

# Q1 2020 Investor Presentation

May 7, 2020



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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 first quarter 2020 financial results and supplemental financial information, which are available on the Investor Relations section of our website: [www.tripadvisor.com](http://www.tripadvisor.com), and in the "Non-GAAP Reconciliations" 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.

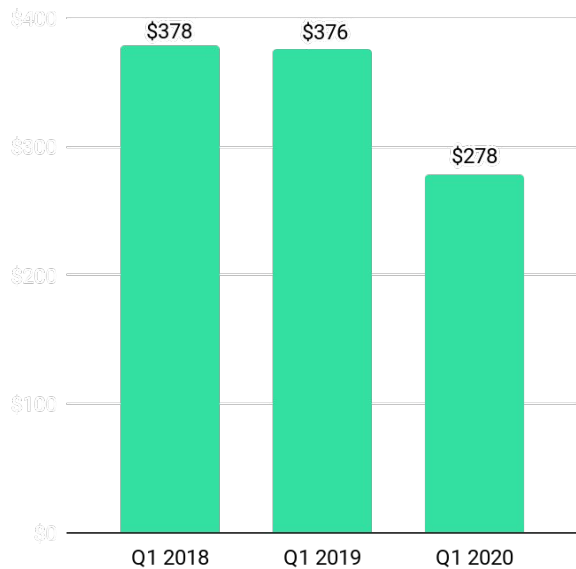
Industry / Market Data. Industry and market data used in this presentation have been obtained from industry publications and sources as well as from research reports prepared for other purposes. We have not independently verified the data obtained from these sources and cannot assure you of the data's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



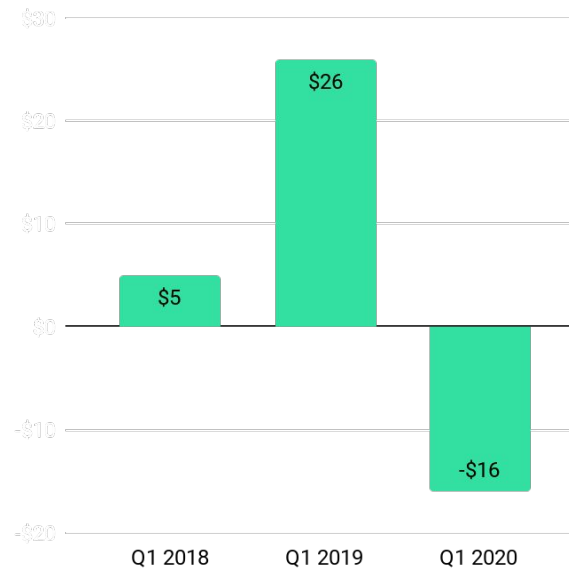
# Q1 2020 Update

# Q1 2020 Consolidated revenue and profitability

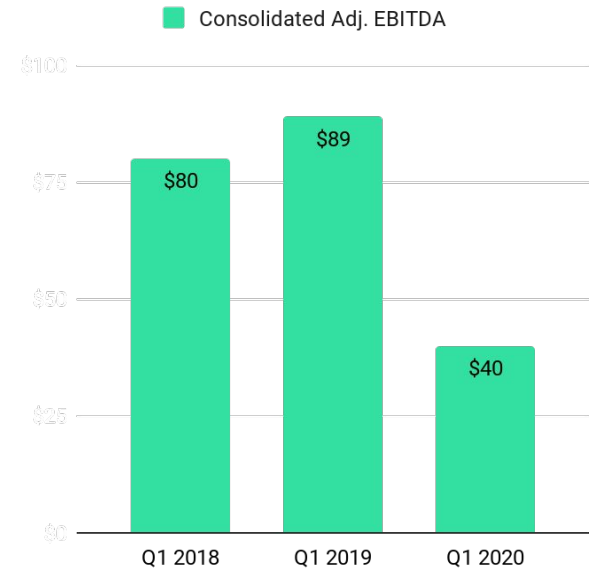
Consolidated Revenue  
(\$ millions)



Consolidated Net Income (Loss)  
(in \$millions)



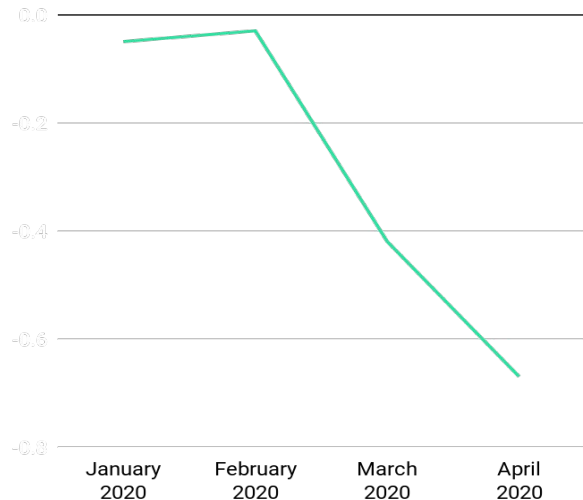
Consolidated Adjusted EBITDA <sup>(1)</sup>  
(in \$millions)



(1) Consolidated Adjusted EBITDA is our non-GAAP profit measure and is defined as net income (loss) plus: (1) provision for income taxes; (2) other income (expense), net; (3) depreciation of property and equipment, including amortization of internal use software and website development; (4) amortization of intangible assets; (5) stock-based compensation and other stock-settled obligations; (6) goodwill, long-lived asset and intangible asset impairments; (7) legal reserves and settlements; (8) restructuring and other related reorganization costs; and (9) other non-recurring expenses and income

# YoY trends deteriorated throughout March, stabilized heading into April, and have remained stable since

Monthly Unique Visitors <sup>(1)</sup>  
(Illustrative year-over-year % performance)



YTD monthly unique visitor trends reflect the COVID-19 outbreak's progressive impacts:

- The outbreak spread rapidly in late February/early March, achieved pandemic status with the World Health Organization on March 11, and government response actions further curbed consumer demand for travel
- We estimate bookings and revenue generated across our segments and products, declined year-over-year by more than 90% in the back half of March
- We continued to experience similar year-over-year declines through April 2020, where trends have remained stable since

# Executing concerted cost-containment measures

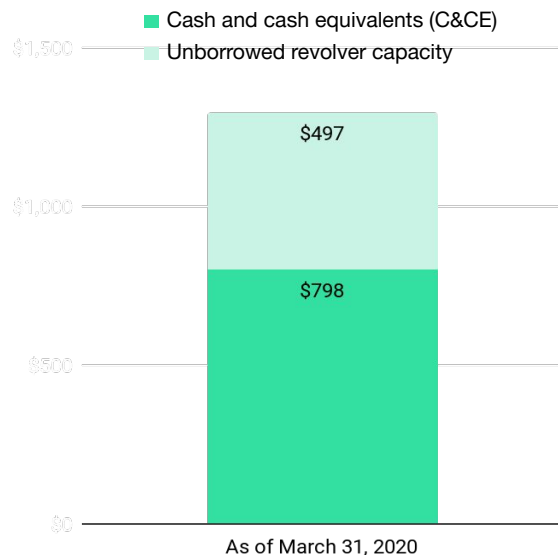
- Q1 2020 expense mix: Approximately 28% direct / 72% indirect

Year to date, we have taken, or are in the process of taking, the following cost measures:

- Removing a majority of discretionary costs including, but not limited to, brand marketing, business travel, non-critical vendor relationships, and contingent staff;
- Implementing the following workforce-related actions:
  - Enacting a workforce reduction that has affected approximately 700 employees and will likely impact approximately 200 additional employees, totaling approximately 900 employees, or 23% of our workforce.
  - Furloughing a further approximately 850 employees, or 22% of our workforce, most significantly at The Fork.
  - Making targeted reductions to the Company's office lease portfolio.
  - Commencing in March 2020, Stephen Kaufer, President and Chief Executive Officer of the Company, elected to forego his base salary for the remainder of the 2020 calendar year. The Company's Board of Directors agreed to forego their annual cash retainer and reduce to their annual equity award.
  - Executing on a temporary 20% reduced work schedule and corresponding pay reduction for most of our remaining North American employees, and planning to do the same in other markets, subject to local employment processes.

# Appropriate liquidity position to weather the storm

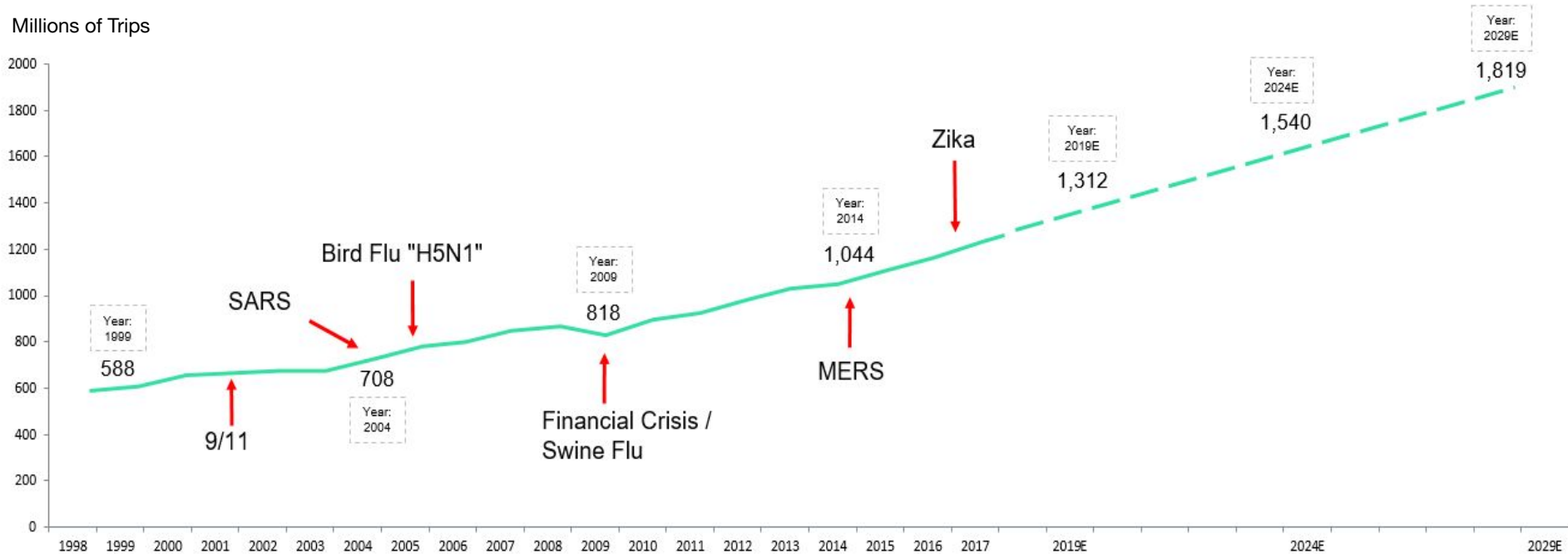
## Liquidity position a/o 3/31/20 (\$ millions)



- \$798 million in cash and cash equivalents at 3/31/20
- On May 5th, we amended our existing revolving credit facility. Changes included:
  - Suspending the leverage ratio covenant through the fiscal quarter ending September 30, 2021 and replacing it with a minimum liquidity covenant which requires us to maintain \$150 million of unrestricted cash, cash equivalents, short-term investments less deferred merchant payables plus available revolver capacity; and
  - Downsizing its capacity to \$1.0 billion from \$1.2 billion.

# After past pandemics and worldwide events, consumers continued to travel

## International Travelers Worldwide





# Tripadvisor strategically positioned for recovery and beyond

Maintaining strategic focus to ensure efficient execution along our long-term, One Tripadvisor vision ...

## Serving consumer needs through B2C initiatives:

- Growing membership
- Reinforcing position as the hub of travel planning
- Building products and tools to help travelers, deepen engagement and drive loyalty

## Serving partner needs through B2B initiatives:

- Modernizing our media advertising platform; leveraging global audience, rich content, 1st party data, significant influence, and brand-safe platform
- Expanding suite of B2B products and services

... which will enable us to convert Tripadvisor's influence into monetization and profitable growth



Who we are



Tripadvisor helps travelers  
**unleash the full potential**  
of every trip

# The world's largest travel platform

Massive global demand for differentiated travel content <sup>(1)</sup>



**463M**

avg. monthly unique visitors <sup>(2)</sup>



**66%**

% of users on mobile



**860M**

reviews and opinions



**205M**

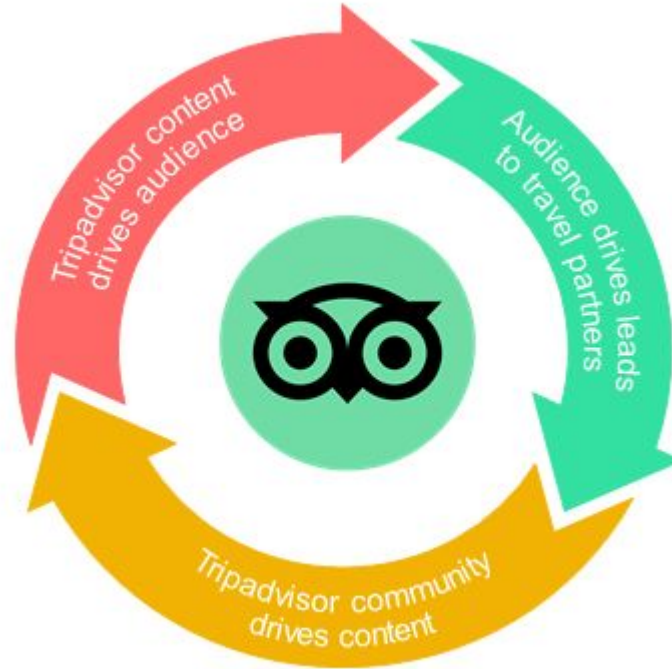
candid traveler photos



**49**

markets

Tripadvisor's global travel platform



Significant supply footprint across a spectrum of travel products <sup>(1)</sup>



**2.3M**

Accommodations <sup>(3)</sup>



**1.3M**

Travel activities and experiences listings



**4.6M**

Restaurant listings



**500+**

Airlines



**70K+**

Cruises

<sup>(1)</sup> Tripadvisor internal log files; unless otherwise noted, all numbers as of 3/31/20

<sup>(2)</sup> Tripadvisor internal log files, Q3 2019

<sup>(3)</sup> Includes approximately 1.466M hotels, inns, B&Bs, and specialty lodging, as well as 784K rental listings

# Addressing huge long-term travel market opportunity that is shifting online



## Long-term industry drivers

- Rising global middle class
- Continued shift to online discovery and bookings
- Consumer discretionary budgets shifting towards experiences
- Evolving travel infrastructure unlocking new destinations

Our global brand has been built on **content and community** to drive **strong brand loyalty and growing influence on travel commerce**

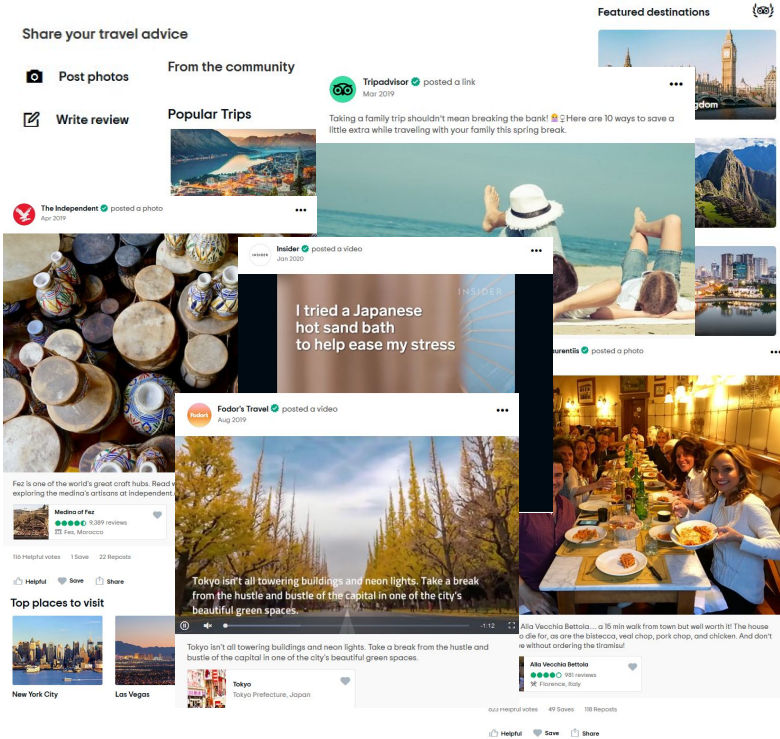
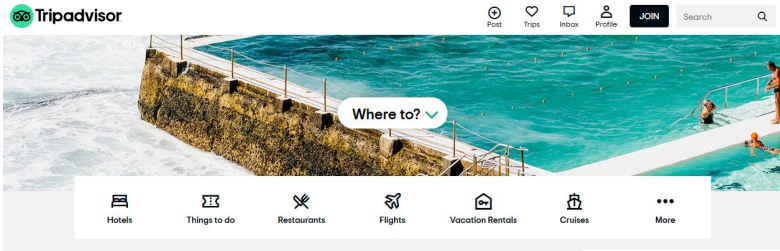
# Online travel sites have become increasingly homogenous

The Expedia screenshot shows a search for "Key West, FL, United States (EYW-Key West...)" for Dec 6. The results list several hotels with their prices and ratings. A large "Expedia" logo is overlaid on the bottom half of the image.

The trivago screenshot shows search results for "Key West" for Fri 12/6 to Sun 12/9. It features a list of hotels with prices and a large "trivago" logo overlaid on the bottom right.

The Booking.com screenshot shows search results for "Key West" for Friday, December 6, 2019. It displays hotel listings with prices and a large "Booking.com" logo overlaid on the bottom half.

The KAYAK screenshot shows search results for "Key West, FL" for Fri 12/6 to Sun 12/9. It features a list of hotels with prices and a large "KAYAK" logo overlaid on the bottom half.



Tripadvisor has an influential and differentiated position in travel

Delivering consumers **people-powered planning** for considered trips

Opportunity to **deepen consumer engagement** with all that Tripadvisor offers

# Converting inspiration into monetization

Rich content and global community drives brand loyalty, trust and significant influence on travel commerce

**\$546B**

*Annual travel expenditures influenced <sup>(1)</sup>*

**2.2B**

*Vacation nights influenced <sup>(1)</sup>*

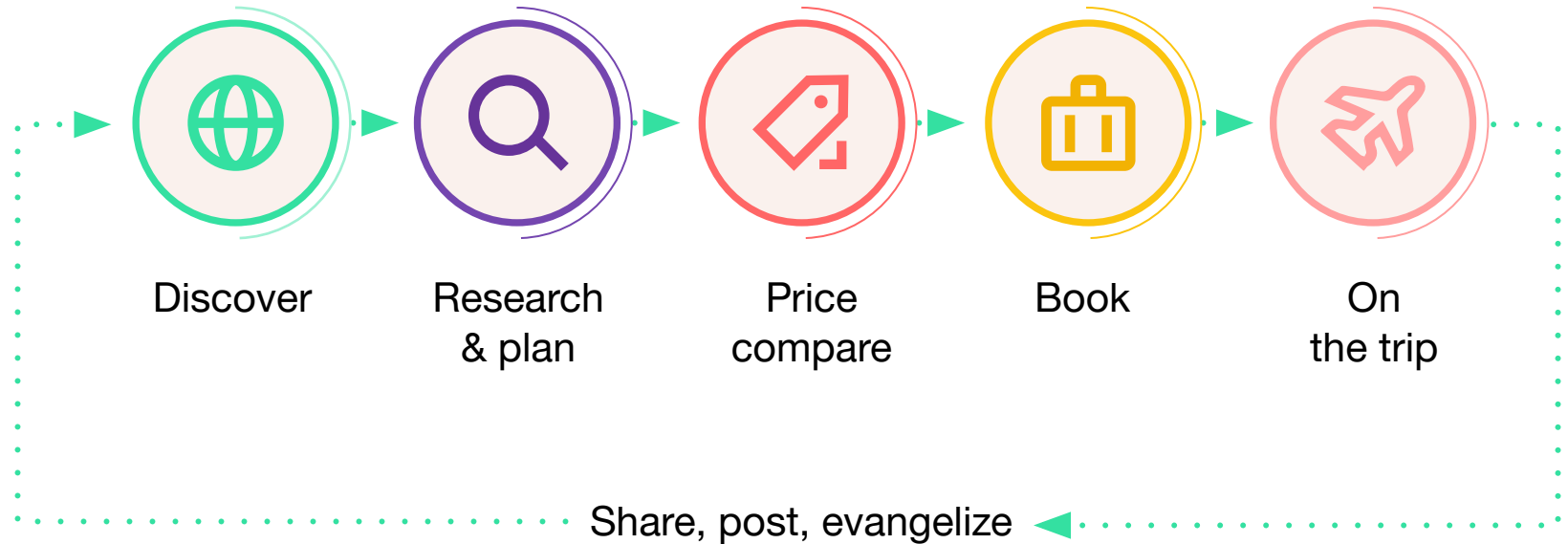
**433M**

*Annual trips influenced <sup>(1)</sup>*

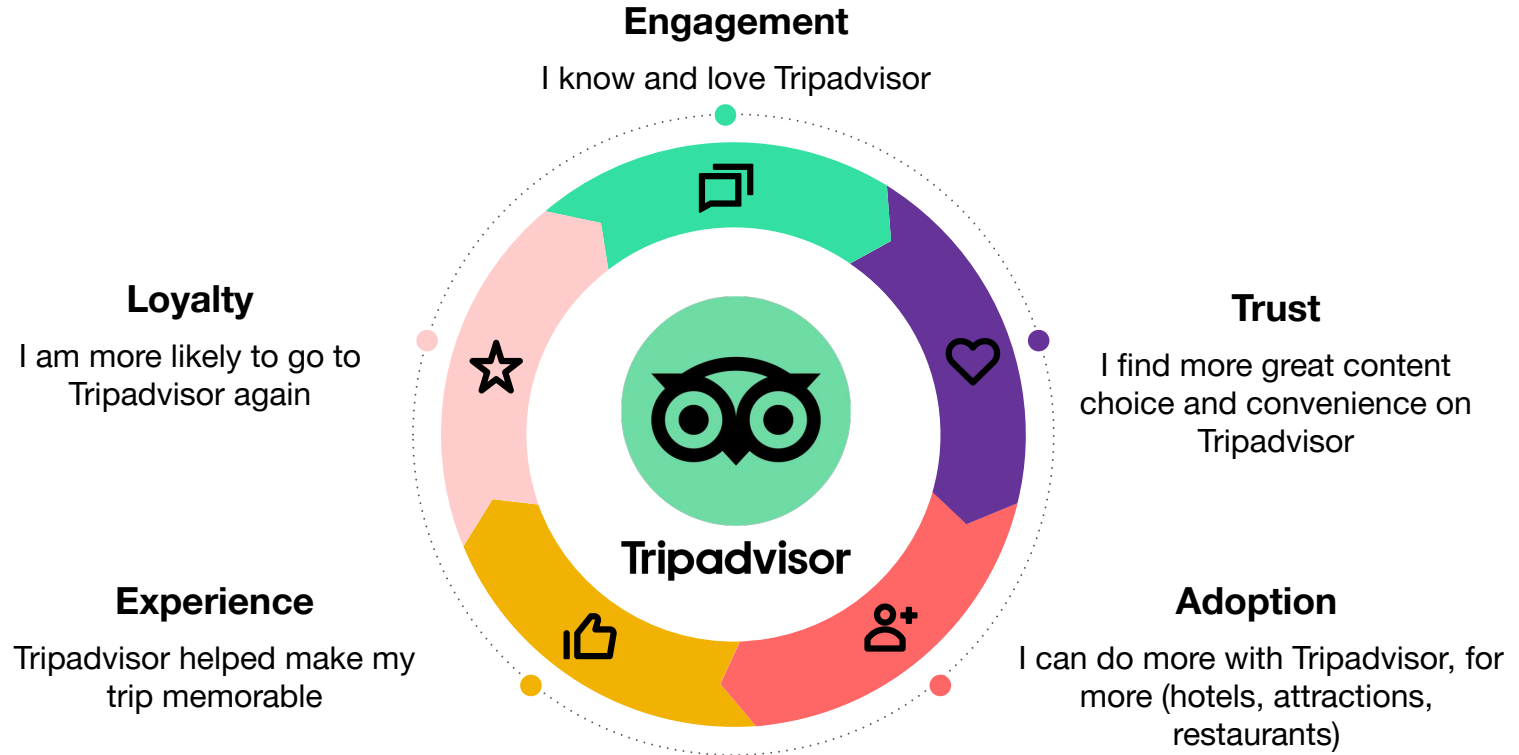




# Offering a differentiated, end-to-to user experience



# User flywheel drives continuous engagement



# Multi-product approach across key travel categories

**463 million**  
average monthly unique visitors <sup>(1)</sup>



## Hotels

Click-based advertising for OTAs and direct suppliers deliver bookings; Hotel B2B solutions help amplify suppliers' brands'



## Display and Platform

Offers travel partners ability to promote their brands in a contextually relevant manner



## Experiences

Allows consumers to research and book activities and attractions in popular destinations



## Dining

Allows consumers to research and book restaurants in select geographies



## Other

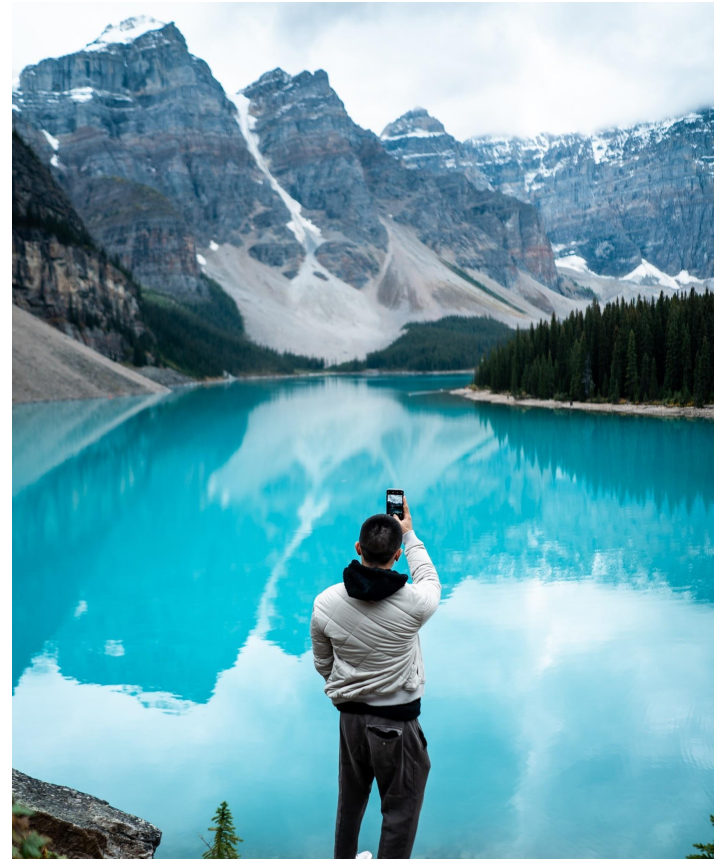
Short-term vacation rentals, flights, cruises, cars and Tripadvisor China

(1) Tripadvisor internal log files during Q3 2019

# Hotels, Media & Platform segment (HM&P) strategy

**Profitable historically<sup>(1)</sup>** and investing in a number of non-auction revenue lines:

- **Growing hotel B2B revenue** in 2019 with long-term growth opportunity ahead
- Laying the foundation to grow **high-margin advertising revenue** long-term
- Executing customer-focused B2C product, brand, loyalty and membership initiatives to **drive direct engagement**



(1) Based on segment Adjusted EBITDA, as contained in our 2019 Annual Report on Form 10-K



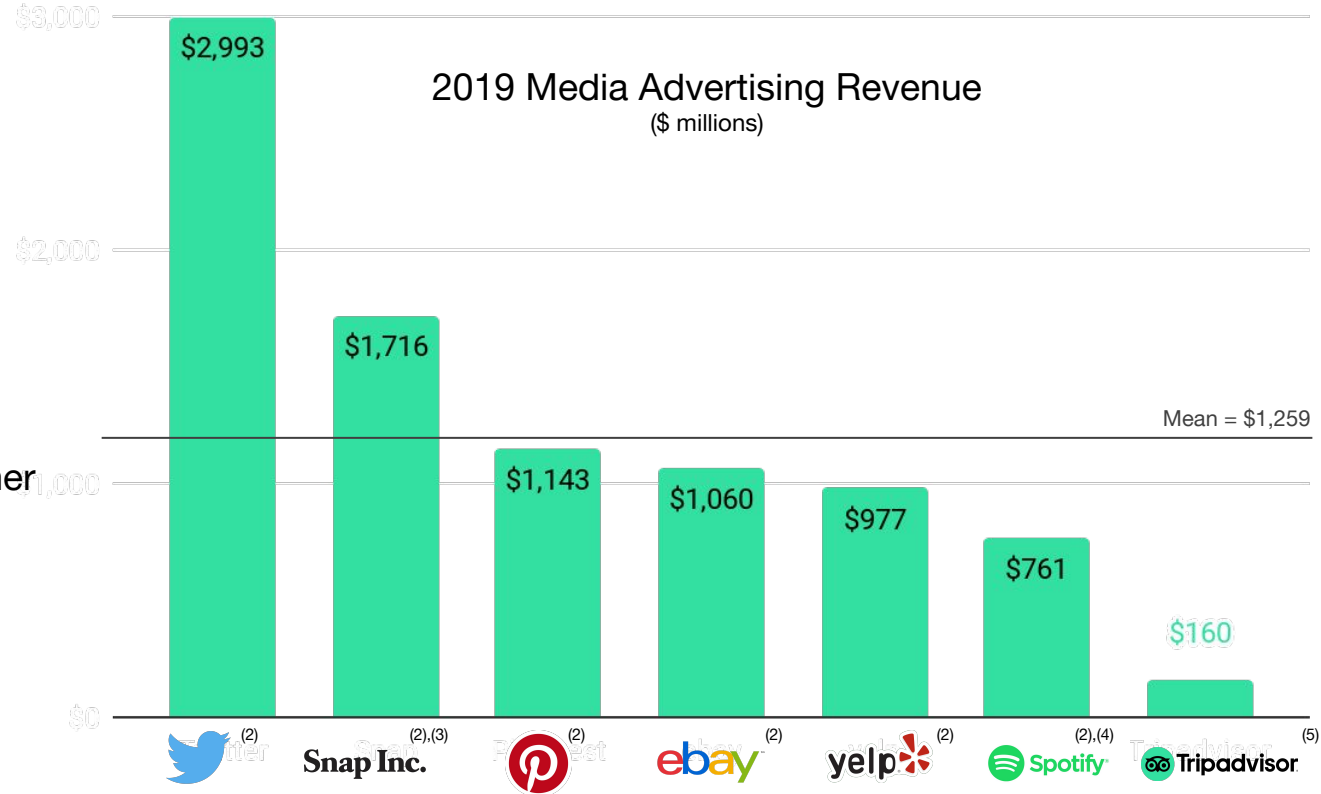
## Have grown Hotel B2B offerings historically

**Deepening relationships with hoteliers** to better serve their needs.

- Hotel **sponsored placements** revenue doubled year-over-year in 2019
- Building **demand-independent** solutions to help partners drive value
- Targeting **new product launches**

# Compelling long-term media advertising growth opportunity

- Digital advertising market expected to grow at 14% CAGR to \$479 billion by 2022<sup>(1)</sup>
- Tripadvisor has historically under-indexed relative to other internet platforms
- Value in Tripadvisor's high-intent, global audience and brand-safe platform



(1) Based on eMarketer forecasts

(2) Latest company 10-K and 20-F filings (2019)

(3) Includes immaterial sales of hardware product

(4) 2019 Ad-supported revenue in USD (€1.00 = \$1.1227 as of 12/31/19)

(5) 2019 Tripadvisor-branded Display and platform revenue

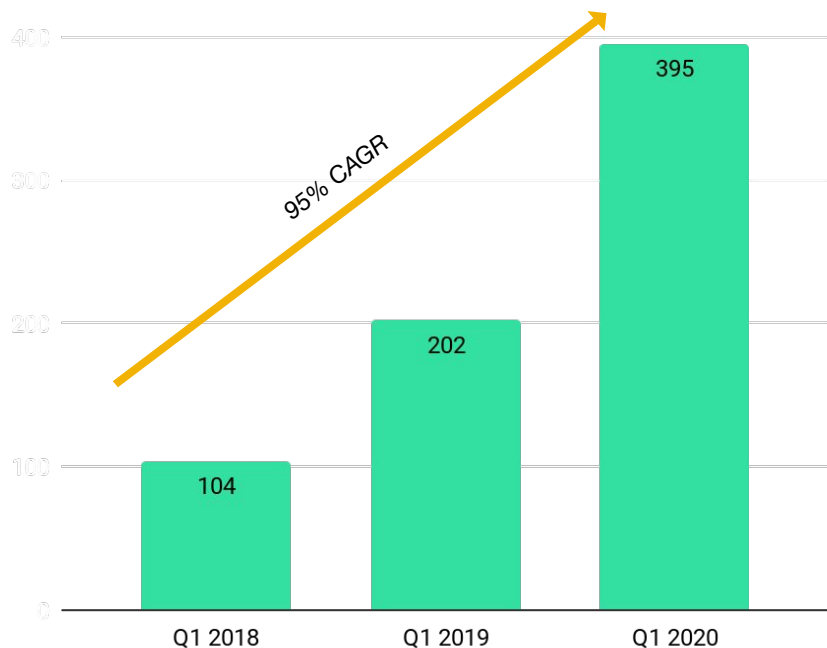
# Experiences & Dining segment (E&D) offerings are key to planning the trips that matter

- **Leading position** in Experiences and Restaurants
- Driving **experiences bookings / seated diner** growth historically and layering in restaurant media ad revenue
- Historical investment areas: **driving bookable inventory, Tripadvisor channel, mobile** and non-English
- Go-forward focus: better merchandising our best-in-class inventory to **drive consumer adoption** and to **improve conversion**

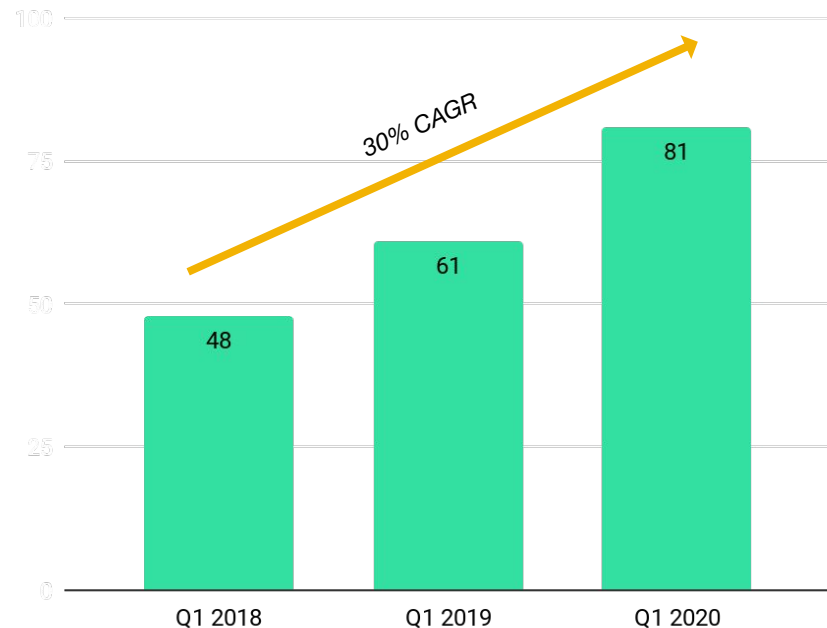


# Established strong inventory footprint and go-forward focus on improving merchandising and conversion

Experiences Bookable Products <sup>(1)</sup>  
(in thousands, except CAGR)



TheFork Bookable Restaurants <sup>(1)</sup>  
(in thousands, except CAGR)



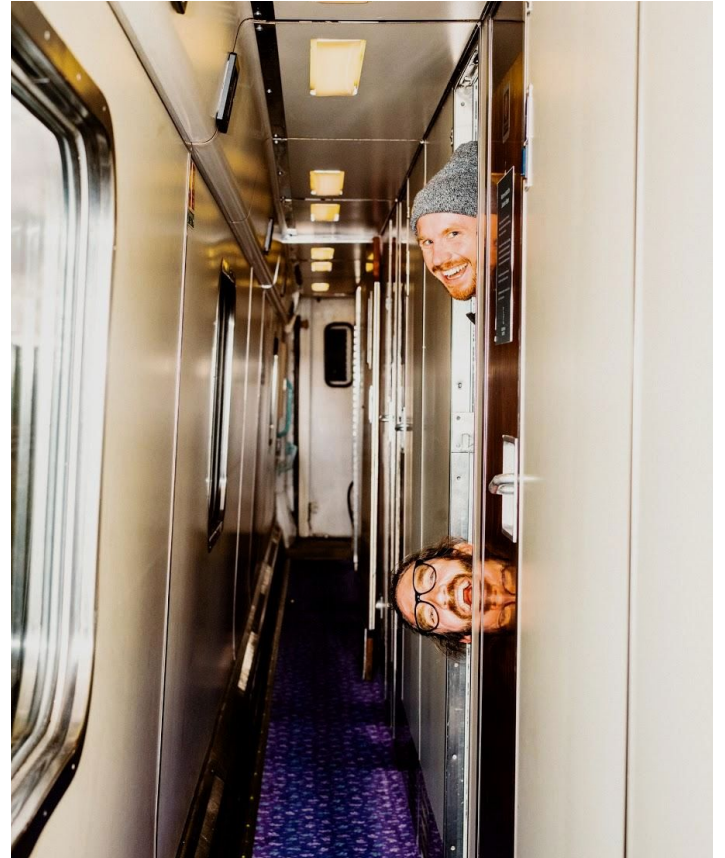
(1) Tripadvisor internal log files



# Transforming the Tripadvisor consumer experience

## Progress made and what's to come:

- **Product upgrades** that reinforce Tripadvisor's differentiated position in travel
- **Completely reimagined mobile app** experience
- Serving members with **new reasons to join** (we accelerated membership growth in 2019) **and engage** (communities; deepen loyalty)



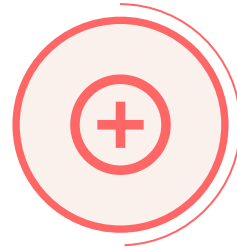
# Numerous ways to drive long-term sustained growth



**Build products** that reduce friction throughout the travel planning and trip-taking journey and **delight travelers**



**Deepen consumer engagement** with our platform by driving **membership growth**, mobile app **engagement** and **repeat usage**



**Leverage unique assets** (Hotel B2B, media advertising and experiences and restaurants) to drive long-term growth



**Utilize technology and platform** to further improve our customer and supplier experience



Opportunistically pursue **strategic partnerships**



# Financials

# Financial highlights



Significant revenue scale and long-term growth potential



Robust financial profile with strong historical profitability and operating cash flow generation



Attractive historical base of revenue and Adjusted EBITDA<sup>(1)</sup> from Hotels, Media & Platform



Diversified business mix through historically high growth Experiences & Dining



Long-term operating leverage driven by powerful brand and flywheel effect



Balanced investments aimed at driving sustainable, long-term growth

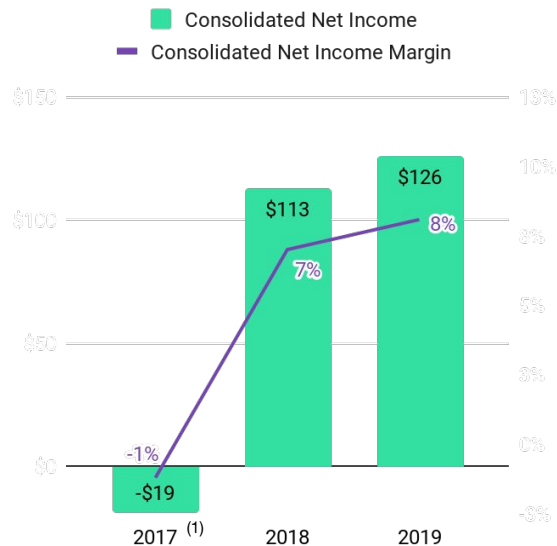
(1) Adjusted EBITDA is a non-GAAP measure. Refer to appendix for reconciliation of net income to Adjusted EBITDA

# 2017-2019 Consolidated revenue and profitability overview

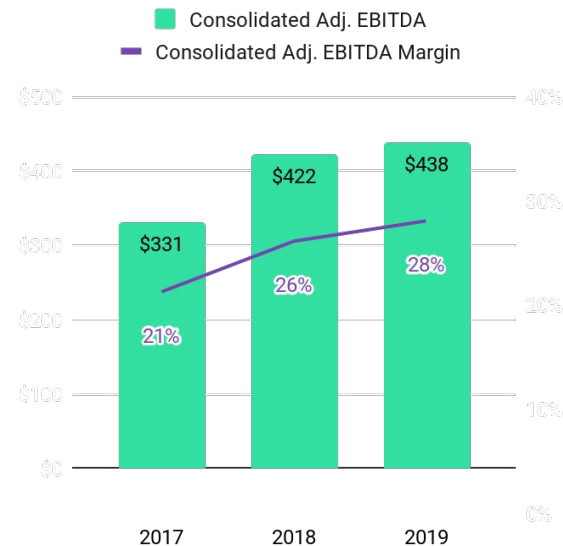
Consolidated Revenue  
(\$ millions)



Consolidated Net Income  
(in \$ millions, except Net Income margin)



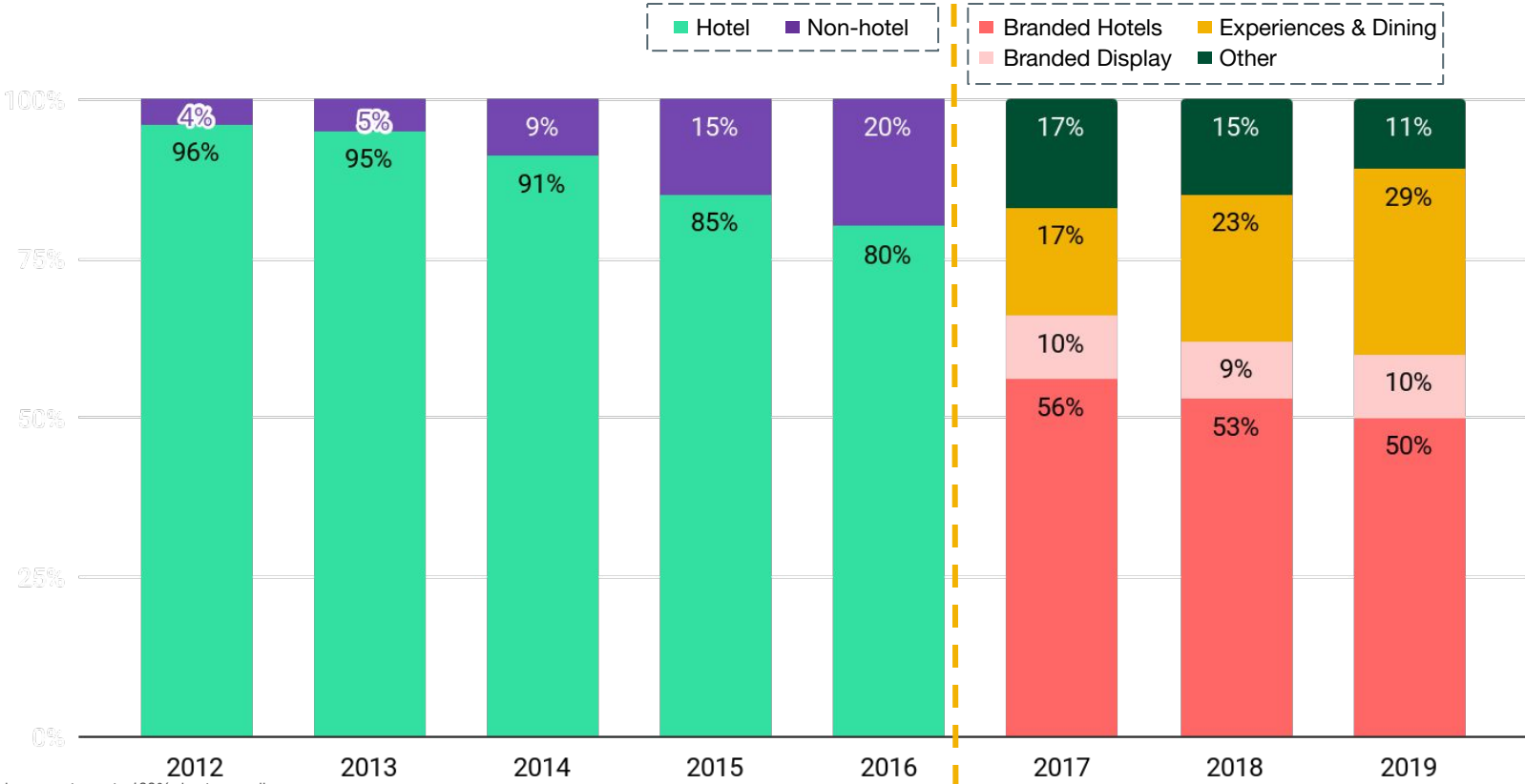
Consolidated Adjusted EBITDA<sup>(2)</sup>  
(in \$ millions, except Adj. EBITDA margin)



(1) Includes impact of Tax Cuts and Jobs Act of 2017 (see appendix for additional information)

(2) Consolidated Adjusted EBITDA is our non-GAAP profit measure and is defined as net income (loss) plus: (1) provision for income taxes; (2) other income (expense), net; (3) depreciation of property and equipment, including amortization of internal use software and website development; (4) amortization of intangible assets; (5) stock-based compensation and other stock-settled obligations; (6) goodwill, long-lived asset and intangible asset impairments; (7) legal reserves and settlements; (8) restructuring and other related reorganization costs; and (9) other non-recurring expenses and income; TripAdvisor defines "Adjusted EBITDA margin" as adjusted EBITDA divided by revenue

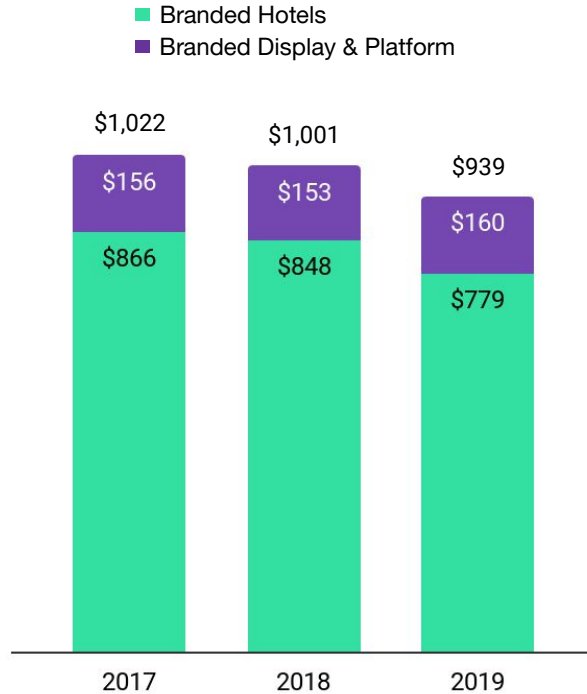
# Diverse monetization streams evolving revenue mix <sup>(1)</sup>



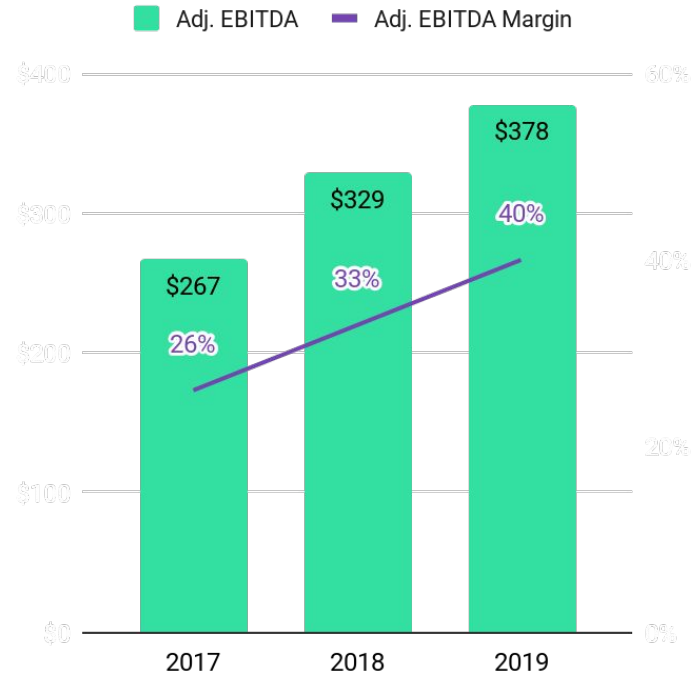
Note: Totals may not sum to 100% due to rounding  
 (1) 2012-2016 reflects historical segment reporting from 10-Ks

# Cost prudence reinvigorated HM&P segment profitability in 2018 - 2019

Hotels, Media & Platform Segment Revenue  
(\$ millions)



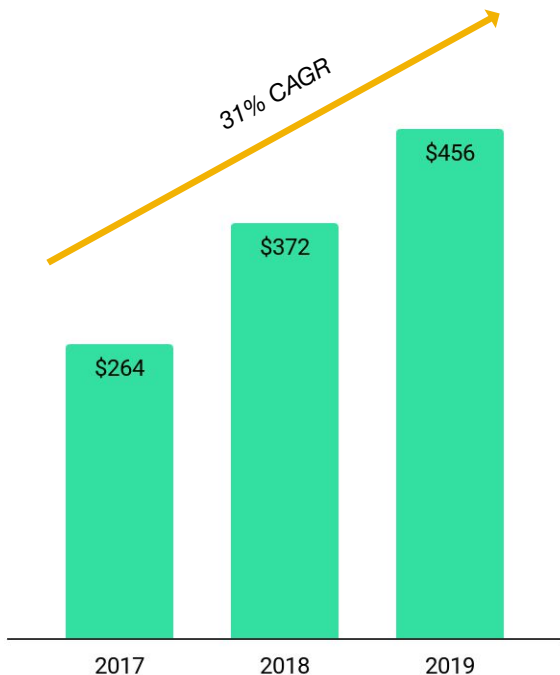
Hotels, Media & Platform Segment Adjusted EBITDA <sup>(1)</sup>  
(in \$ millions, except Adj. EBITDA margin)



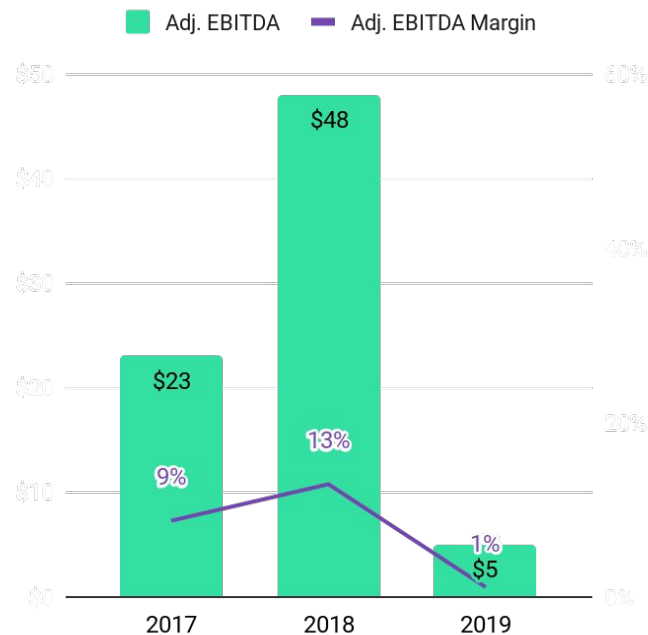
(1) Adjusted EBITDA is our segment profit measure and is defined as net income (loss) plus: (1) provision for income taxes; (2) other income (expense), net; (3) depreciation of property and equipment, including amortization of internal use software and website development; (4) amortization of intangible assets; (5) stock-based compensation and other stock-settled obligations; (6) goodwill, long-lived asset and intangible asset impairments; (7) legal reserves and settlements; (8) restructuring and other related reorganization costs; and (9) other non-recurring expenses and income; Tripadvisor defines "Adjusted EBITDA margin by segment" as segment adjusted EBITDA divided by segment revenue

# Experiences & Dining segment driving diverse revenue and reflecting long-term investment focus

Experiences & Dining Segment Revenue  
(\$ millions, except CAGR)



Experiences & Dining Segment Adjusted EBITDA <sup>(1)</sup>  
(in \$ millions, except Adj. EBITDA margin)

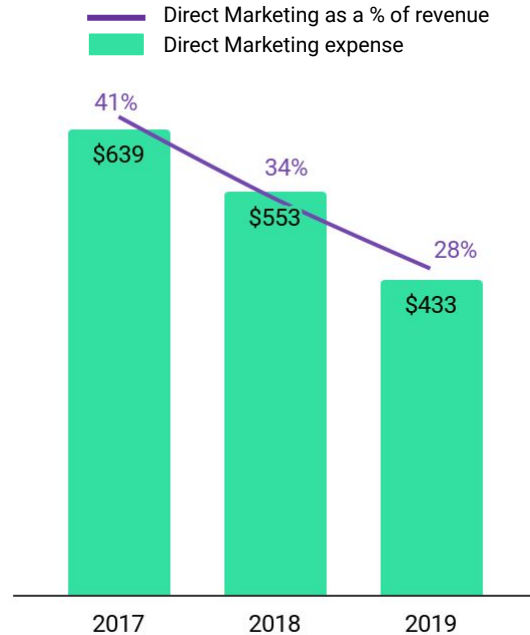


(1) Adjusted EBITDA is our segment profit measure and is defined as net income (loss) plus: (1) provision for income taxes; (2) other income (expense), net; (3) depreciation of property and equipment, including amortization of internal use software and website development; (4) amortization of intangible assets; (5) stock-based compensation and other stock-settled obligations; (6) goodwill, long-lived asset and intangible asset impairments; (7) legal reserves and settlements; (8) restructuring and other related reorganization costs; and (9) other non-recurring expenses and income; Tripadvisor defines "Adjusted EBITDA margin by segment" as segment adjusted EBITDA divided by segment revenue

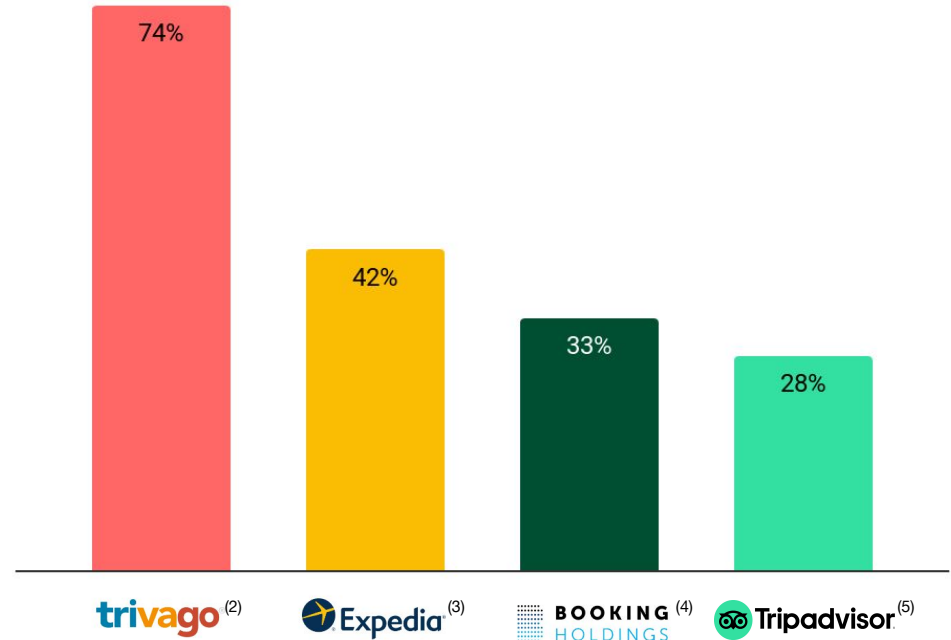


# Brand recognition and user engagement flywheel drive marketing leverage

Marketing expense optimization  
(\$ millions, except % of revenue)



2019 Marketing expense vs. online travel peers <sup>(1)</sup>  
(Direct marketing expense as a % of revenue)



Source: Company 10-K and 20-F filings

(1) Represents fiscal year 2019 figures

(2) Represents advertising expense as a percentage of revenue. Advertising expense consists of fees paid for various marketing channels like TV, search engine marketing, display and affiliate marketing, email marketing, online video, app marketing and content marketing.

(3) Represents direct sales and marketing costs as a percentage of revenue. Direct sales and marketing costs include traffic generation costs from search engines and internet portals, TV, radio and print spending, private label and affiliate program commissions, public relations and other costs.

(4) Represents performance-based marketing and brand marketing expenses as a percentage of revenue. Performance marketing expenses consist primarily of the costs of: (1) search engine keyword purchases; (2) referrals from meta-search and travel research websites; (3) affiliate programs; and (4) other performance-based marketing and incentives. Brand marketing expenses consist primarily of TV advertising and online video and display advertising (including the airing of our TV advertising online), as well as other marketing spend such as public relations and sponsorships.

(5) Represents direct sales and marketing costs as a percentage of revenue. Direct sales and marketing costs include traffic generation costs from SEM and other online traffic acquisition costs, syndication costs and affiliate program commissions, social media costs, brand advertising (including television and other offline advertising), promotions and public relations.

# Key investment takeaways

- Have taken, or are in the process of taking, concerted measures to solidify our financial position and believe we are **adequately capitalized to weather the current storm**
- Travel industry has proven **resilient time and again**
- Global brand and rich content attracts huge global audience, drives **significant commerce influence**, and positions attractively at the fore of the **long-term global travel market that is shifting online**
- **Comprehensive travel platform** with long-term potential to deepen consumer engagement and convert influence into monetization
- **Strong operating and free cash flow** <sup>(1)</sup> **generation historically** with long-term potential for diverse growth



# Appendix

# Non-GAAP Reconciliations

(in \$ millions, except per share amounts and percentages)

	2017	2018		2019		2020
	FY*	Q1	FY*	Q1	FY*	Q1
<b>Reconciliation from GAAP Net Income (Loss) to Adjusted EBITDA (Non-GAAP):</b>						
<b>GAAP Net Income (Loss)</b> <sup>(1)(2)</sup>	<b>(\$19)</b>	<b>\$5</b>	<b>\$113</b>	<b>\$26</b>	<b>\$126</b>	<b>\$ (16)</b>
Add: Provision (benefit) for income taxes <sup>(1)(2)</sup>	129	16	60	7	68	(11)
Add: Other expense (income), net	14	2	10	(2)	(7)	-
Add: Restructuring and other related reorganization costs	-	-	-	-	1	9
Add: Legal reserves and settlements	-	-	5	-	-	-
Add: Stock-based compensation expense	96	29	118	27	124	26
Add: Amortization of intangible assets	32	8	34	8	33	7
Add: Depreciation <sup>(3)</sup>	79	20	82	23	93	25
<b>Adjusted EBITDA (Non-GAAP)</b> <sup>(4)</sup>	<b>\$331</b>	<b>\$80</b>	<b>\$422</b>	<b>\$89</b>	<b>\$438</b>	<b>\$40</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>\$238</b>	<b>\$174</b>	<b>\$405</b>	<b>\$182</b>	<b>\$424</b>	<b>(\$70)</b>
Subtract: Capital expenditures	64	15	61	17	83	20
<b>Free Cash Flow (Non-GAAP)</b> <sup>(5)</sup>	<b>\$174</b>	<b>\$159</b>	<b>\$344</b>	<b>\$165</b>	<b>\$341</b>	<b>(\$90)</b>

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 an estimated U.S. Tax Cuts and Jobs Act of 2017 (the "2017 Tax Act") transition tax expense of \$67 million for the three months ended December 31, 2017, as well as a tax benefit of \$2 million and a tax expense of \$6 million related to the remeasurement of deferred taxes for the three months ended December 31, 2018 and December 31, 2017, respectively.

(2) Includes a tax benefit of \$14 million recorded in connection with the passage of the Coronavirus Aid Relief, and Economic Security Act ("CARES Act"), pertaining to the rate differential on net operating loss carrybacks recorded during the three months ended March 31, 2020.

(3) Depreciation. Includes internal use software and website development amortization.

(4) Adjusted EBITDA. A non-GAAP measure which is defined as net income (loss) plus: (1) provision for income taxes; (2) other income (expense), net; (3) depreciation of property and equipment, including amortization of internal use software and website development; (4) amortization of intangible assets; (5) stock-based compensation and other stock-settled obligations; (6) goodwill, long-lived assets and intangible asset impairments; (7) legal reserves and settlements; (8) restructuring and other related reorganization costs; and (9) non-recurring expenses and income. These items are excluded from our Adjusted EBITDA measure because these items are noncash in nature, or because the amount is not driven by core operating results and renders comparisons with prior periods less meaningful.

(5) 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 internal-use software 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.

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

# Tax Cuts and Jobs Act

## **As disclosed in Tripadvisor Q4 2017 Earnings Release:**

*On December 22, 2017, U.S. tax legislation commonly referred to as the U.S. Tax Cuts and Jobs Act of 2017 (the 2017 Tax Act) was enacted into law and the new legislation contains several key tax provisions that affected us, including a one-time mandatory transition tax on accumulated foreign earnings and a reduction of the corporate income tax rate from 35% to 21% effective January 1, 2018, among others. We are required to recognize the effect of the tax law changes in the period of enactment, such as determining the transition tax resulting from the deemed repatriation of foreign cash, remeasuring our U.S. deferred tax assets and liabilities, and reassessing the net realizability of our deferred tax assets and liabilities. In December 2017, the SEC staff issued Staff Accounting Bulletin No. 118, Income Tax Accounting Implications of the Tax Cuts and Jobs Act (SAB 118), which allows us to record provisional amounts during a measurement period not to extend beyond one year of the enactment date. As a result, our provision for income taxes increased by \$73 million in Q4 2017, the substantial majority of which was driven by the transition tax. An estimated amount of \$67 million for the transition tax is accrued at December 31, 2017 and is payable over eight years, and a \$6 million expense was recorded for the remeasurement of deferred taxes. Since the 2017 Tax Act was passed late in the fourth quarter of 2017, and ongoing guidance and accounting interpretation are expected over the next 12 months, we consider the accounting of the transition tax, deferred tax re-measurements, and other items to be provisional due to the forthcoming guidance and our ongoing analysis of final year-end data and tax positions. We expect to complete our analysis within the measurement period in accordance with SAB 118.*

# Thank You

