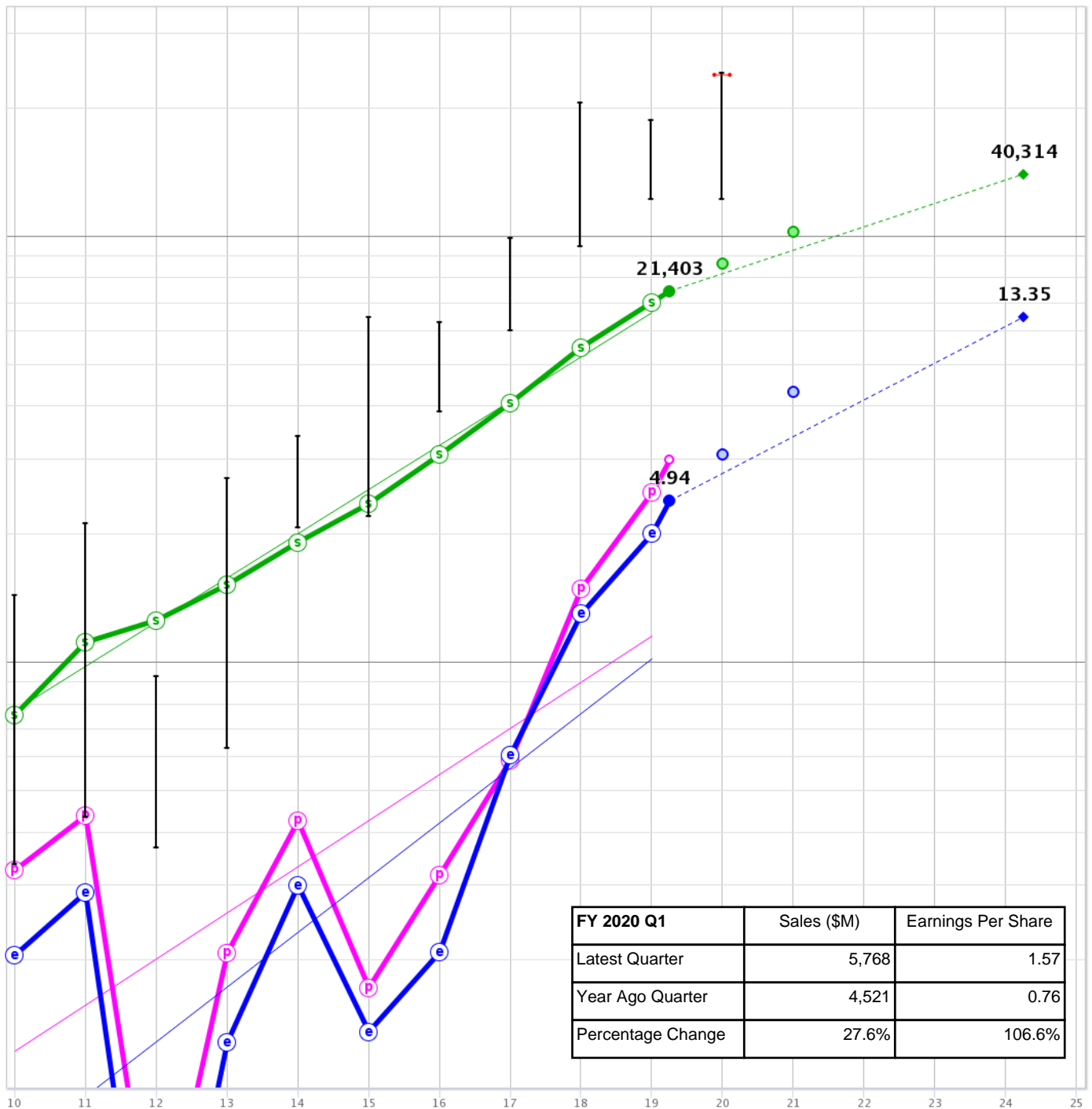


Company	Netflix		Date	07/06/20	
Prepared by	Onufrak		Data taken from	BI Stock Data	
Where traded	NAS	Industry	Entertainment		
Capitalization --- Outstanding Amounts	Reference				
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	452.5		0.1	72.3	
Debt (\$M)	14,669.5	% to Tot Cap	63.6	% Pot Dil	3.0

# Stock Selection Guide

Symbol: NFLX

## 1 VISUAL ANALYSIS of Sales, Earnings, and Price



- |                                   |       |  |       |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth       | 27.0% | (3) Historical Earnings Per Share Growth       | 34.4% |
| (2) Estimated Future Sales Growth | 13.5% | (4) Estimated Future Earnings Per Share Growth | 22.0% |

## 2 EVALUATING Management

Netflix

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Last 5 Year Avg.
Pre-tax Profit on Sales	12.4%	11.2%	0.8%	3.9%	6.3%	2.1%	3.0%	4.2%	7.8%	10.2%	5.5%
% Earned on Equity	53.9%	59.4%	2.2%	9.2%	15.1%	5.5%	7.3%	16.3%	23.4%	26.4%	15.8%
% Debt To Capital	44.9%	38.5%	34.9%	27.3%	32.6%	51.6%	55.7%	64.5%	66.4%	66.1%	60.9%

## 3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

**CLOSING PRICE** 493.81 (07/06/20)

**HIGH THIS YEAR** 499.50

**LOW THIS YEAR** 252.28

	A	B	C	D	E	F	G	H
Year	Price		Earnings	Price Earnings Ratio		Dividend	% Payout	% High Yield
	High	Low	Per Share	High A / C	Low B / C	Per Share	F / C * 100	F / B * 100
2015	133.3	45.3	0.28	476.0	161.7	0.00	0.0	0.0
2016	129.3	80.0	0.43	300.7	185.9	0.00	0.0	0.0
2017	204.4	123.8	1.25	163.5	99.0	0.00	0.0	0.0
2018	423.2	195.4	2.68	157.9	72.9	0.00	0.0	0.0
2019	385.0	252.3	4.13	93.2	61.1	0.00	0.0	0.0
AVERAGE		139.3		125.6	67.0		0.0	
CURRENT/TTM			4.94			0.00	0.0	
AVERAGE PRICE EARNINGS RATIO: 96.3				CURRENT PRICE EARNINGS RATIO: 100.0				

## 4 EVALUATING RISK and REWARD over the next 5 years

Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.

### A HIGH PRICE - NEXT 5 YEARS

Avg. High P/E 125.0 X Estimate High Earnings/Share 13.35 = Forecasted High Price \$ 1,668.9

### B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 77.7 X Estimate Low Earnings/Share 4.94 = Forecasted Low Price \$ 383.8

(b) Avg. Low Price of Last 5 Years 139.3

(c) Recent Market Low Price 195.4

(d) Price Dividend Will Support  $\frac{\text{Indicated Dividend}}{\text{High Yield}} = \frac{0.00}{0.00\%} = 0.0$

Selected Forecasted Low Price \$ 164.0

### C ZONING using 25%-50%-25%

Forecasted High Price 1,668.9 Minus Forecasted Low Price 164.0 = 1,504.9 Range. 25% of Range 376.2

Buy Zone 164.0 to 540.2

Hold Zone 540.2 to 1,292.7

Sell Zone 1,292.7 to 1,668.9

Present Market Price of 493.81 is in the **BUY** Zone

### D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price } 1,668.9 - \text{Present Price } 493.81}{\text{Present Price } 493.81 - \text{Minus Low Price } 164.0} = \frac{1,175.11}{329.81} = 3.6$  To 1

### E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)

$\frac{\text{High Price } 1,668.9 - \text{Closing Price } 493.81}{\text{Closing Price } 493.81} = 3.3797 \times 100 = 337.97 - 100 = 238.0$  % Appreciation

## 5 5-YEAR POTENTIAL

This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

**A**  $\frac{\text{Indicated Annual Dividend } 0.00}{\text{Closing Price } 493.81} = 0.0000 = 0.0\%$  Current Yield

### B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout } 0.0\%}{\text{Forecast High PE } 125.00} = 0.0\%$

### AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout } 0.0\%}{\text{Forecast Average PE } 101.35} = 0.0\%$

### C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 27.6 %  
Average Yield 0.0 %  
Annualized Rate of Return 27.6 %

### COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 22.3 %  
Average Yield 0.0 %  
Annualized Rate of Return 22.3 %