

#### Airbnb

# Slowing night growth offset by resilient ADRs & healthy margins; Maintain \$155 PO

Reiterate Rating: NEUTRAL | PO: 155.00 USD | Price: 140.88 USD

#### Mixed bag for bookings, healthy margins

2Q Gross Bookings of \$19.1bn were in-line with Street, with lower nights booked at 115mn (up 11% y/y vs. Street at +14%), on tough EMEA comps. ADRs at \$166 were higher than Street at \$162, with EMEA ADRs strong at up 8% y/y. EBITDA of \$819mn was above Street at \$741mn, on lower S&M spend as strong supply growth reduced need for host marketing. Supply was a bright spot, with active listings growing 19% y/y ex-China, an acceleration vs. 18% in 1Q. Our biggest takeaway from quarter was ADR resiliency, with higher competitive hotel rates possibly aiding the Airbnb marketplace.

#### Outlook reflects lower nights but ADR strength

3Q outlook suggests booked nights growth below prior Street est. (15% y/y), but modest ADR growth vs. Street ests at a 3% y/y decline. We are slightly lowering 3Q bookings growth to 15% vs 16% on lower nights growth, somewhat offset by higher ADRs. Airbnb noted ADRs are seeing a benefit from guests trading up their stays for larger properties, which could reflect and improving global consumer confidence.

#### Mostly raising estimates on higher take rates and margins

We lower 2023E nights, mostly offset by higher ADRs. The revenue impact from lower booking (to \$73.0bn from \$73.5bn) is more than offset by higher revenue take rates, and we raise 2023E rev. 1% to \$9.9bn from \$9.8bn. We increase our EBITDA margin est. to 35% from 34% on lower S&M and raise EBITDA to \$3.47bn from \$3.35bn. For 2024E, we raise EBITDA to \$4.2bn (36% margin) from \$4.0bn.

#### High expectations built into valuation; Neutral

We like Airbnb's resilient ADRs, financial discipline (margin growth and buybacks) and increasingly strong supply growth. However, with the stock trading at an elevated 22x '24 EBITDA multiple (vs Booking at 13x), room night growth settling out at mid-teens, and our expectation for slowing Intl travel in 2024, we maintain our Neutral rating and PO of \$155 based on 8x 2024 revenues (representing 23x 2024 EBITDA). Beyond quarterly data, next catalyst could be Airbnb's winter release, which could have a focus on Intl expansion, activities bookings, and ad-on products for hosts.

| Estimates (Dec) (US\$)   | 2021A  | 2022A  | 2023E | 2024E | 2025E |
|--|--------|--------|-------|-------|-------|
| EPS  | 0.86   | 3.51   | 4.74  | 5.64  | 6.64  |
| GAAPEPS  | (0.57) | 2.84   | 3.87  | 4.37  | 5.24  |
| EPS Change (YoY)   | NM     | 308.1% | 35.0% | 19.0% | 17.7% |
| Consensus EPS (Bloomberg)  |        |        | 3.70  | 4.14  | 4.81  |
| DPS  | 0      | 0      | 0     | 0     | 0     |
| Valuation (Dec)  |        |        |       |       |       |
| P/E  | 163.8x | 40.1x  | 29.7x | 25.0x | 21.2x |
| GAAP P/E   | NM     | 49.6x  | 36.4x | 32.2x | 26.9x |
| Dividend Yield   | 0%     | 0%     | 0%    | 0%    | 0%    |
| EV / EBITDA*   | 56.0x  | 30.7x  | 25.6x | 21.4x | 17.9x |
| Free Cash Flow Yield*  | 2.3%   | 3.6%   | 4.2%  | 4.9%  | 5.5%  |
| * For full definitions of <i>IQ</i> method <sup>SM</sup> measures, see page 7. |        |        |       |       |       |

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Refer to important disclosures on page 8 to 10. Analyst Certification on page 6. Price
Objective Basis/Risk on page 6.

04 August 2023

Equity

| Key Changes   |          |          |
|---------------|----------|----------|
| (US\$)        | Previous | Current  |
| 2023E Rev (m) | 9,777.7  | 9,906.6  |
| 2024E Rev (m) | 11,292.7 | 11,621.8 |
| 2025E Rev (m) | 13,191.7 | 13,694.5 |
| 2023E EPS     | 4.47     | 4.74     |
| 2024E EPS     | 5.21     | 5.64     |
| 2025E EPS     | 6.11     | 6.64     |
|               |          |          |

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#### **Stock Data**

| Price                       | 140.88 USD             |
|-----------------------------|------------------------|
| Price Objective             | 155.00 USD             |
| Date Established            | 27-Jul-2023            |
| Investment Opinion          | C-2-9                  |
| 52-Week Range               | 81.91 USD - 154.95 USD |
| Mrkt Val (mn) / Shares Out  | 95,798 USD / 680.0     |
| (mn)                        |                        |
| Average Daily Value (mn)    | 754.55 USD             |
| BofA Ticker / Exchange      | ABNB / NAS             |
| Bloomberg / Reuters         | ABNB US / ABNB.OQ      |
| ROE (2023E)                 | 50.7%                  |
| Net Dbt to Eqty (Dec-2022A) | -97.0%                 |
| ESGMeter™                   | Medium                 |

ESGMeter is not indicative of a company's future stock price performance and is not an investment recommendation or rating. ESGMeter is independent of BofA Global Research's equity investment rating, volatility risk rating, income rating, and price objective for that company. For full details, refer to "BofA ESGMeter Methodology".

AA – Alternative Accommodation

ADR – Average Daily Rates

### **iQ**profile<sup>™</sup> Airbnb

| (US\$ Millions)   | 2021A  | 2022A  | 2023E  | 2024E   | 2025  |
|---|--|--|--|---|---|
| Return on Capital Employed  | 202 TA<br>20.6%  | 35.1%  | 41.6%  | 36.9%   | 34.7%   |
| Return on Equity  | 14.5%  | 45.4%  | 50.7%  | 46.6%   | 42.1%   |
| Operating Margin  | 24.0%  | 33.6%  | 34.6%  | 35.2%   | 35.8%   |
| Free Cash Flow  | 2,164  | 3,405  | 4,020  | 4,694   | 5,293   |
| Tree casiff low   | 2,104  | 3,403  | 4,020  | 4,054   | 5,250   |
| <b>Q</b> method <sup>™</sup> – <b>Quality of Earnings*</b>  |  |  |  |   |   |
| (US\$ Millions)   | 2021A  | 2022A  | 2023E  | 2024E   | 2025  |
| Cash Realization Ratio  | 3.9x   | 1.5x   | 1.3x   | 1.3x  | 1.2   |
| Asset Replacement Ratio   | 0.2x   | 0.3x   | 0.7x   | 0.8x  | 0.9   |
| Tax Rate  | NM   | 4.8%   | 12.2%  | 20.0%   | 21.0%   |
| Net Debt-to-Equity Ratio  | -85.8%   | -97.0%   | -99.5%   | -106.4%   | -110.2%   |
| Interest Cover  | 3.3x   | NM   | NM   | NM  | NM  |
| Income Statement Data (Dec)   |  |  |  |   |   |
| (US\$ Millions)   | 2021A  | 2022A  | 2023E  | 2024E   | 2025  |
| Sales   | 5,992  | 8,399  | 9,907  | 11,622  | 13,695  |
| % Change  | 77.4%  | 40.2%  | 17.9%  | 17.3%   | 17.8%   |
| Gross Profit  | 4,836  | 6,901  | 8,205  | 9,647   | 11,380  |
| % Change  | 93.3%  | 42.7%  | 18.9%  | 17.6%   | 18.0%   |
| EBITDA  | 1,593  | 2,903  | 3,478  | 4,164   | 4,978   |
| % Change  | NM   | 82.2%  | 19.8%  | 19.7%   | 19.6%   |
| Net Interest & Other Income   | (730)  | 187  | 614  | 676   | 676   |
| Net Income (Adjusted)   | 555  | 2,347  | 3,149  | 3,720   | 4,353   |
| % Change  | NM   | 322.9%   | 34.2%  | 18.1%   | 17.0%   |
| Free Cash Flow Data (Dec)<br>(US\$ Millions)  | 2021A  | 2022A  | 2023E  | 2024E   | 2025  |
|   |  | 1,893  | 2,573  | 2024E<br>2,884  | 3,436   |
| Net Income from Cont Operations (GAAP)  | (352)  | ,  | ,  | ,   | ,   |
| Depreciation & Amortization   | 138  | 81   | 44   | 49  | 50  |
| Change in Working Capital   | 638  | 319  | 304  | 546   | 530   |
| Deferred Taxation Charge  | 11   | (1)  | 0  | 0   | (   |
| Other Adjustments, Net  | 1,755  | 1,138  | 1,131  | 1,252   | 1,322   |
| Capital Expenditure   | (25)   | (25)   | (32)   | (38)  | (44   |
| Free Cash Flow  | 2,164  | 3,405  | 4,020  | 4,694   | 5,293   |
|   |  |  |  | 4 6 0 0/  | 13 00/  |
| % Change  | NM   | 57.4%  | 18.0%  | 16.8%   | 12.8%   |
| Balance Sheet Data (Dec)  | NM   |  | 18.0%  |   | 12.8%   |
| Balance Sheet Data (Dec)<br>(US\$ Millions)   | 2021A  | 2022A  | 2023E  | 2024E   | 2025  |
| Balance Sheet Data (Dec)<br>(US\$ Millions)<br>Cash & Equivalents   |  | <b>2022A</b> 7,378   |  |   | <b>12.8% 2025</b> 14,654  |
| Balance Sheet Data (Dec)<br>(US\$ Millions)   | <b>2021A</b><br>6,082<br>3,715   | <b>2022A</b><br>7,378<br>4,783                             | <b>2023E</b><br>8,709<br>6,178   | <b>2024E</b><br>11,591<br>7,153   | <b>2025</b><br>14,654<br>8,226  |
| Balance Sheet Data (Dec)<br>(US\$ Millions)<br>Cash & Equivalents   | <b>2021A</b><br>6,082  | <b>2022A</b> 7,378   | <b>2023E</b> 8,709   | <b>2024E</b><br>11,591  | <b>2025</b><br>14,654<br>8,226  |
| Balance Sheet Data (Dec)<br>(US\$ Millions)<br>Cash & Equivalents<br>Trade Receivables  | <b>2021A</b><br>6,082<br>3,715   | <b>2022A</b><br>7,378<br>4,783                             | <b>2023E</b><br>8,709<br>6,178   | <b>2024E</b><br>11,591<br>7,153   | <b>2025</b><br>14,654<br>8,226<br>2,962   |
| Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets  | <b>2021A</b> 6,082 3,715 2,589   | <b>2022A</b> 7,378 4,783 2,700                             | <b>2023E</b><br>8,709<br>6,178<br>2,933  | <b>2024E</b><br>11,591<br>7,153<br>2,887  | <b>2025</b><br>14,654<br>8,226<br>2,962   |
| Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment  | <b>2021A</b> 6,082 3,715 2,589 157   | <b>2022A</b> 7,378 4,783 2,700 121                         | <b>2023E</b><br>8,709<br>6,178<br>2,933<br>182   | <b>2024E</b> 11,591 7,153 2,887 182   | 2025<br>14,654<br>8,226<br>2,962<br>182<br>1,004                                      |
| Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets  | <b>2021A</b> 6,082 3,715 2,589 157 1,166   | <b>2022A</b> 7,378 4,783 2,700 121 1,056                   | <b>2023E</b><br>8,709<br>6,178<br>2,933<br>182<br>1,004                                  | <b>2024E</b> 11,591 7,153 2,887 182 1,004   | 2025<br>14,654<br>8,226<br>2,962<br>18,<br>1,004<br>27,028                            |
| Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets Short-Term Debt  | <b>2021A</b> 6,082 3,715 2,589 157 1,166 <b>13,708</b> 0                                 | <b>2022A</b> 7,378 4,783 2,700 121 1,056 <b>16,038</b> 0   | 2023E<br>8,709<br>6,178<br>2,933<br>182<br>1,004<br>19,006                               | <b>2024E</b> 11,591 7,153 2,887 182 1,004 <b>22,816</b> 0                           | 2025<br>14,654<br>8,226<br>2,962<br>183<br>1,004<br>27,028                            |
| Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets Short-Term Debt Other Current Liabilities  | 2021A<br>6,082<br>3,715<br>2,589<br>157<br>1,166<br>13,708<br>0<br>6,359                 | 2022A 7,378 4,783 2,700 121 1,056 16,038 0 7,978           | 2023E<br>8,709<br>6,178<br>2,933<br>182<br>1,004<br>19,006<br>0<br>9,749                 | 2024E<br>11,591<br>7,153<br>2,887<br>182<br>1,004<br>22,816<br>0<br>11,295          | 2025<br>14,654<br>8,226<br>2,962<br>182<br>1,004<br>27,028                            |
| Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets Short-Term Debt Other Current Liabilities Long-Term Debt                               | 2021A<br>6,082<br>3,715<br>2,589<br>157<br>1,166<br>13,708<br>0<br>6,359<br>1,983        | 2022A 7,378 4,783 2,700 121 1,056 16,038 0 7,978 1,987     | 2023E<br>8,709<br>6,178<br>2,933<br>182<br>1,004<br>19,006<br>0<br>9,749<br>1,887        | 2024E<br>11,591<br>7,153<br>2,887<br>182<br>1,004<br>22,816<br>0<br>11,295<br>1,887 | 2025<br>14,654<br>8,226<br>2,962<br>182<br>1,004<br>27,028<br>(13,042<br>1,887        |
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| Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets Short-Term Debt Other Current Liabilities Long-Term Debt                               | 2021A<br>6,082<br>3,715<br>2,589<br>157<br>1,166<br>13,708<br>0<br>6,359<br>1,983        | 2022A 7,378 4,783 2,700 121 1,056 16,038 0 7,978 1,987     | 2023E<br>8,709<br>6,178<br>2,933<br>182<br>1,004<br>19,006<br>0<br>9,749<br>1,887        | 2024E<br>11,591<br>7,153<br>2,887<br>182<br>1,004<br>22,816<br>0<br>11,295<br>1,887 | <b>2025</b> l   |

#### **Company Sector**

Internet/e-Commerce

#### **Company Description**

Airbnb is a two sided online marketplace for accommodations, boutique hotels, activities and experiences. Airbnb is available in close to 100k cities spanning 220 Countries. There are over 4 million hosts, of which 85% are outside of the U.S., generating close to 6mn active listings. Airbnb is headquartered in San Francisco, CA and has close to 5,000 employees.

#### **Investment Rationale**

Airbnb is well positioned within alternative accommodations given: 1) established host base with 4mn hosts on the platform (90% individual hosts), 2) enhanced travel experience offered by alternative accommodations (AA), 3) established brand with 90% of traffic direct to Airbnb, and 4) opportunity for higher take rates and new services on the platform. Our Neutral rating reflects premium valuation with strong long-term growth discounted in the stock.

| Stock Data           |          |
|----------------------|----------|
| Average Daily Volume | 5,355,94 |

| Quarterly | Earnings | Estimates |
|-----------|----------|-----------|
|           |          |           |

|    | 2022  | 2023  |
|----|-------|-------|
| Q1 | 0.23A | 0.43A |
| Q2 | 0.82A | 1.15A |
| Q3 | 1.73A | 2.23E |
| Q4 | 0.69A | 0.94E |

<sup>\*</sup> For full definitions of  $\emph{IQ}$  method  $^{\text{SM}}$  measures, see page 7.

### Positives vs. Negatives

#### **Positives**

- **ADR growth continues driving bookings upside:** ADR was \$166 in 2Q23 (up 1% y/y or 2% ex-FX). Mgmt. outlook for 3Q suggests continued ADR y/y growth due to FX tailwinds and mix shift to bigger homes.
- **Supply y/y growth accelerated:** Airbnb's 2Q active listings growth continued to accelerate, growing at 19% y/y (ex-China) vs 18% growth in 1Q. Airbnb saw y/y supply growth across all regions, with the highest growth rates in LatAm and APAC.
- **Take rate upside in 3Q:** Airbnb mgmt. indicated that take rates in 3Q23 should be above 3Q22 due to 1) timing of revenue recognition vs bookings, 2) uptick from insurance products and 3) uptick from efficient discounting vs 2022.
- **Strong FCF and ability to reduce share count.** We estimate Airbnb will generate \$4bn in FCF in 2023 (around \$6.05/share), and company is more than offsetting SBC related share count dilution through buybacks.
- New products coming next year: Airbnb intends to release new features and upgrades, as part of their Nov'23 release. Several new AI driven products are likely next year (AI driven customer service, enhancing developer productivity, etc.) and we would expect an experiences product relaunch.

#### **Negatives**

- **Lower room night growth:** Reported room nights missed the Street in 2Q (growing 11% vs 13% expected and management guided 3Q to only modest y/y acceleration in growth vs 2Q.)
- **Host pricing initiatives suggest slowing demand:** Airbnb is creating tools for hosts (especially in the US) to help manage pricing to drive more demand, and expects some y/y pressure on 2H ADRs (though expected to be more than offset by FX and mix shift upside).
- AA nights competition from Booking (BKNG): Airbnb 2Q booked room nights grew at 11% y/y in-line with Booking's AA room nights growth. While Booking mostly focuses on professional property managers and does not guide AA nights specifically, Booking's 3Q outlook suggests slightly more room night growth acceleration than Airbnb in 3Q.



### 2Q'23 Actual v. Estimates

2Q Gross Bookings of \$19.1bn were in-line with the Street estimate, but below our estimate of \$19.6bn. While Nights booked of 115.1mn (up 11% y/y) were lower vs. Street at 118.1mn, reported ADRs at \$166 (up 1% y/y) were above our/Street estimate of \$162. Revenue was slightly above the Street on higher take-rates. EBITDA margins at 33% was above the Street estimate of 30% on lower-than-expected S&M and product development spend.

**Exhibit 1: Actual vs Estimates** 

Bookings were below our estimates on lower nights, despite higher ADRs

|  |                     | Q2-2023            |                  |
|--|---------------------|--------------------|------------------|
|  | Actual              | Estimates          | Change           |
| Nights and Experiences booked                            | 115.1               | 120.7              | -5.61            |
| Y/Y Growth   | 11%                 | 16%                | -5%              |
| GBV/Night & Experiences booked                           | \$166.0             | \$162.4            | \$3.7            |
| Y/Y Growth   | 1%                  | -1%                | 2%               |
| GBV  | \$19,107.8          | \$19,598.0         | (\$490.2)        |
| Y/Y Growth   | 13%                 | 15%                | -3%              |
| Net Revenue  | \$2,484.0           | \$2,462.4          | \$21.6           |
| Y/Y Growth   | 18%                 | 17%                | 1%               |
| Cost of Revenue (Payment processing, servers and outside | ¢422.0              | ¢4E0.6             | (¢10.6)          |
| services)  | \$432.0             | \$450.6            | (\$18.6)         |
| Y/Y Growth   | 17%                 | 18%                | -1%              |
| Gross Profit   | \$2,052.0           | \$2,011.8          | \$40.2           |
| As a % of Net Revenue                                    | 83%                 | 82%                | 1%               |
| Output in a community (For CDC)                          |                     |                    |                  |
| Operating expenses (Ex SBC): Ops & Support               | \$298.0             | \$285.6            | \$12.4           |
| as a % of net Rev  | \$296.0<br>12%      | 12%                | \$12.4<br>0%     |
| G&A  | \$217.0             | \$209.3            | \$7.7            |
| as a % of net Rev  | \$217.U<br>9%       | \$209.3<br>9%      | \$7.7<br>0%      |
| S&M  | \$450.0             | \$504.8            | (\$54.8)         |
| as a % of net Rev  | 18%                 | 21%                | (\$34.6)<br>-2%  |
| Product Development                                      | \$260.0             | \$278.3            | -2%<br>(\$18.3)  |
| as a % of net Rev  | \$200.0<br>10%      | 3276.3<br>11%      | (\$ 16.5)<br>-1% |
| Total Operating Expenses (Ex SBC)                        | \$1,657.0           | \$1,728.6          | (\$71.6)         |
|  | \$1,037.0           | \$1,720.0          | \$26.8           |
| Stock-Based Compensation<br>as a % of net Rev            | \$304.0<br>12%      | \$277.2<br>11%     | \$26.8<br>1%     |
| Operating Income (GAAP)                                  | \$523.0             | \$456.6            | \$66.4           |
|  | \$153.0<br>\$153.0  | \$140.5            | \$12.5           |
| Other Income (incl. Interest)                            | \$155.0<br>\$676.0  | \$140.5<br>\$597.1 | \$12.5<br>\$78.9 |
| Earnings Before Taxes (GAAP)<br>Income Tax Expense       | \$676.0<br>(\$26.0) | (\$59.7)           | \$76.9<br>\$33.7 |
| ·  | (\$20.0)<br>-4%     | -10%               | \$33.7<br>6%     |
| Tax Rate   |                     |                    |                  |
| Net Income GAAP (reported)                               | \$650.0             | \$537.4            | \$112.6          |
| Margin   | 26%                 | 22%                | 4%               |
| Basic EPS  | \$1.02              | \$0.85             | \$0.18           |
| Diluted EPS  | \$0.98              | \$0.80             | \$0.18           |
| Depreciation and Amortization                            | \$9.0               | \$12.0             | (\$3.0)          |
| Adj. EBITDA  | \$819.0             | \$750.3            | \$68.7           |
| Margin   | 33%                 | 30%                | 2.5%             |

**Source:** BofA Global Research estimates, company report

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### **Estimate changes**

Management expects 3Q room night growth to accelerate vs 2Q, but growth to remain lower vs revenue growth (boosted by ADR growth). Airbnb expects 2H marketing spend as % of revenue to be lower vs 2H22, and anticipates 2023 EBITDA margins to be modestly higher vs 2022 (which were 34.6%).

We lower 2023E nights on slowing demand, mostly offset by higher ADRs. We lower bookings slightly to \$73bn (16% y/y) from \$73.5bn, and raise revenue to \$9.9bn from \$9.8bn on slightly higher take-rates. We increase our EBITDA margin estimate to 35% from 34% on lower opex, and note that 2023 EBITDA growth will be back-half weighted.

For 2024E, we raise EBITDA to \$4.2bn (36% margin) from \$4.0bn.

#### **Exhibit 2: Estimate Changes**

For 2023/2024 we are increasing our revenue and EBITDA estimates

|  |           | Q3-2023   |         |           | Q4-2023   | 3      |           | 2023E     |          |           | 2024E     |          |
|--|-----------|-----------|---------|-----------|-----------|--------|-----------|-----------|----------|-----------|-----------|----------|
|  | New       | Old       | Change  | New       | Old       | Change | New       | Old       | Change   | New       | Old       | Change   |
| Nights and Experiences booked                            | 112.7     | 117.6     | -5.0    | 101.4     | 104.1     | -2.6   | 450.3     | 463.5     | -13.2    | 522.9     | 538.3     | -15.4    |
| Y/Y Growth   | 13%       | 18%       | -5%     | 15.0%     | 18.0%     | -3.0%  | 14.4%     | 17.7%     | -3.4%    | 16%       | 16%       | 0%       |
| GBV/Night & Experiences booked                           | \$158.8   | \$153.3   | \$5.5   | \$154.3   | \$148.2   | 6.11   | \$162.2   | \$158.5   | 3.75     | \$162.7   | \$156.0   | 6.69     |
| Y/Y Growth   | 2%        | -2%       | 4%      | 1.0%      | -3.0%     | 4.0%   | 1.0%      | -1.3%     | 2.3%     | 0%        | -2%       | 2%       |
| GBV  | \$17,889  | \$18,036  | (\$147) | \$15,655  | \$15,427  | \$228  | \$73,048  | \$73,458  | (\$410)  | \$85,059  | \$83,963  | \$1,096  |
| Y/Y Growth   | 15%       | 16%       | -1%     | 16%       | 14%       | 2%     | 16%       | 16%       | -1%      | 16%       | 14%       | 2%       |
| Take rate  | 18.9%     | 18.5%     | 0.4%    | 14.2%     | 14.0%     | 0.2%   | 13.8%     | 13.5%     | 0.3%     | 13.9%     | 13.6%     | 0.2%     |
| Net Revenue  | \$3,384   | \$3,336   | \$49    | \$2,220   | \$2,162   | \$58   | \$9,907   | \$9,778   | \$129    | \$11,622  | \$11,293  | \$329    |
| Y/Y Growth   | 17%       | 16%       | 2%      | 17%       | 14%       | 3%     | 18%       | 16%       | 2%       | 17%       | 15%       | 2%       |
| Cost of Revenue (Payment processing, servers and outside |           |           |         |           |           |        |           |           |          |           |           |          |
| services)  | \$453.5   | \$453.6   | (\$0.1) | \$388.5   | \$384.8   | \$3.7  | \$1,702.0 | \$1,717.1 | (\$15.0) | \$1,974.8 | \$1,963.1 | \$11.7   |
| Margin   | 13.4%     | 13.6%     | -0.2%   | 17.5%     | 17.8%     | -0.3%  | 17.2%     | 17.6%     | -0.4%    | 17.0%     | 17.4%     | -0.4%    |
| Gross Profit   | \$2,930.9 | \$2,881.9 | \$49.0  | \$1,831.7 | \$1,777.0 | \$54.7 | \$8,204.5 | \$8,060.7 | \$143.9  | \$9,647.0 | \$9,329.6 | \$317.5  |
| Margin   | 86.6%     | 86.4%     | 0.2%    | 82.5%     | 82.2%     | 0.3%   | 82.8%     | 82.4%     | 0.4%     | 83.0%     | 82.6%     | 0.4%     |
|  |           |           | 0%      |           |           | 0%     |           |           | 0%       |           |           | 0%       |
| Operating expenses (Ex SBC):                             |           |           |         |           |           |        |           |           |          |           |           |          |
| Ops & Support  | \$321.5   | \$303.5   | \$18.0  | \$282.0   | \$270.2   | \$11.7 | \$1,168.5 | \$1,126.4 | \$42.1   | \$1,346.1 | \$1,267.9 | \$78.2   |
| as a % of net Rev  | 9.5%      | 9.1%      | 0.4%    | 12.7%     | 12.5%     | 0.2%   | 11.8%     | 11.5%     | 0.3%     | 11.6%     | 11.2%     | 0.4%     |
| G&A  | \$216.6   | \$213.5   | \$3.1   | \$226.5   | \$220.5   | \$6.0  | \$855.1   | \$838.3   | \$16.8   | \$971.0   | \$937.4   | \$33.6   |
| as a % of net Rev  | 6.4%      | 6.4%      | 0.0%    | 10.2%     | 10.2%     | 0.0%   | 8.6%      | 8.6%      | 0.1%     | 8.4%      | 8.3%      | 0.1%     |
| S&M  | \$384.1   | \$383.6   | \$0.5   | \$401.9   | \$393.4   | \$8.4  | \$1,658.0 | \$1,703.8 | (\$45.8) | \$1,936.9 | \$1,939.3 | (\$2.4)  |
| as a % of net Rev  | 11.4%     | 11.5%     | -0.2%   | 18.1%     | 18.2%     | -0.1%  | 16.7%     | 17.4%     | -0.7%    | 16.7%     | 17.2%     | -0.5%    |
| Product Development                                      | \$277.5   | \$283.5   | (\$6.0) | \$290.8   | \$287.5   | \$3.3  | \$1,099.4 | \$1,120.3 | (\$20.9) | \$1,299.4 | \$1,263.7 | \$35.8   |
| as a % of net Rev  | 8.2%      | 8.5%      | -0.3%   | 13.1%     | 13.3%     | -0.2%  | 11.1%     | 11.5%     | -0.4%    | 11.2%     | 11.2%     | 0.0%     |
| Expenses (Ex SBC)  | \$1,653   | \$1,638   | \$16    | \$1,590   | \$1,556   | \$33   | \$6,483   | \$6,506   | (\$23)   | \$7,528   | \$7,371   | \$157    |
| EBITDA   | \$1,748   | \$1,715   | \$33    | \$649     | \$623     | \$25   | \$3,478   | \$3,351   | \$127    | \$4,164   | \$3,991   | \$172    |
| Margin   | 52%       | 51%       | 0%      | 29.2%     | 28.8%     | 0.4%   | 35.1%     | 34.3%     | 0.8%     | 35.8%     | 35.3%     | 0.5%     |
| Other Income   | \$160.5   | \$143.5   | \$17.0  | \$326.0   | \$284.0   | \$42.0 | \$614.0   | \$559.5   | \$54.5   | \$675.5   | \$549.5   | \$126.0  |
| Earnings Before Taxes (GAAP)                             | \$1,610.1 | \$1,579.8 | \$30.3  | \$514.0   | \$477.8   | \$36.2 | \$2,930.2 | \$2,784.7 | \$145.5  |           | \$3,382.2 | \$223.4  |
| Income Tax Expense                                       | (\$241.5) | (\$268.6) | \$27.0  | (\$77.1)  | (\$81.2)  | \$4.1  |           | (\$422.5) | \$64.9   | (\$721.1) | (\$676.4) | (\$44.7) |
| Tax Rate   | -15%      | -17%      | 2%      | -15%      | -17%      | 2%     | -12%      | -15%      | 3%       | -20%      | -20%      | 0%       |
| Net Income GAAP (reported)                               | \$1,368.6 |           | \$57.4  | \$436.9   | \$396.6   | \$40.4 |           | \$2,362.2 | \$210.3  |           |           |          |
| Margin   | 40.4%     | 39.3%     | 1.1%    | 19.7%     | 18.3%     | 1.3%   | 26.0%     | 24.2%     | 1.8%     | 24.8%     | 24.0%     | 0.9%     |
| GAAP Diluted EPS   | \$2.06    | \$1.96    | \$0.10  | \$0.66    | \$0.59    | \$0.07 | \$3.87    | \$3.53    | \$0.34   | \$4.37    | \$4.04    | \$0.33   |

**Source:** BofA Global Research estimates

BofA GLOBAL RESEARCH



#### Price objective basis & risk

#### Airbnb (ABNB)

Our \$155 price objective is based on 8x our 2024 Revenue estimate (representing 23x 2024 EBITDA). This multiple is at the high end of our Marketplace comp group range 2-8x reflecting still early alternative accommodation market penetration, category leadership, and significantly higher margins and FCF generation than most peers.

Risks are: 1) multiple compression given high relative valuation, 2) potential for increased competition from direct competitors driving up marketing spend, 3) growth or margin improvement below expectations on declining ADRs, and 4) slowing growth as post-pandemic travel surge stalls.

#### **Analyst Certification**

I, Justin Post, hereby certify that the views expressed in this research report accurately reflect my personal views about the subject securities and issuers. I also certify that no part of my compensation was, is, or will be, directly or indirectly, related to the specific recommendations or view expressed in this research report.

**US - Internet Coverage Cluster** 

| Investment rating | Company                         | Bof A Ticker | Bloomberg symbol | Analyst            |
|-------------------|---------------------------------|--------------|------------------|--------------------|
| BUY               |                                 |              |                  |                    |
|                   | Alphabet                        | GOOGL        | GOOGL US         | Justin Post        |
|                   | Alphabet                        | GOOG         | GOOG US          | Justin Post        |
|                   | Amazon.com                      | AMZN         | AMZN US          | Justin Post        |
|                   | AppLovin                        | APP          | APP US           | Omar Dessouky, CFA |
|                   | Arhaus, Inc                     | ARHS         | ARHS US          | Curtis Nagle, CFA  |
|                   | Digital Turbine, Inc            | APPS         | APPS US          | Omar Dessouky, CFA |
|                   | DoorDash                        | DASH         | DASH US          | Michael McGovern   |
|                   | Expedia                         | EXPE         | EXPE US          | Justin Post        |
|                   | Meta Platforms Inc              | META         | META US          | Justin Post        |
|                   | Peloton                         | PTON         | PTONUS           | Justin Post        |
|                   | RH                              | RH           | RH US            | Curtis Nagle, CFA  |
|                   | Roblox Corp. Class A            | RBLX         | RB LX US         | Omar Dessouky, CFA |
|                   | Take-Two Interactive            | TTWO         | TTWO US          | Omar Dessouky, CFA |
|                   | Tempur Sealy International Inc. | TPX          | TPX US           | Curtis Nagle, CFA  |
|                   | Uber                            | UBER         | UBER US          | Justin Post        |
|                   | Vivid Seats                     | SEAT         | SEAT US          | Curtis Nagle, CFA  |
|                   | Wayfair                         | W            | W US             | Curtis Nagle, CFA  |
|                   | Zillow                          | ZG           | ZG US            | Curtis Nagle, CFA  |
|                   | Zillow                          | Z            | ZUS              | Curtis Nagle, CFA  |
| NEUTRAL           |                                 |              |                  |                    |
| NEOTRAL           | 1stDibs.com                     | DIBS         | DIBS US          | Curtis Nagle, CFA  |
|                   | Airbnb                          | ABNB         | ABNB US          | Justin Post        |
|                   | Booking Holdings Inc            | BKNG         | BKNG US          | Justin Post        |
|                   | eBay                            | EBAY         | EBAY US          | Curtis Nagle, CFA  |
|                   | Electronic Arts                 | EA           | EA US            | Omar Dessouky, CFA |
|                   | Etsy, Inc.                      | ETSY         | ETSY US          | Curtis Nagle, CFA  |
|                   | Overstock.com Inc               | OSTK         | OSTK US          | Curtis Nagle, CFA  |
|                   | Pinterest                       | PINS         | PINS US          | Justin Post        |
|                   | Playtika                        | PLTK         | PLTK US          | Omar Dessouky, CFA |
|                   | Snap                            | SNAP         | SNAP US          | Justin Post        |
| UNDERPERFORM      |                                 |              |                  |                    |
| mu mu viivi       | Lyft, Inc.                      | LYFT         | LYFT US          | Michael McGovern   |
|                   | Opendoor Technologies           | OPEN         | OPEN US          | Curtis Nagle, CFA  |
|                   | Redfin Corp                     | RDFN         | RDFN US          | Curtis Nagle, CFA  |
|                   | , <sub></sub> .                 | ,            |                  | 22.22.35.0, 0.7.   |



#### **Q**method <sup>su</sup> Measures Definitions

| Business Performance       | Numerator  | Denominator   |
|----------------------------|--|---|
| Return On Capital Employed | NOPAT = (EBIT + Interest Income) $\times$ (1 $-$ Tax Rate) + Goodwill Amortization | Total Assets — Current Liabilities + ST Debt + Accumulated Goodwill<br>Amortization |
| Return On Equity           | Net Income   | Shareholders' Equity  |
| Operating Margin           | Operating Profit   | Sales   |
| Earnings Growth            | Expected 5 Year CAGR From Latest Actual  | N/A   |
| Free Cash Flow             | Cash Flow From Operations — Total Capex  | N/A   |
| Quality of Earnings        | Numerator  | Denominator   |
| Cash Realization Ratio     | Cash Flow From Operations  | Net Income  |
| Asset Replacement Ratio    | Capex  | Depreciation  |
| Tax Rate                   | Tax Charge   | Pre-Tax Income  |
| Net Debt-To-Equity Ratio   | Net Debt = Total Debt - Cash & Equivalents   | Total Equity  |
| Interest Cover             | EBIT   | Interest Expense  |
| Valuation Toolkit          | Numerator  | Denominator   |
| Price / Earnings Ratio     | Current Share Price  | Diluted Earnings Per Share (Basis As Specified)                                     |
| Price / Book Value         | Current Share Price  | Shareholders' Equity / Current Basic Shares   |
| Dividend Yield             | Annualised Declared Cash Dividend  | Current Share Price   |
| Free Cash Flow Yield       | Cash Flow From Operations – Total Capex  | Market Cap = Current Share Price × Current Basic Shares                             |
| Enterprise Value / Sales   | EV = Current Share Price × Current Shares + Minority Equity + Net Debt +           | Sales   |

EV / EBITDA Enterprise Value Basic EBIT + Depreciation + Amortization

Monethod Suis the set of BofA Global Research standard measures that serve to maintain global consistency under three broad headings: Business Performance, Quality of Earnings, and validations. The key features of iQmethod are: A consistently structured, detailed, and transparent methodology. Guidelines to maximize the effectiveness of the comparative valuation process, and to identify some common pitfalls.

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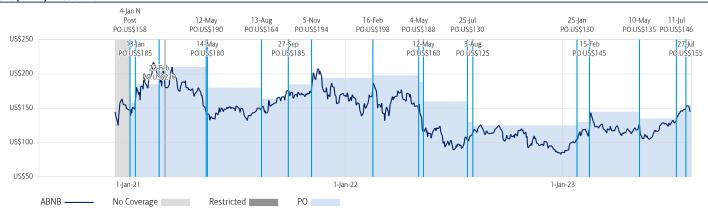
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#### **Disclosures**

#### **Important Disclosures**

#### Airbnb (ABNB) Price Chart



B: Buy, N: Neutral, U: Underperform, PO: Price Objective, NA: No longer valid, NR: No Rating

The Investment Opinion System is contained at the end of the report under the heading "Fundamental Equity Opinion Key". Dark grey shading indicates the security is restricted with the opinion suspended. Medium grey shading indicates the security is under review with the opinion withdrawn. Light grey shading indicates the security is not covered. Chart is current as of a date no more than one trading day prior to the date of the report.

#### Equity Investment Rating Distribution: Technology Group (as of 30 Jun 2023)

| Coverage Universe | Count | Percent | Inv. Banking Relationships R1 | Count | Percent |
|-------------------|-------|---------|-------------------------------|-------|---------|
| Buy               | 212   | 53.13%  | Buy                           | 103   | 48.58%  |
| Hold              | 89    | 22.31%  | Hold                          | 45    | 50.56%  |
| Sell              | 98    | 24.56%  | Sell                          | 30    | 30.61%  |

#### Equity Investment Rating Distribution: Global Group (as of 30 Jun 2023)

| Coverage Universe | Count | Percent | Inv. Banking Relationships <sup>R1</sup> | Count | Percent |
|-------------------|-------|---------|--|-------|---------|
| Buy               | 1877  | 53.28%  | Buy                                      | 1040  | 55.41%  |
| Hold              | 815   | 23.13%  | Hold                                     | 464   | 56.93%  |
| Sell              | 831   | 23.59%  | Sell                                     | 385   | 46.33%  |

RI Issuers that were investment banking dients of BofA Securities or one of its affiliates within the past 12 months. For purposes of this Investment Rating Distribution, the coverage universe includes only stocks. A stock rated Neutral is included as a Hold, and a stock rated Underperform is included as a Sell.

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## Investment rating Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster<sup>R2</sup>

| Buy          | ≥ 10% | ≤ /0% |
|--------------|-------|-------|
| Neutral      | ≥ 0%  | ≤ 30% |
| Jnderperform | N/A   | ≥ 20% |

Ratings dispersions may vary from time to time where BofA Global Research believes it better reflects the investment prospects of stocks in a Coverage Cluster.

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