



trivago[®]

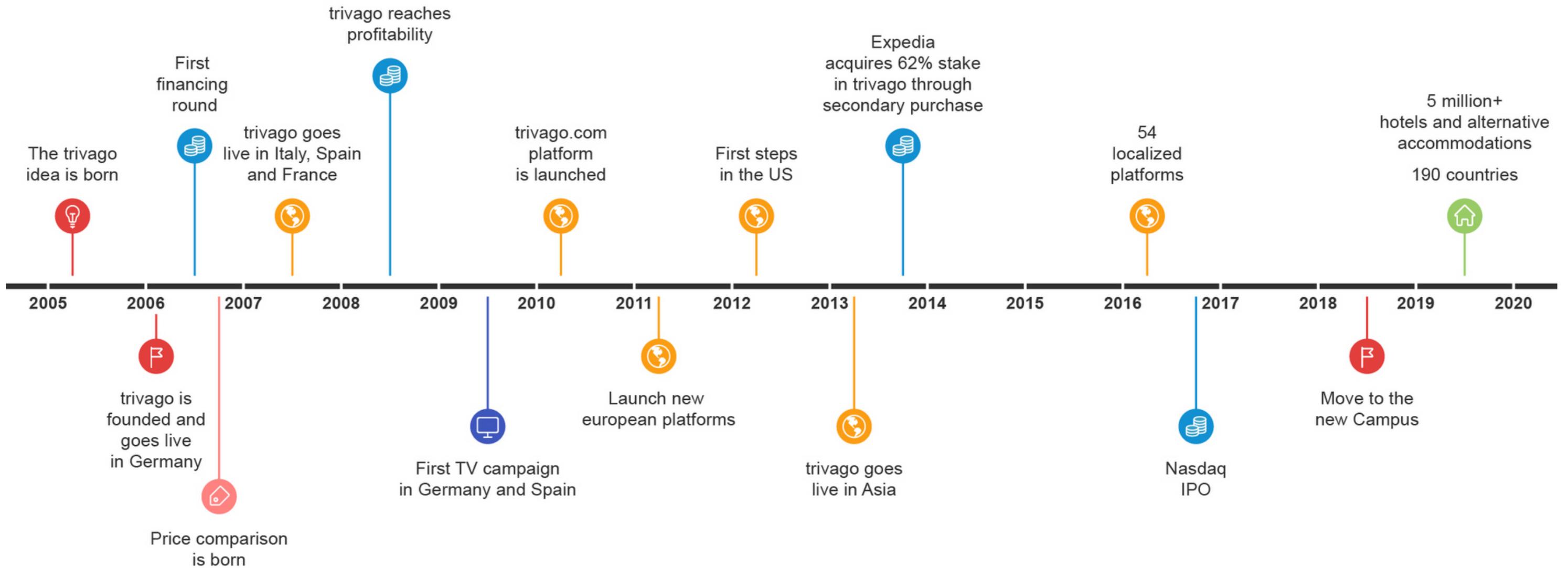


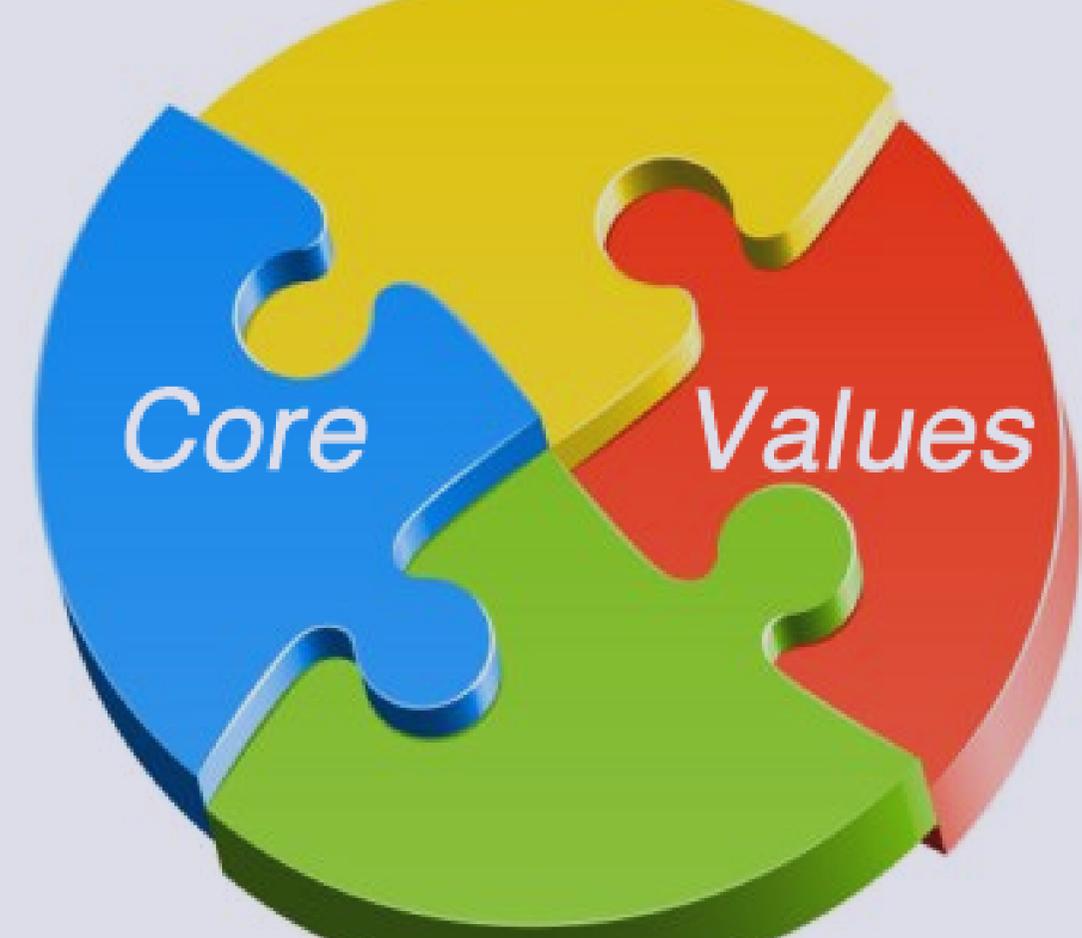
**INDUSTRIAL
ECONOMICS**



**SACHLEEN
KAUR: 1984**

TIMELINE





MISSION
TO BE THE TRAVELER'S FIRST AND INDEPENDENT SOURCE OF INFORMATION FOR FINDING THE IDEAL HOTEL AT THE LOWEST RATE

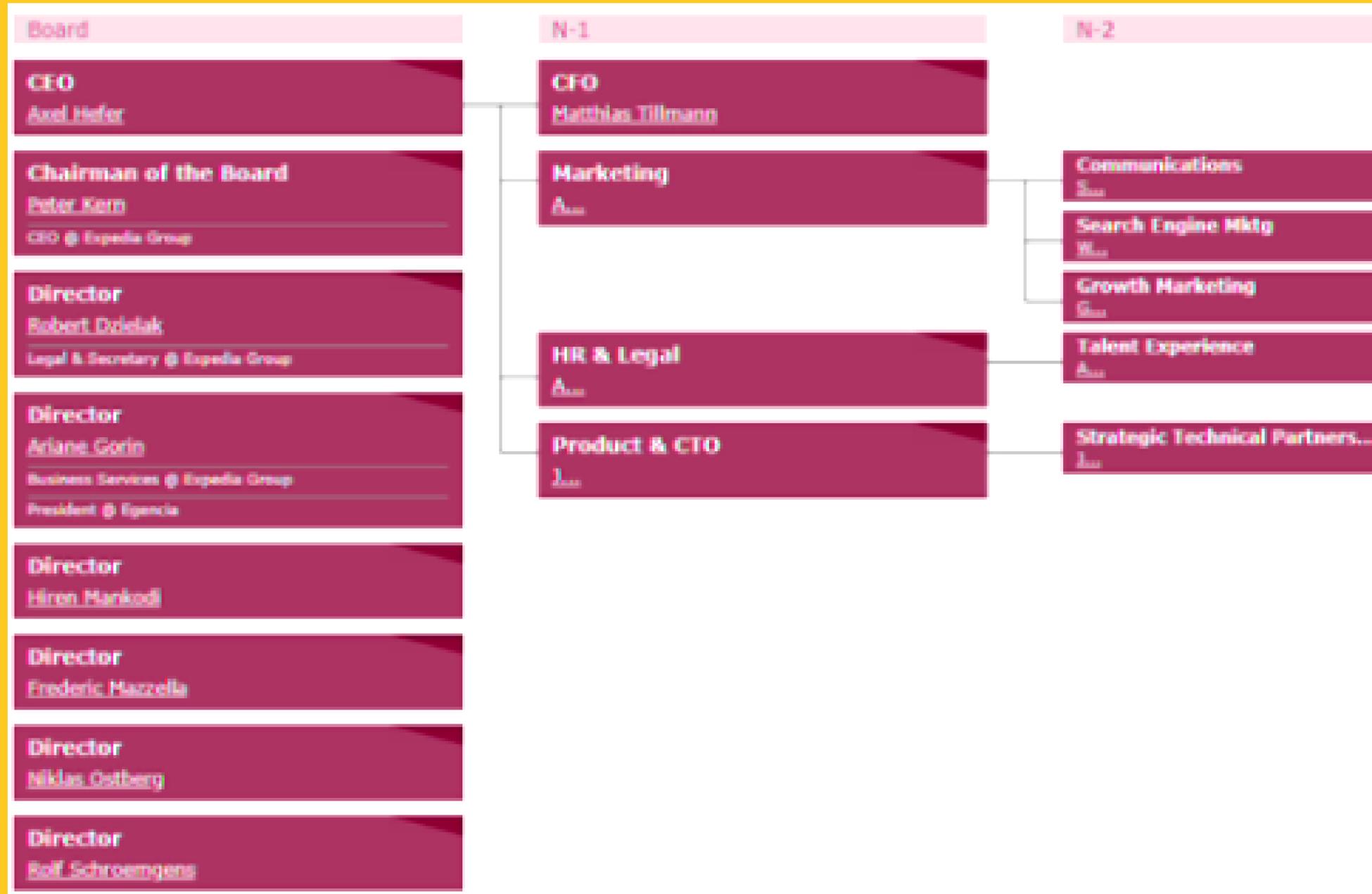


CORE VALUES
T A F
E P U



VISSION
TO CARRY FORWARD THE ENTREPRENEURIAL SPIRIT

STRUCTURE & COMPETITORS



BUSINESS MODEL





PRODUCT

- *HOTEL COMPARISON*
- *TRAVEL AGENCY*



PRICING STRATEGIES

- Listing fee
- Subscription fee
- Referral revenue



MARKETING STRATEGY

- The Trivago Guy
- The Trivago Girl

CODE OF CONDUCT & OPERATIONS

- ***Honest, lawful and ethical conduct***
 - ***Conflicts of interest***
 - ***Compliance with laws, regulations and rules***
 - ***Insider trading***
 - ***Disclosure, Financial Reporting and Accounting***
 - ***Economic Sanctions***
 - ***Anti-Corruption***
 - ***Tax Evasion***
 - ***Money Laundering***
 - ***Modern Slavery***
 - ***Confidentiality***
 - ***Waivers of this Code***
 - ***Compliance Procedures***
 - ***Enforcement***
-
- ***Headquarters are in Germany.***
 - ***1.3 million hotels are available with 55 localized versions of website, served in 33 languages while comparing 400 best booking websites.***
 - ***1,247 employees and is ranked 7th among it's top 10 competitors.***
 - ***Departments include analytics, IT Operations & support, Design, Finance & legal, Product & Product manager, Sales & account etc***
 - ***Website and android application are used with average 120 million monthly visitors***
 - ***500+ tech people around the world***

CONCLUSION

With over 120 million site visitors per month, 190 million hotel ratings, 250 booking sites, 14 million photos, rate comparison in over 1 million hotels, and websites in more than 50 countries; Trivago is one of the most significant hotel search engines. It is rapidly moving forward to become the most relevant and ideal source of information to find hotels at the lowest rates. The business model of Trivago is highly efficient in penetrating audience bases to optimize its reach and have the most loyal customer base.

Thank You.

