

TRIVAGO FILES REGISTRATION STATEMENT FOR PROPOSED INITIAL PUBLIC OFFERING

Dusseldorf, Germany – November 14, 2016 – trivago, a global hotel search platform, today announced the filing of a registration statement on Form F-1* with the U.S. Securities and Exchange Commission (SEC) relating to a proposed initial public offering of American depositary shares (ADSs) representing Class A shares of its affiliate, travel B.V. (the Company). A portion of the ADSs will be issued and sold by the Company and a portion will be sold by certain shareholders of the Company. The number of shares to be offered and the price range for the proposed offering have not yet been determined. The Company intends to list the ADSs on The NASDAQ Global Select Market under the ticker symbol “TRVG.”

J.P. Morgan Securities LLC, Goldman, Sachs & Co. and Morgan Stanley & Co. LLC will act as lead book-running managers. Allen & Company LLC, BofA Merrill Lynch, Citigroup Global Markets, Inc. and Deutsche Bank Securities Inc. will act as bookrunners and Cowen and Company, LLC and Guggenheim Securities, LLC will act as co-managers.

The proposed offering will be made only by means of a prospectus. When available, copies of the preliminary prospectus relating to these securities may be obtained from J.P. Morgan Securities LLC, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, [Attn: Prospectus Department, or by calling 866-803-9204](#); Goldman, Sachs & Co., Attn: Prospectus Department, 200 West Street, New York, NY 10282, by telephone: 1-866-471-2526, or by e-mail at prospectus-ny@ny.email.gs.com; or Morgan Stanley & Co. LLC, Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, NY 10014.

A registration statement relating to these securities has been filed with the SEC but has not yet become effective. These securities may not be sold nor may offers to buy these securities be accepted prior to the time that the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

*Filed with the SEC under the name travel B.V., a Dutch limited liability company, formed to be the holding company for trivago. In connection with and prior to the completion of a proposed offering, travel B.V. would change its corporate form and name from travel B.V. to trivago N.V.

About trivago

Founded in 2005 and headquartered in Dusseldorf, Germany, trivago is a global hotel search platform focused on reshaping the way travelers search for and compare hotels. trivago’s mission is to “be the traveler’s first and independent source of information for finding the ideal hotel at the lowest rate.” As of September 30, 2016, trivago’s global hotel search platform offered access to approximately 1.3 million hotels in over 190 countries. trivago’s platform can be accessed globally via 55 localized websites and apps in 33 languages.

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