BOOKING HOLDINGS Q3 2024 Earnings Presentation October 30, 2024

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Disclaimer

Disclosure Regarding Forward-Looking Statements

This presentation contains forward-looking statements. These forward-looking statements reflect the views of Booking Holdings Inc.'s (the "Company" or "Booking Holdings" or "BKNG") management regarding current expectations and projections about future events and conditions and are based on currently available information and current foreign currency exchange rates. Forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and assumptions that are difficult to predict such as:

- adverse changes in market conditions for travel services;
- the effects of competition;
- the Company's ability to manage growth and expand its global business;
- adverse changes in relationships with travel service providers and restaurants and other third parties on which the Company depends;
- the Company's performance marketing efficiency and the effectiveness of its marketing efforts;
- the Company's ability to respond to and keep up with the rapid pace of technological and market changes;
- the Company's ability to attract and retain qualified personnel;
- risks related to data privacy obligations and cyberattacks;
- IT systems-related failures or security breaches;
- risks related to exposure to additional tax liabilities and maintaining tax benefits;
- legal and regulatory risks;
- risks associated with the facilitation of payments;
- fluctuations in foreign currency exchange rates and other risks associated with doing business in multiple currencies and jurisdictions;
- financial risks including increased debt levels and stock price volatility; and
- success of investments and acquisitions, including integration of acquired businesses.

For a detailed discussion of these and other factors that could cause the Company's actual results to differ materially from those described in this presentation, refer to the Company's most recent Annual Report on Form 10-K, any current reports on Form 8-K, and any subsequent Quarterly Reports on Form 10-Q filed with the Securities and Exchange Commission (the "SEC"). Unless required by law, the Company undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events, or otherwise.

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Adjusted Financial Measures:

While the Company reports financial results in accordance with accounting principles ("GAAP") generally accepted in the United States, this presentation includes certain Adjusted "Non-GAAP" measures, including Adjusted EBITDA, Free Cash Flow, Adjusted Net Income, and Adjusted Net Income per Diluted Common Share (Adjusted EPS), which are not presented in accordance with GAAP or intended to be substitutes for GAAP measures. The Company also uses information on (i) the impact of the adjustments required to compute Adjusted Net income (loss) and Adjusted EBITDA on Other income (expense), net, as reported in the Company's consolidated statements of operations, as applicable, and (ii) Adjusted fixed operating expenses, which is Total operating expenses, as reported in the Company's consolidated statements of operations, adjusted to exclude (a) certain operating expenses which are generally more likely to vary based on changes in business volumes and (b) amounts which are excluded in the computation of Adjusted EBITDA. The Company considers Adjusted EBITDA, Free Cash Flow, Adjusted Net Income, and Adjusted EPS as important supplemental measures of its performance and ability to service debt. Adjusted EBITDA, Free Cash Flow, Adjusted Net Income, and Adjusted EPS are used by the Company to assess its performance because they allow comparison of operating performance on a consistent basis across periods by removing the effects of various items. Adjusted EBITDA, Free Cash Flow, Adjusted Net Income, and Adjusted EPS have various limitations as analytical tools, and the Recipient should not consider them in isolation, or as a substitute for analysis of the Company's results as reported under GAAP. Further, because not all companies use identical calculations, the presentation of Adjusted measures may not be comparable to other similarly titled measures reported by other companies. For a reconciliation of Adjusted EBITDA, Free Cash Flow, Adjusted Net Income, and Adjusted EPS to the comparable GAAP measures, see the appendix. We are not able to provide a reconciliation between forward-looking Adjusted EBITDA and GAAP Net income because we cannot predict certain components of such reconciliation without unreasonable effort as they arise from events in future periods.











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Q3 2024 Financial Summary

Trailing Twelve Months ("TTM") Revenue

(figures in billions)



TTM Adjusted EBITDA as a percentage of Revenue

30.7%	32.4%	33.4%	33.3%	33.7%	33.7%	34.4%
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(1) Refer to Appendix for reconciliation of Non-GAAP ("Adjusted") measures Adjusted EBITDA, Adjusted Net Income, Adjusted Earnings Per Share ("EPS"), Adjusted Fixed Operating Expenses, and Adjusted Other income (expense), Net. Revenue, Marketing, and Sales and Other are presented on a GAAP basis. **BOOKING** HOLDINGS Note: Amounts may not total due to rounding. В. Р 🔍 К 📀 NM = Not meaningful.

Q3 2024 GAAP and Adjusted P&L

(in millions, except for EPS)	GAAP	ΥοΥ%	Adjusted ⁽¹⁾	YoY
Revenue	\$7,994	9 %	\$7,994	
Marketing	\$2,151	6 %	\$2,151	
Sales and Other	\$872	8 %	\$872	
Adjusted Fixed Operating Expenses	NA	NA	\$1,272	
Other Income (Expense), Net	(\$332)	NM	(\$35)	(
Adjusted EBITDA	NA	NA	\$3,665	
Net Income	\$2,517	0%	\$2,841	
Diluted EPS	\$74.34	7%	\$83.89	



Q3 Room Night Growth Exceeded the High End of our Guidance Expectations

Room Nights by Quarter

(figures in millions)



38%	9 %	15%	9 %	9 %	7%	8%
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(1) Regional Room Nights are based on the location of where the traveler books from.



- Room Night Growth ("RNG") exceeded the high end of our guidance by three percentage points
- Room Night Growth by region⁽¹⁾:
 - Europe: up high single digits
 - Asia: up low double digits
 - **RoW**: up mid single digits
 - U.S.: up low single digits

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Q3 2024 Key Highlights



(1) Represents Booking.com AA Room Nights as a percentage of Booking.com's total Room Nights.

(2) Represents BKNG Room Nights booked via a mobile app as a percentage of BKNG total Room Nights.

(3) Represents BKNG Room Nights booked via a direct channel as a percentage of BKNG total Room Nights over the last twelve months. (4) Connected Transactions are transactions that are booked by the same traveler across more than one travel vertical that will be experienced within a few days of each other (+/- 3 days of the start or end date of other transactions).

Booking.com Alternative Accommodation ("AA") Room Nights grew 14% YoY with mix⁽¹⁾ at 35%. AA listings up 10% YoY.

Mobile App mix⁽²⁾ was in the **mid 50%'s** (up from the **low**

TTM direct mix⁽³⁾ was in the **mid 50%'s** (excluding Business-to-Business ("B2B") was in the low 60%'s)

Level 2 and Level 3 Genius member mix of Booking.com's TTM total Room Nights was in the mid 50%'s

Connected Transactions⁽⁴⁾ were up **40%+** YoY and represented a high single digit % of Booking.com's total transactions





Alternative Accommodations Room Night Growth at Booking.com Outpacing Total Growth







Mobile App Mix Continues to Steadily Increase Over Time





Q3 Gross Bookings Growth Exceeded the High End of our Guidance Expectations

Gross Bookings by Quarter

(figures in billions)



(1) Q4-23 constant currency ADRs have been recast to reflect the predominant transactional currency in each country.



- Gross Bookings growth exceeded the high end of our guidance by **five** percentage points
- Gross Bookings growth of 9% was due to: V - Room Night growth of 8%
 - Strong flight gross bookings driven by air ticket growth of 39%
 - Partially offset by <1% lower Constant Currency ("CC") Accommodation Average Daily Rates ("ADRs")
 - CC ADRs up <1% excluding changes in</p> regional mix

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Q3 Revenue Growth Exceeded the High End of our Guidance Expectations

Revenue by Quarter

(figures in billions)



Revenue Growth YoY

40%	27%	21%	18%	17%	7%	9 %
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Revenue growth exceeded the high end of our guidance by five percentage points

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Revenue growth was similar to Gross V **Bookings** growth







Q3 Adjusted Fixed OpEx Growth was Below Expectations and Grew Slower than Revenue

Adjusted Fixed OpEx by Quarter

(figures in billions)



Adjusted Fixed OpEx Growth YoY

25%	20%	24%	21%	11%	5%	7%
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Refer to Appendix for reconciliation of Non-GAAP ("Adjusted") measures.

Approximate Headcount at Quarter-End



Headcount Growth YoY

7%	19%	13%	9%	7%	5%	3%
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Q3 Adjusted EBITDA Exceeded Expectations and Grew Faster than Revenue

• Q3 Adjusted EBITDA of **\$3.7 billion** was **9% above** the high end of our guidance

Adjusted EBITDA by Quarter

(figures in billions)



Refer to Appendix for reconciliation of Non-GAAP ("Adjusted") measures.



We had Strong Free Cash Flow and Capital Return in the Quarter

• Q3 Free Cash Flow of **\$2.3 billion** grew **76% YoY**

Free Cash Flow by Quarter

(figures in billions)



Refer to Appendix for reconciliation of Non-GAAP ("Adjusted") measures. NM = Not meaningful. (1) Share repurchases only include repurchases that reduce our authorization and exclude repurchases related to employee tax withholding as well as excise taxes related to share repurchases.



Q4 and Full-Year 2024 Guidance

Room Night Growth

4Q24: between 6% and 8%

Gross Bookings Growth

Revenue Growth

4Q24: between 7% and 9%

4Q24: between 7% and 9%

Adjusted EBITDA

Adjusted EPS Growth

FY24: Gross Bookings growth expected to be about 8%

FY24: Revenue growth expected to be just below 10%

4Q24: between about \$1.6 billion and \$1.65 billion

FY24: Adjusted EBITDA expected to grow between 13% and 14%

FY24: Adjusted EPS expected to grow in the high-teens %

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(figures in millions)

RECONCILIATION OF NET INCOME TO ADJUSTED EBITDA							Three	e Months Ended					
	Marc	h 31, 2023	June	30, 2023	Sept	ember 30, 2023	Dece	ember 31, 2023	Marcl	h 31, 2024	June	30, 2024	September
Net income	\$	266	\$	1,290	\$	2,511	\$	222	\$	776	\$	1,521	\$
(a) Accruals related to the Netherlands pension fund matter		-		-		-		276		-		-	
(b) Accruals related to the fine imposed by the Spanish competition													
authority		-		-		-		530				(78)	
(c) Accruals related to settlements of indirect tax matters		39		23				-		-		-	
(d) Termination fee related to an acquisition agreement		-		-		90		-		-		-	
(e) Depreciation and amortization		120		121		129		134		137		142	
(e) Interest and dividend income		(228)		(266)		(289)		(237)		(243)		(293)	
(e) Interest expense		194		241		254		208		219		264	
(f) Net losses (gains) on equity securities		133		34		(16)		(20)		16		(11)	
(g) Foreign currency transaction losses (gains) on the remeasurement of													
certain Euro-denominated debt and accrued interest and debt-related	ł												
foreign currency derivative instruments		26		8		(36)		165		(167)		(68)	
(h) Other		-		-		-		-		-		17	
(e) Income tax expense		37		328		638		189		161		401	
Adjusted EBITDA	\$	586	\$	1,778	\$	3,284	\$	1,464	\$	898	\$	1,895	\$
Net income as a % of Total Revenues		7%		24%		34%		5%		18%		26%	
Adjusted EBITDA as a % of Total Revenues		16%		33%		45%	0	31%		20%		32%	
Net income growth (decline) YoY		NM		51%		51%		(82%)		192%		18%	
Adjusted EBITDA growth YoY		89 %		64%		24%		18%		53%		7%	
	-												

Note: Amounts may not total due to rounding. NM: Not meaningful.



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(figures in millions)

RECONCILIATION OF NET INCOME TO ADJUSTED EBITDA						Trai	iling Twelve	e Months En	ded				
	March	n 31, 2023	June	30, 2023	Septe	mber 30, 2023	Decembe	r 31, 2023	Marc	h 31, 2024	June	30, 2024	September 30
Net income	\$	4,024	\$	4,456	Ş	5,302	\$	4,289	\$	4,799	\$	5,030	\$
(a) Accruals related to the Netherlands pension fund matter		-		-		-		276		276		276	
(b) Accruals related to the fine imposed by the Spanish competition													
authority		-		-		-		530		530		452	
(c) Accruals related to settlements of indirect tax matters		85		108		108		62		23		-	
(d) Termination fee related to an acquisition agreement		-		-		90		90		90		90	
(i) Gain on sale and leaseback transaction		(240)		(240)		(240)		-				-	
(e) Depreciation and amortization		460		474		494		504		521		542	
(e) Interest and dividend income		(444)		(686)		(914)		(1,020)		(1,035)		(1,062)	
(e) Interest expense		517		682		834		897		922		945	
(f) Net losses (gains) on equity securities		109	1000	324		(28)		131		14		(31)	
(g) Foreign currency transaction losses (gains) on the remeasurement of certain Euro-denominated debt and accrued interest and debt-related													
foreign currency derivative instruments		10		56		22		163		(30)		(106)	
(h) Other		-		-				-		-		17	
(e) Income tax expense		1,051		1,092		1,220		1,192		1,316		1,389	
Adjusted EBITDA	\$	5,571	\$	6,264	\$	6,890	\$	7,112	\$	7,424	\$	7,541	\$
Net income as a % of Total Revenues		22.1%		23.0%		25.7%		20.1%		21.8%		22.5%	
Adjusted EBITDA as a % of Total Revenues		30.7%		32.4%		33.4%		33.3%		33.7%		33.7%	

Note: Amounts may not total due to rounding.





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(figures in millions, except share and per share data)

RECONCILIATION OF NET INCOME TO ADJUSTED NET INCOME AND ADJUSTED EPS

ADJUSTED EPS							Three M	onths Ended						
	Marc	h 31, 2023	June	30, 2023	Septemb	oer 30, 2023	Decemb	oer 31, 2023	March	31, 2024	June	30, 2024	Septemb	er 30, 20
Net income	\$	266	\$	1,290	\$	2,511	\$	222	\$	776	\$	1,521	\$	2,5
(a) Accruals related to the Netherlands pension fund matter		-		-		-		276				-		
(b) Accruals related to the fine imposed by the Spanish competition														
authority		-		-		-		530		-		(78)		
(c) Accruals related to settlements of indirect tax matters		39		23		-		-		-				3
(d) Termination fee related to an acquisition agreement		-		-		90		-		-		-		
(j) Amortization of intangible assets		55		56		55		56		55		56		
(f) Net losses (gains) on equity securities		133		34		(16)		(20)		16		(11)		
(g) Foreign currency transaction losses (gains) on the remeasurement of														
certain Euro-denominated debt and accrued interest and debt-related	ł													
foreign currency derivative instruments		26		8		(36)		165		(167)		(68)		3
(k) Adjustment to one-time deemed repatriation income tax liability														
resulting from the Tax Act and related net unrecognized tax benefit		-		-		-		-		-		-		(2
(h) Other		(31)		-		-		-		-		17		
(I) Tax impact of Non-GAAP adjustments		(48)		(19)		(4)		(99)		27		-		(1
Adjusted Net income	\$	440	\$	1,391	\$	2,602	\$	1,128	\$	708	\$	1,436	\$	2,8
GAAP and Non-GAAP weighted-average number of diluted common	-								-		-			
shares outstanding (in 000's)		37,983		36,964		35,987		35,222		34,706		34,267		33,8
Net income applicable to common stockholders per diluted common		°			-						_			
share (EPS)	\$	7.00	\$	34.89	\$	69.80	\$	6.28	\$	22.37	\$	44.38	\$	74
EPS growth (decline) YoY	-	NM	0.	66%		66%		(80%)		220%	_	27%	-	
Adjusted Net income applicable to common stockholders per diluted			6.W		-				-					
common share (Adjusted EPS)	\$	11.60	\$	37.62	\$	72.32	\$	32.00	\$	20.39	\$	41.90	\$	83
Adjusted EPS growth YoY	-	1 97 %	90	97 %	-	36%		29%		76%		11%		

Note: Amounts may not total due to rounding. NM: Not meaningful. Tax Act: U.S. Tax Cuts and Jobs Act enacted in December 2017. BOOKING HOLDINGS B. P. Q. K. O



(figures in millions)

RECONCILIATION OF NET CASH PROVIDED BY OPERATING

	ACTIVITIES TO FREE CASH FLOW							Three Me	onths Ended						
		March	n 31, 2023	June	30, 2023	Sept	ember 30, 2023	Decemb	er 31, 2023	March	31, 2024	June	30, 2024	September	30
	Net cash provided by operating activities	\$	2,889	\$	1,737	\$	1,372	\$	1,346	\$	2,704	\$	2,525	\$	
(m) Additions to property and equipment		(88)		(92)		(71)		(94)		(130)		(146)		
	Free cash flow	\$	2,800	\$	1,645	\$	1,301	\$	1,252	\$	2,574	\$	2,379	\$	
	Net cash provided by operating activities growth (decline) YoY		70%		(35%)		NM		(38%)		(6%)		45%		
	Free cash flow growth (decline) YoY		77%		(37%)		NM		(40%)		(8%)		45%		
										-					_

Note: Amounts may not total due to rounding. NM: Not meaningful.







Notes:

- (a) Accruals related to the Netherlands pension fund matter are recorded in Personnel expenses and excluded from Net income to calculate Adjusted Net income and Adjusted EBITDA.
- quarter, the Company recorded a \$365 million accrual related to the proposed settlement of certain Italian indirect tax matters.
- (e) Amounts are excluded from Net income to calculate Adjusted EBITDA.
- Adjusted Net income and Adjusted EBITDA.
- currency derivative instruments used as economic hedges are recorded in Other income (expense), net and excluded from Net income to calculate Adjusted Net income and Adjusted EBITDA.
- effect, which is recorded in Sales and other expenses.
- (j) Amortization of intangible assets is recorded in Depreciation and amortization expenses and excluded from Net income to calculate Adjusted Net income.
- Adjusted Net income. During the quarter, the Company recorded a reduction of \$250 million to income tax expense based upon a recent U.S. Tax Court decision.
- (I) Reflects the tax impact of Non-GAAP adjustments above and changes in tax estimates which are excluded from Net income to calculate Adjusted Net income.
- (m) Cash used for additions to property and equipment is included in the calculation of Free cash flow.

For (a) - (m) above, Net income, Sales and other expenses, Personnel expenses, General and administrative expenses, Other operating expenses, Other income (expense), net, Depreciation and amortization expenses, Interest and dividend income, and Income tax expense refers to the respective line item in the consolidated financial statements included in the Company's Annual Report on Form 10-K for the year ended December 31, 2023 or in the Company's Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2024, as applicable. For a more detailed discussion of the adjustments described above, please see our earnings press release for the relevant period, including the section under the heading "Non-GAAP Financial Measures" which provides definitions and information about the use of non-GAAP financial measures. Additional information on the impact of the adjustments above on Other income (expense), net, as applicable, are presented in the following page. The reconciliation of Total operating expenses to Adjusted fixed operating expenses is also provided.

(b) Accruals related to the fine imposed by the Spanish competition authority are recorded in General and administrative expenses and excluded from Net income to calculate Adjusted Net income and Adjusted EBITDA. (c) Accruals related to settlements of certain indirect tax matters are recorded in General and administrative expenses and excluded from Net income to calculate Adjusted Net income and Adjusted EBITDA. During the

(d) Termination fee related to the acquisition agreement for the Etraveli Group is recorded in General and administrative expenses and excluded from Net income to calculate Adjusted Net income and Adjusted EBITDA.

(f) Net losses (gains) on equity securities with readily determinable fair values and impairments of investments in equity securities are recorded in Other income (expense), net and excluded from Net income to calculate

(g) Foreign currency transaction losses (gains) on the remeasurement of Euro-denominated debt and accrued interest that are not designated as hedging instruments for accounting purposes and debt-related foreign

(h) For the three months ended March 31, 2023, includes interest received on tax payments refunded pursuant to a settlement with authorities, which is recorded in Interest and dividend income and Income tax expense, as applicable. For the three months ended June 30, 2024, includes an accrual related to the Canadian digital services taxes for the years ended December 31, 2022 and 2023 enacted in June 2024 with retrospective

(i) Gain on the sale and leaseback transaction related to Booking.com's headquarters building is recorded in Other operating expenses and excluded from Net income to calculate Adjusted Net income and Adjusted EBITDA.

(k) Adjustment to one-time deemed repatriation income tax liability resulting from the Tax Act and related net unrecognized tax benefit are recorded in Income tax expense and excluded from Net income to calculate

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(figures in millions)

RECONCILIATION OF TOTAL OPERATING EXPENSES TO ADJUSTED

FIXED OPERATING EXPENSES							Three Months Ende	d					
	March	31, 2023	June	e 30, 2023	September	30, 2023	December 31, 202	3 M	arch 31, 2024	June	30, 2024	Septem	ber 30, 2024
Total operating expenses	\$	3,328	\$	3,789	\$	4,238	\$ 4,17	; Ş	3,624	\$	4,003	\$	4,815
Marketing expenses		(1,517)		(1,801)		(2,022)	(1,433	3)	(1,610)		(1,939)		(2,151)
Sales and other expenses		(570)		(717)		(807)	(650))	(678)		(820)		(872)
Depreciation and amortization		(120)		(121)		(129)	(134	4)	(137)		(142)		(155)
Accruals related to the Netherlands pension fund matter		-		-		-	(276)	-		-		-
Accruals related to the fine imposed by the Spanish competition													
authority		-					(530))	-		78		-
Accruals related to settlements of indirect tax matters		(39)		(23)		5			-		- 		(365)
Termination fee related to an acquisition agreement		-		-		(90)			-		-		-
Other		(1)		(1)		(2)	(*)	-		-		-
Adjusted fixed operating expenses	\$	1,081	\$	1,126	\$	1,188	\$ 1,15	\$	1,199	\$	1,180	\$	1,272
Total operating expenses growth YoY		32%	-	15%		22%	54	6	9 %		6 %		14%
Adjusted fixed operating expenses growth YoY		25%		20%		24%	21	%	11%		5%		7%

Other income (expense), net:							Thre	e Months Ended					
	March	31, 2023	June	30, 2023	Sep	tember 30, 2023	Dec	ember 31, 2023	March 31, 2024	June	e 30, 2024	Septemb	er 30, 2024
Other income (expense), net	\$	(181)	\$	(80)	\$	11	\$	(227)	\$ 122	\$	37	\$	(332)
Net losses (gains) on equity securities		133		34		(16)		(20)	16		(11)		(32)
Foreign currency transaction losses (gains) on the remeasurement of													
certain Euro-denominated debt and accrued interest and debt-related													
foreign currency derivative instruments		26		8		(36)		165	(167		(68)		329
Adjusted Other income (expense), net	\$	(22)	\$	(38)	\$	(41)	\$	(82)	\$ (29	\$	(42)	\$	(35)
Other income (expense), net growth (decline) YoY		NM		NM	-	NM	-	NM	NM	-	NM	-	NM
Adjusted Other income (expense), net growth (decline) YoY		126%		80%		13%		157%	31%		6%		(11%)

Note: Amounts may not total due to rounding. NM: Not meaningful.

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