



TripAdvisor, Inc.

Slight Q4 upside. Strong travel industry growth and Liberty buyback should drive 2025. Lowering P/T to \$24.

COMPANY UPDATE

Rating: **BUY**

Ticker: TRIP

Price: \$14.80

Target: \$24.00
(from \$32)

Slight Q4 upside: TripAdvisor recently (on February 20) reported its fiscal Q4 2024 (ending December) results. Revenue was \$411 million (+5% y-o-y), compared with our estimates of \$425 million and consensus of \$401 million. Pro forma EPS was \$0.30, compared with our estimates of \$0.35 and consensus of \$0.21. Q4 guidance was for revenue growth to be low-to-mid single digits (y-o-y).

Viator and TheFork remains strong: Core Hotel revenue was \$204 million (-6% y-o-y), Viator was \$186 million (+16% y-o-y), and TheFork was \$48 million (+23% y-o-y).

Strong Viator and TheFork outlook: The company's Viator and TheFork business has continued to have strong growth. Profitability for both have improved significantly in 2024, and are expected to increase with better operating leverage in 2025 from strong revenue growth.

Travel's strong growth: Since the recovery from coronavirus pandemic, the travel industry has seen strong growth (particularly in the past 3 years) and current travel forecasts are for another strong year in 2025.

Solid guidance: The company provided initial 2025 guidance for revenue to grow +5 – 7% (y-o-y), and EBITDA margin of 16 – 18%. For Q1 2025, company provided initial guidance for revenue to be flat or decline low-single digits and EBITDA margin of 5 – 7%.

Lowering 2025 estimates: We are lowering our 2025 estimates for revenue to \$1,927 million, from \$2,024 million, and for EPS to \$1.39 from \$1.59. We note our estimates does not factor in the Liberty deal yet.

Major share buyback: In February 2024, Liberty TripAdvisor (LTRPA), which owns ~21% of TripAdvisor shares and has effective voting control (~57%) of the company, announced that it was pursuing strategic alternatives for TripAdvisor. In December 2024, TripAdvisor announced that it will effectively acquire Liberty TripAdvisor's shares in TripAdvisor. This will effectively result in TripAdvisor acquiring 27 million of its own shares for ~\$435 million. This deal is expected to close in Q2 2025.

Positive risk versus reward: We continue to be positive on TRIP longer term. Traveling and the travel industry has returned back to normal and we believe they will continue to grow stronger and that TRIP as one of the world's largest travel website is in good position to capture a significant share of the economics within the travel industry.

Long term positive: We believe that execution of TRIP's long term plan, unlocking strategic value and strategic alternatives, a strong rebound/long term travel industry, and a positive long-term growth outlook bodes well for its share price to increase longer term. Although there are concerns about core TripAdvisor low core revenue growth, we believe the longer term growth outlook is positive.

Valuation attractive: Maintaining our BUY rating, but lowering our 12-month price target to \$24 from \$32, which reflects a forward P/E of ~16x our 2026 EPS estimate of \$1.48 which we estimate is its long term EPS growth rate. We believe this appropriately balances out the company's risks with its high growth prospects and large upside opportunities.

Company Description

Based in Needham, MA, TripAdvisor is the world's largest online travel review company with information and opinions about destinations, accommodations, restaurants, and activities throughout the world.

United States
Internet Software and Services

March 1, 2025

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Stock Data

Exchange:	NasdaqGS
52-week Range:	\$12.93 – 28.76
Shares Outstanding (million):	145
Market cap (\$million):	\$2,146
EV (\$million):	\$1,888
Debt (\$million):	\$836
Cash (\$million):	\$1,094
Avg. Daily Trading Vol. (\$million):	\$42
Float (million shares):	113
Short Interest (million shares):	10
Dividend, annual (yield):	\$0 (NA%)

Revenues (US\$ million)

	2025E (Cur.)	2025E (Old)	2026E (Cur.)	2026E (Old)
Q1 Mar	391E	413E	403E	
Q2 Jun	527E	555E	543E	
Q3 Sep	569E	610E	586E	
Q4 Dec	440E	446E	453E	
Total	1,927E	2,024E	1,985E	
EV/Revs	1.0x		1.0x	

Earnings per Share (pro forma)

	2025E (Cur.)	2025E (Old)	2026E (Cur.)	2026E (Old)
Q1 Mar	0.05E	0.00E	0.06E	
Q2 Jun	0.48E	0.46E	0.50E	
Q3 Sep	0.52E	0.74E	0.54E	
Q4 Dec	0.34E	0.39E	0.38E	
Total	\$1.39E	\$1.59E	\$1.48E	
P/E	11x		10x	

Important Disclosures

Ascendant Capital Markets LLC seeks to do business with companies covered by its research team. Consequently, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making an investment decision.

For analyst certification and other important disclosures, refer to the Disclosure Section, located at the end of this report, beginning on page 9.

OVERVIEW

- TripAdvisor recently (on February 20) reported its fiscal Q4 2024 (ending December) results.
- Revenue was \$411 million (+5% y-o-y), compared with our estimates of \$425 million and consensus of \$401 million.
- Pro forma EPS was \$0.30, compared with our estimates of \$0.35 and consensus of \$0.21.
- EBITDA was \$73 million (vs. \$84 million y-o-y), compared with our estimate of \$97 million.
- Q4 guidance was for revenue growth to be low-to-mid single digits (y-o-y).
- The company provided initial 2025 guidance for revenue to grow +5 – 7% (y-o-y), and EBITDA margin of 16 – 18%.
- For Q1 2025, company provided initial guidance for revenue to be flat or decline low-single digits and EBITDA margin of 5 – 7%.
- We are lowering our 2025 estimates for revenue to \$1,927 million, from \$2,024 million, and for EPS to \$1.39 from \$1.59.
- We are initiating our 2026 estimates for revenue of \$1,985 million, and for EPS of \$1.48.

ADDITIONAL DETAILS

- Core Hotel revenue was \$204 million (-6% y-o-y), Viator was \$186 million (+16% y-o-y), and TheFork was \$48 million (+23% y-o-y).
- Core Hotel EBITDA was \$53 million (vs. \$69 million y-o-y), Viator was \$20 million (vs. \$15 million y-o-y), and TheFork was ~\$0 million (vs. ~\$0 million y-o-y).
- Gross profit for the quarter was \$384 million, compared with our estimate of \$387 million.
- Gross margin for the quarter was 93%, versus 91% last year and our expectation of 91%.
- Operating expenses were \$384 million, versus our expectation of \$351 million.
- Operating income was ~\$0 million, versus our expectation of \$36 million.
- Pro forma net income was \$43 million, versus our expectation of \$50 million.
- In November 2021, the company announced that its co-founder and long-time CEO, Stephen Kaufer, will step down from his CEO position of TripAdvisor in 2022.
- In May 2022, TripAdvisor announced Matt Goldberg as its new CEO. Mr. Goldberg has leadership and experience in strategy and operations for more than 20 years across a number of leading media, advertising, and consumer-facing companies.
- In October 2022, the company announced that Ernst Teunissen will retire as Chief Financial Officer to pursue other interests and that Mike Noonan will join the company as its new CFO.
- In February 2022, the company announced that it will evaluate strategic value opportunities related to Viator and TheFork (the bulk of its Experiences & Dining (E&D) Segment) including opportunities with industry participants as well as independent opportunities, including a potential sub-IPO, which would involve selling a minority stake of the Viator business to the public market.
- TripAdvisor has submitted a confidential draft S-1 registration statement with the U.S. Securities and Exchange Commission related to its proposed initial public offering of Viator. In parallel, the company is also assessing options to drive value recognition at TheFork though this is at an earlier stage than Viator.
- In February 2024, Liberty TripAdvisor (LTRPA), which owns ~21% of TripAdvisor shares and has effective voting control (~57%) of the company, announced that it was pursuing strategic alternatives for TripAdvisor or its investment in TripAdvisor. There was no other details provided.
- In December 2024, TripAdvisor announced that it will effectively acquire Liberty TripAdvisor's shares in TripAdvisor. This will effectively result in TripAdvisor acquiring 27 million of its own shares for ~\$435 million (implied equity value of \$16.21 per share). This deal is expected to close in Q2 2025.

The company's balance sheet remains solid with \$1,094 million in cash and \$836 million in debt (~\$2 in net cash per share), compared with \$1,143 million in cash and \$837 million in debt in September.

Exhibit 1: TripAdvisor Q4 2024 Financial Highlights (as of February 20, 2025)

4Q 2024 Highlights

<p>Progressing engagement-led strategy through product delivery</p> <p>Profile reflects shift from legacy model, including strategy supporting investment</p>	<p>Balancing scale, growth, profitability, and market share</p> <p>16% year over year revenue growth and adjusted EBITDA margin to 11% of revenue</p>	<p>Foundation in place for profitable growth</p> <p>23% revenue growth driven by reinvestment of significant cost savings in top line growth initiatives</p>

Tripadvisor Group: A family of brands addressing the traveler journey

A diversified position in the large and growing global travel and experiences industry

Revenue Mix % of Total¹			
FY24 Revenue²	\$949 million -8% y/y growth	\$840 million 14% y/y growth	\$181 million 18% y/y growth
FY24 Adj. EBITDA² (% margin)	\$301 million 32%	\$33 million 4%	\$5 million 3%

Source: Company report.

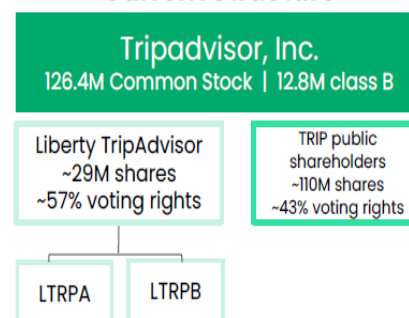
Exhibit 2: TripAdvisor and Liberty TripAdvisor Planned Merger (as of December 19, 2024)

Transaction Summary

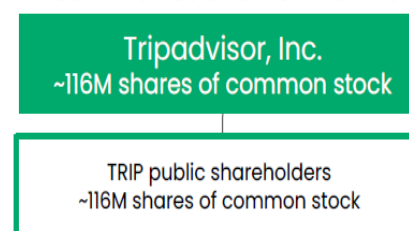
- TripAdvisor, Inc. (“TripAdvisor” or the “Company”) to acquire Liberty TripAdvisor Holdings, Inc. for a total merger consideration of approximately \$435 million (the “Transaction”), including the following:
 - i) Each share of Liberty TripAdvisor Series A and Series B common stock to be paid \$0.2567 per share in cash, or representing approximately \$20 million in aggregate
 - ii) Shares of the Liberty TripAdvisor 8% Series A preferred holder to be converted into the right to receive, in aggregate, approximately \$42.5 million in cash and approximately \$42.5 million (approximately 3.0mm shares) in TripAdvisor common stock¹
 - iii) Liberty TripAdvisor’s 0.50% exchangeable debentures of approximately \$330 million will be repaid
- Upon close, TripAdvisor to retire approximately 27 million of the TripAdvisor shares currently owned by Liberty TripAdvisor and will also issue approximately 3.0 million shares of TripAdvisor common stock to Liberty TripAdvisor’s Series A preferred stockholders
- Requires Liberty TripAdvisor shareholder approval
- Expected to close in Q2, 2025

(1) Equity value to Series A preferred holder based on 10-day VWAP of \$13.98 at 12/17/2024.

Current Structure



Post-Transaction Structure



Based on issued and outstanding shares as of 9/30/24.



Transaction Benefits

- Results in a meaningful buyback of ~19% of shares of TripAdvisor’s common stock and Class B common stock at an attractive price
- Simplifies ownership structure with alignment of voting power and economic ownership for all TripAdvisor shareholders
- Provides more strategic flexibility as a non-controlled entity
- Enhances trading and liquidity with single class of shares
 - Potential to expand investor base
 - Potential for additional index inclusion
- Immediately cash flow accretive to remaining shareholders
- TripAdvisor expects to continue with strong liquidity post transaction

Source: Company report.

Exhibit 3: TripAdvisor Stock Price (5-years)



Source: <https://bigcharts.marketwatch.com/>

Exhibit 4: Consensus Expectations (as of March 1, 2025)

	Revenue (mil)			EPS	
	2025E	2026E		2025E	2026E
Q1 Mar	\$391E		Q1 Mar	\$0.05E	
Q2 Jun	\$529E		Q2 Jun	\$0.44E	
Q3 Sep			Q3 Sep		
Q4 Dec			Q4 Dec		
Total	\$1,936E	\$2,090E	Total	\$1.40E	\$1.66E

*Quarterly estimates may not add to annual estimates due to variations in contributing estimates and rounding.

Source: Company report, LSEG, and Ascendant Capital Markets estimates

FINANCIAL MODEL

TripAdvisor, Inc.

Income Statement (\$ millions)	Mar-23	Jun-23	Sep-23	Dec-23	2023	Mar-24	Jun-24	Sep-24	Dec-24	2024	Mar-25	Jun-25	Sep-25	Dec-25	2025	Mar-26	Jun-26	Sep-26	Dec-26	2026
Fiscal Year End: December 31	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3A	Q4A	FY-A	Q1E	Q2E	Q3E	Q4E	FY-E	Q1E	Q2E	Q3E	Q4E	FY-E
Total Revenue	371	494	533	390	1,788	395	497	532	411	1,835	391	527	569	440	1,927	403	543	586	453	1,985
Cost of Revenues	29	41	43	36	149	35	46	47	27	155	31	42	46	35	154	32	43	47	36	159
Gross Profit	342	453	490	354	1,639	360	451	485	384	1,680	360	485	524	405	1,773	371	499	539	417	1,826
Operating expenses:																				
Sales and marketing	219	270	272	179	940	221	263	271	152	907	166	227	245	193	831	171	233	252	195	851
Personnel									146	146					0					0
Technology and content	68	71	66	68	273	76	75	73	24	248	109	105	114	97	425	113	109	117	100	438
General and administrative	48	47	49	47	191	56	56	51	19	182	78	63	68	53	263	81	65	70	54	270
Depreciation	21	21	21	25	88	22	21	21	22	86	28	28	28	28	112	28	28	28	28	112
Amortization of intangible					0					0	8	8	8	8	32	8	8	8	8	32
Restructuring and other			18	4	22			(1)	21	20	0	0	0	0	0	0	0	0	0	0
Total operating expenses	356	409	426	323	1,514	375	415	415	384	1,589	390	431	463	379	1,663	401	443	476	385	1,704
Operating income (loss)	(14)	44	64	31	125	(15)	36	70	0	91	(30)	54	61	26	110	(30)	56	64	32	122
Interest income (expense)	0	1	2	2	5	2	2		(1)	3	(1)	(1)	0	1	(1)	1	1	1	2	5
Other and minority interest	(1)	(1)	(2)	(1)	(5)	(3)		(4)		(7)					0					0
Income before income taxes	(15)	44	64	32	125	(16)	38	66	(1)	87	(31)	53	61	26	109	(29)	57	65	34	127
Income taxes	58	20	37	0	115	43	14	27	(3)	81	(8)	13	15	7	27	(7)	14	16	8	32
Net income (loss)	(73)	24	27	32	10	(59)	24	39	2	6	(23)	40	46	20	82	(22)	43	49	25	95
Nonrecurring/noncash adjustments	80	25	47	23	177	76	33	33	41	183	30	30	30	30	120	30	30	30	30	120
Net income	7	49	74	55	187	17	57	72	43	189	7	70	76	50	202	8	73	79	55	215
EBITDA	33	90	127	84	334	47	97	122	73	339	31	115	122	87	354	31	117	125	93	366
Shares, Basic	141	140	138	138	139	138	139	139	140	139	140	140	140	140	140	141	141	141	141	141
Shares, Diluted	147	145	143	143	145	138	145	144	145	145	145	145	145	145	145	146	146	146	146	146
EPS Basic (Pro forma)	0.05	0.35	0.54	0.40	1.35	0.12	0.41	0.52	0.31	1.36	0.05	0.50	0.54	0.35	1.44	0.06	0.52	0.56	0.39	1.53
EPS Diluted (Pro forma)	0.05	0.34	0.52	0.38	1.29	0.12	0.39	0.50	0.30	1.30	0.05	0.48	0.52	0.34	1.39	0.06	0.50	0.54	0.38	1.48
Income Statement Ratios																				
Gross margin	92%	92%	92%	91%	92%	91%	91%	91%	93%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%
Sales and marketing	59%	55%	51%	46%	53%	56%	53%	51%	37%	49%	43%	43%	43%	44%	43%	43%	43%	43%	43%	43%
Technology and content	18%	14%	12%	17%	15%	19%	15%	14%	6%	14%	28%	20%	20%	22%	22%	28%	20%	20%	22%	22%
General and administrative	13%	10%	9%	12%	11%	14%	11%	10%	5%	10%	20%	12%	12%	12%	14%	20%	12%	12%	12%	14%
Operating margin	-4%	9%	12%	8%	7%	-4%	7%	13%	0%	5%	-8%	10%	11%	6%	6%	-7%	10%	11%	7%	6%
Tax rate, GAAP	-387%	45%	58%	0%	92%	-269%	37%	41%	300%	93%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Net margin	-20%	5%	5%	8%	1%	-15%	5%	7%	0%	0%	-6%	8%	8%	4%	4%	-5%	8%	8%	6%	5%
Y/Y % change																				
Total Revenue	42%	18%	16%	10%	20%	6%	1%	0%	5%	3%	-1%	6%	7%	7%	5%	3%	3%	3%	3%	3%
Gross margin	43%	17%	15%	9%	19%	5%	0%	-1%	8%	3%	0%	7%	8%	5%	6%	3%	3%	3%	3%	3%
Sales and marketing	55%	24%	16%	-8%	20%	1%	-3%	0%	-15%	-4%	-25%	-14%	-10%	27%	-8%	3%	3%	3%	1%	2%
Technology and content	26%	34%	20%	13%	23%	12%	6%	11%	-65%	-9%	44%	40%	56%	303%	72%	3%	3%	3%	3%	3%
General and administrative	20%	68%	9%	-19%	12%	17%	19%	4%	-60%	-5%	40%	13%	34%	178%	44%	3%	3%	3%	3%	3%
Operating income (loss)	NM	-30%	-9%	NM	25%	NM	-18%	9%	-100%	-27%	NM	49%	-13%	NM	21%	NM	5%	5%	25%	11%
Net income (loss)	NM	-23%	8%	NM	-47%	NM	0%	44%	-94%	-40%	NM	66%	17%	NM	NM	NM	7%	7%	29%	16%
EPS Diluted (Pro forma)	NM	-9%	84%	134%	78%	159%	16%	-3%	-23%	1%	-63%	22%	4%	15%	7%	24%	4%	4%	11%	6%

Source: Company reports and Ascendant Capital Markets estimates.

TripAdvisor, Inc.

Balance Sheet (\$ millions)	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24	Mar-25	Jun-25	Sep-25	Dec-25	Mar-26	Jun-26	Sep-26	Dec-26
Fiscal Year End: December 31	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3A	Q4A	Q1E	Q2E	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E
Assets																
Cash and cash equivalents	1,132	1,141	1,124	1,067	1,171	1,176	1,112	1,064	1,153	1,289	1,398	1,459	1,381	1,523	1,635	1,702
Restricted cash																
Short term investments									0	0	0	0	0	0	0	0
Accounts receivable, net	210	240	234	192	248	253	243	207	209	234	234	147	215	241	241	151
Prepaid expenses and other current assets	49	46	43	38	48	65	62	49	16	21	23	18	16	22	23	18
Deferred income taxes	48	51			44	45	46		11	11	11	11	11	11	11	11
Total current assets	1,439	1,478	1,401	1,297	1,511	1,539	1,463	1,320	1,388	1,556	1,666	1,634	1,623	1,797	1,911	1,882
Property and equipment, net	194	194	193	191	189	189	197	200	197	194	191	188	185	182	179	176
Long term investments and other	33	33	32	32	32	31	31	30	30	30	30	30	30	30	30	30
Goodwill and intangibles, net	874	871	862	872	862	861	871	850	842	834	826	818	810	802	794	786
Other	144	158	148	145	144	159	171	161	3	3	3	3	3	3	3	3
Total assets	2,684	2,734	2,636	2,537	2,738	2,779	2,733	2,561	2,460	2,617	2,716	2,673	2,651	2,814	2,917	2,877
Liabilities and stockholders' equity																
Accounts payable	34	47	70	28	60	39	75	49	27	37	40	31	28	38	41	32
Deferred merchant payable	311	435	329	237	353	444	348	255	255	255	255	255	255	255	255	255
Deferred revenue	81	87	64	49	82	86	61	47	47	47	47	47	47	47	47	47
Tax payable	126	26	26		161	43	52	23	70	70	70	70	70	70	70	70
Accrued expenses and other	211	259	230	258	236	304	251	249	237	319	345	266	244	329	355	274
Short-term debt							5	5	5	5	5	5	5	5	5	5
Total current liabilities	763	854	719	572	892	916	792	628	641	733	762	674	649	744	773	683
Long-term debt	837	838	839	839	840	841	832	831	831	831	831	831	831	831	831	831
Deferred tax	1	1		1	1	1	1	1	25	25	25	25	25	25	25	25
Other long-term liabilities	275	260	255	254	180	164	164	158	18	18	18	18	18	18	18	18
Minority interest																
Total other liabilities	1,113	1,099	1,094	1,094	1,021	1,006	997	990	874	874	874	874	874	874	874	874
Common stock, class A									0	0	0	0	0	0	0	0
Common stock, class B									0	0	0	0	0	0	0	0
Additional paid-in capital	1,420	1,445	1,470	1,493	1,513	1,546	1,577	1,605	1,630	1,655	1,680	1,705	1,730	1,755	1,780	1,805
Treasury stock	(722)	(797)	(797)	(822)	(822)	(847)	(847)	(847)	(847)	(847)	(847)	(847)	(847)	(847)	(847)	(847)
Retained earnings (deficit)	188	212	239	271	212	236	275	276	253	292	338	358	336	379	428	453
Unearned compensation									0	0	0	0	0	0	0	0
Accumulated other comprehensive income	(78)	(79)	(89)	(71)	(78)	(78)	(61)	(91)	(91)	(91)	(91)	(91)	(91)	(91)	(91)	(91)
Total stockholders' equity	808	781	823	871	825	857	944	943	945	1,009	1,080	1,125	1,128	1,196	1,270	1,320
Total stockholders' equity and liabilities	2,684	2,734	2,636	2,537	2,738	2,779	2,733	2,561	2,460	2,617	2,716	2,673	2,651	2,814	2,917	2,877

Balance Sheet Drivers

	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24	Mar-25	Jun-25	Sep-25	Dec-25	Mar-26	Jun-26	Sep-26	Dec-26
	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3A	Q4A	Q1E	Q2E	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E
Prepaid as % of total rev	13%	9%	8%	10%	12%	13%	12%	12%	4%	4%	4%	4%	4%	4%	4%	4%
Accounts payable as % of total rev	9%	10%	13%	7%	15%	8%	14%	12%	7%	7%	7%	7%	7%	7%	7%	7%
Accrued expenses as % of total rev	57%	52%	43%	66%	60%	61%	47%	61%	61%	61%	61%	61%	61%	61%	61%	61%
Activity Ratios																
A/R Days Sales Outstanding	51	44	40	44	57	46	41	45	48	40	37	30	48	40	37	30
A/P Days Payable	106	103	147	70	154	76	144	163	79	79	79	79	79	79	79	79
Book & Cash Value (per share)																
Book Value per Share (diluted)	\$5.50	\$5.39	\$5.76	\$6.09	\$5.98	\$5.91	\$6.56	\$6.50	\$6.51	\$6.95	\$7.43	\$7.74	\$7.75	\$8.21	\$8.71	\$9.05
Cash per Share (diluted)	\$7.93	\$8.10	\$8.08	\$7.69	\$8.72	\$8.32	\$7.94	\$7.54	\$8.15	\$9.09	\$9.83	\$10.24	\$9.70	\$10.66	\$11.43	\$11.88
Net cash per Share (diluted)	\$2.23	\$2.32	\$2.22	\$1.82	\$2.63	\$2.52	\$2.13	\$1.78	\$2.39	\$3.33	\$4.08	\$4.49	\$3.96	\$4.92	\$5.69	\$6.15
Total Debt	\$837	\$838	\$839	\$839	\$840	\$841	\$837	\$836	\$836	\$836	\$836	\$836	\$836	\$836	\$836	\$836

Source: Company reports and Ascendant Capital Markets estimates.

TripAdvisor, Inc.

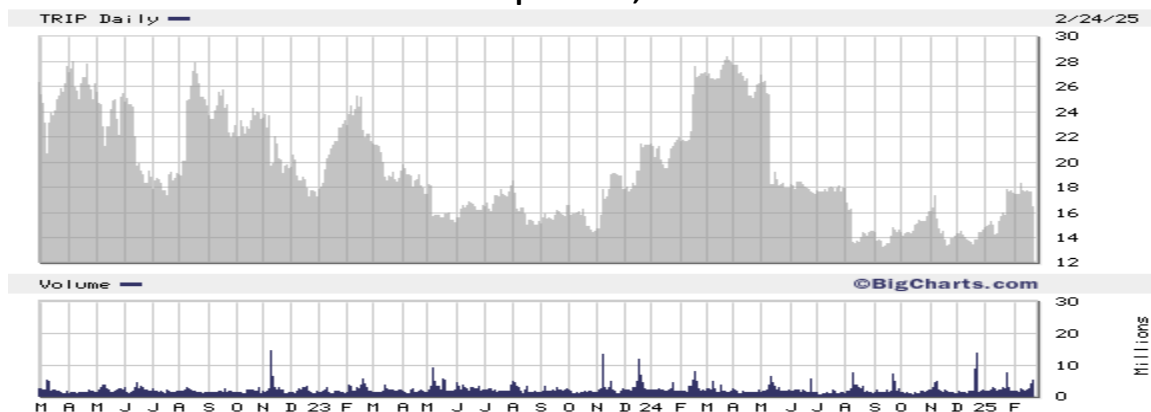
Cash Flow Statement (\$ millions) Fiscal Year End: December 31	2023				2024				2025				2026							
	Mar-23 Q1A	Jun-23 Q2A	Sep-23 Q3A	Dec-23 Q4A	Mar-24 Q1A	Jun-24 Q2A	Sep-24 Q3A	Dec-24 Q4A	Mar-25 Q1E	Jun-25 Q2E	Sep-25 Q3E	Dec-25 Q4E	Mar-26 Q1E	Jun-26 Q2E	Sep-26 Q3E	Dec-26 Q4E	FY-E			
Cash flow from operating activities																				
Net income	(73)	24	27	32	10	(59)	24	39	2	6	(23)	40	46	20	82	(22)	43	49	25	95
Depreciation	21	21	21	25	88	22	21	21	22	86	28	28	28	28	112	28	28	28	28	112
Stock comp	23	25	24	24	96	28	34	31	28	121	25	25	25	25	100	25	25	25	25	100
Tax benefit from stock comp	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Amortization of intangibles	0	0	0	0	0	0	0	0	0	0	8	8	8	8	32	8	8	8	8	32
Amortization of deferred financing costs	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Deferred tax	8	(17)	1	(17)	(25)	8	(17)	(15)	10	(14)	13	0	0	0	13	0	0	0	0	0
F/X gains/losses	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other gains/losses	0	0	0	1	1	0	0	2	2	4	0	0	0	0	0	0	0	0	0	0
Other	(1)	4	6	4	13	6	2	5	(1)	12	0	0	0	0	0	0	0	0	0	0
Changes in operating assets and liabilities:																				
Accounts receivable	0	0	0	0	0	0	0	0	0	0	(2)	(26)	0	87	60	(68)	(26)	0	90	(4)
Prepaid expenses & other current assets	0	0	0	0	0	0	0	0	0	0	33	(5)	(2)	5	31	1	(6)	(2)	5	(1)
Accounts payable	0	0	0	0	0	0	0	0	0	0	(22)	10	3	(9)	(18)	(3)	10	3	(9)	1
Tax payable	0	0	0	0	0	0	0	0	0	0	47	0	0	0	47	0	0	0	0	0
Accrued expenses & other	0	0	0	0	0	0	0	0	0	0	(12)	82	26	(78)	17	(22)	85	26	(81)	8
Deferred revenue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	157	48	(65)	(88)	52	134	(11)	(127)	(65)	(69)	18	0	0	0	18	0	0	0	0	0
Net cash (used in) provided by oper.	135	105	14	(19)	235	139	53	(44)	(2)	146	114	162	134	86	495	(52)	166	138	92	343
Cash flow from investing activities																				
Purchases of property and equipment	(16)	(15)	(16)	(16)	(63)	(16)	(16)	(20)	(23)	(75)	(25)	(25)	(25)	(25)	(100)	(25)	(25)	(25)	(25)	(100)
Purchases of short-term investments	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sale of short-term investments	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Acquisitions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	
Net cash used in investing activities	(16)	(15)	(16)	(16)	(63)	(16)	(16)	(20)	(22)	(74)	(25)	(25)	(25)	(25)	(100)	(25)	(25)	(25)	(25)	(100)
Cash flow from financing activities																				
Term loan borrowing (net)	(2)	(4)	(2)	(2)	(10)	(2)	(2)	(10)	(4)	(18)	0	0	0	0	0	0	0	0	0	0
Repurchase of common stock	(75)	(25)	(100)	0	0	(25)	0	0	0	(25)	0	0	0	0	0	0	0	0	0	0
Dividends	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Proceeds from stock option exercise	(9)	(3)	(2)	(3)	(17)	(10)	(4)	(3)	(4)	(21)	0	0	0	0	0	0	0	0	0	0
Change in restricted cash	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cash provided by (used in) financing	(11)	(82)	(4)	(30)	(127)	(12)	(31)	(13)	(8)	(64)	0	0	0	0	0	0	0	0	0	0
Effect of exchange rate on cash and ca	3	1	(11)	8	1	(7)	(1)	13	(16)	(11)	0	0	0	0	0	0	0	0	0	0
Net increase (decrease) in cash and	111	9	(17)	(57)	46	104	5	(64)	(48)	(3)	89	137	109	61	395	(77)	141	113	67	243
Beginning cash and equivalents	1,021	1,132	1,141	1,124	1,021	1,067	1,171	1,176	1,112	1,067	1,064	1,153	1,289	1,398	1,064	1,459	1,381	1,523	1,635	1,459
Ending cash and equivalents	1,132	1,141	1,124	1,067	1,067	1,171	1,176	1,112	1,064	1,064	1,153	1,289	1,398	1,459	1,459	1,381	1,523	1,635	1,702	1,702

Source: Company reports and Ascendant Capital Markets estimates.

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TripAdvisor, Inc.



Source: <https://bigcharts.marketwatch.com/>

Report	Report Date	Rating	Price Target
29	2/15/2018	B	48.00
30	5/9/2018	B	55.00
31	8/2/2018	B	56.00
32	11/8/2018	B	77.00
33	2/18/2019	B	70.00
34	5/9/2019	B	59.00
35	8/13/2019	B	52.00
36	11/14/2019	B	36.00
37	2/22/2020	B	35.00
38	5/26/2020	B	26.00
39	6/6/2020	B	32.00
40	8/8/2020	B	30.00
41	12/2/2020	B	36.00
42	2/21/2021	B	50.00
43	6/13/2021	B	54.00
44	8/8/2021	B	50.00
45	1/8/2022	B	40.00
46	3/27/2022	B	42.00
47	6/12/2022	B	36.00
48	9/13/2022	B	35.00
49	12/16/2022	B	30.00
50	3/26/2023	B	29.00
51	6/8/2023	B	28.00
52	9/15/2023	B	27.00
53	12/28/2023	B	30.00
54	3/13/2024	B	32.00

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BUY: We expect the stock to provide a total return of 15% or more within a 12-month period.

HOLD: We expect the stock to provide a total return of negative 15% to positive 15% within a 12-month period.

SELL: We expect the stock to have a negative total return of more than 15% within a 12-month period.

Total return is defined as price appreciation plus dividend yield.

Ascendant Capital Markets, LLC Distribution of Investment Ratings (as of January 10, 2025)

Rating	Count	Percent	Investment Banking Services Past 12 months	
			Count	Percent
Buy	56	98%	20	36%
Hold	0	0%	0	0%
Sell	1	2%	0	0%
Total	57	100%	20	35%

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