

FY 2025 Results Webcast

19 March 2026

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Forward-looking statements are provided to allow (potential) investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

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In the interests of clear and transparent reporting, financial presentations, the annual financial statements and interim statements of IONOS Group SE, as well as any ad-hoc announcements pursuant to Art.17 MAR and other financial information contain additional financial performance indicators to those required under International Financial Reporting Standards(IFRS), such as EBITDA, EBITDA margin, adjusted EBITDA, adjusted EBITDA margin, EBIT and free cashflow. Information on the use, definition and calculation of these performance measures is provided in the Annual Consolidated Financial Statements 2025 of IONOS Group SE or is explained in an associated footnote.



Achim Weiß

CEO



Patrik Heider

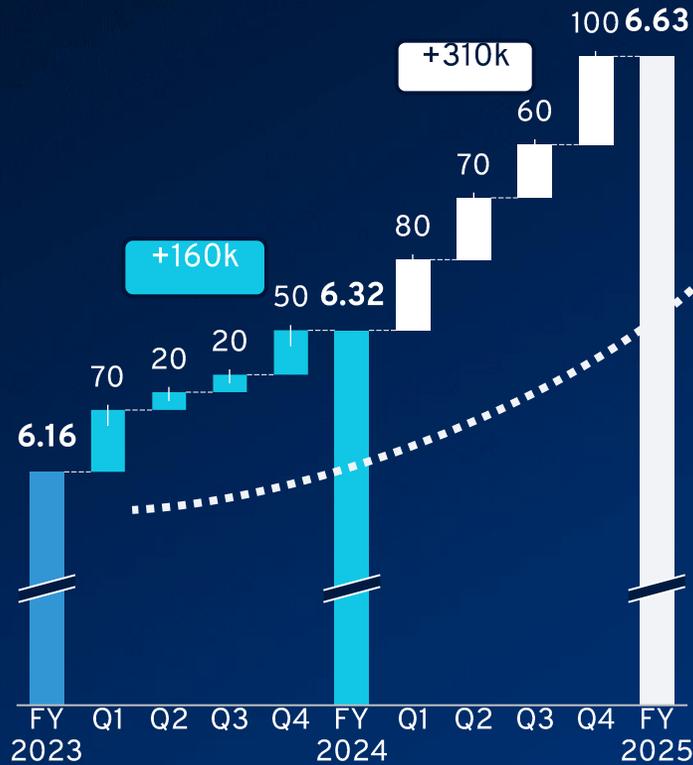
CFO

- Product / Business Update
- Financials Q4 / FY 2025
- Outlook
- Q&A

Growth Is Accelerating. So Is the AI Contribution.

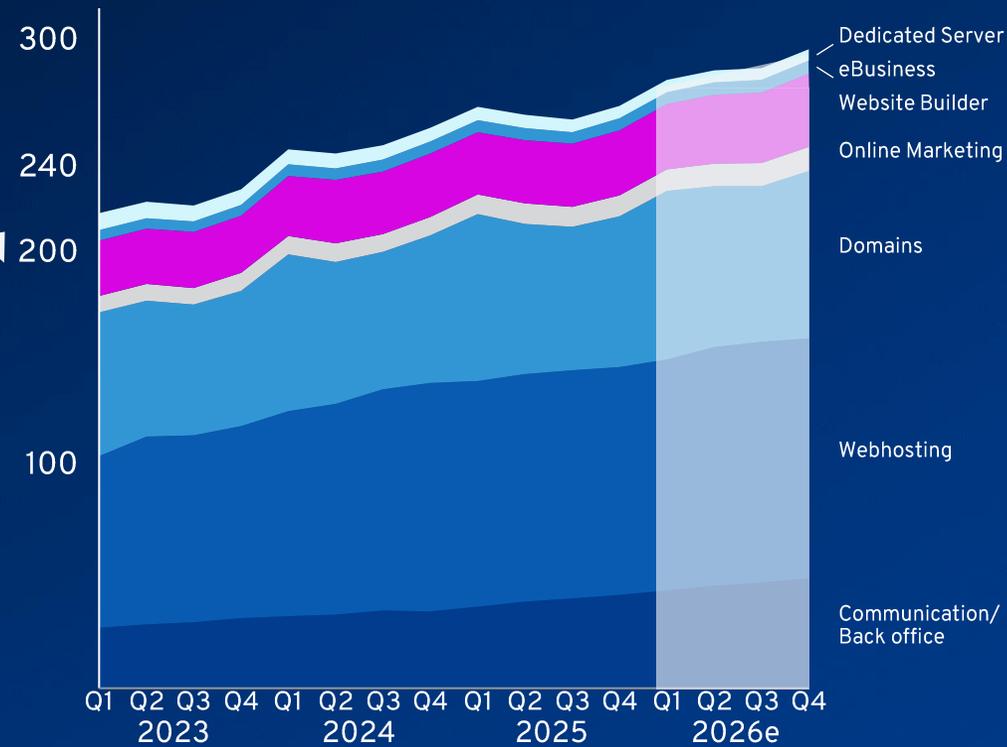
Customer growth

Customer inventory FY in mn /
Quarterly net additions in k



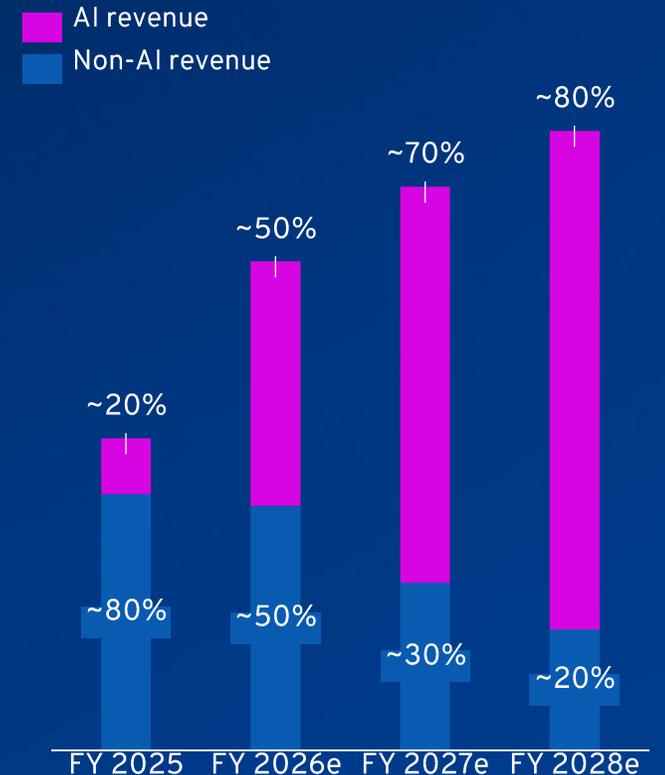
Revenue mix Web Presence & Productivity

Quarterly revenue in €mn



Momentum driving revenue growth¹

WPP revenue



1) Definition: Share of AI revenues in additional revenue WPP; AI revenue is defined as share of AI in MyWebsite, share of AI in Wordpress, Mail AI, Momentum; the size of the columns is for illustrative purposes only.

AI is already available across all our product lines

IONOS

Web Presence & Productivity

One-stop-shop for all digitalization needs of **SMBs** and **solo entrepreneurs**.



Domains



E-mail & Office



Web Hosting & Sitebuilder



E-commerce



Server Hosting



Value Added Services

AI Domain Search

AI Mail

AI Email Marketing Tool

IONOS GPT

AI-powered Website Builder

AI Phone Receptionist

WordPress AI Assistant

AI Online Marketing

Reputation Management

AI-powered e-commerce

AI SEO Tooling

GPU Server

Nextcloud Workspace

AI Integration



Cloud Solutions

Trusted European cloud provider for **SMBs** and **enterprises**



Public Cloud



Private Cloud



Bare Metal Cloud



Managed Services

AI Model Hub

Model Fine Tuning

GPU Server

n8n Image on VPS



AI Phone Receptionist – strong early traction

IONOS

- Recently launched in Germany and the US in early access and with limited marketing spend.
- Virtual employee that answers and manages business calls in natural, human-like speech across 20+ languages.
- Handles inquiries, books appointments, captures leads 24/7, and delivers structured call transcripts.
- Trained on the customer's website and uploaded knowledge – responds accurately and on-brand.
- Early experience survey showing high satisfaction.

~3,300

total orders since launch
DE & US

~80%

setup completion rate
Customers live and using the product

Ahead of plan

activation tracking above internal targets
Product still in early ramp-up phase; activation monitored across multiple usage thresholds

High satisfaction

Early customer experience survey DE & US
~50% customers rate their satisfaction as 4 or 5 out of 5



AI Phone Receptionist – real-world customer impact

IONOS

Customer Use Case – Office Planning Firm, Germany

- **Business:** SMB specializing in workplace consulting and New Work office concepts, ~15 employees
- **Challenge:** Consultants frequently in on-site client meetings and unable to answer incoming calls; missed calls led to lost leads and delayed follow-ups
- **Solution:** AI Phone Receptionist handles all incoming calls 24/7, captures caller intent, schedules appointments, and delivers structured transcripts via email
- **Result:** No more missed business calls; team can focus on core consulting work and follow up efficiently based on AI-generated call summaries

Key Benefits reported by Customers

- ✓ Easy onboarding
- ✓ 24/7 professional reachability
- ✓ On avg. 10hrs/week saved
- ✓ Accurate call transcripts
- ✓ Positive feedback from end customers
- ✓ Smart call filtering
- ✓ Valued information flow of callers' request

Additional sectors with the most active adoption

Consulting & IT

Shops & stores

Building services

"Customer feedback has been consistently positive. The AI assistant is perceived as professional, modern, and pleasant – it conveys a strong impression of a well-organized business."

– German SMB customer

"The agent learns fast and communicates effectively. She sounds friendly – obviously picking the phone up when I can't."

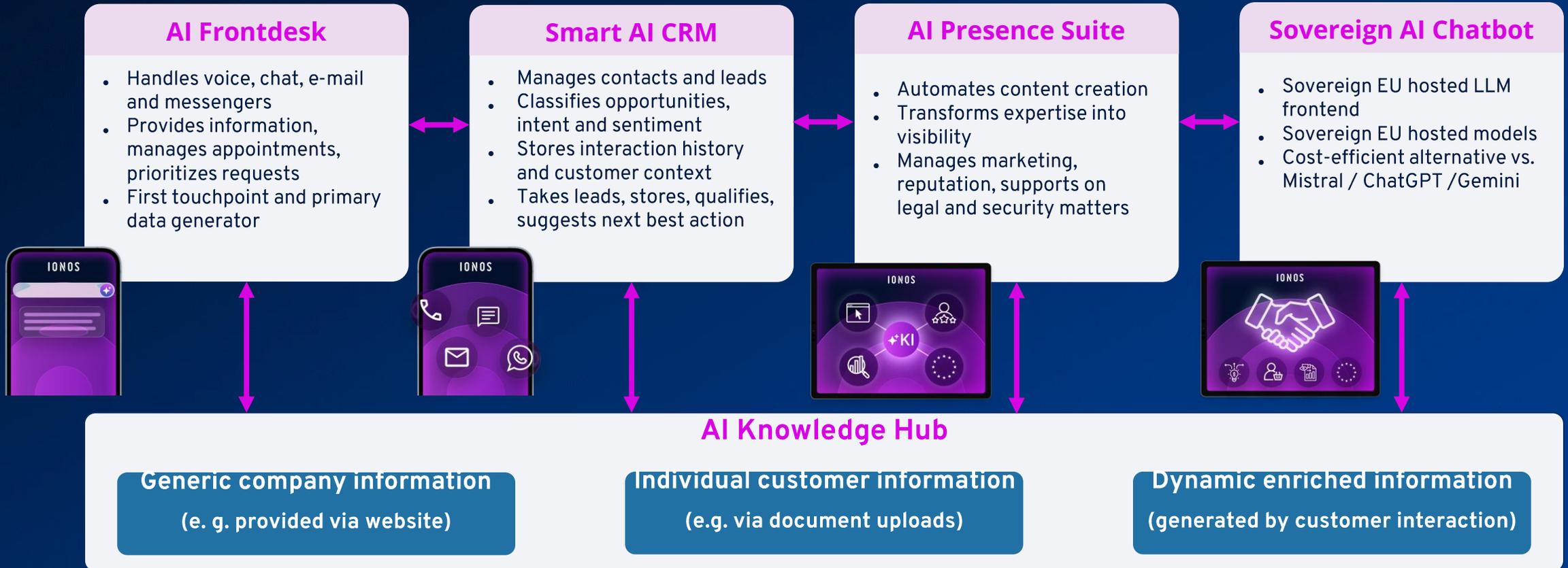
– US SMB customer

"It is a significant relief for me, since I work alone – I can focus on my core tasks. Even when I'm on the road."

– German solopreneur

Momentum – modular and interoperable ecosystem

IONOS



Momentum Team – Roadmap



AI Receptionist
US live



AI Knowledge Hub &
integrations



Dedicated use-cases/
workflows with
multiple agents

Nov 2025

Dec 2025

Q1 2026

H2 2026



AI Receptionist
DE live



Accelerated roll-out of the
AI Receptionist
+ countries/ + brands



Multi-channel
capabilities

Capturing the AI opportunity – Web Presence & Productivity

IONOS



WEBSITES: THE INDISPENSABLE LAYER

Central customer touchpoint: Websites are the single owned endpoint — for direct interaction, transactions, and brand identity.

LLMs need a source of truth: AI models pull from the web just like search engines — a well-maintained site is essential for discoverability in the AI era.

SMBs own the relationship: Direct website + email = full control over customer data, free from third-party platform risk.

Company DNA & trust signal: History, culture, and proof points live on the website — it cannot be replicated.

Full-stack reliability: Domain, hosting, email, security, and support can be bundled from day one — reducing complexity for SMBs.



AI UPSELL & GROWTH OPPORTUNITIES

AI-powered upsell: Agentic AI, GEO (Generative Engine Optimization), and MCP services are natural add-ons — high-value, high-margin revenue streams that expand ARPU.

AI lowers the barrier: Prompt-to-website capabilities accelerate SMB onboarding, improve product quality, and drive customers from Shared Hosting to higher ARPU products (e.g. MyWebsite).

Prompt-to-code expands TAM: Richer, more customizable websites increase per-customer revenue and stickiness.

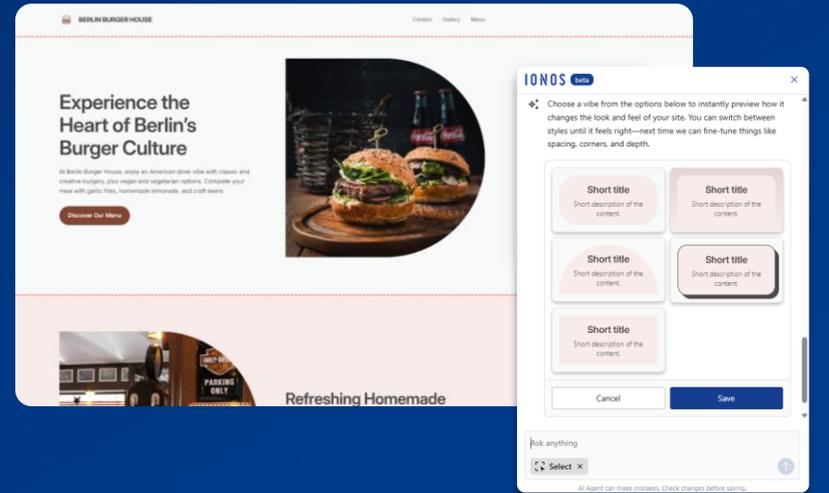
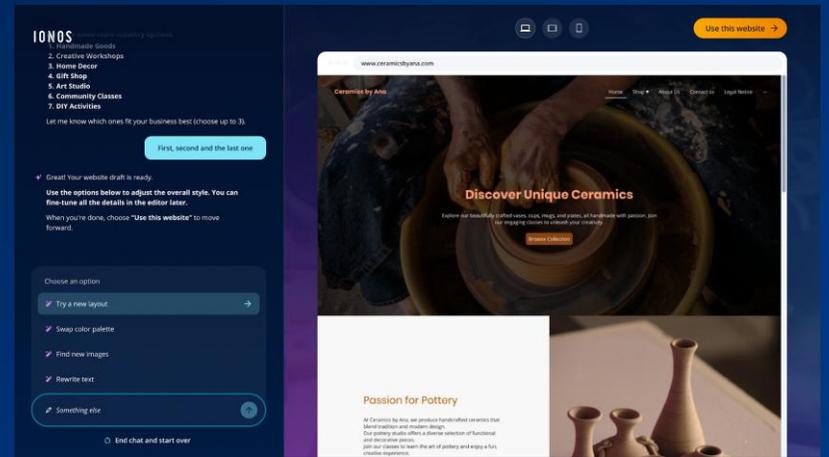
Localization & reach: Translation and localization services unlock expansion for SMB customers – driving cross-sell and long-term retention.

Digitalization tailwind: AI integration across the full product stack accelerates SMB digitalization — structurally growing the addressable market and creating natural upsell pathways.

IONOS sits at the **intersection of necessity and opportunity:** websites are becoming more strategic for SMBs; AI value to customers drives enhanced revenue opportunities

We can feel the “vibe”

- **AI creation embedded in the full stack:** Domain, email, hosting, security, and support — included from the start, driving higher attach rates and ARPU from day one.
- **MyWebsite: Vibe onboarding live since Feb 2026:**
 - Conversational AI generates a complete website from a business description with natural language.
 - New Editing Mode will provide additional prompt-to-editor capabilities (launch Q2 2026).
- **WordPress AI Assistant: AI meets the world's leading CMS:** Professional, fully customizable websites — now with AI-powered content generation, enhanced design controls, and site management built in.



IONOS is leveraging the “vibe coding” development into a customer acquisition and ARPU expansion engine

IONOS: A proven platform, a new AI opportunity



AI-FIRST OPERATIONS

AI-First by design: Deploying AI internally to drive operational efficiencies, automate workflows, and augment team capabilities at scale.

Extended AI product suite: Existing products enhanced with AI — from website builders to email, security, and cloud — create compounding value for customers.

Ecosystem lock-in: All AI products deeply integrated into the IONOS platform — embedding IONOS into customers' daily operations, increasing customer lifetime value and creating natural cross-sell opportunities.



SMB VALUE PROPOSITION

Purpose-built for SMBs: SMBs (>90% of revenue) need AI that is powerful yet simple, affordable, and delivers measurable ROI without in-house technical expertise.

Trusted AI partner: A single, intelligent, integrated product suite — saving time, cutting overheads, and driving growth so SMB owners can focus on running their business.

Tangible ROI, not complexity: IONOS translates AI capabilities into concrete business outcomes: more customers, lower costs, faster operations.



STRUCTURAL ADVANTAGES

European data sovereignty: GDPR-native infrastructure enables IONOS to offer data privacy guarantees that resonates strongly with EU SMBs.

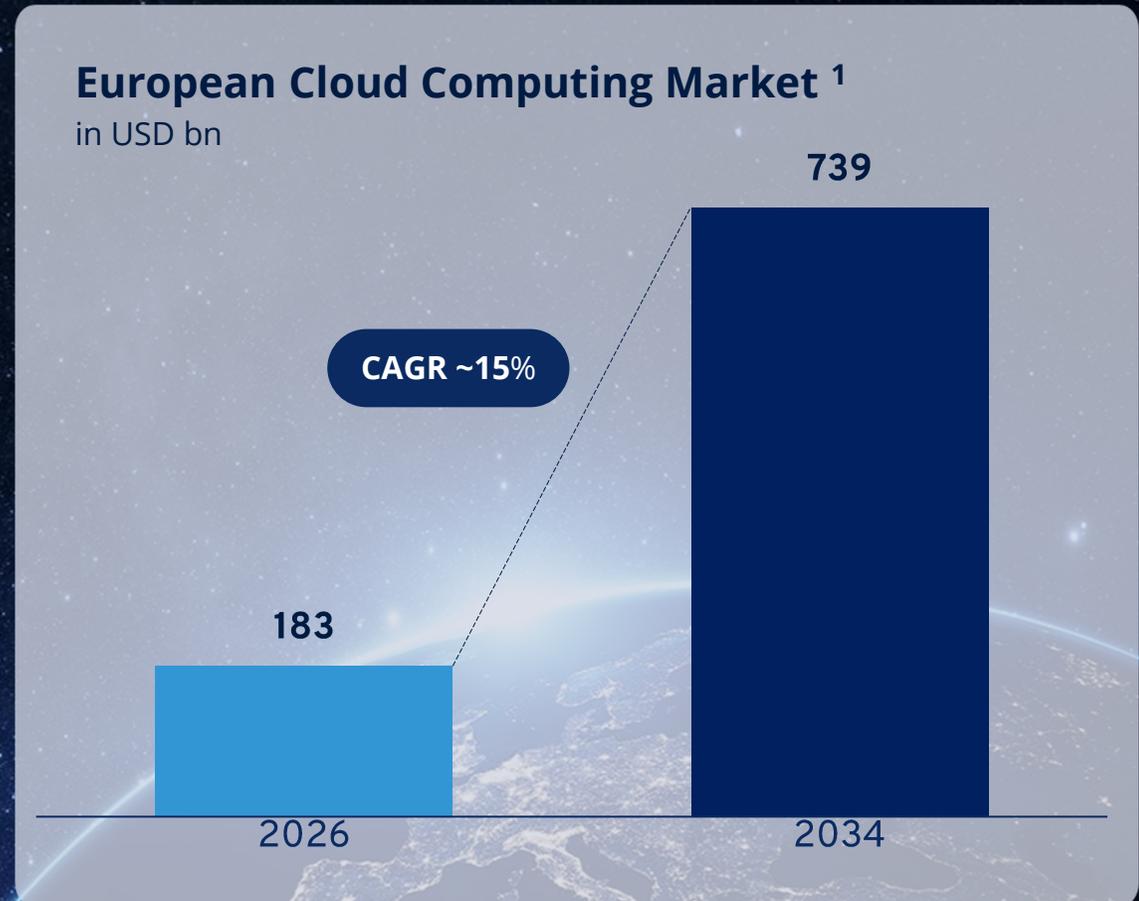
Secure cloud backbone: Proprietary European cloud provides the reliability, compliance, and trust that AI-powered products demand.

Indispensable at the core: Positioned as the central AI infrastructure layer for SMBs — a partner embedded in how they operate every day.

The **AI revolution is a growth accelerant for IONOS** — deepening the moat, expanding the addressable market, and driving ARPU expansion simultaneously

European Cloud: A Structural Growth Market. IONOS Is Scaling Up.

- Attractively growing European Cloud Computing market, driven by rising adoption of SaaS, hybrid cloud solutions, AI integration, and increasing demand for scalable digital infrastructure across industries.
- Significantly higher interest in digital sovereignty.
- Acceleration of revenue growth, mainly from SME and mid-market, but also higher revenues from the public sector.
- Further expansion of the Cloud product portfolio (GPUs, Private Cloud features, etc).
- Expansion of our successful partner network strategy, by adding new partners and leveraging our existing global partner relationships.
- After 2025 was a ramp-up phase, ITZBund is now in “continuous operations”.



1) European Cloud Computing Market, Dimension Market Research, Sept. 2025

Our financial performance and guidance for sustainable growth



Leading the European SMB digitalization

FY 2025 figures

Total

(prev. Digital Solutions & Cloud)

€1,317mn¹

Web Presence & Productivity

€1,086mn
Revenue (83%)

#1 #2



Market positions in 6 core European markets

~130mn²



Annual revenue in North America



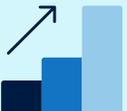
Exceptional EBITDA margins and cash conversion rates paired with strong growth

Cloud Solutions

€187mn
Revenue (14%)



Ready for profitability within the next year



EBITDA reinvested into future growth

€ 1,317mn Revenue¹

€ 485mn Adjusted EBITDA
EBITDA margin

€ 36.8% Adj.

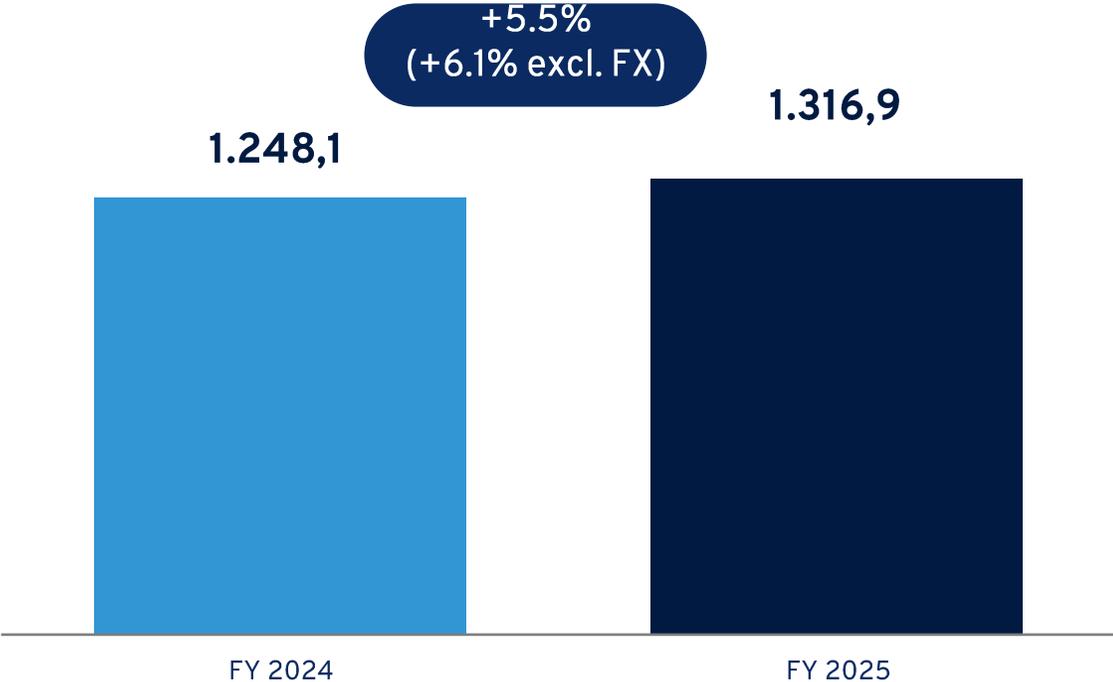
1) including ~€43mn revenue from hosting services to United Internet companies (3% of total revenue)

2) Annual revenue USA, Canada, Mexico

FY 2025 delivered strong growth and profitability

Sustainable growth with high visibility

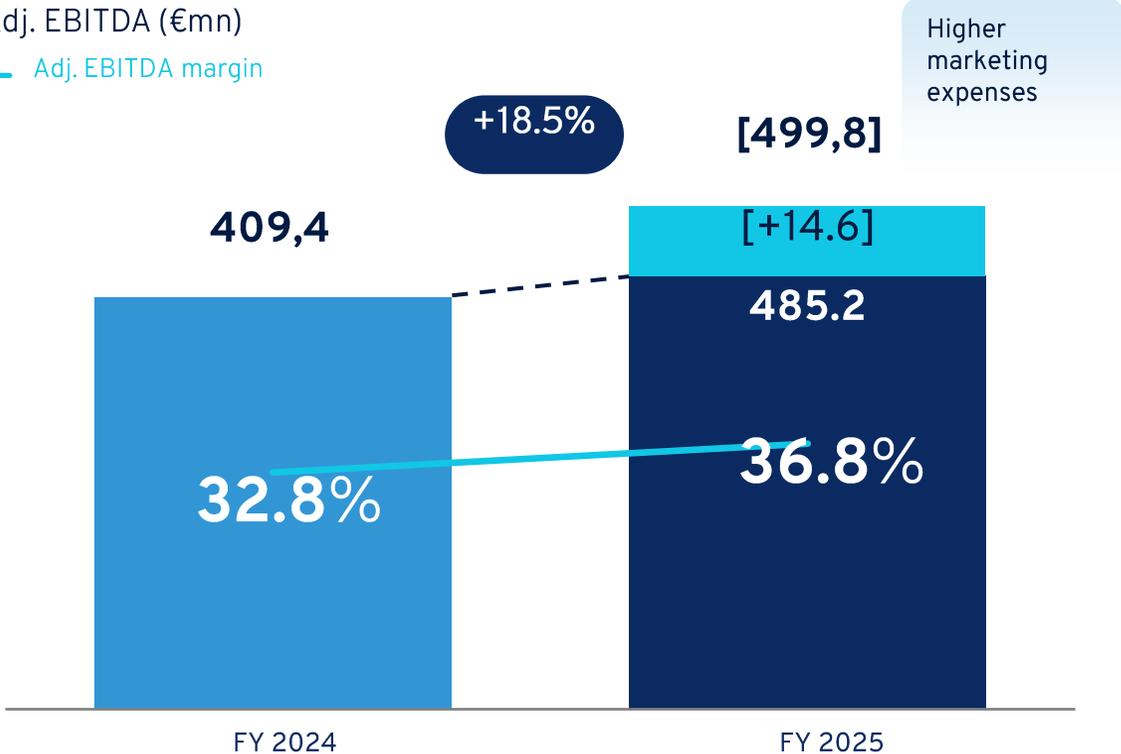
Total revenue (€mn)



Attractive profitability

Adj. EBITDA (€mn)

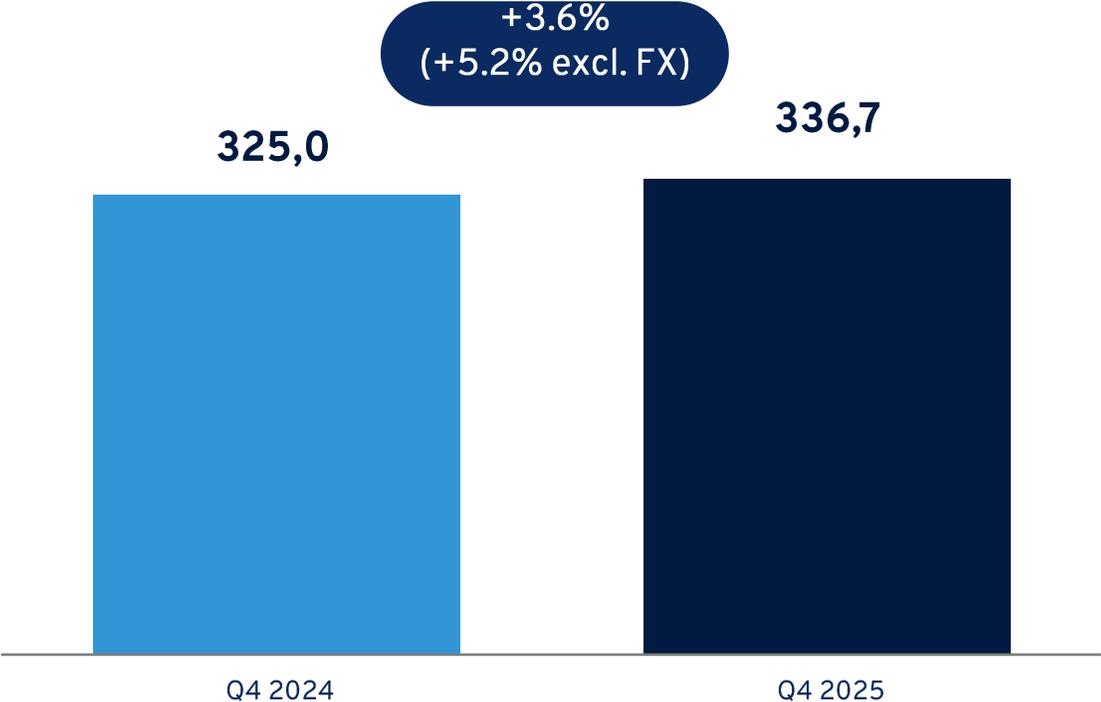
— Adj. EBITDA margin



Q4 2025 with continued growth and strong profitability

Robust growth with high visibility

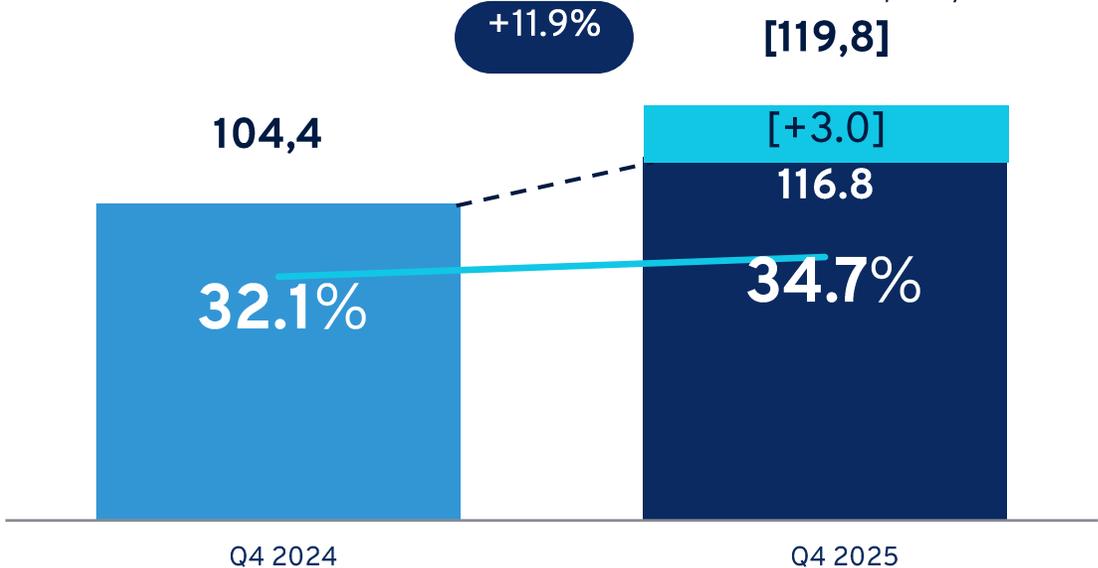
Total revenue (€mn)



Attractive profitability

Adj. EBITDA (€mn)

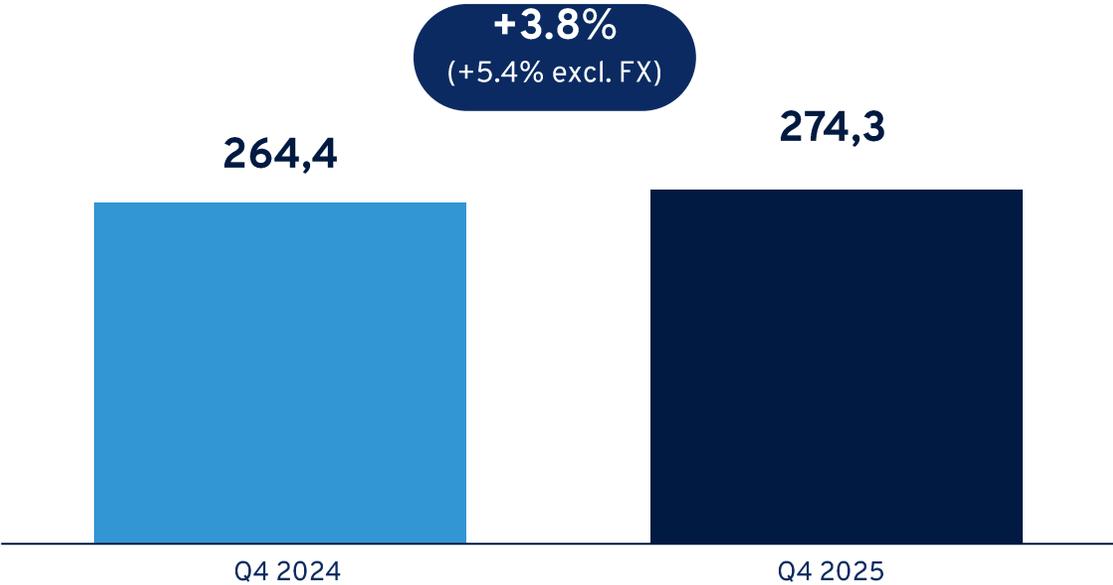
— Adj. EBITDA margin



Core business delivering solid growth

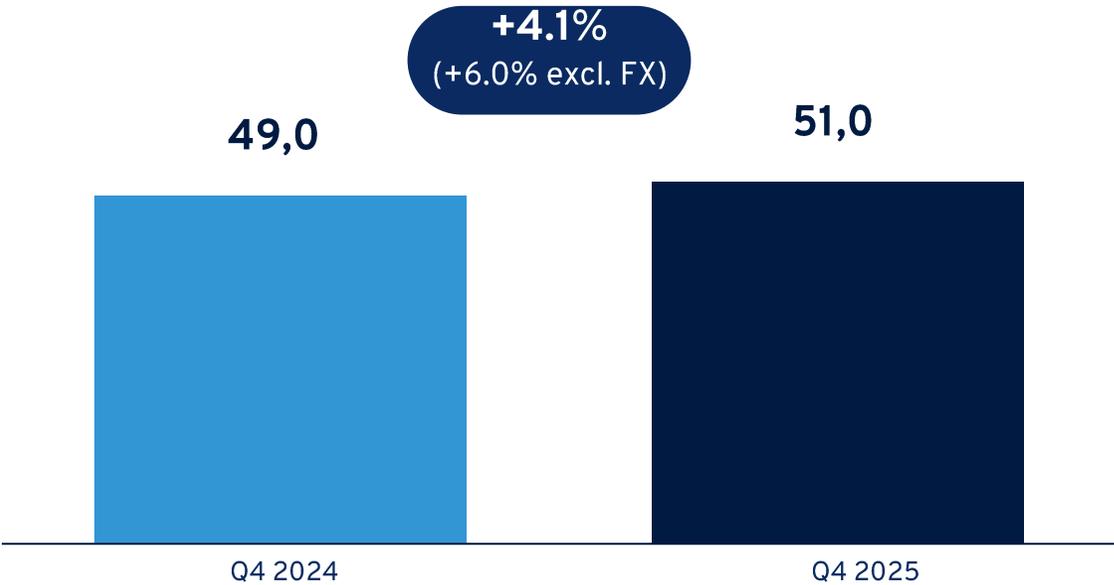
Web Presence & Productivity

Revenue (€mn)



Cloud Solutions

Revenue (€mn)



+3.8% Q4 2025 External revenue yoy

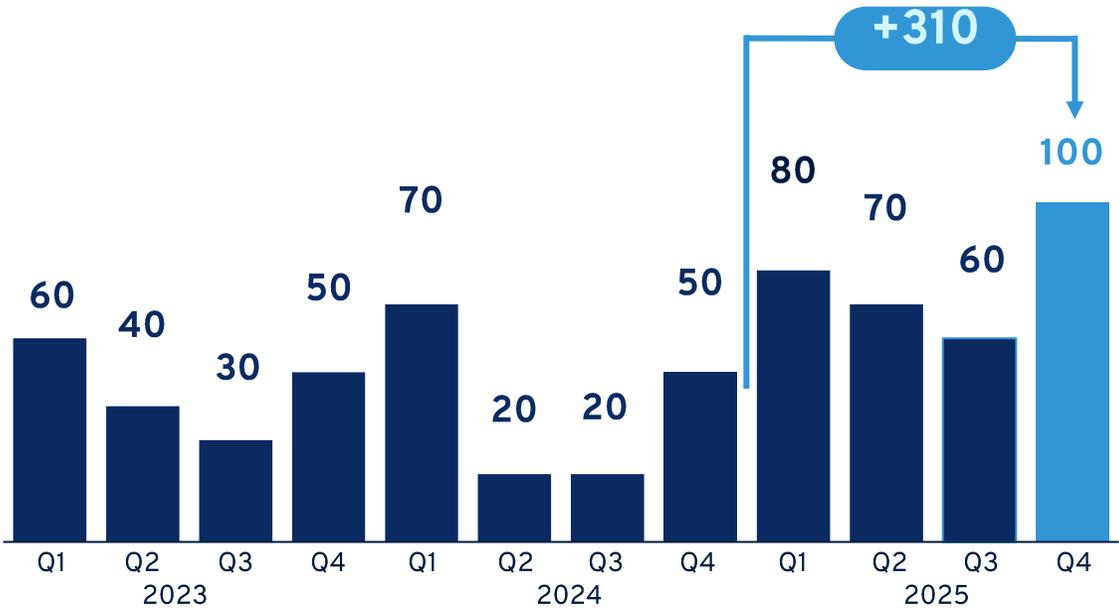
€11.4mn Hosting services to United Internet group companies in Q4 2025 (Q4 2024: €11.6mn)

Solid growth of the Web Presence & Productivity business due to customer growth and successful cross- and upselling

The core business delivers strong operational performance

Customer net additions

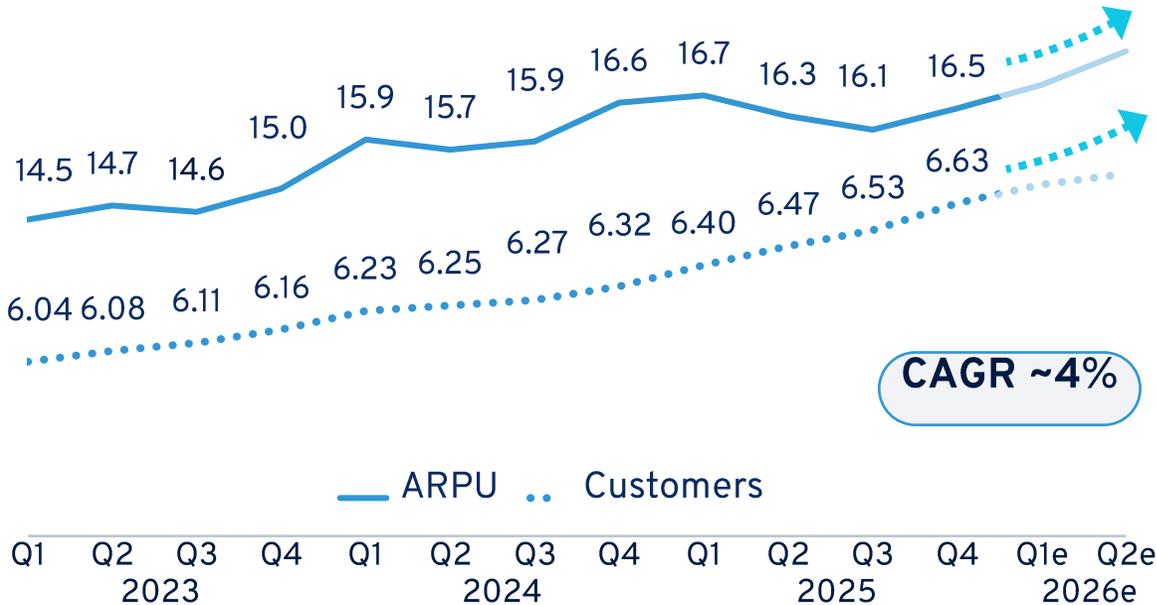
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Growing ARPU and customer inventory

ARPU in € per month¹
Customers in millions

CAGR ~5%



CAGR ~4%

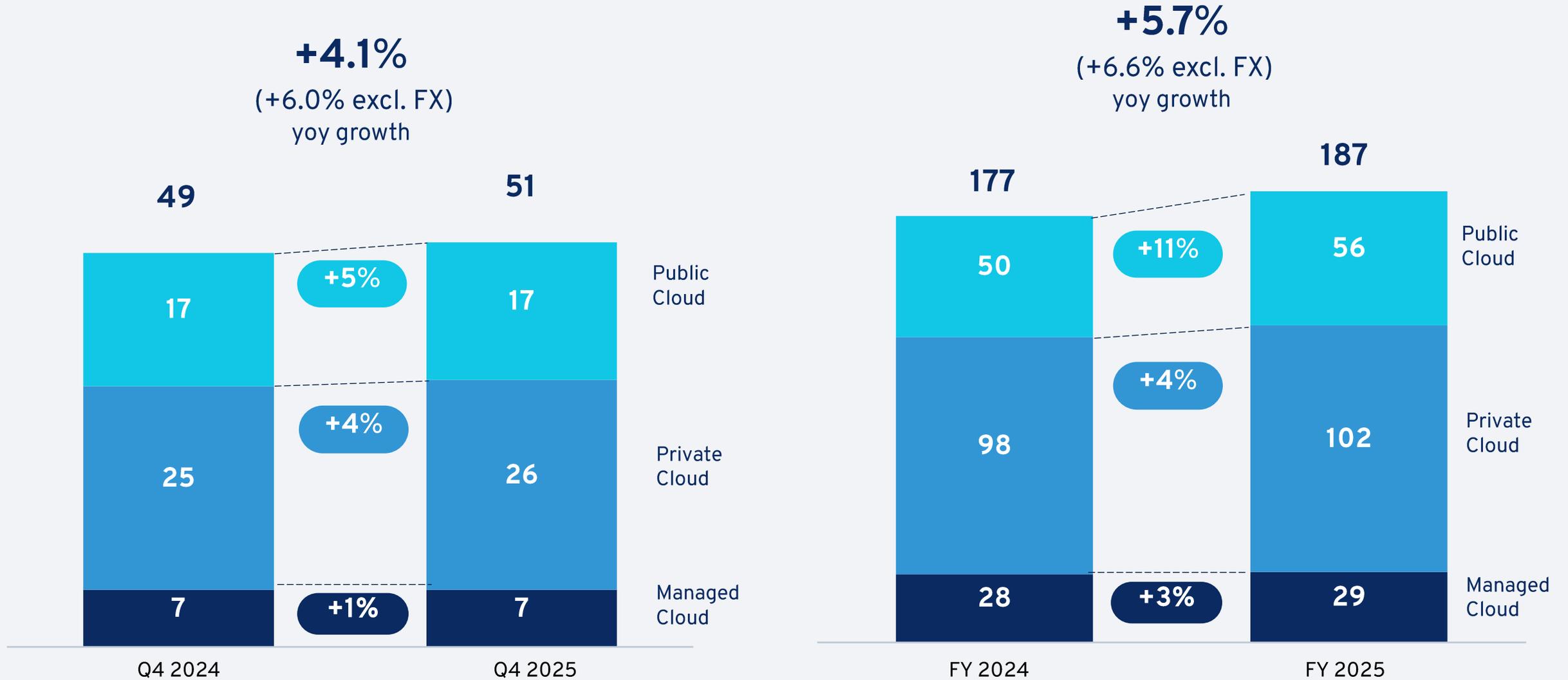
— ARPU .. Customers

Churn remains at best-in-class level of ~1% per month

Successful up- & cross selling and pricing power

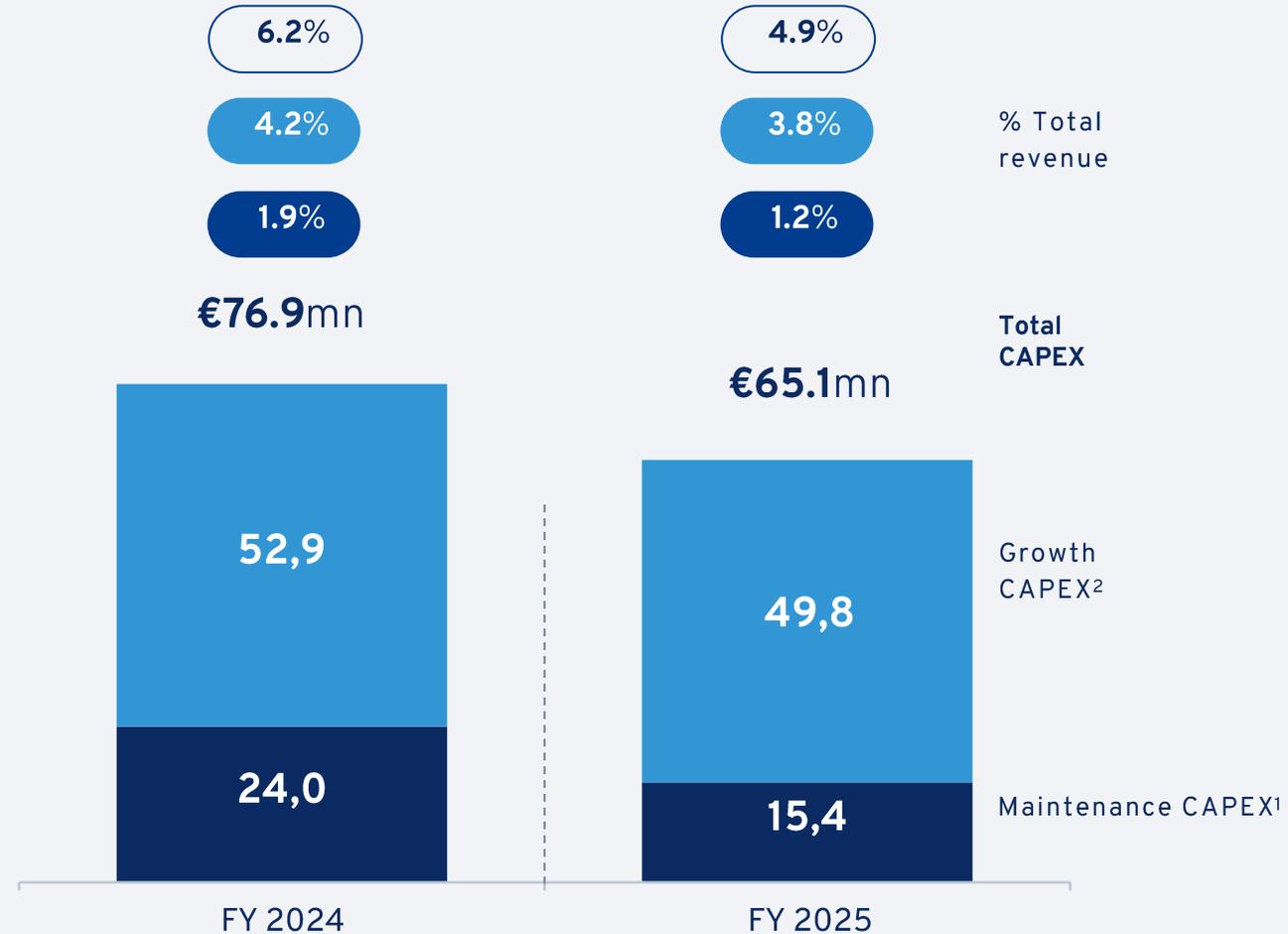
1) Based on external revenues

Strategic Focus: Converting Data Sovereign Cloud demand into growth



Well invested asset base ensures low, predictable maintenance capex

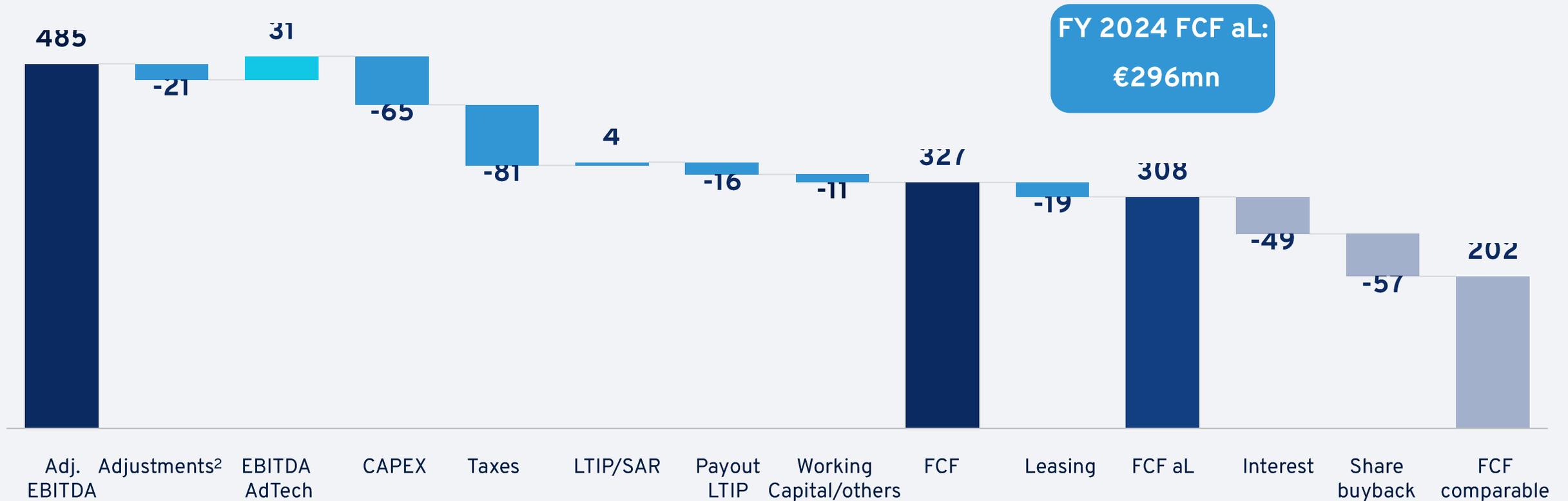
- Total CAPEX as % of total revenue at 4.9% (prev. year: 6.2%)
- Low and predictable maintenance CAPEX requirements
- Majority of growth capex is related to Cloud Solutions
- Expected CAPEX for FY 2026E: €75 - 85mn (CAPEX/total revenue of ~6%)



CAPEX figures refer to CAPEX excl. leasing; 1) Maintenance capital expenditures (excl. additions to right-of-use assets) include capital expenditures for replacements in the ordinary course of business; 2) Growth capital expenditures defined as total CAPEX, excluding maintenance CAPEX

Strong and highly predictable Free Cash Flow generation

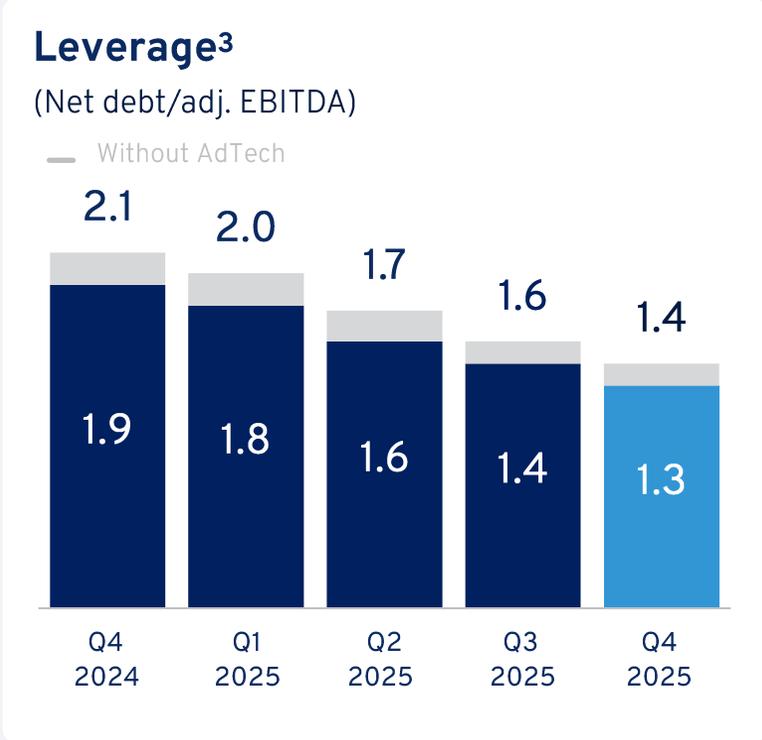
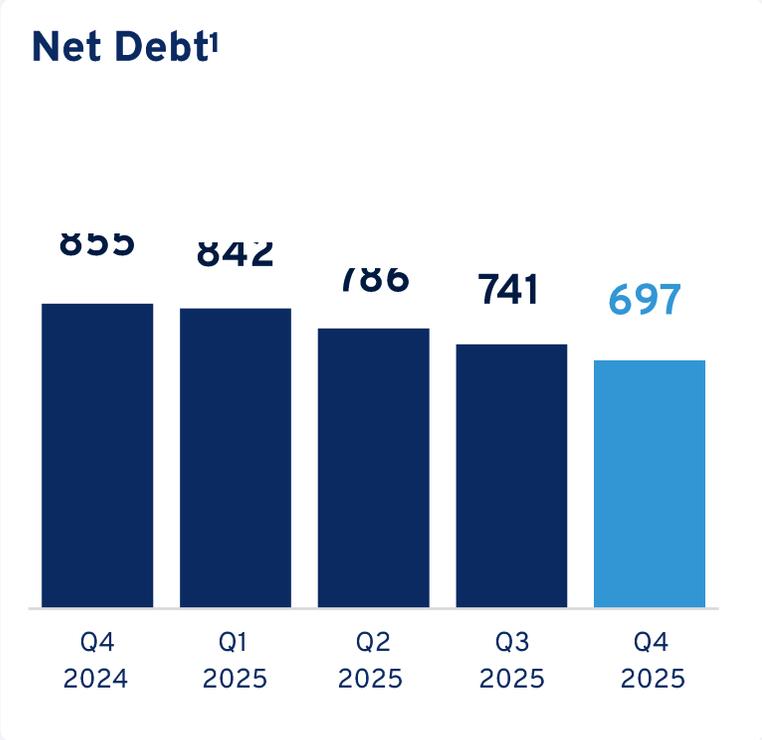
FY 2025 adjusted EBITDA to (adjusted) Free Cash Flow¹ (FCF) bridge
in €mn



1) Free cash flow (FCF) is defined as cash flow from operating activities, less capital expenditures, plus payments from disposals of intangible assets and property, plant and equipment (incl. AdTech)

2) Adjustments for either non-recurring items or non-operating items (i.e. LTIP, stand-alone costs)

Fixed-interest debt secures stability and removes refinancing risk



€697mn¹ Net debt as of December 31, 2025, comprising of an external bank loan, less receivables UI

Shareholder loan UI fully repaid

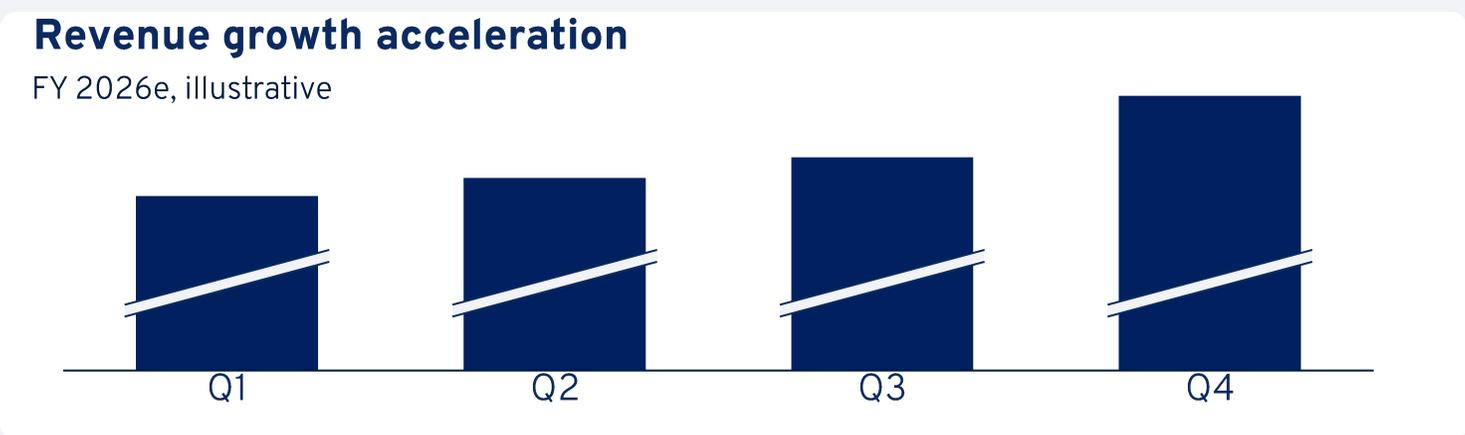
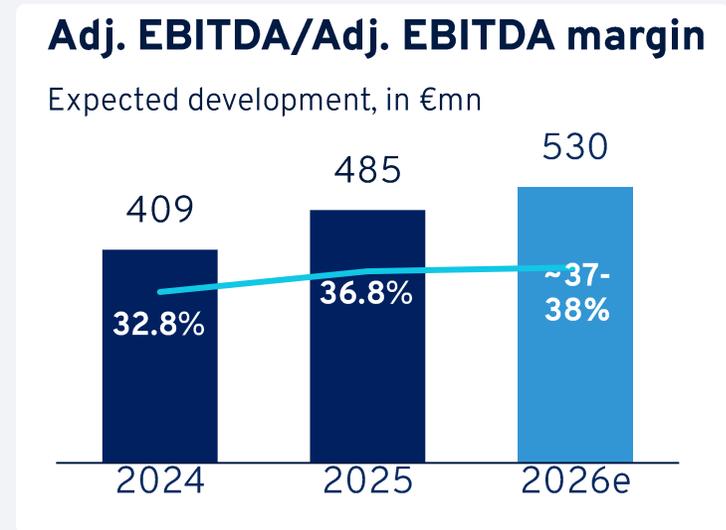
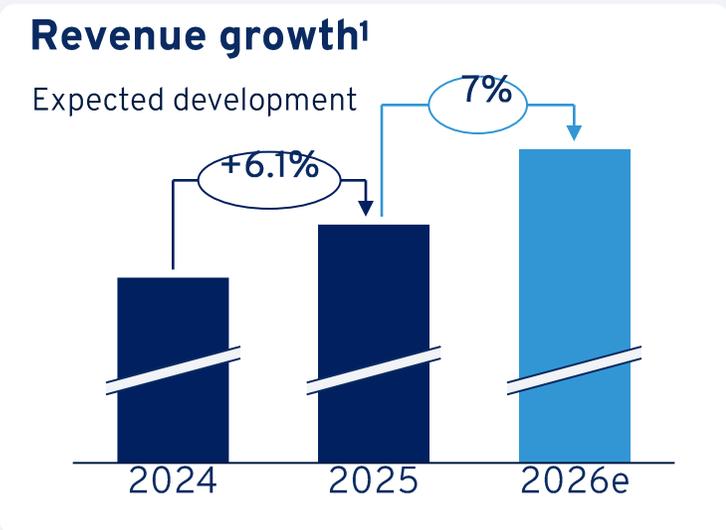
4.7%² Fixed annual interest rate
maturity on December 15, 2026

~1.4x Leverage³ as of December 31, 2025 excl. AdTech

1) Net Debt is the sum of liabilities to banks (31.12.2025: €799mn), current liabilities to related parties (30.09.2025: €7mn) and current liabilities to banks (31.12.2025: ~€0mn), less receivables from related parties (30.12.2025: €81mn), less cash and cash equivalents (31.12.2025: €27mn) at the end of the period; 2) as of 31.12.2025; 3) Calculated as Net Debt / Adj. EBITDA LTM

Accelerating growth with our 2026 guidance

	FY 2025	FY 2026e
Revenue ¹	6.1%	~7%
External revenue ²	6.5%	~8%
Web Presence & Productivity	6.5%	7 - 8%
Cloud Solutions	6.6%	~10%
Intercompany UI	€43mn	~€30 - 40mn
Adj. EBITDA margin	36.8%	37 - 38%
Adj. EBITDA	€485mn	~€530mn



1) Revenue based on constant currency; 2) excl. Intercompany revenue with UI

Reaffirming our mid-term guidance for continued growth

~10%

Total revenue growth (CAGR)

~9%

Web Presence & Productivity revenue growth (CAGR)

~20%

Cloud Solutions revenue growth (CAGR)

~40%

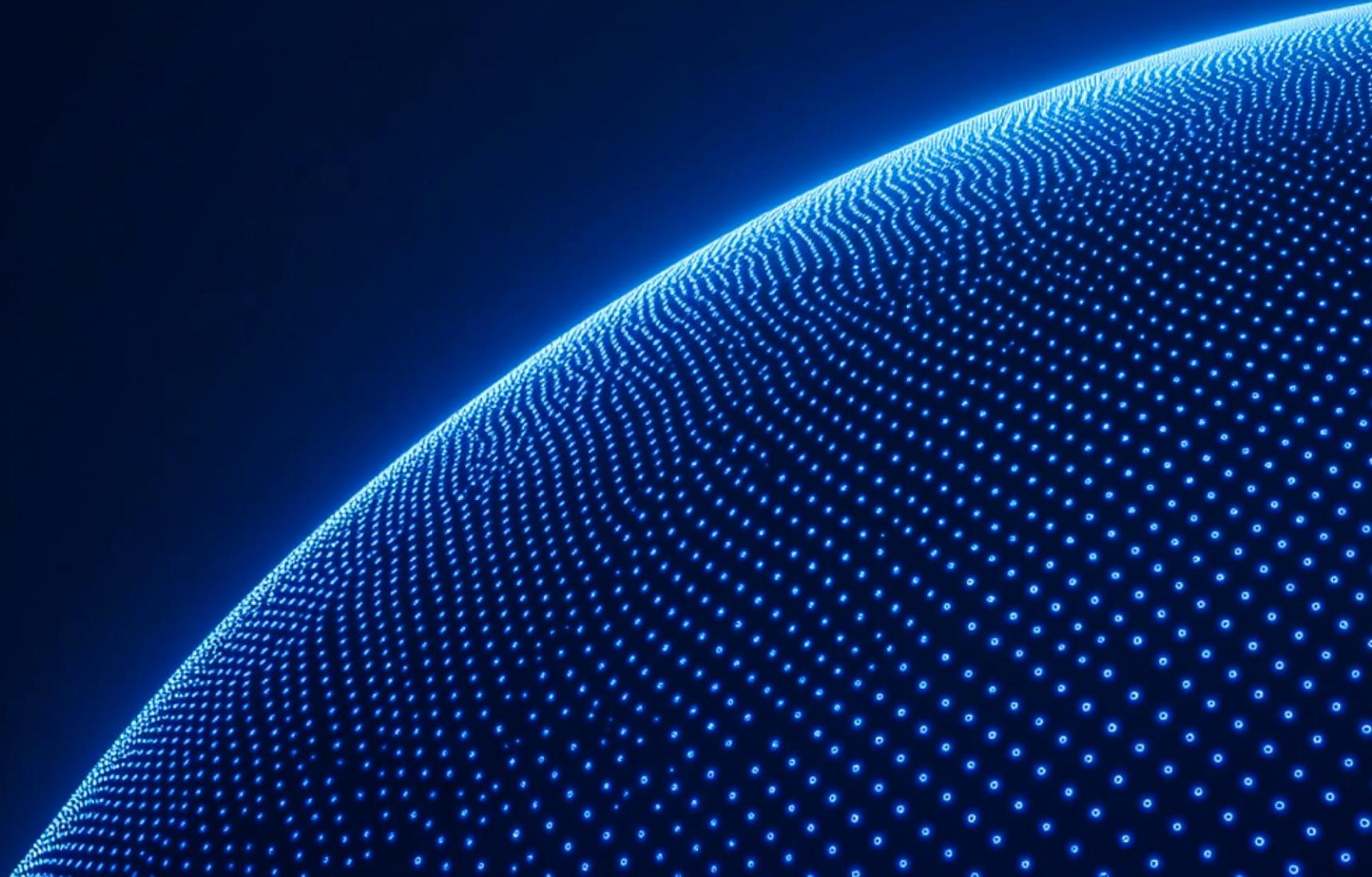
Adj. EBITDA margin

~6%

CAPEX (% on revenue)

Maintenance ~8% CAGR & Growth ~4% of total revenue

Q&A



FY 2025 Results Webcast

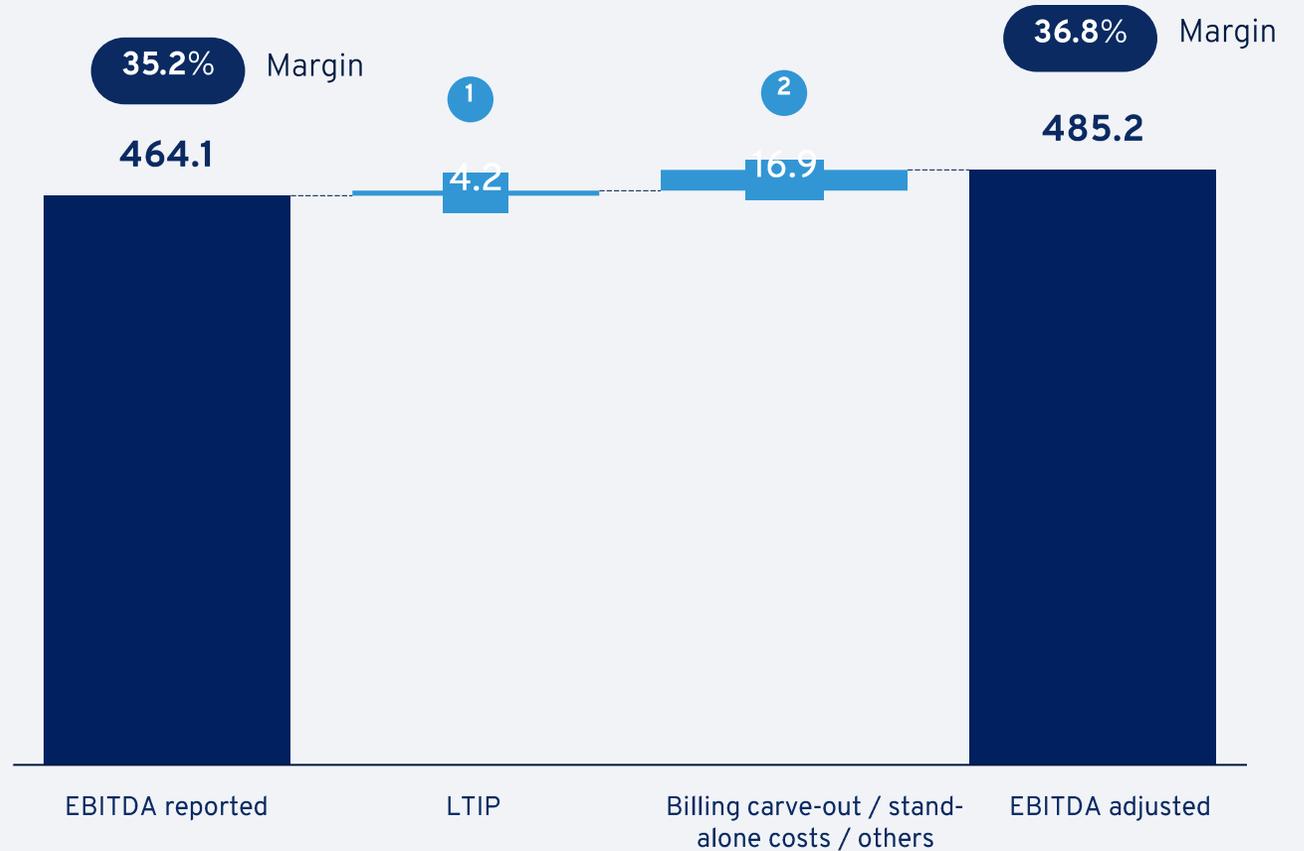
19 March 2026

Appendix

EBITDA to adj. EBITDA bridge

- 1 Employee stock ownership program
- 2 Costs for the establishment of IONOS as an independent group, i.e. cost of the billing carve-out from United Internet Group, and others

FY 2025 EBITDA, adjustments and adj. EBITDA
(in €mn)



Financial Overview

IONOS

in €mn	Q4 2024	Q4 2025	Change yoy	FY 2024	FY 2025	Change yoy
Total Revenue (continued)	325.0	336.7	+3.6%	1,248.1	1,316.9	+5.5%
Discontinued	93.6	25.0	-73.3%	312.2	291.5	-6.7%
Adj. gross profit (continued)¹	219.9	222.7	+1.3%	842.2	911.8	+8.3%
Adj. EBITDA (continued)	104.4	116.8	+11.9%	409.4	485.2	+18.5%
Discontinued	13.4	-0.4	n/a	42.8	31.2	-27.0%
EBIT (continued)	66.5	83.3	+25.3%	275.7	355.5	+28.9%
Discontinued	13.3	-0.5	n/a	42.5	31.0	-27.1%
Adjusted EBT (continued)	52.0	71.8	+38.1%	215.6	306.2	+42.0%
excl. non-cash valuation effects from a contingent purchase price liability						
Discontinued	12.2	-0.5	n/a	41.0	29.7	-27.6%
Adjusted EPS in €/share (continued)	0.27	0.41	+51.9%	1.02	1.53	+50.0%
excl. non-cash valuation effects from a contingent purchase price liability						
Discontinued	0.08	-0.02	n/a	0.29	0.19	-34.5%

1) Adjusted gross profit is calculated as revenue less cost of sales (excl. T&D and D&A)