



TripAdvisor, Inc.

Q2 about inline and maintained 2023 positive outlook. Outlook is improving with travel industry growth and possible spinoffs. Lowering P/T to \$27.

Q2 about inline: TripAdvisor recently (on August 2) reported its fiscal Q2 2023 (ending June) results. Revenue was \$494 million (+18% y-o-y), compared with our estimate of \$471 million and consensus of \$473 million. Pro forma EPS was \$0.34 compared with our estimates of \$0.25 and consensus of \$0.34. EBITDA was \$90 million (vs. \$109 million y-o-y), compared with our estimate of \$84 million. There was no Q2 guidance.

Q2 growth: Its core hotel revenue was \$279 million (+2% y-o-y), Viator was \$216 million (+59% y-o-y), and TheFork was \$38 million (+19% y-o-y).and all have rebounded strongly from Q2 2020 when the pandemic lockdowns started. Revenue are now at or exceeding pre-pandemic levels for over the past year.

With strong Viator and TheFork growth: The company's Viator and TheFork business (was formally the Experiences & Dining (E&D) Segment) has continued to have strong growth and revenue rebounding from the pandemic, and they have both again well surpassed pre-pandemic levels and are growing strongly.

Travel's strong growth: Like all other travel services providers, TripAdvisor had material negative impact from the recent coronavirus pandemic. However, with pandemic impact waning over time since the initial outbreak in March 2020, TripAdvisor has returned to and even above normalized (pre-pandemic) business in 2022 and is now growing strongly in 2023. The company expects increased consumer confidence and pent up demand to drive a rebound in the travel industry over the next several years.

2023 guidance for growth: The company maintained general qualitative guidance for 2023 revenue growth of mid-teens. The company provided Q3 revenue guidance growth of 10%.

Adjusting estimates: We are adjusting our 2023 estimates for revenue to \$1,736 million, from \$1,737 million, and for EPS to \$0.97 from \$1.07. We are maintaining our 2024 revenue estimate of \$1,839 million, but lowering it for EPS to \$1.37 from \$1.47.

Positive risk versus reward: Despite volatility from the coronavirus (which we believe future impact will be minimal) and macro conditions, we continue to be positive on TRIP longer term. We believe traveling and the travel industry has now returned back to normal and 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, 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 revenue growth and company spending on investments tempering near term earnings, we believe the longer term growth outlook is positive.

Valuation attractive: Maintaining our BUY rating, but lowering our 12-month price target to \$27 from \$28, which reflects a forward P/E of ~20x our 2024 EPS estimate of \$1.37. This P/E multiple is about inline with online travel companies to reflect our expectations for normalized earnings growth similar to its peers over the near term.

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

September 15, 2023

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COMPANY UPDATE

Rating: BUY

Ticker: TRIP

Price: \$16.02
(intraday)

Target: \$27.00
(from \$28)

Stock Data

Exchange:	NasdaqGS
52-week Range:	\$14.39 – 27.30
Shares Outstanding (million):	145
Market cap (\$million):	\$2,323
EV (\$million):	\$1,987
Debt (\$million):	\$838
Cash (\$million):	\$1,174
Avg. Daily Trading Vol. (\$million):	\$38
Float (million shares):	107
Short Interest (million shares):	10
Dividend, annual (yield):	\$0 (NA%)

Revenues (US\$ million)

	2023E (Cur.)	2023E (Old)	2024E (Cur.)	2024E (Old)
Q1 Mar	371A		393E	
Q2 Jun	494A	471E	524E	499E
Q3 Sep	505E		535E	
Q4 Dec	366E	389E	387E	411E
Total	1,736E	1,737E	1,839E	
EV/Revs	1.1x		1.1x	

Earnings per Share (pro forma)

	2023E (Cur.)	2023E (Old)	2024E (Cur.)	2024E (Old)
Q1 Mar	0.05A		(0.02)E	
Q2 Jun	0.34A	0.25E	0.43E	0.41E
Q3 Sep	0.43E	0.49E	0.63E	0.69E
Q4 Dec	0.16E	0.29E	0.33E	0.39E
Total	\$0.97E	\$1.07E	\$1.37E	\$1.47E
P/E	17x		12x	

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 7.

OVERVIEW

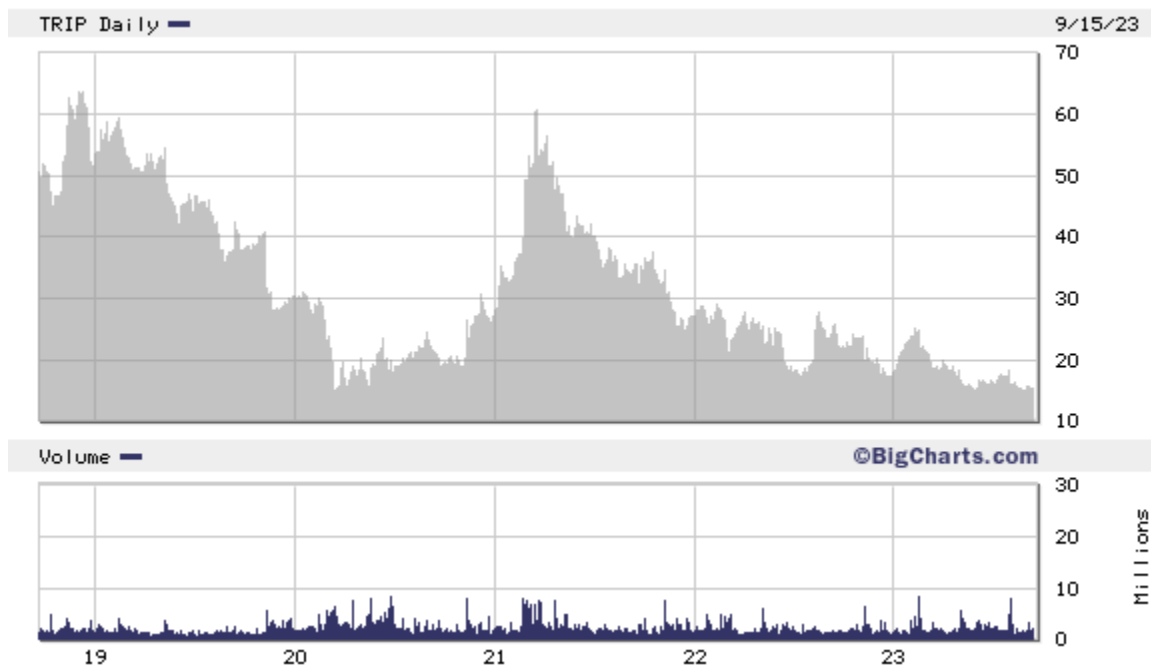
- TripAdvisor recently (on August 2) reported its fiscal Q2 2023 (ending June) results.
- Revenue was \$494 million (+18% y-o-y), compared with our estimate of \$471 million and consensus of \$473 million.
- Pro forma EPS was \$0.34 compared with our estimates of \$0.25 and consensus of \$0.34.
- EBITDA was \$90 million (vs. \$109 million y-o-y), compared with our estimate of \$84 million.
- There was no Q2 guidance.
- The company maintained general qualitative guidance for 2023 revenue growth of mid-teens.
- The company provided Q3 revenue guidance growth of 10%.
- We are adjusting our 2023 estimates for revenue to \$1,736 million, from \$1,737 million, and for EPS to \$0.97 from \$1.07.
- We are maintaining our 2024 revenue estimate of \$1,839 million, but lowering it for EPS to \$1.37 from \$1.47.

ADDITIONAL DETAILS

- Core Hotel revenue was \$279 million (+2% y-o-y), Viator was \$216 million (+59% y-o-y), and TheFork was \$38 million (+19% y-o-y).
- Core Hotel EBITDA was \$96 million (vs. \$116 million y-o-y), Viator was \$(2) million (vs. \$0 million y-o-y), and TheFork was \$(4) million (vs. \$(7) million y-o-y).
- Gross profit for the quarter was \$453 million, compared with our estimate of \$434 million.
- Gross margin for the quarter was 92%, versus 93% last year and our expectation of 92%.
- Operating expenses were \$409 million, versus our expectation of \$411 million.
- Operating income was \$44 million, versus our expectation of \$23 million.
- Pro forma net income was \$49 million, versus our expectation of \$37 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.

The company's balance sheet remains solid with \$1,174 million in cash and \$838 million in debt (~\$2 in net cash per share), compared with \$1,165 million in cash and \$837 million in debt in March.

Exhibit 1: TripAdvisor Stock Price (5-years)



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

Exhibit 2: Consensus Expectations (as of August 2, 2023)

	Revenue (mil)			EPS	
	2023E	2024E		2023E	2024E
Q1 Mar	\$371A		Q1 Mar	\$0.05A	
Q2 Jun	\$473E		Q2 Jun	\$0.34E	
Q3 Sep	\$507E		Q3 Sep	\$0.57E	
Q4 Dec			Q4 Dec		
Total	\$1,735E	\$1,907E	Total	\$1.25E	\$1.50E

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

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

FINANCIAL MODEL

TripAdvisor, Inc.

Income Statement (\$ millions)	Mar-21	Jun-21	Sep-21	Dec-21	2021	Mar-22	Jun-22	Sep-22	Dec-22	2022	Mar-23	Jun-23	Sep-23	Dec-23	2023	Mar-24	Jun-24	Sep-24	Dec-24	2024
Fiscal Year End: December 31	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3E	Q4E	FY-E	Q1E	Q2E	Q3E	Q4E	FY-E
Total Revenue	123	235	303	241	902	262	417	459	354	1,492	371	494	505	366	1,736	393	524	535	387	1,839
Cost of Revenues	12	19	23	20	74	22	31	32	30	115	29	41	40	29	140	31	42	43	31	147
Gross Profit	111	216	280	221	828	240	386	427	324	1,377	342	453	465	337	1,597	362	482	492	356	1,692
Operating expenses:																				
Sales and marketing	73	123	148	126	470	141	217	234	194	786	219	270	255	191	934	167	225	230	166	789
Technology and content	55	54	52	51	212	54	53	55	60	222	68	71	61	66	266	114	105	70	73	362
General and administrative	38	46	37	46	167	40	28	45	58	171	48	47	61	44	200	79	63	64	46	252
Depreciation	29	28	27	26	110	25	25	23	25	98	21	21	28	28	98	28	28	28	28	112
Amortization of intangible					0					0			8	8	16	8	8	8	8	32
Related-party shared services fee					0					0					0					0
Restructuring and other					0					0			0	0	0	0	0	0	0	0
Total operating expenses	195	251	264	249	959	260	323	357	337	1,277	356	409	412	336	1,514	396	429	400	322	1,547
Operating income (loss)	(84)	(35)	16	(28)	(131)	(20)	63	70	(13)	100	(14)	44	52	1	83	(34)	53	92	34	145
Interest income (expense)	(11)	(11)	(12)	(11)	(45)	(13)	(10)	(7)	(2)	(32)	0	1	(2)	(1)	(2)	1	0	1	1	3
Other and minority interest	(1)		(1)	(8)	(10)			(1)	(1)	(2)	(1)	(1)			(2)					0
Income before income taxes	(96)	(46)	3	(47)	(186)	(33)	53	62	(16)	66	(15)	44	50	(1)	79	(34)	53	93	35	148
Income taxes	(16)	(6)	2	(18)	(38)	1	22	37	(13)	47	58	20	13	(0)	90	(8)	13	23	9	37
Net income (loss)	(80)	(40)	1	(29)	(148)	(34)	31	25	(3)	19	(73)	24	38	(1)	(12)	(25)	40	70	26	111
Nonrecurring/noncash adjustments	27	30	22	28	107	21	23	16	27	87	80	25	24	24	153	22	22	22	22	88
Net income	(53)	(10)	23	(1)	(41)	(13)	54	41	24	106	7	49	62	23	141	(3)	62	92	48	199
EBITDA	(26)	25	72	29	100	27	109	115	43	294	33	90	113	62	298	27	114	153	95	389
Shares, Basic	136	137	138	138	137	139	140	140	141	140	141	140	140	140	140	140	140	141	141	140
Shares, Diluted	136	137	144	138	137	139	145	146	146	146	147	145	145	146	146	145	145	146	146	145
EPS Basic (Pro forma)	(0.39)	(0.07)	0.17	(0.01)	(0.30)	(0.09)	0.39	0.29	0.17	0.76	0.05	0.35	0.44	0.17	1.01	(0.02)	0.44	0.65	0.34	1.41
EPS Diluted (Pro forma)	(0.39)	(0.07)	0.16	(0.01)	(0.30)	(0.09)	0.37	0.28	0.16	0.73	0.05	0.34	0.43	0.16	0.97	(0.02)	0.43	0.63	0.33	1.37
Income Statement Ratios																				
Gross margin	90%	92%	92%	92%	92%	92%	93%	93%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%
Sales and marketing	59%	52%	49%	52%	52%	54%	52%	51%	55%	53%	59%	55%	51%	52%	54%	43%	43%	43%	43%	43%
Technology and content	45%	23%	17%	21%	24%	21%	13%	12%	17%	15%	18%	14%	12%	18%	15%	29%	20%	13%	19%	20%
General and administrative	31%	20%	12%	19%	19%	15%	7%	10%	16%	11%	13%	10%	12%	12%	11%	20%	12%	12%	12%	14%
Operating margin	-68%	-15%	5%	-12%	-15%	-8%	15%	15%	-4%	7%	-4%	9%	10%	0%	5%	-9%	10%	17%	9%	8%
Tax rate, GAAP	17%	13%	67%	38%	20%	-3%	42%	60%	81%	71%	-387%	45%	25%	25%	115%	25%	25%	25%	25%	25%
Net margin	-65%	-17%	0%	-12%	-16%	-13%	7%	5%	-1%	1%	-20%	5%	7%	0%	-1%	-6%	8%	13%	7%	6%
Y/Y % change																				
Total Revenue	-56%	298%	101%	108%	49%	113%	77%	51%	47%	65%	42%	18%	10%	3%	16%	6%	6%	6%	5%	6%
Gross margin	-57%	341%	103%	115%	51%	116%	79%	53%	47%	66%	43%	17%	9%	4%	16%	6%	6%	6%	5%	6%
Sales and marketing	-43%	128%	111%	91%	47%	93%	76%	58%	54%	67%	55%	24%	9%	-2%	19%	-24%	-17%	-10%	-13%	-16%
Technology and content	-25%	6%	13%	-7%	-6%	-2%	-2%	6%	18%	5%	26%	34%	10%	10%	20%	68%	48%	15%	11%	36%
General and administrative	-27%	7%	6%	5%	-4%	5%	-39%	22%	26%	2%	20%	68%	35%	-24%	17%	64%	34%	6%	5%	26%
Operating income (loss)	NM	NM	NM	NM	NM	NM	NM	338%	NM	NM	NM	-30%	-25%	NM	-17%	NM	20%	77%	NM	75%
Net income (loss)	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	-23%	51%	NM	NM	NM	66%	85%	NM	NM
EPS Diluted (Pro forma)	NM	NM	NM	NM	NM	NM	NM	76%	NM	NM	NM	-9%	52%	-2%	34%	NM	26%	48%	105%	41%

Source: Company reports and Ascendant Capital Markets estimates.

TripAdvisor, Inc.

Balance Sheet (\$ millions)	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24
Fiscal Year End: December 31	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E
Assets																
Cash and cash equivalents	674	775	682	723	781	1,045	1,066	1,021	1,132	1,141	1,313	1,357	1,272	1,397	1,522	1,593
Restricted cash																
Short term investments											0	0	0	0	0	0
Accounts receivable, net	97	159	198	142	180	246	205	205	210	240	208	122	210	233	220	129
Prepaid expenses and other current assets	24	25	28	26	33	34	38	44	49	46	20	15	16	21	21	15
Deferred income taxes	50	47	52	49	49	12			48	51	51	51	11	11	11	11
Total current assets	845	1,006	960	940	1,043	1,337	1,309	1,270	1,439	1,478	1,592	1,545	1,509	1,662	1,775	1,749
Property and equipment, net	229	225	220	215	209	201	195	194	194	194	191	188	185	182	179	176
Long term investments and other	143	142	174	184	126	35	34	34	33	33	33	33	33	33	33	33
Goodwill and intangibles, net	932	929	915	908	901	878	858	873	874	871	863	855	847	839	831	823
Other	83	85	43	42	93	161	169	198	144	158	158	158	3	3	3	3
Total assets	2,232	2,387	2,312	2,289	2,372	2,612	2,565	2,569	2,684	2,734	2,837	2,779	2,577	2,719	2,821	2,784
Liabilities and stockholders' equity																
Accounts payable	13	15	22	27	12	50	67	39	34	47	35	26	28	37	37	27
Deferred merchant payable	71	173	123	113	197	323	240	203	311	435	435	435	435	435	435	435
Payable to Expedia											2	2	2	2	2	2
Deferred revenue	38	49	39	36	59	70	51	44	81	87	87	87	87	87	87	87
Tax payable									126	26	70	70	70	70	70	70
Accrued expenses and other	155	207	179	181	199	213	215	247	211	259	265	192	206	275	281	203
Short-term debt											0	0	0	0	0	0
Total current liabilities	277	444	363	357	467	656	573	533	763	854	894	812	828	905	912	824
Long-term debt	831	832	832	833	834	835	836	836	837	838	838	838	838	838	838	838
Deferred tax	2	2	2	1	1	1		1	1	1	1	1	25	25	25	25
Other long-term liabilities	337	330	321	309	303	324	343	338	275	260	260	260	18	18	18	18
Minority interest																
Total other liabilities	1,170	1,164	1,155	1,143	1,138	1,160	1,179	1,175	1,113	1,099	1,099	1,099	881	881	881	881
Common stock, class A											0	0	0	0	0	0
Common stock, class B											0	0	0	0	0	0
Additional paid-in capital	1,244	1,275	1,297	1,326	1,342	1,364	1,380	1,404	1,420	1,445	1,470	1,495	1,520	1,545	1,570	1,595
Treasury stock	(722)	(722)	(722)	(722)	(722)	(722)	(722)	(722)	(722)	(797)	(797)	(797)	(797)	(797)	(797)	(797)
Retained earnings (deficit)	309	269	270	241	207	238	263	261	188	212	250	249	224	264	334	360
Unearned compensation											0	0	0	0	0	0
Accumulated other comprehensive (loss)	(46)	(43)	(51)	(56)	(60)	(84)	(108)	(82)	(78)	(79)	(79)	(79)	(79)	(79)	(79)	(79)
Total stockholders' equity	785	779	794	789	767	796	813	861	808	781	844	868	868	933	1,028	1,079
Total stockholders' equity and liabilities	2,232	2,387	2,312	2,289	2,372	2,612	2,565	2,569	2,684	2,734	2,837	2,779	2,577	2,719	2,821	2,784

Balance Sheet Drivers

	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24
	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E
Prepaid as % of total rev	20%	11%	9%	11%	13%	8%	8%	12%	13%	9%	4%	4%	4%	4%	4%	4%
Accounts payable as % of total rev	11%	6%	7%	11%	5%	12%	15%	11%	9%	10%	7%	7%	7%	7%	7%	7%
Accrued expenses as % of total rev	126%	88%	59%	75%	76%	51%	47%	70%	57%	52%	52%	52%	52%	52%	52%	52%
Activity Ratios																
A/R Days Sales Outstanding	71	61	59	53	62	53	40	52	51	44	37	30	48	40	37	30
A/P Days Payable	98	71	86	122	49	145	188	117	106	103	79	79	79	79	79	79
Book & Cash Value (per share)																
Book Value per Share (diluted)	\$5.77	\$5.69	\$5.51	\$5.72	\$5.52	\$5.49	\$5.57	\$5.90	\$5.50	\$5.39	\$5.82	\$5.98	\$5.97	\$6.42	\$7.06	\$7.41
Cash per Share (diluted)	\$6.01	\$6.69	\$5.94	\$6.57	\$6.53	\$7.45	\$7.53	\$7.23	\$7.93	\$8.10	\$9.28	\$9.57	\$8.98	\$9.84	\$10.69	\$11.17
Net cash per Share (diluted)	(\$0.10)	\$0.62	\$0.17	\$0.54	\$0.53	\$1.69	\$1.81	\$1.50	\$2.23	\$2.32	\$3.50	\$3.80	\$3.22	\$4.07	\$4.93	\$5.41
Total Debt	\$831	\$832	\$832	\$833	\$834	\$835	\$836	\$836	\$837	\$838	\$838	\$838	\$838	\$838	\$838	\$838

Source: Company reports and Ascendant Capital Markets estimates.

TripAdvisor, Inc.

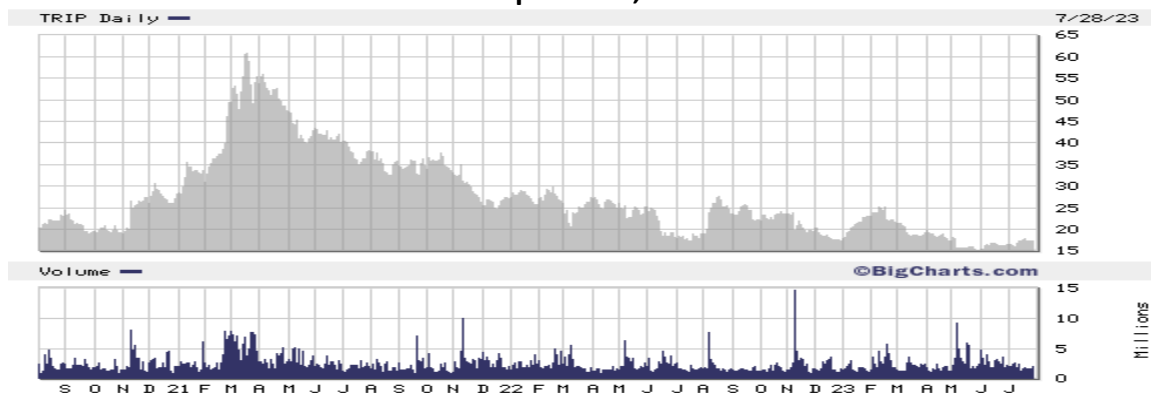
Cash Flow Statement (\$ millions)	Mar-21	Jun-21	Sep-21	Dec-21	2021	Mar-22	Jun-22	Sep-22	Dec-22	2022	Mar-23	Jun-23	Sep-23	Dec-23	2023	Mar-24	Jun-24	Sep-24	Dec-24	2024	
Fiscal Year End: December 31	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3E	Q4E	FY-E	Q1E	Q2E	Q3E	Q4E	FY-E	
Cash flow from operating activities																					
Net income	(80)	(40)	1	(29)	(148)	(34)	31	25	(3)	19	(73)	24	38	(1)	(12)	(25)	40	70	26	111	
Depreciation	29	28	27	26	110	25	25	23	25	98	21	21	28	28	98	28	28	28	28	112	
Stock comp	29	32	29	31	121	22	21	22	23	88	23	25	25	25	98	25	25	25	25	100	
Tax benefit from stock comp					0					0					0					0	
Amortization of intangibles					0					0			8	8	16	8	8	8	8	32	
Amortization of deferred financing costs					0					0					(9)					0	
Deferred tax	(22)	(6)	2	(18)	(44)		14	(6)	(27)	(19)	8	(17)	0	0	0	64	0	0	0	64	
F/X gains/losses					0					0			0	0	0	0	0	0	0	0	
Expedia receivable and payable					0					0			2	0	2	0	0	0	0	0	
Other gains/losses	2	1	(2)	2	3	1	2	1	3	7			0	0	0	0	0	0	0	0	
Other	4	3	3	8	18	3	(1)	3	1	6	(1)	4	0	0	3	0	0	0	0	0	
Changes in operating assets and liabilities:																					
Accounts receivable					0					0			32	85	118	(88)	(23)	13	91	(7)	
Prepaid expenses & other current assets					0					0			26	6	31	(1)	(5)	(0)	6	(1)	
Accounts payable					0					0			(12)	(10)	(21)	2	9	1	(10)	1	
Tax payable					0					0			44	0	44	0	0	0	0	0	
Accrued expenses & other					0					0			6	(73)	(67)	14	68	6	(78)	11	
Deferred revenue					0					0			0	0	0	0	0	0	0	0	
Other	19	108	(124)	45	48	69	203	(8)	(62)	202	157	48	0	0	205	(87)	0	0	0	(87)	
Net cash (used in) provided by oper.	(19)	126	(64)	65	108	86	295	60	(40)	401	135	105	197	69	506	(60)	150	150	96	336	
Cash flow from investing activities																					
Purchases of property and equipment	(10)	(14)	(15)	(14)	(53)	(14)	(13)	(14)	(15)	(56)	(16)	(15)	(25)	(25)	(81)	(25)	(25)	(25)	(25)	(100)	
Purchases of short-term investments					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	
Acquisitions					0					0			0	0	0	0	0	0	0	0	
Transfer to Expedia					0					0			0	0	0	0	0	0	0	0	
Other		(2)	1	1	0		1	3		4			0	0	0	0	0	0	0	0	
Net cash used in investing activities	(10)	(16)	(14)	(13)	(53)	(14)	(12)	(11)	(15)	(52)	(16)	(15)	(25)	(25)	(81)	(25)	(25)	(25)	(25)	(100)	
Cash flow from financing activities																					
Term loan borrowing (net)	303	(2)	(2)	(7)	292	(2)	(2)	(2)	(2)	(8)	(2)	(4)	0	0	(6)	0	0	0	0	0	
Repurchase of common stock					0					0		(75)	0	0	(75)	0	0	0	0	0	
Dividends					0					0			0	0	0	0	0	0	0	0	
Proceeds from stock option exercise	(16)	(5)	(10)		(31)	(8)	(1)	(9)	(2)	(20)	(9)	(3)	0	0	(12)	0	0	0	0	0	
Change in restricted cash					0					0			0	0	0	0	0	0	0	0	
Other					0		1			1			0	0	0	0	0	0	0	0	
Acquisition funding by Expedia					0					0			0	0	0	0	0	0	0	0	
Cash provided by (used in) financing	287	(7)	(12)	(7)	261	(10)	(2)	(11)	(4)	(27)	(11)	(82)	0	0	(93)	0	0	0	0	0	
Effect of exchange rate on cash and ca	(2)	(2)	(3)	(4)	(11)	(4)	(17)	(17)	14	(24)	3	1	0	0	4	0	0	0	0	0	
Net increase (decrease) in cash and	256	101	(93)	41	305	58	264	21	(45)	298	111	9	172	44	336	(85)	125	125	71	236	
Beginning cash and equivalents	418	674	775	682	418	723	781	1,045	1,066	723	1,021	1,132	1,141	1,313	1,357	1,272	1,397	1,522	1,522	1,357	
Ending cash and equivalents	674	775	682	723	723	781	1,045	1,066	1,021	1,021	1,132	1,141	1,313	1,357	1,357	1,272	1,397	1,522	1,593	1,593	

Source: Company reports and Ascendant Capital Markets estimates.

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TripAdvisor, Inc.



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

	Report Date		Price
Report	Date	Rating	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

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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 July 14, 2023)

Rating	Count	Percent	Investment Banking Services Past 12 months	
			Count	Percent
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Hold	0	0%	0	0%
Sell	1	2%	0	0%
Total	52	100%	16	31%

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