



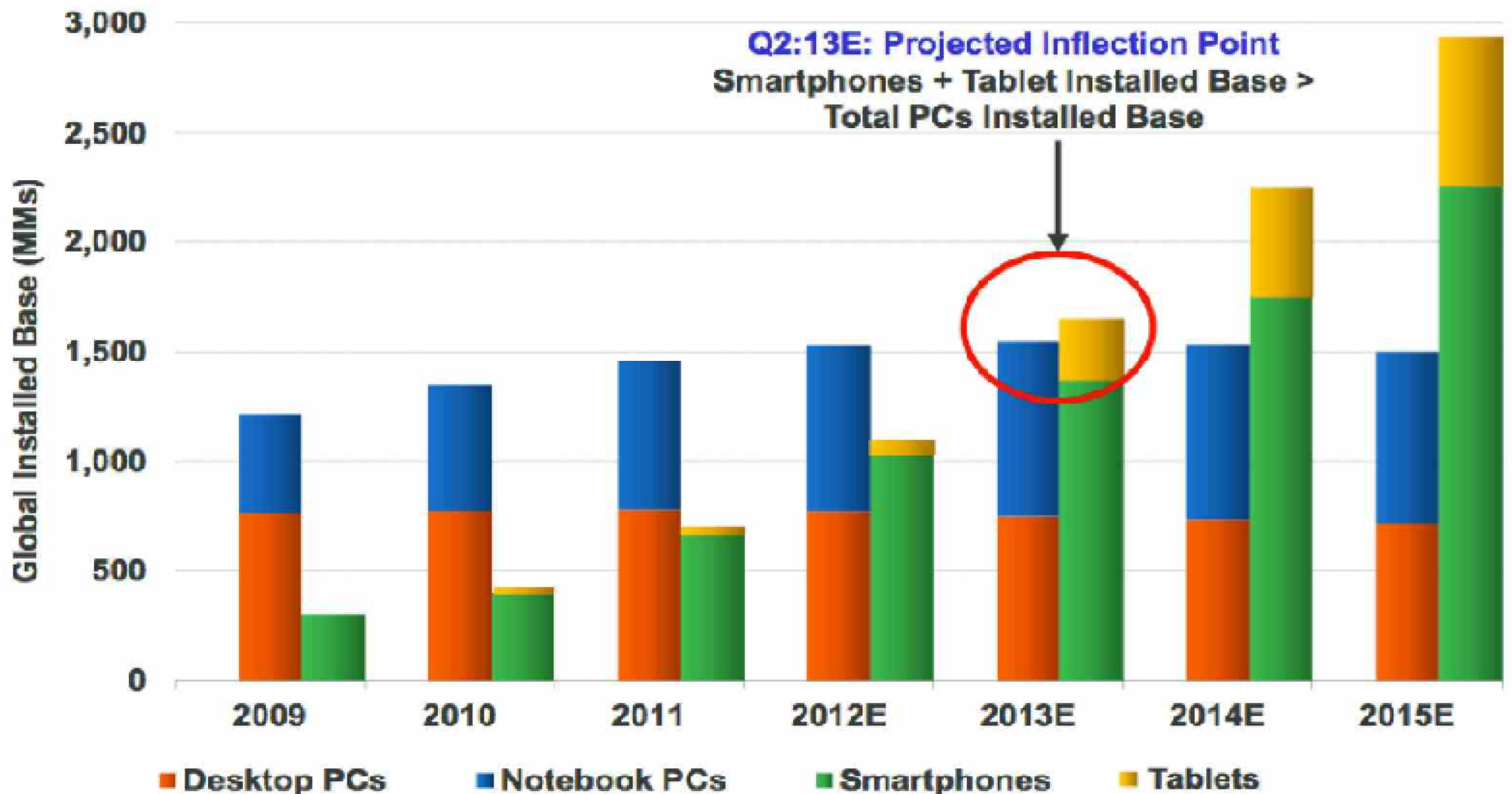
The Importance of Mobile



Gary Morrison
SVP & Head of Retail,
Expedia Worldwide

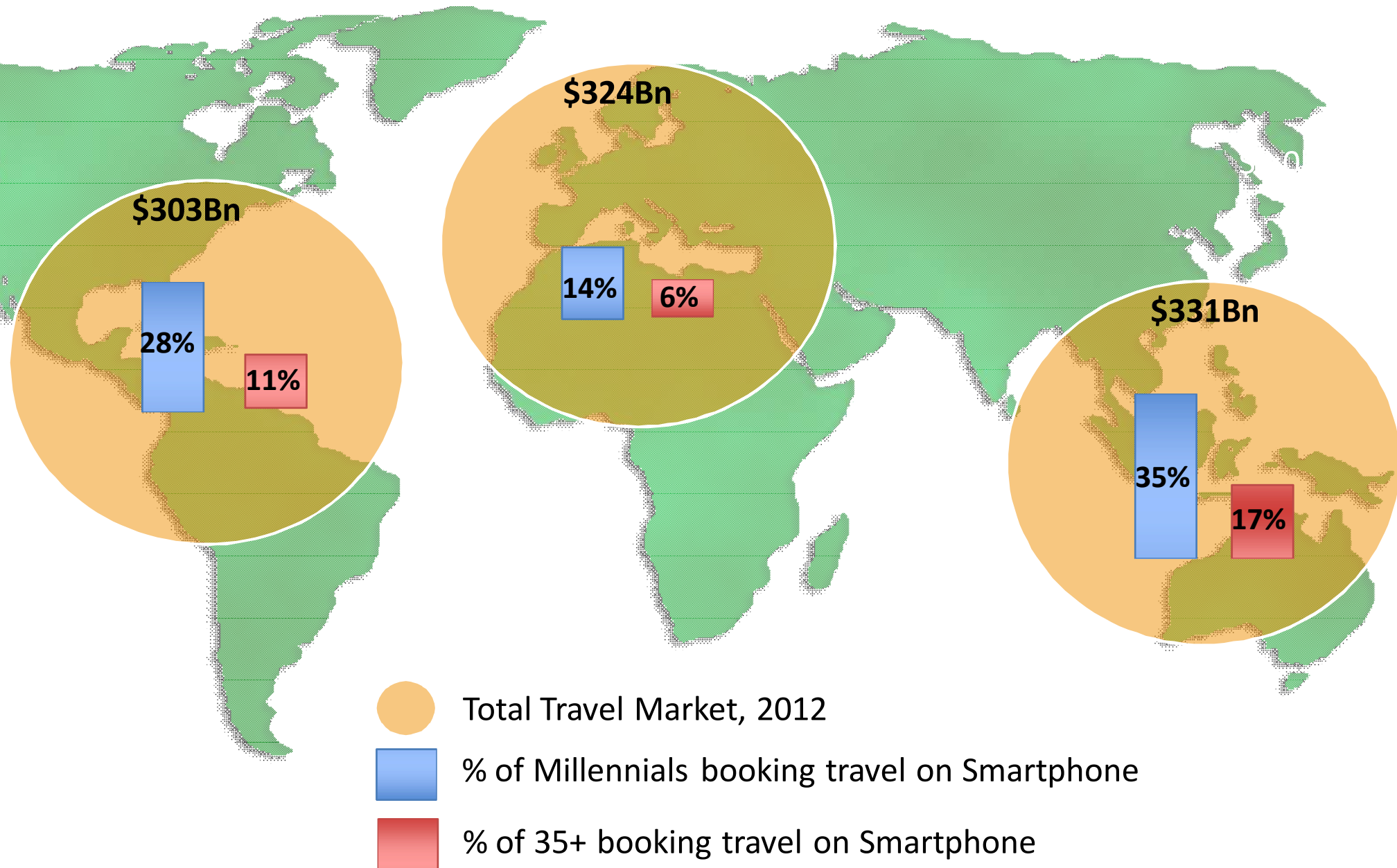
Global Smartphone + Tablet *Installed Base* Should Exceed PC Installed Base in Q2:13E

Global Installed Base of Desktop PCs + Notebook PCs vs. Smartphones + Tablets, 2009-2015E



Note: Notebook PCs include Netbooks. Assumes the following lifecycles: Desktop PCs – 5 years; Notebooks PCs – 4 years; Smartphones – 2 years; Tablets – 2.5 years. Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research. Data and Estimates as of 9/12.

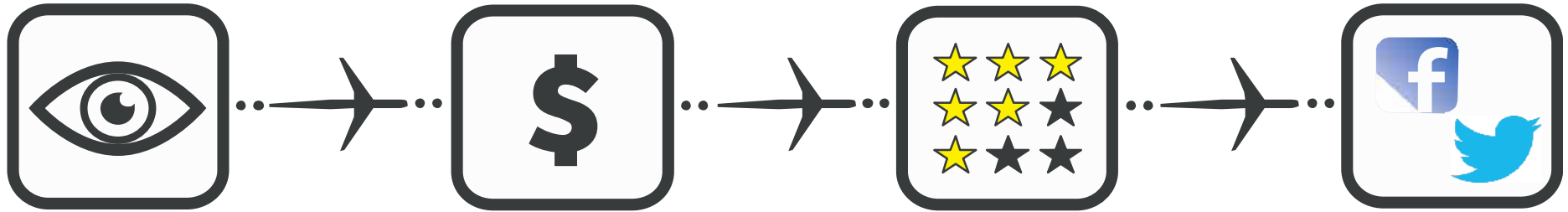
Mobile Adoption varies by Region



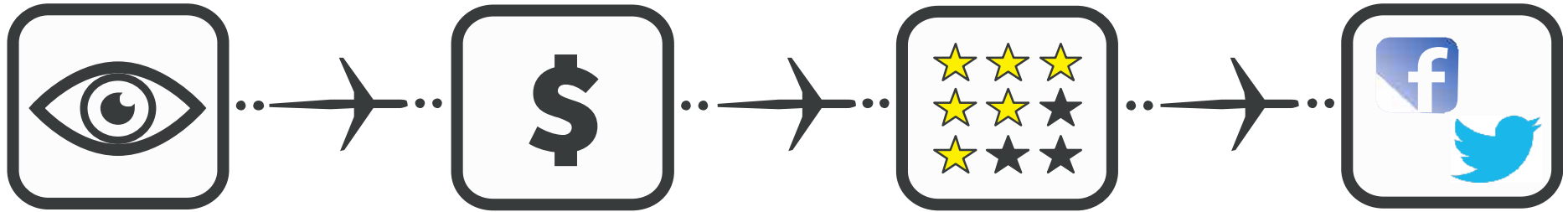
The Obvious...

- **Predominantly iOS**
- **Rising proportion of traffic and bookings**
- **Greater proportion of last minute, short trips**
- **More weekend usage than Desktop**
- **Millennials more “Mobile”**

But is Mobile “different”?



But is Mobile “different”?



Yes, it is...

- **Portable**
- **Location Aware**
- **Always on.**



320px

Small screens (portrait)

480px

Small screens (landscape)

600px

7" tablets (portrait)

768px

10" tablets (portrait)

1024px

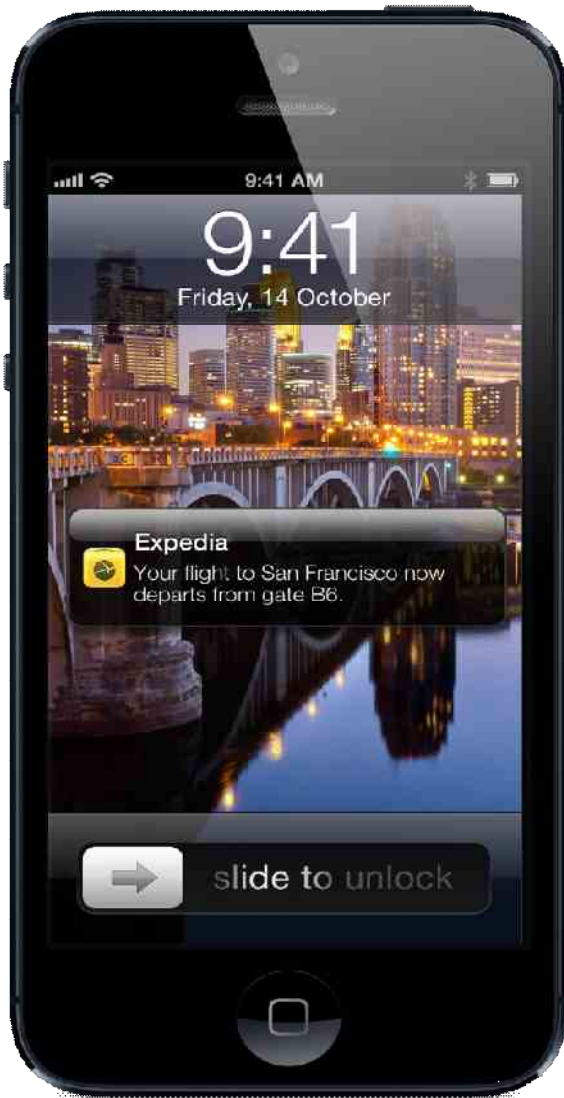
10" tablets (landscape)

1200px

Widescreen



Mobile Transforms the Itinerary



Tap to Tweet

Expedia

One new RT fare at \$300 has become available from NY to SEA 5/2-5/8
4/12 6:02PM



Messages



Maps



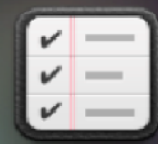
Clock



Calendar



Notes



Reminders



Newsstand



Tweetbot



Paper



Flipboard



Expedia



Pages



Articles



Letterpress



Weather



Calcbot



Settings



Safari



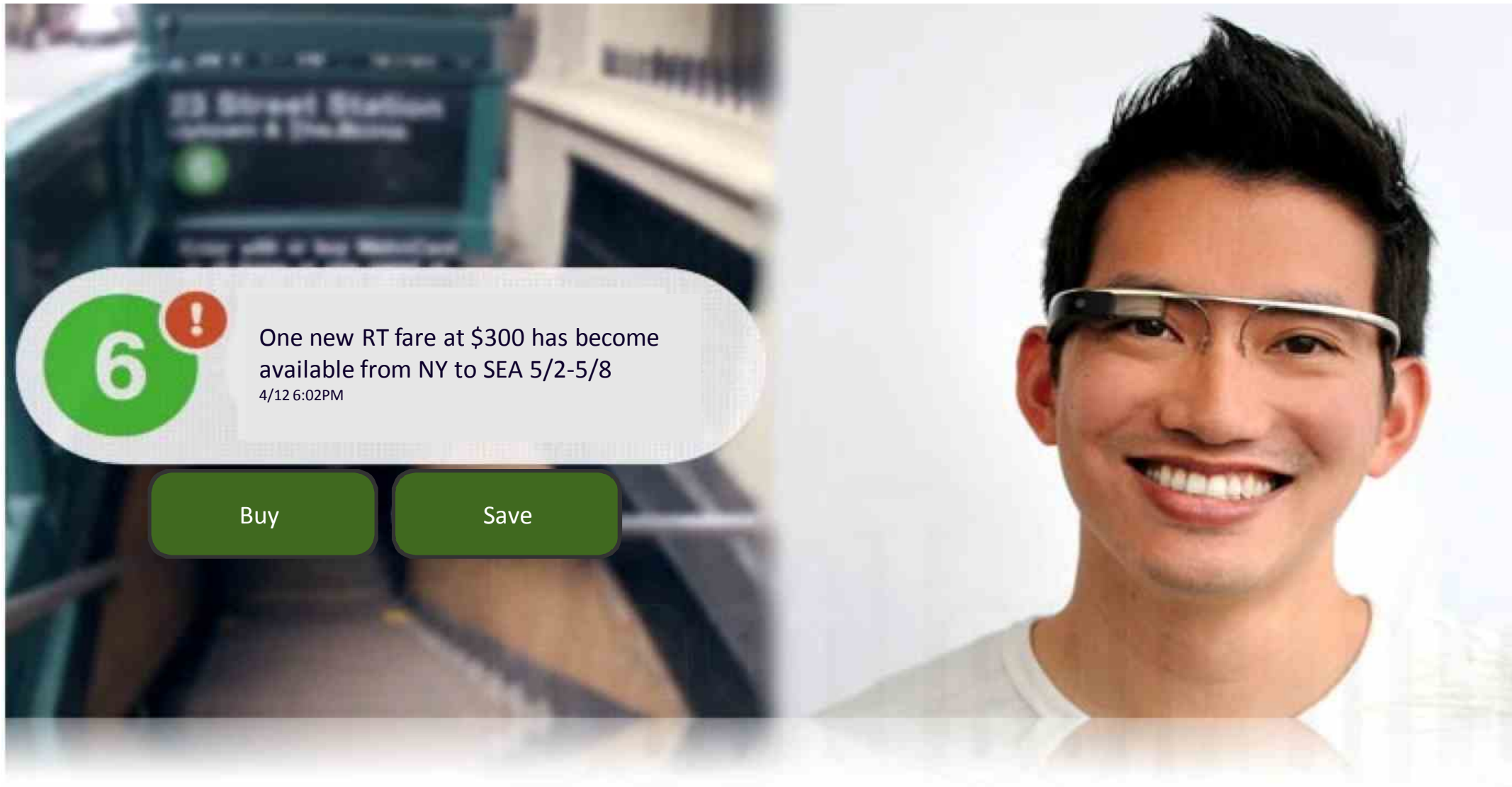
Mail



App Store



Rdio



6 !

One new RT fare at \$300 has become available from NY to SEA 5/2-5/8
4/12 6:02PM

Buy

Save



Hotel Reviews

Service



Cleanliness



Warm welcome



Airline Reviews

Legroom



Punctuality



Safety



Destination Reviews

Weather



Value for money



Activities



Mobile creates endless possibilities...

- **Marketing**
- **UI design**
- **Itinerary**
- **Reviews**
- **Products.**



Mobile Facts & Stats

- Hundreds of airlines
- **240,000 bookable properties**
- more than 140 mobile Web sites
- Serving more than 70 countries
- Covering 35 languages
- **+200 Expedia, Inc. mobile apps are downloaded every minute**
- **Over 80 million app downloads across Expedia Inc (over 18 million for Expedia)**
- **10 million reviews**