

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) July 17, 2018

Booking Holdings Inc.

(Exact name of registrant as specified in its charter)

Delaware

(State or other Jurisdiction of
Incorporation)

1-36691

(Commission File Number)

06-1528493

(IRS Employer Identification No.)

800 Connecticut Avenue, Norwalk, Connecticut

(Address of principal office)

06854

(zip code)

N/A

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4c under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

On July 17, 2018, Booking Holdings Inc. (the "Company") entered into an agreement to invest \$500 million in Didi Chuxing through the purchase of preferred shares, and certain of the Company's brands agreed to enter into certain new commercial relationships with Didi Chuxing. A copy of the press release announcing the transactions is furnished with this Current Report as Exhibit 99.1.

The information furnished herewith pursuant to this Item 7.01 of this Current Report shall not be deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, and shall not be incorporated by reference into any registration statement or other document under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

Exhibit

[99.1](#) Press Release dated July 17, 2018

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BOOKING HOLDINGS INC.

By: /s/ Peter J. Millones

Name: Peter J. Millones

Title: Executive Vice President and General Counsel

Date: July 17, 2018

EXHIBIT INDEX

Exhibit No. **Description**

[99.1](#) Press Release dated July 17, 2018



Didi Chuxing and Booking Holdings Enter into Strategic Partnership

Booking Holdings Invests US \$500 Million in DiDi

Beijing, China and Norwalk, Conn., July 17, 2018-- Didi Chuxing (DiDi), the world's leading one-stop mobile transportation platform, and Booking Holdings (BKNG), the global leader in online accommodations and travel e-commerce, today announced that the two parties have entered into a strategic partnership.

Under the partnership, DiDi and Booking Holdings will leverage their technology capabilities and local operating expertise to offer more comprehensive and personalized quality travel experiences across the world. With the partnership, Booking Holdings' brands will have the ability to offer on-demand car service through their apps, powered by DiDi, and DiDi customers will have the option to book hotels through Booking.com or agoda. In addition, Booking Holdings has invested USD 500 million in DiDi, recognizing DiDi as a leader in the mobile transportation industry.

Stephen Zhu, Vice President for Strategy of Didi Chuxing, said, "Building on its leadership and expertise in the global online travel market, Booking is championing a digital revolution of travel experience. We look forward to seamlessly connecting every segment of the journey and improving everyone's traveling experience through more collaborative innovation with the Booking brands on product, technology and market development."

Todd Henrich, SVP and Head of Corporate Development for Booking Holdings, said, "DiDi has clear advantages in technology and scale in the shared mobility industry. We believe that together we can offer smarter transportation services to our brands' customers, and help DiDi's customers with seamless access to the products and services the brands in our company provide throughout the world."

Booking Holdings serves users and partners in more than 220 countries and territories through its major brands including Booking.com, agoda.com, KAYAK, priceline, Rentalcars.com and OpenTable. DiDi offers a full range of app-based transportation services for over 550 million users and continues to innovate in shared mobility and smart transportation across China, South America, Australia and Japan markets.

Through this partnership, the world's largest online travel platform and the world's largest mobility platform aspire to develop more customized travel solutions to build a more diversified travel eco-system.

About Booking Holdings

Booking Holdings Inc. (NASDAQ: BKNG) is the world leader in online travel and related services, provided to customers and partners in over 220 countries and territories through six primary brands-Booking.com, KAYAK, priceline, agoda.com, Rentalcars.com and OpenTable. The mission of Booking Holdings is to help people experience the world. For more information, visit BookingHoldings.com.

About Didi Chuxing

Didi Chuxing ("DiDi") is the world's leading mobile transportation platform. The company offers a full range of app-based transportation options for 550 million users, including Taxi, Express, Premier, Luxe, Hitch, Bus, Minibus, Designated Driving, Enterprise Solutions, Bike and food delivery. Daily rides have reached 30 million, allowing over 21 million drivers on the DiDi platform to find flexible work and income opportunities.

DiDi is committed to collaborating with cities, the taxi industry and communities to solve the world's transportation, environmental, and employment challenges with smart transportation

innovations. The company is working with a growing alliance of car industry players to build out an auto-solution and operation platform. Globally, DiDi is in a partnership network with Grab, Lyft, Ola, Uber, 99, Taxify, and Careem, reaching over 80% of the world's population and covering more than 1,000 cities. In 2018, DiDi launched its own-branded mobility services in Mexico and Australia. By continuously improving the user experience and creating social value, DiDi strives to build an open, efficient, and sustainable transportation ecosystem. For more information, please visit: www.didiglobal.com.