Netflix Inc (NFLX US)

FUNDAMENTAL VIEW [1]

As of 22 Jul 2025

- Netflix is one of the few clear winners in the industry's transition to streaming, and we believe the group's leading position will be bolstered in 2025 as legacy media companies continue to rein in spending and international ambitions.
- From a financial perspective, we expect Netflix will deliver ~30% EBITDA growth in 2025 driven by a mix of subscriber growth, price hikes and margin expansion.
- Netflix's financial policy is relatively conservative. While the company no longer targets $10-15 billion of gross debt, we view Netflix's new financial policy as an evolution rather than a revolution and expect credit metrics to remain best in class.

RISKS & CATALYSTS

As of 22 Jul 2025

- **Market Saturation**: Netflix is highly penetrated in the US market, so future growth will become increasingly dependent on price increases, uptake of the ad tier and success on the password sharing crackdown. The recent WWE and NFL deals also opens the door to higher-priced sports programming.
- **Increased Competition**: Several large competitors including Amazon and Apple are increasingly leaning into DTC video offerings on a global basis. Heightened competition may result in rising churn & declining gross additions for NFLX.
- **M&A Risk**: Netflix is in the early stages of an expansion into video games and has already acquired several studios. Additionally, several legacy media companies are weakly positioned and are actively considering asset sales. We believe Netflix has no interest in linear TV assets, but could be open to a studio purchase under the right circumstances.

CREDIT QUALITY SCORE (CQS) [2]

As of 26 Sep 2025

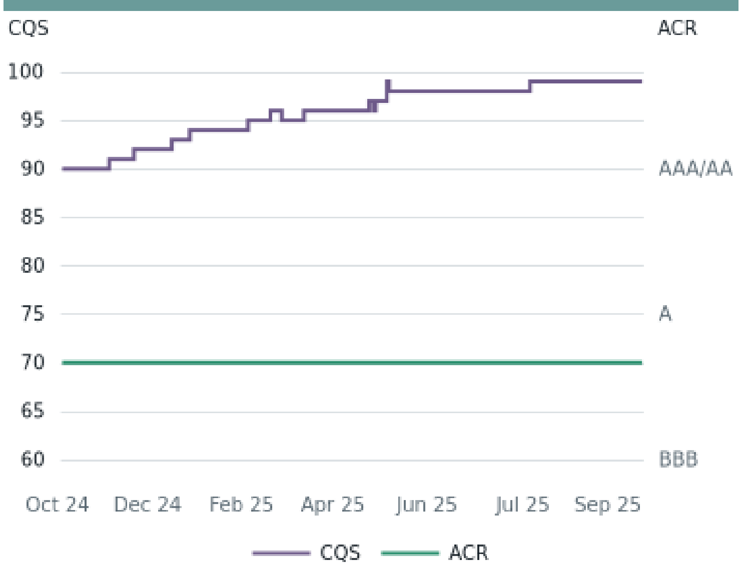
CURRENT CQS

99

CQS OUTLOOK [3]

NEGATIVE | **STABLE** | POSITIVE

HISTORICAL RATINGS: AVERAGE AGENCY RATING (ACR)[4] VS CQS



KEY METRICS

As of 22 Jul 2025

$ MN	FY21	FY22	FY23	FY24	LTM 2Q25
Revenue	29,698	31,616	33,723	39,001	41,693
Revenue YoY %	18.8%	6.5%	6.7%	15.6%	14.8%
EBITDA	6,806	6,695	7,650	11,019	12,905
EBITDA Growth	33%	(2%)	14%	44%	39%
Cash Content Expense	17,469	16,660	13,140	17,003	16,680
CFO - CapEx	(132)	1,619	6,926	6,922	8,501
Dividends/CFO-Capex	0.0%	0.0%	0.0%	0.0%	0.0%
LTM CFO-CapEx to Debt	(0.9%)	11.3%	47.6%	44.4%	58.8%

BUSINESS DESCRIPTION

As of 22 Jul 2025

- NFLX is the world's leading subscription streaming entertainment service with ~300+ mn paid streaming subs in 190+ countries around the world. NFLX's programming includes original & acquired TV series, documentaries and feature films.
- NFLX began expanding internationally with the launch of services in Canada (Sep 2010), followed by LatAm (Sep 2011), and the UK and Ireland (Jan 2012). NFLX launched services in 17 more markets at a measured pace through the end of 2015 before launching in the rest of the world in Jan 2016 (ex-China, N Korea, Syria, Crimea).
- As of FY24, Netflix's regional subscriber breakdown was as follows: (1) EMEA - 101.1 mn; (2) UCAN - 89.6 mn; (3) APAC - 57.5 mn and (4) LATAM - 53.3 mn.
- Ted Sarandos and Greg Peters are Co-CEOs, with Mr. Sarandos appointed to the position in July 2020 and Mr. Peters in January 2023. Co-founder Reed Hastings was appointed as executive chairman of the Board in January 2023.

GLOSSARY

[1] The **Fundamental View** is our current assessment of credit quality and our expectation of how credit quality will trend over the next year or longer.

[2] The **Credit Quality Score (CQS)** is a number between 5 and 100. It is a medium-term credit score for corporates and financial institutions that utilizes a combination of sector fundamental scores and equity market signals. Values of CQS above 50 generally indicate investment grade credit quality.

[3] The **Credit Quality Score (CQS) Outlook** is the near-term (3 month) outlook for the CQS, based on its trend, volatility and distance from the adjacent CQS risk bucket.

[4] The **Agency Composite Rating (ACR)** is the average senior unsecured rating from one or more major rating agencies.

Quantitative scores provided by CreditSights Analytics, LLC. Scores are shown are for the lesser of (1) 2 years and (2) date of CreditSights inception of quantitative coverage.

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