



November 7, 2017

# Update on the company





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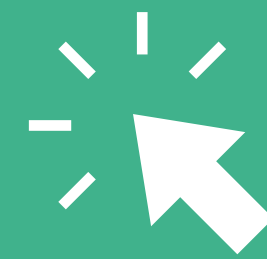
# trivago value proposition

## Choice

>1.8mm  
hotels<sup>1</sup>

Find the ideal hotel  
for the trip

## Availability



Booking sites<sup>2</sup>



Individual hotels

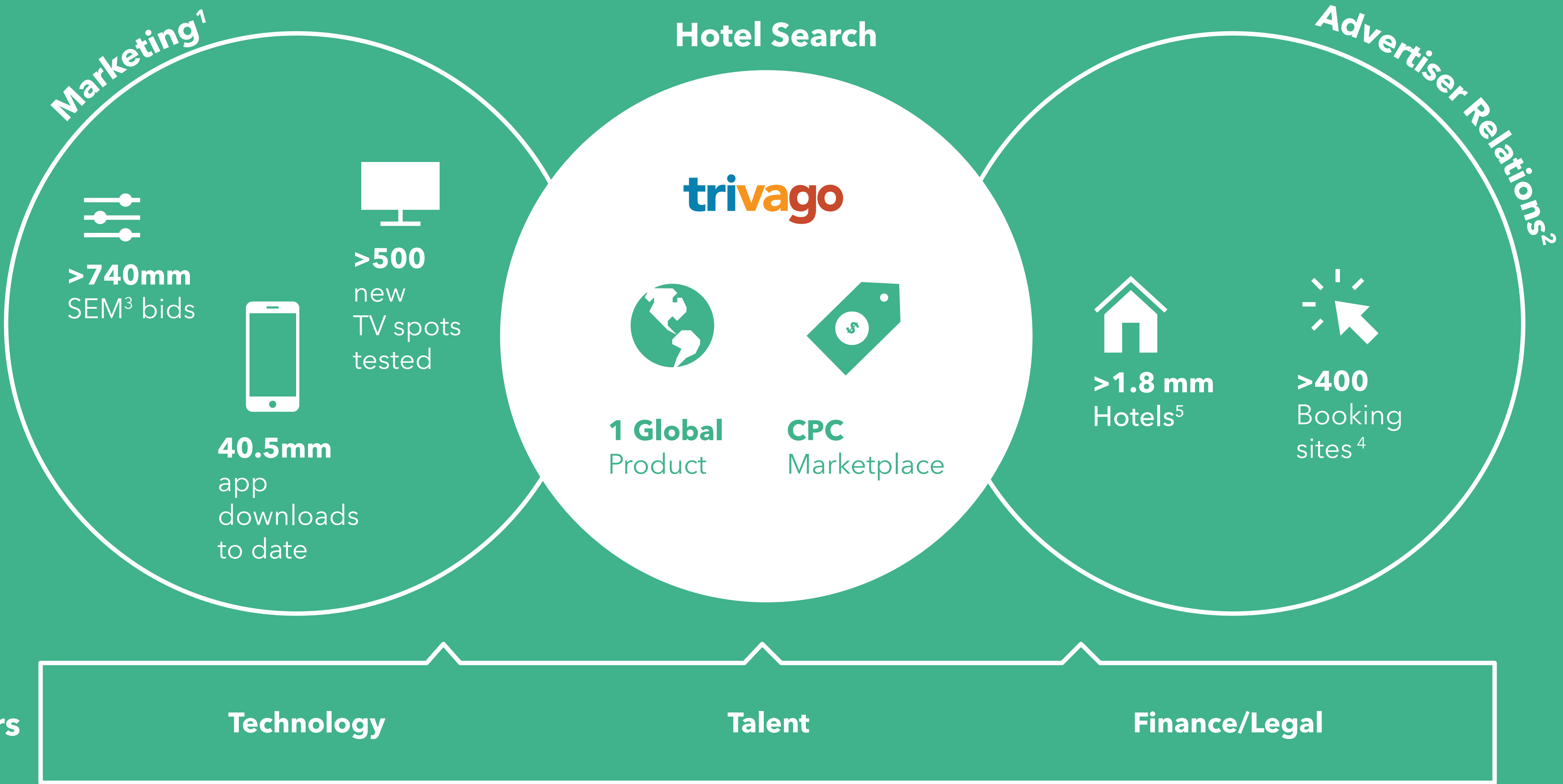
Find online availability from  
a variety of advertisers

## Price



Broad range of prices

# The trivago system



1. Approximate figures for FY 2016

2. Approximate figures as of November 7, 2017

3. SEM: Search Engine Marketing

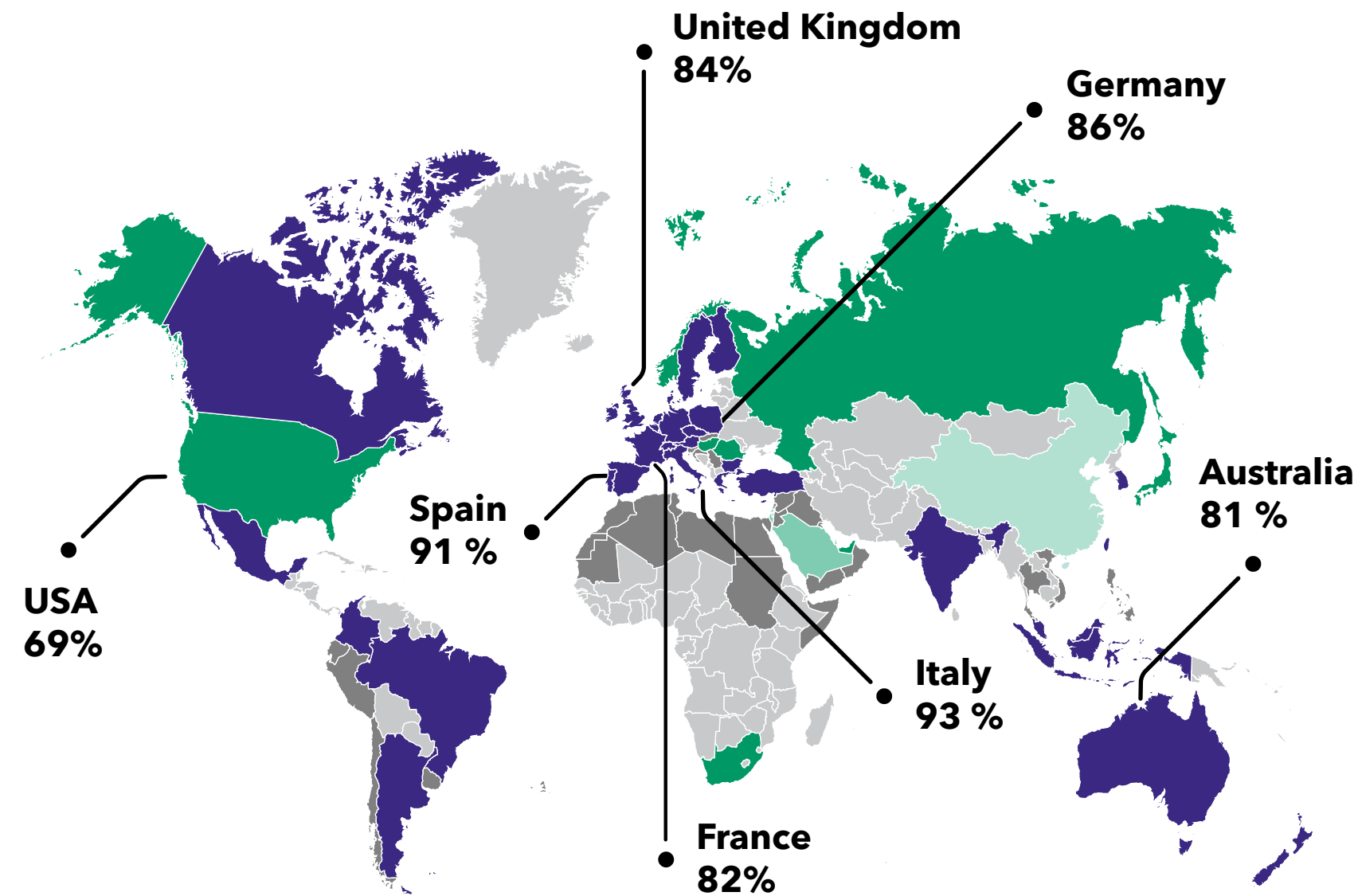
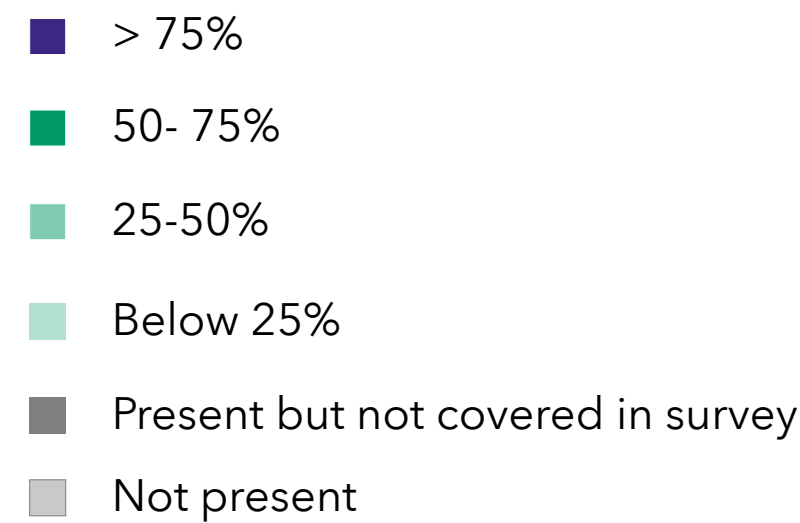
4. Including over 230 Hotel Chains

5. Including vacation rentals & alternative accommodations

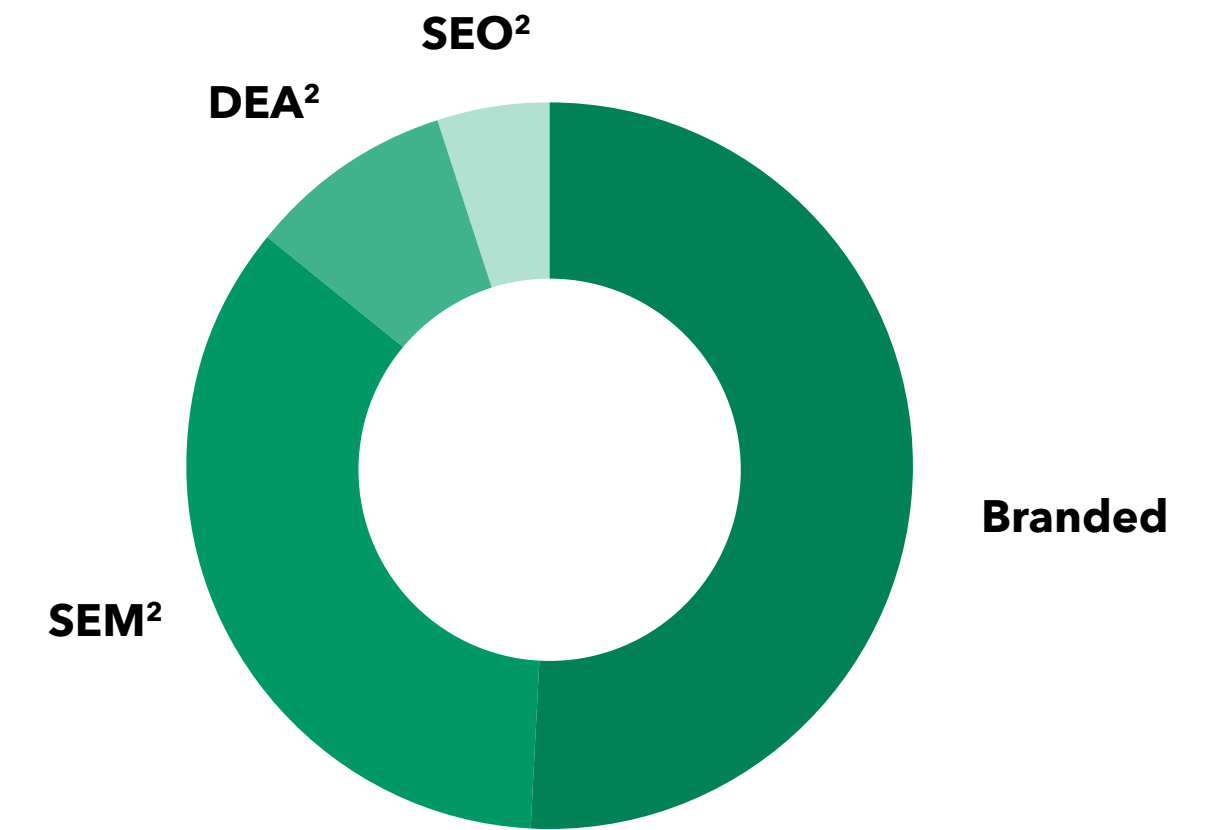


# We are at the top of the funnel for the hotel vertical with our strong consumer brand

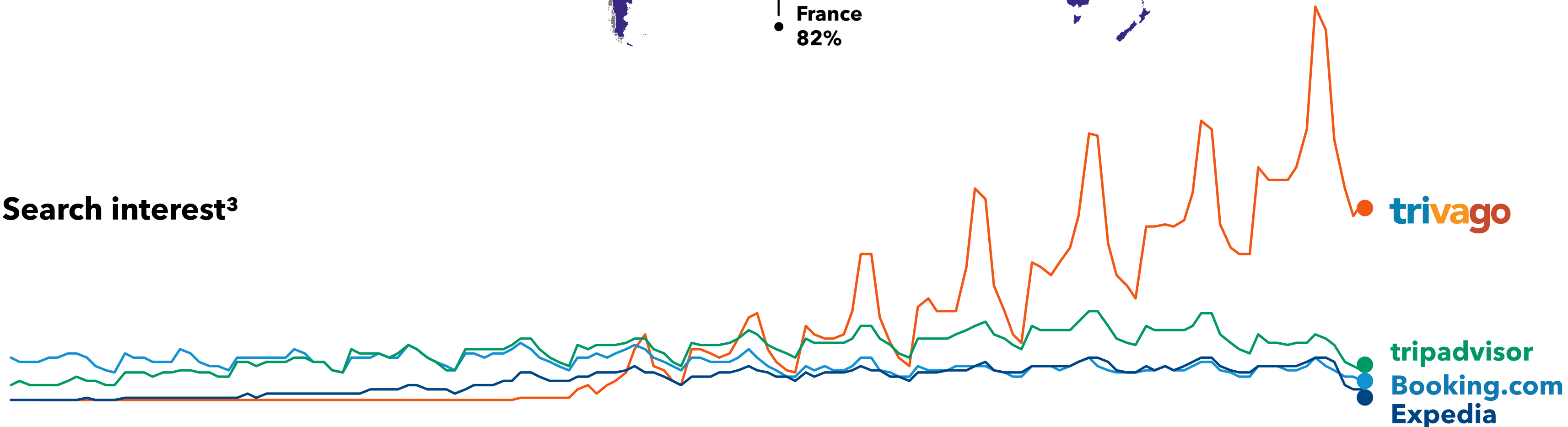
## Aided brand awareness<sup>1</sup>



## Referral Revenue FY 2016 by Traffic Type



## Search interest<sup>3</sup>



# We continuously increased the number of advertisers

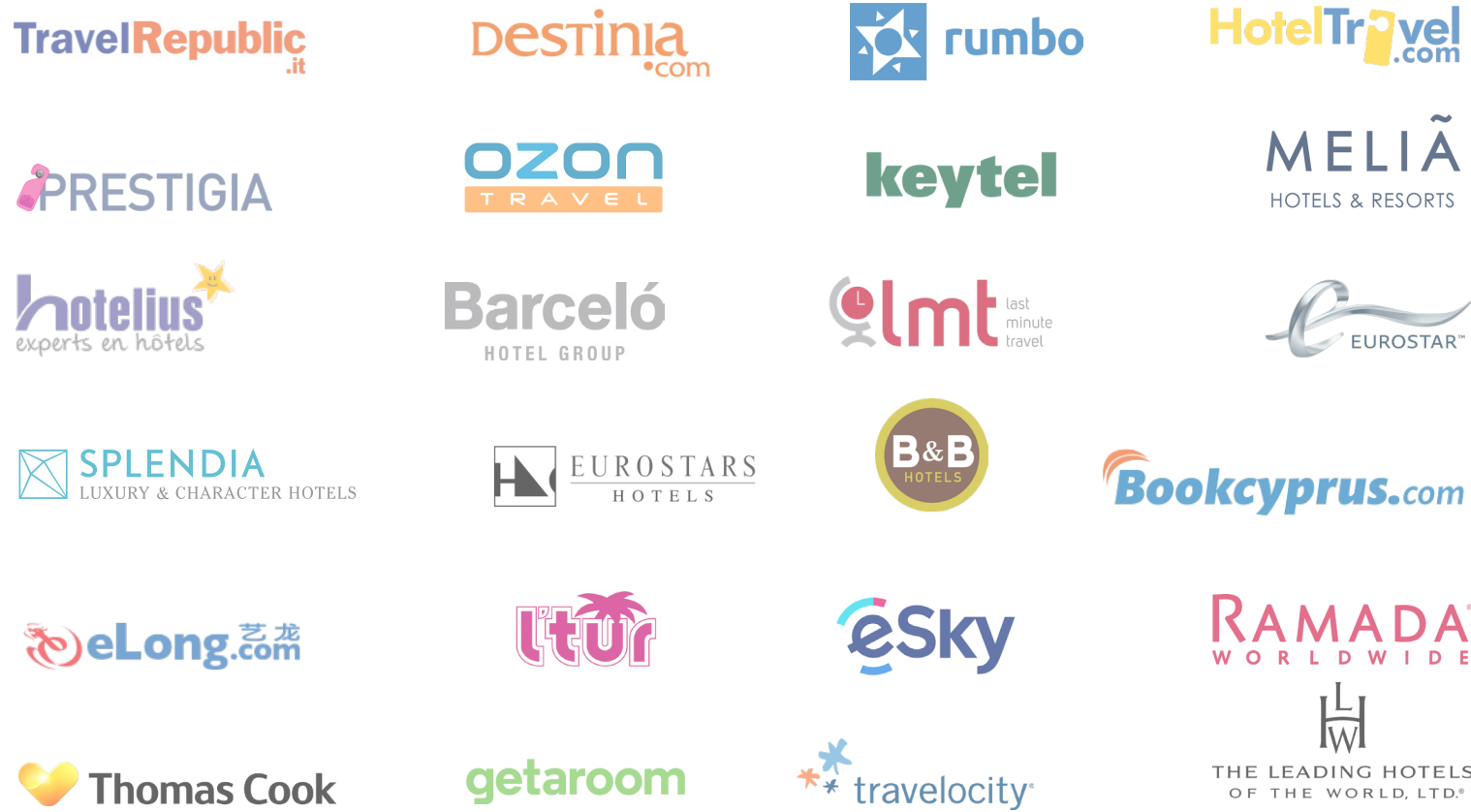
>29  
Booking sites

2005-2009



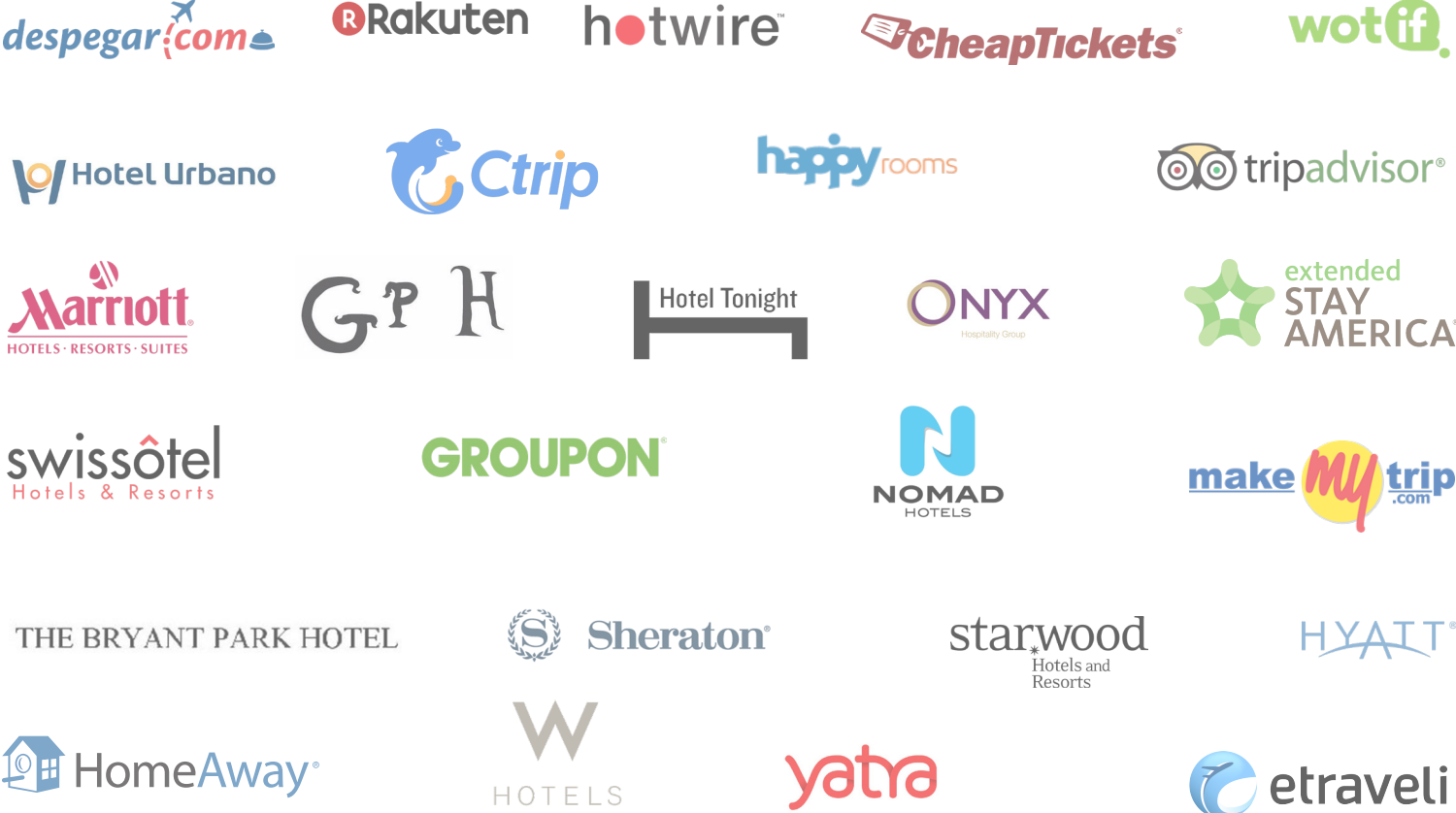
>69  
Booking sites

2010-2013



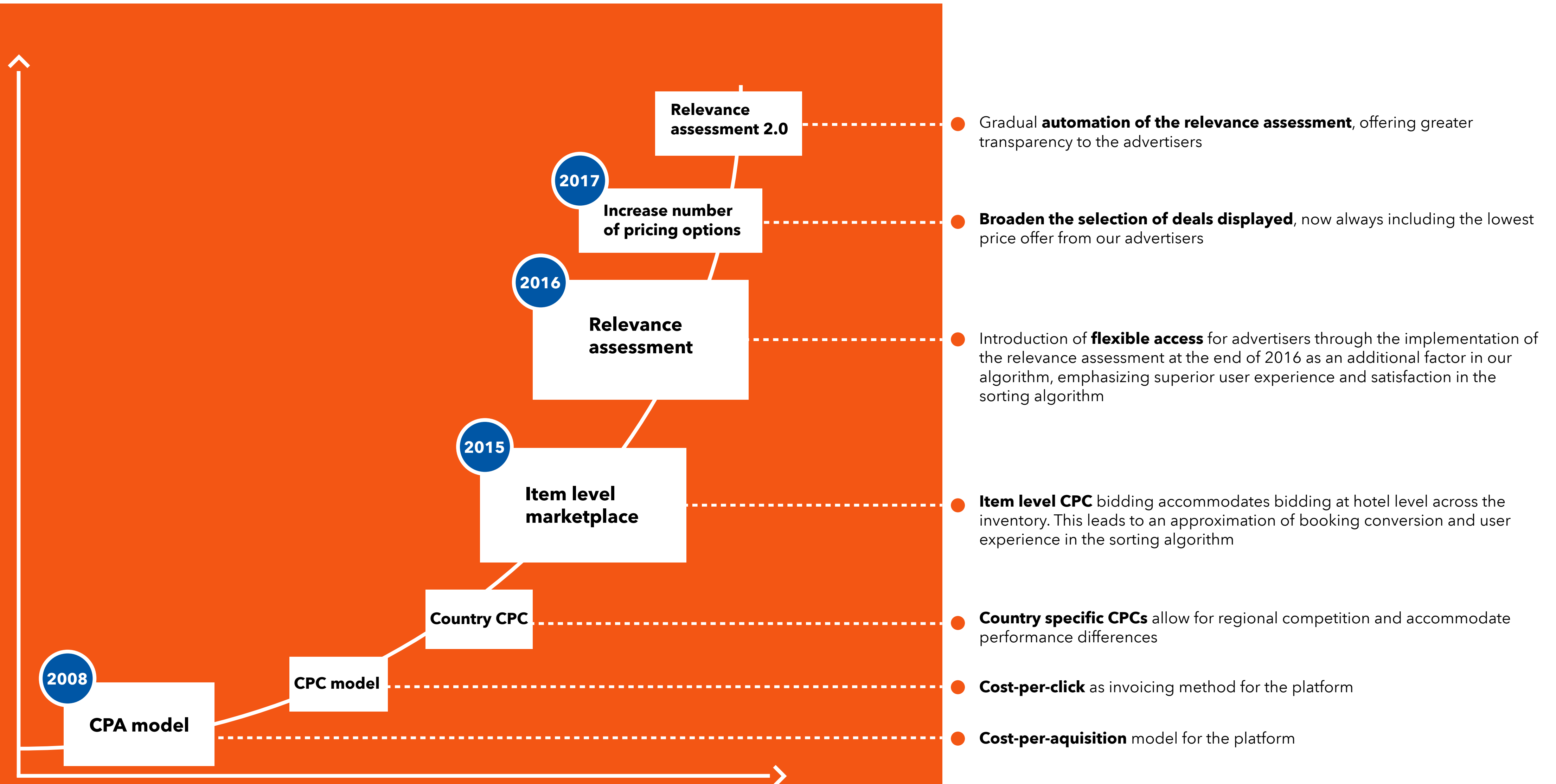
>400  
Booking sites

2014-Present

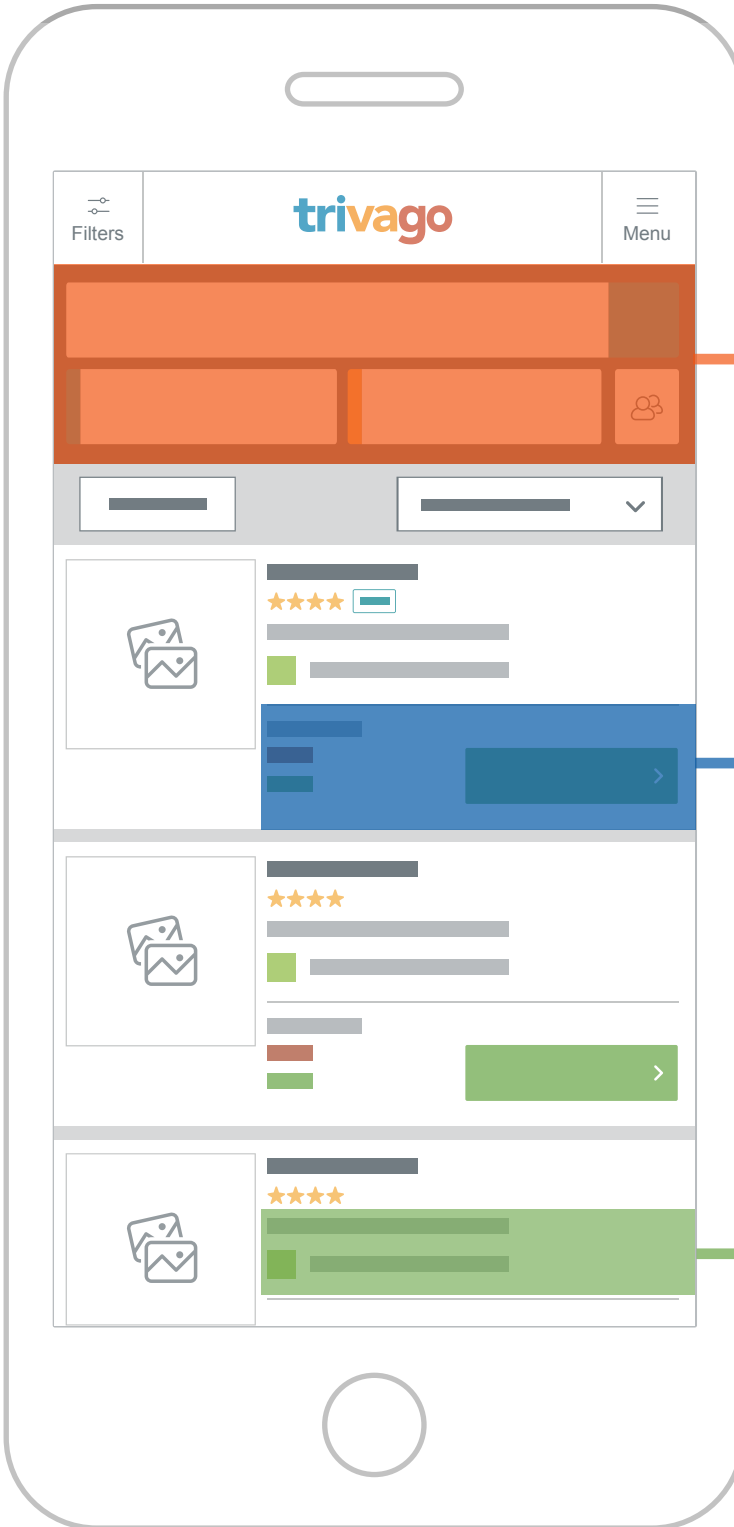




# Development of trivago marketplace



# We address user needs with a global unified product

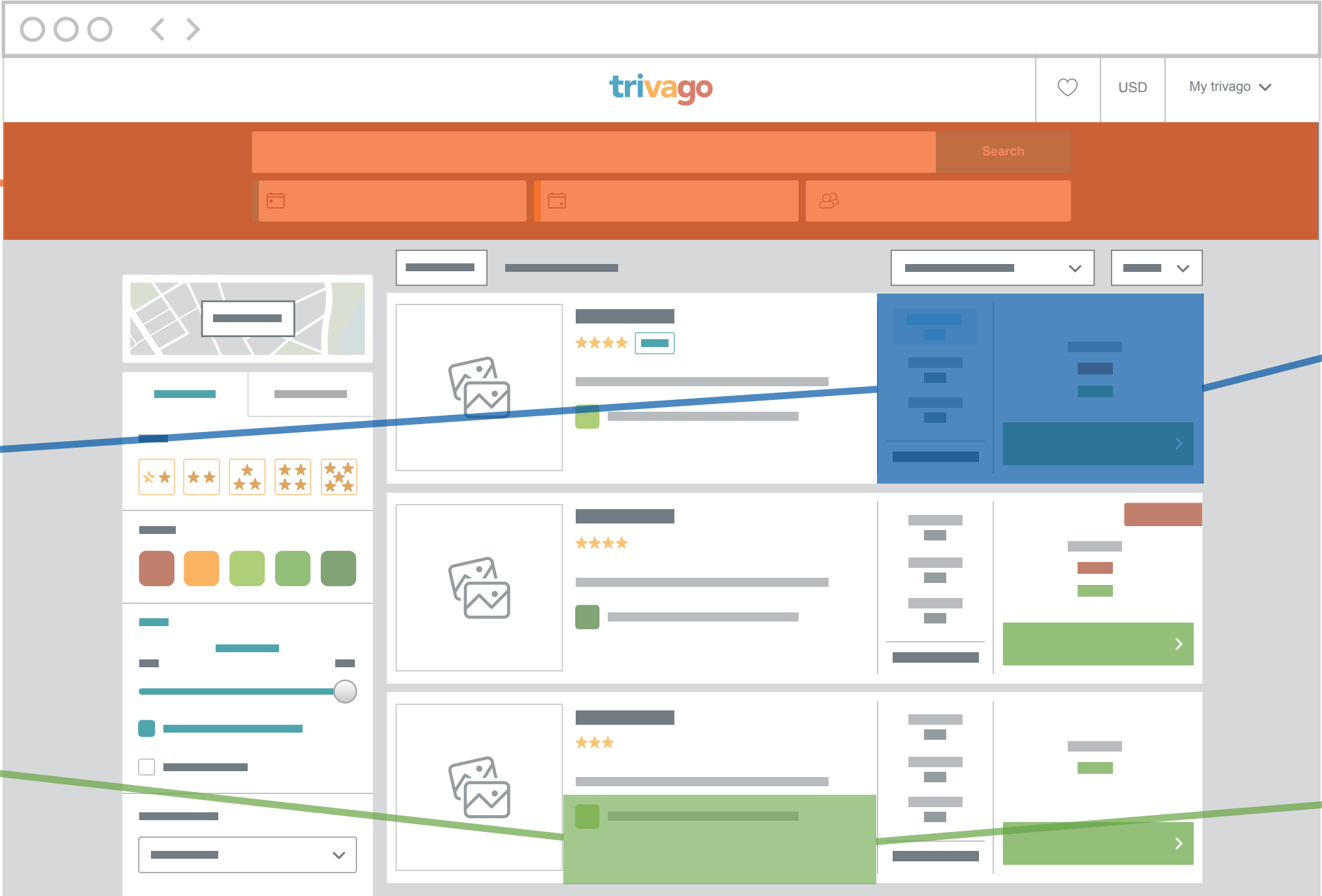


Mobile

Search details

Price comparison

Ratings and reviews



Desktop

## Pricing alternatives

Provider	Room Type	Price	Features
Expedia	Classic Double	\$282	Free breakfast
Amoma.com	Classic Double	\$219	Breakfast not included
priceline.com	Classic Double	\$274	Free breakfast
Cancelon.com	Classic Double	\$274	Free breakfast

## Rich content

**Rating overview**

7.2

trivago Rating Index based on 629 reviews from:

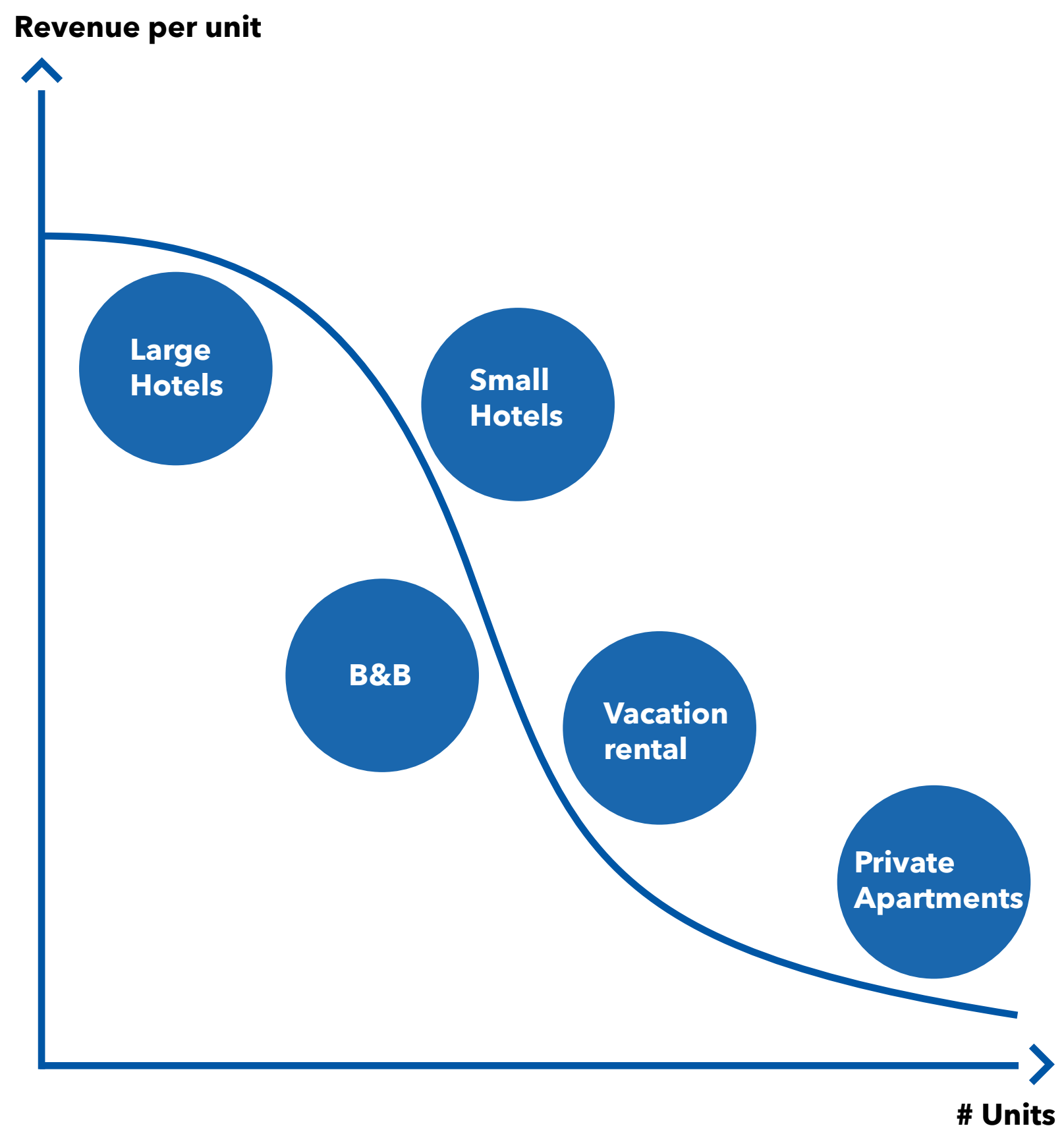
- Expedia (7.2/10), Hotels.com (7.2/10), Holidaycheck (1.7/10), Zoover (7/10), Atrapalo (8/10), Other Sources (7.4/10)

Category	Score	Target
Location	9 / 10	Excellent (9 / 10)
Rooms	7.1 / 10	Okay (7.1 / 10)
Service	8.1 / 10	Very good (8.1 / 10)
Cleanliness	7.7 / 10	Good (7.7 / 10)
Value for money	7.2 / 10	Okay (7.2 / 10)

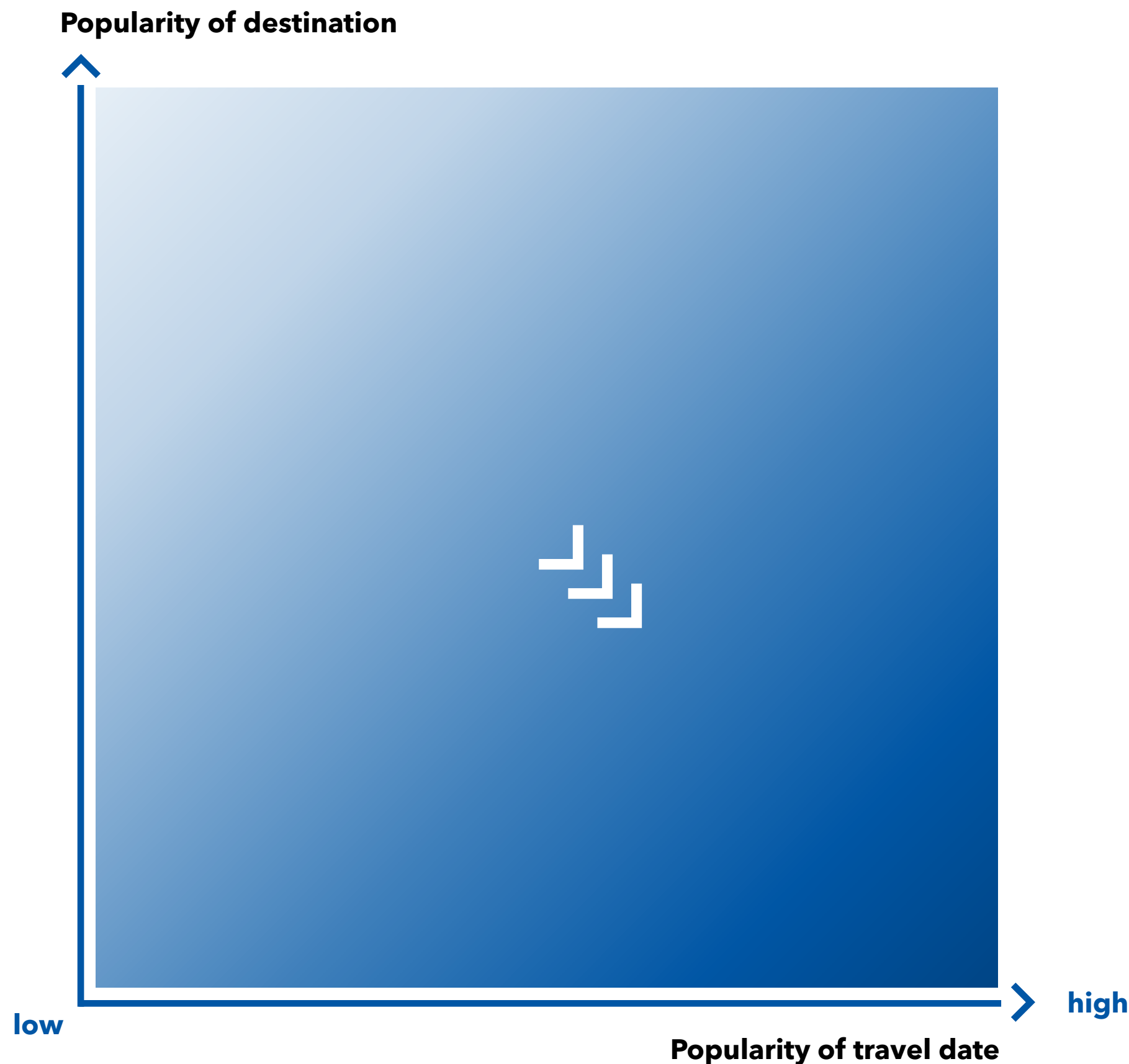


# Alternative accommodation is accretive to our offering

Revenue potential by properties



Value proposition of alternative accommodation



trivago