



Investor Presentation Q1 2021

03 May 2021



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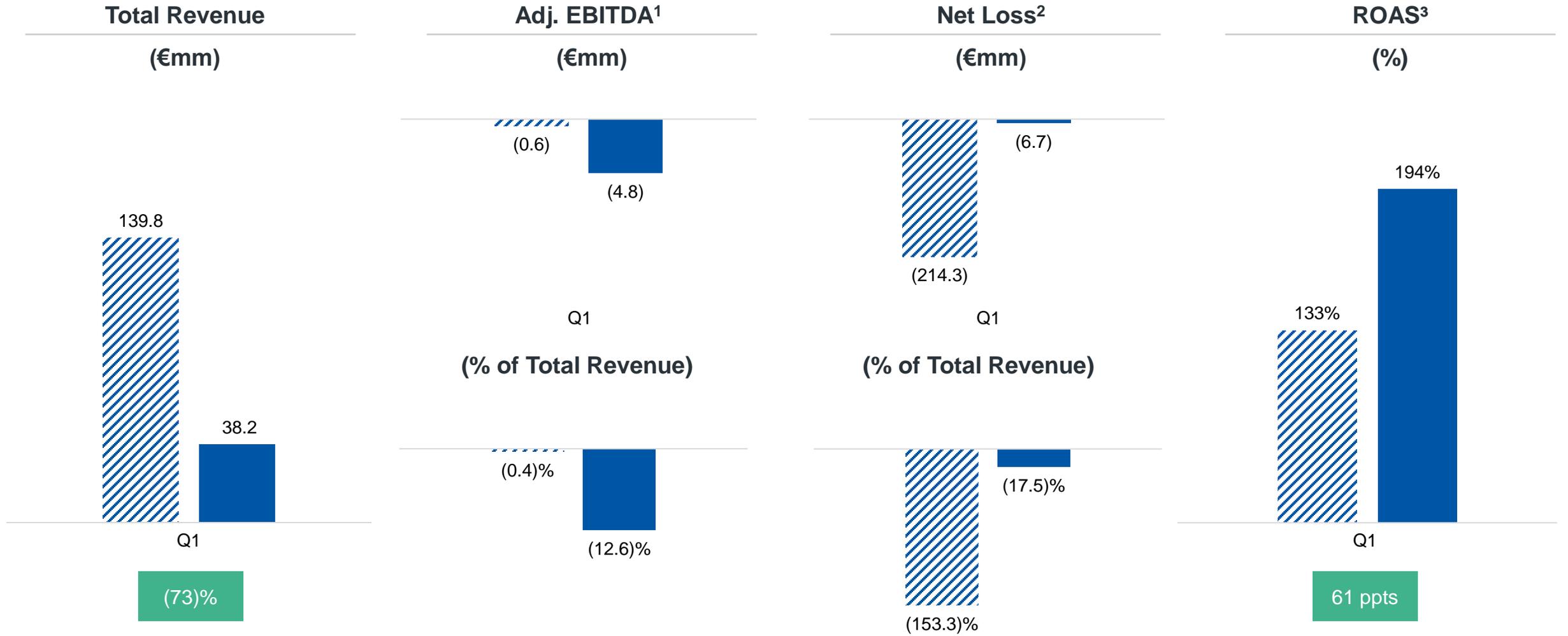
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Special Note Regarding Non-GAAP Financial Measures

This presentation contains non-GAAP financial measures, including adjusted EBITDA. Information needed to reconcile such non-GAAP financial measures to the most directly comparable measures under US GAAP can be found in this presentation in the Appendix and should be carefully evaluated. These non-GAAP measures are not based on any comprehensive set of accounting rules or principles and should not be considered a substitute for, or superior to, financial measures calculated in accordance with GAAP, and may be different from non-GAAP measures used by other companies. In addition, these non-GAAP measures should be read in conjunction with our financial statements prepared in accordance with GAAP.

Q1 2021 - Financial Update

▨ 2020
 ■ 2021
 ■ YoY



1 Adj. EBITDA is adjusted for impairment of, and gains and losses on disposals of, property and equipment, impairment of intangible assets and goodwill, share-based compensation and certain other items, including restructuring. A reconciliation to reported results is included in the Appendix

2 Net Loss for FY 2020 includes impairment of goodwill of €207.6mm

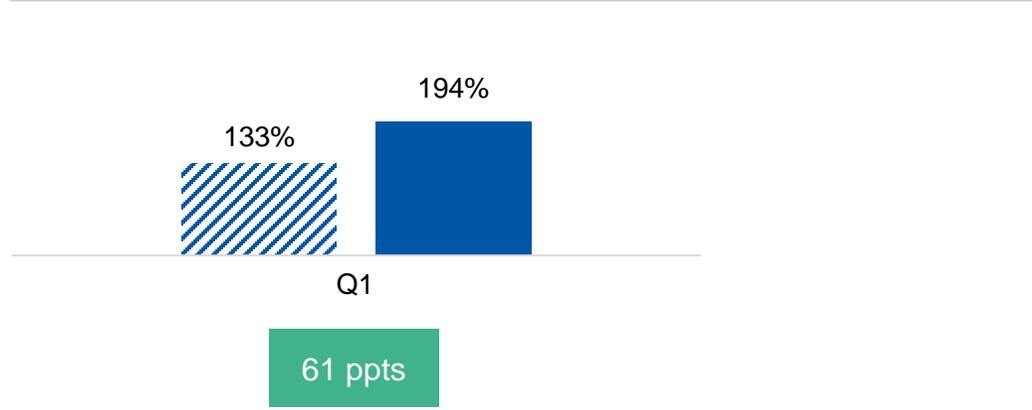
3 ROAS: Return on Advertising Spend

Source: Unaudited US GAAP financials and internal data

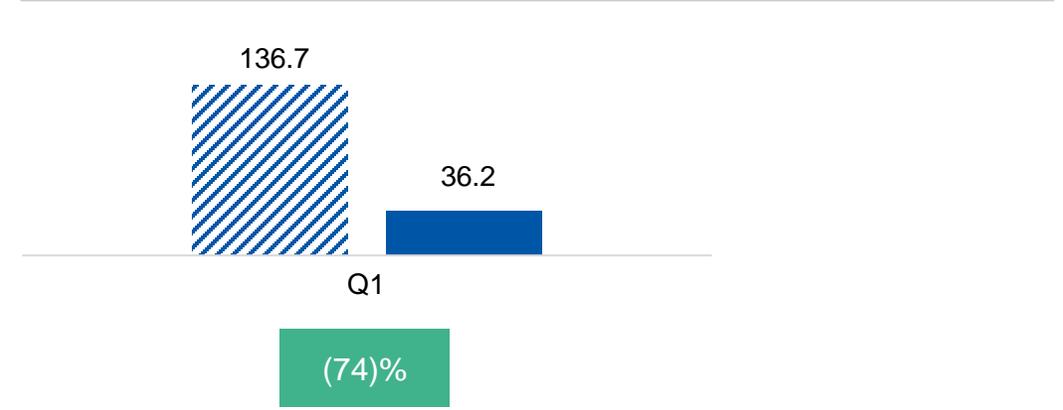
KPI - Global

2020 2021 YoY

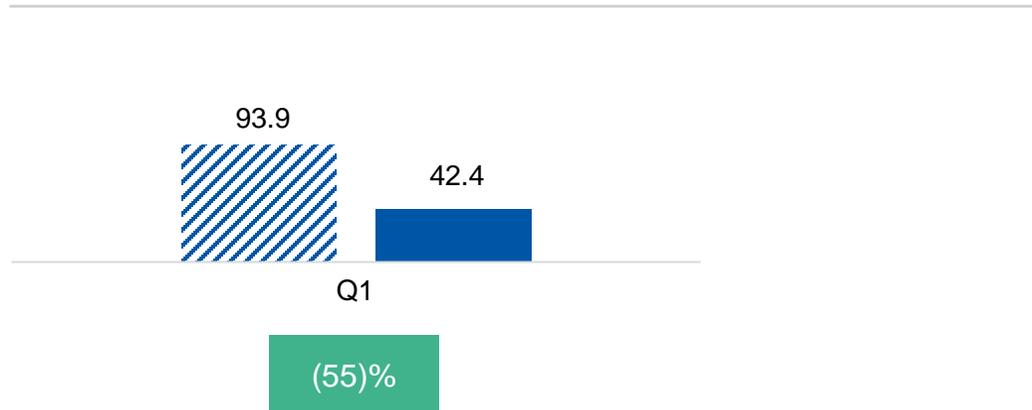
ROAS (%)



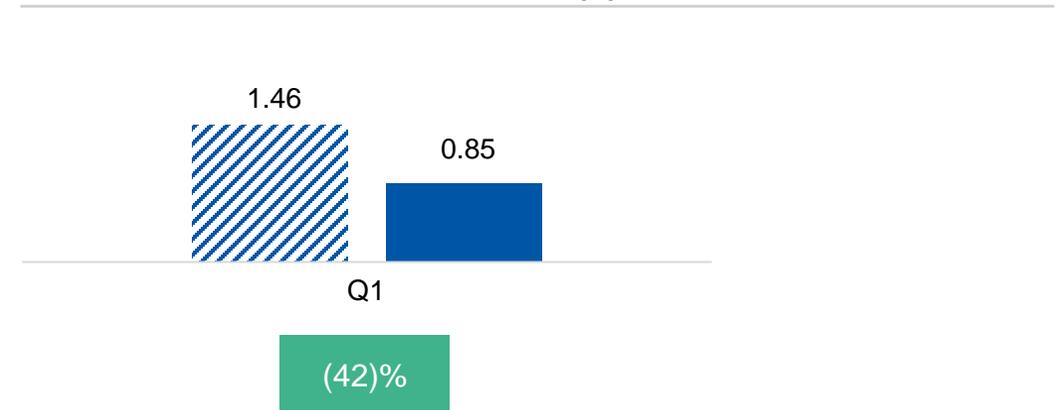
Referral Revenue (€mm)



Qualified Referrals



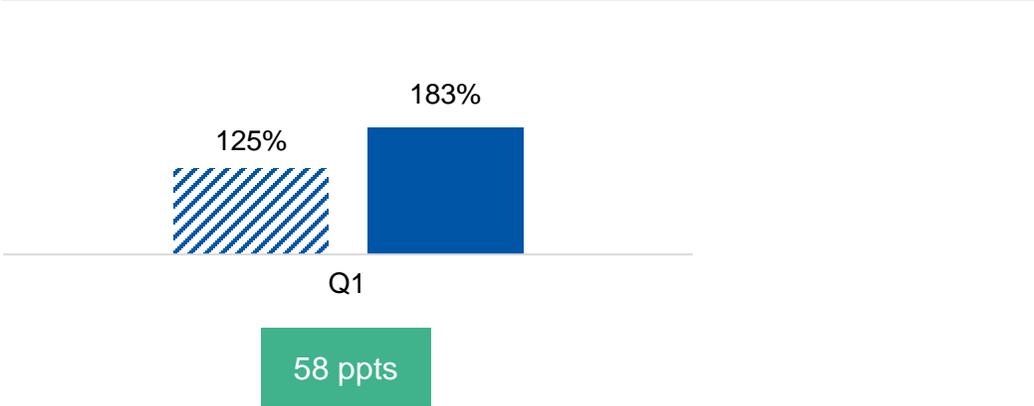
RPQR¹ (€)



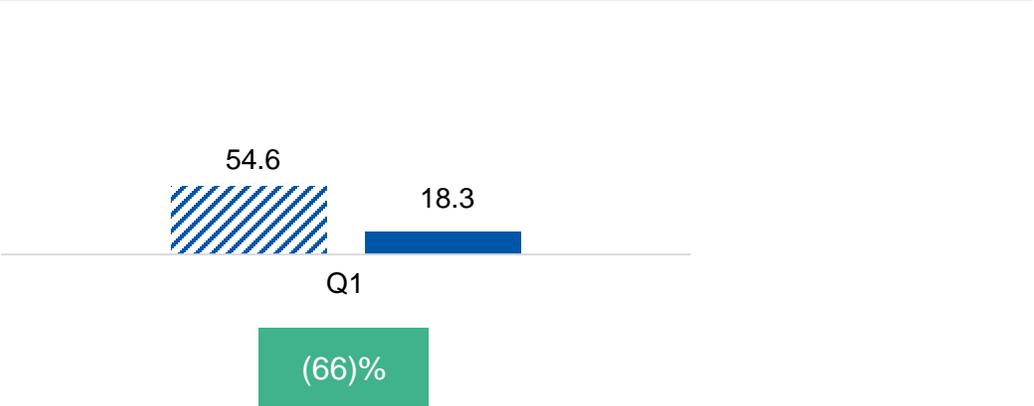
KPI - Americas

2020 2021 YoY

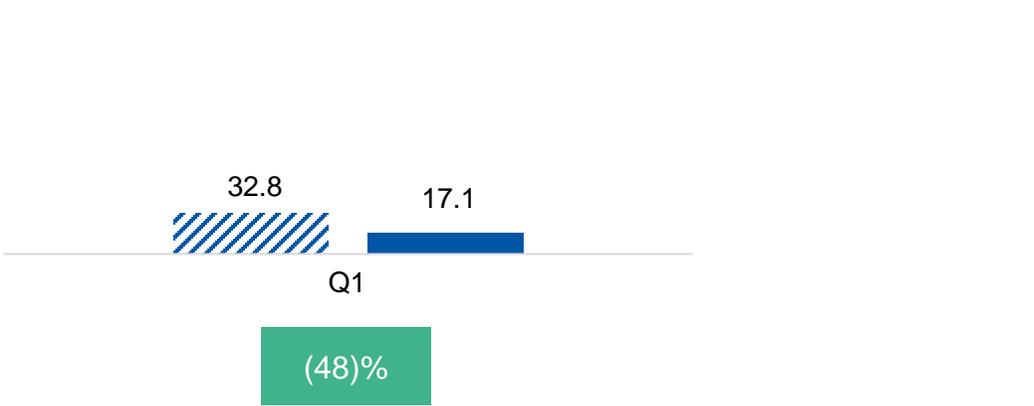
ROAS (%)



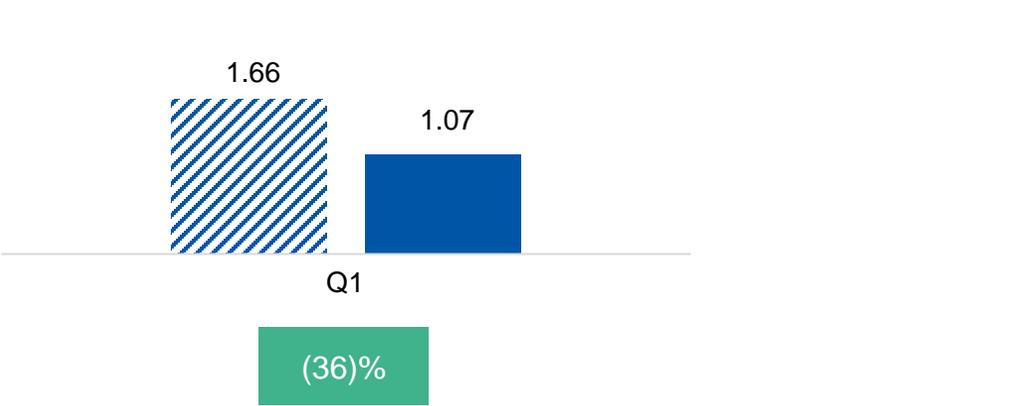
Referral Revenue (€mm)



Qualified Referrals



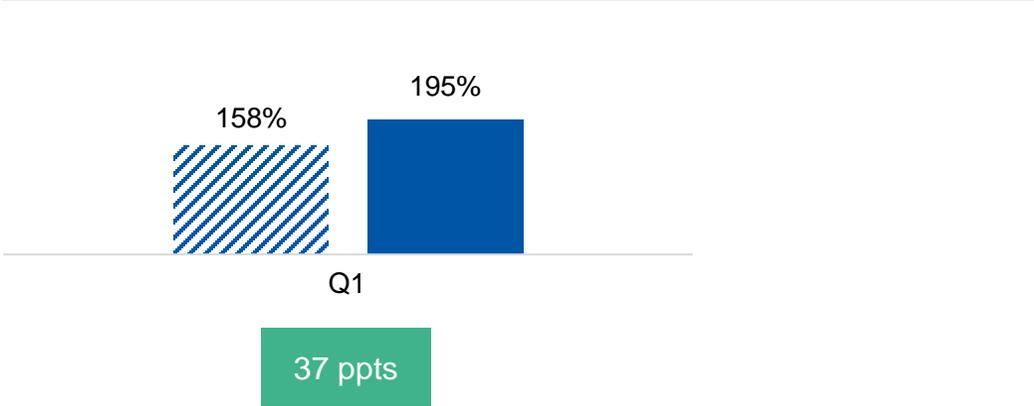
RPQR¹ (€)



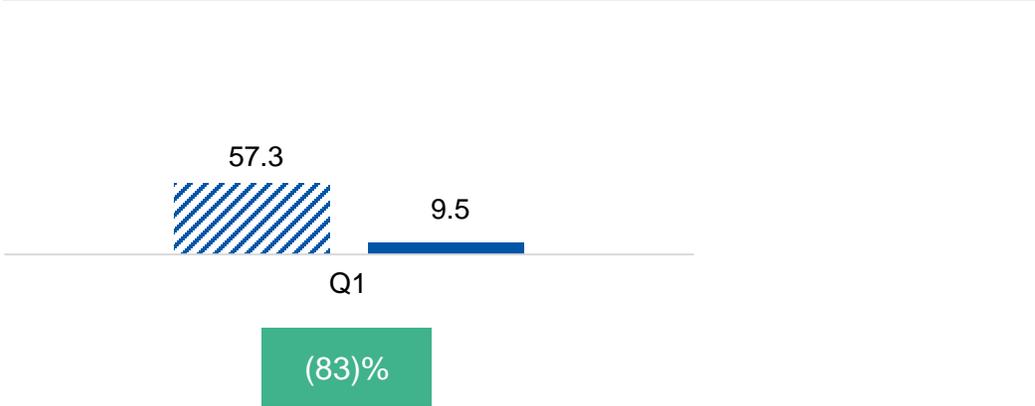
KPI - Developed Europe

2020 2021 YoY

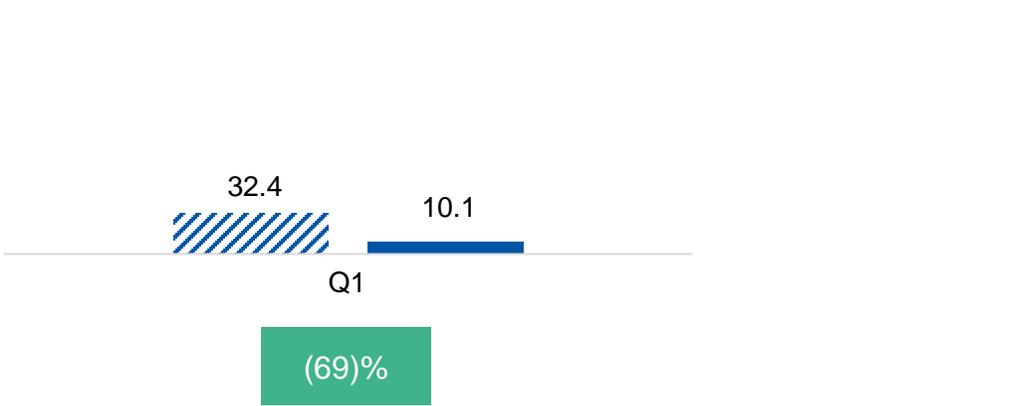
ROAS (%)



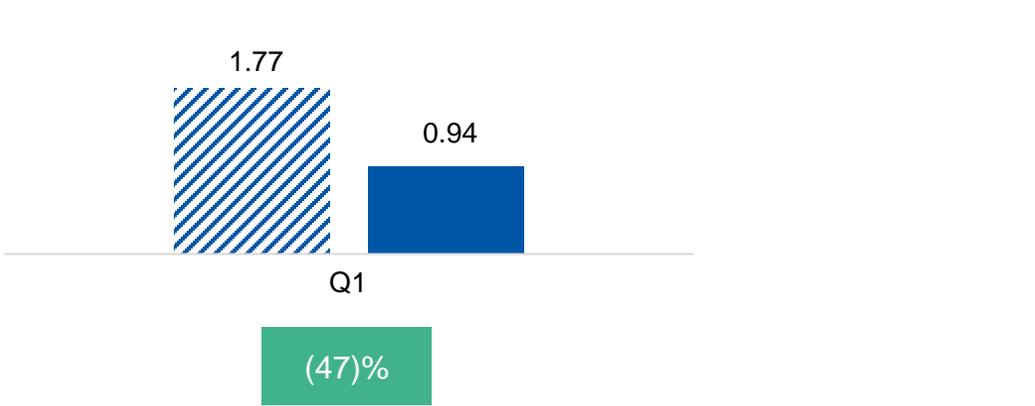
Referral Revenue (€mm)



Qualified Referrals



RPQR¹ (€)

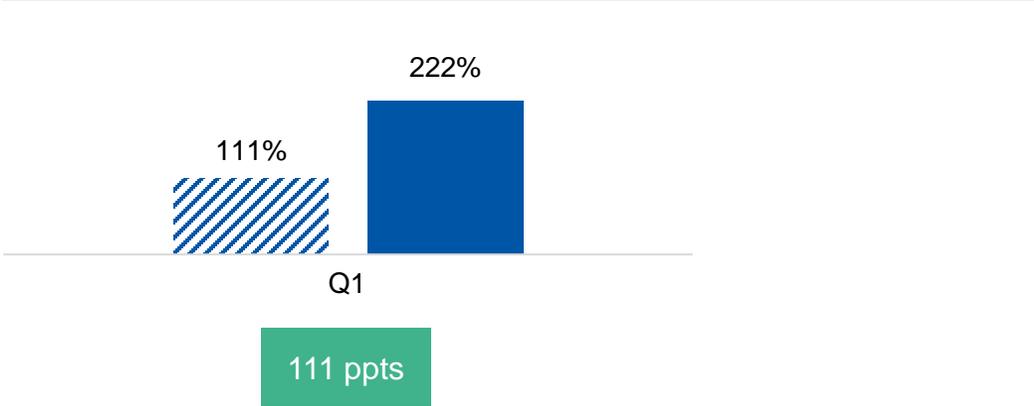


¹ RPQR: Revenue per Qualified Referral
Note: Some numbers may not add up due to rounding
Source: Internal data

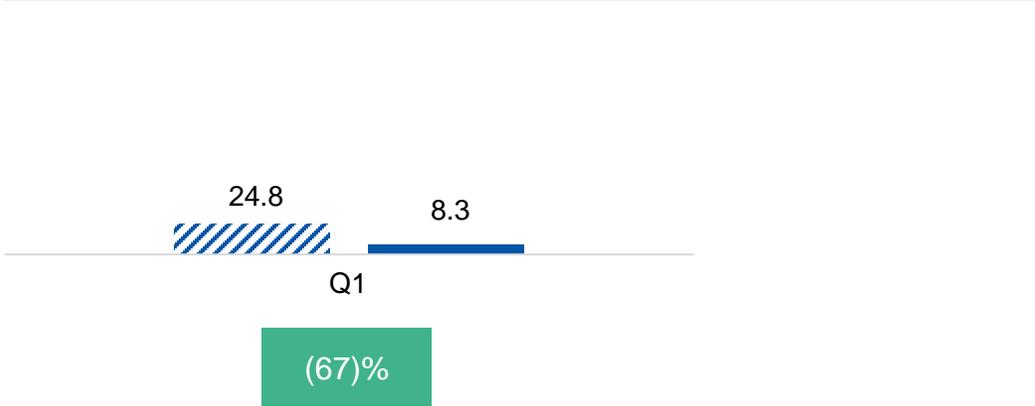
KPI - Rest of World

2020 2021 YoY

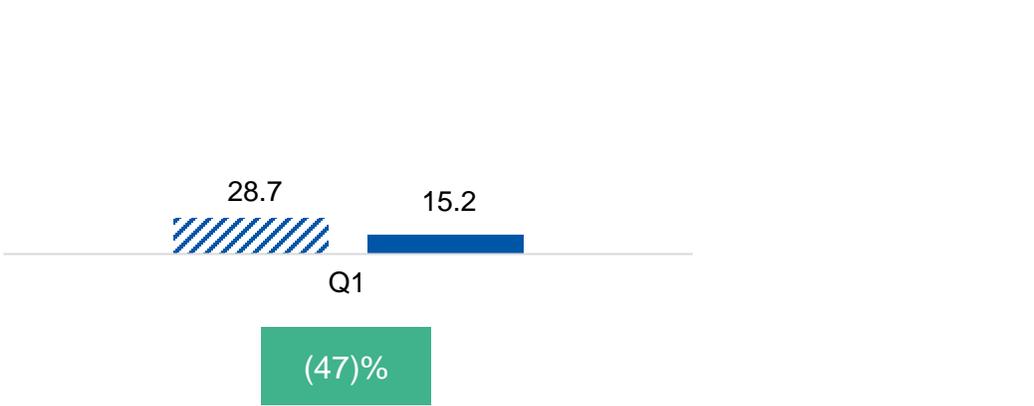
ROAS (%)



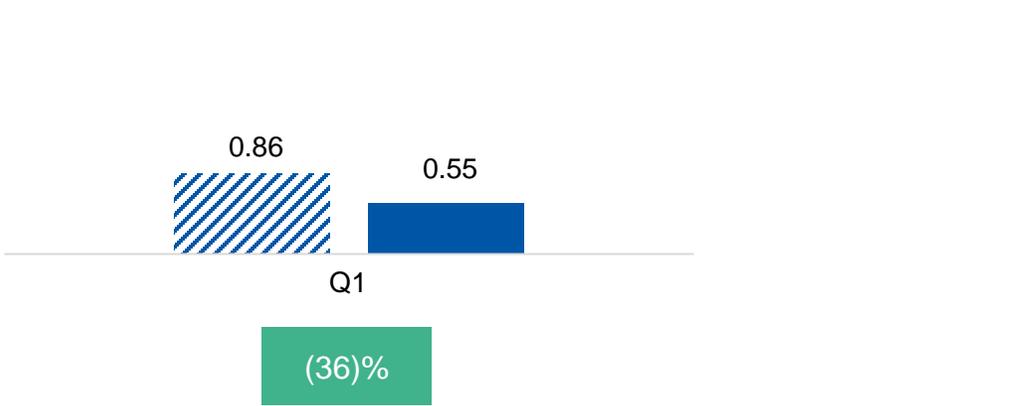
Referral Revenue (€mm)



Qualified Referrals



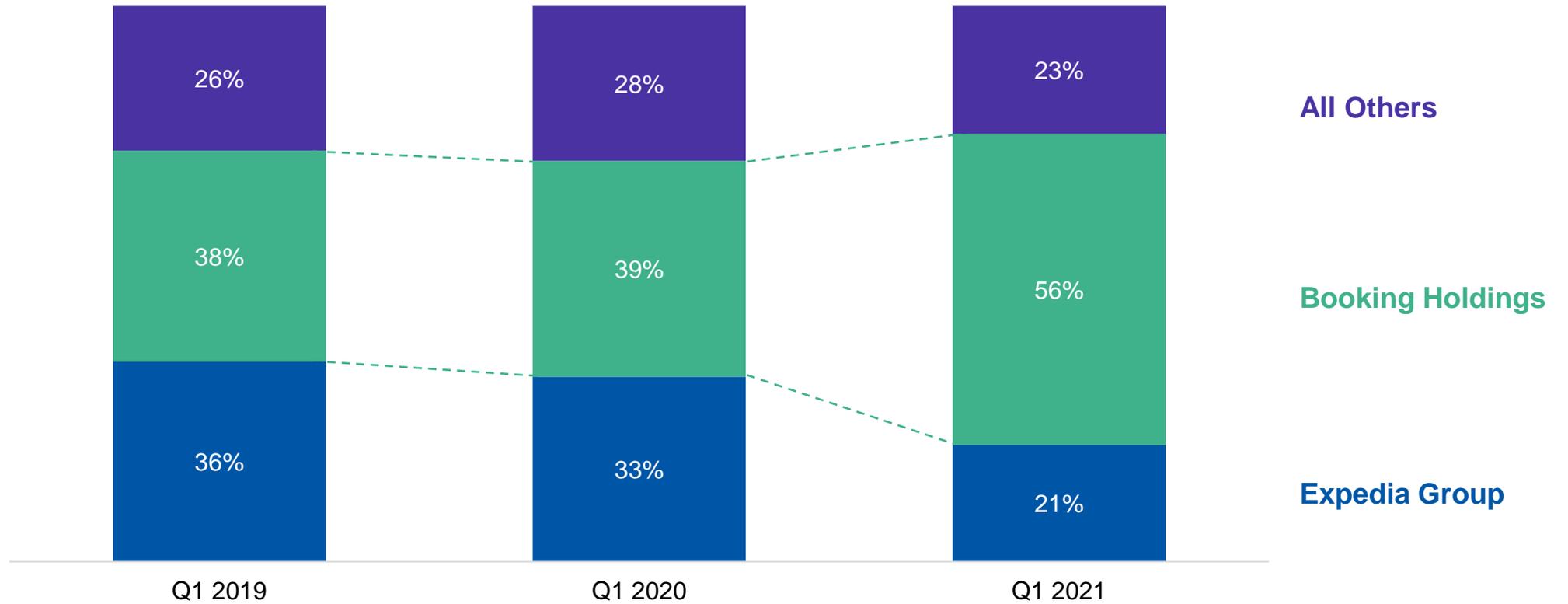
RPQR¹ (€)



¹ RPQR: Revenue per Qualified Referral
Note: Some numbers may not add up due to rounding
Source: Internal data

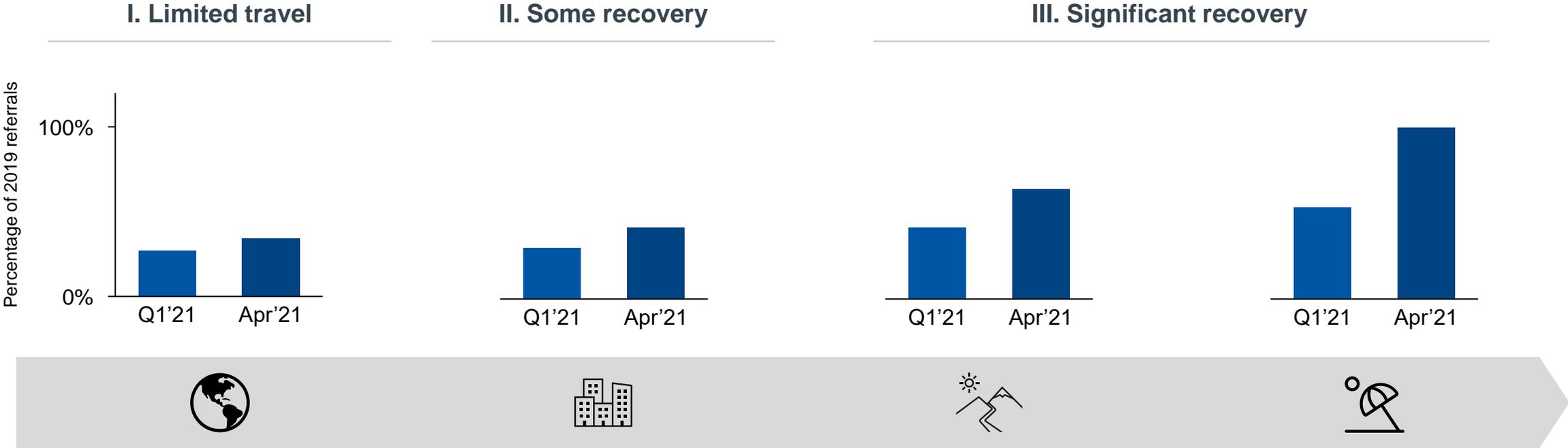
Advertiser mix

Advertiser revenue share as % of Referral Revenue



Recovery in the US is taking place at different paces

Percentage of 2019 referrals in the United States by destination type



International trips

International travel is still very limited due to travel restrictions and limited intercontinental air travel

City trips

City trips have shown some signs of recovery but as events are yet not being held and business travel is mostly on hold, travel activity in that category is still significantly below 2019 levels

Nature trips

Nature trips have significantly recovered, especially in coastal and mountain regions. We have seen a shift towards alternative accommodations

Beach trips

Beach trips in April have exceeded 2019 levels and the most preferred destinations are located in Florida

Appendix

Consolidated Financials Q1 2021, trivago N.V.

in € thousands	Q1 2021	Q1 2020	Δ €	Δ %
Referral Revenue	36,167	136,715	(100,548)	(73.5)%
Other revenue	2,059	3,088	(1,029)	(33.3)%
Total revenue	38,226	139,803	(101,577)	(72.7)%
Cost of revenue	2,586	2,814	(228)	(8.1)%
<i>% of total revenue</i>	<i>6.8%</i>	<i>2.0%</i>		
Selling and marketing	23,337	111,377	(88,040)	(79.0)%
<i>% of total revenue</i>	<i>61.1%</i>	<i>79.7%</i>		
Technology and content	12,640	17,616	(4,976)	(28.2)%
<i>% of total revenue</i>	<i>33.1%</i>	<i>12.6%</i>		
General and administrative	8,515	15,305	(6,790)	(44.4)%
<i>% of total revenue</i>	<i>22.3%</i>	<i>10.9%</i>		
Amortization of intangible assets	-	325	(325)	(100.0)%
<i>% of total revenue</i>	<i>0.0%</i>	<i>0.2%</i>		
Impairment of goodwill	-	207,618	(207,618)	(100.0)%
<i>% of total revenue</i>	<i>0.0%</i>	<i>148.5%</i>		
Operating income/(loss)	(8,852)	(215,252)	206,400	(95.9)%
Total other income/(expense), net	850	(370)	1,220	n.m.
<i>% of total revenue</i>	<i>2.2%</i>	<i>(0.3)%</i>		
Expense/(benefit) for income taxes	(1,262)	(1,122)	(140)	12.5%
<i>% of total revenue</i>	<i>(3.3)%</i>	<i>(0.8)%</i>		
Income/(loss) from equity method investment	-	234	(234)	(100.0)%
<i>% of total revenue</i>	<i>0.0%</i>	<i>0.2%</i>		
Net income/(loss)	(6,740)	(214,266)	207,526	(96.9)%
<i>% of total revenue</i>	<i>(17.6)%</i>	<i>(153.3)%</i>		

Comments

- Overview of P&L under US GAAP
- See next page for a detailed discussion of our business development

Consolidated Financial Information Q1 2021, trivago N.V.

in € thousands	Q1 2021	Q1 2020	Δ €	Δ %	
Referral Revenue	36,167	136,715	(100,548)	(73.5)%	1
Other revenue	2,059	3,088	(1,029)	(33.3)%	2
Total revenue	38,226	139,803	(101,577)	(72.7)%	
Cost of revenue, excluding SBC	2,536	2,764	(228)	(8.2)%	
<i>% of Total revenue</i>	6.6%	2.0%			
Selling and marketing, excluding SBC	23,111	111,045	(87,934)	(79.2)%	
<i>% of Total revenue</i>	60.5%	79.4%			
Advertising Spend	18,641	102,555	(83,914)	(81.8)%	3
<i>% of Total revenue</i>	48.8%	73.4%			
Other Selling and marketing, excluding SBC	4,470	8,490	(4,020)	(47.3)%	4
<i>% of Total revenue</i>	11.7%	6.1%			
Technology and content, excluding SBC	11,976	16,581	(4,605)	(27.8)%	5
<i>% of Total revenue</i>	31.3%	11.9%			
General and administrative, excluding SBC	6,337	13,221	(6,884)	(52.1)%	6
<i>% of Total revenue</i>	16.6%	9.5%			
Add back: Depreciation expense	2,240	2,582	(342)	(13.2)%	
<i>% of Total revenue</i>	5.9%	1.8%			
Add back: Impairment and gains/losses property and equipment disposal	(135)	1	(136)	n.m.	
<i>% of Total revenue</i>	(0.4)%	0.0%			
Add back: Certain other items, including restructuring	(1,183)	649	(1,832)	n.m.	
<i>% of Total revenue</i>	(3.1)%	0.5%			
Adjusted EBITDA	(4,812)	(576)	(4,236)	n.m.	
<i>% of Total revenue</i>	(12.6)%	(0.4)%			
Reconciliation from Adjusted EBITDA to net income/(loss)					
Certain other items, including restructuring	1,183	(649)	1,832	n.m.	
<i>% of Total revenue</i>	3.1%	(0.5)%			
Share-based compensation (SBC) (expense)	(3,118)	(3,501)	383	(10.9)%	
<i>% of Total revenue</i>	(8.2)%	(2.5)%			
Impairment of intangible assets and goodwill (expense)	-	(207,618)	207,618	(100.0)%	
<i>% of Total revenue</i>	0.0%	(148.5)%			
Impairment and gains/(losses) property and equipment disposal	135	(1)	136	n.m.	
<i>% of Total revenue</i>	0.4%	(0.0)%			
Depreciation and Amortization (expense)	(2,240)	(2,907)	667	(22.9)%	
<i>% of Total revenue</i>	(5.9)%	(2.1)%			
Total other income/(expense), net	850	(370)	1,220	n.m.	
<i>% of Total revenue</i>	2.2%	(0.3)%			
Income taxes/benefit/(expense)	1,262	1,122	140	12.5%	
<i>% of Total revenue</i>	3.3%	0.8%			
Income/(loss) from equity method investment	-	234	(234)	(100.0)%	
<i>% of Total revenue</i>	0.0%	0.2%			
Net income/(loss)	(6,740)	(214,266)	207,526	(96.9)%	
<i>% of Total revenue</i>	(17.6)%	(153.3)%			

Comments

- 1 Referral revenue decreased by 74% YoY due to revenue YoY decline in Americas and Developed Europe by 66% and 83% respectively
- 2 Other revenue decreased by 33%, mainly driven by lower subscription revenue
- 3 Advertising spend decreased by 82% YoY
- 4 Other selling and marketing expense excl. SBC decreased by 47%, mainly driven by lower personnel costs
- 5 Technology and content expense excl. SBC decreased by 28%, mainly driven by lower personnel costs
- 6 General and administrative expense excl. SBC decreased by 52%, mainly driven by lower professional fees and other expenses, as other expenses in the first quarter of 2020 included expected credit losses of €3.8 million as well as the impact of a cyber-related fraud case. The decrease was further driven by lower personnel costs

Reconciliation of non-GAAP Financial Measures Q1 2021, trivago N.V.

in € thousands	Q1 2021	Q1 2020	Δ €	Δ %
Net loss	(6,740)	(214,266)	207,526	96.9%
Income from equity method investment	-	234	(234)	(100.0)%
Loss before equity method investment	(6,740)	(214,500)	207,760	(96.9)%
Benefit for income taxes	(1,262)	(1,122)	(140)	(12.5)%
Loss before income taxes	(8,002)	(215,622)	207,620	(96.3)%
Add/(less):				
Interest expense	56	46	10	21.7%
Other, net	(906)	324	(1,230)	n.m.
Operating loss	(8,852)	(215,252)	206,400	(95.9)%
Depreciation of property and equipment and amortization of intangible assets	2,240	2,907	(667)	(22.9)%
Impairment of, and gains and losses on disposals of, property and equipment	(135)	1	(136)	n.m.
Impairment of intangible assets and goodwill	-	207,618	(207,618)	(100.0)%
Share-based compensation	3,118	3,501	(383)	(10.9)%
Certain other items, including restructuring	(1,183)	649	(1,832)	n.m.
Adjusted EBITDA	(4,812)	(576)	(4,236)	n.m.

Provided below are the amounts of Share-based compensation excluded from the expense items

in € thousands	Q1 2021	Q1 2020	Δ €	Δ %
Cost of revenue	50	50	-	0.0%
Selling and marketing	226	332	(106)	(31.9)%
Technology and content	664	1,035	(371)	(35.8)%
General and administrative	2,178	2,084	94	4.5%
Total Share-based compensation	3,118	3,501	(383)	(10.9)%

Consolidated Statement of Cash Flows Q1 2021, trivago N.V.

in € thousands	Q1 2021	Q1 2020	
Net loss	(6,740)	(214,266)	1
Adjustments to reconcile net income/(loss) to net cash provided by/(used in):			
Depreciation	2,240	2,582	
Amortization of intangible assets	-	325	
Goodwill impairment loss	-	207,618	
Share-based compensation	3,119	3,501	
Deferred income taxes	(552)	(1,141)	
Foreign exchange losses	(791)	(643)	
Expected credit losses, net	77	4,776	
(Gain)/loss on disposal of fixed assets	(99)	1	
Gain from settlement of asset retirement obligation	(5)	-	
Gain from lease termination and modification, net	(1,183)	-	
(Income)/loss from equity method investment	-	(234)	
Changes in operating assets and liabilities:			
Accounts receivable, including related party	(7,076)	3,934	
Prepaid expenses and other assets	(4,149)	(6,300)	
Accounts payable	3,357	(10,563)	
Payroll liabilities	1,477	449	
Accrued expenses and other liabilities	1,073	(62)	
Deferred revenue	(434)	(420)	
Taxes payable/receivable, net	(4,318)	(5,698)	
Net cash provided by/(used in) operating activities	(14,004)	(16,141)	2
Purchase of investments	-	(8,850)	
Business acquisition, net of cash acquired	(4,302)	-	
Capital expenditures	(1,064)	(1,765)	
Proceeds from sale of fixed assets	60	-	
Net cash provided by/(used in) investing activities	(5,306)	(10,615)	3
Proceeds from exercise of option awards	1,172	25	
Repayment of other non-current liabilities	(66)	(67)	
Net cash provided by/(used in) financing activities	1,106	(42)	
Effect of exchange rate changes on cash	850	115	
Net increase/(decrease) in cash, cash equivalents and restricted cash	(17,354)	(26,683)	4
Cash and cash equivalents and restricted cash at beginning of the period	210,771	220,543	
Cash and cash equivalents and restricted cash at end of the period	193,417	193,860	

Comments

- 1 Net loss of €6.7 million excluding non-cash expenses e.g., for share-based compensation (€3.1 million) and depreciation (€2.2 million) led to a decrease in cash and cash equivalents of €3.9 million in the first quarter of 2021.
- 2 Net cash used in operating activities of €14.0 million was mainly driven by changes in operating assets and liabilities of €10.1 million, primarily due to an increase in accounts receivable and in tax receivable, compared to December 31, 2020.
- 3 Net cash used in investing activities of €5.3 million was mainly driven by a net cash outflow of €4.3 million for a business acquisition.
- 4 Net decrease in cash, cash equivalents and restricted cash was €17.4 million in the first quarter of 2021.

Consolidated Balance Sheet Q1 2021, trivago N.V.

in € thousands

	As of March 31, 2021	As of December 31, 2020	
Cash and cash equivalents	191,622	208,353	1
Restricted cash	103	103	
Accounts receivable, less allowance	16,197	11,642	2
Accounts receivable, related party	5,419	2,969	
Short-term investments	19,713	19,448	
Tax receivable	12,160	7,839	
Prepaid expenses and other current assets	11,757	10,438	
Total current assets	256,971	260,792	
Property and equipment, net	19,581	26,682	3
Operating lease right-of-use assets	51,218	86,810	4
Deferred income taxes	1	1	
Other long-term assets	3,554	4,399	
Intangible assets, net	170,220	169,550	
Goodwill	287,728	282,664	
TOTAL ASSETS	789,273	830,898	
Accounts payable	10,355	6,755	5
Income taxes payable	105	102	
Deferred revenue	2,316	2,750	
Payroll liabilities	4,469	2,983	
Accrued expenses and other current liabilities	15,240	14,934	
Operating lease liability	2,659	7,188	
Total current liabilities	35,144	34,712	
Operating lease liability	47,129	85,979	4
Deferred income taxes	41,624	42,176	
Other long-term liabilities	3,323	3,514	
Class A common stock	3,884	3,358	
Class B common stock	175,238	178,913	
Reserves	805,457	798,017	
Contribution from Parent	122,307	122,307	
Accumulated other comprehensive income/(loss)	(11)	4	
Accumulated deficit	(444,822)	(438,082)	
Total stockholders' equity attributable to trivago N.V.	662,053	664,517	
Total stockholders' equity	662,053	664,517	
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	789,273	830,898	

Comments

- 1 Cash and cash equivalents decreased by €16.7 million. The decrease was mainly driven by net cash used in operating activities of €14.0 million and net cash used in investing activities of €5.3 million
- 2 Accounts receivable from non-related parties increased by €4.6 million, accounts receivable from related parties increased by €2.5 million due to the higher revenue in the first quarter of 2021 compared to fourth quarter of 2020
- 3 Property and equipment decreased by €7.1 million in the first quarter of 2021 compared to fourth quarter of 2020. mainly due to the sale of long lived assets to our landlord, as a part of the amendment to the campus operating lease agreement
- 4 As a result of the amendment to the lease agreement for the partial termination of certain floor spaces of our corporate headquarters in the first quarter of 2021, the operating lease right-of-use assets and operating lease liability decreased by €35.6 million and €38.9 million, respectively
- 5 Accounts payable increased by €3.6 million as Advertising spend was higher in the first quarter of 2021 compared to fourth quarter of 2020

