



# NETFLIX

## Stock Performance Review (2017)

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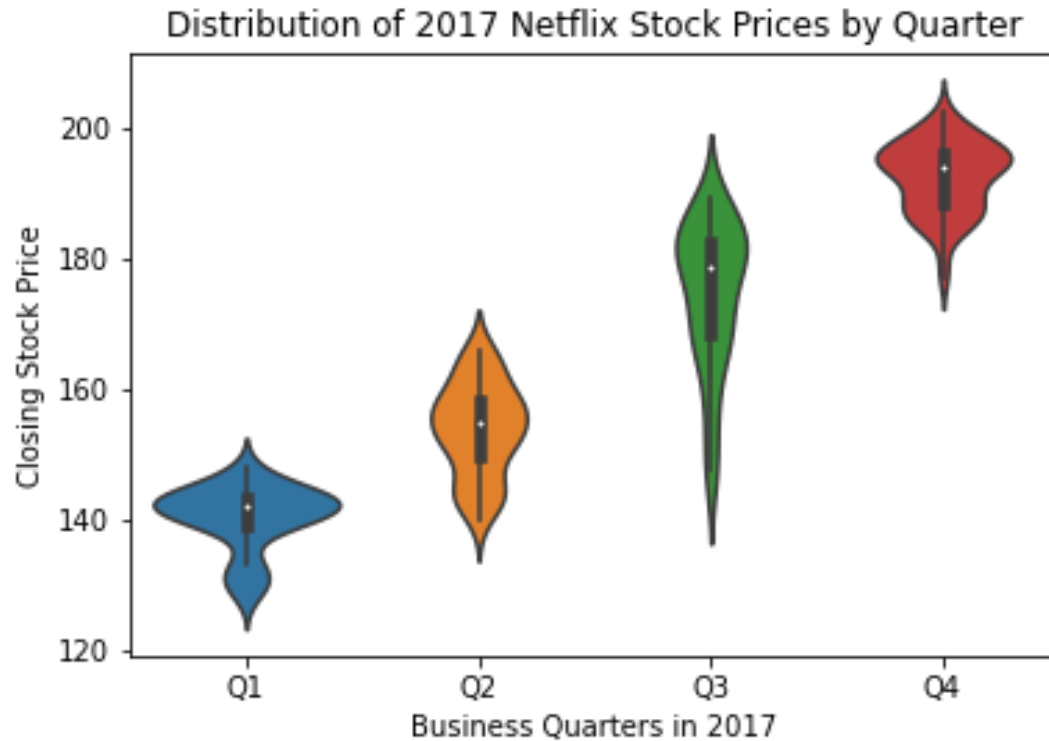


# OVERVIEW

- 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

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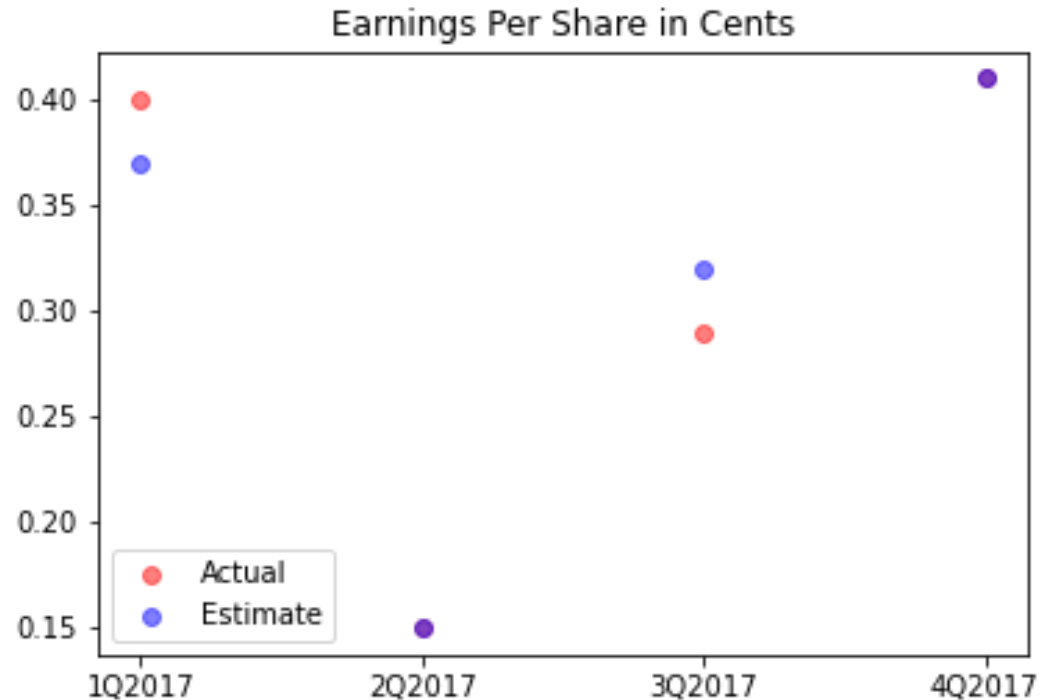


- Average closing stock price increased each quarter by around the same amount.
- Q1 and Q4 saw clustered prices, while Q2 and Q3 were spread over a comparatively larger range.
- Prices in 2017 fell within the \$140-\$200 range.
- Highest price was in Q4 at approx. \$210, while Q1 saw the lowest price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

# ESTIMATED AND ACTUAL EARNINGS PER SHARE

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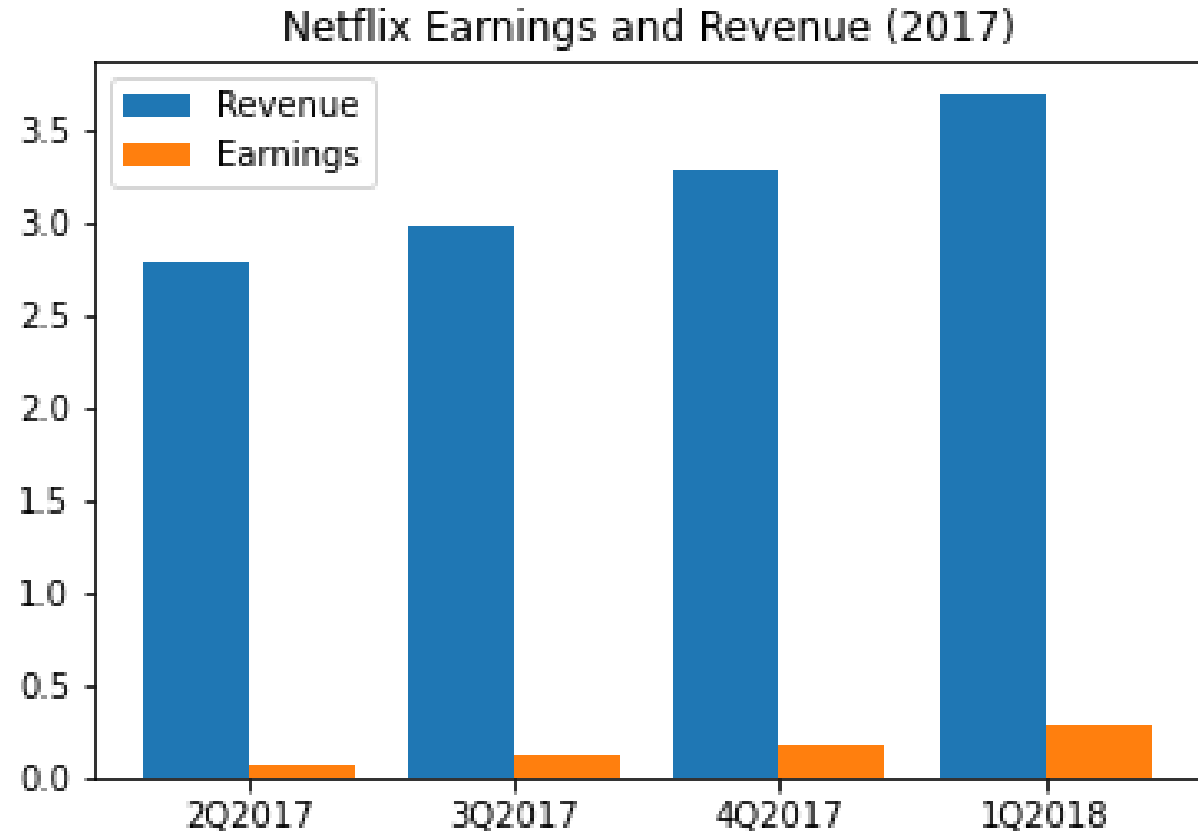
- Q2 and Q4 estimates were spot on with actual earnings, with \$0.15 and \$0.41, respectively.
- Estimates for Q1 were low, while Q3 estimates exceeded actual earnings per share.
- Differences in estimations to actual earnings for both Q1 and Q3 are approx. \$0.05.



# EARNINGS AND REVENUE PER QUARTER

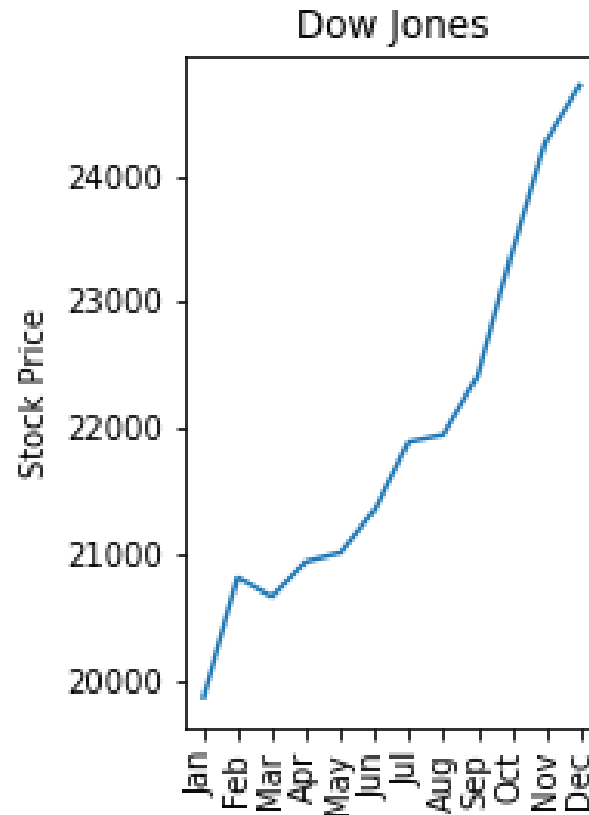
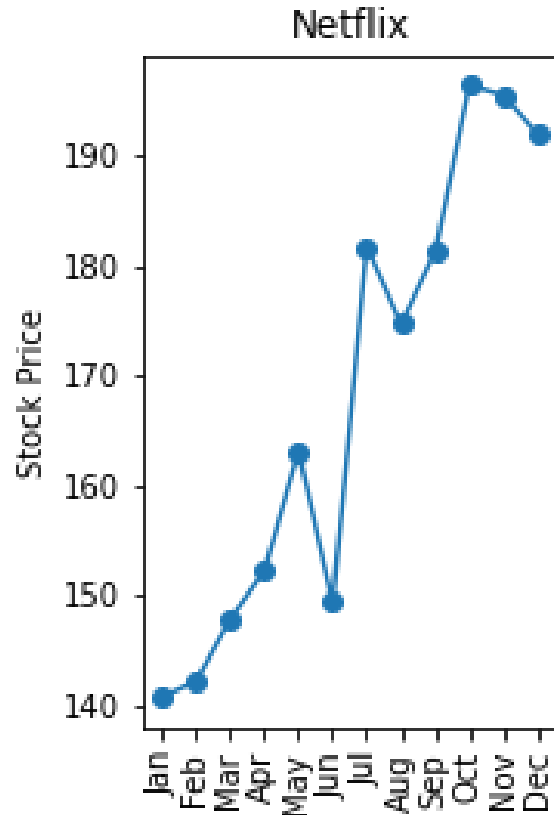
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- Revenue follows an exponential growth from Q1 2017 to Q1 2018
- Earnings have a slightly more linear growth during that same time frame.
- Earnings for each quarter make up about 5% of that quarter's total revenue.



# STOCK PRICE COMPARISON – NETFLIX VS. DJI AVERAGE

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- Netflix performed relatively the same as the DJI Average in 2017.
- 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.