



## Booking Holdings Agrees to Acquire Venga

May 2, 2019

### Booking Holdings' brand OpenTable and Venga will join forces to further improve restaurant hospitality

NORWALK, Conn., May 2, 2019 /PRNewswire/ -- Booking Holdings Inc. (NASDAQ: BKNG) today announced it has entered into an agreement to acquire Venga, a guest management platform for restaurants and other businesses. Founded in 2010 and headquartered in Washington, D.C., Venga's SaaS technology enables its clients to enhance and personalize the customer experience. Following the acquisition, Venga will align closely with Booking Holdings' brand OpenTable to further improve offerings for its 51,000+ restaurant partners.



"Diners increasingly expect personalized experiences, and restaurants are looking for data to better serve their guests," said Andrea Johnston, Chief Operating Officer of OpenTable. "We're eager to incorporate Venga's services directly into our GuestCenter platform and help our restaurant partners deliver superior hospitality."

"It's a natural fit," said Sam Pollaro, Cofounder and CEO of Venga. "Joining the Booking Holdings family will allow us to bring our comprehensive suite of tools - personalized service, targeted marketing, feedback management and actionable analytics - to thousands more businesses."

Venga Cofounder and Chief Evangelist Winston Lord said, "Diners crave personalization. This will revolutionize the restaurant industry and enrich the way restaurants surprise and delight their guests."

#### About Booking Holdings

[Booking Holdings](#) (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.com](#), [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 OpenTable

[OpenTable](#), part of Booking Holdings, Inc. (NASDAQ: BKNG), is the world's leading provider of online restaurant reservations, with more than 51,000 restaurants globally using its software to seat over 120 million diners monthly. OpenTable helps diners discover and book the perfect table and helps restaurants deliver personalized hospitality to keep guests coming back.

CONTACT: Kim Soward, Booking Holdings, [kimberly.soward@bookingholdings.com](mailto:kimberly.soward@bookingholdings.com)

 View original content to download multimedia: <http://www.prnewswire.com/news-releases/booking-holdings-agrees-to-acquire-venga-300842570.html>

SOURCE Booking Holdings Inc.