# How Netflix Became a Value Stock

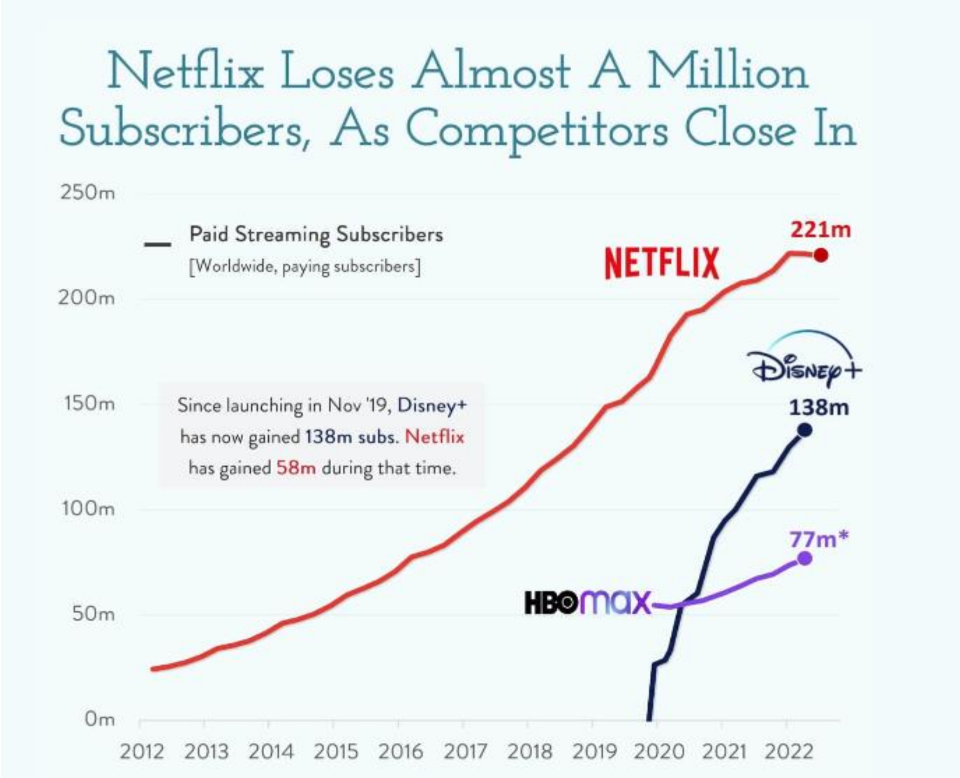
Daniel L. Kane, CFA, Portfolio Manager; Thomas A. Reynolds IV, Portfolio Manager and
Craig Inman, CFA, Portfolio Manager | U.S. Value Team

ARTISAN PARTNERS

# Case Study—Netflix (NFLX)

ENTERTAINMENT

# Netflix shares crater 20% after company reports it lost subscribers for the first time in more than 10 years



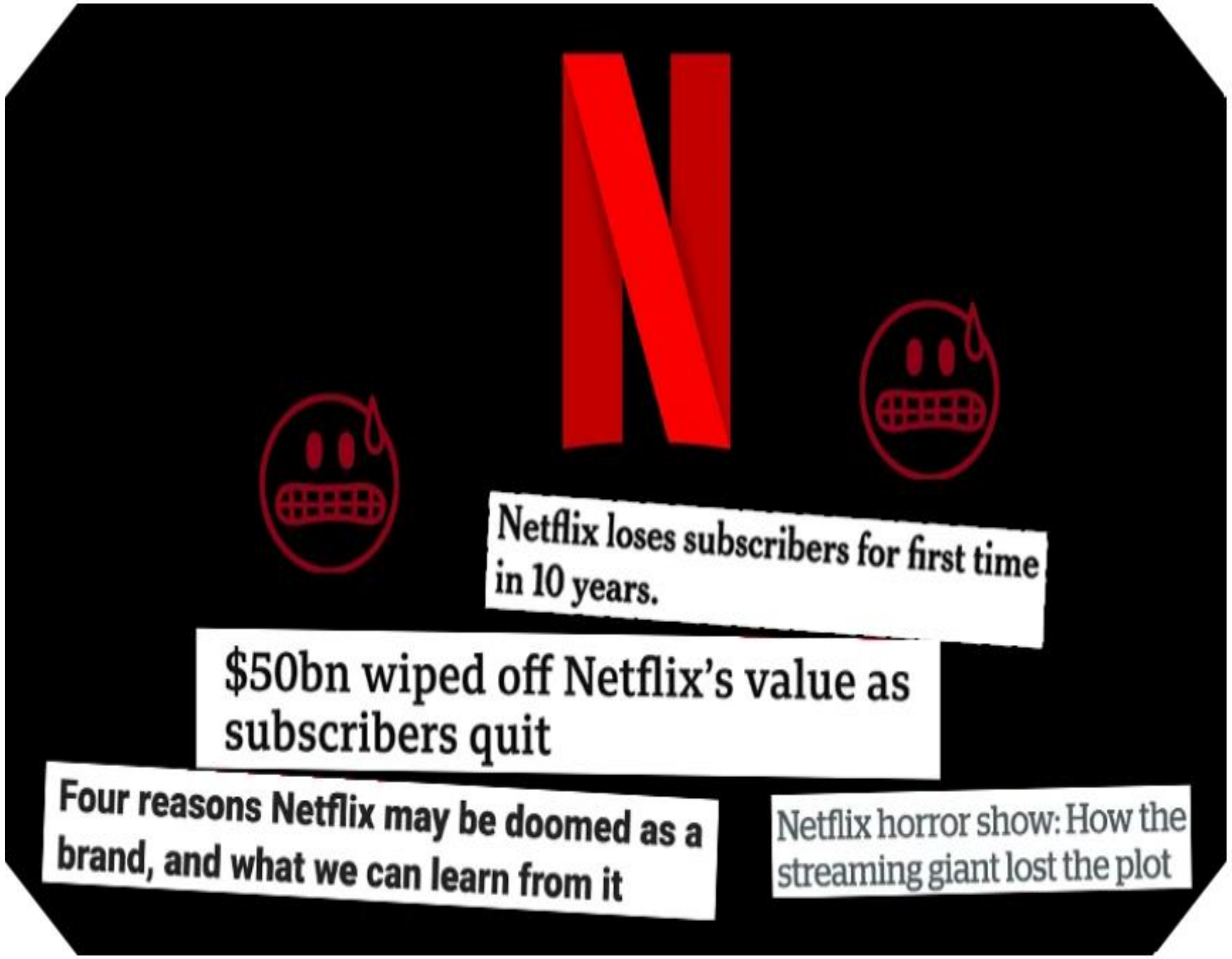



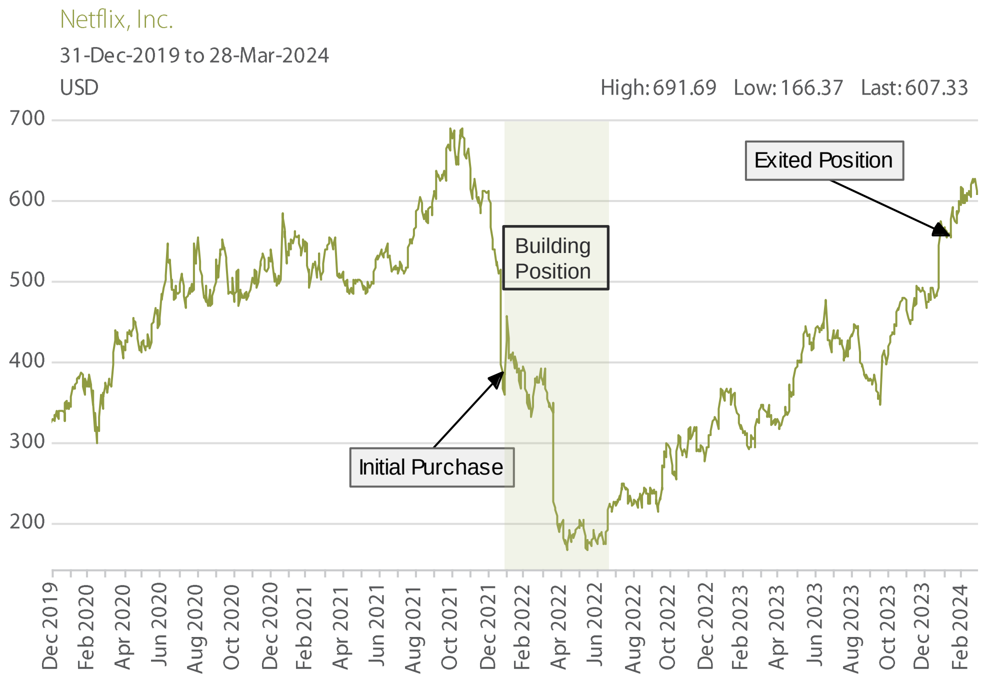

Image: Tina Tiller

STOCK EXAMPLE

# Netflix (NFLX)

## Company Description

A global leader in video streaming.




## Attractive Business Economics

- Business scale creates competitive advantages: lower marketing costs per subscriber, more purchasing power for content, the broadest audience appeals to talent in the industry, the most data, and industry leading margins.
- Time tested business model: premium entertainment via compelling storytelling in a superior format (non-linear) vs. legacy competition.
- Bargain Cost: Netflix's streaming service is the best value in video media to consumers.
- Less economically sensitive: subscription-based revenue model is less economically sensitive.

## Sound Financial Condition

- Transitioned from a company burning significant cash and having low operating margins to one that was positioned to generate significant free cash flow despite aggressive content investments.
- With $7 billion of cash and $15 billion of debt, Netflix has net debt to EBITDA of only 0.3x.
- 11X interest coverage.

## Attractive Valuation

- At original purchase, the shares were 16X our view of 2-years forward earnings for a business growing double digits organically and a decade+ runway of subscriber expansion.
- Secondary purchase was under 10X our view of normal earnings.
- Rising revenues are significantly positive for operating margins because contribution margins of each incremental subscriber are 100%.

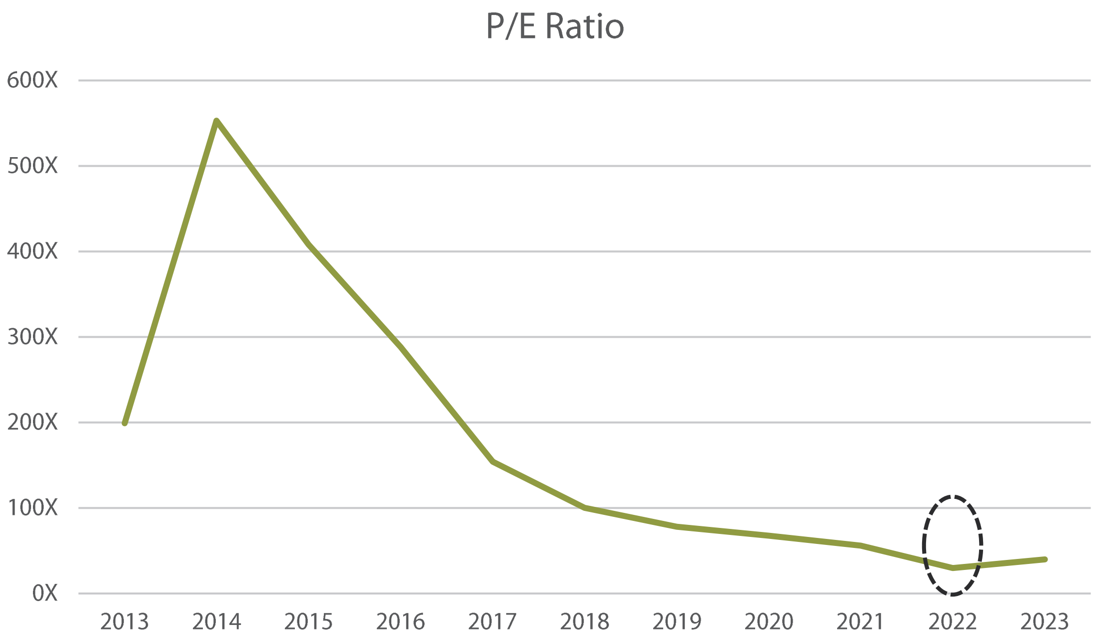
Source: Artisan Partners/FactSet. Previously held in Artisan U.S. Value Equity Strategy. **Past performance does not guarantee and is not a reliable indicator of future results.**

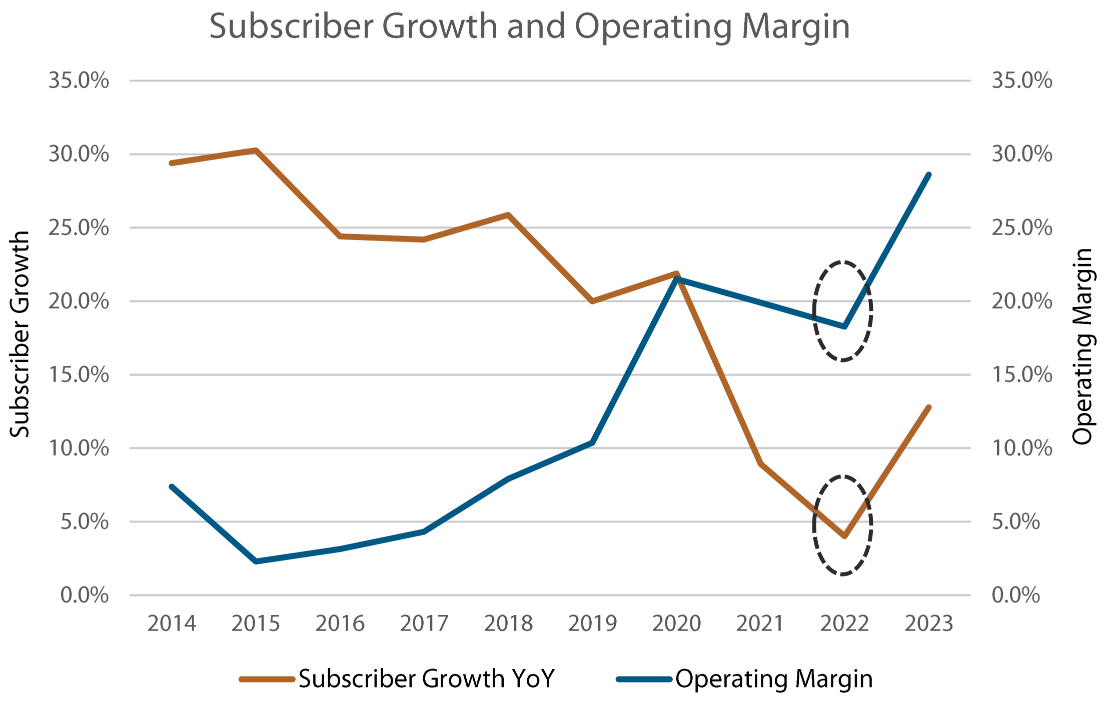
# Variant Perception

- Streaming economics are proven at scale
- Growth is slowed due to unique COVID factors, but is structurally intact
- Advertising tier is a proven media/streaming model and will broaden the offering
- Password crackdown is fair and will be executed thoughtfully

NETFLIX (NFLX)

# From The Outhouse to The Penthouse




Source: Bloomberg.

# Notes and Disclosures

This section of this presentation contains information important to a complete understanding of the material presented. Please review it carefully.

Artisan Partners Limited Partnership (APLP) is an investment adviser registered with the U.S. Securities and Exchange Commission (SEC). Artisan Partners UK LLP (APUK) is authorized and regulated by the Financial Conduct Authority and is a registered investment adviser with the SEC. APEL Financial Distribution Services Limited (AP Europe) is regulated by the Central Bank of Ireland. APLP, APUK and AP Europe are collectively, with their parent company and affiliates, referred to as Artisan Partners herein.

Form ADV: Additional information about APLP or APUK, the firms, its partners, ownership, investment strategies, fees and expenses and policies is contained in each firm's respective Form ADV. Each firm will supply a copy of its Form ADV upon request.

This commentary represents the views of the Artisan Partners U.S. Value Team, as of 22 May 2024 and do not necessarily represent those of Artisan Partners. The views and opinions expressed are based on current market conditions, which will fluctuate, and those views are subject to change without notice. While the information contained herein is believed to be reliable, there is no guarantee to the accuracy or completeness of any statement in the discussion. Any forecasts contained herein are for illustrative purposes only and are not to be relied upon as advice or interpreted as a recommendation.

Artisan U.S. Mid-Cap Value Strategy

Securities of small- and medium-sized companies tend to have a shorter history of operations, be more volatile and less liquid and may have underperformed securities of large companies during some periods. Value securities may underperform other asset types during a given period. Investments will rise and fall with market fluctuations and investor capital is at risk. Investors investing in strategies denominated in non-local currency should be aware of the risk of currency exchange fluctuations that may cause a loss of principal.

Artisan Value Equity Strategy

International investments involve special risks, including currency fluctuation, lower liquidity, different accounting methods and economic and political systems, and higher transaction costs. These risks typically are greater in emerging markets. Securities of small- and medium-sized companies tend to have a shorter history of operations, be more volatile and less liquid and may have underperformed securities of large companies during some periods. Value securities may underperform other asset types during a given period. Investments will rise and fall with market fluctuations and investor capital is at risk. Investors investing in strategies denominated in non-local currency should be aware of the risk of currency exchange fluctuations that may cause a loss of principal.

Artisan Value Income Strategy

Current and future portfolio holdings are subject to risk. Dividend payments are not guaranteed and the amount declared, if any, could vary over time. International investments involve special risks that may in particular cause a loss in principal, including currency fluctuation, lower liquidity, different accounting methods and economic and political systems, and higher transaction costs. These risks typically are greater in emerging markets. Securities of small- and medium-sized companies tend to have a shorter history of operations, be more volatile and less liquid and may have underperformed securities of large companies during some periods. Value securities may underperform other asset types during a given period. Investments will rise and fall with market fluctuations and investor capital is at risk. Investors investing in strategies denominated in non-local currency should be aware of the risk of currency exchange fluctuations that may cause a loss of principal.

Unless otherwise indicated, the Artisan Strategy characteristics relate to that of an investment composite or a representative account managed within a composite. It is intended to provide a general illustration of the investment strategy and considerations used by Artisan Partners in managing that strategy. Individual accounts may differ, at times significantly, from the reference data shown due to varying account restrictions, fees and expenses, and since-inception time periods, among others. Where applicable, this information is supplemental to, and not to be construed with, a current or prospective client's investment account information.

# Notes and Disclosures

Portfolio Holdings: Holdings information is not intended to represent or predict portfolio investment performance or as a recommendation of any individual security. Securities named in this material, but not listed were not held as of the date reported. Portfolio holdings are subject to change without notice. Upon request, Artisan Partners will furnish to any prospective client a complete list of all securities purchased over the last year, including the name of each security, the date(s) it was purchased and/or sold, the market price of those transactions, and the market price of those securities as of the most recent practicable date.

Margin of Safety: Margin of Safety, a concept developed by Benjamin Graham, is the difference between the market price and the estimated intrinsic value of a business. A large margin of safety may help guard against permanent capital loss and improve the probability of capital appreciation. Margin of safety does not prevent market loss—all investments contain risk and may lose value.

Artisan Partners is not registered, authorized or eligible for an exemption from registration in all jurisdictions. Therefore, services described herein may not be available in certain jurisdictions. This material does not constitute an offer or solicitation where such actions are not authorized or lawful, and in some cases may only be provided at the initiative of the prospect. Further limitations on the availability of products or services described herein may be imposed.

This material is only intended for investors which meet qualifications as institutional investors as defined in the applicable jurisdiction where this material is received, which includes only Professional Clients or Eligible Counterparties as defined by the Markets in Financial Instruments Directive (MiFID) where this material is issued by APUK or AP Europe. This material is not for use by retail investors and may not be reproduced or distributed without Artisan Partners' permission.

This material is provided for informational purposes without regard to your particular investment needs and shall not be construed as investment or tax advice on which you may rely for your investment decisions. Investors should consult their financial and tax adviser before making investments in order to determine the appropriateness of any investment product discussed herein.

In the United Kingdom, issued by Artisan Partners UK LLP, 25 St. James's St., Floor 10, London SW1A 1HA, registered in England and Wales (LLP No. OC351201). Registered office: Phoenix House, Floor 4, Station Hill, Reading Berkshire RG1 1NB. In Ireland, issued by Artisan Partners Europe, Fitzwilliam Hall, Fitzwilliam Pl, Ste. 202, Dublin 2, D02 T292. Registered office: 70 Sir John Rogerson's Quay, Dublin 2, D02 R296 (Company No. 637966).

Australia: This material is directed at wholesale clients only and is not intended for, or to be relied upon by, private individuals or retail investors. Artisan Partners Australia Pty Ltd is a representative of APLP (ARBN 153 777 292) and APUK (ARBN 603 522 649). APLP and APUK are respectively regulated under US and UK laws which differ from Australian laws and are exempt from the requirement to hold an Australian financial services license under the Australian Corporations Act 2001 in respect to financial services provided in Australia.

Canada: This material is distributed in Canada by APLP and/or Artisan Partners Distributors LLC, which conduct activities in Canada under exemptions from the dealer, portfolio manager and investment fund manager registration requirements of applicable Canadian securities laws. This material does not constitute an offer of services in circumstances where such exemptions are not available. APLP advisory services are available only to investors that qualify as “permitted clients” under applicable Canadian securities laws.