

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities
Exchange Act of 1934 (Amendment No. __)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

<input type="checkbox"/>	Preliminary Proxy Statement
<input type="checkbox"/>	CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14a-6(e)(2))
<input type="checkbox"/>	Definitive Proxy Statement
<input checked="" type="checkbox"/>	Definitive Additional Materials
<input type="checkbox"/>	Soliciting Material under §240.14a-12



Booking Holdings Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

<input checked="" type="checkbox"/>	No fee required.
<input type="checkbox"/>	Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11. (1) Title of each class of securities to which transaction applies: (2) Aggregate number of securities to which transaction applies: (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined): (4) Proposed maximum aggregate value of transaction: (5) Total fee paid:
<input type="checkbox"/>	Fee paid previously with preliminary materials.
<input type="checkbox"/>	Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing. (1) Amount Previously Paid: (2) Form, Schedule or Registration Statement No.: (3) Filing Party: (4) Date Filed:

Your **Vote** Counts!

BOOKING HOLDINGS INC.

2021 Annual Meeting

Vote by June 2, 2021

11:59 PM ET



D49257-P47832

You invested in **BOOKING HOLDINGS INC.** and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the shareholder meeting to be held on June 3, 2021.**

Get informed before you vote

View the Proxy Statement & Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 20, 2021. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit www.ProxyVote.com

Control #

Smartphone users

Point your camera here and vote without entering a control number



Vote Virtually at the Meeting*

June 3, 2021

11:00 a.m. Eastern time

Virtually at:

www.virtualshareholdermeeting.com/BKNG2021









*Please check the meeting materials for any special requirements for meeting attendance.

THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming shareholder meeting. Please follow the instructions on the reverse side to vote these important matters.

BOOKING HOLDINGS INC.

2021 Annual Meeting
Vote by June 2, 2021
11:59 PM ET

Voting Items	Board Recommends
1. To elect eleven directors to hold office until the next annual meeting of stockholders and until their respective successors are elected and qualified. Nominees: 01) Timothy M. Armstrong 07) Nicholas J. Read 02) Glenn D. Fogel 08) Thomas E. Rothman 03) Mirian M. Graddick-Weir 09) Bob van Dijk 04) Wei Hopeman 10) Lynn M. Vojvodich 05) Robert J. Mylod, Jr. 11) Vanessa A. Wittman 06) Charles H. Noski	 For
2. Advisory vote to approve 2020 executive compensation.	 For
3. Management proposal to amend the Company's 1999 Omnibus Plan.	 For
4. Ratification of Deloitte & Touche LLP as our independent registered public accounting firm for the fiscal year ending December 31, 2021.	 For
5. Management proposal to amend the Company's Certificate of Incorporation to allow stockholders the right to act by written consent.	 For
6. Stockholder proposal requesting the right of stockholders to act by written consent.	 Against
7. Stockholder proposal requesting the Company issue a climate transition report.	 Against
8. Stockholder proposal requesting the Company hold an annual advisory stockholder vote on the Company's climate policies and strategies.	 Against

NOTE: Such other business as may properly come before the meeting or any adjournment thereof.