



Netflix Stock Profile

2017 Financial Data

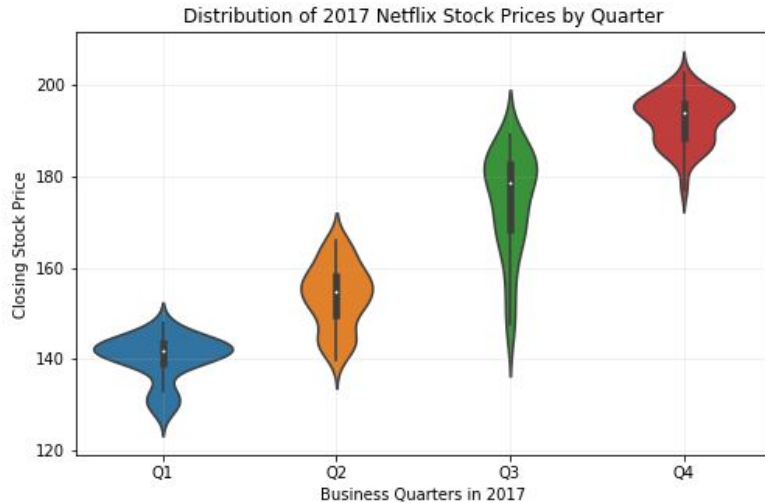
Presentation Content

1. Distribution of 2017 Netflix Stock Prices by Quarter
2. Earnings Per Share
3. Revenue vs Earnings
4. Netflix vs Dow Jones Industrial Average

Charts created by Allen Pan, Data Visualization Developer, Yahoo Finance

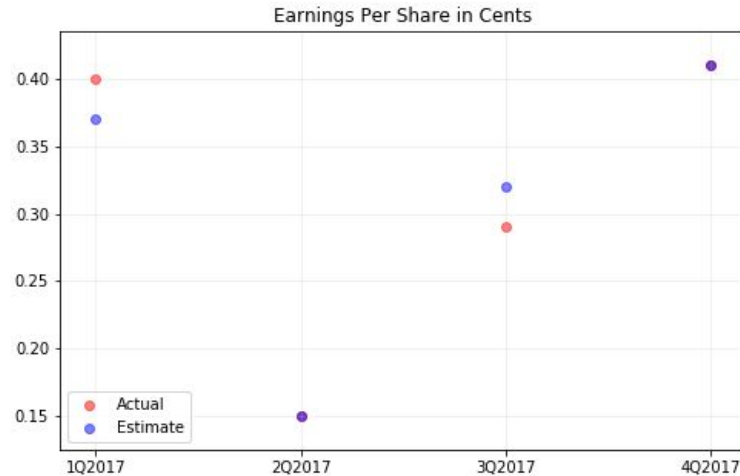


Distribution of 2017 Netflix Stock Prices by Quarter



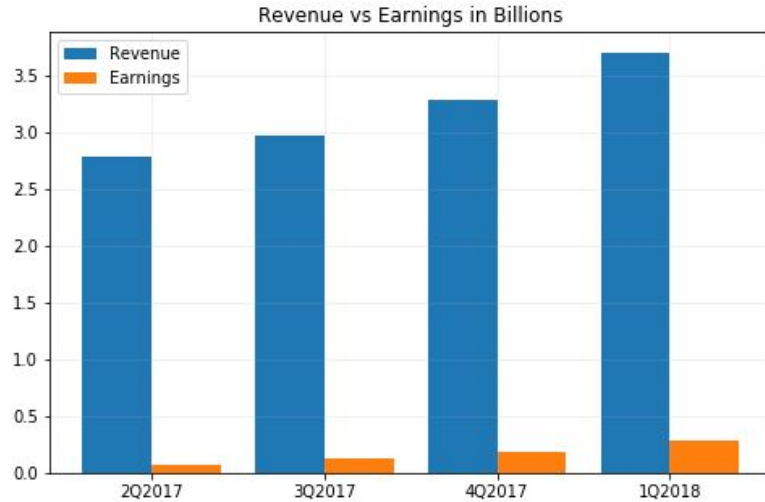
- Netflix stock price has increased steadily over 2017
- Volatile during Q3 but has continued trending upwards overall
- Price has ranged from a low of 120+ in Q1 to 200+ in Q4

Earnings Per Share



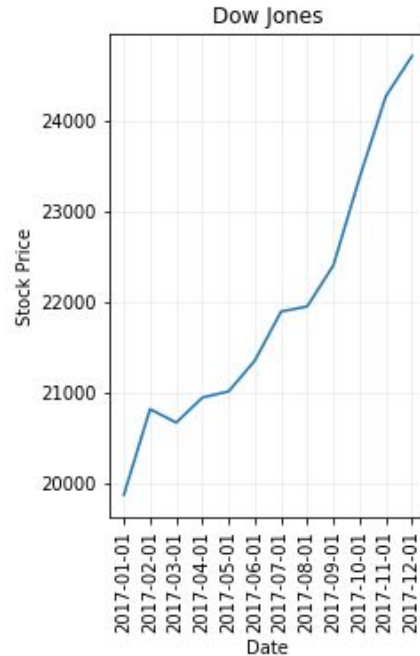
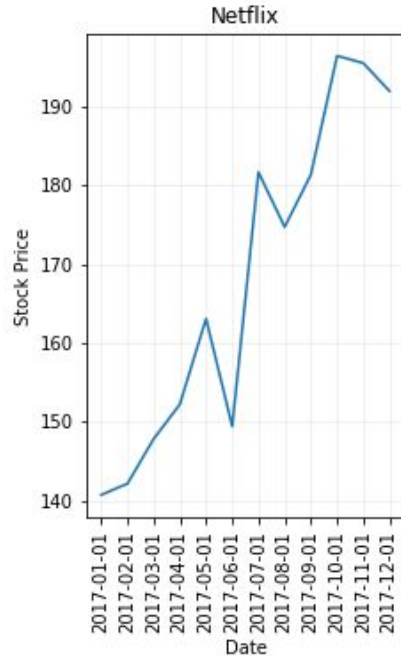
- Chart shows Yahoo projected estimates of earnings per share vs actual reported earnings per share
- Q1 results beat estimates while Q3 fell short. Q2 and Q4 results were directly in line with estimates

Revenue vs Earnings



- Both Earnings and Revenue increased steadily over 2017
- Earnings averaged around 5% of Revenue

Netflix vs Dow Jones Industrial Average



- Netflix followed upward trend similar to Dow Jones
- Netflix was more volatile during the middle of the year
- Netflix outperformed Dow Jones in 2017 (+35% vs +25%)