

PRESS RELEASE

EDiMA welcomes new member TripAdvisor

Brussels, 4 February 2016 – EDiMA is delighted to announce that TripAdvisor has joined as the association's newest member. TripAdvisor will join EDiMA's solid association of online platforms working towards the realisation of a Digital Single Market.

"As one of the world most innovative travel sites, TripAdvisor adds a strong voice to the EDiMA membership and will add to our critical role in policy debates at the EU level" – Siada El Ramly, Director General of EDiMA.

Founded in 2000, TripAdvisor is the world's largest travel site** - operating in 47 countries worldwide. An early adopter of user-generated content, TripAdvisor helps its users to book the perfect trip by offering advice to travellers, from travellers. With more than 290 million reviews and opinions covering more than 5.3 million accommodations, restaurants and attractions, TripAdvisor branded sites receive 350 million unique visitors per month.

"EDiMA continues to reinforce its position as a leading voice of the platform sector in Europe and TripAdvisor is eager to add its voice towards creating better online services for EU consumers and businesses." - Véronique Corduant, Director of EU Public Policy at TripAdvisor.

For more information, contact:

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* EDiMA is the European trade association representing online platforms. It is an alliance of new media and Internet companies whose members include Airbnb, Allegro Group, Amazon EU, Apple, eBay, Expedia, Facebook, Google, King, LinkedIn, Microsoft, Netflix, PayPal, TripAdvisor, Twitter, Yahoo! Europe, Yelp. EDiMA's members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.

**Source: comScore Media Metrix for TripAdvisor Sites, worldwide, July 2015