



2025 Interim Results

July 30th 2025

Join Linkups



Luis joined the chat

Hi I'm Luis, from Spain!



4



Heyyy Luis, welcome!

Anyone up for the beach?



3



9.3

Sure! 🙏 what time?



2pm good? See u later! ❤️



Hang out

Get a badge to let others know you want to meet



9.7

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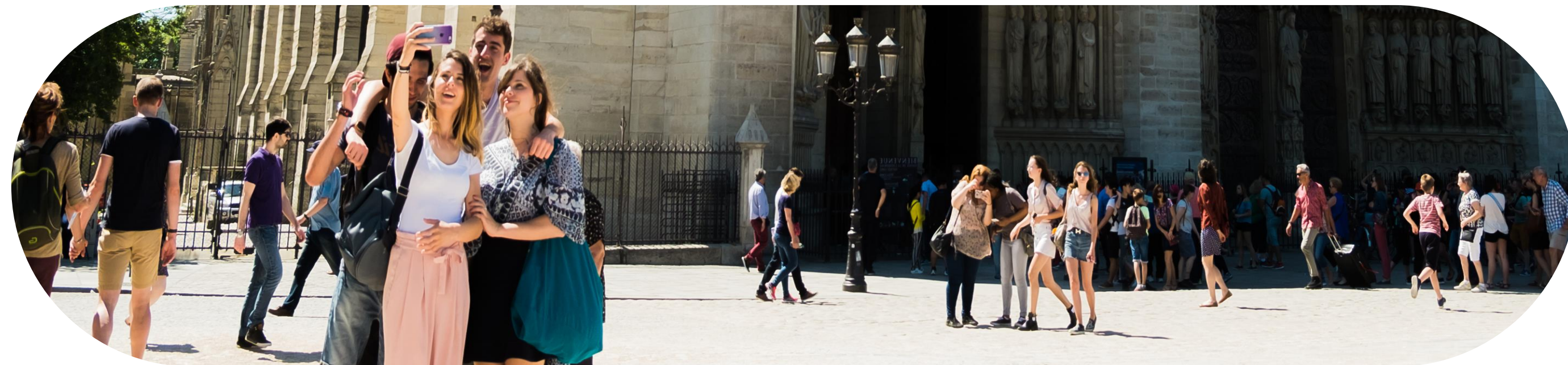
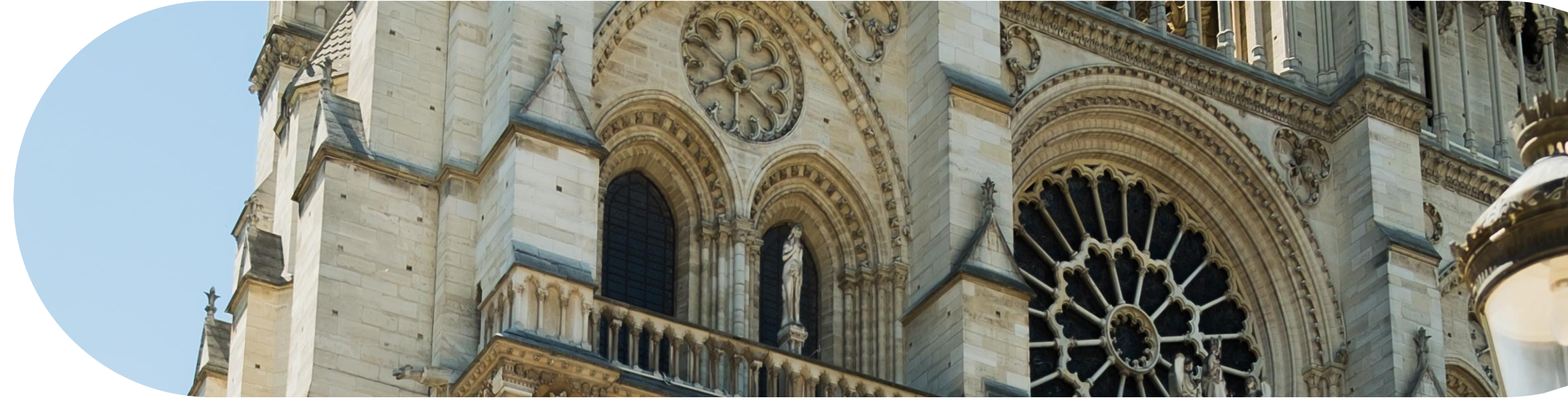
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Highlights



H1'25 – Financial Summary

3.7M

Net Bookings

+0% vs H1'24

85%

Bookings by social members

H1'24: 80%

1.8M

App bookings¹

+11% vs H1'24

€13.40

Net ABV²

-1% vs H1'24

€46.7M

Net Revenue³

+0% vs H1'24

51%

Marketing as % of Revenue⁴

H1'24: 45%

€7.4M

Adjusted EBITDA

H1'24 : €9.6M
-23%

€6.1M

Net Cash⁵

Dec '24: €2.0M

€0.82

Interim dividend

+100% vs H1'24

1. An App booking is defined by a user opening the App themselves (either organically or via a push notification) and completing a booking on the App
2. Net ABV is calculated as Generated Revenue divided by Net Bookings, where Generated Revenue is gross revenue less cancellations (€49.7M in H1'25)
3. Net Revenue is gross revenue less cancellations, deferred revenue, rebates and accounting adjustments
4. Marketing % is defined as paid marketing costs over gross revenue less cancellations
5. Net cash is cash €11.0m less warehoused payroll taxes €4.9m (net cash of €2.0m in Dec'24)



Key Highlights

Trading improving through the half year, continuing into July

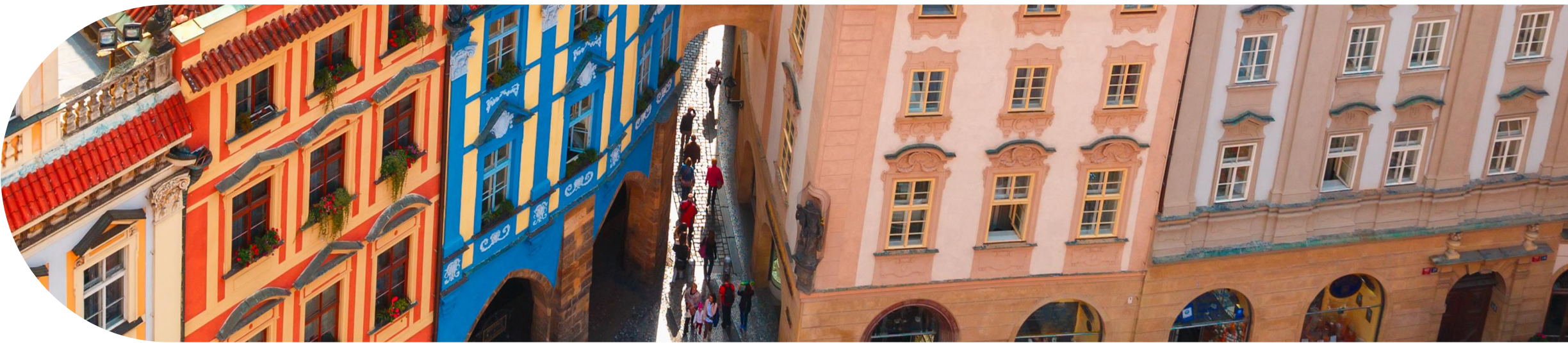
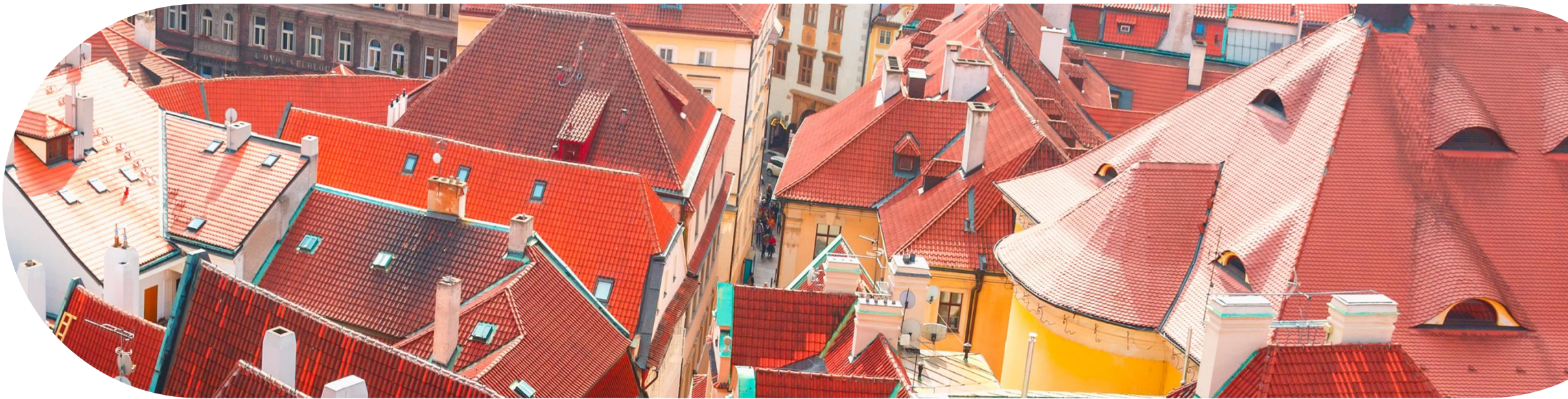
- Net Bookings & ABV improving through the first half, returning to growth in late May & continuing into June and July
- Increasing commission rates post launch of Elevate offsetting bed price deflation and the weaker than expected US dollar
- Paid cost inflation observed in Q1, which has since moderated. Marketing as a % of revenue expected to be within CMD guidance range on a FY basis
- App bookings growing +11% year over year reflecting continued progress of our social network strategy

Executing our strategic initiatives and our capital allocation policy

- Rollout of Elevate, our new marketplace monetisation tool, showing early signs of success with blended commission rates increasing to 15.8% in H1 2025 (15.2% in H1 2024)
- Continued growth in Social Network size and engagement: Social members reaching 2.9M by the end of June 2025 (up from 1.8M in June 2024) and the number of messages sent over the network increased 42% on a trailing 6 month basis
- Strategic initiatives, including social platform monetisation and the addition of budget accommodation on track
- Continuing to evaluate acquisition opportunities
- Reinstatement of a progressive dividend policy and share buyback programme (£5m) announced

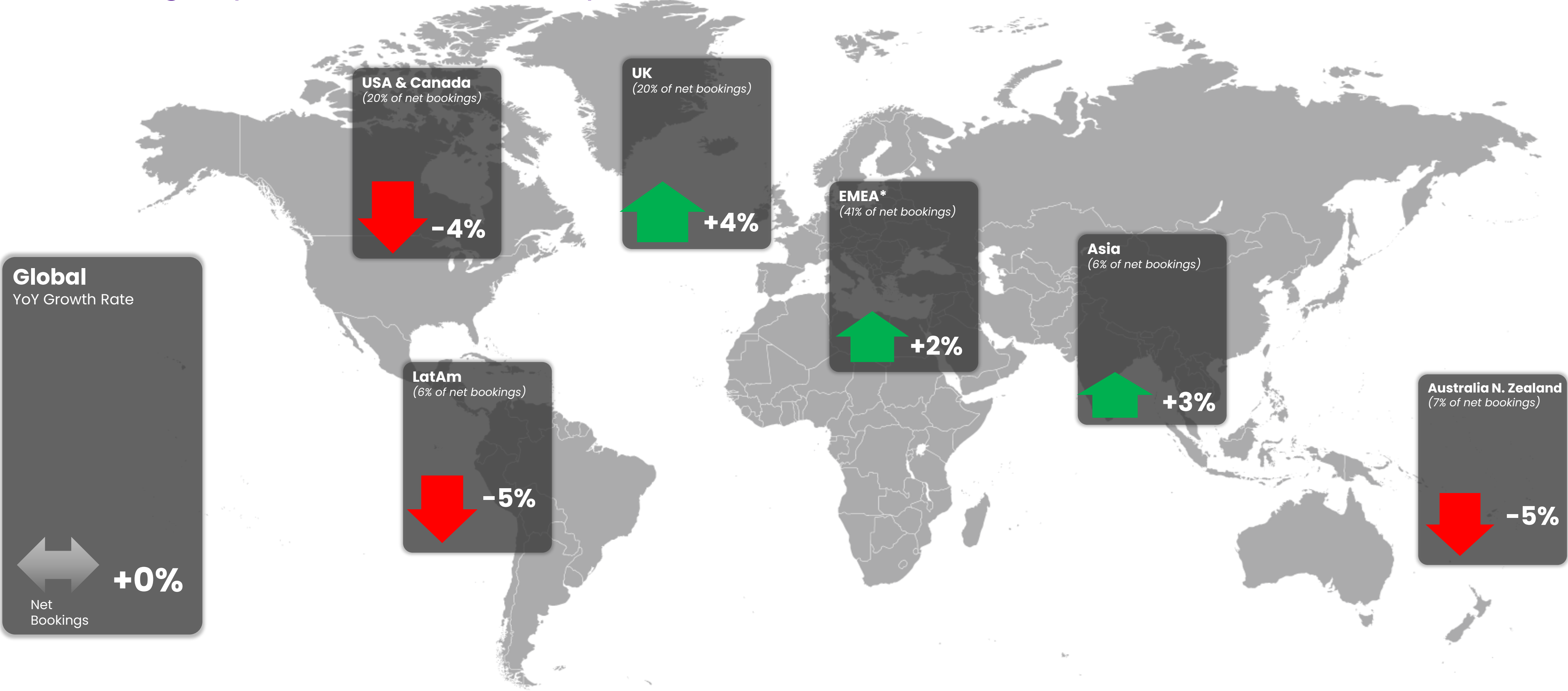


H1'25 Results



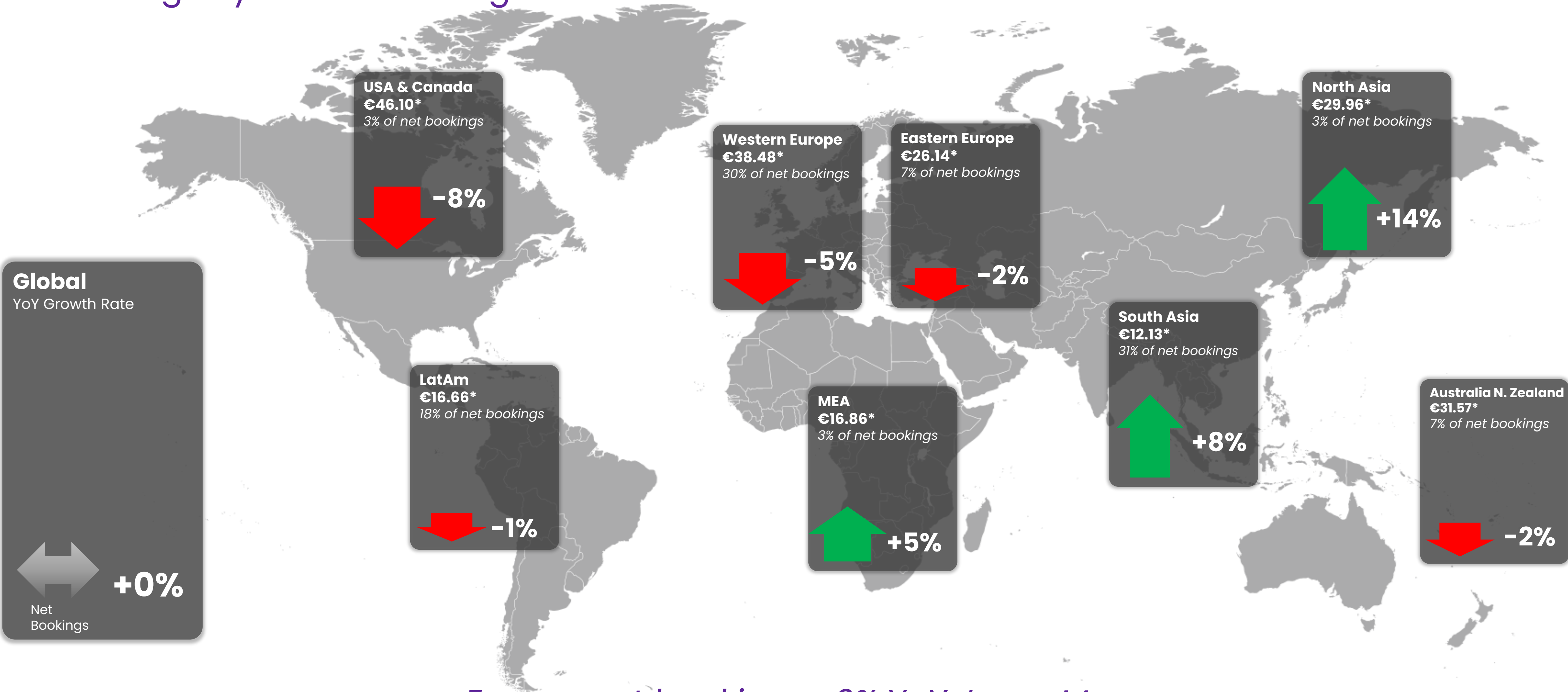
Solid demand from customers across Europe and UK

Net bookings by customer nationality YoY



Continued preference for lower cost destinations

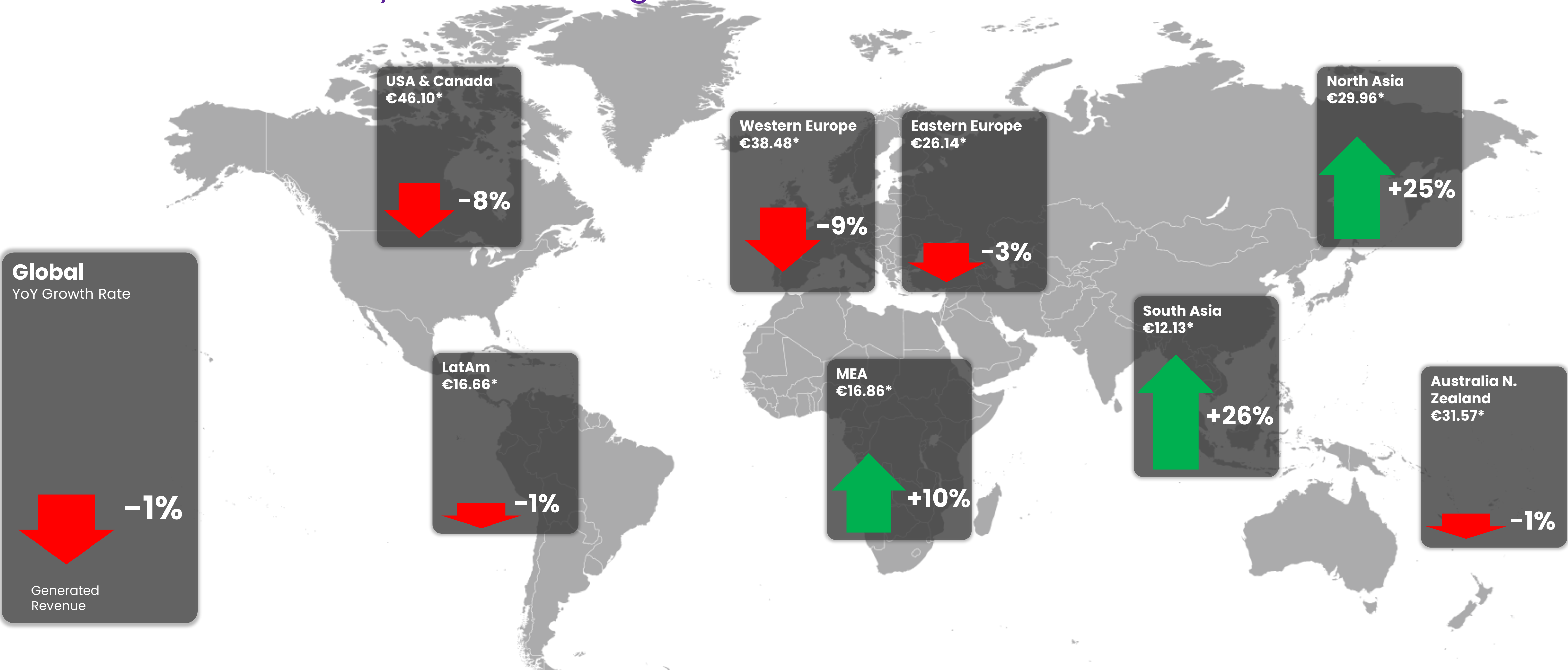
Net bookings by destination region YoY



Europe net bookings -6% YoY Jan – May,
+2% YoY June – July

Significant revenue growth across key low-cost destinations

Generated Revenue¹ by destination region YoY

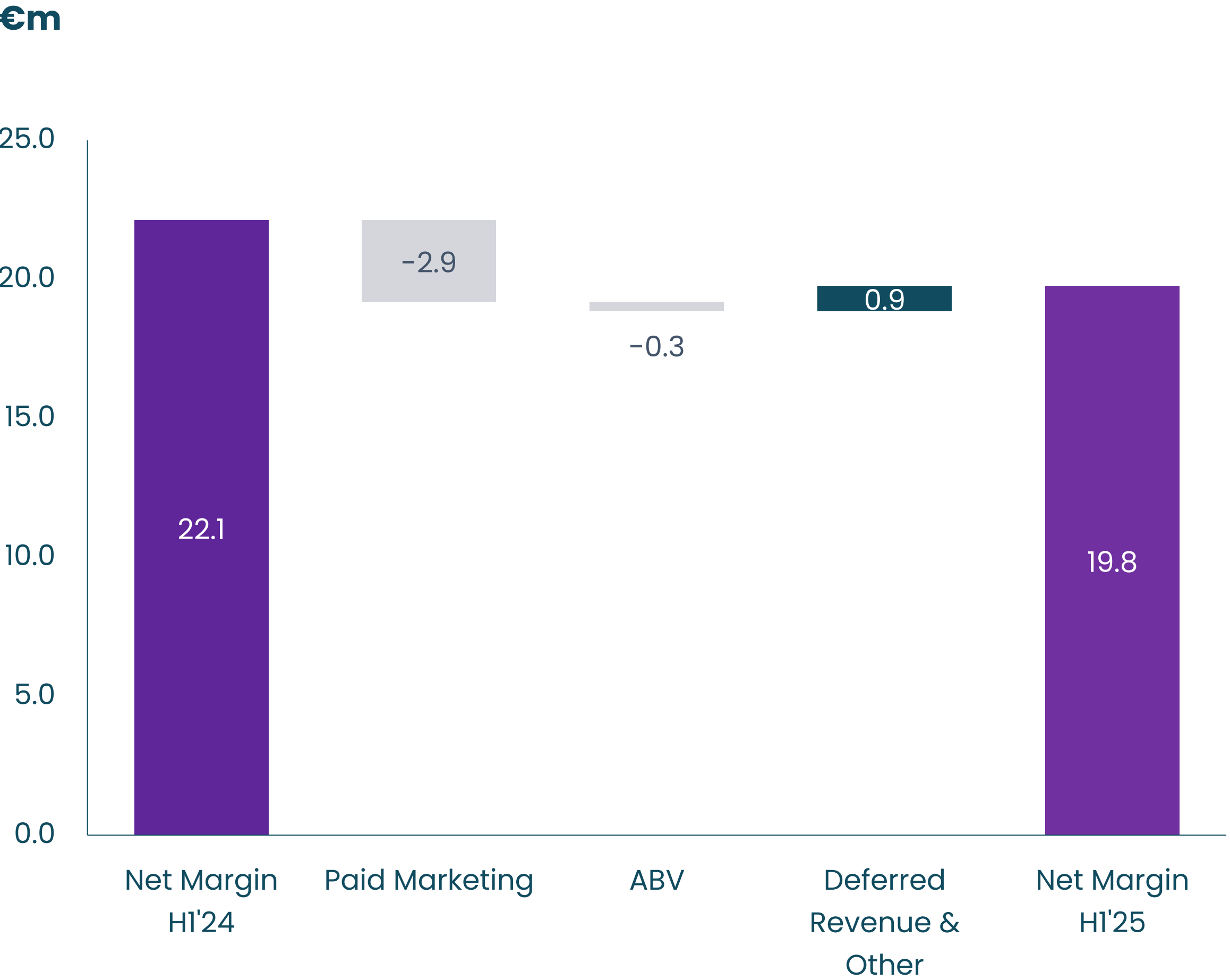


Europe net revenue -10% YoY Jan – May,
+3% YoY June – July



1. Generated revenue is gross revenue less cancellations
* Average bed price

Margin contraction driven by Cost per Click inflation in Q1



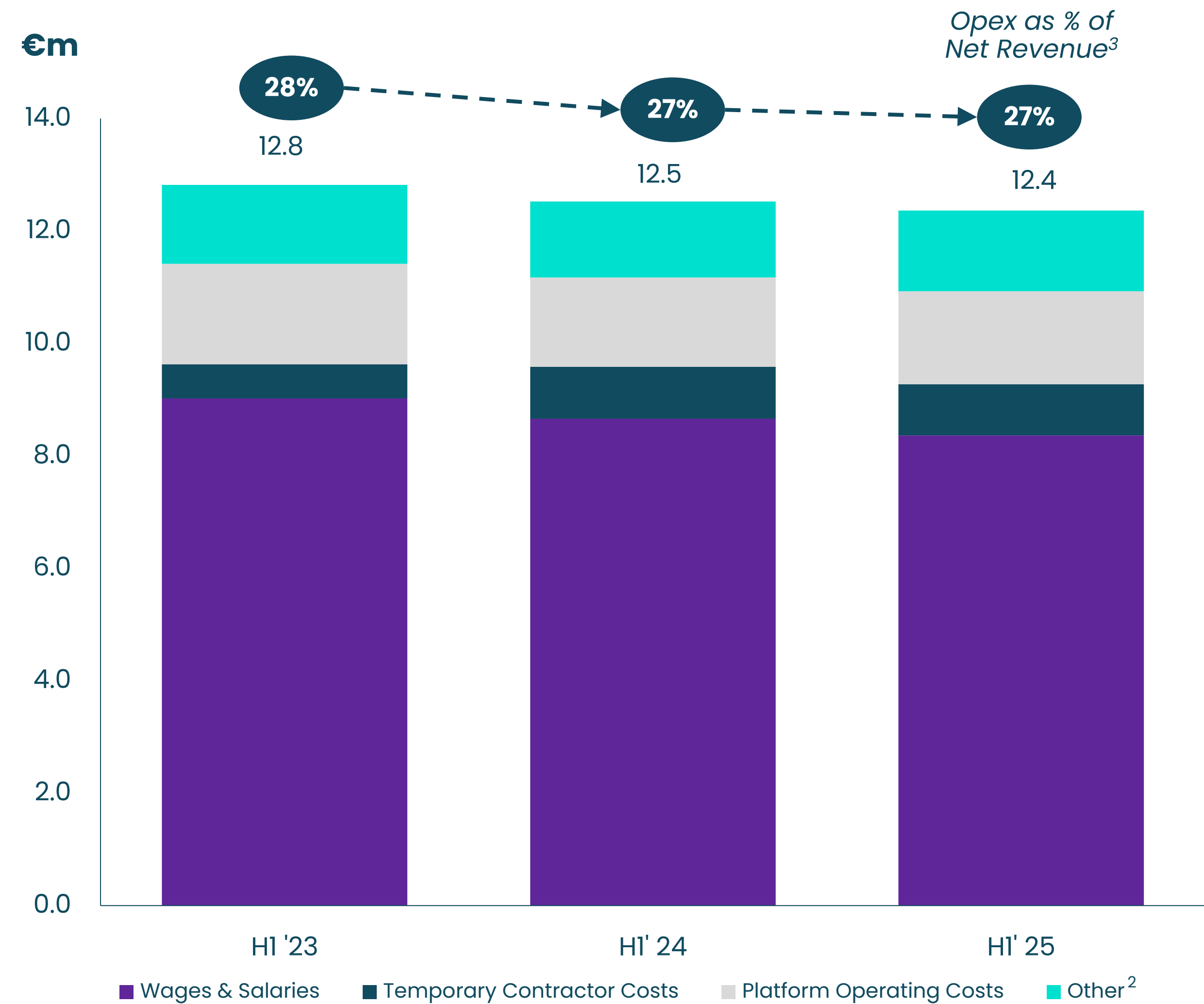
Net margin¹ contraction driven by:

- Net bookings of 3.7m and net revenue of €46.7m, both flat vs. prior year
- Marketing² increase driven by Q1 cost inflation (52% H1'25, 45% H1'24)
- ABV -1% vs. prior year, benefit of increased commission rates offsetting bed price deflation and weaker dollar
- Benefit of reduction in deferred revenue provision³
- Above drivers delivering a net margin contraction of €2.4m vs. prior year



1. Net Margin defined as net revenue minus direct costs, where net revenue is gross revenue less cancellations, deferred revenue & rebates; direct costs includes paid marketing costs & credit card fees
2. Marketing % is defined as paid marketing costs over gross revenue less cancellations
3. Deferred revenue provision arising on free cancellation revenue, deferred and only recognised after the cancellation period has expired

Continued focus on tight cost control, despite inflationary pressures



Operating costs¹ 1% lower than prior year:

- Wages & Salaries reduced 3%, with cost of increased headcount offset by reduced discretionary compensation
- Platform operating costs increased 4%, investing in platform capabilities
- Other costs increased 6%, with increased marketing activity and hostel conference events

1.

Operating costs excludes paid marketing, credit card fees and below EBITDA cost line items

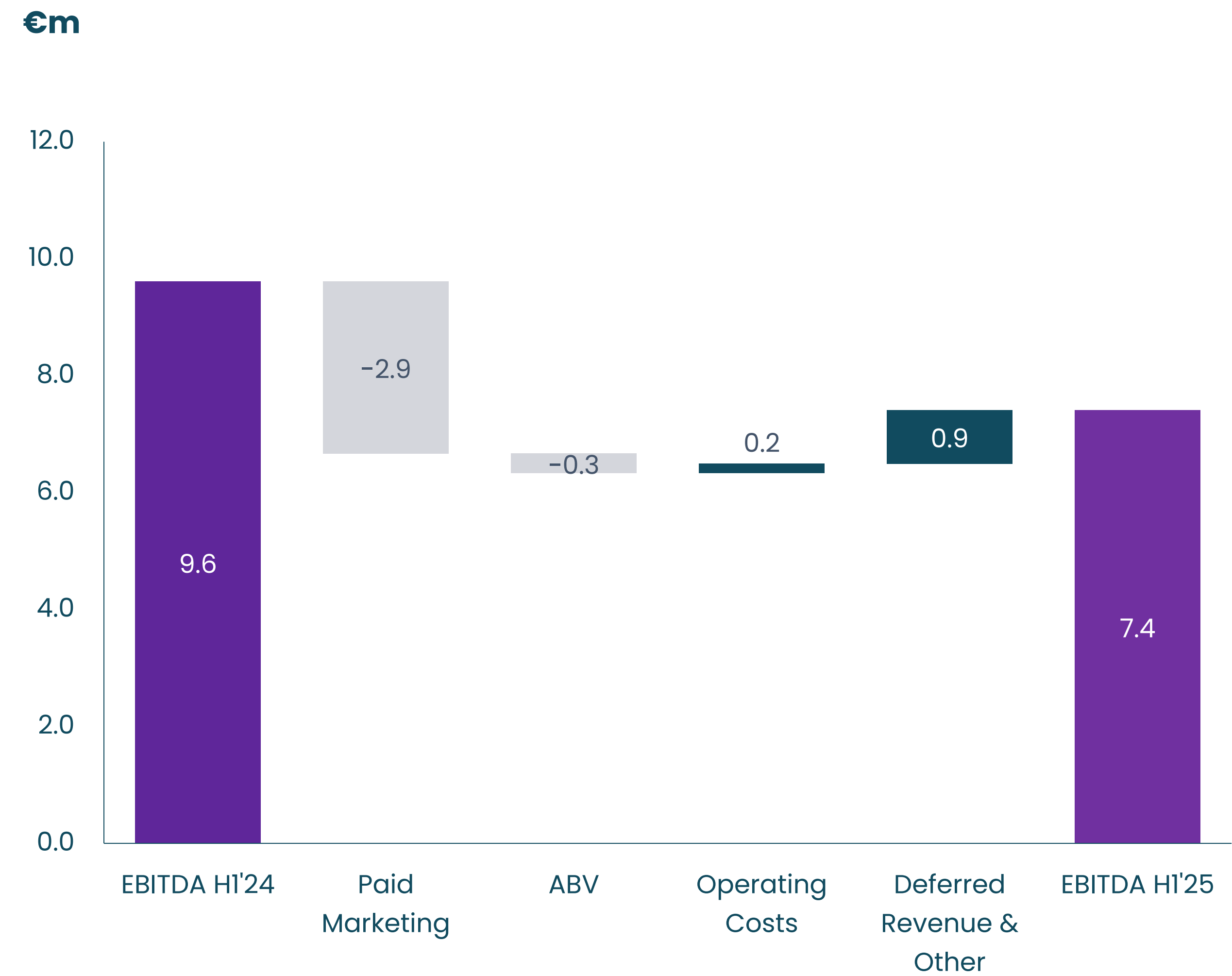
2.

Other includes T&E, insurance, rent & rates, training & recruitment, brand marketing, legal & professional and FX

3.

Net Revenue is gross revenue less cancellations, deferred revenue, rebates and accounting adjustments

Adjusted EBITDA of €7.4m, with €3.1m of revenue deferred to H2'25



Performance in line with expectations:

- Net bookings of 3.7m and net revenue of €46.7m, both flat vs. prior year
- Paid marketing increase driven by Q1 cost inflation
- ABV -1% vs. prior year, benefit of increased commission rates managing impact of bed price deflation and weaker dollar
- Maintaining strong cost discipline with costs broadly flat vs. prior year
- Positive deferred revenue movement
- €7.4m Adj. EBITDA -€2.2m, 15% Adjusted EBITDA margin (H1'24: 21%)

Note: €3.1m of H1'25 revenue has been deferred which unwinds as H2'25 margin, €3.6m was deferred in H1'24



Cash generation enabled launch of share buyback programme



Launch of share buyback programme, net cash position:

- Adjusted free cashflow conversion of 65%, adjusted free cashflow of €4.8m on Adj EBITDA of €7.4m (H1'24: 103%)
- Paid €1.3m to Irish Revenue for warehoused payroll taxes, €4.9m outstanding
- Commenced £5m share buyback programme on 19 June, with 253k shares subsequently cancelled
- Closing cash of €11.0m, with a net cash² position of €6.1m, debt free aside from warehouse tax liability



1. Cashflows generated from operating, Investing and financing activities, includes cashflow from operations of €8.6m, lease liability costs €0.3m and capitalised intangible assets €3.6m
2. Net cash is cash of €11.0m less warehoused payroll taxes of €4.9m. (FY 2024: net cash €2.0m)

Progressing our 2025 capital allocation priorities

Warehoused payroll taxes	Repayment of liability to Irish Revenue Commissioners per agreed timeline, €4.9m outstanding
Dividend	Interim payment of €0.82 cent per share, payment date in September 2025
Share Buybacks	£5m share buyback programme launched in June, purchased shares are then cancelled
M&A	Ongoing assessment of incremental M&A opportunities to accelerate market growth



ESG is at the core of our culture and our category



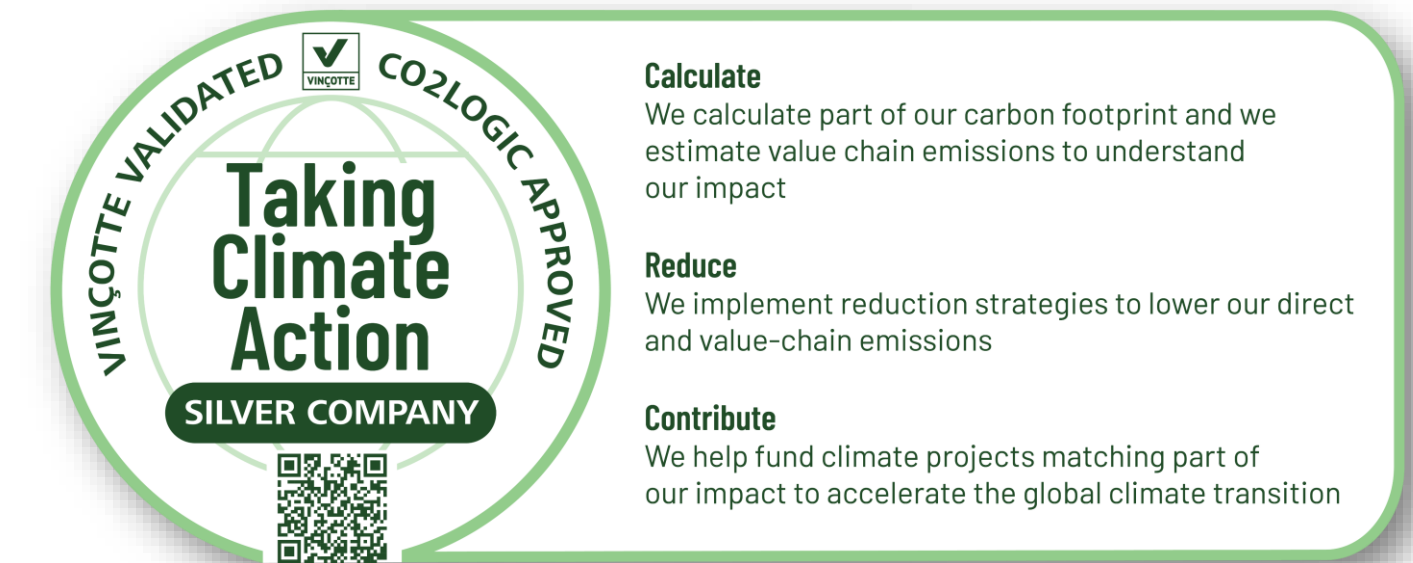
Environmental

- Over 2,300 hostels awarded 'Staircase to Sustainability' GSTC badge with c. 500 properties in progress
- Only OTA GSTC working group participant
- Promoting inclusive travel through our global conferences, 'Sustainability Stories', blog posts and social media content
- 'HOSCARS' awards recognising culture, environment and community initiatives



Social

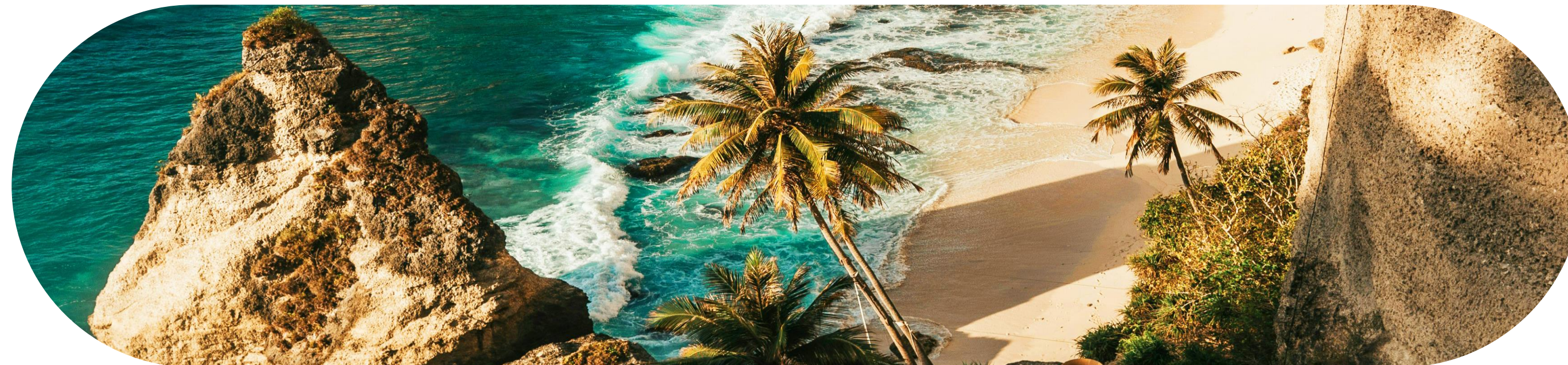
- Educational 'Fireside chat' series covering a range of IE&D topics
- Pride celebration and educational events hosted in Dublin and Porto
- Strong partnership with 'Teen-Turn', providing teenage girls, from underserved areas, with STEM experience
- Maintained 'Investors in Diversity' Silver accreditation; Gold application submitted



Governance

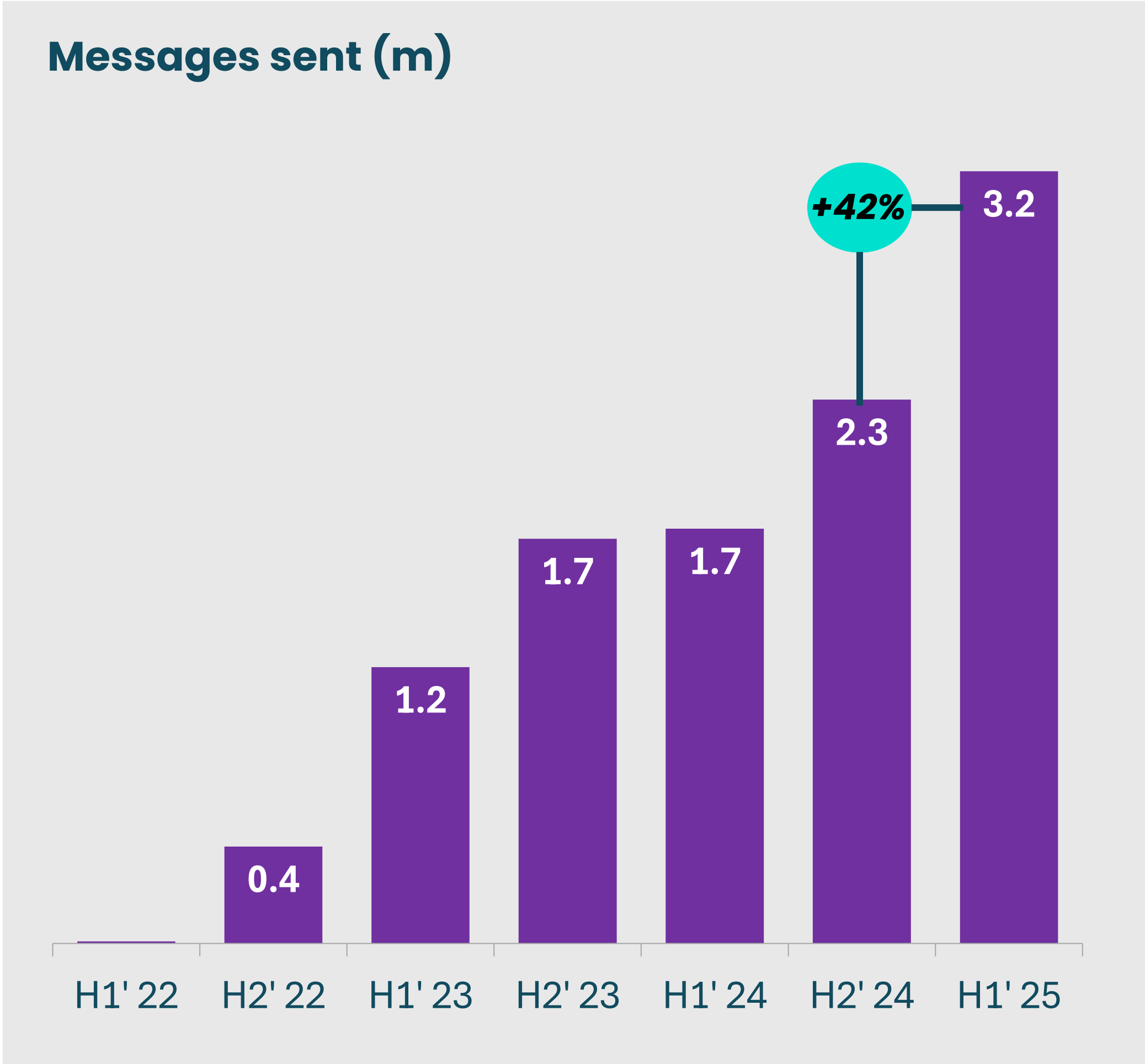
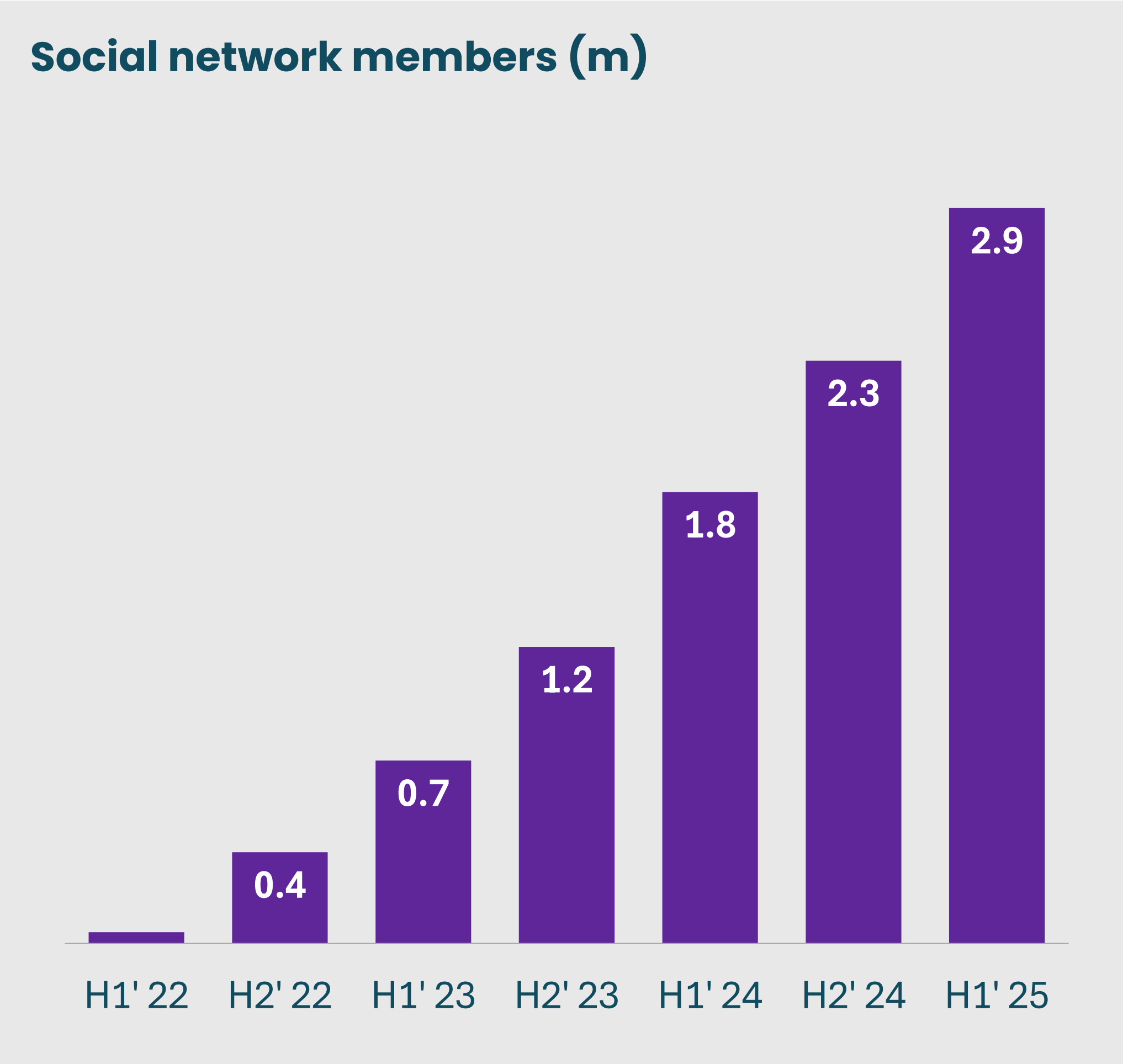
- Awarded silver 'Taking Climate Action' label from South Pole for fourth year running
- Bi-annual assessment of climate related risks and opportunities, metrics and targets, in line with TCFD
- Shortlisted for two awards at the 'Business and Finance' Irish Business Awards for ESG and DE&I

Strategy Update



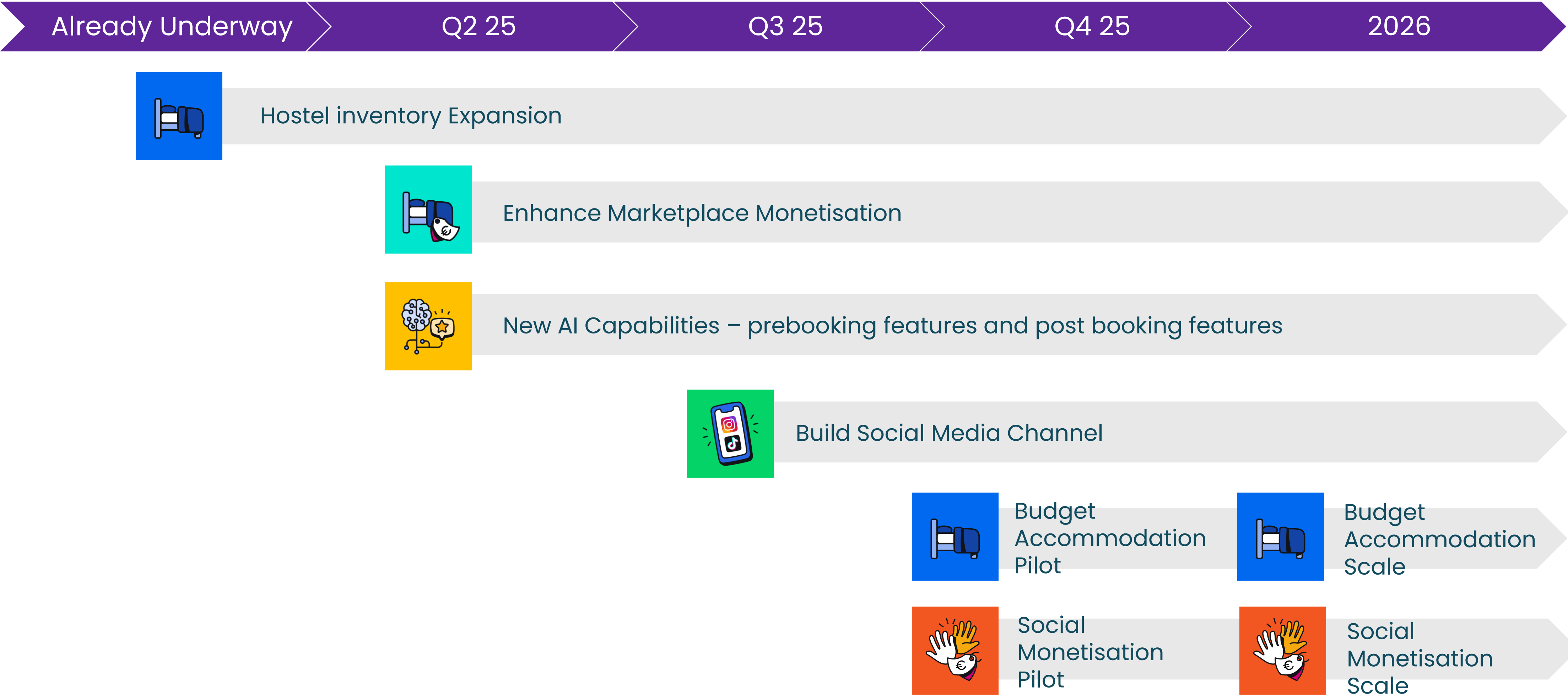
Social network continuing to accelerate

Engagement growth driven by continuous innovation and network effects



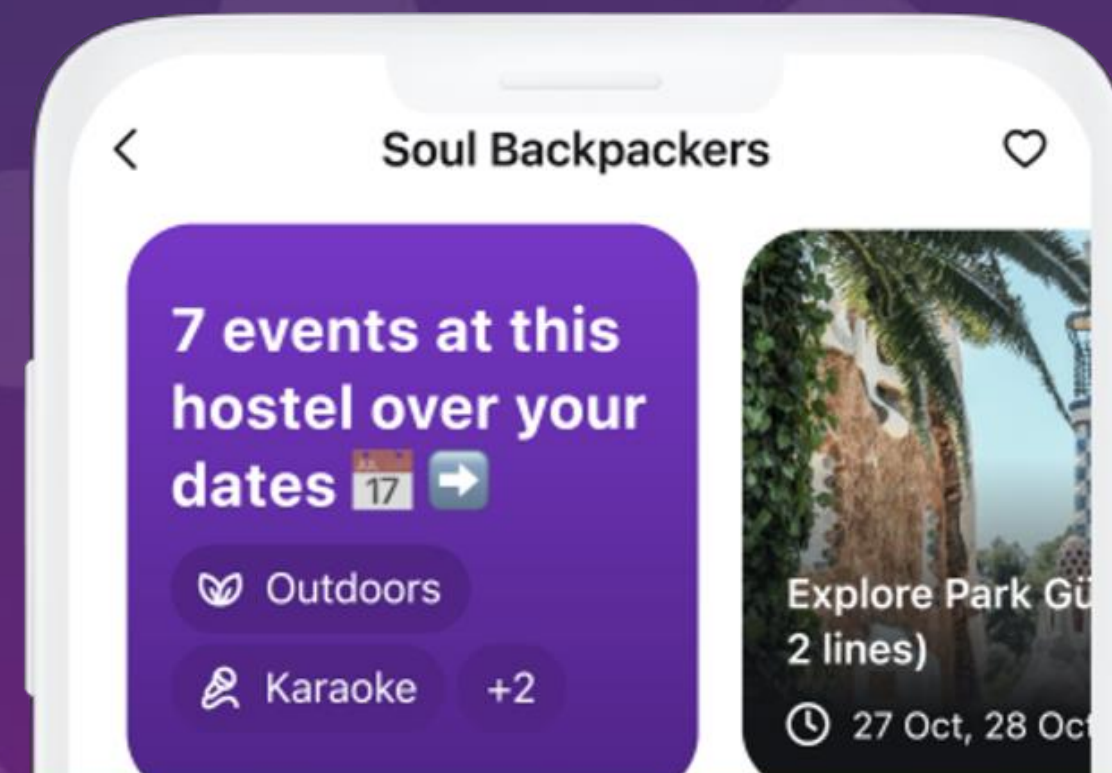
Actively progressing our three-year growth plan

New capabilities set to launch in 2025, broader scaling expected in 2026



Expanding our directly contracted hostel inventory

Continued investment in local presence, connectivity and product enhancements




See who'll be there




About

If you're interested in seeing Gaudi's famous architecture, Soul Backpackers is an ideal place to stay. It's near Casa Batlló, La Pedrera and La Sagrada Família. Girona metro station is also nearby. The staff speak...

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 **Check In**
00:00 - 23:00

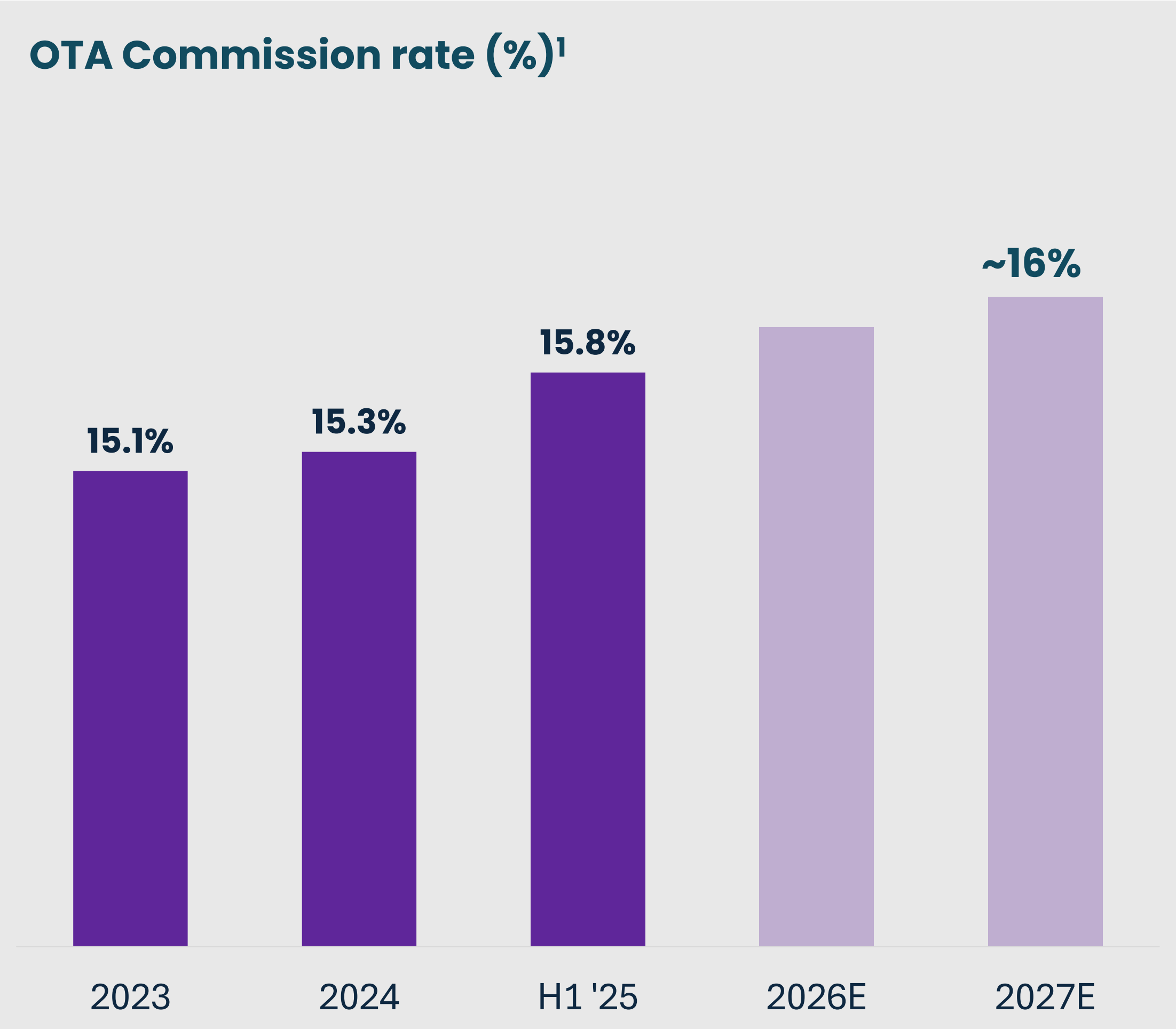
 **Check Out**
until 11:00

Supply Side initiatives

- **Increased local presence** : New branch in Thailand, plus increased headcount in LatAm & Japan, driving strong growth in local activations
- **Leveraging our Social network infrastructure** : Embedding Hostel – Guest chat features in OTA and Social platforms
- **Connectivity investments** : double digit growth in supported channel managers, will adopt Open Travel Alliance standard in Q4
- **Increase investment in B2B marketing programs** EMEA conference planned for October in Seville

Growing marketplace monetisation

Rollout of Elevate, our marketplace monetisation tool, is delivering encouraging early results



Platform enhancements

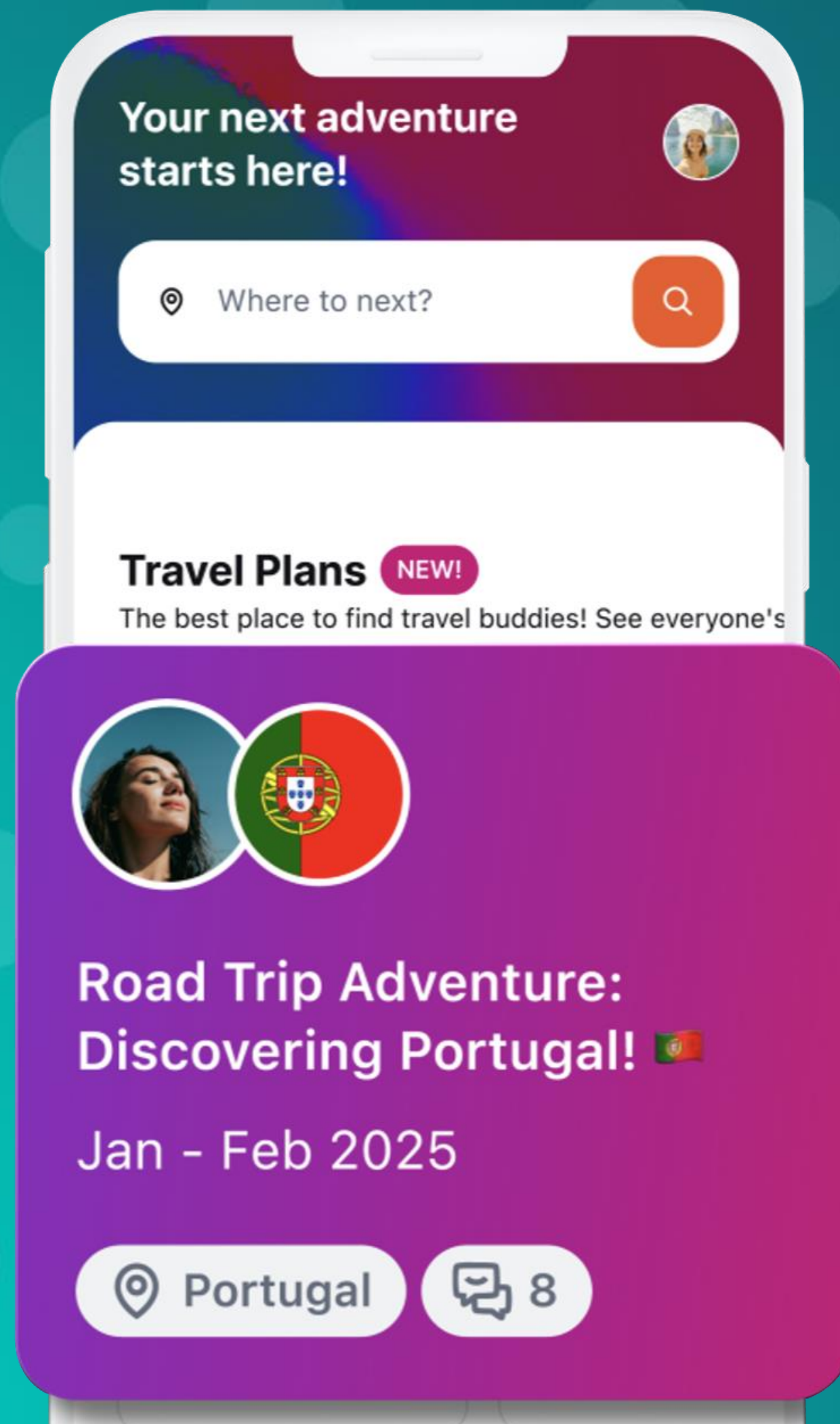
- **Launched a smarter hostel ranking system to boost overall commission rates in May** while balancing key factors
 - Leverage historical user conversion patterns
 - Incentivise desired marketplace behaviours
 - Hostels willingness to pay higher commission rates for specific demand types
- **Early results ahead of expectations** fueled by greater adoption rates



1. Directly contracted Hostel inventory commission rate

Our new global travel plan marketplace enhances our social network

Driving app adoption in the “pre-booking” phase, with encouraging early results



Travel Plan progress update

- **Travel Plans launched in May** to generate connections pre-travel, with global reach, and across our existing network of Social Members
- **Travel plans recruit future customers into our Apps** before they make their first booking on our platform
- **Encouraging early signs** : Strong adoption by App users who have yet to make a booking, and App users interacting with submitted travel plans. Early signs indicate these users do convert to high value Social Members over time
- **AI powered smart matching** with push notifications will launch in Q4

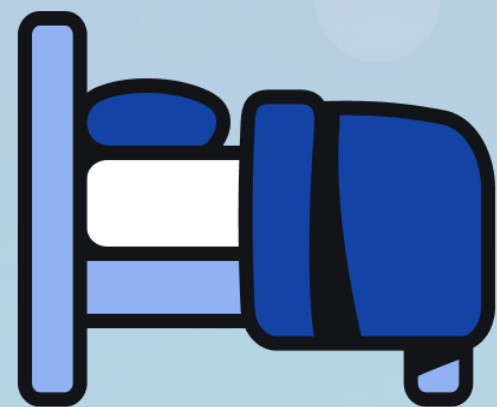
Social Platform Monetisation & Budget Accommodation provision on track

Expanding our addressable market and monetising our growing social network into 2026



Social Platform Monetisation

- **Product/Pricing strategy:** completed end of Q2
- **Product development:** will complete end of Q3
- **Pilot Launch:** two markets in early Q4
- **Global Launch:** end of Q4



Budget Accommodation Provision

- **Partner selection:** completed Q1
- **Product development:** throughout 2025
- **Pilot Launch:** iOS only, EN language, select destinations by late Q4
- **Global rollout :** All platforms, all languages, all destinations throughout 2026

Closing



Reiterating full year guidance in line with expectations

	FY 2024 Actuals		*FY 2025 Trends
Net Revenue	€92.0m		Mid single-digit %
Marketing % of Revenue	46%		45% – 50%
Adj. EBITDA margin	24%		c. 20%
Adj. FCF Conversion	66%		60% – 70%

* Pre acquisition inorganic growth

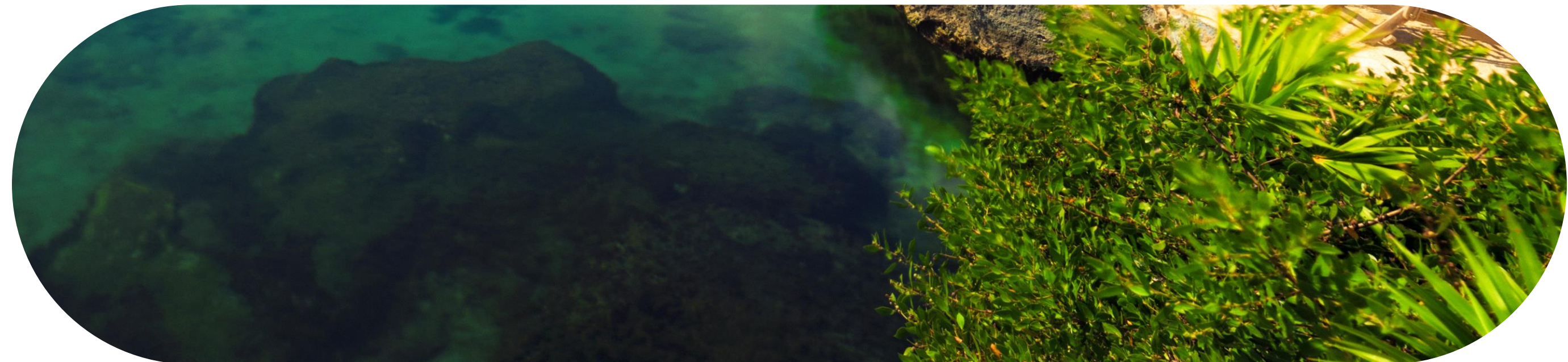
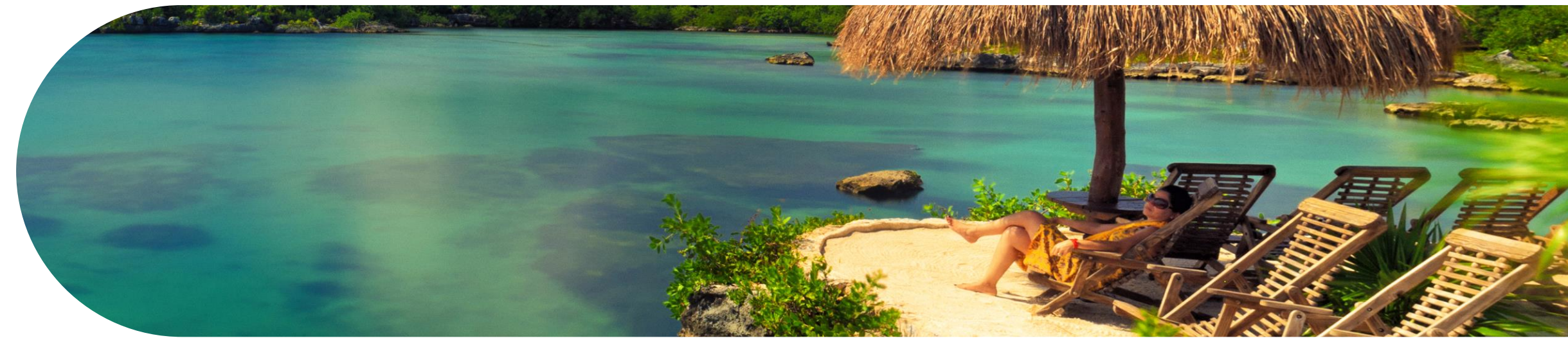


Continuing to execute our highly differentiated growth strategy

- **Net Bookings & ABV improving through the first half, returning to growth in June** & continuing positive momentum into July
- **Continued growth in Social Network size and engagement** : Social members reaching 2.9M by the end of June 2025 (up from 1.8M in June 2024) and the number of messages sent over the network increased by 42% on a trailing 6-month basis
- **Elevate, our new marketplace monetisation tool, showing early signs of success** with blended commission rates increasing to 15.8% in H1 2025 (up from 15.2% in H1 2024)
- **Strategic initiatives, including social platform monetisation and budget accommodation provision on track for launch in 2025**
- **Reinstatement of progressive dividend and launch of £5 million share buyback programme** underpin our balanced approach to capital allocation and our commitment to long-term shareholder value



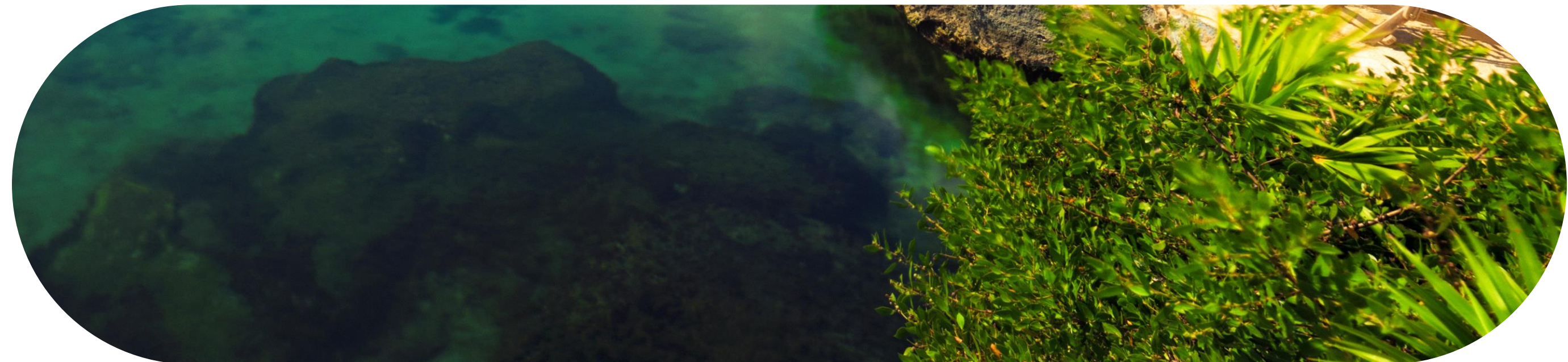
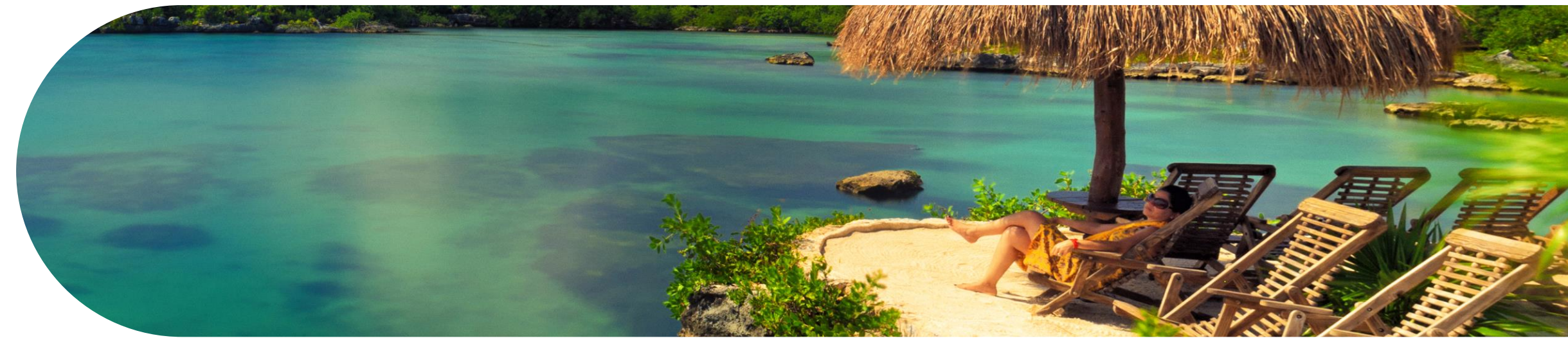
Q&A





MEET THE WORLD

Appendices



Balance Sheet

	H1'25 €'m	FY'24 €'m
Intangible assets	62.8	63.5
Property, plant and equipment	0.4	0.5
Deferred tax assets	12.9	13.8
Total non-current assets	76.1	77.8
Trade and other receivables	6.2	4.5
Cash	11.0	8.2
Total current assets	17.2	12.7
Total assets	93.3	90.5
Total equity	70.7	70.1
Debt warehoused	2.2	3.5
Total non-current liabilities	2.2	3.5
Debt warehoused	2.7	2.7
Trade Payables	4.8	4.1
Deferred revenue	6.6	3.5
Accruals and other payables	6.2	6.3
Lease liabilities	0.1	0.3
Total current liabilities	20.4	16.9
Total equity and liabilities	93.3	90.5

- **Intangible assets €62.8m** (FY'24: €63.5m)
 - Relates to goodwill, Hostelworld brand name, IP and tech stack
 - Decrease relates to amortisation charge €4.3m, offset by €3.6m resource time capitalised / asset created for time spent on developing social features including 'Travel Plans' and platform modernisation work
- **Deferred tax €12.9m** (FY'24: €13.8m), asset arising from Irish operating losses, accumulated during COVID period
- **Cash €11.0m** (FY'24: €8.2m), **Total warehoused payroll taxes of €4.9m** (FY'24: €6.2m)
 - Monthly repayments to Irish Revenue of €0.2m will continue over a 3-year period to Apr '27, 0% interest applies
 - **Launch of £5 million share buyback programme** underpin our balanced approach to capital allocation and our commitment to long-term shareholder value
- **Deferred revenue €6.6m** (FY'24: €3.5m), driven by Free Cancellation product which will unwind H2'25



Income Statement

	H1'25 €'m	H1'24 €'m
Revenue	46.7	46.4
Administrative expenses ¹	(40.0)	(37.6)
Depreciation & amortisation expenses ¹	(4.6)	(4.9)
Share of results of associate	–	0.1
Operating profit	2.1	4.0
Finance income	0.1	–
Finance costs	–	(0.3)
Profit before tax	2.2	3.7
Tax	(1.1)	(1.2)
Profit for the period	1.1	2.5
Adjusted EBITDA ²	7.4	9.6
Adjusted earnings per share (€'cent)	4.0	6.0

- **Net revenue increased to €46.7m** (H1'24: €46.4m)
 - **3.7m net bookings** (H1'24: 3.7m) Asia continues to grow at record levels
 - **Net average booking value €13.40** (H1'24 €13.60)
- **Administrative expenses increased by €2.4m YoY**
 - Increase in direct paid marketing costs of +€2.5m, direct marketing costs as a % of generated revenue increased to 51% (H1'24: 45%)
- **Finance costs decreased to €0.0m** (H1'24: €0.3m) due to early repayment of the term loan facility and RCF
- **Tax cost €1.1m** relates largely to an unwind a deferred tax asset which was created in Dec '23 for losses carried. Recognition of asset driven by a return to positive adjusted EBITDA and near-term profits



¹ CY exceptionals €0.3m, PY exceptional costs of €nil. Included in Administrative expenses in both the current and prior year is an R&D tax credit €0.4m, PY €0.2m related to the amortisation of projects completed in 2024, 2023 and 2022.

² The Group uses adjusted EBITDA to show loss/profit without the impact of non-cash and non-recurring items

Cash Flow Statement

	H1'25 €'m	H1'24 ³ €'m
Adjusted EBITDA¹	7.4	9.6
Working capital decrease	1.1	3.0
Exceptional costs	(0.3)	–
Net interest and tax received/(paid) ²	0.3	(0.2)
Cash generated – operating	8.5	12.4
Capitalisation & acquisition of intangible assets	(3.6)	(2.4)
Purchase of property, plant and equipment	(0.1)	(0.1)
Cash used – investing	(3.7)	(2.5)
Borrowings – Repayment	–	(10.3)
Warehoused debt – Repayment	(1.3)	(1.8)
Repurchase of own shares	(0.4)	–
Lease liabilities (IFRS 16)	(0.3)	(0.3)
Cash used – financing	(2.0)	(12.4)
Opening cash	8.2	7.5
Closing cash	11.0	5.0
Net increase/(decrease) in cash	2.8	(2.5)
Net borrowing/warehoused debt movement	1.3	12.2
Repurchase of own shares	0.4	–
Exceptional items ⁴	0.3	0.2
Adjusted free cash flow	4.8	9.9
Adjusted EBITDA	7.4	9.6
Adjusted free cash % (conversion)	65%	103%

Cash generative business facilitating introduction of share repurchase programme

- **€1.1 m decrease in working capital**

- €1.7m increase in trade receivable, timing of receipts from payment processor, and prepayments made to optimise supplier terms
- €3.1m increase in deferred revenue (€6.6m at H1'25, €3.5m at FY'24)

- **Financing activity driven by repayment of COVID facilities:**

- **€1.3m repaid** to Irish Revenue Commissioners on warehoused payroll taxes, in line with terms of repayment plan 15% downpayment made May 2024 followed by equal monthly installments thereafter, 0% interest applies
- **€0.4m shares repurchased** in H1 following the commencement of the share purchase scheme announced on 19 June 2025



¹ The Group uses adjusted EBITDA to show loss/profit without the impact of non-cash and non-recurring items

² Net interest and tax received / (paid) includes R&D tax credit: H1'25 €0.4m (H1'24: €0.2m)

³ Prior year figures have been re-presented due to rounding adjustments

⁴ Exceptional items in 2025 relate to exceptional costs recorded and paid in 2025; 2024 relate to 2023 exceptional costs paid in 2024



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