



NETFLIX

Stock Performance Review (2017)

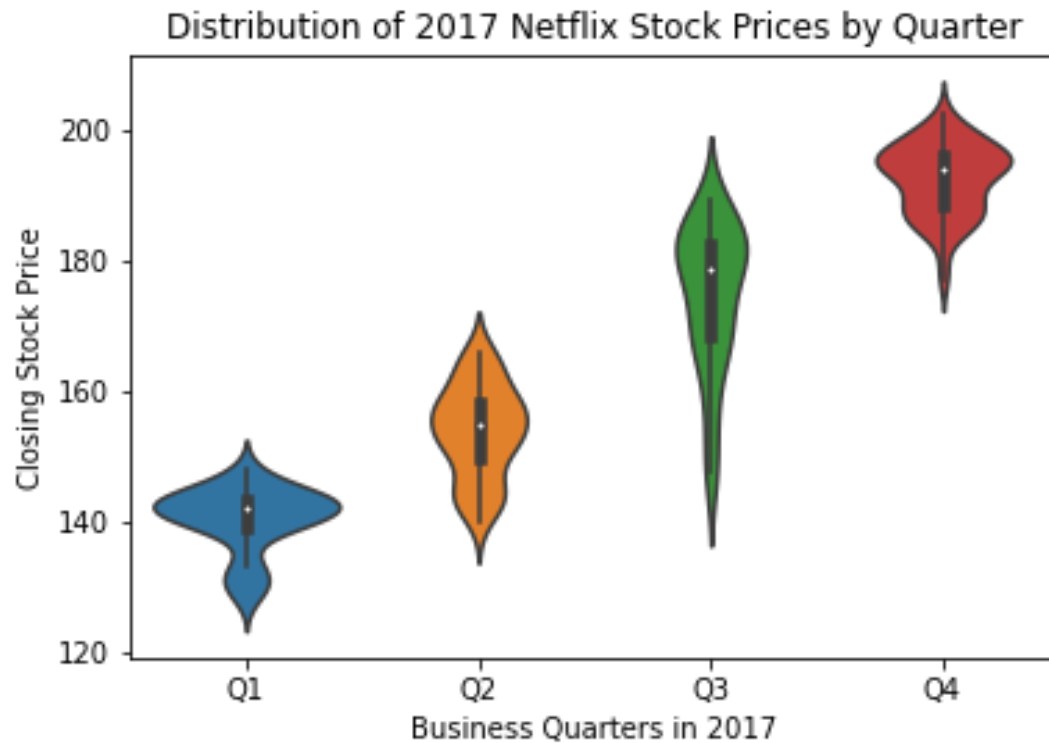
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OVERVIEW

- DISTRIBUTION OF STOCK PRICES PER QUARTER (VIOLIN PLOT)
- ESTIMATED AND ACTUAL EARNINGS PER SHARE (SCATTER PLOT)
- EARNINGS AND REVENUE PER QUARTER (BAR GRAPH)
- STOCK PRICE COMPARISON – NETFLIX VS. DJI AVERAGE (LINE GRAPH SUBPLOTS)

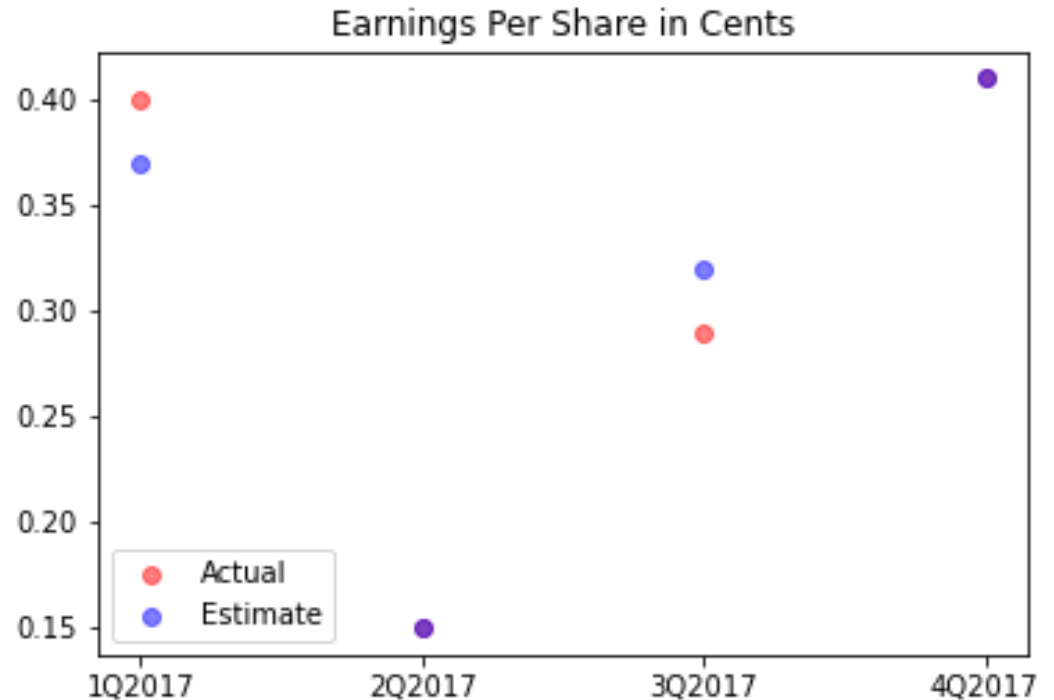
DISTRIBUTION OF STOCK PRICES PER QUARTER



- Average closing stock price increased each quarter by around the same amount.
- Q1 and Q4 saw clustered prices, while Q2 and Q3 were spread over a comparatively larger range.
- Prices in 2017 fell within the \$140-\$200 range.
- Highest price was in Q4 at approx. \$210, while Q1 saw the lowest price at about \$122.

ESTIMATED AND ACTUAL EARNINGS PER SHARE

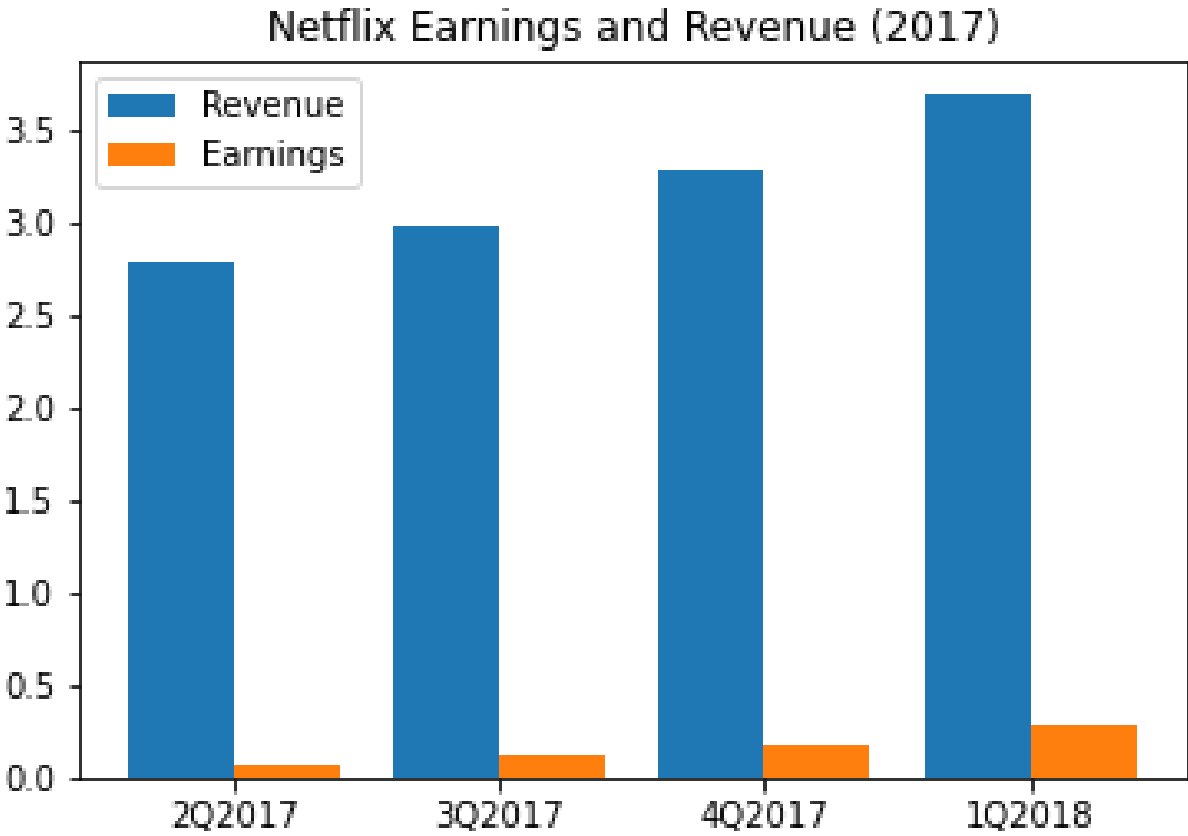
- Q2 and Q4 estimates were spot on with actual earnings, with \$0.15 and \$0.41, respectively.
- Estimates for Q1 were low, while Q3 estimates exceeded actual earnings per share.
- Differences in estimations to actual earnings for both Q1 and Q3 are approx. \$0.05.

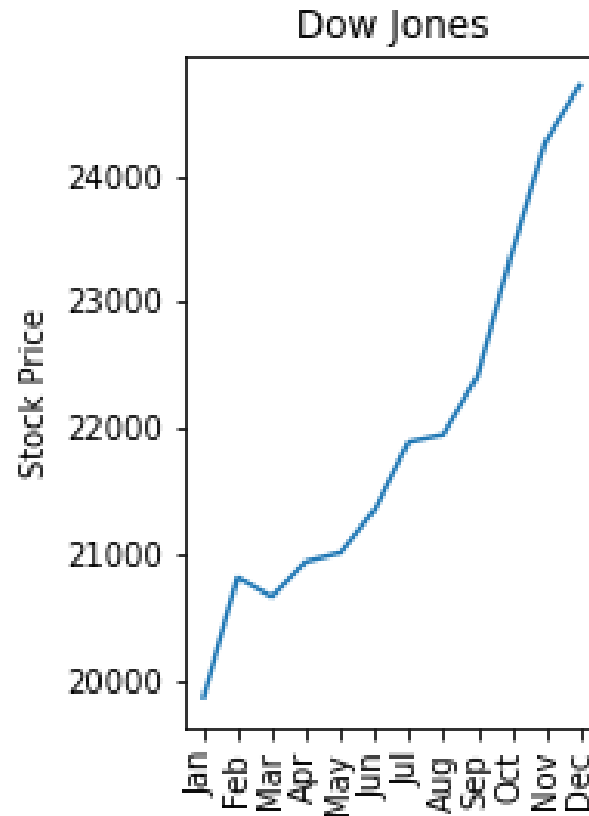
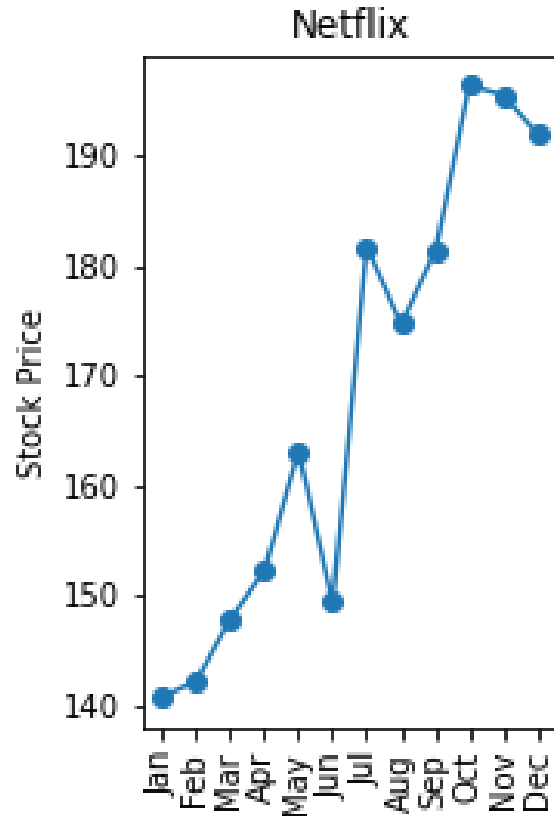




EARNINGS AND REVENUE PER QUARTER

- Revenue follows an exponential growth from Q1 2017 to Q1 2018
- Earnings have a slightly more linear growth during that same time frame.
- Earnings for each quarter make up about 5% of that quarter's total revenue.





STOCK PRICE COMPARISON – NETFLIX VS. DJI AVERAGE

- Netflix saw an approx. 36% increase in stock price at year-end, while the DJI Average saw about a 20% increase.
- Netflix was also more volatile from several time frames (June to July being a good example).
- Netflix's stock price is significantly less than that of the Dow Jones.