

Trivago NV

Upward Revision to Guidance and Holisto on the Horizon

Key Takeaway

As Trivago's global footprint indexes higher towards Developed EU and ROW - travel demand on the aggregate remained strong through the first quarter and management noted it remains robust across all regions into April. More specifically, Dev EU and ROW demand is slightly up while the Americas are modestly down, as the inbound travel corridor from Canada and Mexico remains low, but on the aggregate continues to grow double digits so far in 2Q25. And despite the tougher operating backdrop, the top and bottom line outperformance in the quarter provides us with another proof point that Trivago continues to see the returns on its brand marketing efforts. Management offered revised FY25 guidance of revenue growth of mid-teens vs prior high single digits and positive Adj. EBITDA growth from "at least" break-even provided last guarter. Our 2025E revenue and Adj. EBITDA now stands at €553.6M/€14.8M vs €492.5M/€9.9M prior. We maintain our Neutral rating and raise our price target to \$4.

Upside Case

We think the bulls will argue: 1) DD growth in Jan continuing into Apr suggesting travel demand resiliency, 2) Despite the onset of a tougher macro towards the end of 1Q, Referral revenue in Rest of World +44%, Dev EU +19%, and Americas +18% YOY in the quarter, 3) Trivago's election to acquire the remaining interest in Holisto underscores its focus to drive brand traffic and its efforts to get users to book directly through Book & Go/Holisto should drive S&M leverage over the long-term.

Downside Case

The bears may counter: 1) TRVG may be over indexing towards brand channels which have shown to be volatile to macro changes, 2) Unfavorable operating environment particularly in the Americas may erode ROAS, 3) Even as it rolls out Book & Go, TRVG will likely continue to lose share to TRIP, which is attempting to redefine top of the funnel in travel with its GenAl trip planner, and 4) Mix of EXPE Referral revenue is down to 35% in 2025 from 37% in 2024 suggesting unfavorable ROIs for larger OTA players.

Valuation:

We raise our price target to \$4 (from \$3.4) as we apply a 0.3x (from 0.2x) multiple on our 2Q26-1Q27 revenue estimate of \$661 million.

Equities

Americas Internet Services

12-month rating Neutral *

US\$4.00 12m price target Prior: US\$3.40

US\$4.16 Price (30 Apr 2025) RIC: TRVG.O BBG: TRVG US

Trading data and key metrics

52-wk range US\$5.40-1.62 Market cap. US\$1.46b Shares o/s 350m (COM) Free float 18% Avg. daily volume ('000) 155 Avg. daily value (m) US\$0.6 Common s/h equity (12/25E) €0.21b P/BV (12/25E) 6.3x Net debt to EBITDA (12/25E) NM

EPS (UBS, diluted) (EUR)

| | | 12/25E | | |
|--------|--------|--------|------|--------|
| | From | То | % ch | Cons. |
| Q1 | (0.03) | (0.01) | NM | (0.02) |
| Q2E | (0.02) | (0.01) | NM | (0.05) |
| Q3E | 0.03 | 0.03 | 10 | 0.05 |
| Q4E | 0.02 | 0.03 | 17 | 0.04 |
| 12/25E | 0.01 | 0.03 | 189 | (0.04) |
| 12/26E | 0.02 | 0.05 | 177 | 0.00 |
| 12/27E | 0.02 | 0.07 | 181 | 0.02 |

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| Highlights (€k) | 12/22 | 12/23 | 12/24 | 12/25E | 12/26E | 12/27E | 12/28E | 12/29E |
|---|-----------------------|----------------------|---------------------|-----------------------|------------------------|----------------------|-------------------------|---------------|
| Revenues | 535,004 | 485,031 | 460,849 | 533,612 | 588,958 | 642,834 | 685,604 | 729,585 |
| EBIT (UBS) | 100,822 | 49,545 | 6,448 | 10,688 | 19,128 | 27,791 | 34,145 | 40,727 |
| Net earnings (UBS) | 94,267 | 41,877 | 16,606 | 11,380 | 15,867 | 23,497 | 29,324 | 35,463 |
| EPS (UBS, diluted) (€) | 0.26 | 0.12 | 0.05 | 0.03 | 0.05 | 0.07 | 0.08 | 0.10 |
| DPS (net) (€) | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Net (debt) / cash | 293,584 | 127,072 | 133,745 | 106,089 | 122,123 | 145,802 | 175,331 | 211,014 |
| Profitability/valuation | 12/22 | 12/23 | 12/24 | 12/25E | 12/26E | 12/27E | 12/28E | 12/29E |
| EBIT (UBS) margin % | 18.8 | 10.2 | 1.4 | 2.0 | 3.2 | 4.3 | 5.0 | 5.6 |
| ROIC (EBIT) % | 28.6 | 27.8 | 8.5 | 13.0 | 19.0 | 27.6 | 34.0 | 40.7 |
| EV/EBITDA (UBS core) x | 2.8 | 3.4 | 39.1 | 78.6 | 49.7 | 35.6 | 29.6 | 24.0 |
| P/E (UBS, diluted) x | 30.7 | 46.8 | 43.1 | NM | 81.2 | 54.9 | 44.0 | 36.3 |
| Equity FCF (UBS) yield % | 10.8 | 6.0 | 3.3 | (0.1) | 1.2 | 1.8 | 2.3 | 2.8 |
| Dividend yield (net) % | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Source: Company accounts, LSEG Eikon, price of US\$ 4.16 on 30-Apr-2025 | UBS estimates. Metric | cs marked as (UBS) h | nave had analyst ad | ljustments applied. V | 'aluations: based on a | an average share pri | ce that year, (E): base | ed on a share |

This report has been prepared by UBS Securities LLC. * Exception to core rating bands; See page . ANALYST CERTIFICATION AND REQUIRED DISCLOSURES, INCLUDING INFORMATION ON THE QUANTITATIVE RESEARCH REVIEW PUBLISHED BY UBS, BEGIN ON PAGE 10. UBS does and seeks to do business with companies covered in its research reports. As a result, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making their investment decision.

Trivago NV UBS Research

Investment Case: Upward Revision to Guidance and Holisto on the Horizon

Trivago reported 1Q25 Revenue and adjusted EBITDA of €124.1 million and (€6.5) million vs UBSe €111.3 and (€9.4) million. Our estimates for 2025 Revenue and Adjusted EBITDA now stand at €533.6 million and €14.8 million versus €496.1 million and €9.9 million prior.

Similar to Booking - in that Trivago's global footprint indexes higher towards Developed Europe and Rest of World - travel demand on the aggregate remained strong through the first quarter and management noted remains robust across all regions into April. More specifically, Dev EU and ROW demand is slightly up while the Americas are modestly down, as the inbound travel corridor from Canada and Mexico remains low, but on the aggregate continues to grow double digits so far in 2Q25. And despite the tougher operating backdrop, the top and bottom line outperformance in the quarter provides us with another proof point that Trivago continues to see the returns on its brand marketing efforts. As such, management offered revised full year 2025 guidance of revenue growth of mid-teens vs prior guidance of high single digits and positive Adjusted EBITDA growth from "at least" break-even provided last quarter.

Trivago also announced it had exercised its call option to acquire its remaining interest in Holisto. As a reminder, the company had paid \$10 million for a 30% stake in Holisto on July 30, 2024 which implied a \$33.3 million valuation, with the option to purchase the remaining 70% within 15 months for a maximum of \$60 million. Terms of the deal includes a cash payout of \$26 million and expected to close sometime in 2H25. As a reminder, our model had already assumed that Trivago would elect to acquire the remaining percentage and thus we update our model for the disclosed \$26 million cash payment to occur in 3Q25. Perhaps most importantly, management's revised full year outlook does not include contributions from Holisto which leaves room on the table for further upward estimate revisions to materialize in 2H.

Global return on ad spend (ROAS) on the aggregate declined in the quarter to 118.1% from 119.2% in the year prior driven by the Americas which was down 11.8pts and Rest of World also down 4.8pts YOY. The shortfall was largely driven by Trivago's ongoing efforts to push its brand marketing investments to drive up direct traffic volume to the platform which resulted in revenue growth but at the expense of lower ROAS. Otherwise the shortfall was offset by Dev EU which was up 13pts over the same period.

Reported revenue of €123.4 million delivered a beat vs the Street €112 million and UBSe €110.3 million driven by strength in referral revenue across all three regions. While aggregate operating expenses came in higher than we anticipated, the top line beat and subsequent flow through drove a modest profitability beat vs our expectations.

As we flow through the quarter's outperformance, we revise higher our Referral revenue estimates globally - we also raise our OpEx as we contemplate higher sales and marketing expenses as the company continues to invest into its tech stack, Al/ML efforts, and brand advertising initiatives. As mentioned prior we also incorporate the cash impact from Trivago's election to acquire its remaining interest in Holisto.

As a result, we maintain our Neutral rating but raise our price target to \$4.0 from \$3.4, with the key points of our investment thesis being:

The OTAs continue to decrease their reliance on Metasearch, shifting their spend towards merchandizing, loyalty, and Google. BKNG and EXPE accounted for 39% and 37% of TRVG Referral revenue in 4Q24. We model BKNG and EXPE growing marketing expenses by 3.8% and 3.8% respectively in 2025E and 6.1% and 6.7% in 2026E. From this growth, we believe Trivago will likely lose share given the volatility that they have seen in performance channels, as well as product innovation and optimizations in Tripadvisor.

Changes to Estimates

Changes to our 2Q25, 2025, 2026, and 2027 financial and operating metrics are as summarized below:

Figure 1: Trivago N.V. - UBS Estimate Revisions

| In €M Unless Otherwise Stated | 2Q25 Prior | 2Q25 Current | % Δ | 2025 Prior | 2025 Current | % Δ | 2026 Prior | 2026 Current | % Δ | 2027 Prior | 2027 Current | % Δ |
|-----------------------------------|---------------|-----------------|--------|---------------|-----------------|--------|---------------|-----------------|--------|---------------|-----------------|--------|
| Americas Referral Revenue | 50.3 | 53.2 | 5.7% | 187.2 | 194.8 | 4.1% | 195.0 | 213.3 | 9.4% | 201.9 | 232.0 | 14.9% |
| Developed Europe Referral Revenue | 48.9 | 56.4 | 15.4% | 199.7 | 220.7 | 10.5% | 206.7 | 240.6 | 16.4% | 212.9 | 258.6 | 21.5% |
| Rest of World Referral Revenue | 26.4 | 29.8 | 12.7% | 105.6 | 115.1 | 9.0% | 118.3 | 132.1 | 11.7% | 131.3 | 149.2 | 13.7% |
| Referral Revenue | 125.6 | 139.4 | 11.0% | 492.5 | 530.6 | 7.7% | 520.0 | 586.0 | 12.7% | 546.0 | 639.8 | 17.2% |
| Other Revenue | 1.0 | 0.9 | -12.5% | 3.6 | 3.0 | -16.6% | 3.6 | 3.0 | -16.6% | 3.6 | 3.0 | -16.6% |
| Total Revenue | 126.6 | 140.2 | 10.8% | 496.1 | 533.6 | 7.6% | 523.6 | 589.0 | 12.5% | 549.6 | 642.8 | 17.0% |
| Selling and Marketing | 109.7 | 122.7 | 11.9% | 397.9 | 434.4 | 9.2% | 420.6 | 478.8 | 13.8% | 442.0 | 522.0 | 18.1% |
| Operating Income Reported | (8.9) | (9.5) | -7.3% | (1.9) | (2.9) | -51.2% | 0.5 | 4.9 | 843.3% | 3.3 | 12.8 | 288.5% |
| Net Income | (7.9) | (8.9) | -12.4% | (4.9) | (3.5) | 29.5% | (3.6) | 1.6 | 144.7% | (1.4) | 8.5 | 696.9% |
| Diluted EPS | (€ 0.02) | (€ 0.03) | -12.2% | (€ 0.01) | (€ 0.01) | 29.7% | (€ 0.01) | € 0.00 | 141.4% | (€ 0.00) | € 0.02 | 649.8% |
| Diluted Shares Outstanding | 376 | 380 | 1.1% | 375 | 380 | 1.2% | 379 | 385 | 1.4% | 384 | 391 | 1.9% |
| Adjusted EBITDA | (5.7) | (4.7) | 16.5% | 9.9 | 14.8 | 49.2% | 12.76 | 23.57 | 84.8% | 16.0 | 32.4 | 102.5% |

Source: UBS estimates and Visible Alpha Consensus

1Q25 Reported Results

TRVG total revenue came in at €124.1M vs UBSe €111.3M of which Referral revenue was €123.4M vs UBSe €110.3M.

Figure 2: Trivago N.V. - Financial Results vs UBSe

| In €M Unless Otherwise Stated | 1Q25E | 1Q25A | % Δ | Analysis |
|--|----------|----------|--------|---|
| Referral Revenue | 110.3 | 123.4 | 11.9% | NA +18%, EU +19%, ROW +44% YOY |
| Other Revenue | 1.0 | 0.7 | -27.4% | Lapping impact of discontinuation of B2B in mid-2024 |
| Total Revenue | 111.3 | 124.1 | 11.5% | |
| Cost of Revenue | 3.3 | 2.7 | -17.9% | |
| Gross Profit | 108.0 | 121.4 | 12.4% | Referral revenue outperformance |
| Selling and Marketing | 97.8 | 110.2 | 12.7% | Higher than expected due to ongoing investment into brand |
| Technology and Content | 12.8 | 13.4 | 4.6% | |
| General and Administrative | 8.9 | 7.3 | -17.5% | Lower professional fees related to prior year accruals |
| Amortization of Intangible Assets | 0.0 | 0.0 | N/M | |
| Impairment of Goodwill | 0.0 | 0.0 | N/M | |
| Total Operating Expenses | 119.5 | 131.0 | 9.6% | |
| Operating Income Reported | (11.5) | (9.6) | 16.8% | |
| Interest (Expense) Income | 1.1 | 0.7 | -30.2% | |
| Other Income (Expense), net | 0.0 | 0.3 | N/M | |
| Pretax Income | (10.4) | (8.6) | 18.0% | |
| Provision for Income Tax | 0.0 | (2.1) | N/M | |
| Net Income Attributable to Minority Interest | 0.0 | (1.3) | N/M | |
| Net Income | (10.4) | (7.8) | 25.3% | |
| | | | | |
| Diluted EPS | (€ 0.03) | (€ 0.02) | 25.4% | |
| Diluted Shares Outstanding | 372.6 | 379.1 | 1.7% | |
| | | | | |
| Adjusted EBITDA | (9.4) | (6.5) | 30.9% | Higher OI flow through |

Source: Company data; UBS estimates

Valuation

We derive our updated price target of \$4 from \$3.4 based on an EV / revenue methodology as we apply a 0.3x multiple (from 0.2x) to our 12-months ending 1Q27E.

We believe that our revised 0.3x EV/Revenue multiple is appropriate as the company begins to see the returns on its higher brand marketing outlay to accelerate revenue growth in 2025 which we forecast to extend into 2026. Management's latest 2025 revenue guidance calls for mid-teens growth vs its prior guidance of high single digits. We note that revenue declined 5% growth in 2024. Whereas we are now modeling +10.4% and +9.1% revenue growth in 2026 and 2027 which we believe justifies the higher multiple. Our updated multiple remains in line with the stock's historical 2-year trading average and within the 0.1x-0.4x range.

Figure 3: Trivago N.V. - Valuation

| rrent Valuation (\$M) | 1Q25A | 2Q25E | 3Q25E | 4Q25E | 1Q26E | 2Q26E | 3Q26E | 4Q26E | 1Q27E | 2Q27E | 3Q27E | 4Q27E |
|--------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|------------|-------|-------|
| Current EV Calc | | | | | | | | | | | | |
| Current Share Price | | | | | | | | | \$4.18 | 4/30/25 | | |
| (x) Diluted Shares Outstanding | | | | | | | | | 70 | as of 4Q24 | | |
| (=) Market Capitalization | | | | | | | | | \$293 | | | |
| (+) Net Debt (Cash) | | | | | | | | | (143) | as of 4Q24 | | |
| (=) Enterprise Value | | | | | | | | | \$150 | | | |
| V/Revenue | 0.3x | 0.3x | 0.3x | 0.3x | 0.3x | 0.2x | 0.2x | 0.2x | 0.2x | 0.2x | 0.2x | 0.2 |
| V/Adi EBITDA | 10.6x | 10.2x | 9.9x | 9.1x | 8.6x | 7.9x | 6.7x | 5.8x | 4.9x | 15.4x | 9.7x | 3.7 |
| V/EBITDA (not Adj) | N.M. | N.M. | 70.8x | 84.2x | 62.4x | 39.6x | 21.4x | 14.7x | 13.3x | 11.8x | 9.4x | 7.9 |
| | | | | | | | | | | | | |
| aluation Methodology | | | | | | | | | | | | |
| V/Revenue Multiple | | | | | | | | | | | | |
| Revenue | \$131 | \$154 | \$180 | \$116 | \$150 | \$170 | \$199 | \$128 | \$164 | \$186 | \$217 | \$14 |
| (x) Target multiple | 0.3x | 0.3x | 0.3x | 0.3 |
| (=) Enterprise Value | \$37 | \$43 | \$50 | \$32 | \$42 | \$48 | \$56 | \$36 | \$46 | \$52 | \$61 | \$3 |
| (-) Net Cash (Debt) (T-1) | 130 | 124 | 119 | 143 | 125 | 125 | 106 | 117 | 110 | 106 | 121 | 13- |
| (=) Equity Value | \$276 | \$277 | \$277 | \$306 | \$293 | \$298 | \$283 | \$298 | \$295 | \$295 | \$315 | \$33 |
| (/) Diluted (T-1) | 70 | 70 | 70 | 70 | 76 | 76 | 76 | 76 | 76 | 77 | 78 | 7 |

Source: Company data, UBSe

Upside / Downside Scenarios

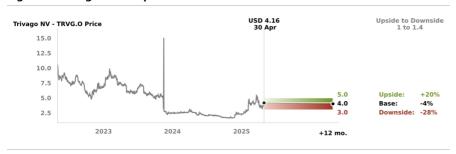
Our upside / downside scenarios imply a skew of (1.4x)

Upside Case (\$5): Our upside scenario assumes a 15% 2-Year CAGR for Revenue implying \$712M in 2Q26E-1Q27E Revenue, which on a 0.4x EV/Revenue multiple equates to a valuation of \$5.

Base Case (\$4): Our base case assumes a 13% 2-Year CAGR for Revenue implying \$661M in 2Q26E-1Q27E Revenue, which on a 0.3x EV/Revenue multiple equates to a price target of \$4.

Downside Case (\$3): Our downside scenario assumes an 8% 2-Year CAGR for Revenue implying \$606M in 2Q26E-1Q27E Revenue, which on a 0.1x EV/Revenue multiple equates to a valuation of \$3.

Figure 4: Trivago N.V. - Upside / Downside Skew



Source: UBS Research

Figure 5: Trivago N.V. - Scenario Analysis Key Assumptions

| Scenario | Implied Valuation | Revenue 2 Year CAGR | Revenue Multiple Applied |
|----------|----------------------|------------------------|-----------------------------|
| Upside | \$5 | 15% | 0.4x |
| Base | \$4 | 13% | 0.3x |
| Downside | \$3 | 8% | 0.1x |

Source: UBSe

Trivago NV (TRVG.O)

| Income Statement (€k) | 12/22 | 12/23 | 12/24 | 12/25E | %ch | 12/26E | %ch | 12/27E | 12/28E | 12/29E |
|--|---------------------------|--------------------------|--------------------|--------------------------|---------------|--------------------------|--------------|--------------------|--------------------|--------------------------|
| Revenues | 535,004 | 485,031 | 460,849 | 533,612 | 15.8 | 588,958 | 10.4 | 642,834 | 685,604 | 729,585 |
| Gross profit | 522,511 | 473,206 | 449,704 | 521,652 | 16.0 | 575,757 | 10.4 | 628,425 | 670,236 | 713,233 |
| EBITDA (UBS) | 106,954 | 54,100 | 10,173 | 14,843 | 45.9 | 23,572 | 58.8 | 32,400 | 38,877 | 45,566 |
| Depreciation & amortisation | (6,132) 100,822 | (4,555) 49,545 | (3,725) | (4,155) 10,688 | -11.5 65.8 | (4,444) 19,128 | -7.0 79.0 | (4,608) | (4,732) | (4,839) 40,727 |
| EBIT (UBS) Associates & investment income | 100,822 | 49,343 0 | 6,448 0 | 10,000 | 05.0 | 19,126 | 79.0 | 27,791 0 | 34,145 0 | 40,727 |
| Other non-operating income | 66 | (478) | 362 | 268 | -26.0 | 0 | _ | 0 | 0 | 0 |
| Net interest | (51) | 5,201 | 3,542 | 2,533 | -28.5 | 2,264 | -10.6 | 2,665 | 3,220 | 3,907 |
| Exceptionals (incl goodwill) | (36,442) | (10,005) | (8,451) | (13,579) | -60.7 | (14,258) | -5.0 | (14,970) | (15,719) | (16,505) |
| Pre-tax profit | 64,395 | 44,263 | 1,901 | (90) | - | 7,135 | - | 15,485 | 21,646 | 28,129 |
| Tax | (6,570) | (12,391) | 6,254 | (2,108) | _ | (5,526) | -162.1 | (6,959) | (8,041) | (9,171) |
| Profit after tax | 57,825 | 31,872 | 8,155 | (2,198) | _ | 1,609 | - | 8,526 | 13,605 | 18,958 |
| Preference dividends | 0 | 0 | . 0 | Ó | _ | . 0 | _ | 0 | . 0 | 0 |
| Minorities | 0 | 0 | 0 | 0 | _ | 0 | _ | 0 | 0 | 0 |
| Extraordinary items | (401) | (221) | (1,705) | (1,284) | 24.7 | 0 | - | 0 | 0 | 0 |
| Net earnings (local GAAP) | 57,424 | 31,651 | 6,450 | (3,482) | - | 1,609 | - | 8,526 | 13,605 | 18,958 |
| Net earnings (UBS) | 94,267 | 41,877 | 16,606 | 11,380 | -31.5 | 15,867 | 39.4 | 23,497 | 29,324 | 35,463 |
| Tax rate (%) | 10.2 | 28.0 | 0.0 | 0.0 | - | 77.4 | - | 44.9 | 37.1 | 32.6 |
| Day Chave (6) | 12/22 | 12/22 | 12/24 | 12/255 | 0/ ala | 12/265 | 0/ ala | 12/275 | 12/28E | 12/29E |
| Per Share (€) | 12/22 | 12/23 0.12 | 12/24 0.05 | 12/25E 0.03 | %ch | 12/26E 0.05 | %ch | 12/27E 0.07 | | 0.10 |
| EPS (UBS, diluted) EPS (local GAAP, diluted) | 0.26 0.16 | 0.12 | 0.03 | (0.01) | -31.5 - | 0.05 | 39.4 - | 0.07 | 0.08 0.04 | 0.10 |
| EPS (IBS, basic) | 0.16 | 0.09 | 0.02 | 0.01) | -31.5 | 0.00 | 39.4 | 0.02 | 0.04 | 0.03 |
| DPS (net) (€) | 0.20 | 0.12 | 0.03 | 0.03 | -51.5 | 0.03 | 39.4 | 0.07 | 0.00 | 0.10 |
| Cash EPS (UBS, diluted) ¹ | 0.00 | 0.14 | 0.00 | 0.00 | -23.6 | 0.06 | 30.7 | 0.08 | 0.00 | 0.00 |
| Book value per share | 7.84 | 9.89 | 0.56 | 0.58 | 2.8 | 0.62 | 6.0 | 0.67 | 0.74 | 0.82 |
| Average shares (diluted) | 358 | 344 | 351 | 351 | 0.0 | 351 | 0.0 | 351 | 351 | 351 |
| , werage shares (anatea) | 330 | 311 | 331 | 331 | 0.0 | 331 | 0.0 | 331 | 331 | 331 |
| Balance Sheet (€k) | 12/22 | 12/23 | 12/24 | 12/25E | %ch | 12/26E | %ch | 12/27E | 12/28E | 12/29E |
| Cash and equivalents | 293,584 | 127,072 | 133,745 | 106,089 | -20.7 | 122,123 | 15.1 | 145,802 | 175,331 | 211,014 |
| Other current assets | 59,620 | 60,855 | 56,526 | 79,140 | 40.0 | 83,901 | 6.0 | 88,536 | 92,215 | 95,998 |
| Total current assets | 353,204 | 187,927 | 190,271 | 185,229 | -2.7 | 206,024 | 11.2 | 234,338 | 267,546 | 307,013 |
| Net tangible fixed assets | 13,075 | 10,079 | 8,210 | 8,713 | 6.1 | 8,998 | 3.3 | 9,213 | 9,401 | 9,581 |
| Net intangible fixed assets | 271,877 | 75,614 | 45,345 | 45,445 | 0.2 | 45,445 | 0.0 | 45,445 | 45,445 | 45,445 |
| Investments / other assets | 53,436 | 51,449 | 56,891 | 80,932 | 42.3 | 80,932 | 0.0 | 80,932 | 80,932 | 80,932 |
| Total assets | 691,592 | 325,069 | 300,717 | 320,319 | 6.5 | 341,399 | 6.6 | 369,928 | 403,324 | 442,971 |
| Trade payables & other ST liabilities | 49,622 | 35,987 | 49,679 | 62,759 | 26.3 | 67,972 | 8.3 | 73,004 | 77,076 | 81,260 |
| Short term debt | 0 | 0 | 0 | 0 | - | 0 | - 0.2 | 72.004 | 0 | 0 250 |
| Total current liabilities | 49,622 0 | 35,987 0 | 49,679 0 | 62,759 0 | 26.3 | 67,972 0 | 8.3 | 73,004 0 | 77,076 0 | 81,260 |
| Long term debt Other long term liabilities | 80,234 | 74,058 | 53,433 | 50,670 | -5.2 | 50,670 | 0.0 | 50,670 | 50,670 | 50,670 |
| Preferred shares | 00,234 | 74,038 | 0 | 0 30,070 | -5.2 | 0,070 | - | 0,070 | 30,070 | 0,070 |
| Total liabilities (incl pref shares) | 129,856 | 110,045 | 103,112 | 113,429 | 10.0 | 118,642 | 4.6 | 123,674 | 127,746 | 131,930 |
| Common s/h equity | 561,736 | 215,024 | 197,605 | 206,890 | 4.7 | 222,757 | 7.7 | 246,254 | 275,578 | 311.041 |
| Minority interests | 0 | 0 | 0 | 0 | - | 0 | | 0 | 0 | 0 |
| Total liabilities & equity | 691,592 | 325,069 | 300,717 | 320,319 | 6.5 | 341,399 | 6.6 | 369,928 | 403,324 | 442,971 |
| | | | | | | | | | | |
| Cash Flow (€k) | 12/22 | 12/23 | 12/24 | 12/25E | %ch | 12/26E | %ch | 12/27E | 12/28E | 12/29E |
| Net income (before pref divs) | 57,424 | 31,651 | 6,450 | (3,482) | - | 1,609 | - | 8,526 | 13,605 | 18,958 |
| Depreciation & amortisation | 6,132 | 4,555 | 3,725 | 4,155 | 11.5 | 4,444 | 7.0 | 4,608 | 4,732 | 4,839 |
| Net change in working capital | 5,360 | (15,885) | 9,920 | (9,802) | - | 453 | - | 397 | 393 | 400 |
| Other operating | (2,648) | 6,869 | 155 | 12,202 | NM | 14,258 | 16.8 | 14,970 | 15,719 | 16,505 |
| Operating cash flow | 66,268 | 27,190 | 20,250 | 3,072 | -84.8 | 20,763 | NM | 28,502 | 34,448 | 40,702 |
| Tangible capital expenditure | (3,977) | (3,514) | (2,800) | (4,636) | -65.6 | (4,729) | -2.0 | (4,823) | (4,920) | (5,018) |
| Intangible capital expenditure | 0 | 0 | 0 | 0 | - | 0 | - | 0 | 0 | 0 |
| Net (acquisitions) & disposals | (50.022) | 0 | 15.030 | (25,004) | - | 0 | - | 0 | 0 | 0 |
| Other investing | (50,933) | 19,803 | 15,020 | (25,994) | - | (4.720) | - 04.6 | (4.022) | (4.020) | (5.040) |
| Investing cash flow | (54,910) | 16,289 | 12,220 | (30,630) | - | (4,729) | 84.6 | (4,823) | (4,920) | (5,018) |
| Equity dividends paid Share issues / (buybacks) | 0 | 0 | 0 | 0 | - | 0 | - | 0 | 0 | 0 |
| | (10.621) | (100 442) | (774) | (205) | 60.6 | 0 | - | 0 | 0 | 0 |
| Other financing Change in debt & pref shares | (19,621) 0 | (190,442) 0 | (774) 0 | (305) | 60.6 | 0 | _ | 0 | 0 | 0 |
| Financing cash flow | (19,621) | (190,442) | (774) | (305) | 60.6 | 0 | | 0 | 0 | 0 |
| Cash flow inc/(dec) in cash | (8,263) | (146,963) | 31,696 | (27,863) | - | 16,034 | | 23,679 | 29,528 | 35,684 |
| FX / non cash items | 45,469 | (146,563) | (25,023) | 207 | _ | 10,034 | -100.0 | 23,079 0 | 29,326 0 | 33,064 |
| Balance sheet inc/(dec) in cash | 37,206 | (166,512) | 6,673 | (27,656) | _ | 16,034 | - | 23,679 | 29,528 | 35,684 |
| zalance sheet mer (dee) in cash | 37,200 | (100/512) | 3,073 | (27,050) | to 1 Cach FDC | | | 25,0,5 | 25,520 | 33,004 |

Source: Company accounts, UBS estimates. (UBS) metrics use reported figures which have been adjusted by UBS analysts.\(^1\) Cash EPS (UBS, diluted) is calculated using UBS net income adding back depreciation and amortization.

Trivago NV (TRVG.O)

| Valuation (x) | 12/22 | 12/23 | 12/24 | 12/25E | 12/26E | 12/27E | 12/28E | 12/29E |
|--|-----------|-----------|-----------|-----------|-------------|-----------|-------------|-----------|
| P/E (local GAAP, diluted) | 50.4 | 62.0 | NM | NM | NM | NM | NM | 68.0 |
| P/E (UBS, diluted) | 30.7 | 46.8 | 43.1 | NM | 81.2 | 54.9 | 44.0 | 36.3 |
| P/CEPS | 28.8 | 42.2 | 35.2 | NM | 63.3 | 45.8 | 37.8 | 31.9 |
| Equity FCF (UBS) yield % | 10.7 | 6.0 | 3.3 | (0.1) | 1.2 | 1.8 | 2.3 | 2.8 |
| Dividend yield (net) % | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| P/BV | 1.0 | 0.6 | 3.8 | 6.3 | 6.0 | 5.5 | 5.0 | 4.5 |
| EV/revenues (core) | 0.6 | 0.4 | 0.9 | 2.2 | 2.0 | 1.8 | 1.7 | 1.5 |
| , | | 3.4 | | | 2.0 49.7 | | 1.7 29.6 | |
| EV/EBITDA (UBS core) | 2.8 | | 39.1 | 78.6 | | 35.6 | | 24.0 |
| EV/EBIT (core) | 3.0 | 3.7 | 61.7 | >100 | 61.3 | 41.5 | 33.8 | 26.8 |
| EV/OpFCF (core) | 2.8 | 3.4 | 39.1 | 78.6 | 49.7 | 35.6 | 29.6 | 24.0 |
| EV/op. invested capital | 0.9 | 1.0 | 5.2 | 14.2 | 11.6 | 11.5 | 11.5 | 10.9 |
| Enterprise value (€k) | 12/22 | 12/23 | 12/24 | 12/25E | 12/26E | 12/27E | 12/28E | 12/29E |
| Market cap. | 575,790 | 395,502 | 527,975 | 1,286,387 | 1,286,387 | 1,286,387 | 1,286,387 | 1,286,387 |
| Net debt (cash) | (274,981) | (210,328) | (130,409) | (119,917) | (114,106) | (133,963) | (133,963) | (193,173) |
| Buy out of minorities | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Pension provisions/other | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total enterprise value | 300,809 | 185,174 | 397,567 | 1,166,470 | 1,172,281 | 1,152,424 | 1,152,424 | 1,093,214 |
| Non core assets | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Core enterprise value | 300,809 | 185,174 | 397,567 | 1,166,470 | 1,172,281 | 1,152,424 | 1,152,424 | 1,093,214 |
| Growth (%) | 12/22 | 12/23 | 12/24 | 12/25E | 12/26E | 12/27E | 12/28E | 12/29E |
| Revenue | 48.0 | (9.3) | (5.0) | 15.8 | 10.4 | 9.1 | 6.7 | 6.4 |
| EBITDA (UBS) | 199.9 | (49.4) | (81.2) | 45.9 | 58.8 | 37.5 | 20.0 | 17.2 |
| EBIT (UBS) | NM | (50.9) | (87.0) | 65.8 | 79.0 | 45.3 | 22.9 | 19.3 |
| EPS (UBS, diluted) | NM | (53.8) | (61.2) | (31.5) | 39.4 | 48.1 | 24.8 | 20.9 |
| Net DPS | - | - | - | - | - | - | - | - |
| Margins & Profitability (%) | 12/22 | 12/23 | 12/24 | 12/25E | 12/26E | 12/27E | 12/28E | 12/29E |
| Gross profit margin | NM | NM | NM | NM | NM | NM | NM | NM |
| EBITDA margin | 20.0 | 11.2 | 2.2 | 2.8 | 4.0 | 5.0 | 5.7 | 6.2 |
| EBIT (UBS) margin | 18.8 | 10.2 | 1.4 | 2.0 | 3.2 | 4.3 | 5.0 | 5.6 |
| Net earnings (UBS) margin | 17.6 | 8.6 | 3.6 | 2.1 | 2.7 | 3.7 | 4.3 | 4.9 |
| ROIC (EBIT) | 28.6 | 27.8 | 8.5 | 13.0 | 19.0 | 27.6 | 34.0 | 40.7 |
| ROIC post tax | 26.7 | 21.5 | 8.5 | 11.0 | 14.1 | 21.3 | 26.7 | 32.3 |
| · | 15.0 | 10.8 | 8.0 | 5.6 | 7.4 | 10.0 | 11.2 | 12.1 |
| ROE (UBS) | 15.0 | 10.6 | 0.0 | 5.6 | 7.4 | 10.0 | 11.2 | 12.1 |
| Capital structure & Coverage (x) | 12/22 | 12/23 | 12/24 | 12/25E | 12/26E | 12/27E | 12/28E | 12/29E |
| Net debt / EBITDA | (2.7) | (2.3) | (13.1) | (7.1) | (5.2) | (4.5) | (4.5) | (4.6) |
| Net debt / total equity % | (52.3) | (59.1) | (67.7) | (51.3) | (54.8) | (59.2) | (63.6) | (67.8) |
| Net debt / (net debt + total equity) % | NM | NM | NM | NM | NM | NM | NM | NM |
| Net debt/EV % | (91.4) | NM | (32.8) | (10.3) | (9.7) | (11.6) | (13.9) | (17.7) |
| Capex / depreciation % | 64.9 | 77.1 | 75.2 | 111.6 | 106.4 | 104.7 | 104.0 | 103.7 |
| Capex / revenue % | 0.7 | 0.7 | 0.6 | 0.9 | 0.8 | 0.8 | 0.7 | 0.7 |
| EBIT / net interest | NM | - | - | - | - | - | - | - |
| Dividend cover (UBS) | - | - | - | - | - | - | - | - |
| Div. payout ratio (UBS) % | - | - | - | - | - | - | - | - |
| Revenues by division (€k) | 12/22 | 12/23 | 12/24 | 12/25E | 12/26E | 12/27E | 12/28E | 12/29E |
| Others | 535,004 | 485,031 | 460,849 | 533,612 | 588,958 | 642,834 | 685,604 | 729,585 |
| Total | 535,004 | 485,031 | 460,849 | 533,612 | 588,958 | 642,834 | 685,604 | 729,585 |
| | 333,004 | 403,031 | 400,043 | 333,012 | 300,330 | 0-12,03-1 | 005,004 | , 25,505 |
| EBIT (UBS) by division (€k) | 12/22 | 12/23 | 12/24 | 12/25E | 12/26E | 12/27E | 12/28E | 12/29E |
| Others | 100,822 | 49,545 | 6,448 | 10,688 | 19,128 | 27,791 | 34,145 | 40,727 |
| Total | 100,822 | 49,545 | 6,448 | 10,688 | 19,128 | 27,791 | 34,145 | 40,727 |

Source: Company accounts, UBS estimates. (UBS) metrics use reported figures which have been adjusted by UBS analysts.

Forecast returns

| Forecast price appreciation | -3.8% |
|-----------------------------|--------|
| Forecast dividend yield | 0.0% |
| Forecast stock return | -3.8% |
| Market return assumption | 8.6% |
| Forecast excess return | -12.5% |
| | |

Company Description

Trivago NV is a holding company that offers a global hotel and accommodation metasearch product, as well as marketing tools and services for advertisers.

Valuation Method and Risk Statement

We derive our price target using a EV/Revenue multiple. Key risks include: (1) inability to show structurally more efficient marketing spend after streamlining the marketing approach, (2) failure to sustain fixed cost savings generated from the pandemic related restructuring, (3) loss of market share and/or OTAs shifting marketing budgets away from metasearch towards search or brand advertising channels, (4) Google pushing further into online travel, (5) pandemic waves and (6) macro economic risk.

Quantitative Research Review

UBS Global Research publishes a quantitative assessment of its analysts' responses to certain questions about the likelihood of an occurrence of a number of short term factors in a product known as the 'Quantitative Research Review'. The views for this month can be found below. Views contained in this assessment on a particular stock reflect only the views on those short term factors which are a different timeframe to the 12-month timeframe reflected in any equity rating set out in this note. For previous responses please make reference to (i) previous UBS Global Research reports; and (ii) where no applicable research report was published that month, the Quantitative Research Review which can be found at https://neo.ubs.com/quantitative, or contact your UBS sales representative for access to the report or the Quantitative Research Team on ubs-quant-answers@ubs.com. A consolidated report which contains all responses is also available and again you should contact your UBS sales representative for details and pricing or the Quantitative Research Team on the email above.

Trivago NV

| Question | Response |
|---|-------------|
| 1. Is the industry structure facing the firm likely to improve or deteriorate over the next six months? Rate on a scale of 1-5 (1 = getting worse, 3 = no change, 5 = getting better, N/A = no view) | N/A |
| 2. Is the regulatory/government environment facing the firm likely to improve or deteriorate over the next six months? Rate on a scale of 1-5 (1 = getting tougher 3 = no change, 5 = getting better, N/A = no view) | N/A |
| 3. Over the last 3-6 months in broad terms have things been improving/no change/getting worse for this stock? Rate on a scale of 1-5 (1 = getting a lot worse, 3 = not much change, 5 = getting a lot better, N/A = no view) | N/A |
| 4. Relative to the current CONSENSUS EPS forecast, is the next company EPS update likely to lead to: (1 = negative surprise vs consensus, 3 = in-line with consensus, 5 = positive surprise vs consensus expectations, N/A = no view) | N/A |
| 5. What's driving the difference? | |
| 6. Relative to YOUR current earnings forecast, is there relatively greater risk at the next earnings result of:(1 = downside skew risk to earnings, 3 = equal upside or downside risk to earnings, 5 = upside skew risk to earnings, N/A = no view) | N/A |
| 7. What's driving the difference? | |
| 8. Is there an upcoming catalyst for the company over the next three months? | No Catalyst |
| 9. Is there an actual or approximate date for the catalyst? | |
| 10. Is the catalyst date an actual or approximate date? | N/A |
| 11. What is the catalyst? | |

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UBS Global Research: Global Equity Rating Definitions

| 12-Month Rating | Definition | Coverage ¹ | IB Services ² |
|-------------------|---|-----------------------|--------------------------|
| Buy | FSR is > 6% above the MRA. | 52% | 24% |
| Neutral | FSR is between -6% and 6% of the MRA. | 40% | 20% |
| Sell | FSR is > 6% below the MRA. | 8% | 22% |
| Short-Term Rating | Definition | Coverage ³ | IB Services ⁴ |
| Buy | Stock price expected to rise within three months from the time the rating was assigned because of a specific catalyst or event. | <1% | <1% |
| Sell | Stock price expected to fall within three months from the time the rating was assigned because of a specific catalyst or event. | <1% | <1% |

Source: UBS. Rating allocations are as of 31 March 2025.

- 1:Percentage of companies under coverage globally within the 12-month rating category.
- 2:Percentage of companies within the 12-month rating category for which investment banking (IB) services were provided within the past 12 months.
- 3: Percentage of companies under coverage globally within the Short-Term rating category.
- 4:Percentage of companies within the Short-Term rating category for which investment banking (IB) services were provided within the past 12 months.

KEY DEFINITIONS: Forecast Stock Return (FSR) is defined as expected percentage price appreciation plus gross dividend yield over the next 12 months. In some cases, this yield may be based on accrued dividends. Market Return Assumption (MRA) is defined as the one-year local market interest rate plus 5% (a proxy for, and not a forecast of, the equity risk premium). Under Review (UR) Stocks may be flagged as UR by the analyst, indicating that the stock's price target and/or rating are subject to possible change in the near term, usually in response to an event that may affect the investment case or valuation. Short-Term Ratings reflect the expected near-term (up to three months) performance of the stock and do not reflect any change in the fundamental view or investment case. **Equity Price Targets** have an investment horizon of 12 months.

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UBS Securities LLC: Chris Kuntarich, Stephen Ju, Vanessa Fong, Vanessa Fong.

Company Disclosures

| Company Name | Reuters | 12-month rating | Price | Price date |
|--------------------------------|---------|-----------------|----------|-------------|
| Trivago NV ^{16,28,20} | TRVG.O | Neutral (CBE) | US\$4.16 | 30 Apr 2025 |

Source: UBS Global Research; LSEG Eikon. All prices as of local market close. Ratings in this table are the most current published ratings prior to this report. They may be more recent than the stock pricing date.

16. UBS Securities LLC makes a market in the securities and/or ADRs of this company.

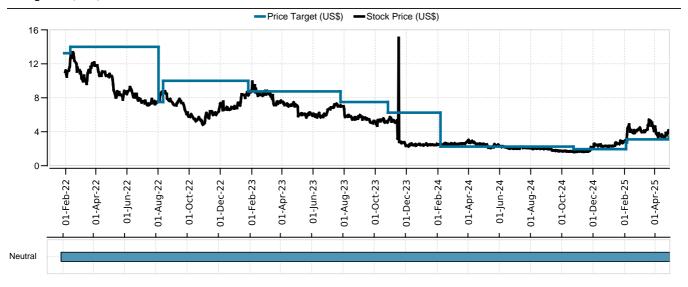
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Because this security exhibits higher-than-average volatility, the FSR has been set at 25% above the MRA for a Buy 20. rating, and at -25% below the MRA for a Sell rating (compared with 6/-6% under the normal rating system).

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Trivago NV (US\$)



| Date | Stock Price (US\$) | Price Target (US\$) | Rating |
|------------|--------------------|---------------------|---------|
| 2022-01-28 | 10.40 | 13.25 | Neutral |
| 2022-02-09 | 11.70 | 14.00 | Neutral |
| 2022-08-01 | 7.60 | 7.50 | Neutral |

Trivago NV 1 May 2025

| Date | Stock Price (US\$) | Price Target (US\$) | Rating |
|------------|--------------------|---------------------|---------|
| 2022-08-10 | 8.50 | 10.00 | Neutral |
| 2023-01-24 | 8.40 | 8.75 | Neutral |
| 2023-07-24 | 7.00 | 7.50 | Neutral |
| 2023-10-25 | 5.10 | 6.25 | Neutral |
| 2024-02-05 | 2.53 | 2.25 | Neutral |
| 2024-10-23 | 1.67 | 1.95 | Neutral |
| 2025-02-03 | 3.01 | 2.75 | Neutral |
| 2025-02-05 | 3.01 | 3.10 | Neutral |
| 2025-04-28 | 4.12 | 3.40 | Neutral |

Source: UBS Global Research; LSEG Eikon as of 30-Apr-2025. All prices as of local market close. Ratings as of date shown.

Additional Prices: TripAdvisor Inc, US\$12.82 (28 Apr 2025); Booking Holdings Inc, US\$4889.95 (28 Apr 2025); Expedia Group Inc, US \$161.24 (28 Apr 2025); Source: UBS. All prices as of local market close.

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