World’s Leading Internet TV Network

- **60+ COUNTRIES**
- **69MM GLOBAL MEMBERS**
- **43MM DOMESTIC MEMBERS**
- **26MM INTERNATIONAL MEMBERS**
Lighting Up 130+ Countries

- A Global library
  - Netflix Original Series & Films
  - Globally acquired series
  - Globally acquired feature films

- Pricing comparable to existing 1S, 2S, and 4S plans

- Adding some localization
  - Korean, Arabic, Simplified/Traditional Chinese

- Not yet available in:
  - China, North Korea, Syria, Crimea

1S = 1 stream, standard definition. 2S = 2 simultaneous streams, high definition. 4S = 4 simultaneous streams, ultra-high definition.
A Growing Footprint

Global Broadband Households (~730M)

Source: SNL Kagan
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(Canada, LatAm, UK, Ireland, Nordics, Netherlands)

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2016 Expansion
(Rest of World x-China)

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Projected 2016 Expansion
(China)

Source: SNL Kagan
Outlook for Global

- **Big secular tail winds**
  - Increasing broadband penetration
  - Ongoing shift from linear to on demand viewing
  - Global appetite for high quality entertainment

- **Netflix well-positioned to capitalize**
  - Streaming delivery platform
  - Process know-how launching new markets
  - Strong content library and brand

- **Initially targeting:**
  - Outward-looking early adopters
  - International credit card user
  - Smartphone subscriber
Start of a Long Journey

- We are just getting started

- Lots of hurdles
  - Mixed awareness of Netflix
  - Broadband speeds
  - Payments infrastructure
  - Local regulations and culture

- Continuous improvement
600+ Hours of Original Content in 2016

- 31 new and returning series
- Two dozen original feature films and documentaries
- A wide range of stand up comedy specials
- 30 series for kids
A Global Entertainment Platform

● Produced by a French studio (Gaumont)
● Brazilian director and star
● Shot in Colombia
● 75% in Spanish, 25% in English
● Streamed & viewed across entire footprint
Summary

- Leadership position in large and growing global market for Internet TV
- Sustainable competitive advantages
  - Subscriber scale
  - Compelling and differentiated content library
  - Outstanding member experience
  - Brand that stands for high quality, on demand streaming entertainment
- Consistent strategy of investing rising domestic profits into long term growth opportunities
  - Plan is to operate around global break-even 2015-2016 with material profits in 2017 and thereafter
The Virtuous Cycle

- Grow member base
- Grow Value & ASP
- Improve Member Experience
- Increase Revenue and Profits
- Invest in More/Better Content
Thank You!