

-Mission: "to help travelers around the world plan and have the perfect trip.

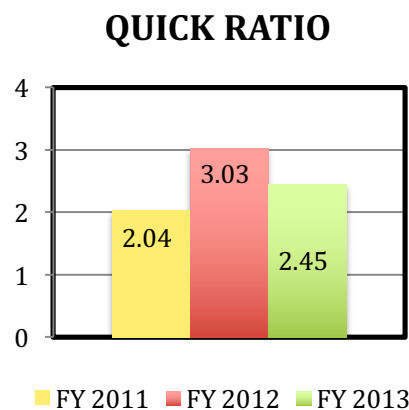
Introduction

Trip Advisor has seen consistent *improvement* the past three years. The improvement is evident based on the increase of website utilization, app downloads, and sheer increase in revenue and other numbers.

According to the annual report, they are seeing steady growth in the travel industry and in 2013 emerged as the world's largest online travel company. Looking through the numbers in 2013, we saw 50 million reviews posted to the site, giving a resounding total of 150 million traveler reviews on more than 4 million establishments of hotels, restaurants, and attractions. There were more than 2 billion visits to TripAdvisor's 34 sites around the world. Annual revenue in 2013 increased 24% to 945 million. Donations of 2.6 million from company earnings to 33 different non-profit organizations were dispersed

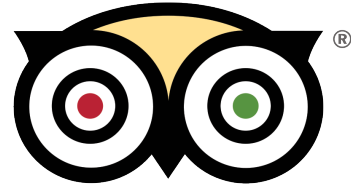
Current Ratio

Estimates the ability of TripAdvisor to meet its short-term financial obligations, assuming they can dispose of their inventory at close to their full value. A healthy current ratio is between 1.5 and 3, usually a high ratio says to creditors that you will be able to pay for your current debts within one year. Based on the results we can analyze that TripAdvisor is doing well and has enough liquid assets to cover current liabilities.



Quick Ratio

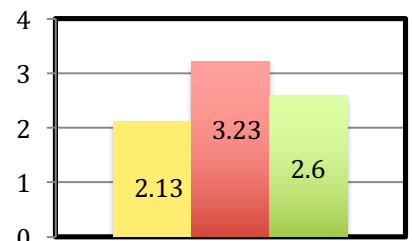
This estimates the ability of TripAdvisor to meet its short-term financial obligations without selling off its inventory, unlike the current ratio. As we can see from the graph, the company has good liquidity to cover liabilities and has been consistent over the past 3 years.



tripadvisor[®]

around the globe. App downloads grew almost 150% to 82 million. These numbers can be attributed to many usability improvements, specifically the "metasearch" function, which allows users to compare and contrast prices on the site without external pop-up windows, making navigation tedious and trip-planning stressful. By making utilization easier, in addition to better smartphone and tablet apps, this has made trip-planning seamless with access across devices that aid in mobility which is the foundation of travel, and is available to the traveler through all phases of their trip, beginning to end.

CURRENT RATIO



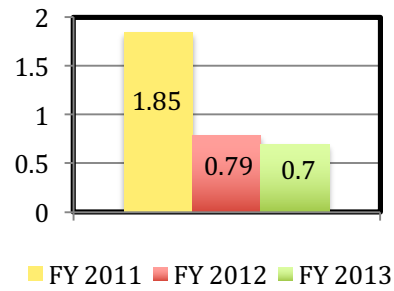
■ FY 2011 ■ FY 2012 ■ FY 2013

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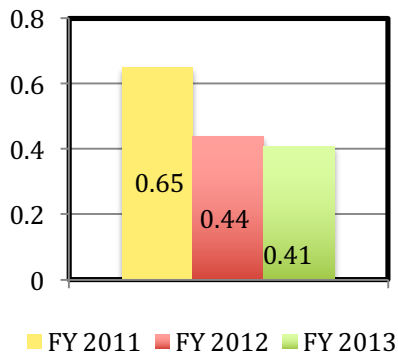
Debt-to-Net Worth Ratio

This compares the total financial obligations of TripAdvisor to the investment of its owners. This is used by lenders to measure the risk involved by approving them for credit. We can see from the graph that 2011 was a tough year for TripAdvisor with the amount of debt. That year they owed \$1.85 for every \$1.00. They came back well from that and have had ratios under 1 for every dollar the following two years, which shows improvement.

DEBT TO NET WORTH RATIO



DEBT RATIO



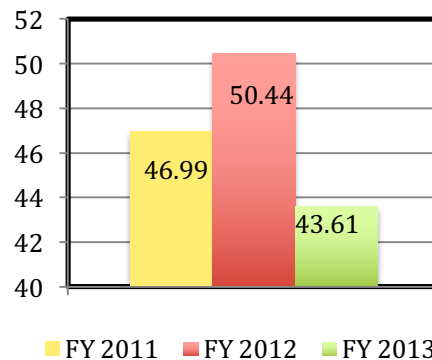
Debt Ratio

A ratio less than 1 indicates more stability, and we can see from this graph that TripAdvisor has kept their debt ratios low, indicating that 2011 was a higher year for debt against their net worth.

Average Collection Period

This isn't a ratio, but it shows the average time (in days) to receive payment for products delivered. From our data, we can see that TripAdvisor has a consistent ACP between 40 to 50 days to receive payment for products.

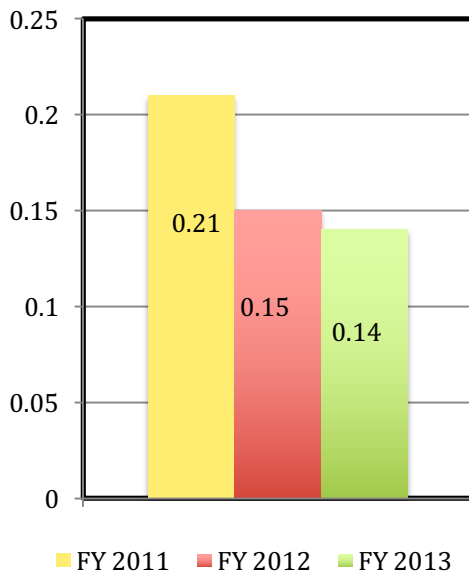
AVERAGE COLLECTION PERIOD



Return on Assets

This index is useful for comparisons with other enterprises and with gauging the effectiveness of asset utilization.

RETURN ON ASSETS

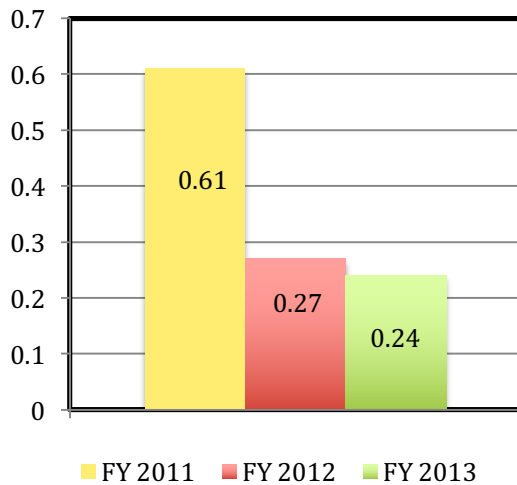


Return on Net Worth

This ratio measures the ultimate profitability of TripAdvisor from the perspective of stockholders/owners. It indicates their ability to earn adequate profits which should be higher than conservative investment rates.

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RETURN ON NET WORTH



Summary

Future trends seem bright because TripAdvisor is dependent on the outlook of the global travel industry which has had a steady increase in spending as the Internet has become more readily available, reaching people (specifically emerging middle class) from developing countries like China and India. The Internet is becoming even more integral to the travel-planning process due to the benefits they offer like refined searching, comparing companies, and viewing pricing. The increasing technology of smartphones and other technology like user apps will also aid TripAdvisor's sunny future.

TripAdvisor would be at the mercy of mainly external factors, such as the global community losing interest in travel, destinations in economic despair, and online advertisers willingness to partner with TripAdvisor (also partially internal). Overall, their future looks bright, because according to their annual report, "the IDC New Media Market

Model, the global online advertising market is growing and is projected to exceed \$165 billion by 2016, as more and more advertisers continue to shift their spending from offline to online channels, mirroring the trend in consumer media consumption generally."

One-Year Action Plan

Though we are experiencing a steady incline of website and app traffic, as well as increased revenue, we do need to keep our sights on the global travel market to look for trends if we hope to remain the world's largest online travel company. We need to stay relevant with great apps and easy usability in the ever-growing Internet-sphere and social media. To stay competitive, we need to actively watch competitors and their user-interfaces on their apps and social media.

Given the size of the online advertising market, we believe that travel providers and travel related advertisers are, and will continue to be, motivated to devote significant resources to advertise their travel products and services. Expedia is the biggest and

Prior to 2000 (when TripAdvisor was founded) travel research and planning was mostly conducted by guidance of friends and family or with the hire of a travel agent...reviews and photos of friends and family are still a good travel motivator, but travel agents are becoming a thing of the past, because now...most information can be found ourselves with all inclusive travel sites, like TripAdvisor that includes customer reviews, comparisons, and bookings all on one site.

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Key assets to perpetuate continued business success and higher revenues:

1. More user-generated content. Maybe also providing incentive for people to post meaningful and authentic posts through some kind of small extrinsic reward (say better travel deals if you're a seasoned reviewer). Finding a small enough extrinsic reward to still incentivize while not taking a huge profit loss is a barrier that will need to be overcome.
2. Robust travel community. How do we create more avid travelers. How do we inspire to make travel a priority.
3. Continuous technological innovation. Keep watching competitors and new app innovations. Continually improving usability ease and design with updates and really paying attention to customer reviews. It might be hard to be truly innovative with an already existing platform, which might give other start-

up travel companies a slight advantage.

4. Global reach. Expand to 50 worldwide branded sites.
5. Expanding PR to include more charitable donations and perhaps more sponsorship of local establishments (food, activities, and hotels) to increase more eco-traveling and global sustainability as a business platform to inspire other companies to follow suit and not turn into just a money-making corporate travel giant.

These are the ultimate goals, not losing our humanity for the places we love to travel to and their diversity. Keeping them around for future generations to enjoy with both the environment and the culture intact. Yet, we still need to meet our profit needs. Barriers include an overwhelming white privilege that makes up most of the travel community and excludes some of the diversity we would like to see in our traveling community and the perpetuation of eco-tourism ideals and patterns.

Best,
Miri Gubler

A handwritten signature in black ink, appearing to read "Miri Gubler". The signature is fluid and cursive, with the first name "Miri" written in a larger, more prominent script than the last name "Gubler".