

## **CEO and CFO Prepared Remarks 1<sup>st</sup> Quarter 2025**

### **trivago intro and disclaimer**

The following transcript reflects management's views as of today, Tuesday, April 29, 2025, only.

trivago does not undertake any obligation to update or revise this information. As always, some of the statements in this transcript are forward-looking, typically preceded by words such as "we expect", "we believe", "we anticipate" or similar statements. Please refer to the Q1 2025 operating and financial review and trivago's other filings with the SEC for information about factors which could cause trivago's actual results to differ materially from these forward-looking statements.

You will find reconciliations of non-GAAP measures to the most comparable GAAP measures discussed in trivago's operating and financial review, which is posted on trivago's Investor Relations website at [ir.trivago.com](http://ir.trivago.com).

You are encouraged to periodically visit trivago's Investor Relations website for important content. Finally, unless otherwise stated, all comparisons in this transcript will be against results for the comparable period of 2024.

### **Johannes Thomas, CEO and Managing Director**

Good morning, everyone, and thank you for joining us today.

We are thrilled to announce that we have significantly accelerated our momentum in Q1 2025, surpassing expectations for both top- and bottom-line results. In light of this exceptional performance and our continued growth trajectory, we are pleased to announce that we are raising our full-year revenue growth guidance to mid-teens percentage, and foresee a better-than-expected Adjusted EBITDA profitability. These excellent results reflect the consistent and diligent execution of our strategic plan by our dedicated team over the past two years.

Today, I'm pleased to provide you with an update on each of our three strategic focus areas:

Our first strategic priority remains Brand Marketing, through which we continue to elevate our globally recognized brand. We remain committed to increasing both the efficiency and overall impact of our brand investments. Our AI-powered Jürgen Klopp TV creatives, along with our localized campaigns for Brazil and Japan, are performing well and are successfully driving brand revenue growth across all segments. We are also excited about our summer campaign, which has already launched in the U.S. and will gradually roll out globally throughout May. Our recent performance clearly demonstrates the compounding effects of our brand marketing investments, and we continue to observe the marketing elasticity we had anticipated. This elasticity enables us to confidently scale our brand investments while maintaining a disciplined approach to our performance marketing channels.

Our second strategic priority is to enhance our Core Hotel Search Experience. We empower travelers to book with confidence, saving them valuable time and money. Over the past quarter, our product teams have further increased their product testing velocity, delivering meaningful user-experience enhancements and driving notable improvements in conversion rates. We've also made considerable progress in increasing member sign-ups by providing more exclusive deals and benefits for our logged-in users. Further, we have improved our map functionality, employed new AI-powered hotel filtering features and introduced numerous popular web functionalities into our app. We have also expanded the coverage of AI-generated hotel highlights to more than 350,000 hotels and 11 languages. Most notably, we have leveraged advanced machine learning algorithms to deliver even more tailored hotel search results to our users. We are excited about the meaningful impact our investments in AI and machine learning are already having - and their future potential to transform our hotel search experience.

Our third strategic priority is to empower our partners to maximize their potential on trivago. We are pleased with the evolution and overall health of our marketplace. Our partners increasingly recognize the high quality of leads provided, making trivago a more attractive marketing channel. We have also made significant progress in expanding trivago Book & Go to additional

partners, helping them increase their conversion rates. We are also particularly excited with the outcomes of our strengthened strategic partnership with Holisto. The collaboration is yielding promising results, and we warmly welcome Holisto as part of the broader trivago team.

Overall, our dedicated team has delivered another quarter of strong execution and accelerated learning. Our strategic direction continues to advance as our teams remain focused on key priorities designed to create value for our users and advertising partners. We are grateful for our team's diligence, commitment, and creativity, which continue to propel trivago forward.

Thank you, and now I would like to hand over to Robin for a more detailed review of our financial results.

**Robin Harries, CFO and Managing Director**

Thank you, Johannes, and good morning, everyone.

We are thrilled to report that Q1 was an outstanding quarter for trivago, significantly exceeding our internal expectations, representing another strong quarter. We achieved a 22% year-over-year increase in total revenues. In addition, April's performance continues to show strong double-digit revenue growth rates. Our impressive performance was primarily driven by strategic brand marketing investments and product enhancements. We recognize numerous attractive opportunities to further scale our brand marketing investments and expand our business. We are optimistic that our strong operational performance will translate into significant benefits for shareholders as we continue to execute our strategy.

Now, let's review our first quarter results and our 2025 outlook. Unless otherwise indicated, all comparisons for 2025 are on a year-over-year basis.

In the first quarter, our total revenue reached €124.1 million, representing a 22% increase compared to the same period in 2024. We are pleased to note this marks our second consecutive quarter of growth. We experienced strong year-over-year double-digit growth across all three reporting segments with Referral Revenues growing 44% in Rest of World, 19% in Developed Europe, and 18% in

Americas. This growth was primarily driven by increased branded channel traffic in response to our ongoing brand marketing investments, improvements to our booking conversion, and higher traffic volumes. We also continue to observe healthy bidding dynamics on our platform when compared to the same period in 2024.

During the first quarter, we reported a net loss of €7.8 million and achieved an Adjusted EBITDA loss of €6.5 million, which was better than our internal expectations. Similar to our 2024 performance, we expect negative Adjusted EBITDA in the first and second quarter of the year, and anticipate positive Adjusted EBITDA in the third and fourth quarter of the year.

Operational expenses increased by €20.7 million, totaling €133.7 million for the first quarter. This was mainly due to a €21.4 million increase in Selling and Marketing resulting from higher brand marketing investments made over the course of the quarter. Advertising Spend increased by €10.4 million, or 31% in the Americas, €7.3 million or 50% in Rest of World, and by €2.7 million, or 7% in Developed Europe, driven largely by brand marketing investments in all segments. The overall increase in operating expense was partly offset by a €1.3 million reduction in General and Administrative expenses during the quarter.

Despite the significant scaling of our marketing investments, our ROAS remained globally stable at 118.1% for Q1 compared to 119.2% in the prior year. We observed a significant ROAS improvement in Developed Europe, increasing from 121% in Q1 2024 to 134% in Q1 2025, while we observed reductions in the Americas from 114.5% to 102.7% and in Rest of World from 125.1% to 120.3%.

As of the end of Q1 2025, we held €118.6 million in cash and cash equivalents and no long-term debt, continuing to maintain our strong financial position.

We feel confident about the future, as our product caters to cost-conscious consumers. We are optimistic about our outlook and, therefore, are raising our full-year 2025 guidance to mid-teens percentage revenue growth and positive Adjusted EBITDA, similar to last year's levels.

Looking further ahead, we believe significant potential remains to further scale our brand marketing investments, which we expect will positively impact our

overall revenues as we steer towards regaining pre-Covid revenue levels in the future.

With that, let's open the line for questions. Operator, we are now ready to take the first question.

**About trivago N.V.**

trivago N.V. (NASDAQ: TRVG) is a leading global hotel search and price comparison platform and one of the most recognized travel brands in the world. When price savvy travelers are searching for a hotel, we want trivago to be the obvious choice. We aim to help travelers find the best place to stay and the best time to go. trivago aims to enable them to book with confidence, saving travelers valuable time and money. By leveraging cutting-edge technology, we seek to personalize and simplify the hotel search experience for millions of travelers every month. We provide access to more than 5.0 million hotels and other types of accommodation in over 190 countries.

**IR Contact:**

[ir@trivago.com](mailto:ir@trivago.com)