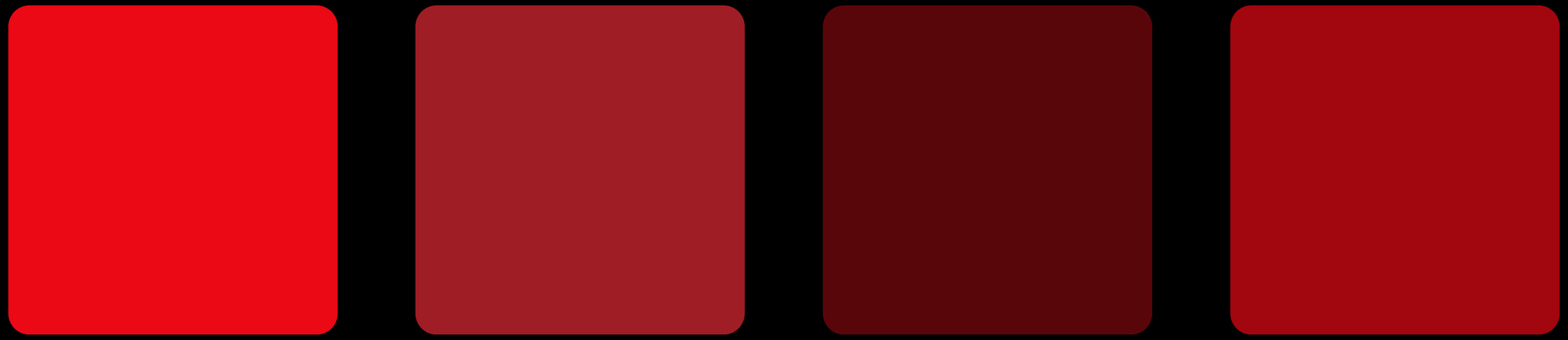

NETFLIX

Agenda



BACKGROUND FINANCIALS POSITIONING COVERAGE

Follow a Company

NETFLIX

BACKGROUND

- Launched as a DVD-by-mail service, it transitioned into streaming in 2007
- Headquartered in Los Gatos, California, employs over 13,000 people, and operates in 190+ countries
- Direct-to-consumer streaming model offering original and licensed content worldwide

Est. 1997

NFLX

More on Netflix

MISSION

To entretain the world

VISION

To be the world's leading entertainment distribution service.

PURPOSE

To create a, diverse, and accessible, library that caters to varied tastes.

EXECUTIVES

Co-CEOs Ted Sarandos
Greg Peters.
EX. Chairman Reed Hastings.

NETFLIX FINANCIALS

IPO $15.00 May 23, 2002

- Financial Background
- Analyst Report
- Stock Story



Key Metrics

- Current share price: **$99.17**
- 52-week range: **$75.01 - $134.12**
- 2025 Revenue: **$45.2B**
- Market Cap: **$418.71B**
- EPS: **$2.53**
- P/E ratio: **37**



Gross Profit

- 2025: **$21.91B** 22.0%
- 2024: **$17.96B** 28.2%
- 2023: **$14.01B** 12.5%
- 2022: **$12.45B**



Net Revenue

- 2025: **$45.2B** 15.9%
- 2024: **$39.0B** 15.7%
- 2023: **$33.7B** 6.6%
- 2022: **$31.62B**



Trends

- Steady financial growth with performance improving each year
- Continued growth and improving profitability for

NETFLIX FINANCIALS

IPO $15.00 May 23, 2002

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Ownership Structure

- **Institutional Investors** hold **83.77%** of Netflix stock.
  - Vanguard Group Inc
  - Blackrock Inc.
  - FMR, LLC
  - State Street Corporation
  - Geode Capital Management, LLC
- **Individual Investors**
  - Reed Hastings – Co-funder & Executive Chairman
  - Ted Sarandos – Co-CEO
  - Jay Hoang – Board Member





Recent Activity

- **7** transactions totaling **$43.8 million.**
- **Reed Hastings: 3 stock sales** making up over **$39.8 million** of the total value.
- Activity occurred on a **single day** and was reported as **routine**

NETFLIX FINANCIALS

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Financial Background

Analyst Report

Stock Story





RECOMMENDATIONS

- Analysts recommend **buying** or holding the stock because the company continues to show strong financial growth.
- Stock expected to increase in value
- Netflix's revenue and profit growth signals strong financial performance.
- High expectations for future growth

NETFLIX FINANCIALS

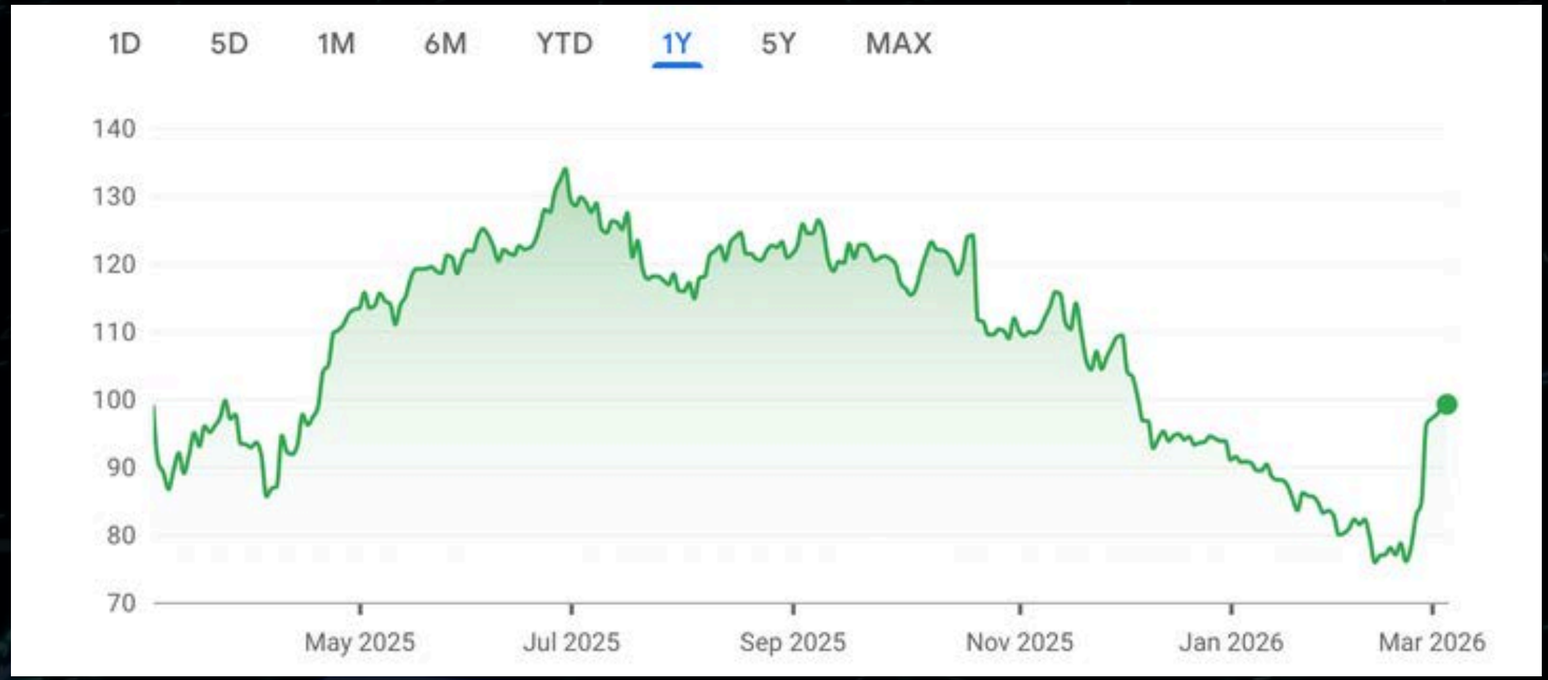
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Financial Background

Analyst Report

Stock Story

1Y STOCK PRICE



- **Spring–Summer 2025:** strong financial performance, revenue growth, and confidence
- **Fall 2025:** Declining due to investors being cautious about rapid growth and high expectations
- **Late 2025:** Uncertainty about potential acquisition of Warner Bros. Discovery,
- **Early 2026:** Market volatility and concerns about industry competition
- **March 2026:** Netflix backing up from WBD deal

NETFLIX FINANCIALS

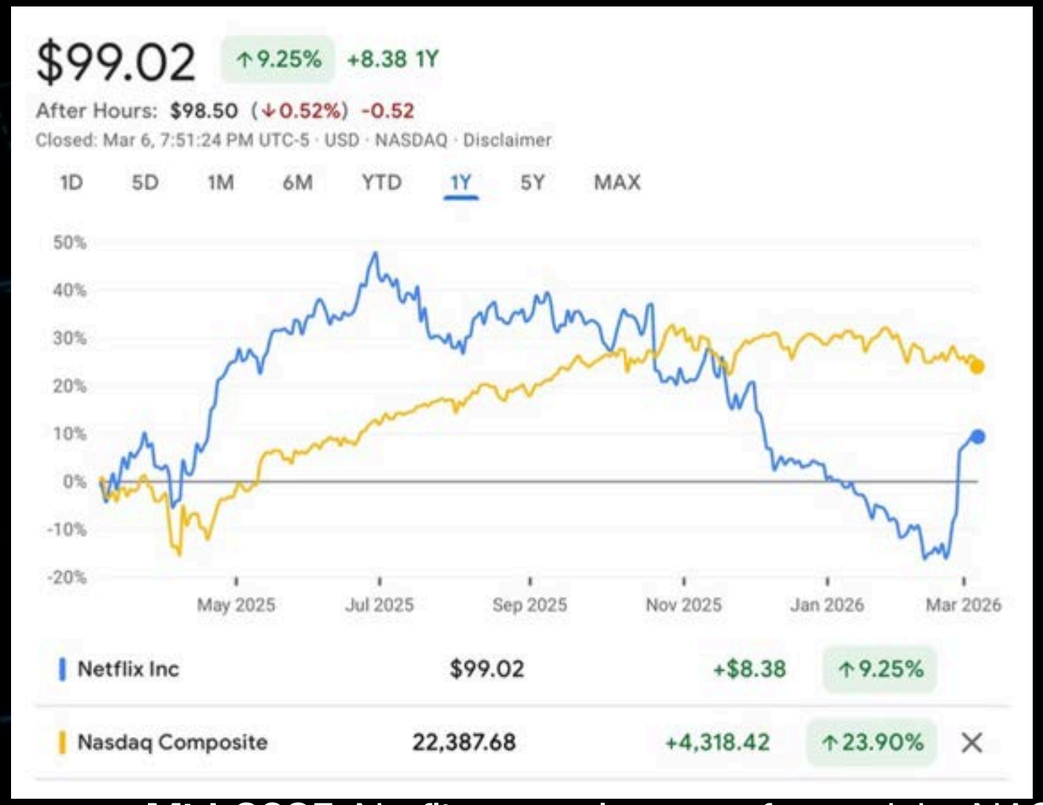
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Financial Background

Analyst Report

Stock Story

NETFLIX x NASDAQ



- **Mid-2025:** Netflix strongly outperformed the NASDAQ in mid-2025
- **Late 2025:** Netflix decline/NASDAQ rise
  - Broader tech market remained strong
  - Netflix: faced company-specific investor concerns.

NETFLIX Competitors









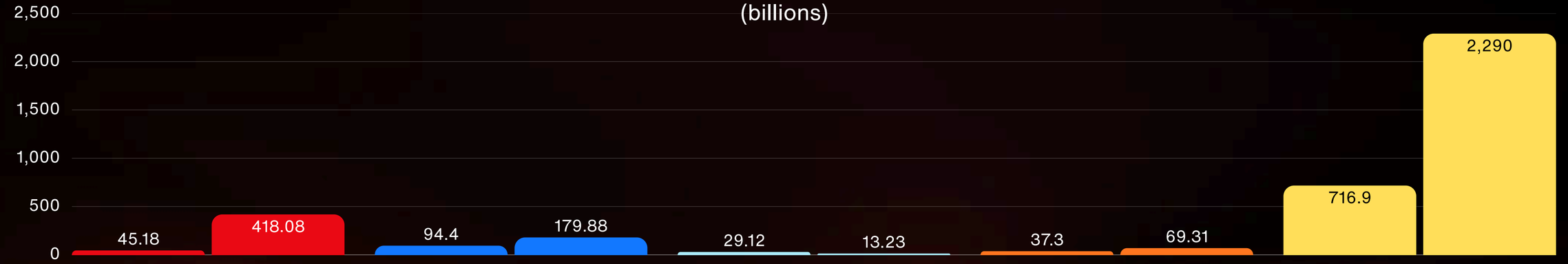
Netflix Competitors

Stock Price, EPS & P/E Ratio



Revenue & Market Cap

(billions)



Stock Price, EPS & P/E Ratio

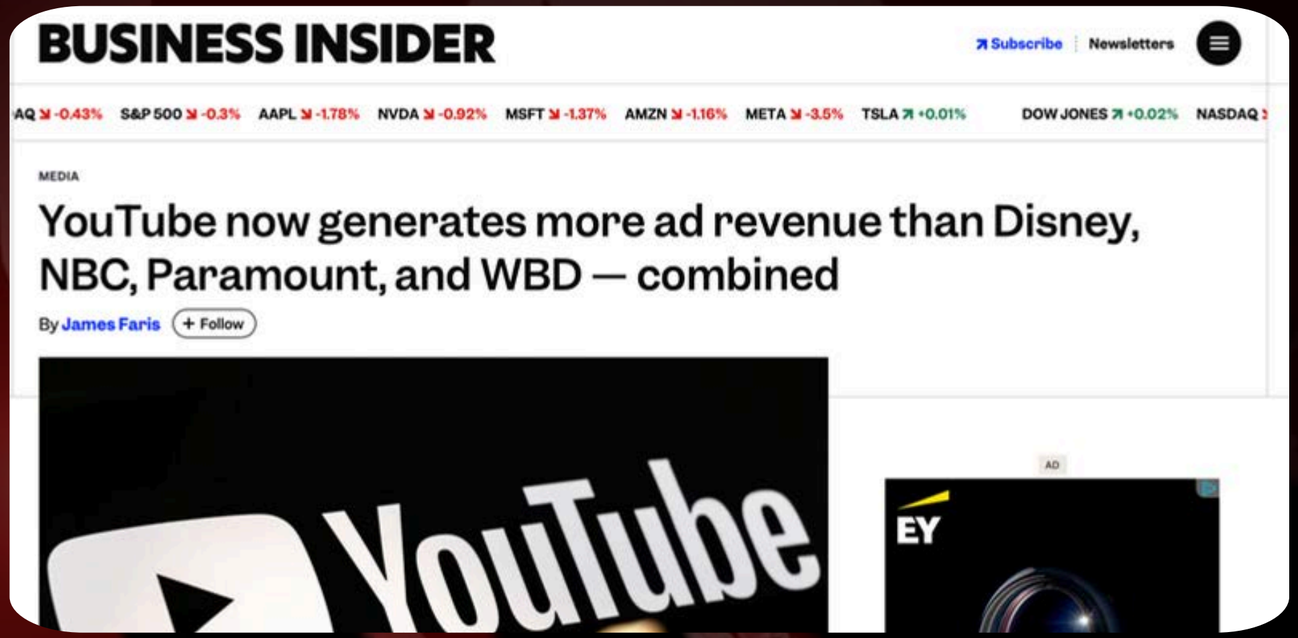


Revenue & Market Cap

(billions)



Business Media







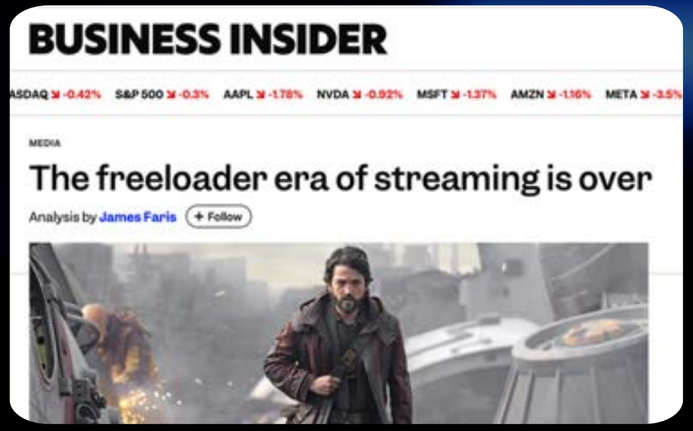


- Competition is expanding beyond traditional studios
- **Netflix vs PSKY vs WBD:** one of the biggest battles in the streaming industry
- High competition in the streaming industry
- Industry is shifting from subscriber growth to profitability → Netflix tapping into advertising

Marketing News

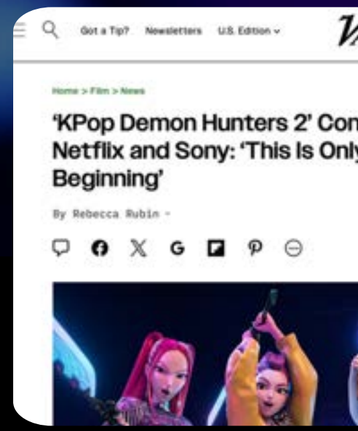
- Live events, sports, and gaming to increase engagement
- Password-Sharing crackdown
- Expanding on Netflix originals

More Coverage









DISCUSSION QUESTIONS

As Netflix expands beyond streaming into gaming, live events, sports, and even attempts to acquire major studios, **what opportunities and risks come with this level of expansion?** At what point could growth **raise antitrust or market dominance concerns?**

Hope you have a great spring break.

Thank You!