

Fiscal Year 2017
Netflix
Shareholder Meeting
February 26, 2019

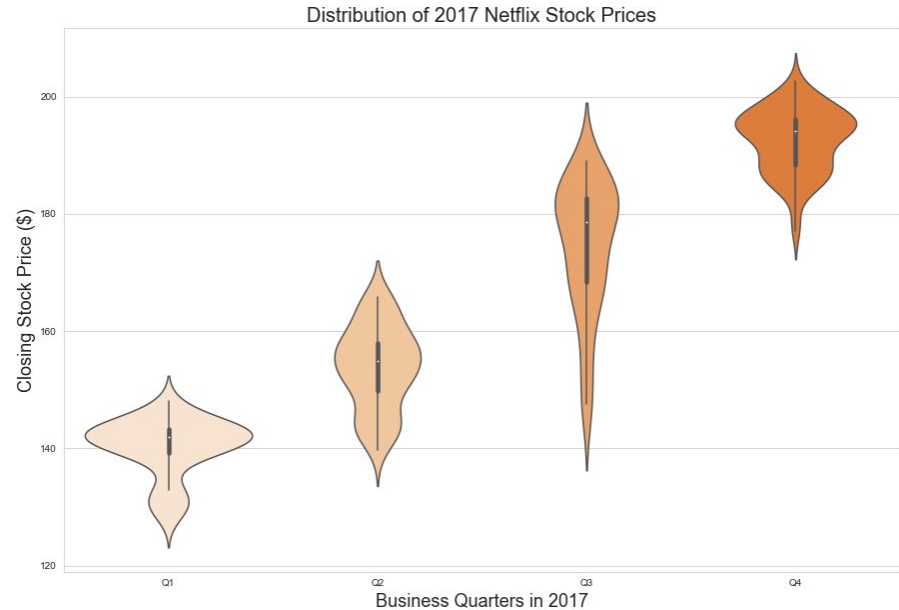
Jack Briskie, Consultant

In collaboration with:

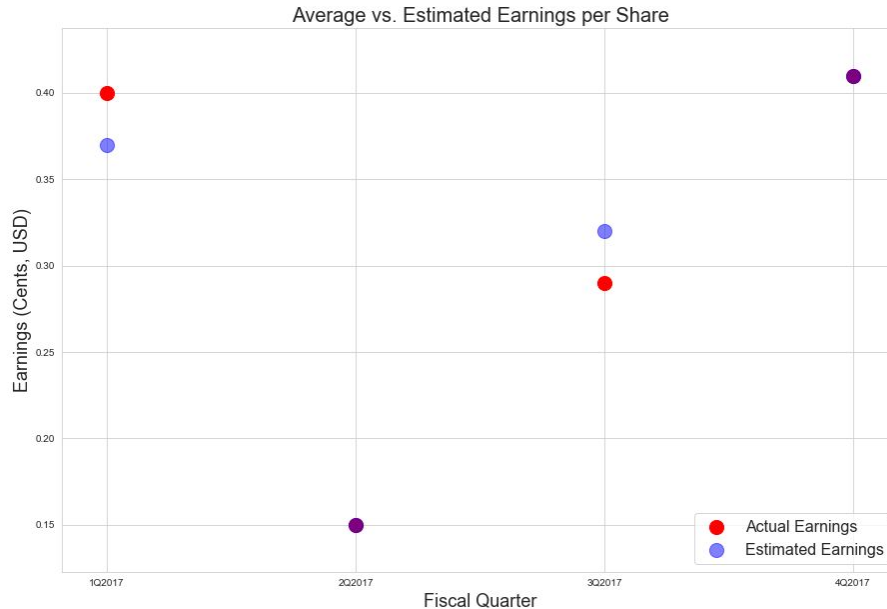
The Netflix logo, featuring the word "NETFLIX" in white, bold, sans-serif capital letters with a slight 3D effect, set against a solid red rectangular background.The Codecademy logo, consisting of the word "code" in a blue box followed by "cademy" in blue text.

How have we been doing?

- Steady share price increase throughout 2017
- Daily valuation:
 - Annual low: \$125
 - Annual high: \$205
- Low valuation days in Q3 (will revisit this)
- Q4 had very steady valuation, relatively low volatility



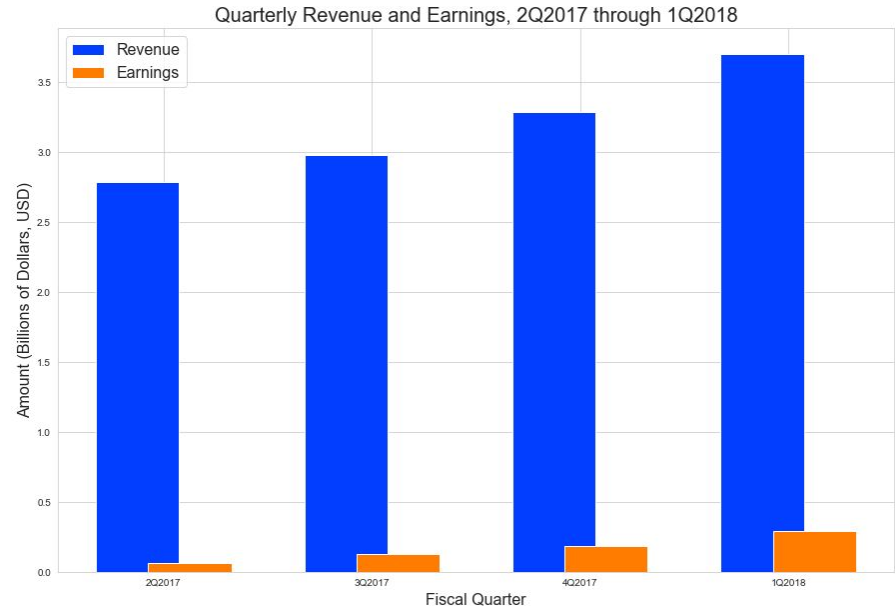
Do average share prices meet estimations?



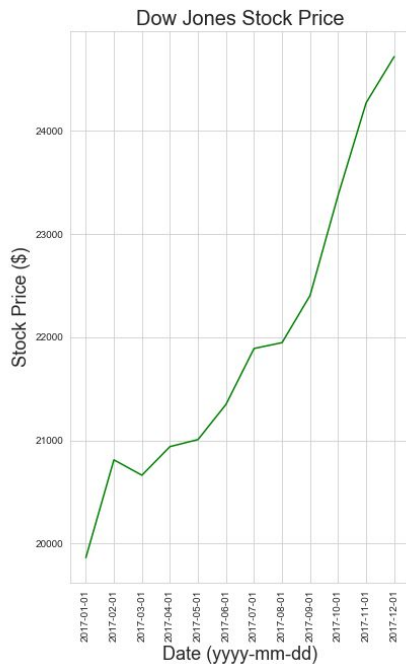
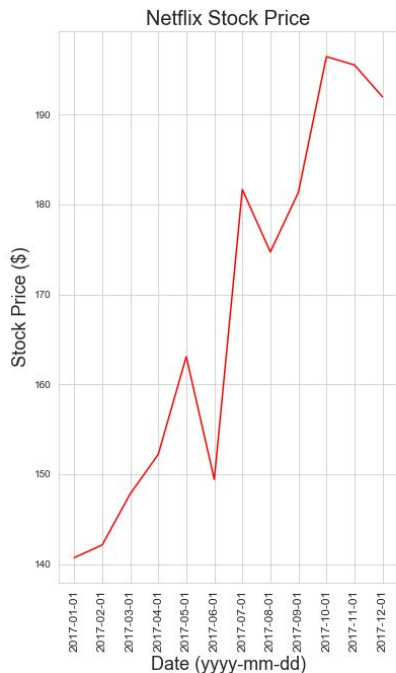
- Actual earnings outpace estimations in Q1
- Actual earnings equal in Q2 and Q4 (purple)
- Earnings fall short of estimations in Q3 due to large dip in June

Revenue and Earnings

- As shown at beginning of this presentation, revenue steadily increasing
- Exponential growth of both revenue and earnings
- Earnings typically ~5% of revenue



Netflix vs. Dow Jones Market Index



- NFLX has a slow start in Q1
- NFLX outperforms DOW for most of the year
- NFLX ends at a **lower** valuation than expected given the market, due to low November and December valuations
- Large valuation drop in June leads to lower daily valuation, but bounces back quickly
- Netflix stock is worth approximately 0.7% of the Dow Jones index.



Thank you for attending

