



(in millions)

	2013					2014					2015				
	Q1	Q2	Q3	Q4	FY*	Q1	Q2	Q3	Q4	FY*	Q1	Q2	Q3	Q4	FY*
Supplemental Financial Metrics															
Revenue	\$230	\$247	\$255	\$213	\$945	\$281	\$323	\$354	\$288	\$1,246	\$363	\$405	\$415	\$309	\$1,492
<i>Growth % (y/y)</i>	25%	25%	20%	26%	24%	22%	31%	39%	35%	32%	29%	25%	17%	7%	20%
GAAP and Non-GAAP Cost of Revenue	4	4	6	6	20	8	9	11	12	40	13	16	16	12	58
<i>Revenue %</i>	2%	2%	2%	3%	2%	3%	3%	3%	4%	3%	4%	4%	4%	4%	4%
GAAP Selling and marketing	79	83	97	107	366	101	127	159	115	502	157	192	197	145	692
Less: Stock based compensation	3	2	3	3	11	3	3	4	3	13	4	4	4	4	16
Non-GAAP Selling and marketing	76	81	94	104	355	98	124	155	112	489	153	188	193	141	676
<i>Revenue %</i>	33%	33%	37%	49%	38%	35%	38%	44%	39%	39%	42%	46%	47%	46%	45%
GAAP Technology and content	29	32	34	36	131	38	41	46	46	171	49	50	54	55	207
Less: Stock based compensation	7	4	5	5	21	6	6	7	8	27	6	7	8	8	28
Non-GAAP Technology and content	22	28	29	31	110	32	35	39	38	144	43	43	46	47	179
<i>Revenue %</i>	10%	11%	11%	15%	12%	11%	11%	11%	13%	12%	12%	11%	11%	15%	12%
GAAP General and administrative ⁽¹⁾	23	25	25	25	98	26	32	36	34	128	33	44	37	96	210
Less: SBC and other non-recurring expenses	5	4	3	5	17	5	6	6	6	23	6	9	7	7	30
Less: Non-cash charitable contribution ⁽²⁾	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-GAAP General and administrative	18	21	22	20	81	21	26	30	28	105	27	35	30	22	113
<i>Revenue %</i>	8%	9%	9%	9%	9%	7%	8%	8%	10%	8%	7%	9%	7%	7%	8%
Total Non-GAAP Expenses	120	134	151	161	566	159	194	235	190	778	236	282	285	222	1,026
<i>Revenue %</i>	52%	54%	59%	76%	60%	57%	60%	66%	66%	62%	65%	70%	69%	72%	69%
Depreciation ⁽³⁾	6	7	8	9	30	10	11	12	14	47	14	15	13	16	57
<i>Revenue %</i>	3%	3%	3%	4%	3%	4%	3%	3%	5%	4%	4%	4%	3%	5%	4%
Amortization of Intangibles	1	2	1	2	6	2	3	6	7	18	7	9	10	10	36
<i>Revenue %</i>	0%	1%	0%	1%	1%	1%	1%	2%	2%	1%	2%	2%	2%	3%	2%
Total GAAP costs and expenses	142	153	171	185	651	185	223	270	228	906	273	326	327	334	1,260
GAAP Operating income	\$88	\$94	\$84	\$28	\$294	\$96	\$100	\$84	\$60	\$340	\$90	\$79	\$88	(\$25)	\$232
Other income (expense):															
Interest expense	(3)	(2)	(3)	(2)	(10)	(2)	(2)	(2)	(3)	(9)	(2)	(2)	(3)	(3)	(10)
Interest income and other, net	(1)	(2)	3	-	-	-	-	(7)	(2)	(9)	(2)	5	13	2	17
Total other income (expense), net	(4)	(4)	-	(2)	(10)	(2)	(2)	(9)	(5)	(18)	(4)	3	10	(1)	7
Income (loss) before income taxes	84	90	84	26	284	94	98	75	55	322	86	82	98	(26)	239
Provision (benefit) for income taxes	22	23	28	6	79	26	30	21	19	96	23	24	24	(29)	41
GAAP Net income	\$62	\$67	\$56	\$20	\$205	\$68	\$68	\$54	\$36	\$226	\$63	\$58	\$74	\$3	\$198
Adjusted EBITDA ⁽⁴⁾	\$110	\$113	\$104	\$52	\$379	\$122	\$129	\$119	\$98	\$468	\$127	\$123	\$130	\$87	\$466
<i>Revenue %</i>	48%	46%	41%	24%	40%	43%	40%	34%	34%	38%	35%	30%	31%	28%	31%
<i>Growth %</i>	31%	16%	(2%)	(19%)	8%	11%	14%	14%	88%	23%	4%	(5%)	9%	(11%)	(0%)
Cash flow from operations	44	90	145	71	349	109	158	58	62	387	99	200	8	74	382
Capital Expenditures	9	14	16	16	55	20	22	13	26	81	31	23	39	16	109
<i>Revenue %</i>	4%	6%	6%	8%	6%	7%	7%	4%	9%	7%	9%	6%	9%	5%	7%



(in millions)

	2013					2014					2015				
	Q1	Q2	Q3	Q4	FY*	Q1	Q2	Q3	Q4	FY*	Q1	Q2	Q3	Q4	FY*
Revenue by Geographic Region															
Total Revenue	\$230	\$247	\$255	\$213	\$945	\$281	\$323	\$354	\$288	\$1,246	\$363	\$405	\$415	\$309	\$1,492
Growth % (y/y)	25%	25%	20%	26%	24%	22%	31%	39%	35%	32%	29%	25%	17%	7%	20%
North America	122	134	130	108	494	146	161	176	146	629	182	211	219	163	775
Growth %	22%	24%	17%	20%	21%	20%	20%	35%	35%	27%	25%	31%	24%	12%	23%
EMEA	71	73	83	64	291	90	107	119	89	405	120	127	135	90	473
Growth %	20%	16%	19%	33%	21%	27%	47%	43%	39%	39%	33%	19%	13%	1%	17%
APAC	27	30	33	32	122	35	42	43	36	156	42	48	43	39	172
Growth %	59%	58%	43%	39%	49%	30%	40%	30%	13%	28%	20%	14%	0%	8%	10%
LATAM	10	10	9	9	38	10	13	16	17	56	19	19	18	17	72
Growth %	25%	43%	0%	13%	19%	0%	30%	78%	89%	47%	90%	46%	13%	0%	29%
Percent of Total															
North America	53%	54%	51%	51%	52%	52%	50%	50%	51%	50%	50%	52%	53%	53%	52%
EMEA	31%	30%	33%	30%	31%	32%	33%	34%	31%	33%	33%	31%	33%	29%	32%
APAC	12%	12%	13%	15%	13%	12%	13%	12%	12%	13%	12%	12%	10%	13%	11%
LATAM	4%	4%	4%	4%	4%	4%	4%	5%	6%	4%	5%	5%	4%	5%	5%
Revenue by Product															
Total Revenue	\$230	\$247	\$255	\$213	\$945	\$281	\$323	\$354	\$288	\$1,246	\$363	\$405	\$415	\$309	\$1,492
Growth %	25%	25%	20%	26%	24%	22%	31%	39%	35%	32%	29%	25%	17%	7%	20%
Click-based advertising	179	183	189	145	696	207	235	247	181	870	249	266	261	180	956
Growth %	23%	21%	13%	17%	18%	16%	28%	31%	25%	25%	20%	13%	6%	-1%	10%
Display-based advertising	25	31	31	32	119	32	37	35	36	140	35	40	42	42	159
Growth %	14%	15%	29%	52%	27%	28%	19%	13%	13%	18%	9%	8%	20%	17%	14%
Subscription and other	26	33	35	36	130	42	51	72	71	236	79	99	112	87	377
Growth %	53%	74%	67%	50%	60%	62%	55%	106%	97%	82%	88%	94%	56%	23%	60%
Percent of Total															
Click-based advertising	78%	74%	74%	68%	74%	74%	73%	70%	63%	70%	69%	66%	63%	58%	64%
Display-based advertising	11%	13%	12%	15%	13%	11%	11%	10%	13%	11%	10%	10%	10%	14%	11%
Subscription, transaction and other	11%	13%	14%	17%	14%	15%	16%	20%	25%	19%	22%	24%	27%	28%	25%
Traffic Metrics															
Average Monthly Unique Visitors ⁽⁵⁾	-	-	-	-	-	223	250	286	249	252	282	310	351	298	310
Growth %	-	-	-	-	-	16%	16%	18%	22%	18%	26%	24%	23%	20%	23%
Average Monthly Hotel Shoppers ⁽⁶⁾	-	-	-	-	-	104	116	130	103	113	126	136	151	113	131
Growth %	-	-	-	-	-	4%	8%	10%	17%	10%	21%	17%	16%	10%	16%



(in millions)

	2013					2014					2015				
	Q1	Q2	Q3	Q4	FY*	Q1	Q2	Q3	Q4	FY*	Q1	Q2	Q3	Q4	FY*
Reportable Segments - Revenue															
Total Revenue	\$230	\$247	\$255	\$213	\$945	\$281	\$323	\$354	\$288	\$1,246	\$363	\$405	\$415	\$309	\$1,492
<i>Growth % (y/y)</i>	25%	25%	20%	26%	24%	22%	31%	39%	35%	32%	29%	25%	17%	7%	20%
Hotel	220	235	242	202	899	266	303	315	251	1,135	320	343	340	260	1,263
<i>Growth %</i>	24%	24%	19%	25%	23%	21%	29%	30%	24%	26%	20%	13%	8%	4%	11%
Other	10	12	13	11	46	15	20	39	37	111	43	62	75	49	229
<i>Growth %</i>	43%	71%	44%	38%	48%	50%	67%	200%	236%	141%	187%	210%	92%	32%	106%
Percent of Total															
Hotel	96%	95%	95%	95%	95%	95%	94%	89%	87%	91%	88%	85%	82%	84%	85%
Other	4%	5%	5%	5%	5%	5%	6%	11%	13%	9%	12%	15%	18%	16%	15%
Reportable Segments - Adjusted EBITDA															
Total Adjusted EBITDA ⁽⁴⁾	\$110	\$113	\$104	\$52	\$379	\$122	\$129	\$119	\$98	\$468	\$127	\$123	\$130	\$87	\$466
<i>Growth %</i>	31%	16%	(2%)	(19%)	8%	11%	14%	14%	88%	23%	4%	(5%)	9%	(11%)	-
Hotel	110	114	105	55	384	124	130	118	100	472	132	125	121	95	472
<i>Growth %</i>	31%	19%	-	(13%)	10%	13%	14%	12%	82%	23%	6%	(4%)	3%	(5%)	-
Other	-	(1)	(1)	(3)	(5)	(2)	(1)	1	(2)	(4)	(5)	(2)	9	(8)	(6)
<i>Growth %</i>	-	(200%)	(200%)	(400%)	(267%)	(200%)	-	200%	(33%)	20%	(150%)	(100%)	800%	300%	(50%)
Percent of Total Adjusted EBITDA															
Hotel	100%	101%	101%	106%	101%	102%	101%	99%	102%	101%	104%	102%	93%	109%	101%
Other	-	(1%)	(1%)	(6%)	(1%)	(2%)	(1%)	1%	(2%)	(1%)	(4%)	(2%)	7%	(9%)	(1%)
Percent of Total Revenue ⁽⁷⁾															
Hotel	50%	49%	43%	27%	43%	47%	43%	37%	40%	42%	41%	36%	36%	37%	37%
Other	-	(8%)	(8%)	(27%)	(11%)	(13%)	(5%)	3%	(5%)	(4%)	(12%)	(3%)	12%	(16%)	(3%)



(in millions, except per share amounts)

	2013					2014					2015				
	Q1	Q2	Q3	Q4	FY*	Q1	Q2	Q3	Q4	FY*	Q1	Q2	Q3	Q4	FY*
GAAP Net Income Reconciliation															
Adjusted EBITDA⁽⁴⁾	\$110	\$113	\$104	\$52	\$379	\$122	\$129	\$119	\$98	\$468	\$127	\$123	\$130	\$87	\$466
Depreciation ⁽³⁾	6	7	8	9	30	10	11	12	14	47	14	15	13	16	57
Amortization of intangible assets	1	2	1	2	6	2	3	6	7	18	7	9	10	10	36
Stock-based compensation	15	10	11	13	49	14	15	17	17	63	16	18	19	19	72
Non-cash charitable contribution	-	-	-	-	-	-	-	-	-	-	-	-	-	67	67
Other non-recurring expenses	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2
GAAP Operating Income⁽¹⁾	88	94	84	28	294	96	100	84	60	340	90	79	88	(25)	232
Interest expense	(3)	(2)	(3)	(2)	(10)	(2)	(2)	(2)	(3)	(9)	(2)	(2)	(3)	(3)	(10)
Interest income and other, net	(1)	(2)	3	-	-	-	-	(7)	(2)	(9)	(2)	5	13	2	17
Income (loss) before income taxes	84	90	84	26	284	94	98	75	55	322	86	82	98	(26)	239
Provision (benefit) for income taxes	22	23	28	6	79	26	30	21	19	96	23	24	24	(29)	41
GAAP Net income	62	67	56	20	205	68	68	54	36	226	63	58	74	3	198
Non-GAAP Net income Reconciliation															
Non-GAAP Net income	\$74	\$76	\$65	\$30	\$244	\$80	\$81	\$71	\$52	\$284	\$80	\$79	\$78	\$66	\$302
Less: Stock-based compensation	15	10	11	13	49	14	15	17	17	63	16	18	19	19	72
Less: Amortization of intangible assets	1	2	1	2	6	2	3	6	7	18	7	9	10	10	36
Less: Non-cash charitable contribution ⁽²⁾	-	-	-	-	-	-	-	-	-	-	-	-	-	67	67
Less: Other non-recurring expenses	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2
Plus: Gain on sale of business	-	-	-	-	-	-	-	-	-	-	-	-	17	3	20
Plus: Income tax effect of non-GAAP adjustments ⁽⁸⁾	4	3	3	5	16	4	5	6	8	23	6	8	8	30	53
GAAP Net income	\$62	\$67	\$56	\$20	\$205	\$68	\$68	\$54	\$36	\$226	\$63	\$58	\$74	\$3	\$198
Non-GAAP Share Count Reconciliation															
Non-GAAP Diluted Shares Outstanding	145,067	146,487	146,253	146,029	145,959	146,512	146,816	147,055	146,787	146,792	147,068	147,294	147,155	147,468	147,246
Additional restricted stock units ⁽⁹⁾	412	823	799	749	696	847	1,034	984	1,107	992	1,196	1,335	1,327	1,257	1,279
GAAP Diluted Shares Outstanding	144,655	145,664	145,454	145,280	145,263	145,665	145,782	146,071	145,680	145,800	145,872	145,959	145,828	146,211	145,967
Diluted Non-GAAP EPS	\$0.50	\$0.52	\$0.45	\$0.21	\$1.68	\$0.54	\$0.55	\$0.48	\$0.35	\$1.93	\$0.54	\$0.54	\$0.53	\$0.45	\$2.05
Ex-Foreign Exchange Reconciliation															
Non-GAAP Revenue growth: Total	24%	25%	18%	24%	23%	21%	29%	38%	39%	32%	36%	35%	25%	12%	27%
Foreign exchange impact ⁽¹⁰⁾	1%	0%	2%	2%	1%	1%	2%	1%	(4%)	-	(7%)	(10%)	(8%)	(5%)	(7%)
GAAP Revenue growth	25%	25%	20%	26%	24%	22%	31%	39%	35%	32%	29%	25%	17%	7%	20%
Non-GAAP Revenue growth: Hotel Segment	-	-	-	-	-	-	-	-	-	-	26%	22%	15%	8%	18%
Foreign exchange impact ⁽¹⁰⁾	-	-	-	-	-	-	-	-	-	-	(6%)	(9%)	(7%)	(4%)	(7%)
GAAP Revenue growth: Hotel Segment	-	-	-	-	-	-	-	-	-	-	20%	13%	8%	4%	11%
Adjusted EBITDA growth before fx effect	-	-	-	(22%)	-	9%	10%	28%	98%	39%	15%	15%	26%	(2%)	14%
Foreign exchange impact ⁽¹⁰⁾	-	-	-	3%	-	3%	4%	(14%)	(10%)	(16%)	(11%)	(20%)	(17%)	(9%)	(14%)
Adjusted EBITDA growth	-	-	-	(19%)	-	12%	14%	14%	88%	23%	4%	(5%)	9%	(11%)	-

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 our business.

- (1) Includes charitable contributions to the TripAdvisor Charitable Foundation which were funded in cash of \$2 million and \$8 million for the three months and year ending December 31, 2014, respectively, which were not added back for non-GAAP purposes.
- (2) Represents a non-cash charitable contribution to the TripAdvisor Charitable Foundation which was settled in company stock and therefore added back for non-GAAP purposes, of which \$6 million was accrued during the nine months ended September 30, 2015 under GAAP with the intention of settling in cash and then reclassified as non-GAAP during Q4 2015 to reflect the non-cash nature of the final settlement.
- (3) *Depreciation*. Includes internal use software and website development amortization.
- (4) *Adjusted EBITDA*. Defined as net income (loss) plus: (i) provision for income taxes; (ii) other income (expense), net; (iii) depreciation of property and equipment, including amortization of internal use software and website development; (iv) amortization of intangible assets; (v) stock-based compensation and other stock-settled obligations; (vi) goodwill, long-lived asset and intangible asset impairments; and (vii) other non-recurring expenses.
- (5) *Unique Visitors*. Total traffic growth, or growth in monthly visits from unique visitors, is reflective of our overall brand growth. Additionally, we track and analyze sub-segments of our traffic and their correlation to revenue generation and utilize data regarding hotel shoppers as a key indicator of revenue growth.
- (6) *Hotel Shoppers*. The term “hotel shoppers” refers to visitors who view either a listing of hotels in a city or a specific hotel page. The number of hotel shoppers tends to vary based on seasonality of the travel industry and general economic conditions, as well as other factors outside of our control.
- (7) *Adjusted EBITDA Margin*. Defined as Adjusted EBITDA divided by Revenue.
- (8) *Income Tax Effect of Non-GAAP Adjustments*. Represents the reduction in the income tax benefit recorded for all periods presented based on our effective tax rate, adjusted for non-GAAP items.
- (9) *Additional Restricted Stock Units*. Includes all weighted average shares relating to RSUs in shares outstanding for Non-GAAP diluted shares outstanding.
- (10) *Foreign Exchange Impact*. Calculated on a constant currency basis, by excluding the effects of foreign exchange by translating actual revenue or expenses for the current reporting period ended using the prior year reporting period average exchange rates for settlement currencies other than the U.S. dollar.

*: Year to date totals reflect data as reported and is not necessarily a summation of the quarterly data.