



# Q4 FY 2024 Investor Presentation

February 2025

# Safe Harbor Statement

**Forward-Looking Statements.** Our presentation today, including the slides contained herein, contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are not historical facts or guarantees of future performance and are based on management's assumptions and expectations, which are inherently subject to difficult to predict uncertainties, risks and changes in circumstances. The use of words such as "intends," "expects," "may," "believes," "should," "seeks," "intends," "plans," "potential," "will," "projects," "estimates," "anticipates," or similar expressions generally identify forward-looking statements. However, these words are not the exclusive means of identifying such statements, and any statements that refer to expectations, beliefs, plans, predictions, projections, forecasts, objectives, assumptions, models, illustrations, profiles or other characterizations of future events or circumstances are forward-looking statements, including without limitation statements relating to future revenues, expenses, margins, performance, profitability, cash flows, net income/(loss), earnings per share, growth rates and other measures of results of operations (such as adjusted EBITDA) and future growth prospects for Tripadvisor's business. Actual results and the timing and outcome of events may differ materially from those expressed or implied in the forward-looking statements for a variety of reasons, including, among others, those discussed in the "Risk Factors" section of our Annual Report on Form 10-K. Except as required by law, we undertake no obligation to update any forward-looking or other statements in this presentation, whether as a result of new information, future events or otherwise. Investors are cautioned not to place undue reliance on forward-looking statements.

**Non-GAAP Measures.** This presentation also includes discussion of both GAAP and non-GAAP financial measures. Important information regarding Tripadvisor's definitions and use of these measures, as well as reconciliations of the non-GAAP financial measure to the most directly comparable GAAP financial measure are included in the earnings release reporting our fourth quarter 2024 financial results, which are available on the Investor Relations section of our website at [ir.tripadvisor.com](http://ir.tripadvisor.com), and in the "Appendix" section of this document. These non-GAAP measures are intended to supplement, and are not a substitute for comparable GAAP measures. Investors are urged to consider carefully the comparable GAAP measures and reconciliations.

**Industry / Market Data.** Industry and market data used in this presentation have been obtained from industry publications and sources as well as from research reports prepared for other purposes. We have not independently verified the data obtained from these sources and cannot assure you of the data's accuracy or completeness.





The world's most trusted  
source for travel and  
experiences

# Strategic position as the leading platform across the traveler journey



World's largest online travel guidance platform



Leading global online bookable experiences platform



Leading European online restaurant discovery and booking platform

Large Global Audience

Trusted Brands

Unique, Community-Driven Content

Strong Partner Relationships

**Data**

**Technology**

**World Class Talent**





# Financial Highlights

# 4Q 2024 Highlights



Progressing engagement-led strategy through product delivery

Profile reflects shift from legacy model, including **strategy supporting investment**



Balancing scale, growth, profitability, and market share

**16% year over year revenue growth** and adjusted EBITDA margin to 11% of revenue



Foundation in place for **profitable growth**

**23% revenue growth** driven by reinvestment of significant cost savings in top line growth initiatives

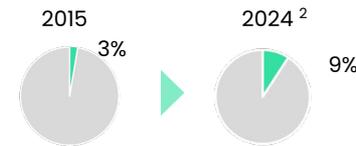
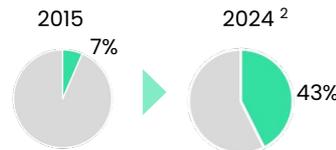
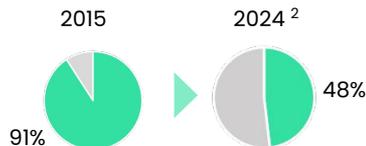


# Tripadvisor Group: A family of brands addressing the traveler journey

A diversified position in the large and growing global travel and experiences industry



Revenue Mix %  
of Total<sup>1</sup>



FY24 Revenue<sup>2</sup>

**\$949 million**  
-8% y/y growth

**\$840 million**  
14% y/y growth

**\$181 million**  
18% y/y growth

FY24 Adj.  
EBITDA<sup>2</sup>  
(% margin)

**\$301 million**  
32%

**\$33 million**  
4%

**\$5 million**  
3%

**Source:** Company filings

**Note:** Adjusted EBITDA is our segment profit measure and is defined as net income (loss) plus: (1) provision (benefit) for income taxes; (2) other income (expense), net; (3) depreciation and amortization; (4) stock-based compensation; (5) goodwill, long-lived assets and intangible asset impairments; (6) legal reserves, settlements, and other (including indirect tax reserves related to audit settlements and the impact of one-time changes resulting from enacted indirect tax legislation); (7) restructuring and other related reorganization costs; (8) transaction-related expenses; and (9) non-recurring expenses and income.

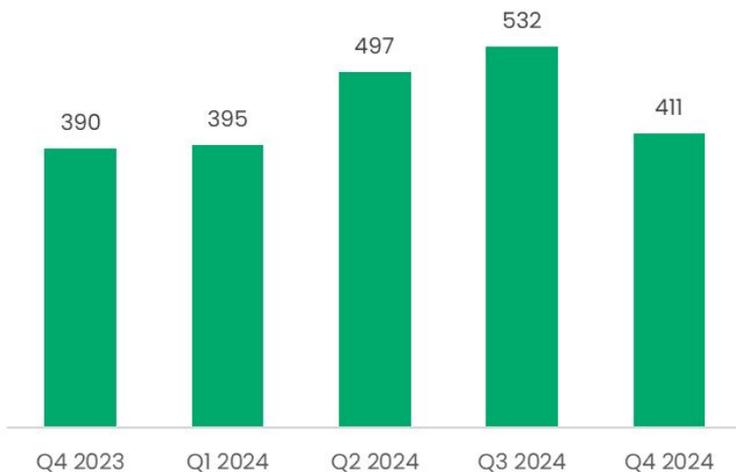
1. Excludes segment eliminations

2. Last twelve months ending December 31, 2024

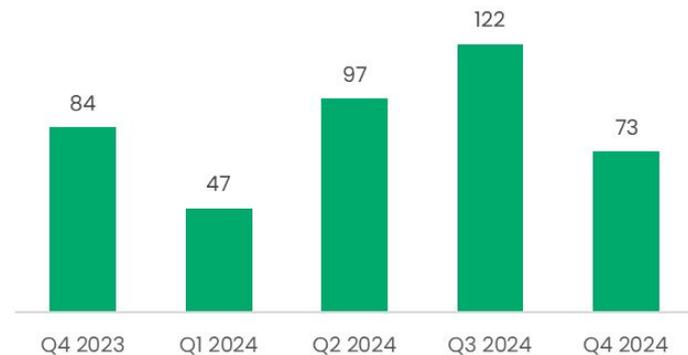


# Consolidated Results: Quarterly Revenue & Adjusted EBITDA

## Consolidated Revenue (\$M)



## Consolidated Adj. EBITDA (\$M)



As % of Rev

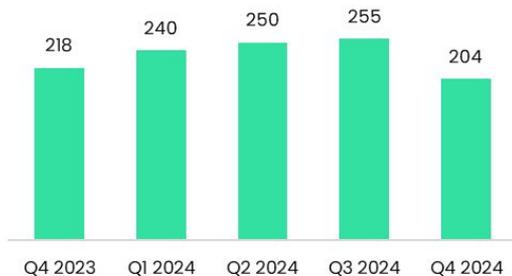
22% 12% 20% 23% 18%



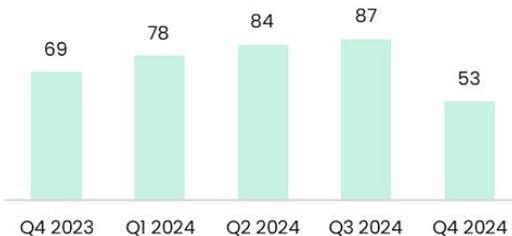
# Quarterly Revenue & Adjusted EBITDA by Segment

## Brand TripAdvisor

Revenue (\$M)

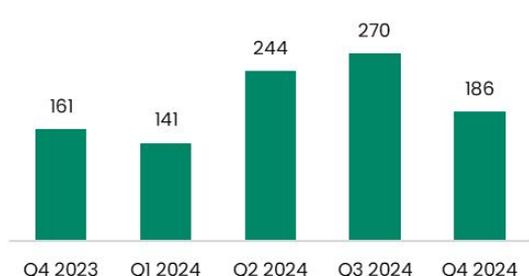


Adj. EBITDA (\$M)

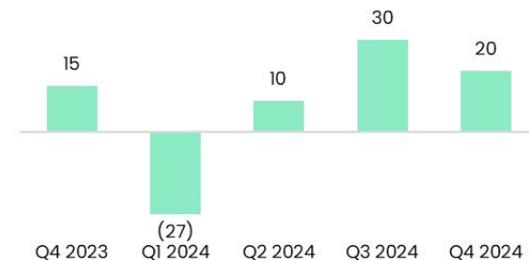


## Viator

Revenue (\$M)

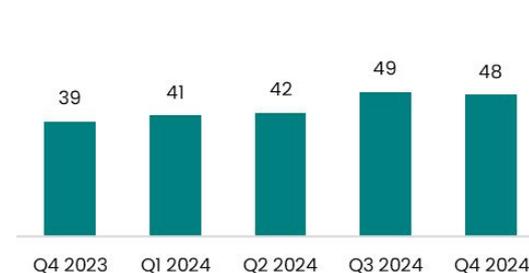


Adj. EBITDA (\$M)

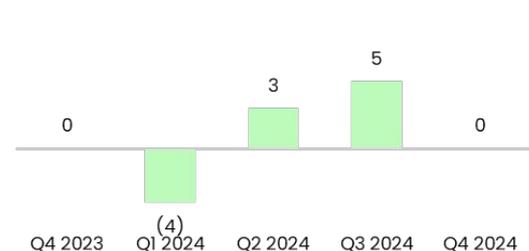


## TheFork

Revenue (\$M)



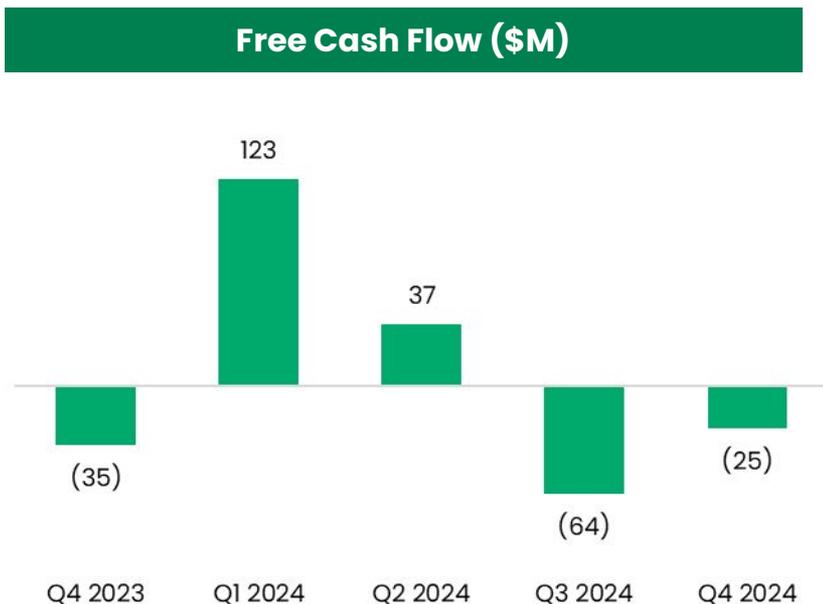
Adj. EBITDA (\$M)



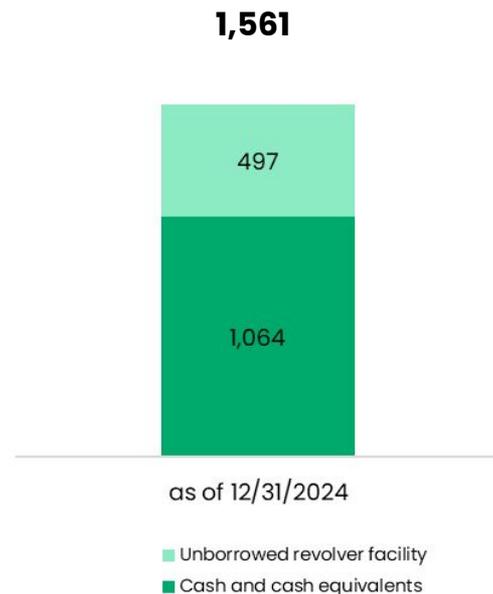
**Note:** Adjusted EBITDA is our segment profit measure and is defined as net income (loss) plus: (1) provision (benefit) for income taxes; (2) other income (expense), net; (3) depreciation and amortization; (4) stock-based compensation; (5) goodwill, long-lived assets and intangible asset impairments; (6) legal reserves, settlements, and other (including indirect tax reserves related to audit settlements and the impact of one-time changes resulting from enacted indirect tax legislation); (7) restructuring and other related reorganization costs; (8) transaction-related expenses; and (9) non-recurring expenses and income.



# Quarterly Free Cash Flow & Liquidity



Liquidity position at  
12/31/2024 (\$M)



Note: Q2 2024 cash from operations and free cash flow included a U.S. Federal tax payment of \$141 million and Q4 2024 cash from operations included a refund of \$42 million, both related to a separate previously disclosed IRS audit settlement.

**Note:** Free cash flow is a non-GAAP measure. Please refer to "Non-GAAP Reconciliations" in the Appendix for definitions of our non-GAAP financial measures, as well as reconciliations to the most directly comparable GAAP measure.





# Segment Level Overview



# Brand TripAdvisor

## Overview

### Trusted source for end-to-end travel guidance

#### Travelers:

- Community-driven insight and engagement through reviews and forums
- Bookings for hotels, experiences, restaurants, and other categories

#### Partners:

- Global hotel meta platform
- Key advertising platform for travel brands and beyond

### Durable asset that is difficult to replicate

- ✓ Trusted brand
- ✓ Authentic UGC
- ✓ Large community of contributors
- ✓ Large global audience

### Global Travel Market Gross Bookings (\$T)

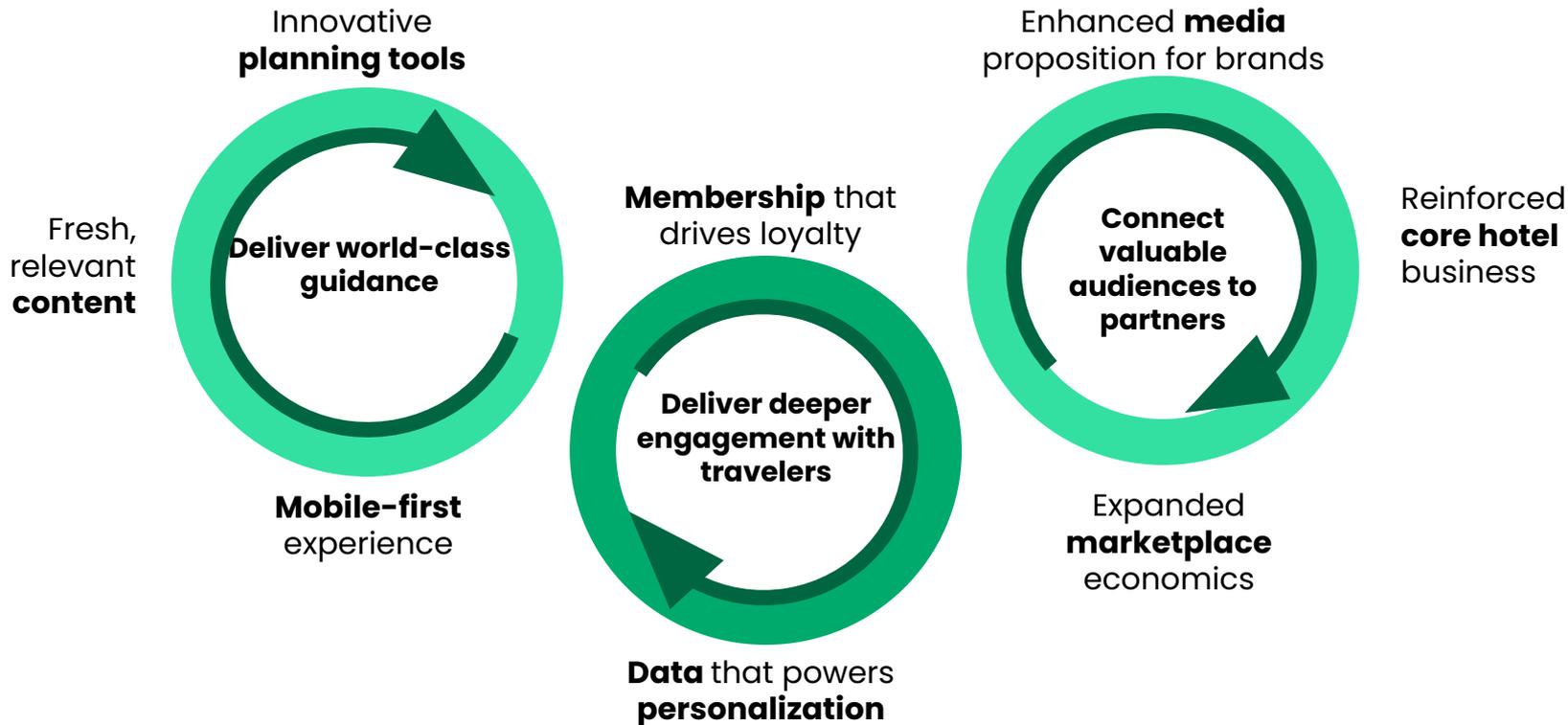


2019-2026 CAGR

Source: Phocuswright (includes air, hotel, rail, packaged travel, car rental and cruise)

# Brand **Tripadvisor**

## Delivering on engagement-led strategy



# Brand **Tripadvisor** Summary Highlights

**Valuable assets** including a trusted brand, global audience, scalable content model, high-intent data, and significant supply footprint

Multiple ways of **connecting consumers** with our partners



**~300M**

Monthly Unique  
Users



**43**

Global Markets



**+100M**

Active Members



**1B+**

Reviews & Opinions





# Leading global online experiences platform

## Overview

### Platform connecting travelers and tour operators

#### Travelers:

- Easy discovery of high-quality experiences reviewed and confirmed by travelers
- Flexibility to book and cancel
- Leading customer service

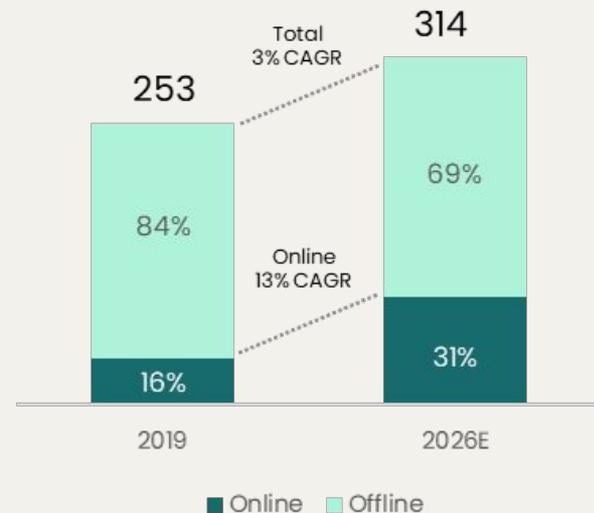
#### Operators:

- Expanded distribution
- Hassle free bookings
- Marketing and analytics products to manage and grow their business

#### Favorable tailwinds for global experiences

- ✓ Offline to online growing faster than overall market
- ✓ 4x faster growth of consumer spending on experience-related services v. goods<sup>1</sup>

### Global Tours and Experiences Market (Gross Bookings \$B)

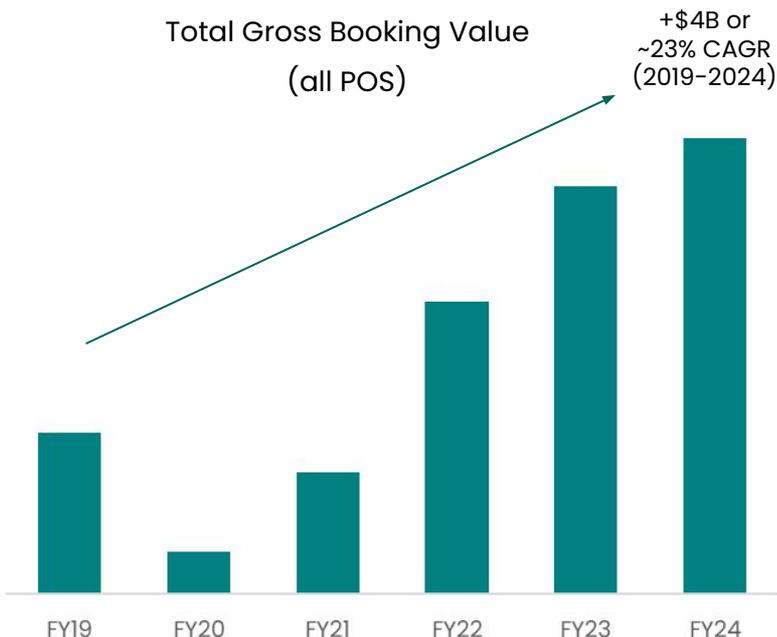


2019-2026 CAGR  
Source: Arival and company information



# Investment today in building market share

## Building scale



## Acquiring users today, building a long-term profitable business

Delivering increasing profitability through

- Higher rates of repeat bookers
- Higher subsequent repeat order values
- GBV that comes increasingly through our most profitable channels





## Summary Highlights



**\$4B+**  
**FY2024 GBV**



**~400K**  
**Bookable Experiences**  
~4x more bookable experiences vs closest competitor<sup>1</sup>



**65K+**  
**Operators**



**Mid-20s**  
**Take Rates**



**4,000+**  
**Demand Partners**  
Including Nearly Every Travel Brand





# Leading marketplace for restaurant bookings in Europe

## Overview

### Platform for European restaurant listings and reservations

#### Diners:

- Restaurant discovery and booking
- Photos, reviews, menu and pricing info to guide decision-making

#### Restaurateurs:

- Visibility and reach to diners
- Marketing and yield management tools
- Digital solution to manage bookings, and optimize operations
- Customer behavior data

### Leader in an underpenetrated market

- ✓ Leading player in every EU market in which TheFork operates, currently present in 11 countries across Europe
- ✓ Unmatched volume and diversity of content in core markets
- ✓ Primarily app-based bookings
- ✓ Large repeat user base



**55k+**

Bookable restaurants



### Grow restaurant base

- Value-add products and services
- Tools that elevate partners: booking and yield management, analytic insights and CRM

### Reach more travelers

- Product focus (app)
- Unmatched volume and diversity of content in core markets
- Driving awareness in key markets

### Drive profitability

- Rationalizing footprint to focus on core European markets
- Modernized technology platform



# TheFork Summary Highlights



**\$10B+**  
Current  
Addressable  
Market  
Opportunity<sup>1</sup>



**55K+**  
Bookable  
Restaurants



**~75%**  
Bookings via  
Mobile App



**20M+**  
Ratings,  
Reviews &  
Photos



**75%+**  
Bookings  
from Repeat  
Diners



# Segment Strategy Summary

1

**Brand Tripadvisor:** Focusing on engagement and delivering world-class guidance products to fuel our diverse monetization paths

2

**Viator:** Reinforcing our leadership position in experiences by investing in awareness, enhanced products, and repeat bookings to capture more market share

3

**TheFork:** Driving profitable revenue growth by delivering value to both diners and restaurants as the leader in the European dining market





Thank You



# Appendix



(in \$millions)

	2023	2024			
	Q4	Q1	Q2	Q3	Q4
<b>Reconciliation from GAAP Net Income (Loss) to Adjusted EBITDA (Non-GAAP):</b>					
<b>GAAP Net Income (Loss)</b>	<b>\$32</b>	<b>(\$59)</b>	<b>\$24</b>	<b>\$39</b>	<b>\$2</b>
Add: Provision (benefit) for income taxes	-	43	14	27	(3)
Add: Other expense (income), net	(1)	1	(2)	4	1
Add: Restructuring and other related reorganization costs	4	1	-	(1)	21
Add: Legal reserves and settlements <sup>(1)</sup>	-	10	4	-	3
Add: Transaction related expenses	-	1	2	1	(1)
Add: Stock-based compensation expense	24	28	34	31	28
Add: Depreciation and amortization <sup>(2)</sup>	25	22	21	21	22
<b>Adjusted EBITDA (Non-GAAP) <sup>(3)</sup></b>	<b>\$84</b>	<b>\$47</b>	<b>\$97</b>	<b>\$122</b>	<b>\$73</b>
<b>Reconciliation of GAAP Cash Flow from Operating Activities to Non-GAAP Free Cash Flow:</b>					
<b>Cash flow provided by (used in) operations</b>	<b>(\$19)</b>	<b>\$139</b>	<b>\$53</b>	<b>(\$44)</b>	<b>(\$2)</b>
Subtract: Capital expenditures	16	16	16	20	23
<b>Free Cash Flow (Non-GAAP) <sup>(4)</sup></b>	<b>(\$35)</b>	<b>\$123</b>	<b>\$37</b>	<b>(\$64)</b>	<b>(\$25)</b>



# Appendix

The Company believes that non-GAAP financial measures provide investors with useful supplemental information about the financial performance of our business, enables comparison of financial results between periods where certain items may vary independent of business performance, and allow for greater transparency with respect to key metrics used by management in operating and analyzing our business.

(1) Includes a one-time charge of \$4 million during the second quarter of 2024, resulting from enacted tax legislation in Canada during June 2024 related to digital services taxes, which requires retrospective application back to January 1, 2022. This amount represents the one-time retrospective liability for the periods prior to April 1, 2024, while all prospective periods are included within Adjusted EBITDA. In addition, this amount includes an estimated accrual for the potential settlement of a regulatory related matter of \$10 million, expensed during the first quarter of 2024.

(2) Depreciation and amortization. Includes capitalized website development amortization.

(3) Adjusted EBITDA. A non-GAAP measure which is defined as net income (loss) plus: (1) provision (benefit) for income taxes; (2) other income (expense), net; (3) depreciation and amortization; (4) stock-based compensation; (5) goodwill, intangible asset, and long-lived asset impairments; (6) legal reserves, settlements and other (including indirect tax reserves related to audit settlements and the impact of one-time changes resulting from enacted indirect tax legislation); (7) restructuring and other related reorganization costs; (8) transaction-related expenses; and (9) non-recurring expenses and income unusual in nature or infrequently occurring. These items are excluded from our Adjusted EBITDA measure because these items are non-cash in nature, or because the amount is not driven by core operating results and renders comparisons with prior periods less meaningful.

(4) Free Cash Flow. A non-GAAP measure which is defined as net cash provided by operating activities less capital expenditures, which are purchases of property and equipment, including capitalization of website development costs. We believe this financial measure can provide useful supplemental information to help investors better understand underlying trends in our business, as it represents the operating cash flow that our operating businesses generate, less capital expenditures but before taking into account other cash movements that are not directly tied to the core operations of our businesses, such as financing activities, foreign exchange or certain investing activities. Free Cash Flow has certain limitations in that it does not represent the total increase or decrease in the cash balance for the period, nor does it represent the residual cash flow for discretionary expenditures. Therefore, it is important to evaluate Free Cash Flow along with the unaudited condensed consolidated statements of cash flows.

