

# IONOS

## IONOS with full year 2024 results and guidance for 2025

- + 160,000 customers to 6.32 million
- + 9.6% revenue to €1,560.3 million
- + 15.9% adjusted EBITDA to €452.2 million
- Guidance 2025: adjusted EBITDA approx. +12.8% to approx. € 510 million

**Karlsruhe / Berlin, 27 March 2025.** IONOS Group SE continued its successful growth trajectory in the financial year 2024 and further increased revenue, EBITDA and the number of customers.

The customer base grew by around 160,000 to 6.32 million customers<sup>1</sup> in the financial year 2024 (2023: 6.16 million customers). Revenue increased by 9.6% to €1,560.3 million (2023: €1,423.7 million). Adjusted EBITDA increased by 15.9% to €452.2 million (2023: €390.3 million). The adjusted EBITDA margin increased accordingly to 29.0% (2023: 27.4%).

IONOS introduced a segment reporting in the financial statements for the financial year 2024. The “Digital Solutions & Cloud” segment includes revenues from the Web Presence & Productivity and Cloud Solutions business units as well as revenue with subsidiaries of the parent company United Internet. The “AdTech” segment includes revenue from digital advertising and domain trading.

Revenue in the Digital Solutions & Cloud segment rose by 11.6% to €1,248.1 million in the 2024 financial year (2023: €1,118.8 million) and adjusted EBITDA by 20.7% to €410.3 million (2023: €340.0 million). In the lower-margin AdTech segment, revenue increased only slightly by 2.4% to €312.2 million (2023: €305.0 million), while adjusted EBITDA decreased by 16.9% to €41.9 million (2023: €50.4 million), mainly due to a product transition in Domain Parking.

### Outlook

For the financial year 2025, the company expects adjusted EBITDA to grow by around 12.8% to approx. €510 million (2024: €452.2 million).

Revenue adjusted for currency effects in the core business (Digital Solutions & Cloud segment) is expected to grow by approx. 8% (2024: €1,248.1 million), with an adjusted EBITDA margin of approx. 35% (2024: 32.9%).

In the AdTech segment, revenue in 2025 is expected to be above previous year's level (2024: €312.2 million). This is due to the effects of a product changeover in domain parking that began in 2024 and will continue in 2025. In the medium term, the product changeover will have a positive impact on the segment's sustainable revenue and earnings performance.

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<sup>1</sup> Customer Numbers in the previous year adjusted retrospectively by -0.03 million customers, after harmonization of the policy at subsidiaries in the context of the annual financial statements as of 31 December 2024.

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