



trivago N.V.: To further personalize hotel search; trivago acquires travel AI startup TripHappy

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(GLOBE NEWSWIRE via COMTEX) --trivago N.V. / trivago N.V.: To further personalize hotel search; trivago acquires travel AI startup TripHappy . Processed and transmitted by Nasdaq Corporate Solutions. The issuer is solely responsible for the content of this announcement.

Düsseldorf, May 9th, 2018: trivago (NASDAQ: TRVG), trivago announces the acquisition of TripHappy, a US travel startup that leverages artificial intelligence to highlight relevant location and neighborhood information during the hotel search and discovery process. This latest acquisition follows trivago's continued efforts to improve the traveler search experience by delivering personalized results through technology and product innovation. trivago acquired AI start-up tripl in September 2017 and partnered with Silicon Valley incubator Plug and Play this past April.

"We are always looking for innovative ways to solve the hotel search problem, making it easier for travelers to find their ideal accommodation," said Elie Matta, Head of Corporate Development at trivago. "The TripHappy team's long-term vision aligns with our own, and we believe the team's approach to product innovation will be a great fit."

Founded in 2015 by Calvin Hawkes, Carl Grafmuller and Ben Granas, TripHappy provides recommendations based on personal preference by analyzing location data on more than 25,000 neighborhoods across 10,000 cities to help travelers identify the best neighborhood to stay in.

The acquisition will result in TripHappy's founding team members Calvin Hawkes and Carl Grafmuller joining trivago's Hotel Search team.

About trivago

trivago is a leading global hotel search platform focused on reshaping the way travelers search for and compare hotels and alternative accommodations. Incorporated in 2005 in Düsseldorf, Germany, the platform allows travelers to make informed decisions by personalizing their hotel search and providing them access to a deep supply of hotel information and prices. trivago enables its advertisers to grow their businesses by providing access to a broad audience of travelers via its websites and apps. As of March 31, 2018, trivago has established 55 localized platforms connected to over two million hotels and alternative accommodations, in over 190 countries.

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Forward looking statements

This press release contains certain forward-looking statements. Words, and variations of words such as "believe," "expect," "plan," "continue," "will," "should," and similar expressions are intended to identify our forward-looking statements. These forward-looking statements involve risks and uncertainties, many of which are beyond our control, and important factors that could cause actual events and results to differ materially from those in the forward-looking statements. For additional information factors that could affect our forward-looking statements, see our risk factors, as they may be amended from time to time, set forth in our public filings with the Securities and Exchange Commission. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

As used herein, references to "we", "us", the "company", or "trivago", or similar terms shall mean trivago N.V. and, as the context requires, its subsidiaries

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Source: trivago N.V. via Globenewswire