

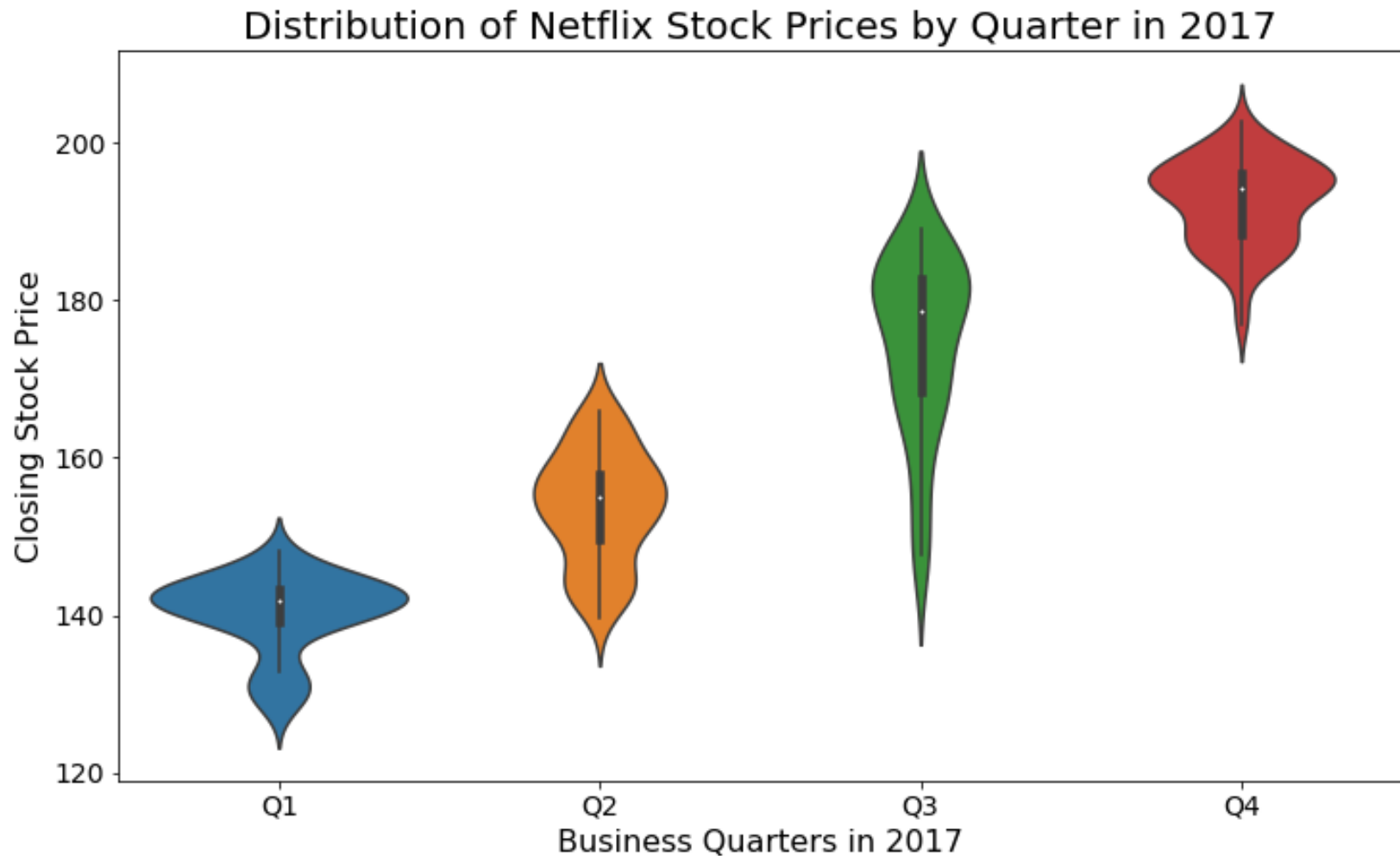
A Stock Profile for Netflix for the Year 2017

David Logsdon

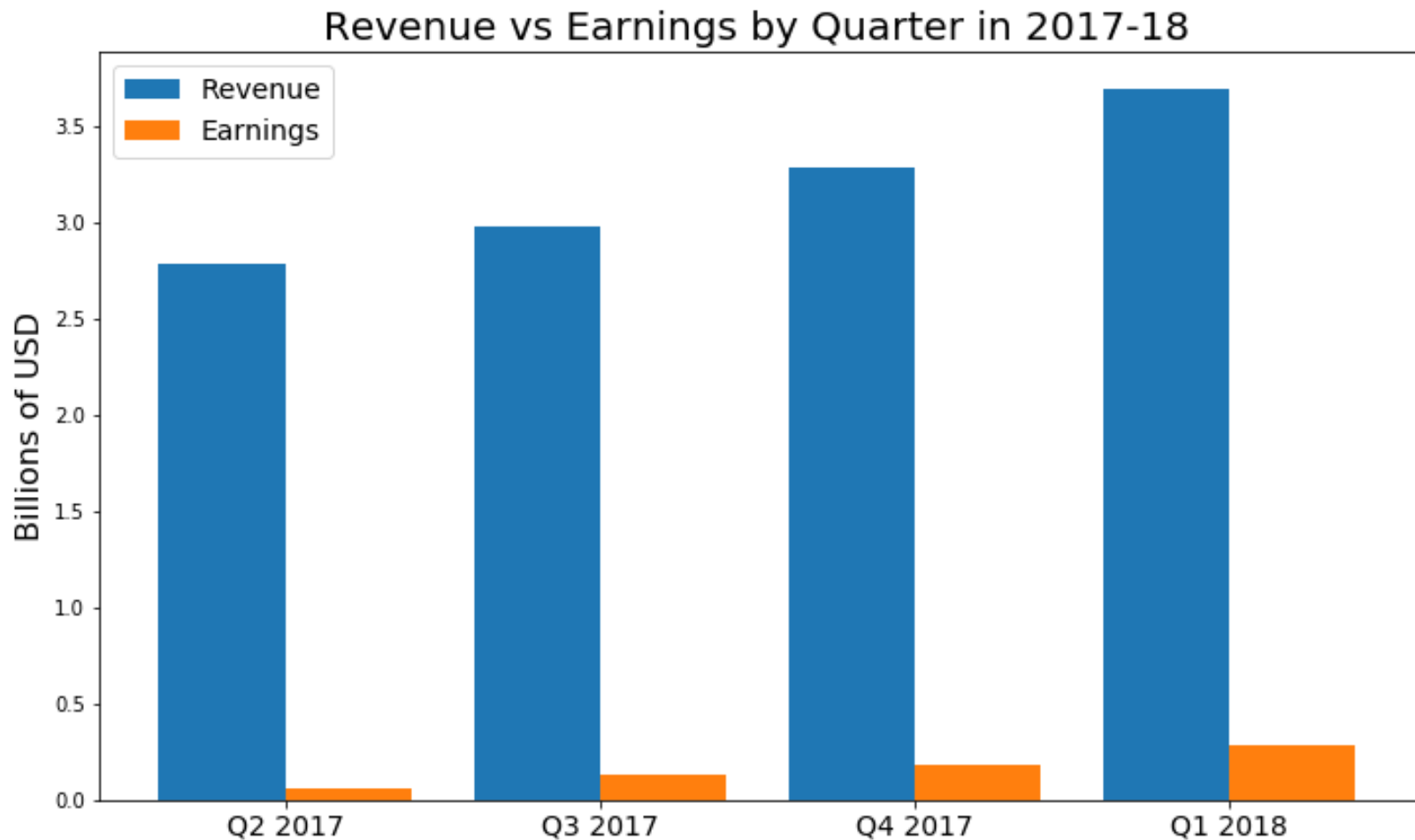
Outline

- Distribution of Netflix stock prices in 2017
- Revenue vs earnings in 2017-18
- Actual vs estimated earnings per share in 2017
- Performance of Netflix's stock vs the market in 2017

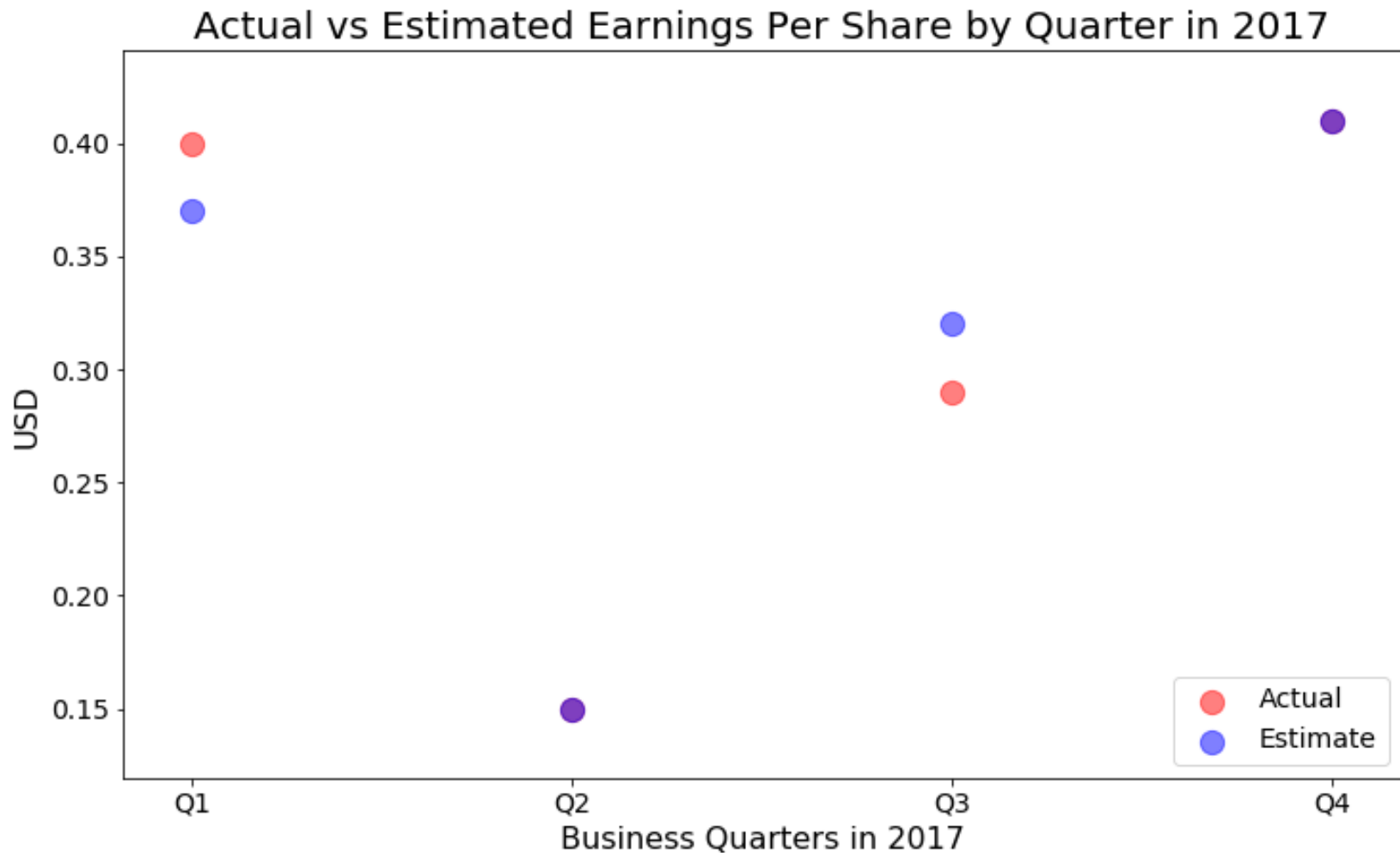
Netflix's stock experienced an almost linear increase in price in 2017; however, Q3 showed an marked increase in volatility



Revenue increased steadily while earnings more than doubled from Q2 2017 to Q1 2018



Actual earnings closely followed those predicted by Yahoo in 2017



Netflix's stock outperformed the market in 2017 with a ~35% increase in price vs the ~20% increase in the DJIA

Netflix Stock Price vs the Dow Jones Industrial Average in 2017

