

Booking Holdings Inc. (BKNG)

Consumer Cyclical / Travel Services · NASDAQ Global Select

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE \$163.45 2026-10-16	MARKET CAP \$122.8B VOLUME 6.4M	52-WK HIGH \$220.81 52-WK LOW \$150.14	TRAILING PE 18.0 P/S 4.35	GROSS MARGIN 100.0% NET MARGIN 25.5%	ROE -97% ROIC 71%	PIOTROSKI 6/9 ALTMAN Z 6.0	1-YR RETURN -16.7% 5-YR RETURN +116.2%
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Booking Holdings Inc. is a leading global provider of online travel and dining reservation services. The company manages a portfolio of well-known digital platforms. Among these, Booking.com specializes in online accommodation bookings, while Rentalcars.com is dedicated to facilitating vehicle rentals. Priceline offers a comprehensive range of online travel booking options, encompassing hotels, flights, rental cars, vacation packages, and cruises, alongside hotel distribution services. Agoda also provides online lodging reservations, further expanding into flights, ground transportation, and activity bookings. For travelers seeking the best deals, KAYAK functions as an online price comparison service, enabling users to search and contrast prices for airline tickets, hotels, and car rentals. Additionally, OpenTable allows for convenient online restaurant reservations. Beyond its core booking services, Booking Holdings Inc. also supplies travel-related insurance products and restaurant management solutions to individual consumers, travel service providers, and restaurants. Established in 1997, the company is headquartered in Norwalk, Connecticut. It officially adopted its current name, Booking Holdings Inc., in February 2018, having previously operated as The Priceline Group Inc.

SECTOR Consumer Cyclical INDUSTRY Travel Services EXCHANGE NASDAQ MARKET CAP \$122.8B EMPLOYEES 24,300 (SEC-filed) CEO Glenn D. Fogel
IPO 1999-03-31 COUNTRY US
800 Connecticut Avenue, Norwalk, CT 06854 · Tel 203 299 8000 · [bookingholdings.com](https://www.bookingholdings.com)

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

77 / 100

Street mean **\$230.10** (20 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

ROUTINE SELLING — LOW SIGNAL

\$34M sold / 6 mo, zero open-market buys

2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **BKNG -16.7%** · **S&P 500 +15.9%** · spread **-32.6pp**



7 Years vs S&P 500 · **BKNG +116.2%** · **S&P 500 +189.9%** · spread **-73.6pp**



Both charts indexed to 100 at the start of their window and drawn on a single shared scale, so the gap to the benchmark is the gap you see. Adjusted closes throughout.

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3 INSIDERSTREET SCORE

live IS factor model

INSIDERSTREET
SCORE

77

OF 100

Score Breakdown

Profitability	80/100
Growth	78/100
Momentum	93/100
Quality	73/100
Earnings Quality	67/100
Balance Sheet	59/100
Value	50/100
Risk (safety)	100/100
Overall	77.0/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
ABNB	75
RCL	54
VIK	73
CCL	53
EXPE	67
SABRP	29
BKNG	77

IS Score Trend — quarterly



4 TWO READINGS

business vs price

BUSINESS QUALITY

77 / 100

IS Score 77.0 / 100 · -13.4 from peak of 90

Quarter	Business Quality
23 Q1	80
23 Q2	85
23 Q3	90
23 Q4	78
24 Q1	75
24 Q2	78
24 Q3	72
24 Q4	78
25 Q1	75
25 Q2	70
25 Q3	72
25 Q4	68
26 Q1	77

Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

NEUTRAL

Technical Score 54 / 100 · Power +8 · 12 of 22 indicator votes bullish

Date	Price Structure
07-23	38%
08-13	105%
09-03	38%
09-25	4%
10-16	64%

Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

Both readings sit above the midpoint — business quality at 77 and price structure at 54 out of 100 — so they are not in conflict. The fundamentals and the tape are saying the same thing, which is the case in which either one alone would have been enough.

5 WHAT WOULD CHANGE OUR MIND

falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 75 and holds two consecutive quarters	now 77.0	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 73 → 69 → 73 → 77	the direction matters more than the level
Technical vote share back above 50%	now 64%	price structure no longer broken
Institutional holder count rises two quarters running	peak 2,021 → now 1,924	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

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This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

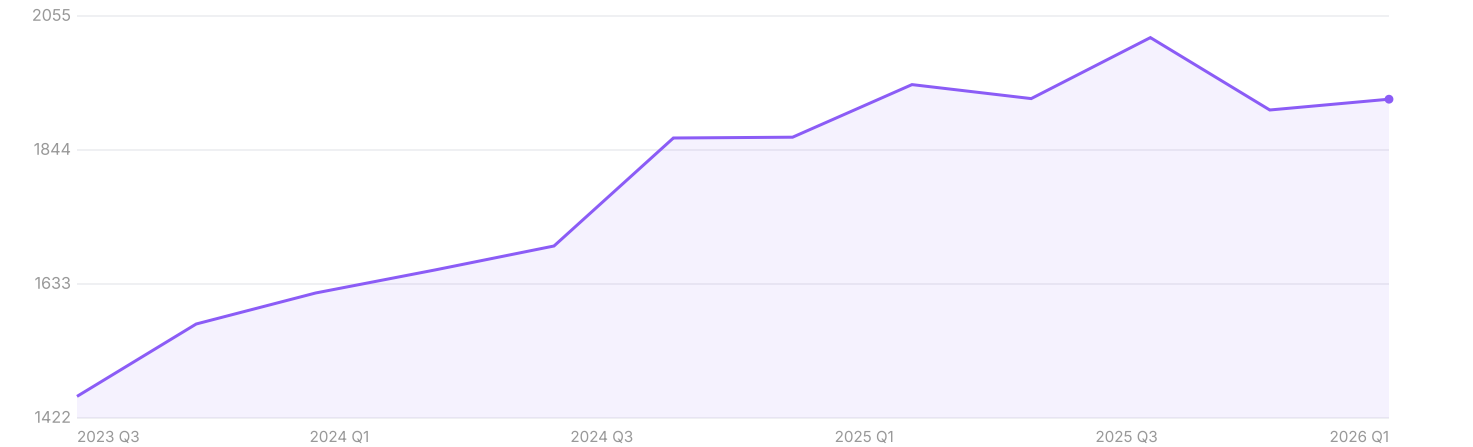
6 SMART MONEY CONFLUENCE EDGE · disclosure sources

SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 2 buys 2026-07-07	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 1638 up / 1406 down net +232 funds	INSTITUTIONS ADDED (13F) 17 managers opening or increasing		

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND 13F · filed 45 days after quarter end

Institutions holding — 12 quarters



Peak 2,021 · latest 1,924 (-97 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%	GUARD
2026 Q2	1,924	722.6M	\$129.9B	94.1%	
2026 Q1	1,907	790.1M	\$110.1B	103.0%	ex-outlier 102.5%
2025 Q4	2,021	804.5M	\$149.4B	104.8%	ex-outlier 104.4%
2025 Q3	1,925	730.0M	\$150.4B	95.0%	
2025 Q2	1,947	741.6M	\$164.9B	96.5%	
2025 Q1	1,864	743.1M	\$131.8B	96.7%	
2024 Q4	1,863	743.9M	\$141.3B	96.7%	
2024 Q3	1,693	746.3M	\$119.2B	97.2%	
2024 Q2	1,655	763.7M	\$114.7B	99.5%	
2024 Q1	1,619	779.6M	\$106.5B	101.5%	
2023 Q4	1,570	789.5M	\$105.7B	102.8%	
2023 Q3	1,456	800.6M	\$92.8B	104.2%	

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

Why 2026-03 reads 103.00%. Institutions cannot hold more of a company than exists. The reported 790.1M shares exceed the 768.0M outstanding, and a single filer accounts for the excess: **BlackRock, Inc.** reports 2,653,140 shares against 2,756,175 the prior quarter, a 1x jump, which alone would be 0.3% of the company. Excluding that filing, ownership is 102.5%. We publish both figures. 13F filings are due 45 days after quarter end and amendments keep arriving after that, so the newest quarter is provisional by construction - this is what an unsettled quarter looks like.

Why 2025-12 reads 104.75%. Institutions cannot hold more of a company than exists. The reported 804.5M shares exceed the 768.0M outstanding, and a single filer accounts for the excess: **VANGUARD GROUP INC** reports 2,997,949 shares against 2,974,790 the prior quarter, a 1x jump, which alone would be 0.4% of the company. Excluding that filing, ownership is 104.4%. We publish both figures. 13F filings are due 45 days after quarter end and amendments keep arriving after that, so the newest quarter is provisional by construction - this is what an unsettled quarter looks like.

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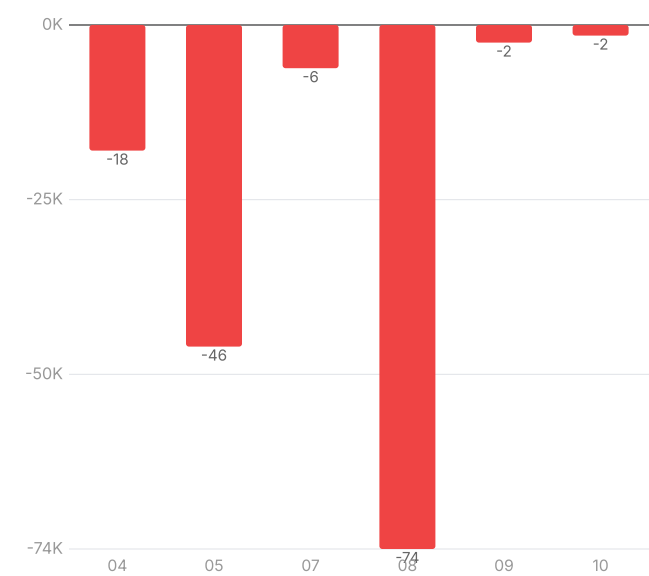
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Pisano Paulo	CHIEF HUMAN RESOURCES OFFICER	2026-10-15	SELL	1,500	\$0.24M	70,400
Pisano Paulo	CHIEF HUMAN RESOURCES OFFICER	2026-09-15	SELL	1,500	\$0.26M	71,900
Mylod Robert J Jr	director	2026-09-01	SELL	1,000	\$0.20M	14,000
Pisano Paulo	CHIEF HUMAN RESOURCES OFFICER	2026-08-31	SELL	3,000	\$0.61M	73,400
Millones Peter J	EXECUTIVE VP, GENERAL COUNSEL	2026-08-17	SELL	9,325	\$1.91M	415,750
Millones Peter J	EXECUTIVE VP, GENERAL COUNSEL	2026-08-17	SELL	12,333	\$2.54M	403,417
Millones Peter J	EXECUTIVE VP, GENERAL COUNSEL	2026-08-17	SELL	2,627	\$0.54M	400,790
Millones Peter J	EXECUTIVE VP, GENERAL COUNSEL	2026-08-17	SELL	8,660	\$1.80M	392,130

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	57	165,570	\$33.8M	Counted
F — Tax withholding	11	26,361	\$59.1M	None — compensation
G — Gifts	1	1,200	—	None
P — Open-market purchases	0	0	\$0	Counted — none occurred

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL Routine Selling — Low Signal	OPEN-MARKET SELLS \$33.8M 57 txns / 6 mo	OPEN-MARKET BUYS \$0.0M 0 txns / 6 mo	CLUSTER None active 3+ insiders / 21 days
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10 FORM 144 PLANNED-SALE PIPELINE live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-08-12	Ewout Steenberg	20,000	\$4.3M
2026-08-05	Mylod Robert J Jr	1,000	\$0.2M
2026-07-29	Mylod Robert J Jr	5,000	\$1.0M
2026-07-28	Wittman Vanessa Ames	1,125	\$0.2M
Trailing 12 mo	24 filings	52,085	\$44M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-04-29	SCHEDULE 13G	Vanguard Capital Management	7.56%	2.4M sh

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12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Ro Khanna	House	SELL	\$1,001 - \$15,000	2026-09-25	2026-10-09
Ro Khanna	House	SELL	\$1,001 - \$15,000	2026-09-11	2026-10-09
Michael McCaul	House	SELL	\$15,001 - \$50,000	2026-08-07	2026-10-16
Dan Sullivan	Senate	SELL	\$1,001 - \$15,000	2023-08-22	2023-09-22
Dan Sullivan	Senate	SELL	\$1,001 - \$15,000	2023-08-22	2023-09-21
Daniel Scott Sullivan	Senate	SELL	\$1,001 - \$15,000	2023-08-22	2023-09-21
HOUSE 12-MO 26 trades 11 purchases		SENATE 12-MO 0 trades None purchases		COVERAGE STOCK Act filings 30-45 day disclosure lag	

13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 1,907	13F SHARES 32M 4.1% of shares out	NEW / CLOSED 161 / 234 positions, QoQ	INCREASED / REDUCED 740 / 729 positions, QoQ	
PUT/CALL (13F) 1.24 option positions	FREE FLOAT 99.8% 750M sh			

2.8 · Largest Reporting 13F Managers

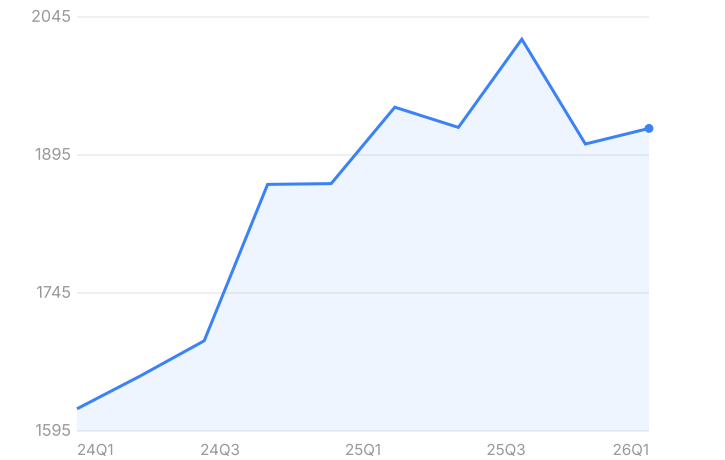
MANAGER	SHARES	VALUE
Ninety One Uk Ltd	6.5M	\$1.1B
Assenagon Asset Management S.A.	868,625	\$142M
Fenimore Asset Management Inc	500,147	\$81M
Ninety One North America, Inc.	417,946	\$68M
Asr Vermogensbeheer N.V.	306,924	\$50M
Sapient Capital Llc	296,879	\$48M

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

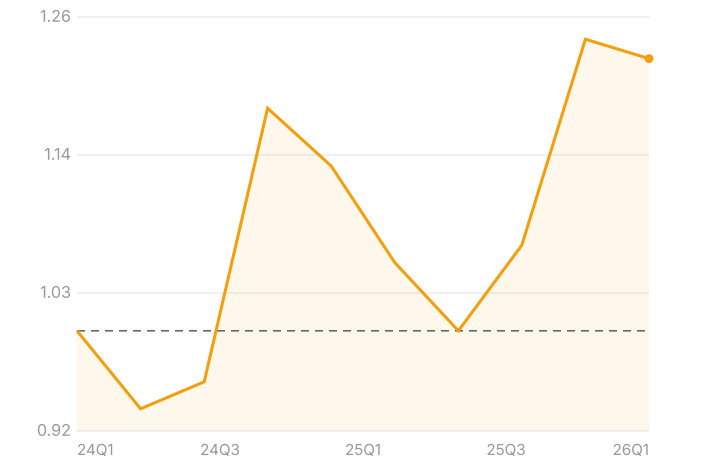
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.2%	\$3.9B
VTSAX	0.2%	\$3.9B
VTI	0.2%	\$3.9B
VSMPX	0.2%	\$3.9B
VFFSX	0.2%	\$3.2B
VFINX	0.2%	\$3.2B

13F Filers Holding BKNG — quarterly



Institutional Put/Call — quarterly

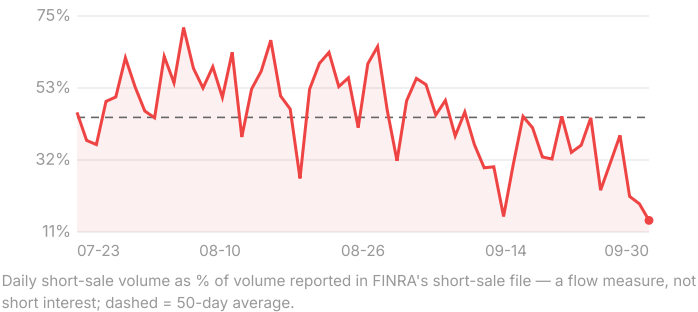


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14 SHORT VOLUME — DAILY, 60 SESSIONS

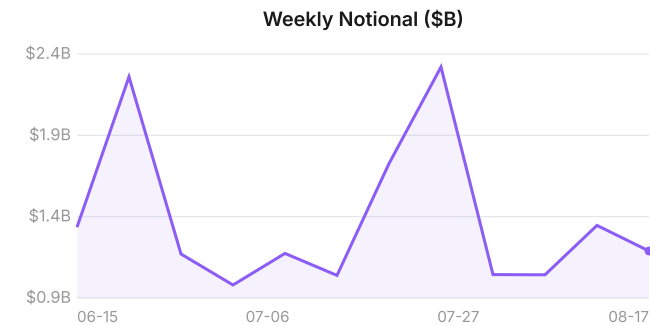
EDGE · live FINRA feed



LATEST SESSION 14.3% 2026-10-15	20-DAY AVG 32.5% 50-day 44.7%	TREND Falling 20d vs 50d	BY MARKET CENTER Q: 15% · N: 9% · B: 17% latest session
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15 DARK POOL ACTIVITY

EDGE · live ATS data

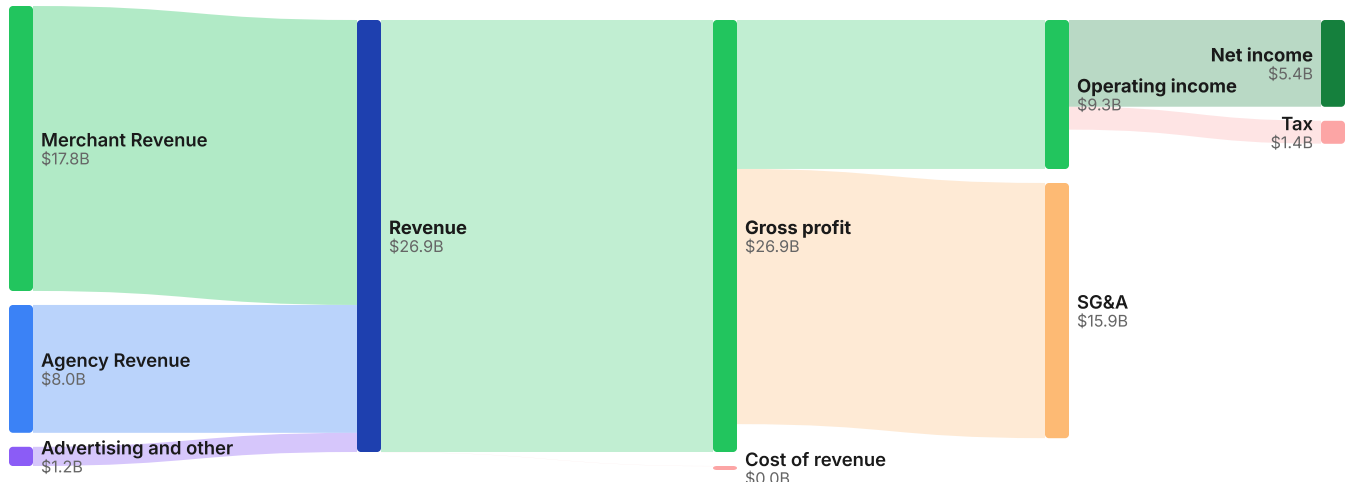


Where BKNG Trades in the Dark

ATS VENUE (4-WK)	SHARES	AVG TRADE
Mlix Instinct X	0.4M	10 sh
Ubsa Ubs Ats	0.3M	10 sh
Mspl Ms Pool (Ats - 4)	0.3M	25 sh
Ebxl Level Ats	0.2M	6 sh
Cgxs Onechronos	0.2M	11 sh
Bids Bids Ats	0.2M	66 sh

16 REVENUE FLOW — FY2025

live segmentation + income data



17 GEOGRAPHIC REVENUE

live segmentation

REGION	REVENUE	SHARE
NETHERLANDS	\$21.7B	89%
UNITED STATES	\$2.6B	11%

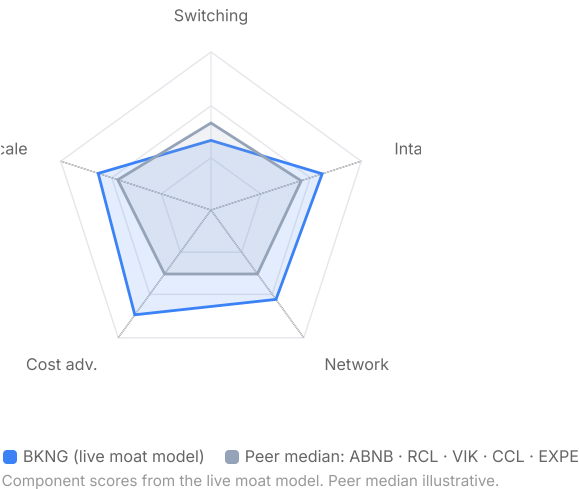
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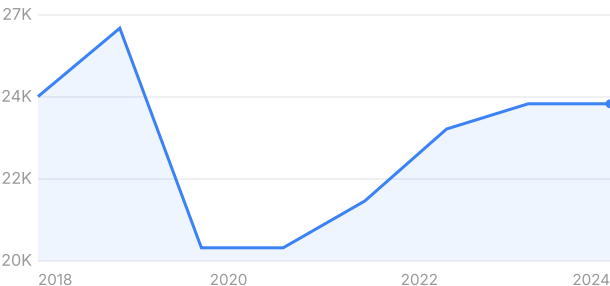
18 MOAT & COMPETITIVE POSITION

LIVE MODEL · 68/100 NARROW

Moat score 68/100 — Narrow; primary source Cost Advantage.



3.8 · Employees (SEC filings)



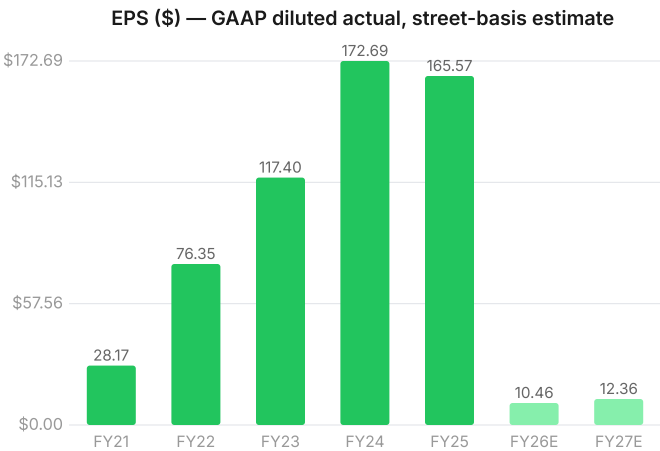
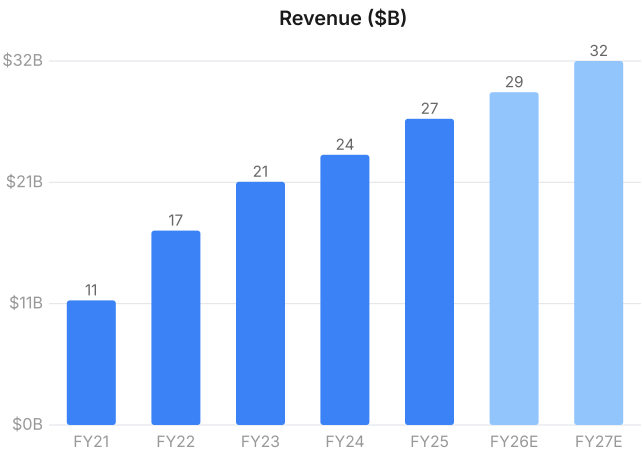
19 CORPORATE INFORMATION — KEY OFFICERS

24,300 employees

OFFICER	TITLE
Glenn D. Fogel	President, Chief Executive Officer & Director
Ewout Lucien Steenberghe	Executive Vice President & Chief Financial Officer
Peter J. Millones Jr.	Executive Vice President & General Counsel
Paulo Pisano	Chief Human Resources Officer

20 REVENUE & EPS — HISTORY AND ESTIMATES

live consensus

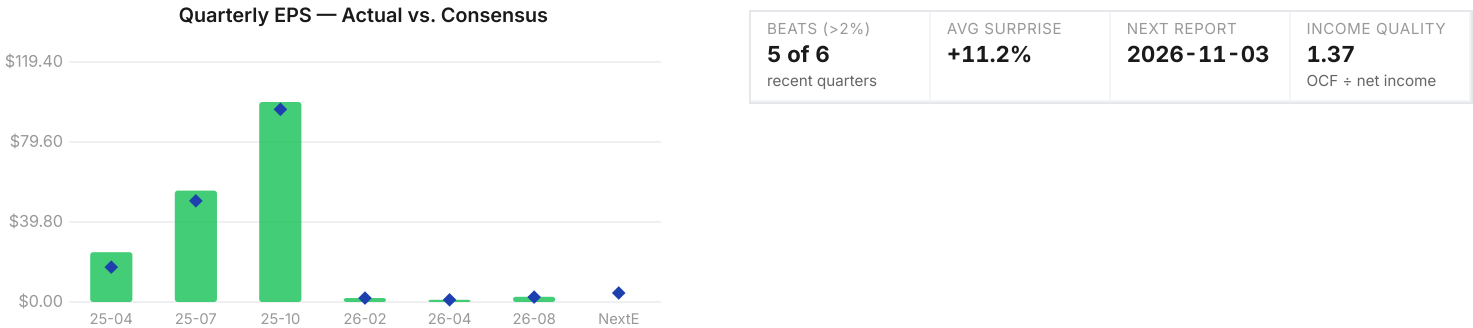


Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

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21 ESTIMATE VS. ACTUAL & SURPRISES

live data



22 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

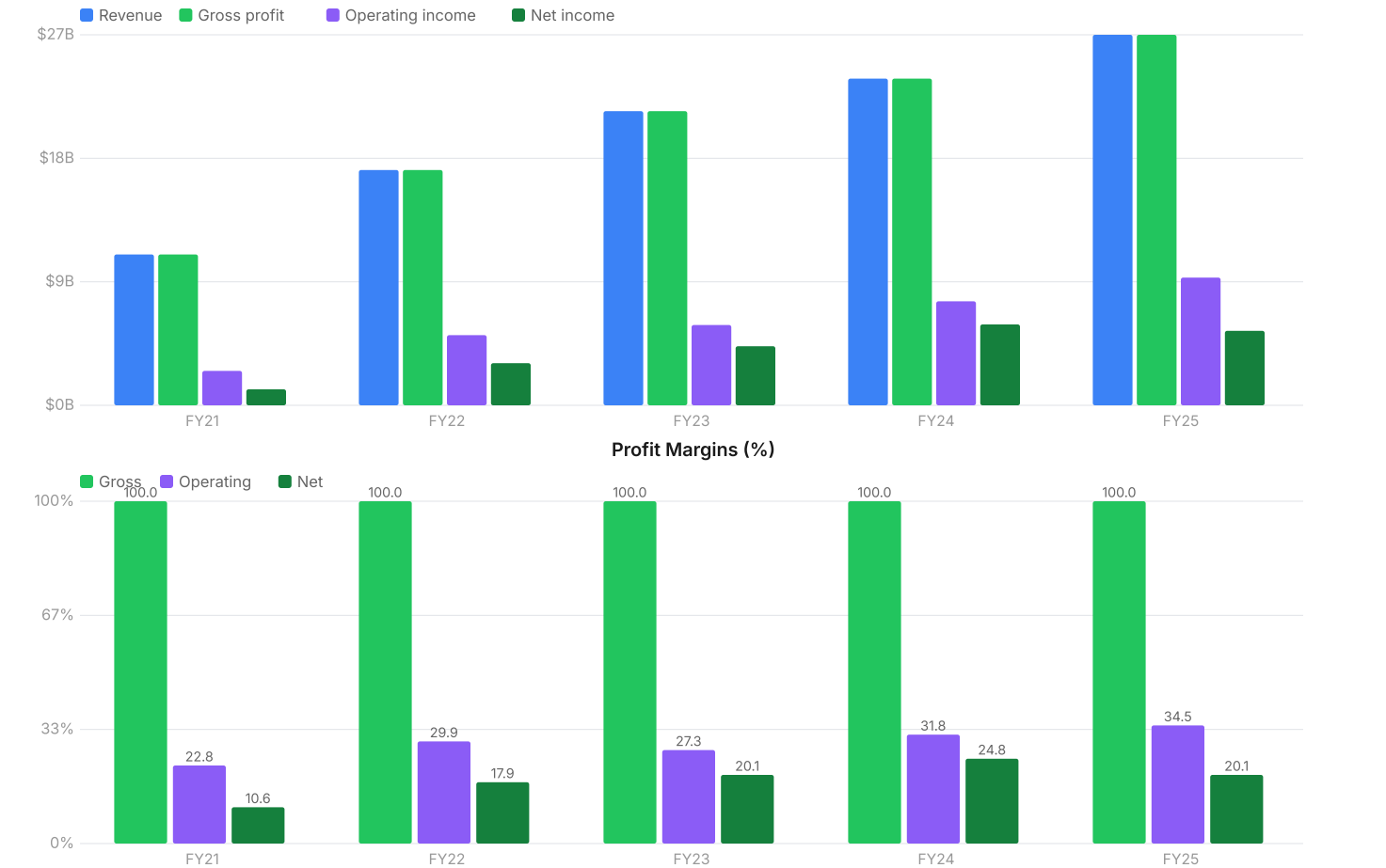
BEAT RATE	CURRENT STREAK	AVG EPS SURPRISE	SURPRISE TREND
—%	0	—%	—
0 of 0 quarters	longest 0	median —%	last 4 vs prior 4

PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

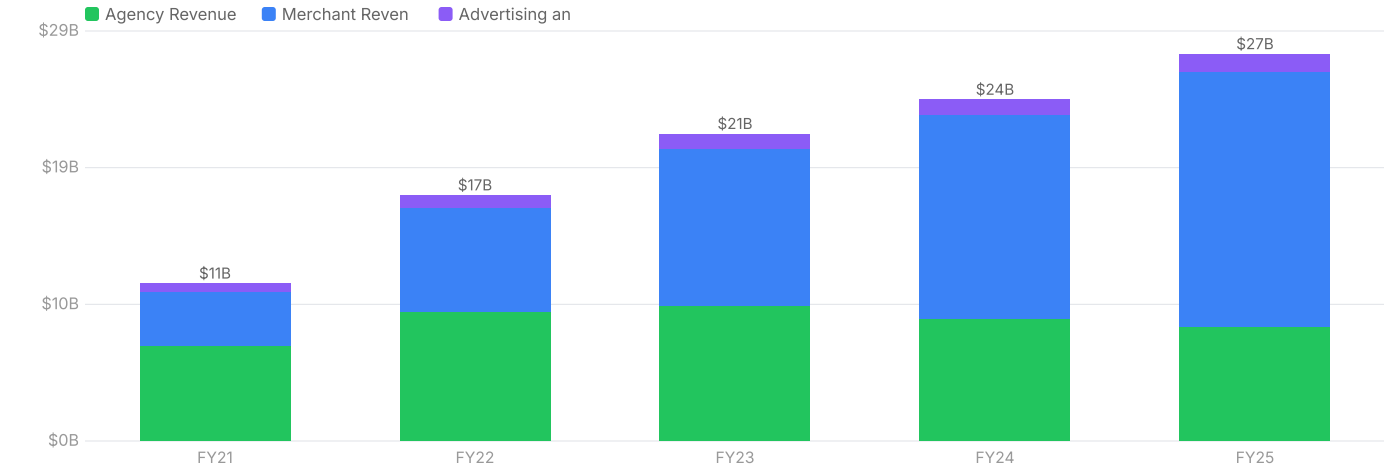
INCOME TRENDS — 5 YEAR

live financials



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Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	+61.2%	+56.0%	+25.0%	+11.1%	+13.4%
Gross profit	+61.2%	+56.0%	+25.0%	+11.1%	+13.4%
Operating income	-495.6%	+104.4%	+14.4%	+29.5%	+22.9%
Net income	+1874.6%	+162.5%	+40.3%	+37.1%	-8.1%

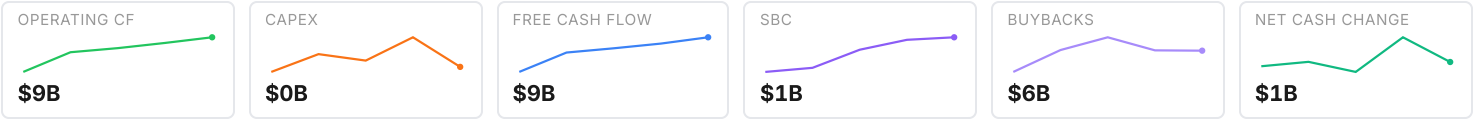
23 INCOME STATEMENT — FULL

live financials

\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	11.0	17.1	21.4	23.7	26.9	
Cost of revenue	0.0	0.0	0.0	0.0	0.0	
Gross profit	11.0	17.1	21.4	23.7	26.9	
R&D expense	0.0	0.0	0.0	0.0	0.0	
SG&A expense	7.6	11.2	14.4	14.8	15.9	
Operating income	2.5	5.1	5.8	7.6	9.3	
EBITDA	2.4	4.9	7.0	9.3	9.2	
D&A	0.6	0.6	0.7	0.8	0.8	
Pretax income	1.5	3.9	5.5	7.3	6.8	
Income tax	0.3	0.9	1.2	1.4	1.4	
Net income	1.2	3.1	4.3	5.9	5.4	
Diluted EPS (\$)	28.17	76.35	117.40	172.69	165.57	
Diluted shares (M)	41	40	37	34	33	

CASH FLOW TRENDS

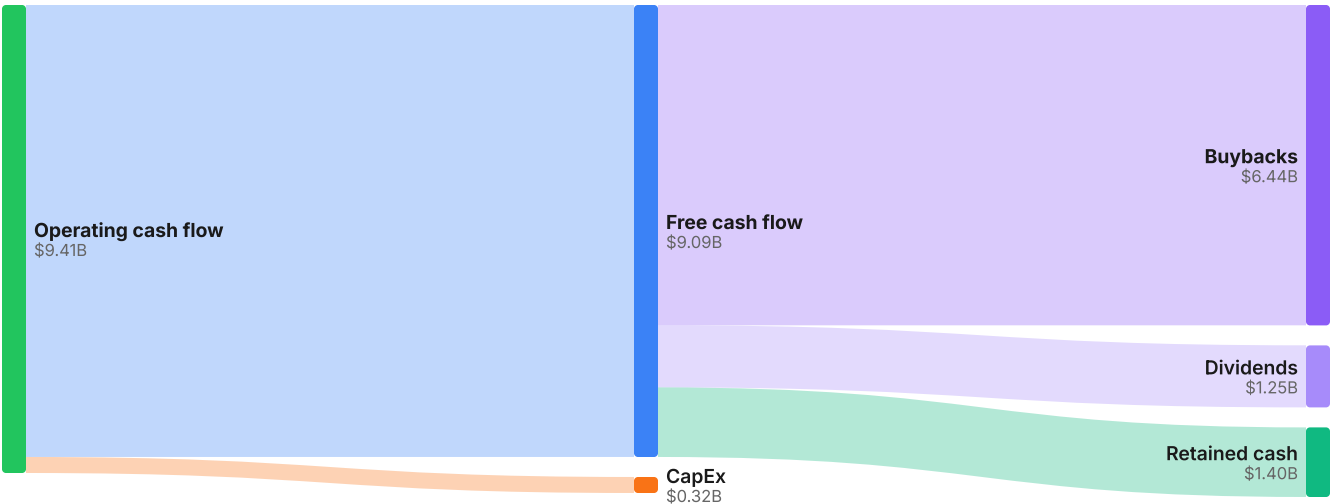
live data



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WHERE THE CASH WENT — FY2025

cash Sankey, live data



Balance Sheet — Full

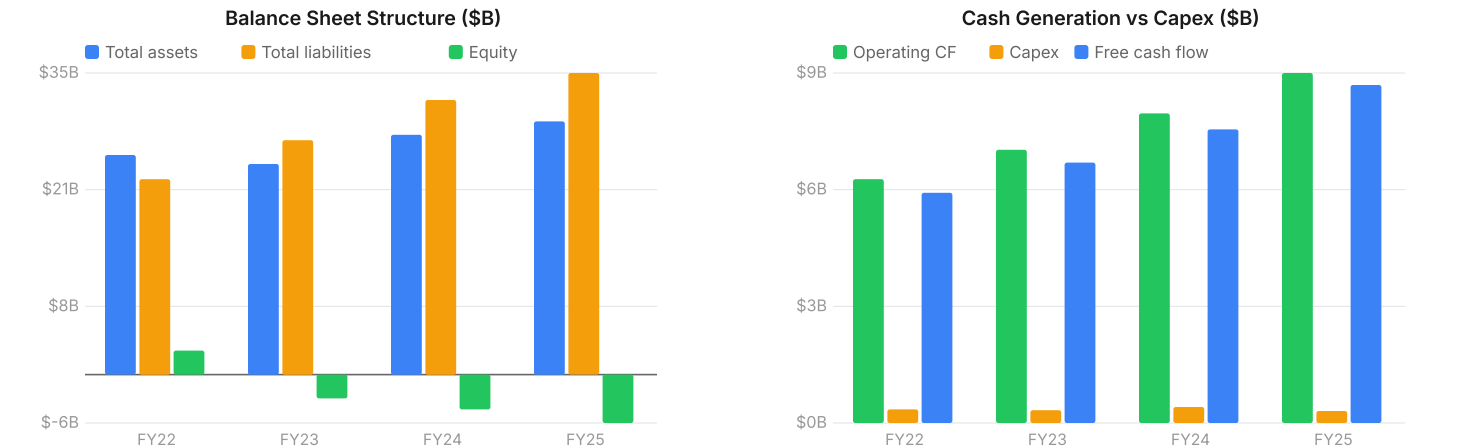
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	12.2	12.1	16.2	17.2	
ST investments	0.2	0.6	0.0	0.6	
Receivables (net)	2.2	3.3	3.2	3.8	
Total current assets	15.8	17.0	20.5	22.3	
PP&E (net)	1.3	1.5	1.4	0.8	
Goodwill + intangibles	4.6	4.4	4.2	3.6	
Total assets	25.4	24.3	27.7	29.3	
Accounts payable	2.5	3.4	3.8	5.1	
Short-term debt	0.5	2.0	1.7	1.9	
Deferred revenue	2.2	3.3	4.0	5.3	
Total current liabilities	8.5	13.3	15.6	16.7	
Long-term debt	12.0	12.2	14.9	16.9	
Total liabilities	22.6	27.1	31.7	34.8	
Shareholders' equity	2.8	-2.7	-4.0	-5.6	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	3.1	4.3	5.9	5.4	
D&A	0.6	0.7	0.8	0.8	
Stock-based compensation	0.4	0.5	0.6	0.6	
Working capital change	1.8	1.7	0.4	0.5	
Operating cash flow	6.6	7.3	8.3	9.4	
Capital expenditures	(0.4)	(0.3)	(0.4)	(0.3)	
Investing cash flow	(0.5)	1.5	0.1	(0.3)	
Buybacks	(6.6)	(10.4)	(6.5)	(6.4)	
Dividends paid	0.0	0.0	(1.2)	(1.2)	
Debt issuance / (repay)	1.7	1.4	3.5	(1.3)	
Financing cash flow	(4.9)	(8.9)	(4.2)	(8.9)	
Free cash flow	6.2	7.0	7.9	9.1	

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24 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	21.0%	68.3%	22573.7%	-173.9%	-112.6%	-97%	
ROA	5.1%	12.5%	17.3%	22.6%	19.0%	24.3%	
ROIC	31.5%	117.2%	-709.0%	-196.4%	-180.4%	71.2%	
Gross margin	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Operating margin	22.8%	29.9%	27.3%	31.8%	34.5%	34.5%	
Net margin	10.6%	17.9%	20.1%	24.8%	20.1%	25.5%	
EBITDA margin	21.9%	28.8%	33.0%	39.3%	34.2%	38.2%	
FCF margin	23.0%	36.2%	32.8%	33.3%	33.8%	—	
VALUATION							
P/E	3.33	1.00	1.14	1.11	32.11	18.0	
P/B	0.63	1.10	-1.78	-1.63	-31.11	-11.6	
P/S	0.35	0.18	0.23	0.28	6.45	4.35	
P/FCF	1.54	0.49	0.70	0.83	19.10	12.9	
EV/EBITDA	1.67	0.74	0.99	0.80	18.99	11.7	
EV/Revenue	0.37	0.21	0.33	0.31	6.50	4.5	
Earnings yield	30.0%	100.3%	87.9%	89.8%	3.1%	5.74%	
FCF yield	64.9%	202.9%	143.4%	120.6%	5.2%	7.77%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	2.10	1.86	1.28	1.31	1.33	1.09	
Quick ratio	2.10	1.86	1.28	1.31	1.33	1.09	
Debt / equity	1.83	4.69	-5.39	-4.25	-3.46	-1.92	
Debt / assets	47.7%	51.4%	60.7%	61.6%	65.9%	69.7%	
Net debt / EBITDA	0.05	0.12	0.30	0.10	0.16	0.32	
Interest coverage	5.39	11.03	7.11	6.63	5.23	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	0.48	0.70	0.86	0.91	0.94	0.95	
Receivables turnover	11.61	9.53	7.79	7.36	7.67	6.5	
DSO (days)	31	38	47	50	48	56	
DPO (days)	—	—	—	—	—	—	
Cash conversion cycle	—	—	—	—	—	56	
GROWTH (YoY)							
Revenue growth	61.2%	56.0%	25.0%	11.1%	13.4%	—	
Net income growth	1874.6%	162.5%	40.3%	37.1%	-8.1%	—	
EPS growth	1854.2%	180.5%	54.1%	44.5%	-96.2%	—	
FCF growth	1351.7%	145.9%	13.1%	12.8%	15.1%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	28.16	79.00	121.77	175.97	6.62	9.39	
Book value / share	149.33	71.87	-77.91	-120.27	-6.84	-14.04	
Revenue / share	264.87	441.50	606.58	710.20	32.99	36.77	
FCF / share	60.82	159.81	198.71	236.16	11.14	12.42	
Cash / share	269.56	321.01	360.09	483.58	21.80	22.41	
SHAREHOLDER RETURN & SCORES							
Buyback yield	4.2%	217.2%	212.6%	99.4%	3.7%	7.69%	
Altman Z-Score	2.65	3.18	3.86	4.06	7.03	6.0	
Piotroski F-Score	6	6	6	7	5	6/9	
Beneish M-Score	-1.41	-2.66	-2.85	-2.86	-2.93	-2.95	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	6 / 9	Middling		
Altman Z-Score	6.0	Safe (>2.99)	Safe	
Income quality	1.37	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.95	Non-manipulator	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.78	Revenue stability	0.96
Interest burden		0.92	Earnings stability	0.90
Operating margin		35.9%	Earnings persistence	0.80
Asset turnover		0.94×	Revenue CAGR 3y	13.4%
Financial leverage		-3.46×	EPS CAGR 3y	-57.3%
= ROE		-83%	FCF CAGR 3y	13.9%

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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 7.69%	DIVIDEND YIELD 1.01%	TOTAL SHAREHOLDER RETURN 8.62% cash yield	SBC / REVENUE 2.1% dilution pressure
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27 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



28 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
ABNB	\$104.0B	39.3	35%	22.6%	+13.6%	7/9	+41.3%
RCL	\$74.3B	17.1	45%	23.3%	+8.7%	6/9	-7.0%
VIK	\$37.2B	27.5	140%	26.8%	+20.0%	7/9	+38.7%
CCL	\$34.8B	11.2	24%	22.8%	+5.2%	7/9	-8.2%
EXPE	\$33.1B	17.3	199%	20.3%	+12.0%	9/9	—
SABRP	\$23.6B	19.4	-38%	1.1%	-4.1%	5/9	—
SBUX	\$111.2B	56.0	-26%	11.2%	+4.5%	7/9	—
LOW	\$110.7B	16.7	-71%	9.2%	+8.2%	7/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

29 ANALYST CONSENSUS & ESTIMATES live consensus

Buy

71 Analysts



MEAN TARGET (QTR) \$230.10 20 targets	TARGET VS. PRICE +40.8% last-quarter mean	NEXT REPORT 2026-11-03 street \$4.49
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CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$29.25B	\$29.49B / \$29.10B	\$10.46	\$10.98 / \$10.23	25
FY2027	\$31.99B	\$32.56B / \$31.24B	\$12.36	\$12.92 / \$11.92	25
FY2028	\$34.61B	\$36.43B / \$32.97B	\$14.41	\$15.37 / \$12.23	19

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30 STREET TARGETS & THIRD-PARTY RATING

live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$203.00	+24.2%	2
Last Quarter	\$230.10	+40.8%	20
Last Year	\$231.97	+41.9%	70
All Time	\$185.78	+13.7%	147

Rolling mean of published targets vs. last close \$163.45. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

B-

DCF4/5

ROE1/5

ROA5/5

DEBT/EQ1/5

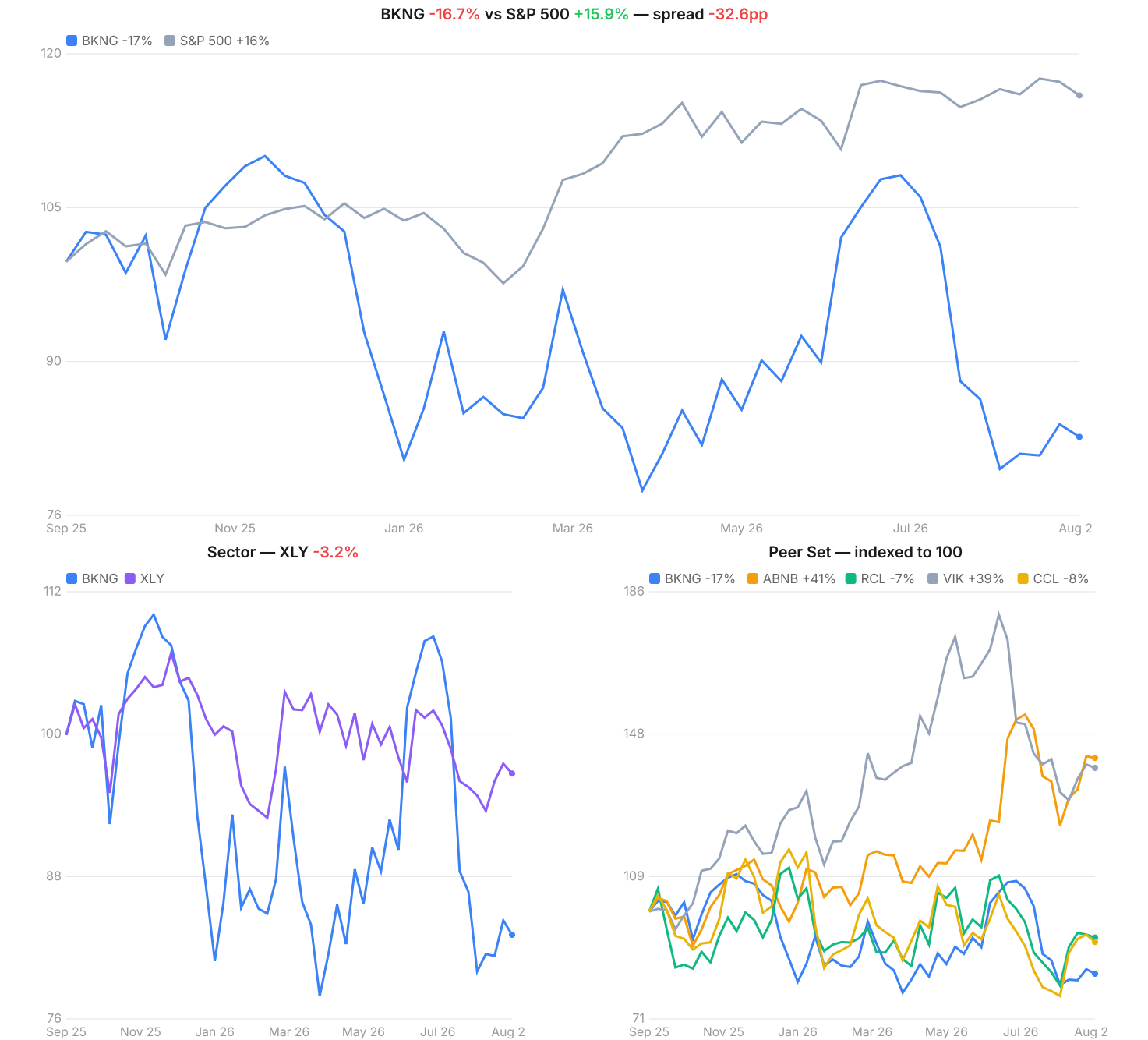
P/E3/5

P/B1/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

31 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set



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TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON

site chart, print edition



Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

MOVING AVERAGE RIBBON & TREND

site technicals-tab chart, live indicator history



MOVING AVERAGE	VALUE	DISTANCE	% DISTANCE	SIGNAL
SMA 20	\$160.82	+2.63	+1.64%	Above
SMA 50	\$182.27	-18.82	-10.33%	Below
SMA 200	\$179.09	-15.64	-8.73%	Below
EMA 9	\$161.34	+2.11	+1.31%	Above
EMA 21	\$164.27	-0.82	-0.50%	Below
EMA 50	\$173.05	-9.60	-5.55%	Below
EMA 200	\$181.59	-18.14	-9.99%	Below

Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

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32 TECHNICAL POWER SCORE

EDGE · site engine · 54/100 composite

TECHNICAL VERDICT

NEUTRAL

Power Score +8

12 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

50

70

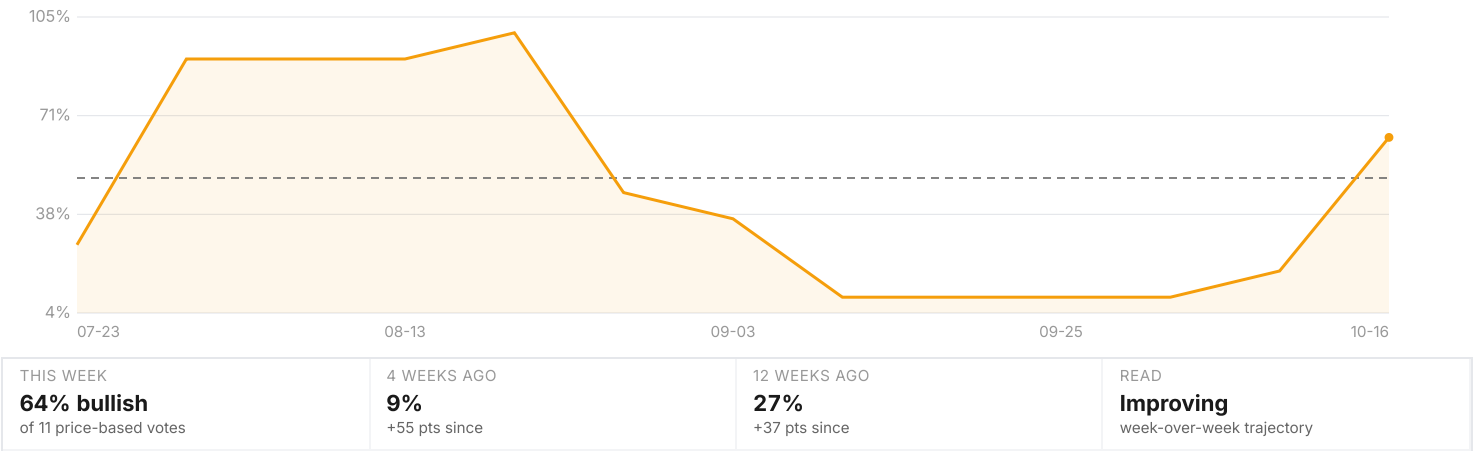
44

50

50

NEUTRAL — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



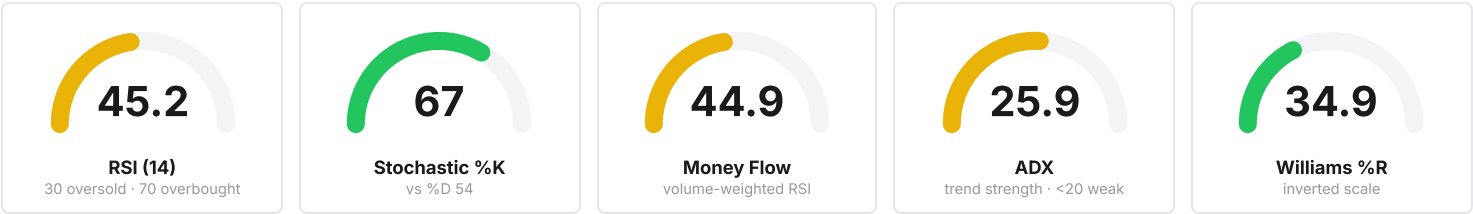
INDICATOR VOTE GRID

12 bull / 10 bear

● Price vs SMA 20	\$160.82	● Price vs SMA 50	\$182.27	● Price vs SMA 200	\$179.09
● EMA 9/21 Cross	161.3/164.3	● SMA 50/200	Golden	● ADX Direction	ADX 26
● Supertrend	\$173	● Parabolic SAR	\$154	● SMA Slope	-0.220
● RSI	45.2	● Stochastic K/D	67/54	● StochRSI K/D	95/91
● Williams %R	-35	● CCI	87	● TSI vs Signal	-26.3
● CMO	-9.5	● ROC	2.79%	● OBV Signal	Distrib
● Chaikin MF	-0.090	● MFI	45	● Force Index	2M
● Elder Ray Bull	3.98				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$165.53 / \$168.76 / \$171.71	S1 / S2	\$162.58 / \$159.35
Bollinger (20,2)	\$154.09 – \$167.55	Squeeze	ON
52-wk range	\$149.40 – \$219.24	Off 52-wk high	-25.4%
ATR (14)	\$5.51 (3.4%)	Historical vol	32.8%

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SEASONALITY — 20-YEAR AVERAGES

live model · win rates shown

-1.6% Jan 40%	+7.0% Feb 75%	+1.0% Mar 67%	+3.7% Apr 75%	+1.2% May 55%	-1.0% Jun 40%	+2.8% Jul 50%	+5.9% Aug 65%	-0.0% Sep 60%	+1.8% Oct 55%	+6.3% Nov 55%	+2.6% Dec 50%
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Sample: 20 years — treat short histories as suggestive, not statistical.

35

RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	BKNG	S&P 500
Weekly volatility (σ , 1y)	5.48%	1.83%
Best / worst week (1y)	+13.2% / -12.7%	—
Max drawdown (5y, monthly)	-42.8%	—
1-week VaR (95%)	-9.5%	—
Beta (5y)	1.07	1.00

36

EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

BKNG EQUITY WEATHER (LIVE)

RAINY · -29

Trend

Momentum

Volume

Volatility

Breadth

-48

+15

-51

-30

-31

MARKET REGIME (2026-10-16)

NEUTRAL

VIX

19.99

Normal

DOW THEORY

Confirmed

Bearish

SPY / QQQ TSI

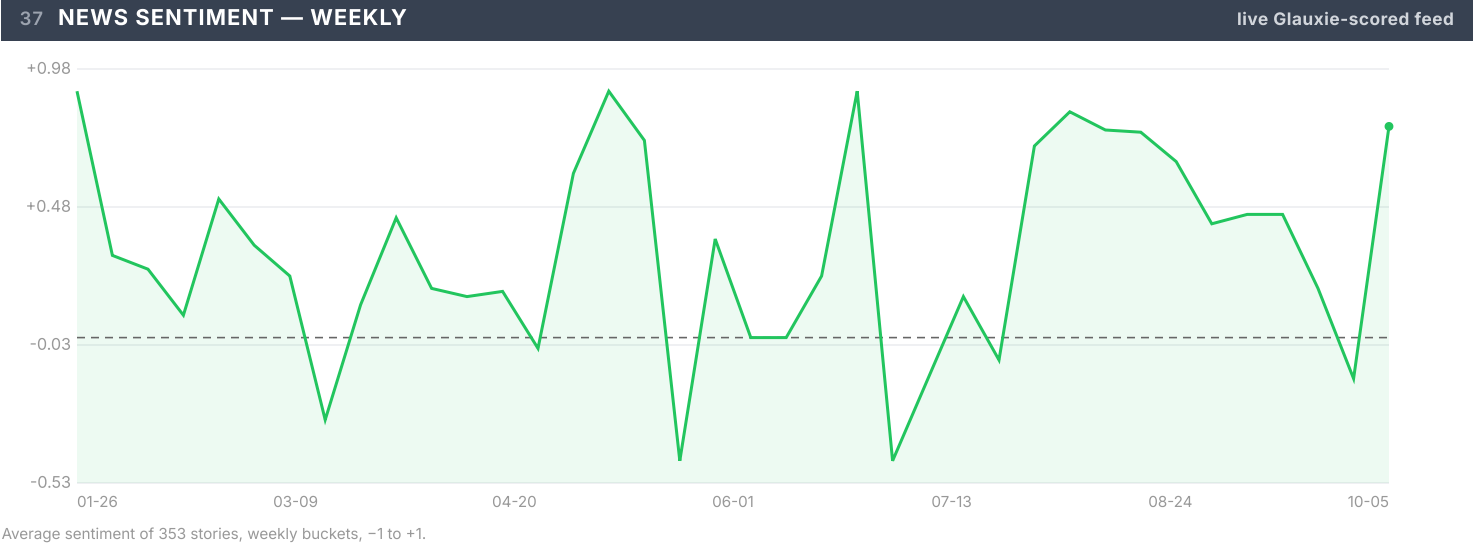
7.2 / 4.7

trend strength

SECTOR STRENGTH

46/100

breadth average



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38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Rainy

OVERALL -28.6 -3.8 vs industry	TREND -48.1 -11.0 vs industry	MOMENTUM +14.8 +30.3 vs industry	VOLUME -51.1 -24.3 vs industry
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READING	BKNG	TRAVEL SERVICES N=168	CONSUMER CYCLICAL N=5,686	ALL US SYMBOLS N=70,435
Overall	-28.6	-24.8	-20.5	-20.5
Trend	-48.1	-37.1	-25.1	-21.3
Momentum	+14.8	-15.5	-15.0	-15.8
Volume	-51.1	-26.8	-10.0	-3.8

Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

39 EXECUTIVE COMPENSATION

live proxy data · FY2025

EXECUTIVE	TOTAL COMP	STRUCTURE
Glenn D. Fogel President and Chief Executive	\$35.4M	85% equity+incentive
Ewout Steenberghe Executive Vice President a	\$11.7M	93% equity+incentive
Peter J. Millones Executive Vice President a	\$10.7M	93% equity+incentive
Paulo Pisano Chief Human Resources Officer	\$7.3M	87% equity+incentive

40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	45
Social	51
Governance	60
Composite ESG	52



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-08-04	Earnings Release; Exhibits	2.02,9.01
2026-06-02	Shareholder Vote; Exhibits	5.07,9.01
2026-05-07	Material Agreement; Financial Obligation; Other Events; Exhibits	1.01,2.03,8.01,9.01
2026-04-28	Earnings Release; Exhibits	2.02,9.01
2026-04-02	Officer/Director Change	5.02
2026-04-02	Bylaws Amendment; Exhibits	5.03,9.01
2026-04-01	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-02-18	Results of Operations and Financial Condition; Other Events; Financial	2.02,8.01,9.01

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42 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

43 DISCLOSURES

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44 DATA PROVENANCE FOR THIS REPORT sources · coverage · method

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2020 to 2025
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-11-05 to 2026-08-04
Analyst estimates	dim/forward_estimates	3 rows · 2026-12-31 to 2028-12-31
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	50 rows · 2013 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-08-17 to 2026-10-15
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	1 rows · 2026-04-29
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.