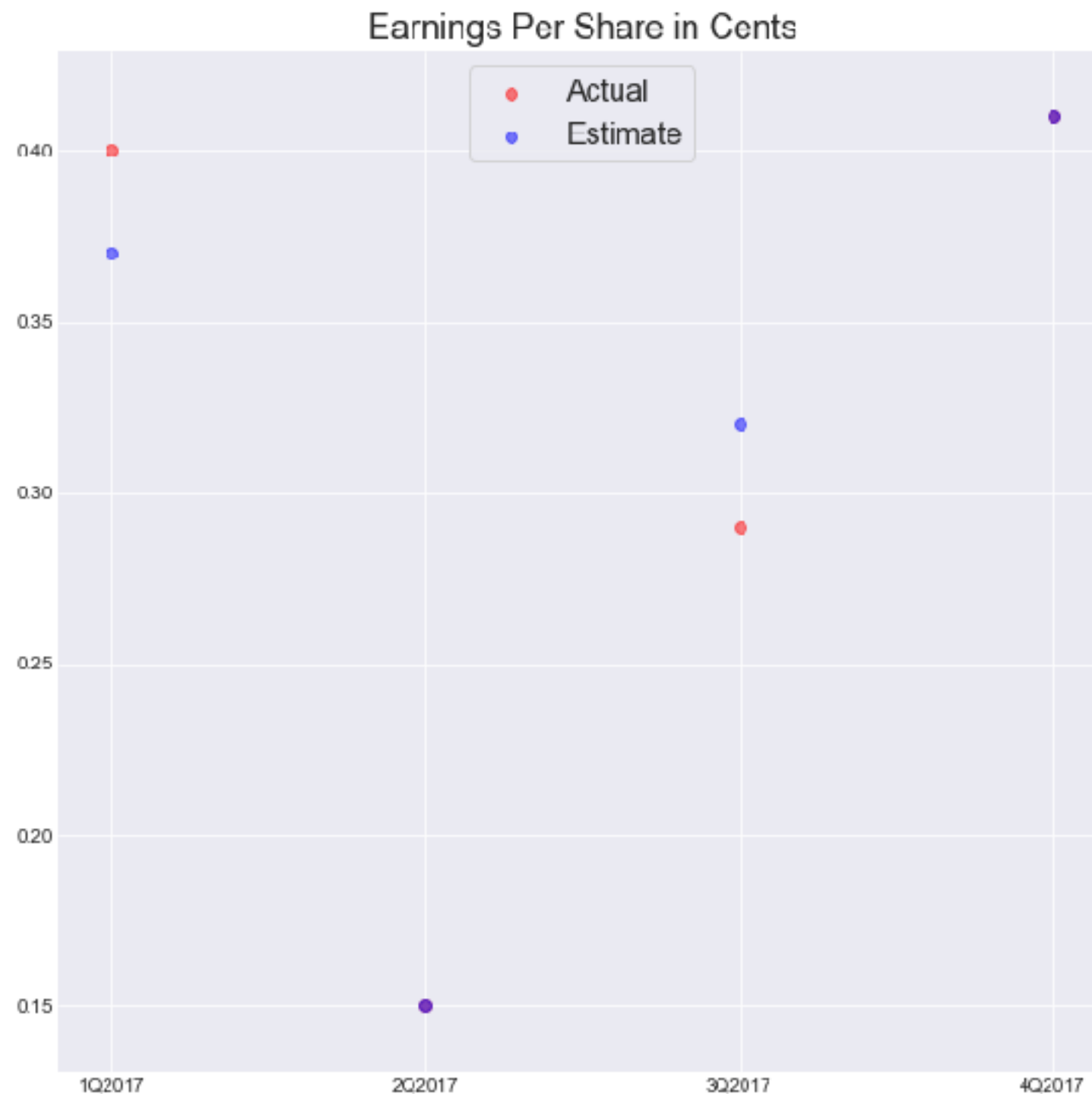
A 4-Graph Appraisal
from
Barbara Schwarz

The Quarter Mood Music



- Q1 Violin gives a steady tone to stock pricing - evidenced by wide spread around median
- Q2 fluctuates more
- Q3 range is stormy
- Q4 settles down on the higher note, if with mild diminuendo

Who knew? How did Netflix do?



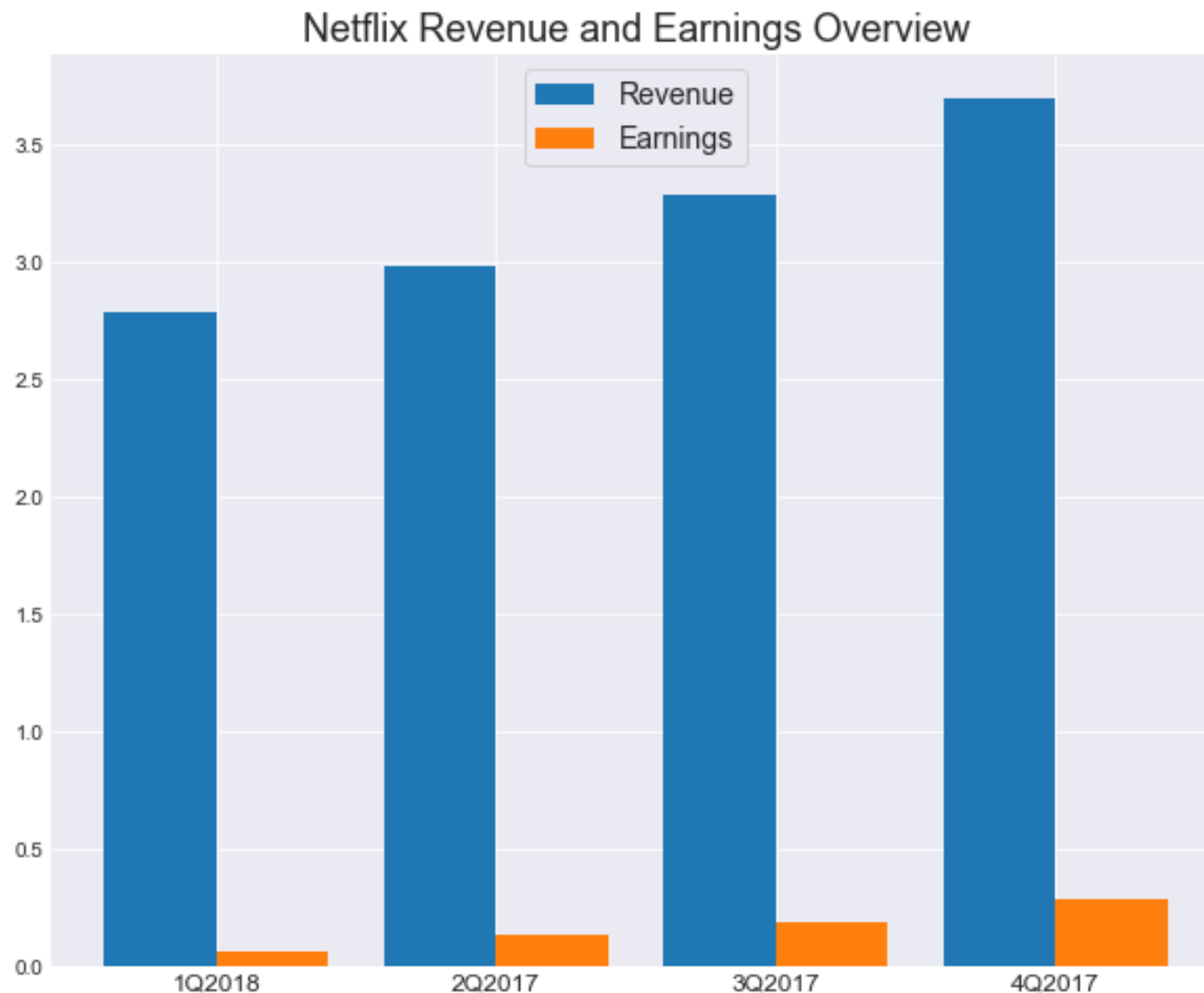
* Q2 and Q4 - 'bang on cue': red actual earnings and blue estimate dots turn purple !

* Q1 - Netflix surprised experts: red earnings actual dot higher than blue estimate

* Q3 - Netflix disappointed punters: blue estimate dot higher than actual earnings

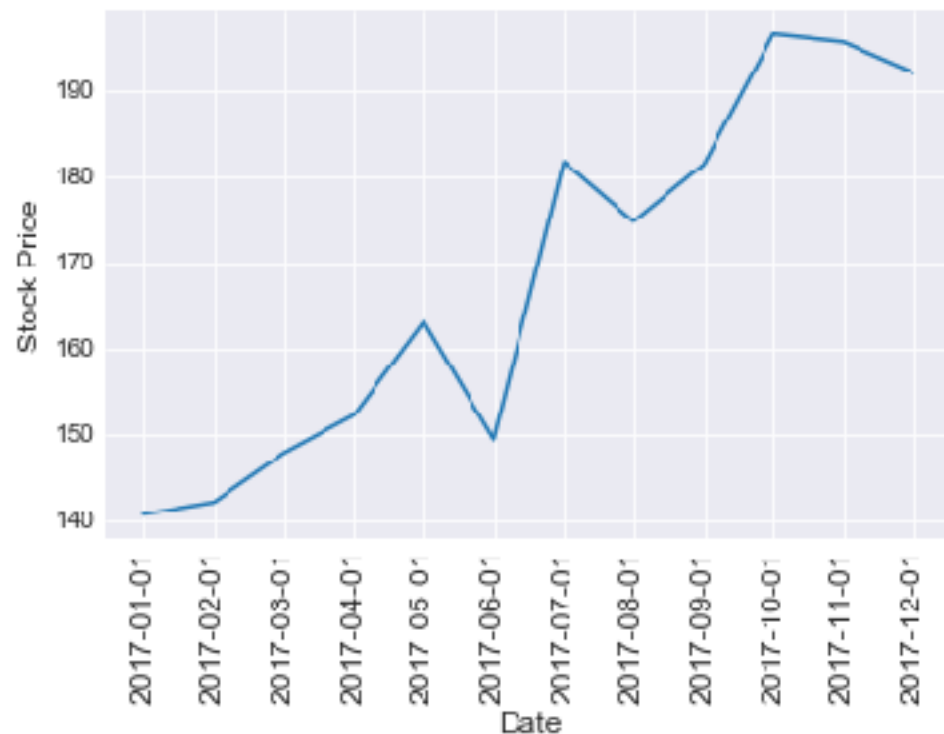
The Quality of the Netflix Dime

- * Box Office Takings (**revenue**) are rising steadily
- * Pocketed Take-Home (**earnings**) just a fraction (**6-ish %**) but rising too

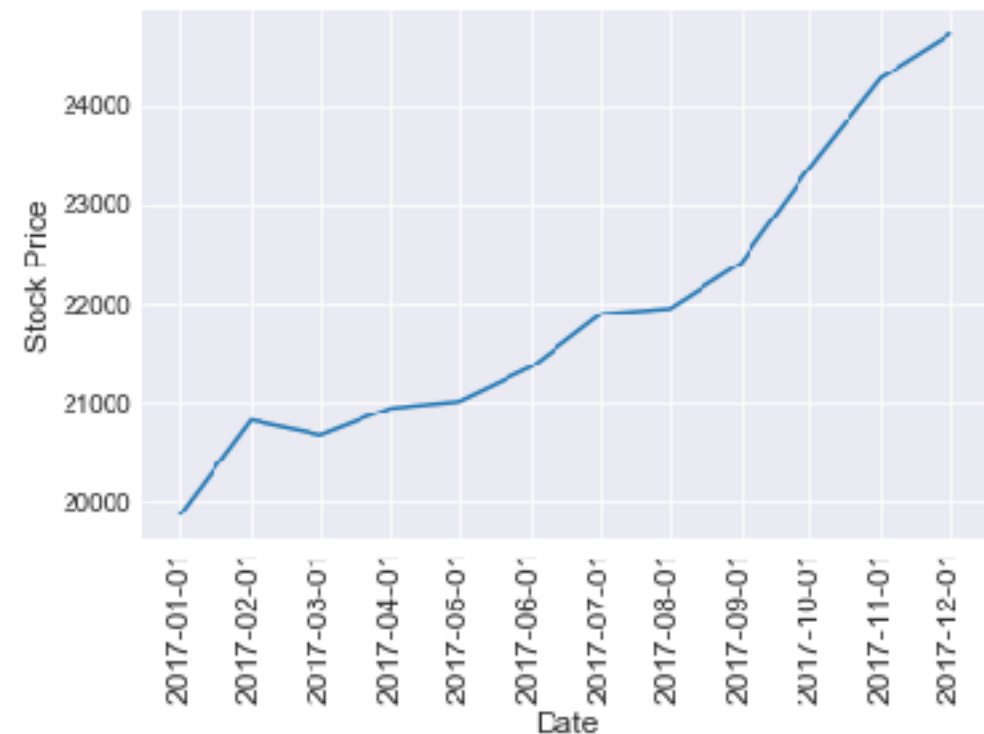


Against the Top Industry Norm - how did Netflix perform in 2017?

Netflix 2017 at month's start



Dow Jones 2017 at month's start



- ✳ Netflix made for gripping monthly viewing:
- ✳ A peak early May and quick slump start June;
- ✳ Followed by a giant bounce upwards start July;
- ✳ A price stabilising over late summer/early autumn
- ✳ And a settling down for winter after October's peak.

- In contrast, the robust 'Dow Joneses':
- Kept up a steady upward pace
- After an initial dip in March,
- Solid performance overall
- Stronger gains over autumn