



Booking Holdings Inc.

Strong Q4 upside as travel industry and execution strong. Strong 2025 outlook. Raising P/T to \$5,900.

Strong Q4 upside: Booking recently (on February 20) reported its fiscal Q4 2024 (ending December) results. Revenue was \$5.47 billion (+14% y-o-y), compared to our estimate of \$5.06 billion and consensus of \$5.19 billion. Pro forma EPS was \$41.55, compared to our estimate of \$41.03 and consensus of \$36.09. EBITDA was \$1,848 million (vs. \$1,464 million y-o-y), compared to our estimate of \$1,921 million. Q4 guidance was for revenue growth of +7 – 9% (y-o-y), gross booking to grow +7 – 9% (y-o-y), and EBITDA of \$1.60 – 1.65 billion.

Q4 strong growth: Gross bookings were \$37.1 billion (+17% y-o-y), compared to our estimate of \$33.9 billion. The company saw strong growth in most of its business around the world as the travel industry remains very strong.

Q4 room nights +13%: The company continues to outperform with room nights in Q4 +13%, up from +8% from Q3 and +9% in Q4 2023.

Strong 2025 guidance: The company provided initial 2025 general qualitative guidance for revenue growth of mid-single digits and EPS growth of low double digits. Initial Q1 general qualitative guidance is for revenue growth of +2 – 4% and EBITDA growth of -11 to -5%.

Raising 2025 estimates: We are raising our 2025 estimates for revenue to \$25.23 billion, from \$24.72 billion, and for EPS to \$212.14 from \$183.99.

Initiating strong 2026 estimates: We are initiating our 2026 estimates for revenue of \$26.01 billion, and for EPS of \$226.00.

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.

Raised dividends and large stock buybacks: The company just raised its quarterly dividends to \$9.60 per share from \$8.75. In January 2025, the company announced a new stock repurchase program of up to \$20 billion.

Positive risk versus reward: We continue to be positive on Booking longer term as traveling and the travel industry will continue to grow stronger and that Booking as one of the world's largest OTA is in good position to capture a significant share of the economics within the travel industry.

Current valuation attractive: Maintaining our BUY rating, but raising our 12-month price target to \$5,900 from \$3,950, which reflects a forward P/E of ~26x our 2026 EPS estimate of \$226. This P/E multiple is above the peer group of online travel companies to reflect its higher normalized earnings growth. We believe this appropriately balances out the company's risks with its high growth prospects and large upside opportunities.

Company Description

Based in Norwalk, CT, Booking Holdings is a global online travel company that offers airline tickets, hotel rooms, car rentals, and other travel services through its Booking.com, priceline, and Agoda brands.

United States
Internet Software and Services

March 1, 2025

Edward Woo, CFA
(561) 327-9435
ewoo@ascendant.com

COMPANY UPDATE

Rating: **BUY**

Ticker: BKNG

Price: \$5,016

Target: \$5,900
(from \$3,950)

Stock Data

Exchange:	NasdaqGS
52-week Range:	\$3,180 – 5,337
Shares Outstanding (million):	34
Market cap (\$million):	\$171,544
EV (\$million):	\$171,978
Debt (\$million):	\$16,598
Cash (\$million):	\$16,164
Avg. Daily Trading Vol. (\$million):	\$1,250
Float (million shares):	33
Short Interest (million shares):	1
Dividend, annual (yield):	\$38 (~1%)

Revenues (US\$ million)

	<u>2025E</u> (Cur.)	<u>2025E</u> (Old)	<u>2026E</u> (Cur.)	<u>2026E</u> (Old)
Q1 Mar	4,623E	4,344E	4,789E	
Q2 Jun	6,225E	5,807E	6,413E	
Q3 Sep	8,566E	8,965E	8,824E	
Q4 Dec	<u>5,812E</u>	<u>5,606E</u>	<u>5,987E</u>	
Total	25,226E	24,722E	26,014E	
EV/Revs	6.8x		6.6x	

Earnings per Share (pro forma)

	<u>2025E</u> (Cur.)	<u>2025E</u> (Old)	<u>2026E</u> (Cur.)	<u>2026E</u> (Old)
Q1 Mar	18.26E	18.06E	19.43E	
Q2 Jun	48.96E	35.57E	53.25E	
Q3 Sep	92.49E	84.69E	96.73E	
Q4 Dec	<u>52.22E</u>	<u>45.48E</u>	<u>56.36E</u>	
Total	212.14E	183.99E	226.00E	
P/E	24x		22x	

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

- Booking recently (on February 20) reported its fiscal Q4 2024 (ending December) results.
- Revenue was \$5.47 billion (+14% y-o-y), compared to our estimate of \$5.06 billion and consensus of \$5.19 billion.
- Pro forma EPS was \$41.55, compared to our estimate of \$41.03 and consensus of \$36.09.
- Gross bookings were \$37.1 billion (+17% y-o-y), compared to our estimate of \$33.9 billion.
- EBITDA was \$1,848 million (vs. \$1,464 million y-o-y), compared to our estimate of \$1,921 million.
- Q4 guidance was for revenue growth of +7 – 9% (y-o-y), gross booking to grow +7 – 9% (y-o-y), and EBITDA of \$1.60 – 1.65 billion.
- The company provided initial 2025 general qualitative guidance for revenue growth of mid-single digits and EPS growth of low double digits.
- Initial Q1 general qualitative guidance is for revenue growth of +2 – 4% and EBITDA growth of -11 to -5%.
- We are raising our 2025 estimates for revenue to \$25.23 billion, from \$24.72 billion, and for EPS to \$212.14 from \$183.99.
- We are initiating our 2026 estimates for revenue of \$26.01 billion, and for EPS of \$226.00.

ADDITIONAL DETAILS

- Growth by product were: Hotels Room Nights +13% (vs. +9% in Q4 2023), Air Tickets +52% (vs. +46% in Q4 2023), and Rental Car Days +12% (vs. +11% in Q4 2023).
- Operating expenses were \$3.74 billion, versus our expectation of \$3.24 billion.
- Operating income was \$1,729 million, versus our expectation of \$1,816 million.
- Pro forma net income was \$1,379 million, versus our expectation of \$1,457 million.
- In November 2021, Booking announced that it has entered into an agreement with funds managed by CVC Capital Partners to acquire global flight booking provider, Etraveli Group, for approximately €1.63 billion. The deal has not yet closed and is expected to close in 2023. This deal was expected to have a “minor impact on P&L” in 2022.
- In September 2023, the EU blocked this deal so this deal is over.
- In December 2023, the company announced that Ewout Steenbergen will join the company as Chief Financial Officer (effective March 15, 2024) replacing David Goulden who announced earlier this year that he will be retiring as CFO. Mr. Steenbergen joins Booking from S&P Global, where he most recently served as Chief Financial Officer.

The company’s balance sheet remains solid, with \$16.2 billion in cash and \$16.6 billion in debt (~\$13/share in net debt), compared with \$15.8 billion in cash and \$16.2 billion in debt at the end of September.

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

Booking Holdings Reports Fourth Quarter 2024 Financial Results



NORWALK, CT - February 20, 2025...Booking Holdings Inc. (NASDAQ: BKNG) (the "Company," "we," "our," or "us") today reported its fourth quarter and full year 2024 financial results.

Fourth Quarter 2024 Highlights

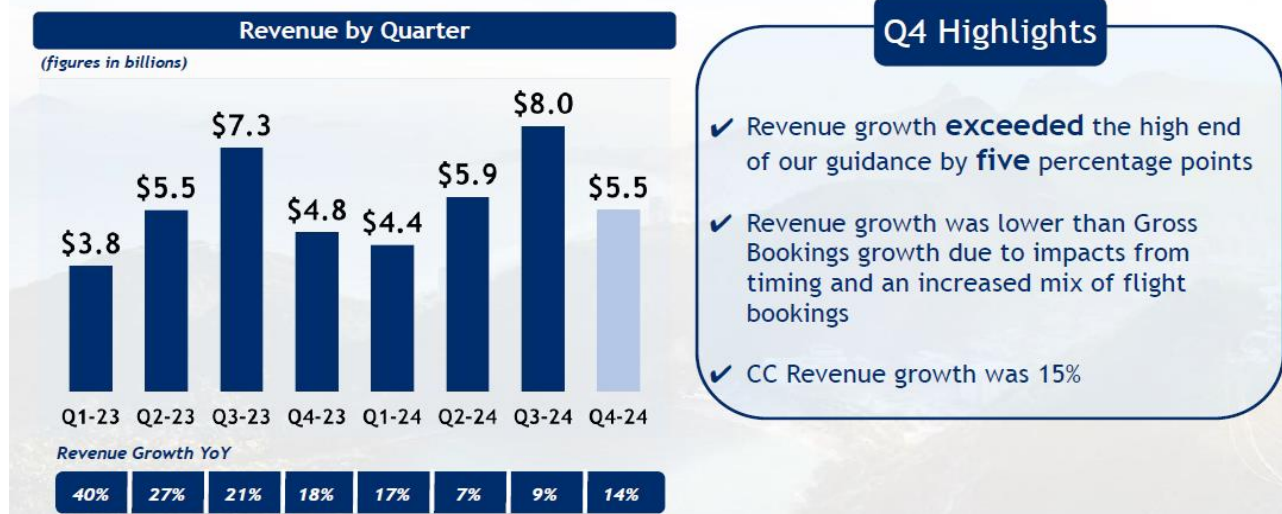
- Room nights grew 13% compared to 2023.
- Gross bookings grew 17% compared to 2023, or 18% on a constant-currency basis.
- Revenue grew 14% compared to 2023, or 15% on a constant-currency basis.

Full Year 2024 Highlights

- Room nights grew 9% compared to 2023.
- Gross bookings grew 10% compared to 2023, or 11% on a constant-currency basis.
- Revenue grew 11% compared to 2023, or 12% on a constant-currency basis.
- Net income per diluted common share (GAAP EPS) increased 47% compared to 2023.
- Adjusted Net income per diluted common share (Adjusted EPS) increased 23% compared to 2023.

"We are pleased to be reporting a strong finish to 2024, with full year revenue increasing by 11% year-over-year while delivering faster profitability growth, as we continue to take a disciplined approach to managing our expenses," said Glenn Fogel, Chief Executive Officer of Booking Holdings. "We remain highly focused on appropriately investing in our business for the long term, including by leveraging and deploying Generative AI technology to drive further value to our travelers and partners."

Q4 Revenue Growth Exceeded the High End of our Guidance Expectations



Source: Company report.

Exhibit 2: Q1 and 2025 Guidance (as of February 20, 2025)

Q1 2025 Guidance

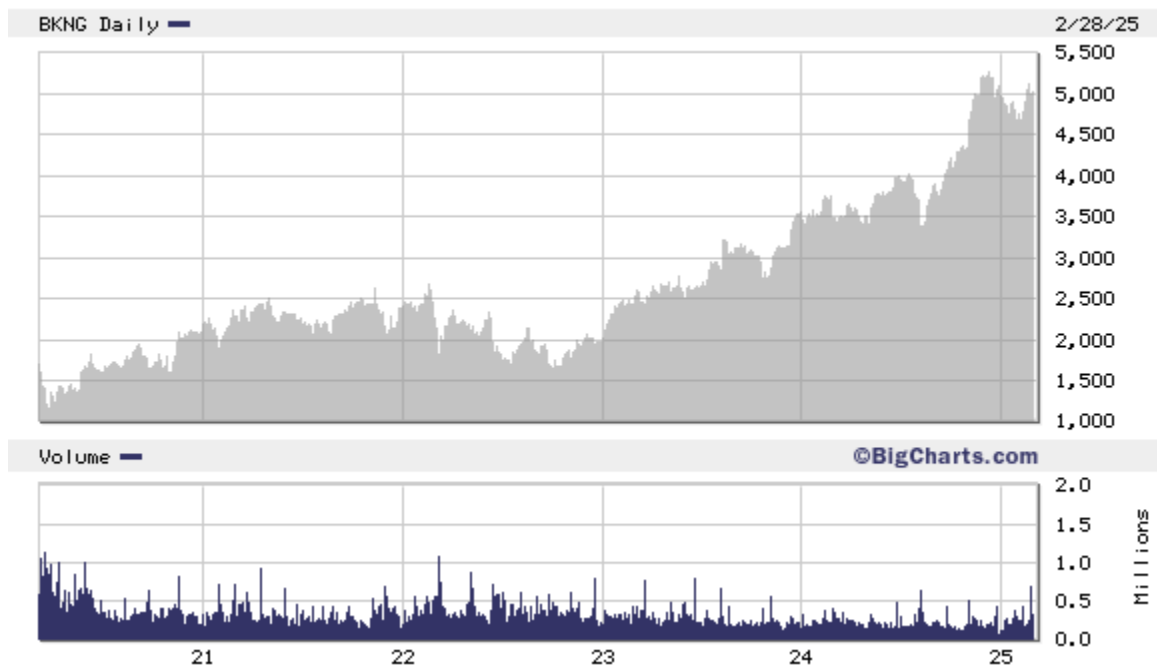
	Reported YoY Growth (Decline)	Normalized YoY Growth ⁽¹⁾
Room Nights	5% to 7%	Slightly Higher than Reported
Gross Bookings	5% to 7%	High Single Digits to Low Double Digits
Revenue	2% to 4%	High Single Digits to Low Double Digits
Adjusted EBITDA ⁽²⁾	(11%) to (5%)	Mid Single Digits to Low Double Digits

FY 2025 Guidance

	Reported YoY Growth	Constant Currency YoY Growth ⁽¹⁾
Gross Bookings	Mid Single Digits	High Single Digits
Revenue	Mid Single Digits	High Single Digits
Adjusted EBITDA ⁽²⁾	A couple points faster than revenue growth	Low Double Digits
Adjusted EPS ⁽²⁾	Low Double Digits	Mid-teens

Source: Company report.

Exhibit 3: Booking Holdings Stock Price (Five Years)



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

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

	Revenue (mil)			EPS	
	2025E	2026E		2025E	2026E
Q1 Mar	\$4,600E		Q1 Mar	\$17.64E	
Q2 Jun	\$6,375E		Q2 Jun	\$49.58E	
Q3 Sep			Q3 Sep		
Q4 Dec			Q4 Dec		
Total	\$25,276E	\$27,493E	Total	\$209.40E	\$241.99E

*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

Booking Holdings 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	3,778	5,462	7,341	4,784	21,365	4,415	5,859	7,994	5,471	23,739	4,623	6,225	8,566	5,812	25,226	4,789	6,413	8,824	5,987	26,014
Cost of Revenues	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Gross Profit	3,778	5,462	7,341	4,784	21,365	4,415	5,859	7,994	5,471	23,739	4,623	6,225	8,566	5,812	25,226	4,789	6,413	8,824	5,987	26,014
Marketing expenses	1,517	1,801	2,022	1,433	6,773	1,610	1,939	2,151	1,578	7,278	1,549	1,868	2,056	1,453	6,925	1,580	1,924	2,118	1,437	7,059
Sales and other	542	666	723	650	2,581	678	820	872	750	3,120	462	623	857	639	2,581	479	641	882	659	2,661
Personnel	722	752	788	1,032	3,294	826	807	868	853	3,354	1,109	1,245	1,028	930	4,312	1,149	1,154	971	898	4,173
General and administrative	289	304	387	738	1,718	186	112	575	163	1,036	416	125	428	291	1,259	431	128	441	299	1,300
IT	137	144	187	187	655	187	183	194	207	771	185	187	206	174	752	192	192	212	180	775
Depreciation and amortization	120	121	129	134	504	137	142	155	157	591	105	105	105	105	420	105	105	105	105	420
Restructuring and other	1	1	2	1	5				34	34				0						0
Total operating expenses	3,328	3,789	4,238	4,175	15,530	3,624	4,003	4,815	3,742	16,184	3,826	4,152	4,679	3,592	16,249	3,936	4,145	4,729	3,578	16,388
Operating income (loss)	450	1,673	3,103	609	5,835	791	1,856	3,179	1,729	7,555	796	2,074	3,887	2,220	8,977	853	2,268	4,095	2,410	9,626
Interest income (expense)	(194)	(241)	(254)	(208)	(897)	24	29	22	(256)	(181)	(197)	(202)	(201)	(200)	(800)	(198)	(198)	(198)	(197)	(791)
Other income (expense)	47	186	300	10	543	122	37	(332)	91	(82)	0	0	0	0	0	0	0	0	0	0
Income before income taxes	303	1,618	3,149	411	5,481	937	1,922	2,869	1,564	7,292	599	1,872	3,685	2,020	8,176	655	2,070	3,897	2,213	8,834
Income taxes	37	328	638	189	1,192	161	401	352	496	1,410	114	356	700	384	1,554	124	393	740	420	1,679
Net income (loss)	266	1,290	2,511	222	4,289	776	1,521	2,517	1,068	5,882	485	1,516	2,985	1,636	6,623	530	1,676	3,157	1,793	7,156
Nonrecurring/noncash adjustments	175	101	91	905	1,272	(68)	(85)	324	321	492	125	125	125	125	500	125	125	125	125	500
Net income	441	1,391	2,602	1,127	5,561	708	1,436	2,841	1,389	6,374	610	1,641	3,110	1,761	7,123	655	1,801	3,282	1,918	7,656
EBITDA	586	1,778	3,284	1,464	7,112	898	1,895	3,665	1,848	8,306	901	2,179	3,992	2,325	9,397	958	2,373	4,200	2,515	10,046
Shares, Basic	37.6	36.7	35.6	34.7	36.1	34.2	33.8	33.4	33.1	33.6	33.0	33.1	33.2	33.3	33.1	33.2	33.3	33.4	33.5	33.3
Shares, Diluted	38.0	37.0	36.0	35.2	36.5	34.7	34.3	33.9	33.4	34.1	33.4	33.5	33.6	33.7	33.6	33.7	33.8	33.9	34.0	33.9
EPS Basic (Pro forma)	\$11.71	\$37.92	\$73.16	\$32.45	\$153.86	\$20.69	\$42.43	\$85.06	\$42.03	\$189.56	\$18.52	\$49.66	\$93.82	\$52.96	\$215.19	\$19.76	\$54.18	\$98.40	\$57.32	\$229.90
EPS Diluted (Pro forma)	\$11.60	\$37.62	\$72.32	\$32.00	\$152.22	\$20.39	\$41.90	\$83.89	\$41.55	\$187.10	\$18.26	\$48.96	\$92.49	\$52.22	\$212.14	\$19.43	\$53.25	\$96.73	\$56.36	\$226.00
Income Statement Ratios																				
Gross margin	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Marketing expenses	40.2%	33.0%	27.5%	30.0%	31.7%	36.5%	33.1%	26.9%	28.8%	30.7%	33.5%	30.0%	24.0%	25.0%	27.5%	33.0%	30.0%	24.0%	24.0%	27.1%
Sales and marketing	14.3%	12.2%	9.8%	13.6%	12.1%	15.4%	14.0%	10.9%	13.7%	13.1%	10.0%	10.0%	10.0%	11.0%	10.2%	10.0%	10.0%	10.0%	11.0%	10.2%
Personnel	19.1%	13.8%	10.7%	21.6%	15.4%	18.7%	13.8%	10.9%	15.6%	14.1%	24.0%	20.0%	12.0%	16.0%	17.1%	24.0%	18.0%	11.0%	15.0%	16.0%
General and administrative	7.6%	5.6%	5.3%	15.4%	8.0%	4.2%	1.9%	7.2%	3.0%	4.4%	9.0%	2.0%	5.0%	5.0%	5.0%	9.0%	2.0%	5.0%	5.0%	5.0%
IT	3.6%	2.6%	2.5%	3.9%	3.1%	4.2%	3.1%	2.4%	3.8%	3.2%	4.0%	3.0%	2.4%	3.0%	3.0%	4.0%	3.0%	2.4%	3.0%	3.0%
Operating margin	11.9%	30.6%	42.3%	12.7%	27.3%	17.9%	31.7%	39.8%	31.6%	31.8%	17.2%	33.3%	45.4%	38.2%	35.6%	17.8%	35.4%	46.4%	40.2%	37.0%
Tax rate, GAAP	12.2%	20.3%	20.3%	46.0%	21.7%	17.2%	20.9%	12.3%	31.7%	19.3%	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%
Net margin	7.0%	23.6%	34.2%	4.6%	20.1%	17.6%	26.0%	31.5%	19.5%	24.8%	10.5%	24.4%	34.9%	28.2%	26.3%	11.1%	26.1%	35.8%	29.9%	27.5%
Y/Y % change																				
Total Revenue	40.2%	27.2%	21.3%	18.2%	25.0%	16.9%	7.3%	8.9%	14.4%	11.1%	4.7%	6.3%	7.2%	6.2%	6.3%	3.6%	3.0%	3.0%	3.0%	3.1%
Gross margin	40.2%	27.2%	21.3%	18.2%	25.0%	16.9%	7.3%	8.9%	14.4%	11.1%	4.7%	6.3%	7.2%	6.2%	6.3%	3.6%	3.0%	3.0%	3.0%	3.1%
Marketing expenses	32.3%	3.7%	12.6%	9.1%	13.0%	6.1%	7.7%	6.4%	10.1%	7.5%	-3.8%	-3.7%	-4.4%	-7.9%	-4.9%	2.1%	3.0%	3.0%	-1.1%	1.9%
Sales and marketing	59.9%	43.2%	33.9%	37.1%	42.0%	25.1%	23.1%	20.6%	15.4%	20.9%	-31.8%	-24.1%	-1.8%	-14.8%	-17.3%	3.6%	3.0%	3.0%	3.0%	3.1%
Personnel	21.1%	18.4%	23.9%	72.6%	33.6%	14.4%	7.3%	10.2%	-17.3%	1.8%	34.3%	54.3%	18.4%	9.0%	28.6%	3.6%	-7.3%	-5.6%	-3.4%	-3.2%
General and administrative	82.9%	46.9%	47.7%	140.4%	83.9%	-35.6%	-63.2%	48.6%	-77.9%	-39.7%	123.7%	11.2%	-25.5%	78.3%	21.6%	3.6%	3.0%	3.0%	3.0%	3.2%
IT	2.2%	5.1%	45.0%	48.4%	24.5%	36.5%	27.1%	3.7%	10.7%	17.7%	-1.1%	2.1%	6.0%	-15.8%	-2.5%	3.6%	3.0%	3.0%	3.0%	3.2%
Operating income (loss)	158.6%	67.3%	20.1%	-54.7%	14.4%	75.8%	10.9%	2.4%	183.9%	29.5%	0.7%	11.7%	22.3%	28.4%	18.8%	7.1%	9.4%	5.4%	8.6%	7.2%
Net income (loss)	NM	50.5%	50.7%	-82.0%	40.3%	191.7%	17.9%	0.2%	381.1%	37.1%	-37.5%	-0.3%	18.6%	53.2%	12.6%	9.3%	10.6%	5.7%	9.6%	8.0%
EPS Diluted (Pro forma)	196.5%	97.2%	36.4%	29.4%	52.5%	75.9%	11.4%	16.0%	29.9%	22.9%	-10.5%	16.8%	10.3%	25.7%	13.4%	6.4%	8.8%	4.6%	7.9%	6.5%

Source: Company reports and Ascendant Capital Markets estimates

Booking Holdings 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	\$14,140	\$14,602	\$13,294	\$12,107	\$15,629	\$16,290	\$15,775	\$16,164	\$8,946	\$10,075	\$12,120	\$14,614	\$14,736	\$15,432	\$17,265	\$19,371
Short term investments	359	640	624	576	362	37			0	0	0	0	0	0	0	0
Restricted cash									0	0	0	0	0	0	0	0
Accounts receivable, net	2,048	2,805	3,447	3,253	3,296	3,814	3,649	3,199	1,284	1,798	2,475	1,292	1,330	1,853	2,549	1,331
Prepaid expenses and other current assets	1,085	1,302	1,114	1,098	1,189	1,152	1,105	1,128	324	311	343	465	335	321	353	479
Deferred income taxes									0	0	0	0	0	0	0	0
Total current assets	17,632	19,349	18,479	17,034	20,476	21,293	20,529	20,491	10,553	12,185	14,937	16,371	16,401	17,605	20,168	21,181
Property and equipment, net	699	732	733	784	805	875	882	832	848	1,217	1,233	1,602	1,971	2,921	3,290	4,240
Intangibles, net	4,593	4,543	4,464	4,439	4,368	4,312	4,288	4,181	4,136	4,091	4,046	4,001	3,956	3,911	3,866	3,821
Deferred income taxes									0	0	0	0	0	0	0	0
Long term investments	806	440	420	440	443	468	500	536	536	536	536	536	536	536	536	536
Other	1,476	1,494	1,539	1,645	1,636	1,593	1,779	1,668	1,668	1,668	1,668	1,668	1,668	1,668	1,668	1,668
Total assets	25,206	26,558	25,635	24,342	27,728	28,541	27,978	27,708	17,741	19,697	22,420	24,178	24,532	26,641	29,528	31,446
Liabilities and stockholders' equity																
Accounts payable	2,132	2,123	3,020	3,480	3,268	3,928	4,065	3,824	647	934	1,028	697	671	962	1,059	718
Accrued expenses	3,584	3,463	4,182	4,635	4,774	3,900	5,287	6,047	1,849	1,556	1,713	1,744	1,916	1,603	1,765	1,796
Deferred merchant	4,500	6,040	3,717	3,254	5,328	6,931	4,907	4,031	925	1,370	857	1,279	958	1,411	882	1,317
Income tax payable and other																
Convertible/short term debt	854	855	1,913	1,961	3,462	3,447	2,419	1,745	1,745	1,745	1,745	1,745	1,745	1,745	1,745	1,745
Total current liabilities	11,070	12,481	12,832	13,330	16,832	18,206	16,678	15,647	5,166	5,605	5,343	5,465	5,289	5,721	5,451	5,577
Deferred income taxes	368	338	350	258	287	264	191	289	289	289	289	289	289	289	289	289
Other long term liabilities	1,422	1,206	1,222	1,275	1,223	986	969	939	939	939	939	939	939	939	939	939
Convertible/long term debt	11,272	13,198	11,856	12,223	13,438	13,361	13,793	14,853	14,853	14,853	14,853	14,853	14,853	14,853	14,853	14,853
Minority interest									0	0	0	0	0	0	0	0
Total other liabilities	13,062	14,742	13,428	13,756	14,948	14,611	14,953	16,081	16,081	16,081	16,081	16,081	16,081	16,081	16,081	16,081
Common stock									0	0	0	0	0	0	0	0
Treasury Stock	(33,178)	(36,319)	(38,944)	(41,426)	(43,330)	(44,958)	(46,734)	(47,877)	(47,877)	(47,877)	(47,877)	(47,877)	(47,877)	(47,877)	(47,877)	(47,877)
Additional paid-in capital	6,712	6,848	6,996	7,175	7,330	7,479	7,635	7,707	7,707	7,707	7,707	7,707	7,707	7,707	7,707	7,707
Retained earnings	27,807	29,097	31,608	31,830	32,304	33,527	35,749	36,525	37,010	38,527	41,512	43,148	43,678	45,354	48,511	50,304
Accumulated other comprehensive (loss) income	(267)	(291)	(285)	(323)	(356)	(324)	(303)	(375)	(375)	(375)	(375)	(375)	(375)	(375)	(375)	(375)
Other									29	29	29	29	29	29	29	29
Total stockholders' equity	1,074	(665)	(625)	(2,744)	(4,052)	(4,276)	(3,653)	(4,020)	(3,505)	(1,989)	996	2,632	3,162	4,839	7,996	9,788
Total stockholders' equity and liabilities	\$25,206	\$26,558	\$25,635	\$24,342	\$27,728	\$28,541	\$27,978	\$27,708	\$17,741	\$19,697	\$22,420	\$24,178	\$24,532	\$26,641	\$29,528	\$31,446

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	29%	24%	15%	23%	27%	20%	14%	21%	7%	5%	4%	8%	7%	5%	4%	8%
Deferred Merchant as % of total rev	119%	111%	51%	68%	121%	118%	61%	74%	20%	22%	10%	22%	20%	22%	10%	22%
Accounts payable as % of total rev	56%	39%	41%	73%	74%	67%	51%	70%	14%	15%	12%	12%	14%	15%	12%	12%
Accrued expenses as % of total rev	95%	63%	57%	97%	108%	67%	66%	111%	40%	25%	20%	30%	40%	25%	20%	30%
Activity Ratios																
A/R Days Sales Outstanding	49	46	42	61	67	59	41	53	25	26	26	20	25	26	26	20
Deferred Merchant (w/ Revenue)	107	100	46	61	109	106	55	66	18	20	9	20	18	20	9	20
Book & Cash Value (per share)																
Book Value per Share (diluted)	\$28.28	(\$17.51)	(\$16.91)	(\$76.25)	(\$116.75)	(\$124.78)	(\$107.87)	(\$120.27)	(\$104.87)	(\$59.33)	\$29.62	\$78.05	\$93.77	\$143.05	\$235.68	\$287.66
Cash per Share (diluted)	\$381.72	\$401.28	\$376.53	\$352.43	\$460.76	\$476.46	\$465.83	\$483.58	\$267.62	\$300.51	\$360.42	\$433.33	\$436.93	\$456.20	\$508.92	\$569.31
Net cash per Share (diluted)	\$62.48	\$31.30	\$4.03	(\$41.71)	(\$26.19)	(\$14.04)	(\$12.90)	(\$12.98)	(\$228.94)	(\$194.57)	(\$133.18)	(\$58.82)	(\$55.21)	(\$34.48)	\$19.67	\$81.51

Source: Company reports and Ascendant Capital Markets estimates

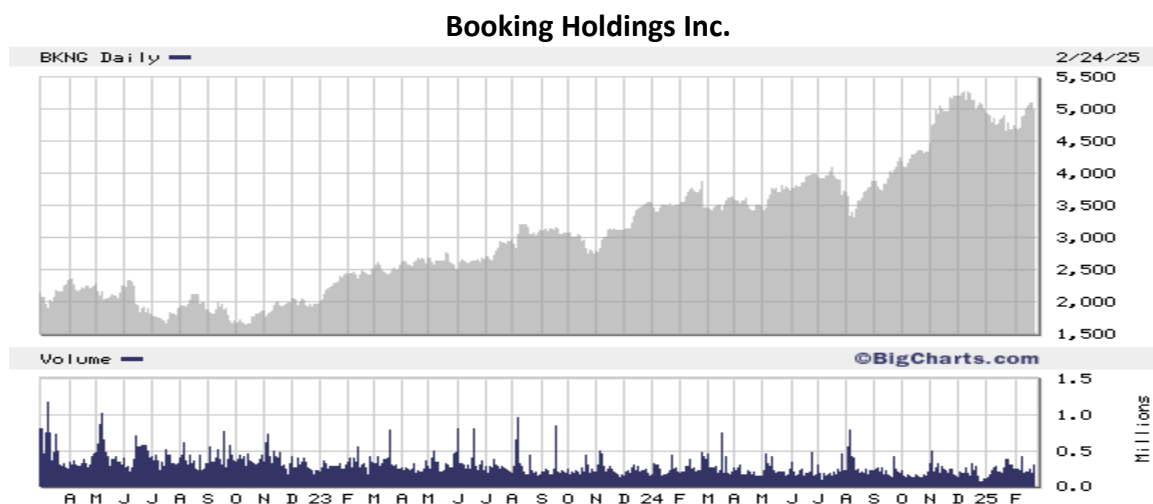
Booking Holdings Inc.

Cash Flow 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
Cash flow from operating activities																				
Net income	\$266	\$1,290	\$2,511	\$222	\$4,289	\$776	\$1,521	\$2,517	\$1,068	\$5,882	\$485	\$1,516	\$2,985	\$1,636	\$6,623	\$530	\$1,676	\$3,157	\$1,793	\$7,156
Depreciation	120	121	129	134	504	137	142	155	157	591	60	60	60	60	240	60	60	60	60	240
Amortization	41	39	40	(120)	0	0	0	0	0	0	45	45	45	45	180	45	45	45	45	180
Provision for accounts receivable	54	81	89	106	330	89	95	108	120	412	0	0	0	0	0	0	0	0	0	0
Deferred income taxes	(340)	(49)	(20)	(69)	(478)	(35)	33	(73)	173	98	0	0	0	0	0	0	0	0	0	0
Stock comp	113	128	128	161	530	144	140	148	167	599	65	65	65	65	260	65	65	65	65	260
Amortization of financing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tax benefit of stock option exercises	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other gains/losses	133	34	(16)	(20)	131	16	(11)	(32)	760	733	0	0	0	0	0	0	0	0	0	0
F/X gains/losses	26	8	(36)	165	163	(167)	(68)	343	(634)	(526)	0	0	0	0	0	0	0	0	0	0
Other	0	0	3	163	166	40	47	27	53	167	(65)	(65)	(65)	(65)	(260)	(65)	(65)	(65)	(65)	(260)
Changes in operating assets and liabilities:																				
Accounts receivable	158	(830)	(834)	176	(1,330)	(185)	(645)	179	145	(506)	1,915	(514)	(676)	1,183	1,907	(39)	(522)	(696)	1,219	(39)
Prepaid expenses & other current assets	118	(208)	186	59	155	(98)	65	45	(24)	(12)	804	12	(31)	(122)	663	130	15	(32)	(126)	(14)
Accounts payable & accrued expenses	2,038	1,091	(485)	98	2,742	2,123	1,214	(1,029)	(947)	1,361	(10,481)	439	(262)	122	(10,182)	(176)	432	(270)	126	112
Income tax payable and other	162	32	(323)	271	142	(136)	(8)	(15)	(317)	(476)	0	0	0	0	0	0	0	0	0	0
Net cash (used in) provided by operating activities	2,889	1,737	1,372	1,346	7,344	2,704	2,525	2,373	721	8,323	(7,172)	1,558	2,121	2,924	(569)	550	1,706	2,263	3,116	7,635
Cash flow from investing activities																				
Purchases of property and equipment	(88)	(92)	(71)	(94)	(345)	(130)	(146)	(77)	(76)	(429)	(76)	(429)	(76)	(429)	(1,010)	(429)	(1,010)	(429)	(1,010)	(2,878)
Purchases of short-term investments	1,683	42	48	55	1,828	218	297	75	(33)	557	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	(9)	11	1	3	(19)	(19)	(14)	34	1	1	0	0	0	0	0	0	0	0	0	0
Net cash used in investing activities	1,586	(39)	(22)	(39)	1,486	69	137	(2)	(75)	129	(76)	(429)	(76)	(429)	(1,010)	(429)	(1,010)	(429)	(1,010)	(2,878)
Cash flow from financing activities																				
Issuance of debt	0	1,893	0	0	1,893	2,959	0	0	1,877	4,836	0	0	0	0	0	0	0	0	0	0
Repayment of debt	(500)	0	0	0	(500)	0	0	(1,114)	(198)	(1,312)	0	0	0	0	0	0	0	0	0	0
Repurchase of common stock	(2,150)	(3,099)	(2,640)	(2,488)	(10,377)	(2,155)	(1,363)	(1,764)	(1,227)	(6,509)	0	0	0	0	0	0	0	0	0	0
Proceeds from stock option exercises	105	4	13	12	134	6	3	2	3	14	0	0	0	0	0	0	0	0	0	0
Dividend and other	(17)	(23)	(5)	(14)	(59)	(26)	(606)	(289)	(312)	(1,233)	0	0	0	0	0	0	0	0	0	0
Proceeds from issuance of common stock	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 activities	(2,562)	(1,225)	(2,632)	(2,490)	(8,909)	784	(1,966)	(3,165)	143	(4,204)	0	0	0	0	0	0	0	0	0	0
Effect of exchange rate on cash and cash equivalents	8	(15)	(22)	(8)	(37)	(28)	(31)	273	(404)	(190)	0	0	0	0	0	0	0	0	0	0
Net increase (decrease) in cash and equivalents	1,921	458	(1,304)	(1,191)	(116)	3,529	665	(521)	385	4,058	(7,248)	1,129	2,045	2,495	(1,579)	121	696	1,834	2,106	4,757
Beginning cash and equivalents	12,251	14,172	14,630	13,326	12,251	12,135	15,664	16,329	15,808	12,135	16,193	8,946	10,075	12,120	16,193	14,614	14,736	15,432	17,265	14,614
Ending cash and equivalents	\$14,172	\$14,630	\$13,326	\$12,135	\$12,135	\$15,664	\$16,329	\$15,808	\$16,193	\$16,193	\$8,946	\$10,075	\$12,120	\$14,614	\$14,614	\$14,736	\$15,432	\$17,265	\$19,371	\$19,371

Source: Company reports and Ascendant Capital Markets estimates

ANALYST CERTIFICATION

Each analyst hereby certifies that the views expressed in this report reflect the analyst’s personal views about the subject securities or issuers. Each analyst also certifies that no part of the analyst’s compensation was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed in this report. The analyst who prepared this report is compensated based upon the overall profitability of Ascendant Capital Markets, LLC, which may, from time to time, include the provision of investment banking, financial advisory and consulting services. Compensation for research is based on effectiveness in generating new ideas for clients, performance of recommendations, accuracy of earnings estimates, and service to clients.



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

Report	Report Date	Rating	Price Target
32	2/28/2018	B	2,250.00
33	5/10/2018	B	2,350.00
34	8/11/2018	B	2,200.00
35	11/7/2018	B	2,275.00
36	3/1/2019	B	2,050.00
37	5/14/2019	B	2,000.00
38	8/9/2019	B	2,250.00
39	11/12/2019	B	2,150.00
40	2/27/2020	B	1,950.00
41	5/26/2020	B	1,900.00
42	8/7/2020	B	2,000.00
43	12/2/2020	B	2,400.00
44	2/26/2021	B	2,600.00
45	6/10/2021	B	2,700.00
46	9/11/2021	B	2,750.00
47	1/8/2022	B	2,800.00
48	3/23/2022	B	2,850.00
49	6/11/2022	B	2,555.00
50	9/11/2022	B	2,500.00
51	12/15/2022	B	2,400.00
52	3/26/2023	B	2,850.00
53	6/8/2023	B	3,000.00
54	9/15/2023	B	3,700.00
55	12/28/2023	B	3,900.00
56	3/11/2024	B	3,950.00

- Ascendant Capital Markets, LLC has not received compensation for advisory or investment banking services from the company in the past 12 months.

IMPORTANT DISCLOSURES

This report has been distributed by Ascendant Capital Markets, LLC and is for the sole use of our clients. This report is based on current public information that we consider reliable, but we do not represent it is accurate or complete, and it should not be relied on as such. This report contains information from various sources, including United States government publications, The Wall Street Journal and other periodicals, Yahoo! Finance and other sources, and is for informational purposes only and is not a recommendation to trade in the securities of the companies mentioned within the report. We seek to update our research and recommendations as appropriate, but the large majority of reports are published at irregular intervals as we consider appropriate and, in some cases, as constrained by industry regulations.

We may have a business relationship with companies covered in this report. Ascendant Capital Markets, LLC may make a market in the securities of the subject company. We and our affiliates, officers, directors, and employees will from time to time have long or short positions in, act as principal in, and buy or sell, the securities or derivatives (including options and warrants) thereof of covered companies referred to in this report. This report is not an offer to sell or the solicitation of an offer to buy any security in any jurisdiction where such an offer or solicitation would be illegal. It does not constitute a personal recommendation or take into account the particular investment objectives, financial situations, or needs of individual clients. Clients should consider whether any information in this report is suitable for their particular circumstances and, if appropriate, seek professional advice, including tax advice. The price and value of the investments referred to in this report may fluctuate.

Following are some general risks that can adversely impact future operational and financial performance and share price valuation: (1) industry fundamentals with respect to legislation, mandates, incentives, customer demand, or product pricing; (2) issues relating to competing companies or products; (3) unforeseen developments with respect to management, financial condition or accounting policies or practices; or (4) external factors that affect the interest rates, currency, the economy or major segments of the economy. Past performance is not a guide to future performance, future returns are not guaranteed, and loss of original capital may occur. Certain transactions, including those involving futures, options, and other derivatives, give rise to substantial risk and are not suitable for all investors. Our report is disseminated primarily electronically, and, in some cases, in printed form. The information contained in this report is not incorporated into the contents of our website and should be read independently thereof. Copyright Ascendant Capital Markets, LLC. No part of this material may be copied, photocopied or duplicated by any means or redistributed without the prior written consent of Ascendant Capital Markets,

Risks & Considerations

Risks to attainment of our share price target include changes in competition, economic conditions, consumer and business demand for travel, investor sentiment for investing in travel and technology stocks, and industry growth for online travel companies.

Ascendant Capital Markets, LLC Rating System

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%

Other Important Disclosures

Our analysts use various valuation methodologies including discounted cash flow, price/earnings (P/E), enterprise value/EBITDAS, and P/E to growth rate, among others. Risks to our price targets include failure to achieve financial results, product risk, regulatory risk, general market conditions, and the risk of a change in economic conditions.

Dissemination of Research

Ascendant Capital Markets, LLC research is distributed electronically via the Thomson Reuters platforms, Bloomberg, Capital IQ and FactSet. Please contact your investment advisor or institutional salesperson for more information.

General Disclaimer

The information and opinions in this report were prepared by Ascendant Capital Markets, LLC. This information is not intended to be used as the primary basis of investment decisions and because of individual client objectives it should not be construed as advice designed to meet the particular investment needs of any investor. This material is for information purposes only and is not an offer or solicitation with respect to the purchase or sale of any security. The reader should assume that Ascendant Capital Markets, LLC may have a conflict of interest and should not rely solely on this report in evaluating whether or not to buy or sell securities of issuers discussed herein. The opinions, estimates, and projections contained in this report are those of Ascendant Capital Markets, LLC as of the date of this report and are subject to change without notice. Ascendant Capital Markets, LLC endeavors to ensure that the contents have been compiled or derived from sources that we believe are reliable and contain information and opinions that are accurate and complete. However, Ascendant Capital Markets, LLC makes no representation or warranty, express or implied, in respect thereof, takes no responsibility for any errors and omissions contained herein, and accepts no liability whatsoever for any loss arising from any use of, or reliance on, this report or its contents. Information may be available to Ascendant Capital Markets, LLC, or its affiliates that is not reflected in this report. This report is not to be construed as an offer or solicitation to buy or sell any security.

Additional Disclosures

Ascendant Capital Markets, LLC is a broker-dealer registered with the United States Securities and Exchange Commission (SEC) and a member of the FINRA and SIPC. Ascendant Capital Markets, LLC is not a Registered Investment Advisor nor is it an investment advisor registered with the Securities and Exchange Commission or with the securities regulators of any state, and at the present time is not eligible to file for federal registration.