



Earnings Call Q3 2020

03 November 2020



Disclaimer

All of the information herein has been prepared by the Company solely for use in this presentation. The information contained in this presentation has not been independently verified. No representation, warranty or undertaking, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or the opinions contained herein. The information contained in this presentation should be considered in the context of the circumstances prevailing at that time and has not been, and will not be, updated to reflect material developments which may occur after the date of the presentation. The Company may alter, modify or otherwise change in any manner the content of this presentation, without an obligation to notify any person of such revision or changes.

All trademarks, service marks and trade names appearing in this presentation are, to the Company's knowledge, the property of their respective owners. The Company does not intend its use or display of other companies' trademarks, service marks, copyrights or trade names to imply a relationship with, or endorsement or sponsorship of the Company by, any other companies.

Special Note Regarding Forward-Looking Statements

This presentation contains statements that express the Company's opinions, expectations, beliefs, plans, objectives, assumptions or projections regarding future events or future results, in contrast with statements that reflect historical facts. Examples include discussion of our strategies, Adjusted EBITDA forecasts, financing plans, growth opportunities and market growth. In some cases, you can identify such forward-looking statements by terminology such as "anticipate," "intend," "believe," "estimate," "plan," "seek," "project" or "expect," "may," "will," "would," "could" or "should," the negative of these terms or similar expressions. While we always intend to express our best judgment when we make statements about what we believe will occur in the future, and although we base these statements on assumptions that we believe to be reasonable when made, these forward-looking statements are not a guarantee of our performance, and you should not place undue reliance on such statements. Forward-looking statements are subject to many risks, uncertainties and other variable circumstances, such as the ongoing impact of the COVID-19 outbreak on our business operations; impairments of goodwill and increasing provisions for bad debt; our inability to improve our profitability in future periods or may incur losses, even while our revenues decline; our dependence on a relatively small number of advertisers for our revenue and adverse impacts that could result from their reduced spending or changes in their bidding strategy; factors that contribute to our period-over-period volatility in our financial condition and result of operations; our dependence on general economic conditions and adverse impacts that could result from declines in travel or discretionary spending; the effectiveness of our Advertising Spend, including as a result of increased competition or inadequate or ineffective innovation in or execution of our advertising; the effectiveness of our measures to increase advertiser diversity on our marketplace; increasing competition in our industry; our focus on hotel and other accommodations if users expect other services; our ability to innovate and provide tools and services that are useful to our users and advertisers; our dependence on relationships with third parties to provide us consumer reviews; our reliance on search engines, particularly Google, which promote its own product and services that competes directly with our accommodation search and may negatively impact our business, financial performance and prospects; changes to and our compliance with applicable laws, rules and regulations; the impact of any legal and regulatory proceedings to which we are or may become subject; potential disruptions in the operation of our systems, security breaches and data protection; impacts from our operating globally; as well as other risks and uncertainties detailed in our public filings with the SEC, including trivago's Annual Report on Form 20-F for the fiscal year ended December 31, 2019, as such risks and uncertainties may be updated from time to time. Such risks and uncertainties may cause the statements to be inaccurate and readers are cautioned not to place undue reliance on such statements. Many of these risks are outside of our control and could cause our actual results to differ materially from those we thought would occur. The forward-looking statements included in this presentation are made only as of the date hereof. Except as required by law, we do not undertake, and specifically decline, any obligation to update any such statements or to publicly announce the results of any revisions to any of such statements to reflect future events or developments.

Special Note Regarding Non-GAAP Financial Measures

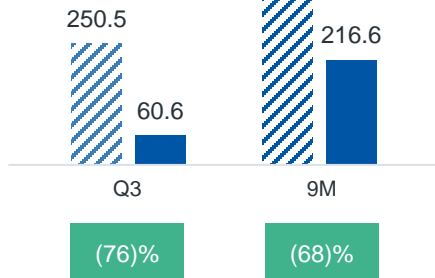
This presentation contains non-GAAP financial measures, including adjusted EBITDA. Information needed to reconcile such non-GAAP financial measures to the most directly comparable measures under US GAAP can be found in this presentation in the Appendix and should be carefully evaluated. These non-GAAP 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.

Q3 2020 – Financial Update

2019 2020 YoY

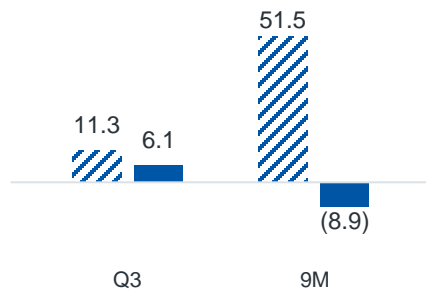
Total Revenue

(€mm)

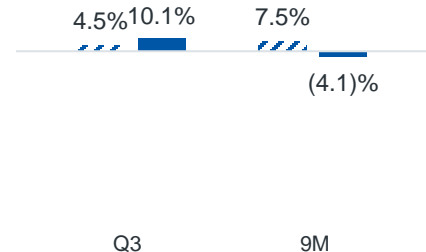


Adj. EBITDA¹

(€mm)

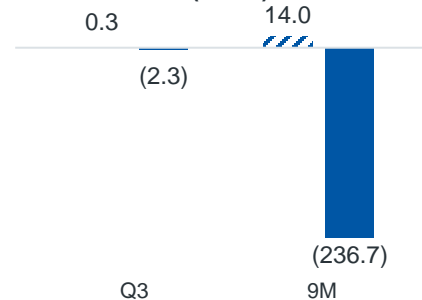


(% of Total Revenue)

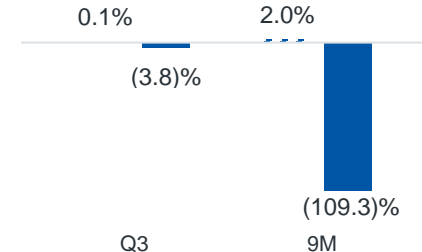


Net Income / (Loss)²

(€mm)

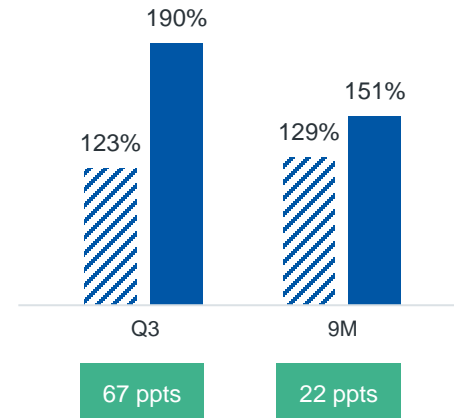


(% of Total Revenue)



Return on Advertising Spend³

(%)



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 Income/(Loss) for 9M 2020 includes impairment of goodwill of €207.6mm

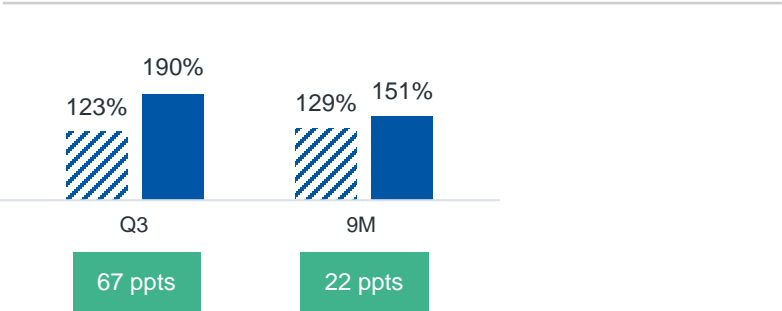
Source: Unaudited US GAAP financials and internal data

³ ROAS: Return on Advertising Spend

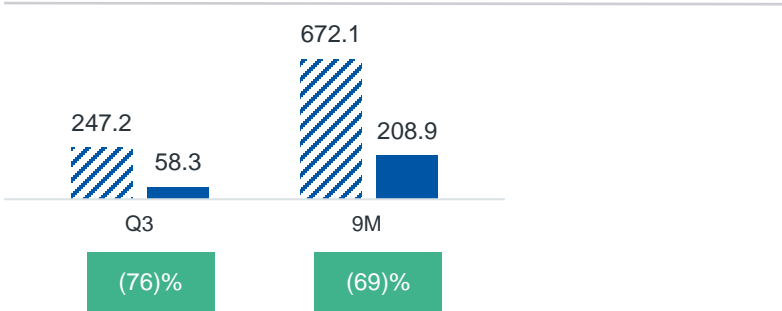
KPI – Global

2019 2020 YoY

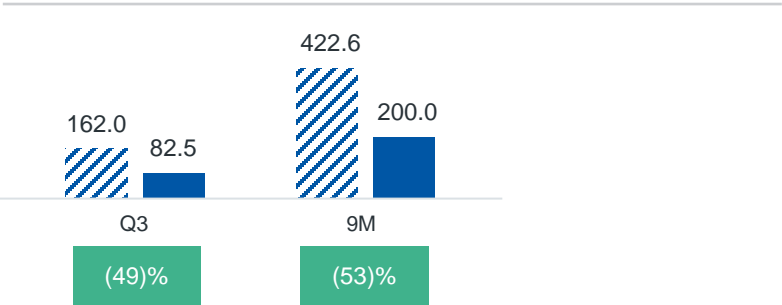
ROAS (%)



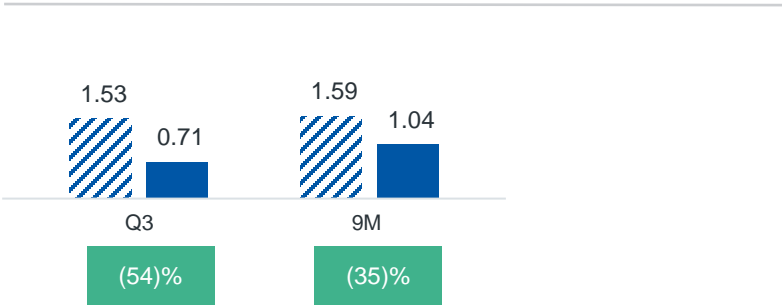
Referral Revenue (€mm)



Qualified Referrals (mm)



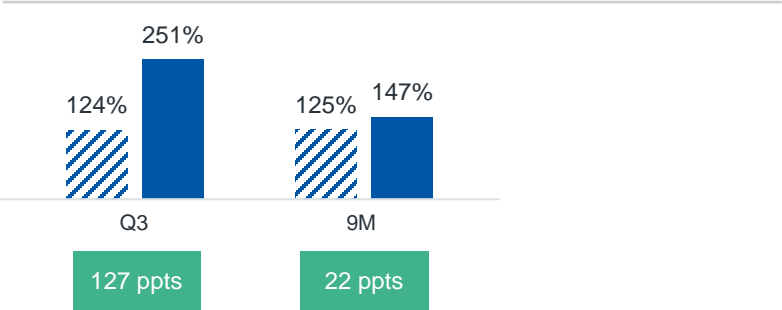
RPQR¹ (€)



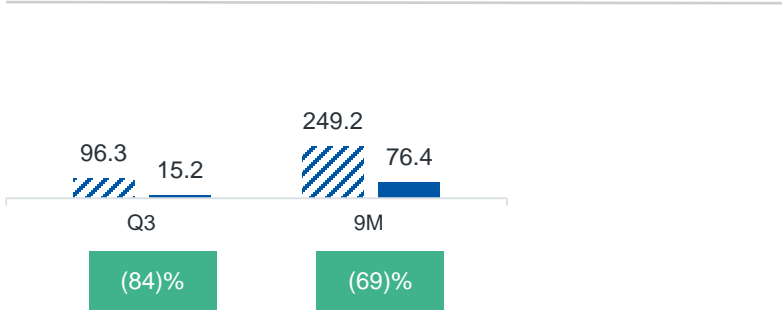
KPI – Americas

▨ 2019
 ■ 2020
 ■ YoY

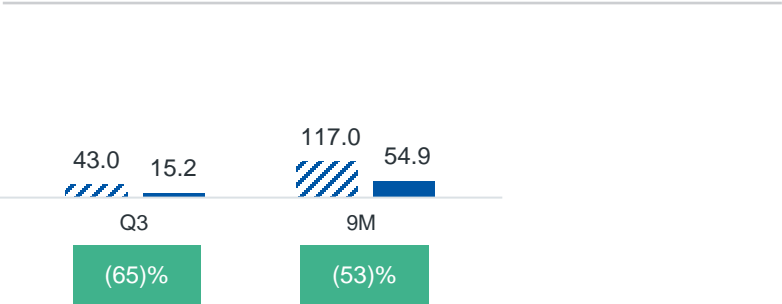
ROAS (%)



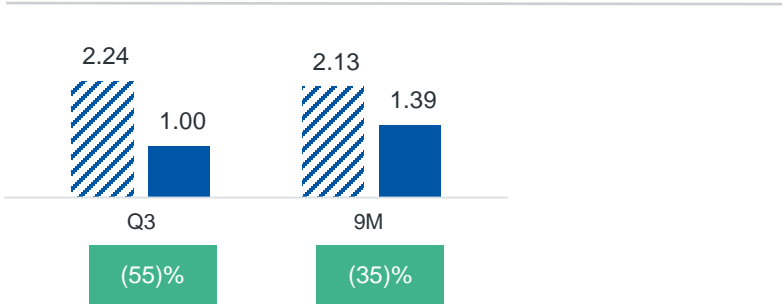
Referral Revenue (€mm)



Qualified Referrals (mm)



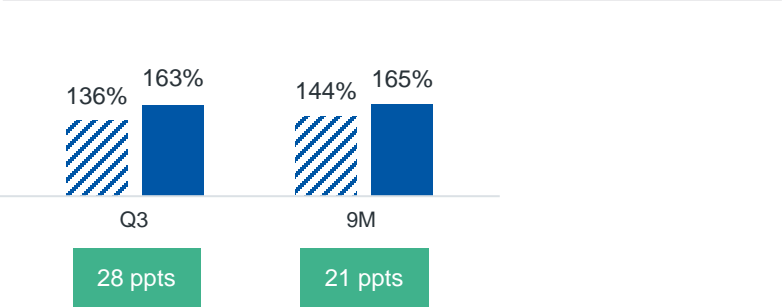
RPQR¹ (€)



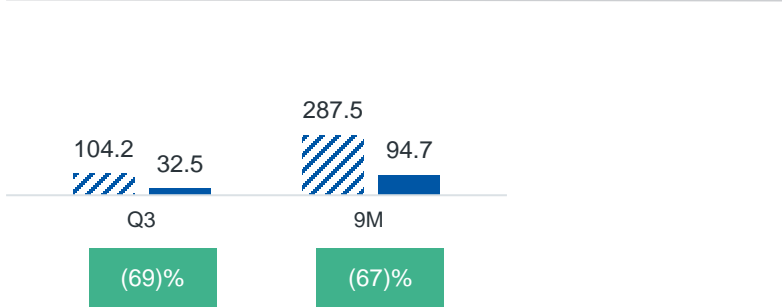
KPI – Dev Europe

▨ 2019
 ■ 2020
 ■ YoY

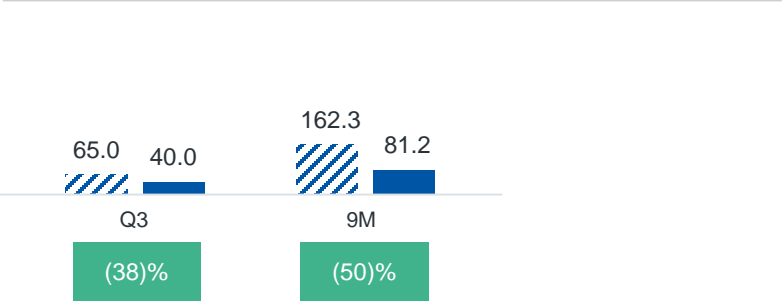
ROAS (%)



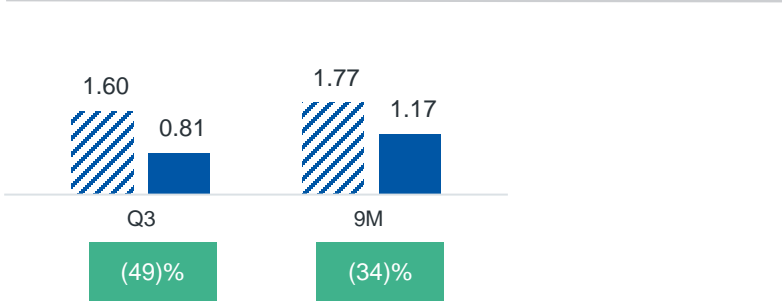
Referral Revenue (€mm)



Qualified Referrals (mm)



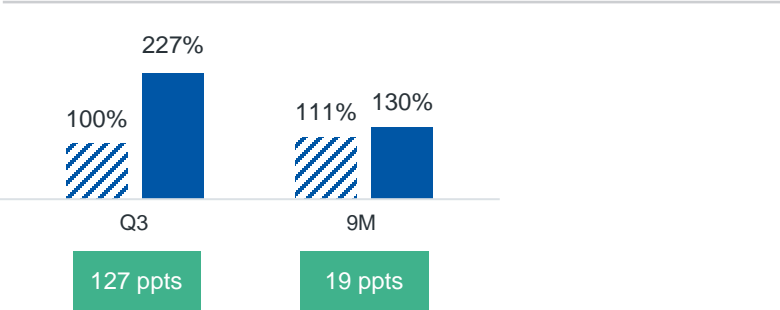
RPQR¹ (€)



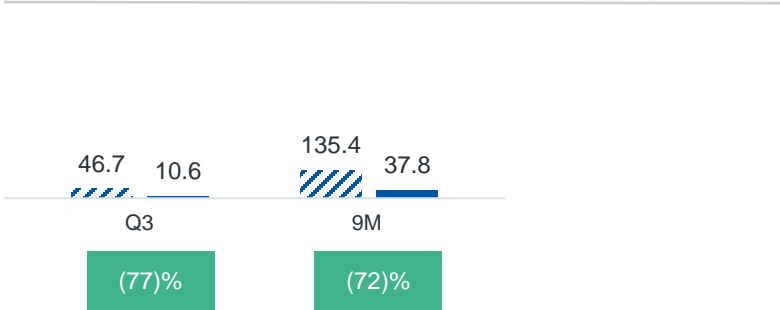
KPI – Rest of World

2019 2020 YoY

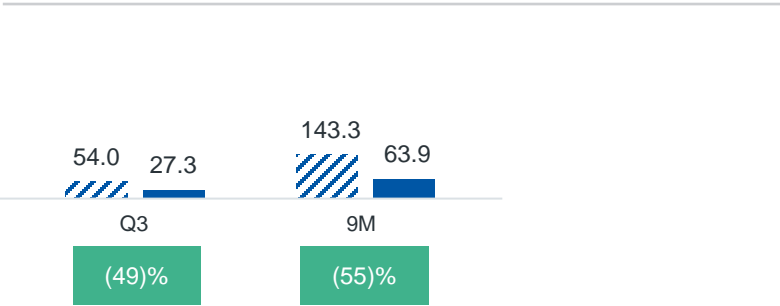
ROAS (%)



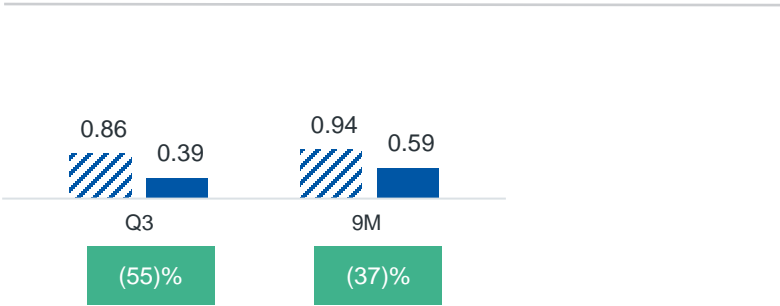
Referral Revenue (€mm)



Qualified Referrals (mm)



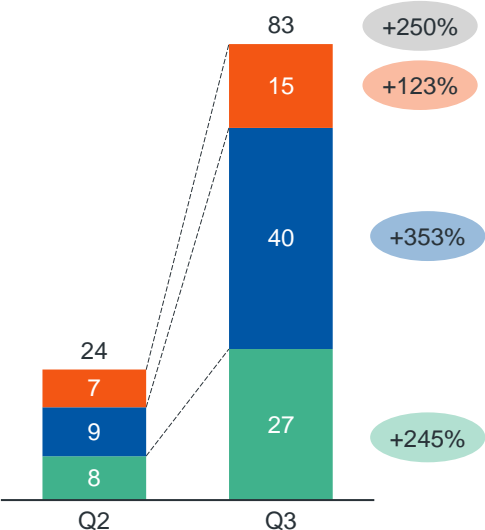
RPQR¹ (€)



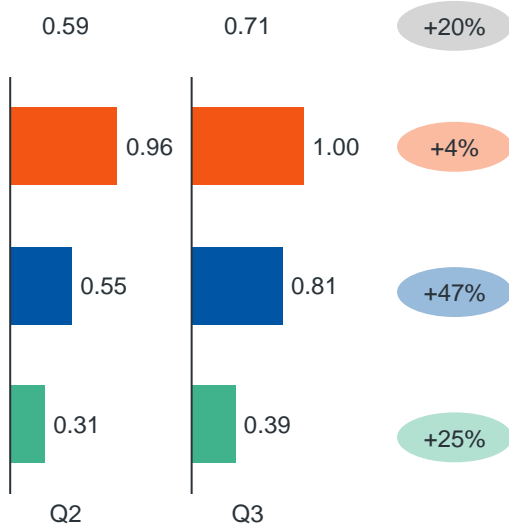
KPI – Development Q2 to Q3 2020

■ Global
 ■ Americas
 ■ Europe
 ■ RoW

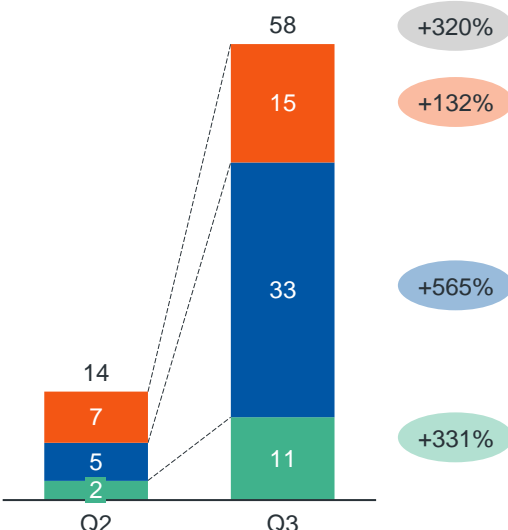
Qualified Referrals (mm)



RPQR¹ (€)

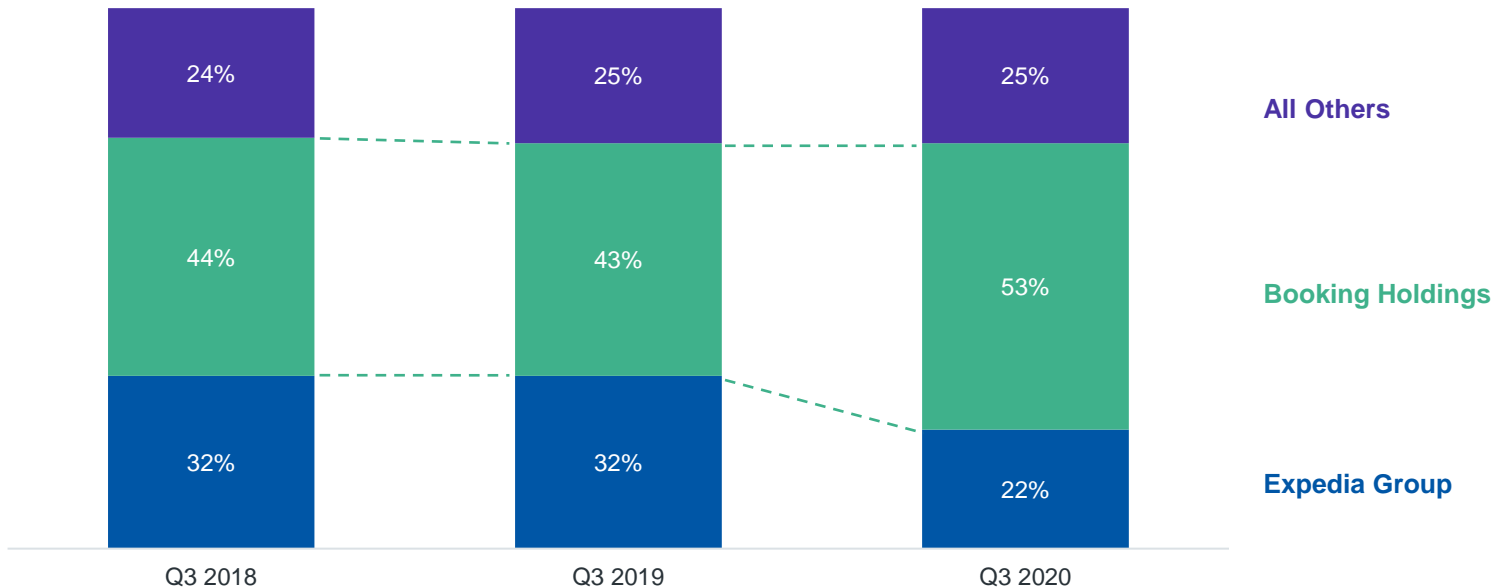


Referral Revenue (€mm)



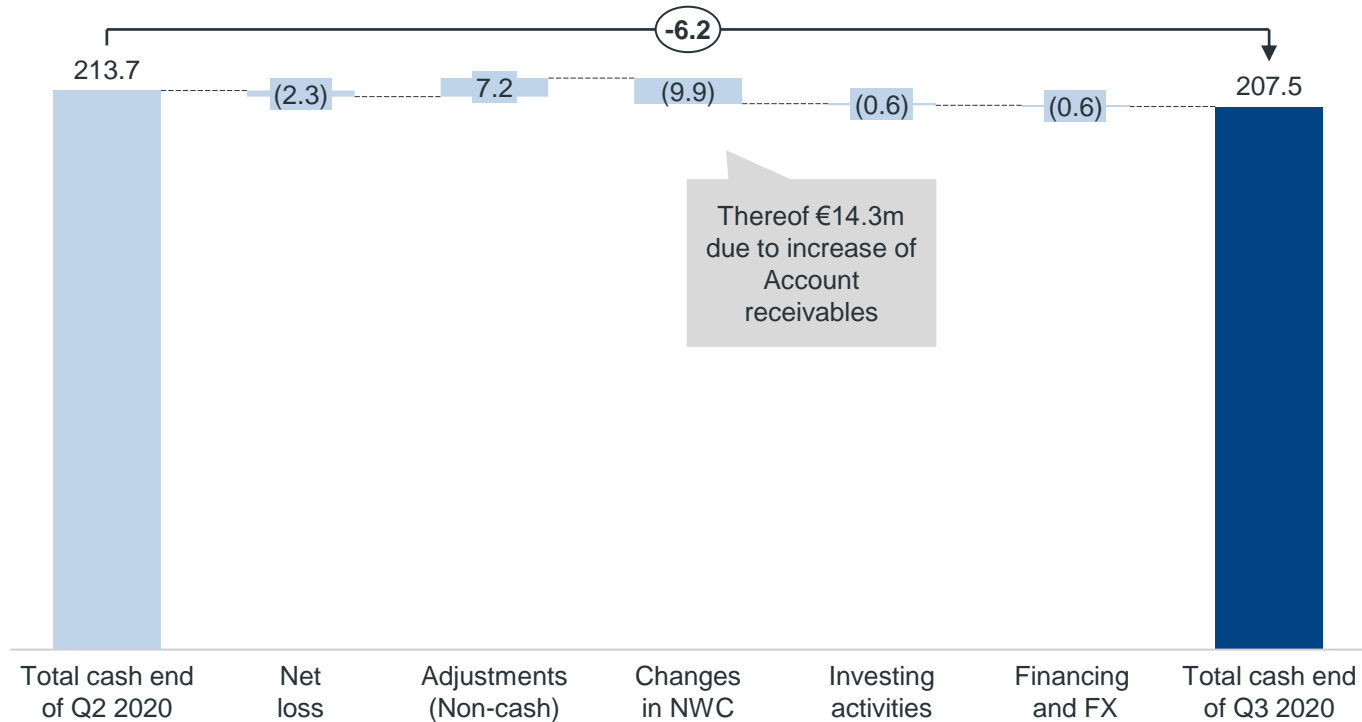
Advertiser Mix: Booking Holdings' share above 50% in Q3 2020

Advertiser revenue share as % of Referral Revenue



Note: Some numbers may not add up due to rounding
Source: Internal data

Total cash¹ level decreased by €6.2m to €207.5m in Q3 2020



Appendix

Consolidated Financials YTD 2020, trivago N.V.

in € thousands	YTD 2020	YTD 2019	Δ €	Δ %
Referral Revenue	208,888	672,078	(463,190)	(68.9) %
Other revenue	7,689	11,072	(3,383)	(30.6) %
Total revenue	216,577	683,150	(466,573)	(68.3) %
Cost of revenue	8,112	6,538	1,574	24.1 %
% of total revenue	3.7 %	1.0 %		
Selling and marketing	160,777	557,031	(396,254)	(71.1) %
% of total revenue	74.2 %	81.5 %		
Technology and content	50,695	53,264	(2,569)	(4.8) %
% of total revenue	23.4 %	7.8 %		
General and administrative	32,316	37,891	(5,575)	(14.7) %
% of total revenue	14.9 %	5.5 %		
Amortization of intangible assets	373	1,263	(890)	(70.5) %
% of total revenue	0.2 %	0.2 %		
Impairment of goodwill	207,618	—	207,618	100.0 %
% of total revenue	95.9 %	—		
Operating income/(loss)	(243,314)	27,163	(270,477)	n.m.
Total other income/(expense), net	(1,165)	(439)	(726)	165.4 %
% of total revenue	(0.5) %	(0.1) %		
Expense/(benefit) for income taxes	(7,409)	12,902	(20,311)	(157.4) %
% of total revenue	(3.4) %	1.9 %		
Income/(loss) from equity method investment	333	208	125	60.1 %
% of total revenue	0.2 %	—		
Net income/(loss)	(236,737)	14,030	(250,767)	n.m.
% of total revenue	(109.3) %	2.1 %		

Comments

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

Consolidated Financial Information YTD 2020, trivago N.V.

in € thousands	YTD 2020	YTD 2019	Δ €	Δ %	
Referral Revenue	208,888	672,078	(463,190)	(68.9) %	1
Other revenue	7,689	11,072	(3,383)	(30.6) %	2
Total revenue	216,577	683,150	(466,573)	(68.3) %	
Cost of revenue, excluding SBC	7,922	6,334	1,588	25.1 %	
% of Total revenue	3.7 %	0.9 %			
Selling and marketing, excluding SBC	159,869	555,167	(395,298)	(71.2) %	
% of Total revenue	73.8 %	81.3 %			
Advertising Spend	138,658	521,034	(382,376)	(73.4) %	3
% of Total revenue	64.0 %	76.3 %			
Other Selling and marketing, excluding SBC	21,211	34,133	(12,922)	(37.9) %	4
% of Total revenue	9.8 %	5.0 %			
Technology and content, excluding SBC	47,610	48,481	(871)	(1.8) %	5
% of Total revenue	22.0 %	7.1 %			
General and administrative, excluding SBC	25,117	29,086	(3,969)	(13.6) %	6
% of Total revenue	11.6 %	4.3 %			
Add back: Depreciation expense	8,279	7,531	748	9.9 %	
% of Total revenue	3.8 %	1.1 %			
Add back: Impairment and gains/losses property and equipment disposal	557	(112)	669	n.m.	
% of Total revenue	0.3 %	—			
Add back: Certain other items, including restructuring	6,246	—	6,246	100.0 %	
% of Total revenue	2.9 %	—			
Adjusted EBITDA	(8,859)	51,501	(60,360)	(117.2) %	
% of Total revenue	(4.1) %	7.5 %			
Reconciliation from Adjusted EBITDA to net income/(loss)					
Certain other items, including restructuring	(6,246)	—	(6,246)	100.0 %	
% of Total revenue	(2.9) %	—			
Share-based compensation (SBC) (expense)	(11,382)	(15,656)	4,274	(27.3) %	
% of Total revenue	(5.3) %	(2.3) %			
Impairment of intangible assets and goodwill (expense)	(207,618)	—	(207,618)	100.0 %	
% of Total revenue	(95.9) %	—			
Impairment and gains/(losses) property and equipment disposal	(557)	112	(669)	n.m.	
% of Total revenue	(0.3) %	0.0 %			
Depreciation and Amortization (expense)	(8,652)	(8,794)	142	(1.6) %	
% of Total revenue	(4.0) %	(1.3) %			
Total other income/(expense), net	(1,165)	(439)	(726)	165.4 %	
% of Total revenue	(0.5) %	(0.1) %			
Income taxes/benefit/(expense)	7,409	(12,902)	20,311	(157.4) %	
% of Total revenue	3.4 %	(1.9) %			
Income/(loss) from equity method investment	333	208	125	60.1 %	
% of Total revenue	0.2 %	0.0 %			
Net income/(loss)	(236,737)	14,030	(250,767)	n.m.	
% of Total revenue	(109.3) %	2.1 %			

Comments

- 1 Referral Revenue decreased by 69% as Referral Revenue decreased by 69%, 67% and 72% in Americas, Developed Europe and RoW, respectively
- 2 Other revenue decreased by 31%, mainly driven by lower subscription revenue
- 3 Advertising Spend decreased by 74%, 71% and 76% in Americas, Developed Europe and RoW, respectively
- 4 Other selling and marketing expenses excl. SBC decreased by 38%, mostly driven by reductions in television advertisement production costs and personnel costs
- 5 Technology and content expense excl. SBC decreased by 2%, mainly driven by office-related expenses and external content development costs
- 6 General and administrative expense excl. SBC decreased by 14%, mostly driven by lower professional fees and other expenses, as well as lower personnel costs

Reconciliation of non-GAAP Financial Measures YTD 2020, trivago N.V.

in € thousands	YTD 2020	YTD 2019	Δ €	Δ %
Net income/(loss)	(236,737)	14,030	(250,767)	n.m.
Income/(loss) from equity method investment	333	208	125	60.1 %
Income/(loss) before equity method investment	(237,070)	13,822	(250,892)	n.m.
Expense/(benefit) for income taxes	(7,409)	12,902	(20,311)	(157.4) %
Income/(loss) before income taxes	(244,479)	26,724	(271,203)	n.m.
Add/(less):				
Interest expense	150	26	124	n.m.
Other, net	1,015	413	602	145.8 %
Operating income/(loss)	(243,314)	27,163	(270,477)	n.m.
Depreciation of property and equipment and amortization of intangible assets	8,652	8,794	(142)	(1.6) %
Impairment of, and gains and losses on disposals of, property and equipment	557	(112)	669	n.m.
Impairment of intangible assets and goodwill	207,618	—	207,618	100.0 %
Share-based compensation	11,382	15,656	(4,274)	(27.3) %
Certain other items, including restructuring	6,246	—	6,246	100.0 %
Adjusted EBITDA	(8,859)	51,501	(60,360)	(117.2) %

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

in € thousands	YTD 2020	YTD 2019	Δ €	Δ %
Cost of revenue	190	204	(14)	(6.9) %
Selling and marketing	908	1,864	(956)	(51.3) %
Technology and content	3,085	4,783	(1,698)	(35.5) %
General and administrative	7,199	8,805	(1,606)	(18.2) %
Total Share-based compensation	11,382	15,656	(4,274)	(27.3) %

Consolidated Financials Q3 2020, trivago N.V.

in € thousands	Q3 2020	Q3 2019	Δ €	Δ %
Referral Revenue	58,291	247,166	(188,875)	(76.4) %
Other revenue	2,351	3,370	(1,019)	(30.2) %
Total revenue	60,642	250,536	(189,894)	(75.8) %
Cost of revenue	2,644	2,558	86	3.4 %
<i>% of total revenue</i>	4.4 %	1.0 %		
Selling and marketing	36,553	212,929	(176,376)	(82.8) %
<i>% of total revenue</i>	60.3 %	85.0 %		
Technology and content	14,786	17,371	(2,585)	(14.9) %
<i>% of total revenue</i>	24.4 %	6.9 %		
General and administrative	7,992	14,353	(6,361)	(44.3) %
<i>% of total revenue</i>	13.2 %	5.7 %		
Amortization of intangible assets	12	421	(409)	(97.1) %
<i>% of total revenue</i>	—	0.2 %		
Operating income/(loss)	(1,345)	2,904	(4,249)	(146.3) %
Total other income/(expense), net	(462)	(314)	(148)	47.1 %
<i>% of total revenue</i>	(0.8) %	(0.1) %		
Expense/(benefit) for income taxes	626	2,376	(1,750)	(73.7) %
<i>% of total revenue</i>	1.0 %	0.9 %		
Income/(loss) from equity method investment	120	79	41	51.9 %
<i>% of total revenue</i>	0.2 %	0.0 %		
Net income/(loss)	(2,313)	293	(2,606)	n.m.
<i>% of total revenue</i>	(3.8) %	0.1 %		

Comments

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

Consolidated Financial Information Q3 2020, trivago N.V.

in € thousands	Q3 2020	Q3 2019	Δ €	Δ %	
Referral Revenue	58,291	247,166	(188,875)	(76.4) %	1
Other revenue	2,351	3,370	(1,019)	(30.2) %	2
Total revenue	60,642	250,536	(189,894)	(75.8) %	
Cost of revenue, excluding SBC	2,574	2,492	82	3.3 %	
% of Total revenue	4.2 %	1.0 %			
Selling and marketing, excluding SBC	36,322	212,466	(176,144)	(82.9) %	
% of Total revenue	59.9 %	84.8 %			
Advertising Spend	30,638	201,285	(170,647)	(84.8) %	3
% of Total revenue	50.5 %	80.3 %			
Other Selling and marketing, excluding SBC	5,684	11,181	(5,497)	(49.2) %	4
% of Total revenue	9.4 %	4.5 %			
Technology and content, excluding SBC	13,882	16,234	(2,352)	(14.5) %	5
% of Total revenue	22.9 %	6.5 %			
General and administrative, excluding SBC	5,502	10,693	(5,191)	(48.5) %	6
% of Total revenue	9.1 %	4.3 %			
Add back: Depreciation expense	2,653	2,712	(59)	(2.2) %	
% of Total revenue	4.4 %	1.1 %			
Add back: Impairment and gains/losses property and equipment disposal	507	—	507	100.0 %	
% of Total revenue	0.8 %	0.0 %			
Add back: Certain other items, including restructuring	608	—	608	100.0 %	
% of Total revenue	1.0 %	0.0 %			
Adjusted EBITDA	6,130	11,363	(5,233)	(46.1) %	
% of Total revenue	10.1 %	4.5 %			
Reconciliation from Adjusted EBITDA to net income/(loss)					
Certain other items, including restructuring	(608)	—	(608)	100.0 %	
% of Total revenue	(1.0) %	—			
Share-based compensation (SBC) (expense)	(3,695)	(5,326)	1,631	(30.6) %	
% of Total revenue	(6.1) %	(2.1) %			
Impairment and gains/(losses) property and equipment disposal	(507)	—	(507)	100.0 %	
% of Total revenue	(0.8) %	0.0 %			
Depreciation and Amortization (expense)	(2,665)	(3,133)	468	(14.9) %	
% of Total revenue	(4.4) %	(1.3) %			
Total other income/(expense), net	(462)	(314)	(148)	47.1 %	
% of Total revenue	(0.8) %	(0.1) %			
Income taxes/benefit/(expense)	(626)	(2,376)	1,750	(73.7) %	
% of Total revenue	(1.0) %	(0.9) %			
Income/(loss) from equity method investment	120	79	41	51.9 %	
% of Total revenue	0.2 %	0.0 %			
Net income/(loss)	(2,313)	293	(2,606)	n.m.	
% of Total revenue	(3.8) %	0.1 %			

Comments

- 1 Referral Revenue decreased by 76% as Referral Revenue decreased by 84%, 69% and 77% in Americas, Developed Europe and RoW, respectively
- 2 Other revenue decreased by 30%, mainly driven by lower subscription revenue
- 3 Advertising Spend decreased by 92%, 74% and 90% in Americas, Developed Europe and RoW, respectively
- 4 Other selling and marketing expenses excl. SBC decreased by 49%, driven by reductions in personnel costs and in television advertisement production costs
- 5 Technology and content expense excl. SBC decreased by 14%, mainly driven by lower personnel costs
- 6 General and administrative expense excl. SBC decreased by 49%, mostly driven by lower professional fees and other expenses, as well as lower personnel costs

Reconciliation of non-GAAP Financial Measures Q3 2020, trivago N.V.

in € thousands	Q3 2020	Q3 2019	Δ €	Δ %
Net income/(loss)	(2,313)	293	(2,606)	n.m.
Income/(loss) from equity method investment	120	79	41	51.9 %
Income/(loss) before equity method investment	(2,433)	214	(2,647)	n.m.
Expense/(benefit) for income taxes	626	2,376	(1,750)	(73.7) %
Income/(loss) before income taxes	(1,807)	2,590	(4,397)	(169.8) %
Add/(less):				
Interest expense	45	7	38	n.m.
Other, net	417	307	110	35.8 %
Operating income/(loss)	(1,345)	2,904	(4,249)	(146.3) %
Depreciation of property and equipment and amortization of intangible assets	2,665	3,133	(468)	(14.9) %
Impairment of, and gains and losses on disposals of, property and equipment	507	—	507	100.0 %
Share-based compensation	3,695	5,326	(1,631)	(30.6) %
Certain other items, including restructuring	608	—	608	100.0 %
Adjusted EBITDA	6,130	11,363	(5,233)	(46.1) %

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

in € thousands	Q3 2020	Q3 2019	Δ €	Δ %
Cost of revenue	70	66	4	6.1 %
Selling and marketing	231	463	(232)	(50.1) %
Technology and content	904	1,137	(233)	(20.5) %
General and administrative	2,490	3,660	(1,170)	(32.0) %
Total Share-based compensation	3,695	5,326	(1,631)	(30.6) %

Consolidated Statement of Cash Flows YTD 2020, trivago N.V.

in € thousands	YTD 2020	YTD 2019	
Net income/(loss)	(236,737)	14,030	1
Adjustments to reconcile net income/(loss) to net cash provided by/(used in):			
Depreciation	8,279	7,531	
Amortization of intangible assets	373	1,263	
Goodwill impairment loss	207,618	—	
Impairment of long-lived assets including internal-use software and website development	549	96	
Share-based compensation	11,382	15,656	
Deferred income taxes	(6,914)	1,986	
Foreign exchange losses	123	401	
Expected credit (gains)/ losses	1,836	538	
Loss on disposal of fixed assets	144	1	
Gain from settlement of asset retirement obligation	(137)	(209)	
Gain from lease termination	(56)	—	
(Income)/loss from equity method investment	(333)	(50)	
Changes in operating assets and liabilities			
Accounts receivable, including related party	41,224	(2,859)	
Prepaid expenses and other assets	(1,603)	2,356	
Accounts payable	(26,011)	14,901	
Payroll liabilities	(907)	(4,423)	
Accrued expenses and other liabilities	2,881	1,981	
Deferred revenue	(1,758)	(1,069)	
Taxes payable/receivable, net	225	(2,293)	
Net cash provided by/(used in) operating activities	178	49,837	2
Purchase of investments	(8,850)	(10,000)	
Proceeds from sale of business (net of cash sold)	292	—	
Capital expenditures	(4,629)	(6,290)	
Proceeds from sale of fixed assets	624	30	
Net cash used in investing activities	(12,563)	(16,260)	3
Proceeds from exercise of option awards	59	193	
Repayment of other non-current liabilities	(202)	(234)	
Net cash used in financing activities	(143)	(41)	
Effect of exchange rate changes on cash	(532)	263	
Net increase/(decrease) in cash, cash equivalents and restricted cash	(13,060)	33,799	4
Cash and cash equivalents and restricted cash at beginning of the period	220,543	164,308	
Cash and cash equivalents and restricted cash at end of the period	207,483	198,107	

Comments

- 1 Net loss excluding non-cash expenses e.g., for Goodwill impairment losses (€207.6 million) and Share-based compensation (€11.4 million) led to a decrease in cash and cash equivalents of €13.9 million in the first nine months ended September 30, 2020
- 2 Net cash provided by operating activities was mainly driven by the change in operating assets and liabilities of €14.1 million which was mainly due to a decrease in Accounts receivable of €41.2 million
- 3 Net cash used in investing activities led to a decrease in cash of €12.6 million
- 4 Net decrease in cash, cash equivalents and restricted cash was €13.1 million in the first nine months ended September 30, 2020

Consolidated Statement of Cash Flows Q3 2020, trivago N.V.

in € thousands	Q3 2020	Q3 2019	
Net income/(loss)	(2,313)	293	1
Adjustments to reconcile net income/(loss) to net cash provided by/(used in):			
Depreciation	2,653	2,712	
Amortization of intangible assets	12	421	
Impairment of long-lived assets including internal-use software and website development	549	—	
Share-based compensation	3,695	5,326	
Deferred income taxes	508	254	
Foreign exchange losses	480	270	
Expected credit (gains)/ losses	(550)	192	
Loss on disposal of fixed assets	60	—	
Gain from settlement of asset retirement obligation	(102)	—	
Gain from lease termination	(21)	—	
(Income)/loss from equity method investment	(120)	79	
Changes in operating assets and liabilities:			
Accounts receivable, including related party	(14,266)	11,348	
Prepaid expenses and other assets	4,540	453	
Accounts payable	2,535	(17,394)	
Payroll liabilities	(322)	591	
Accrued expenses and other liabilities	(2,151)	665	
Deferred revenue	(198)	(411)	
Taxes payable/receivable, net	(39)	(10,422)	
Net cash provided by/(used in) operating activities	(5,050)	(5,623)	2
Purchase of investments	—	(10,000)	
Proceeds from sale of business (net of cash sold)	292	—	
Capital expenditures	(1,454)	(3,085)	
Proceeds from sale of fixed assets	587	3	
Net cash used in investing activities	(575)	(13,082)	3
Proceeds from exercise of option awards	19	28	
Repayment of other non-current liabilities	(67)	(66)	
Net cash used in financing activities	(48)	(38)	
Effect of exchange rate changes on cash	(523)	275	
Net increase/(decrease) in cash, cash equivalents and restricted cash	(6,196)	(18,468)	4
Cash and cash equivalents and restricted cash at beginning of the period	213,679	216,575	
Cash and cash equivalents and restricted cash at end of the period	207,483	198,107	

Comments

- 1 Net loss of €2.3 million excluding non-cash expenses e.g., for Share-based compensation (€3.7 million) and Depreciation (€2.7 million) led to an increase in cash and cash equivalents of €4.9 million in the third quarter of 2020
- 2 Net cash used in operating activities of €5.1 million was mainly driven by the change in operating assets and liabilities of €9.9 million which was mainly due to an increase in Accounts receivable of €14.3 million
- 3 Net cash used in investing activities led to a decrease in cash of €0.6 million
- 4 Net decrease in cash, cash equivalents and restricted cash was €6.2 million in the third quarter of 2020

Consolidated Balance Sheet Q3 2020, trivago N.V.

in € thousands

	As of Sep 30, 2020	As of Dec 31, 2019	
Cash and cash equivalents	205,064	218,106	1
Restricted cash	103	122	
Accounts receivable, less allowance	16,151	37,747	2
Accounts receivable, related party	10,519	31,139	
Short-term investments	19,172	10,000	
Tax receivable	7,772	8,565	
Prepaid expenses and other current assets	7,346	4,607	
Assets classified as held for sale	361	—	
Total current assets	266,488	310,286	
Property and equipment, net	28,002	33,172	
Operating lease right-of-use assets	87,374	96,030	
Deferred income taxes	312	735	
Other long-term assets	5,371	7,274	
Intangible assets, net	169,551	169,924	
Goodwill	282,641	490,590	3
TOTAL ASSETS	839,739	1,108,011	
Accounts payable	7,394	33,391	4
Income taxes payable	22	549	
Deferred revenue	3,541	5,553	
Payroll liabilities	2,967	4,055	
Accrued expenses and other current liabilities	15,600	14,763	
Operating lease liability	6,259	5,037	
Liabilities related to assets classified as held for sale	278	—	
Total current liabilities	36,061	63,348	
Operating lease liability	86,787	94,660	
Deferred income taxes	43,820	50,927	
Other long-term liabilities	3,600	4,289	
Class A common stock	3,329	3,049	
Class B common stock	178,913	181,013	
Reserves	794,321	781,060	
Contribution from Parent	122,307	122,307	
Accumulated other comprehensive income/(loss)	42	62	
Accumulated deficit	(429,441)	(192,704)	
Total stockholders' equity	669,471	894,787	
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	839,739	1,108,011	

Comments

- 1 Cash and cash equivalents decreased by €13.1 million which was mainly driven by net cash used in investing activities of €12.6
- 2 Accounts receivable from non-related parties decreased by €21.6 million, Accounts receivable from related parties decreased by €20.6 million due to the lower revenue level in the third quarter of 2020
- 3 As a result of the expected prolonged deterioration of our business due to the COVID-19 outbreak, we recorded an impairment charge of €207.6 million to reflect the economic and financial impact on our business in the first quarter of 2020
- 4 Accounts payable decreased by €26.0 million as Advertising Spend in September 2020 was significantly lower than in December 2019 due to the COVID-19 pandemic

