

Visualizations of Netflix Stock Data - Year 2017

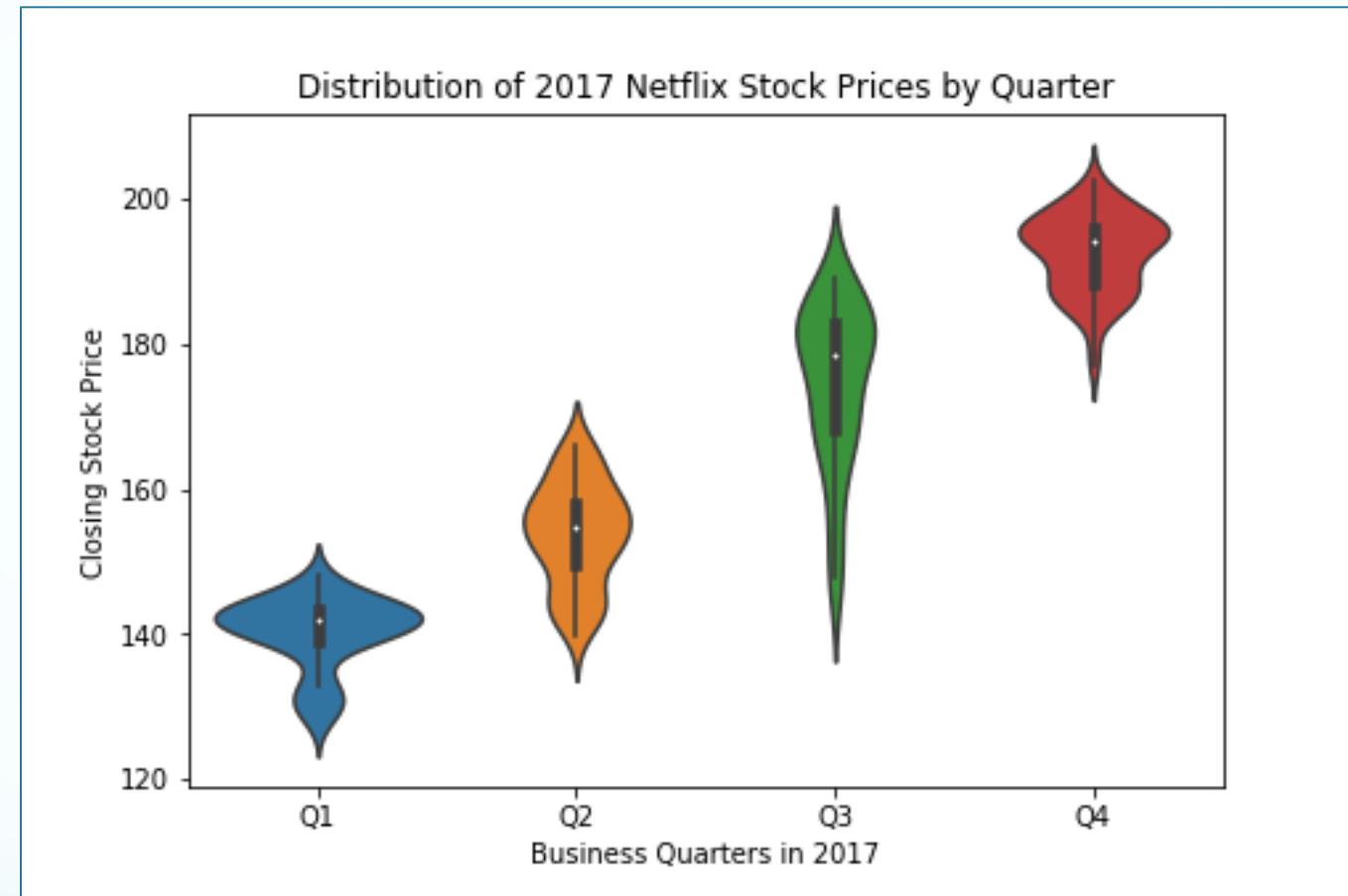
Yahoo! Finance

Agenda

- Abstract
- Distribution of 2017 Netflix Stock Prices by Quarter
- Earnings and Revenue Reported by Netflix, by Quarter
- Earnings per Share in Cents (Estimate vs. Actual)
- Comparison of Netflix Stock Price to Dow Jones Industrial Average in 2017

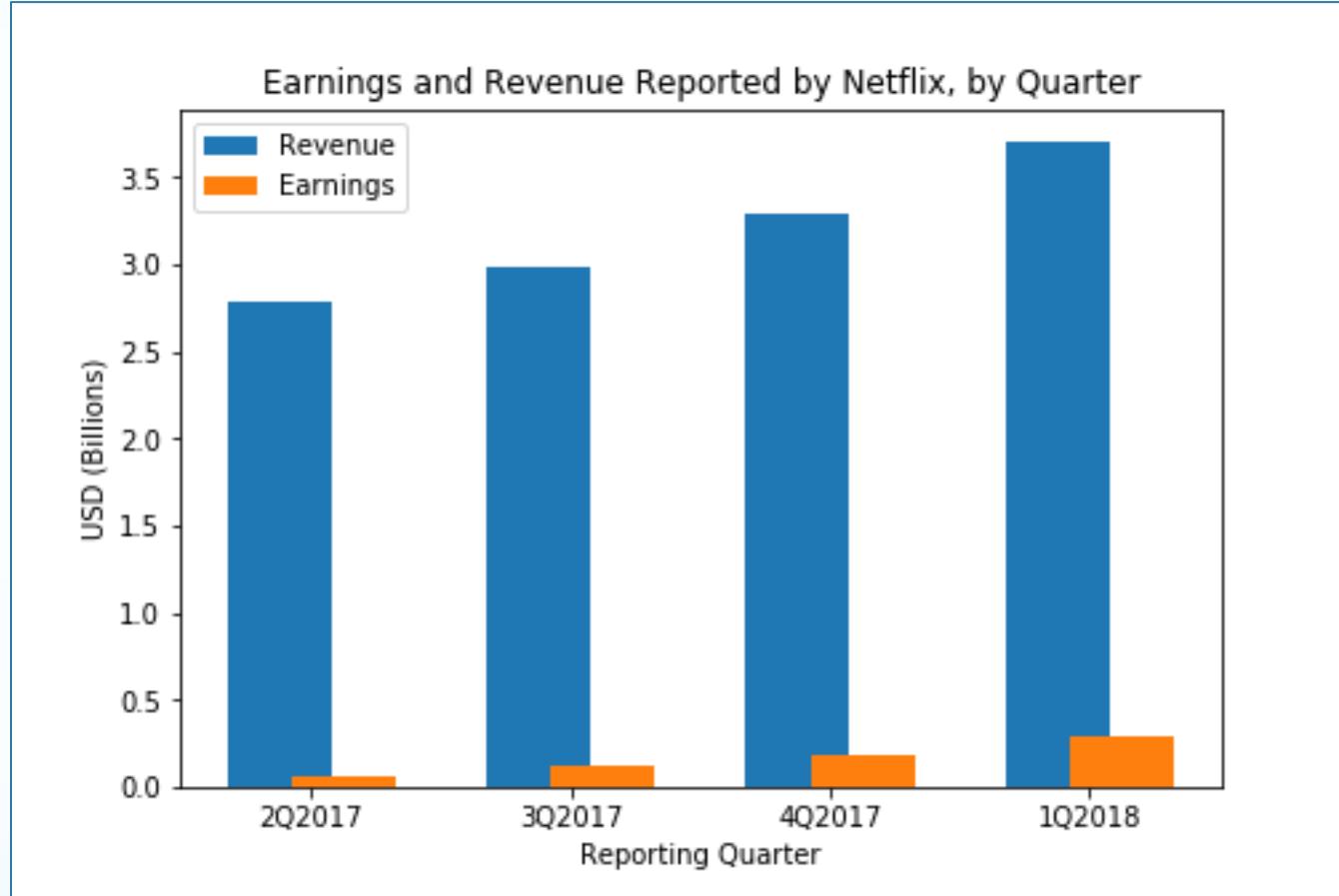
Abstract

This presentation was created to support the Yahoo! Finance Stock Profile team to visualize Netflix stock data for the year 2017.



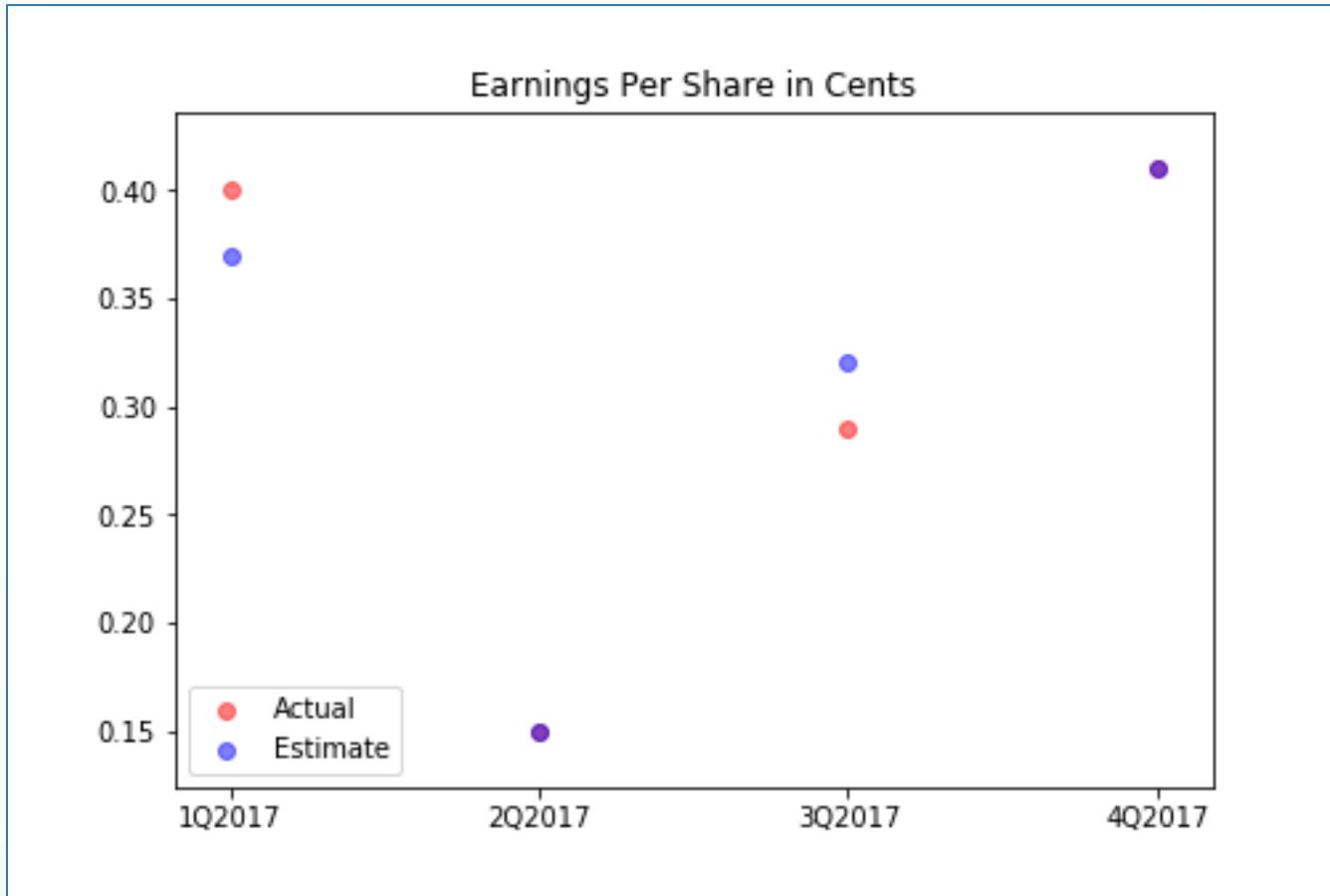
Key Observations:

- Overall upward trend in stock price in 2017 despite slow start
- Mid-year volatility foreshadowed steady surge over next few months
- Strong annual performance slightly tempered in unspectacular Q4
- Year Low: \$127.49 / Year High: \$202.68



Key Observations:

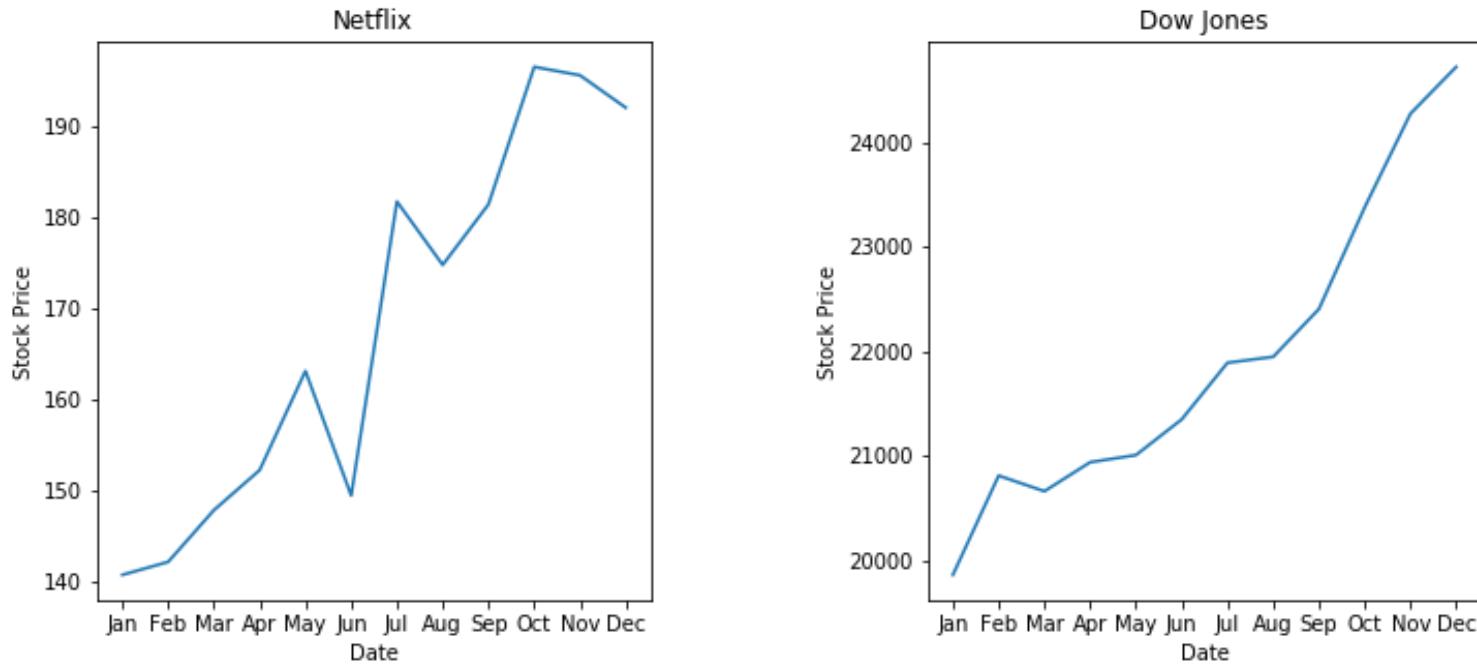
- Consistent uptick in revenue throughout the year
- Quarter-on-quarter increase grew each successive reporting period
- Earnings followed similar trend
- Earnings to revenue ratio grew 5.5 points - or 333% - over the year



Key Observations:

- Actual earnings per share (EPS) nailed estimates for Q2 and Q4
- Q1 actual beat estimate by 3 cents per share (8% positive surprise)
- Q3 actual EPS showed a 9.4% negative surprise versus estimate
- Did this contribute to the “tailing off” of share price gains toward year end?

Comparison of Netflix Stock Price to Dow Jones Industrial Average in 2017



Key Observations:

- Clear upward trend evident in both Netflix share price and market at-large
- Middle-third of year marked volatile period for Netflix stock
- No clear indication of overall market volatility
- Netflix stock price less than 1% of Dow Jones stock price