ArcStone Kingswood a Division of Kingswood Capital Partners, LLC

Initiating Coverage

Travel

Equity Research

NextTrip, Inc. (OTC: NTRP)

Rating: BUY

Price Target: $5.00
Share Price: $2.12

Greg Mesniaeff
gmesniaeff@kingswoodus.com

Company Data

Average Daily Volume (M)	0.0784
52-Week Range	1.80-5.20
Shares Outstanding (M)	14.50
Market Cap (M)	28.41
Enterprise Value (M)	30.20
Total Cash (M), mrq	1.7
Total Debt (M)	3.48
Total Debt to Cap	0.37

Estimates

FYE: Feb		2027E	2028E
EPS	Q1	($0.09)	N/A
	Q2	($0.08)	N/A
	Q3	($0.05)	N/A
	Q4	($0.03)	N/A
	FY	($0.25)	($0.08)
P/E		NMF	NMF
Rev	Q1	$1,295.14	N/A
	Q2	$2,072.22	N/A
	Q3	$3,004.72	N/A
	Q4	$3,605.67	N/A
	FY	$9,977.75	$13,170.63
EV/Sales		3.2x	3.1x

One-Year Performance Chart

June 29, 2026

Investment Thesis:

We are initiating coverage of NextTrip, Inc. with a Buy rating and a $5 twelve-month price target. In our view, the company is currently redefining the current demand and procurement profile of leisure travel in the United States, transitioning it from being largely transactional to being experiential in form. We note that the company has been building an end-to-end experiential travel ecosystem grounded in its broadening travel media assets, which dovetail seamlessly into travel booking platforms. The entire ecosystem is designed to let customers get inspired by travel, customize their curated itineraries, and share their experiences through social media. We further believe that NTRP shares are currently valued similarly to premium travel booking stories, which lack the synergy potential of media-driven idea generation. Over the next several quarters, we expect to see a series of strategic partnerships signed with travel agencies that we believe will accelerate NextTrip's revenue growth and movement towards profitability.

Key Investment Considerations:

Ecosystem combining aspirational travel with real bookings. NextTrip owns media channels and content that inspire imagination-driven travel plans, which are then easy to make through the company's travel commerce offerings. Rather than relying on low-margin, transaction-focused platforms geared towards individual bookings, NextTrip inspires consumers to discover and create a travel vision through their media offerings, provide personalized options to design a customized, concierge-level itinerary, and helps customers reduce travel-related pain points on their journey. According to research by Expedia, 81% of Gen Z and Millennial travelers plan trips based on what they've seen on their device screens, and over 50% prefer to pay a premium to de-risk their travel plans.

A multi-point monetization framework. NextTrip's monetization begins with the consumption of its travel media content, followed by customer engagement with its portfolio of travel commerce platforms. The media acts as an effective lead generator and demand driver, bringing customers to the company's commerce portals for high-value, higher margin itinerary-based bookings. The media-to-platform handoff remains a highly sticky framework, with over 60% of inspired travel customers using NextTrip's proprietary and partner booking platforms rather than looking at high-volume third-party portals like Expedia.

Content-to-Commerce Platform. The Company positions its ecosystem as vertically integrated, designed to capture consumer engagement through travel content and media channels, then convert that engagement into bookings through proprietary and partner platforms. The integration of media and booking infrastructure differentiates NextTrip's positioning relative to pure-play online travel agencies by aligning travel inspiration directly with transaction capability.

Travel Advisor Enablement. NextTrip supports travel advisors by providing booking infrastructure and direct supplier access. With over 170 independent travel agents enrolled at launch during the beta phase of its proprietary Travel Agent Booking Platform, the Company aims to monetize transactions across multiple travel verticals, including hotels, cruises, group travel, and experiential packages.

Media-Driven Discovery. The Company owns and operates travel-focused media properties, including JOURNY TV, GoUSA TV, TravelMagazine.com and has just launched a 50/50 JV with KC Global Media (the former Sony Executives streaming business in SE Asia) that has over 90 million pay subscribers and others on Streaming platforms. Together, these initiatives significantly expand NextTrip's global footprint across dozens of platforms, reaching audiences in approximately 80 countries, and expected to broadcast to approximately 250 million Connected TV, mobile and online viewers around the globe in 2026. These function as travel discovery and content distribution channels within the broader content-to-commerce ecosystem.

Our earnings estimates assume a base-case growth scenario. We are modeling FY'27 and FY'28 revenue of $9.98M and $13.17M, respectively. Our revenue assumptions are conservative, and do not take into account the possibility of better-than-expected revenue contributions from the company's travel agency sales programs set to begin in July, 2026, which will likely produce higher margins and improved visibility on recurring revenues.

Our 12-month price target on NTRP is $5, based on a full valuation of NTRP shares trading at a multiple of just over 6x our FY'28 revenue estimate of $13.2M, which represents a slight premium to current peer group multiples. We note, however, that NTRP's peers lack a synergistic media complement to their largely transaction-based revenue models, making their growth prospects more linear and more limited. We believe that the company's ecosystem-based business model is innovative and differentiated, and thus deserves a valuation premium.

Company Overview

NextTrip, Inc. operates as a digital travel marketplace combining booking technology, advisor enablement tools, and owned travel-focused media assets. NextTrip's operating model is structured around four verticals: direct-to-consumer travel booking, B2B travel advisor platform services, luxury and experiential travel distribution, and media-driven travel discovery and content monetization.

The company operates in two segments, Travel and Media. The Travel segment offers NXT2.0, a travel booking engine that supports direct-to-consumer and advisor-assisted booking across leisure, luxury, cruise, group, and business travel verticals; NextTrip's Media segment includes JOURNY.tv, a travel media network, as well as TravelMagazine.com, an online travel publication that offers articles, guides, destination inspiration, and actionable travel content. The company was formerly known as Sigma Additive Solutions, Inc. and changed its name to NextTrip, Inc. in March 2024. NextTrip, Inc. is based in Santa Fe, New Mexico.

Business Segment Highlights

- Vertically integrated content-to-commerce ecosystem spanning media and travel booking
- Four strategic acquisitions completed in FY2026 (Five Star Alliance, TA Pipeline, JOURNY, GoUSA TV)
- Proprietary interactive video overlay technology (perpetual license) enabling in-content booking
- Global media reach projected at ~250 million viewers in 2026 via KC Global Media JV
- Inventory access to 4M+ properties through Expedia and Nuitee integrations
- 170+ independent travel agents enrolled in proprietary booking platform at beta launch

Business Segment Overview

NextTrip has assembled a diversified portfolio of travel and media assets through a combination of internal development and strategic acquisitions. Each asset serves a distinct role within the Company's vertically integrated content-to-commerce ecosystem, spanning luxury accommodations, group travel, advisor enablement, and media distribution.

Five Star Alliance
LUXURY TRAVEL | 100% Owned
Segment: Luxury Travel Distribution
Listed Hotels: 5,000+ luxury properties
Verticals: Hotels, Cruises, Experiences
Acquisition: FY2025

Five Star Alliance is a luxury travel booking platform and curated marketplace specializing in high-end hotel accommodations and premium travel experiences worldwide. The platform does not own hotels; rather, it aggregates and distributes inventory from over 5,000 luxury properties globally, functioning as a discovery and booking channel for discerning travelers seeking four-and five-star accommodations. Five Star Alliance maintains direct relationships with luxury hotel brands and independent properties, offering curated editorial content, expert recommendations, and exclusive rates. The platform serves as NextTrip's entry point into the higher-margin luxury travel segment, where average booking values and commission rates exceed those of mainstream online travel agencies.

TA Pipeline LLC
GROUP TRAVEL | Acquired August 2025
Segment: B2B Group Travel
Focus: Caribbean & Mexico Resorts
Projected Revenue: ~$8M (at acquisition)
Acquisition Date: August 12, 2025

TA Pipeline operates as a B2B group travel booking and supplier connectivity platform, servicing travel agencies and advisors who organize group bookings to premier resort destinations across the Caribbean and Mexico. The platform handles the logistics of group travel coordination, including weddings, reunions, incentive programs, corporate retreats, and large leisure gatherings, segments that require specialized supplier relationships, block room inventory management, and multi-party coordination that mainstream OTAs are not designed to handle. TA Pipeline connects travel advisors directly with resort partners, streamlining the quoting, booking, and group management workflow. Following participation at the Cancun Travel Mart, interest expanded beyond leisure-focused agencies to include travel management companies and corporate group planners, signaling potential expansion into adjacent B2B verticals.

Travel Agent Booking Platform
B2B INFRASTRUCTURE | Proprietary
Segment: Advisor Enablement
Agents Enrolled: 170+ at beta launch
Supplier Partners: Expedia, Nuitee (4M+ properties)
Status: Live (Beta)

NextTrip's proprietary Travel Agent Booking Platform is a next-generation B2B infrastructure tool designed to modernize how independent travel advisors search, compare, and book travel inventory. The platform integrates directly with major supplier networks, including Expedia and Nuitee, providing advisors access to over 4 million hotel properties alongside cruise, tour, and experiential travel inventory. The platform addresses a gap in the market: independent travel advisors often lack the technology infrastructure available to large agency networks, relying on fragmented supplier portals and manual workflows. NextTrip's platform consolidates these into a single booking environment with real-time availability, commission tracking, and client management tools. This platform forms the operational backbone of NextTrip's B2B strategy, designed to generate recurring transaction-based revenue as advisor enrollment scales beyond the initial beta cohort.

JOURNY, GoUSA TV & Media Assets
MEDIA | Content-to-Commerce

JOURNY Viewers: ~17M monthly (global)
GoUSA TV Reach: 200M+ cumulative viewers
Platforms: FAST, VOD, iOS, Roku, Android
Key Partners: KC Global Media, Ben Higgins

NextTrip owns and operates a portfolio of travel-focused media properties that serve as the content layer of its content-to-commerce ecosystem. JOURNY is a premium travel entertainment channel distributing original and curated programming across FAST (free ad-supported streaming) and VOD platforms, with a dedicated watch.Journy.tv platform and native applications on Apple iOS, Roku, and Android. JOURNY Originals, a 21-title original programming initiative, includes six premium series and a new eight-episode destination wedding series hosted by Ben Higgins. GoUSA TV, acquired in February 2026, is a free ad-supported travel entertainment channel available on more than 20 platforms in over 100 countries, providing immediate international distribution scale. Through a joint venture with KC Global Media Entertainment LLC, founded by former Sony executives Andy Kaplan and George Chien, NextTrip is scaling JOURNY across India, Southeast Asia, and Australia/New Zealand. The media portfolio is designed to generate revenue through advertising, branded content integrations, and NextTrip's proprietary interactive video overlay technology, which enables in-content booking capabilities.

NextTrip's competitive positioning as an ecosystem-focused service provider deriving revenue from multiple monetization points on the value chain is well-illustrated by the following chart:

NextTrip Revenue Channels vs. Competitors

NextTrip, Inc. | 2026

NextTrip offers integrated solutions across the entire travel value chain

	NextTrip		Expedia	Booking.com	HYATT	TRAVELZOO	TripActions	TRAVEL+LEISURE
Conversion – Focused Technology	Current	Future						
Leisure Travel Booking Platform	✓		✓	✓	✓			
Business Travel Booking Platform		✓	✓				✓	
Alternative Lodging Booking Platform	✓		✓	✓				
Travel Agent Solutions		✓			✓			
Automated Groups Booking Tool	✓							
Technology Licensing & SaaS	✓				✓			
Top-Of-Funnel Engagement & Media Solutions								
Travel Media Solutions	✓				✓	✓		✓
JOURNY FAST and VOD Channels	✓							
Customer Focus								
Concierge Level Customer Service	✓				✓			

Source: NextTrip, Inc.

Industry Overview

NextTrip operates at the intersection of travel technology and media -- two sectors experiencing structural convergence driven by digital transformation and changing consumer behavior. The Company's content-to-commerce model positions it within segments experiencing sustained structural demand.

Global travel and tourism demand has largely recovered to pre-pandemic levels, with continued expansion projected into 2026 and beyond. According to the UN World Tourism Organization, international tourist arrivals reached approximately 1.4 billion in 2024, representing an 11% increase over 2023 and a return to roughly 99% of 2019 levels. Momentum continued through 2025, with full-year international arrivals reaching approximately 1.4 billion, near pre-pandemic peak levels.
The World Travel & Tourism Council estimated that in 2025 the sector contributed approximately $11.7 trillion to global GDP, equivalent to more than 10% of worldwide economic activity. Visitor spending is projected at approximately $2.1 trillion, surpassing prior peak levels and reflecting resilient demand across both leisure and premium travel segments.

Post-pandemic demand resurgence. According to industry research firm Phocuswright, the U.S. travel agency market is experiencing a robust resurgence, driven by strong demand, rising prices, and an evolving advisor landscape. After the pandemic, in 2023, gross bookings surged 28% to reach $109.7 billion, continuing the post-pandemic rebound. While the pace of growth is expected to continue to moderate beyond 2026, travel agency sales are projected to rise, with leisure agencies leading the way and corporate travel agencies regaining ground.

Phocuswright also notes that the advisor landscape is also shifting, with new entrants replacing traditional travel agencies and reaching customers increasingly online. Home-based independent contractors continue to dominate, while travel traditional agency offices are starting to regain share as they adjust their marketing strategies. Travel advisors cater to an affluent and engaged clientele: 73% of clients are over 40, and 58% have incomes exceeding $100K. Personal relationships and expertise remain key selling points, while price is a lesser factor in why travelers book with advisors.
Marketing strategies continue to favor digital engagement, with email, Facebook, and Instagram leading promotional efforts. TikTok's adoption is growing, though it remains secondary. Meanwhile, generative AI awareness is high (86%), but adoption among advisors remains limited.

Media-driven travel discovery. Digital channels continue to dominate travel discovery and booking behavior, reinforcing the role of online platforms and integrated booking ecosystems in capturing demand. According to an Expedia Group study (October 2025), video has become a primary driver of destination choice and booking behavior, significantly outperforming static images and traditional travel advertising. Approximately 81% of Gen Z and Millennial travelers report planning trips based on content they have seen on screen. This behavioral shift supports the thesis behind NextTrip's content-to-commerce model, where travel media content serves as an inspiration layer designed to drive measurable booking intent rather than functioning solely as entertainment.

Management Team

NextTrip is operated by a management team with deep domain experience in the travel and the leisure media industries:

William Kerby has served as the Chief Executive Officer since December 29, 2023. Mr. Kerby has over two decades of experience in the travel and media industries, and approximately a decade of experience in the financial industry. He acted as the architect of the NextTrip model, overseeing the development and operations of the Travel, Real Estate and Television Media divisions of the company. From January 2023 to December 2023, Mr. Kerby served as the Chief Executive Officer of NextTrip Group, LLC. Mr. Kerby served as the Co-Chief Executive Officer of NextPlay Technologies, Inc. (formerly Monaker Group, Inc.) from September 2021 to January 2023. From July 2008 to September 2021, Mr. Kerby was the Chief Executive Officer of Monaker Group, Inc. During that time, Mr. Kerby also served as Chief Executive Officer of NextPlay Media from 2009 through 2020 as well as the Chief Executive Officer of the company's real estate holding Verus International, Inc. (formerly Realbiz Media Group, Inc.) from October 2012 until August 2015 and on the board of directors until April 2016. From April 2002 to July 2008, Mr. Kerby served as the Chief Executive Officer of various media and travel entities that ultimately became part of Extraordinary Vacations Group. Prior to that, Mr. Kerby worked in the financial industry as an investment advisor. Mr. Kerby graduated from York University with a Specialized Honors Economics degree.

John McMahon has served as Chief Operating Officer, Travel Division since February 7, 2025. He brings 28 years of experience in consumer and trade travel media. For the past seven years, Mr. McMahon served as the Chief Executive Officer and majority shareholder of Five Star Alliance, a leading travel agency known for its curated collection of over 5,000 five-star hotels and more than 35 cruise lines. In 2018, he successfully led a management buyout of Five Star Alliance from Questex Media and Shamrock Capital. From 1997 to 2018, Mr. McMahon held various leadership roles over a 20-year tenure at Questex Media. As Executive Vice President of the Travel & Hospitality Group, he oversaw global travel media and event assets including Travel Agent Magazine, Luxury Travel Advisor, Premier Hotel & Resorts, Travel Agent University, Ultra Summit, Global Meeting & Incentive Travel Exchange, Hotel Management, Hotel Design, and the International Hotel Investment Forums. He was instrumental in transitioning traditional media and event properties into high-margin digital platforms. Earlier in his career, from 1987 to 1997, Mr. McMahon worked at a trade media company, Putman Publishing. He has served on multiple advisory boards, including the Starwood Hotels Luxury Board and Fairmont Hotels & Resorts. Mr. McMahon holds a Bachelor of Science degree in Education (B.S.Ed.) from Rider University.

Frank Orzechowski has served as Chief Financial Officer, Treasurer, principal accounting officer, principal financial officer, and Corporate Secretary since July 1, 2019. Prior to joining the Company, Mr. Orzechowski served as the Chief Financial Officer of Storm Harbour Partners LP, an independent global markets and financial advisory firm since September 2013. From May 2013 to August 2013, Mr. Orzechowski served as a contract Chief Financial Officer for Etouches Inc., a cloud-based event management software company, to assist with financial matters in connection with that company's planned equity financing. He received his BS in Business Administration with a major in Accounting from Georgetown University.

Financial Overview

NextTrip remains in the early commercialization phase of its integrated travel booking and media platform strategy. For the nine months ended November 30, 2025 (Q3 FY2026), the Company generated USD $2.10 million in revenue, a 402% increase from $418 thousand in the prior-year comparable period. Despite platform expansion and recent acquisitions, the Company reported a net loss of USD $(10.63) million, driven primarily by professional service fees, organization costs, salaries, technology costs, and acquisition-related expenses.

Revenue and Profitability. Revenue growth reflects the contribution of acquisitions completed during FY2026, particularly Five Star Alliance and TA Pipeline LLC. Q3 FY2026 revenue of $1.20 million represented a 1,508% increase from $74,635 in Q3 FY2025, driven by travel booking commissions and related services. The company's margin profile has improved sequentially, with Q3 FY2026 generating positive gross profit of $217,478 compared to a gross loss of ($2,116) in the prior-year quarter. Operating expenses of $11.35 million for the nine-month period were dominated by professional service fees ($4.39M), organization costs ($2.52M), salaries and benefits ($2.06M), and technology costs ($879K). The operating loss of $(10.93) million reflects the significant fixed cost base relative to the early-stage revenue profile.

Cash Flow and Liquidity. Operating cash flow for the nine months ended November 30, 2025, reflected net cash used of approximately $(2.24) million after adjusting for significant non-cash charges including stock-based compensation ($2.51M), depreciation and amortization ($696K), and amortization of prepaid expenses ($2.38M). Financing activities generated approximately $3.60 million, largely through equity issuances and convertible instruments.

With cash of $2.43 million against current liabilities of $5.05 million, the company maintains a working capital deficit of approximately $(750K). The company's 10-Q discloses substantial doubt about its ability to continue as a going concern without additional capital. However, the subsequent December 2025 private placement ($3.0 million) has improved the near-term liquidity position. We expect additional financing events to be announced in the course of FY'27 and beyond.

Key assumptions of our earnings model. We are modeling total revenue of $9.98M for FY'27 and a FY'27 gross margin of 10.2%. For F'Q1 our revenue estimate is $1.3M and a gross margin of (14.6%). We expect NTRP's profitability to begin improving significantly in F'Q3 and F'Q4, as the benefits of the company's travel agency program, set to launch in July of this year, begins to generate incremental revenue increases, leading to what we see as a sharp increase in gross margins in 2H of FY'27. NextTrip already has over 100 agents signed up for this program, and management expects a significant ramp in agency partnerships to generate over $800K per month in incremental revenue.
We are also modeling SG&A expense of about $1.1M per quarter. For F'Q1, our EPS estimate is ($0.09) on ~14.5M diluted shares outstanding; for FY'27, we estimate EPS of ($0.25). Our FY'28 estimate is ($0.08) per share on total revenue of $9.977M, and for FY'28 our estimate is ($0.08) on total revenue of $13.170M.

Our 12-month price target on NTRP is $5, based on a full valuation of NTRP shares trading at a multiple of just over 6x our FY'28 revenue estimate of $13.2M, which represents a slight premium to current peer group multiples. We note, however, that NTRP's peers lack a synergistic media complement to their largely transaction-based revenue models, making their growth prospects more linear and more limited. We believe that the company’s ecosystem-based business model is innovative and differentiated, and thus deserves a valuation premium.

NextTrip, Inc. **NTRP (NASDAQ)**												
Fiscal Year Ends in February	**FY2025 FEB'25**	**FQ1'26 MAY '25**	**FQ2'26 AUG '25**	**FQ3'26 NOV '25**	**FQ4'26 FEB '26**	**FY2026 FEB'26**	**FQ1'27E MAY '26**	**FQ2'27E AUG '26**	**FQ3'27E NOV '26**	**FQ4'27E FEB '27**	**FY2027E FEB'27**	**FQ2028E FEB '28**
GAAP Income Statement												
Sales	501.42	138.83	757.65	1,200.13	1,618.92	3,715.53	1,295.14	2,072.22	3,004.72	3,605.67	9,977.75	13,170.63
Cost of Goods Sold (COGS) incl. D&A	3,909.89	1,141.81	1,504.24	1,924.41	2,587.64	7,158.09	1,484.35	2,152.31	2,475.16	2,846.43	8,958.26	9,943.66
COGS excluding D&A	3,196.66	935.16	1,287.61	1,651.78	2,185.73	6,060.29	1,283.72	1,951.68	2,274.53	2,645.80	8,155.74	9,080.96
D&A Expense	713.24	206.65	216.63	272.63	401.90	1,097.81	200.63	200.63	200.63	200.63	802.52	862.70
Depreciation	98.26	0.63	0.63	0.63	0.63	2.52	0.63	0.63	0.63	0.63	2.52	2.70
Amortization of Intangibles	614.98	206.02	216.00	272.00	401.27	1,095.29	200.00	200.00	200.00	200.00	800.00	860.00
Gross Profit	(3,408.47)	(1,002.98)	(746.59)	(724.28)	(968.71)	(3,442.57)	(189.21)	(80.09)	529.56	759.23	1,019.49	3,226.96
Gross Margin (%)	-679.8%	-722.5%	-98.5%	-60.4%	-59.8%	-92.7%	-14.6%	-3.9%	17.6%	21.1%	10.2%	24.5%
SG&A Expense	3,687.90	3,591.58	2,372.38	2,274.41	3,907.84	12,146.21	1,100.00	1,100.00	1,300.00	1,300.00	4,800.00	4,500.00
Pct. Of Sales (%)	735.5%	2587.1%	313.1%	189.5%	241.4%	326.9%	84.9%	53.1%	43.3%	36.1%	48.1%	34.2%
Other Operating Expense	317.06	45.17	83.91	86.09	97.37	312.55						
EBIT (Operating Income)	(7,413.43)	(4,639.74)	(3,202.88)	(3,084.78)	(4,973.92)	(15,901.32)	(1,289.21)	(1,180.09)	(770.44)	(540.77)	(3,780.51)	(1,273.04)
Operating Margin (%)	-1478.5%	-3342.1%	-422.7%	-257.0%	-307.2%	-428.0%	-99.5%	-56.9%	-25.6%	-15.0%	-37.9%	-9.7%
Other Income - Net	(983.99)	540.25	593.00	189.52	344.17	1,666.94	100.00	100.00	100.00	100.00	400.00	400.00
Interest Expense	589.04	276.33	288.28	354.80	187.38	1,106.79	100.00	100.00	100.00	100.00	400.00	400.00
Extraordinary Expense - Net	1,134.58	70.10	0.00	25.50	463.86	559.46	0.00	0.00	0.00	0.00	0.00	0.00
Impairments					463.86							
Other Intangibles	0.00	0.00	0.00	0.00	463.86	463.86	0.00	0.00	0.00	0.00	0.00	0.00
Excpl Chrgs - Others	1,134.58	70.10	0.00	25.50		95.60						
Restructuring of Debt	1,134.58	70.10	0.00	25.50		95.60	0.00	0.00	0.00	0.00	0.00	0.00
Pretax Income	(10,121.04)	(4,445.93)	(2,898.16)	(3,275.57)	(5,280.98)	(15,900.63)	(1,289.21)	(1,180.09)	(770.44)	(540.77)	(3,780.51)	(1,273.04)
Equity in Earnings of Affiliates	(7.39)	(11.31)	0.00	0.00	0.00	(11.31)	0.00	0.00	0.00	0.00	0.00	0.00
Net Income (GAAP)	(10,128.43)	(4,457.23)	(2,898.16)	(3,275.57)	(5,280.98)	(15,911.93)	(1,289.21)	(1,180.09)	(770.44)	(540.77)	(3,780.51)	(1,273.04)
Per Share:												
EPS (diluted)	(5.84)	(0.69)	(0.39)	(0.37)	(0.38)	(1.83)	(0.09)	(0.08)	(0.05)	(0.03)	(0.25)	(0.08)
Diluted Shares Outstanding (M)		7.69	8.12	12.55	13.98	10.59	14.49	15.00	15.50	16.00	15.25	16.50
EBITDA	(6,700.19)	(4,433.09)	(2,986.25)	(2,812.15)	(4,572.02)	(14,803.51)	(1,088.59)	(979.46)	(569.81)	(340.14)	(2,977.99)	(410.34)
EBIT	(7,413.43)	(4,639.74)	(3,202.88)	(3,084.78)	(4,973.92)	(15,901.32)	(1,289.21)	(1,180.09)	(770.44)	(540.77)	(3,780.51)	(1,273.04)
Depreciation & Amortization Expense	713.24	206.65	216.63	272.63	401.90	1,097.81	200.63	200.63	200.63	200.63	802.52	862.70

Source: FactSet Fundamentals, ArcStone-Kingswood US estimates.

Risks to Our Price Target

Our price target may be negatively impacted by the following risk factors, as well as others common to early-stage growth companies:

Early-stage commercial development. Because the company is at an early stage of commercial development and has only nominal revenues to date and remains sub-scaled at the present time, its ability to implement its business plan depends on management's ability to successfully expand the company's supplier relationships, attract customers, and secure adequate capital to fund marketing and future product development. There can be no assurance that NextTrip will be able to do so.
Recent history of losses. NextTrip expects to continue to incur net losses and negative cash flows from operations for the foreseeable future as the company invests in technology enhancements, supplier relationships, media content, and marketing initiatives.

Competition. The U.S. travel market is highly competitive and rapidly evolving. The markets are dominated by a few key distributors, which has caused suppliers to look for viable alternatives that would diversify their business mix. NextTrip's Travel segment competes with online and offline travel companies targeting leisure and corporate travelers, including travel agencies, tour operators, travel supplier direct websites and their call centers, consolidators and wholesalers of travel products and services, large online portals and search websites, certain travel metasearch websites, mobile travel applications, social media websites, as well as traditional consumer eCommerce and group buying websites. These companies include Expedia, Booking.com, TripAdvisor, Sabre Corp., TravelZoo, and Airbnb. The Media segment competes with other travel content providers and streaming platforms for travel programming audiences and advertising spend, including larger media companies with substantially greater resources.

Seasonality. The company experiences seasonal fluctuations in the demand for Travel segment products and services. Traditional leisure travel bookings are generally highest in the first three quarters as travelers plan and book their spring, summer, and winter holiday travel. The number of bookings typically decreases in the fourth quarter. Because revenue for most of its travel products is recognized when the travel takes place rather than when it is booked, revenue typically lags bookings by several weeks to several months. As a result, although travel bookings through NextTrip's platforms tend to be highest from January to June, moderate from July through September, and low from October through December, the majority of revenue is recognized in the summer months (June, July, and August) and during the winter holidays (November and December). The Media segment revenues are also subject to seasonal advertising market conditions, with advertising spend typically higher in the second half of the calendar year.

Regulatory risk. NextTrip's business is impacted by travel-related regulations such as local regulation of alternative accommodations. Some parts of the business are already subject to certain requirements of the U.S. Department of Transportation ("DOT"), and as the company's offerings continue to diversify and expand, it may become subject to additional requirements of regulatory agencies worldwide
Industry risk. The company's revenue is derived from the global travel industry and would be significantly impacted by declines in, or disruptions to, travel activity, particularly air travel. Global factors over which

NextTrip has no control, but which could impact its clients' ability or willingness to travel and, depending on the scope and duration, cause a significant decline in travel volumes.

Financing risk. NextTrip will likely need to raise additional capital to continue operations over the next several quarters, and to support and expand the marketing and development of its products, repay debt obligations, provide capital expenditures for additional equipment and development costs, payment obligations, office space and systems for managing the business, and cover other operating costs until our planned revenue streams from all products are fully implemented and begin to offset its operating costs. Risks associated with additional capital raising include dilution to existing shareholders and increased financing costs. In the event the Company is unable to raise adequate funding in the future for its operations and to pay its outstanding debt obligations, the Company may be forced to scale back its business plan and/or liquidate some or all of its assets or may be forced to seek bankruptcy protection

Cybersecurity risk. Because NextTrip collects and uses personally identifiable information (PII) of distributors and travelers in the operation of its business, the company's systems may be vulnerable to computer viruses or physical or electronic break-ins. Anyone that is able to circumvent the company's security measures could misappropriate confidential or proprietary information, cause an interruption in operations, or otherwise damage the company's reputation and business. The company may need to expend significant resources to protect against security breaches or to address problems caused by breaches. Security breaches of its systems, or the systems of third parties relied upon, such as credit card processors, could damage the company's reputation and expose it to litigation and possible liability under various laws and regulations.

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