Disclaimer

Certain information set forth in this presentation contains “forward-looking information”, including “future-oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, the information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) the expected development of the Company's business, projects, and participations; (iii) execution of the Company's vision and growth strategy; (iv) completion of the Company's projects that are currently underway, in development or otherwise under consideration; (v) renewal of the Company's current supplier and other material agreements; and (vi) future liquidity, working capital, and capital requirements; (vii) currency exchange rates, most notably the EUR/USD exchange rates; (viii) changes in laws and regulations, including tax regulations; (ix) the impact of acquisitions including and related integration issues and reorganization measures, and (x) the general competitive conditions that, in each individual case, apply at a local, regional, national, and/or global level.

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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Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

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 cash flow. Information on the use, definition and calculation of these performance measures is provided in the Annual Consolidated Financial Statements 2022 of IONOS Group SE or is explained in an associated footnote.
Agenda

- Business Update
- Financial Update
- Projects & milestones
- Outlook
- Q&A
Completion the Initial Public Offering to accelerate growth trajectory and strengthen our brand

- Successful listing in February 2023 on the Frankfurt Stock Exchange despite challenging market environment
- Secondary offering of 21m shares with a total deal size of €389mm
- 140m total shares outstanding post IPO with 15% free float
- Major shareholders: United Internet AG (63.8%) and Warburg Pincus LLC via WP XII Venture Holdings II SCSp (21.2%)
The Leading European SMB digitalization partner & trusted Cloud enabler

Complemented by a self-sustaining Cloud business, growing at ~20%

Leading brand position boosted further through €54mm brand investments in 2022

~€130mm Cloud Solutions revenue

Significant investments in past years

EBITDA reinvested into growth to capture unique market opportunity

Augmented by our high growth aftermarket business

~€250mm Aftermarket business revenue

European market leader

~22mm Domains listed and 10mm domains parked

~€870mm Web Presence & Productivity excl. Aftermarket revenue

Leading Web Presence & Productivity player

#1

Market positions in 6 core European markets

100mm+ revenue in North America

Exceptional EBITDA margins and cash conversion rates paired with strong growth

Web Presence & Productivity

Leveraging a world class brand across our core markets

~€1.3bn total revenue 2022

Note: High-level figures rounded

1 Total revenue including ~€450mm revenue from Hosting Services to UGI Group companies
2 Company Data Analysis based on the number of domains listed for sale on sedo.com
3 Refers to revenue from sedo

Copyright © IONOS Group SE 2023
FY 2022 delivered strong and sustainable growth, profitability and cash generation

Leading partner for digitalization, active in 18 markets across Europe and North America, accessible worldwide

1.3bn total revenue (17% yoy growth)
High revenue visibility and predictability

€346mm adj. EBITDA (27% margin)
Attractive profitability

~6mm customers
Unparalleled European SMB customer access

11x+ CLTV/CAC
Targeted and efficient customer acquisition

~80% recurring revenue
Subscription-based business model

~90% cash conversion rate
Highly cash generative

NPS® of >34
High customer loyalty

~12-18 months payback
Quick and predictable recovery of CAC

1 Refers to webhosting market share based on company data analysis and HostAdvisors. 2 Equivalents to total revenue excl. revenue from aftermarket business (sro). 3 FY22 Adj. EBITDA is defined as the Group’s EBITDA adjusted for either non-recurring items or non-operating items. 4 Defined as adj. EBITDA less maintenance capital expenditures divided by adj. EBITDA. Maintenance capital expenditures = capital expenditures for replacements and in the ordinary course of business. 5 NPS as per Q4 2022. Net Promoter® and NPS® are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. Net Promoter Score® is a service mark of Bain & Company, Satmetrix Systems and Fred Reichheld. 6 Refers to IONOS Brand. Customer Acquisition Cost (CAC) calculated as the amount of recurring and variable marketing expenses in € divided by the number of customers gained over a period. Customer Lifetime Value (CLTV) calculated as (1/charm) x Average Revenue Per Customer x Gross Profit contribution. 7 Excl. discounts.
Growing customer base and ARPU expansion underpinning our predictable growth

Number of customers (000's):

- 2020: 5.76k
- 2021: 5.89k
- 2022: 6.00k

Monthly ARPU (€):

- 2020: 12.7€
- 2021: 13.3€
- 2022: 14.0€

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

ARPU growth through successful up-and cross selling

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1 Refers to IONOS Group excluding Aftermarket
In a consolidating market, a strong brand will be the winner in the long run

Launch: September 2021
Building an “evergreen brand” that is synonymous for Web Presence & Productivity and Cloud Solutions
Increase in search demand

Launch: May 2022
Increase in target audience brand awareness
Building strong employer brand

Launch: September 2022
Increase in CLTV and a reduction in CAC
Increase in NPS

Launch: September 2022
Brand investments already start to pay off

Brand awareness¹

<table>
<thead>
<tr>
<th>Language</th>
<th>Nov. 21</th>
<th>Nov. 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td>24</td>
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<td>English</td>
<td>19</td>
<td>30</td>
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<tr>
<td>Spanish</td>
<td>33</td>
<td>34</td>
</tr>
<tr>
<td>French</td>
<td>15</td>
<td>25</td>
</tr>
</tbody>
</table>

Commentary

- Incremental marketing investments of €31mm in FY 2022, as planned – mainly for brand marketing
- Brand investments totalling €54mm in FY 2022
- Brand investments in FY 2023E of €65-70mm expected; decreasing as % of total revenue going forward
- Brand investments are already contributing to aided and unaided brand awareness
- Positive impact on all sales channels
- Investments will continue to crystalize value in the coming years

¹ Brand Awareness (aided) for the IONOS brand, based on Interopare survey
All business areas contributing to strong and sustainable revenue growth in FY 2022

**Total yoy revenue growth**
- Cloud solutions revenue growth: 20.0%
- WP&P (excl. Aftermarket) revenue growth: 5.7%
- Aftermarket revenue growth: 17.2%

**Commentary**
- **Web Presence & Productivity** with strong growth of 17.1% yoy (5.7% yoy excl. Aftermarket)
- **Cloud Solutions** growing 20.0% yoy
- FX contributing 2.9pp to total revenue growth or 1.5pp excl. Aftermarket
- We have reached our FY 2022 guidance at IPO (15 – 18% yoy growth)
Attractive profitability despite investments into further growth

<table>
<thead>
<tr>
<th>Strong revenue growth</th>
<th>Attractive profitability</th>
<th>Commentary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total revenue (€mm)</strong></td>
<td><strong>Adj. EBITDA (€mm)</strong></td>
<td><strong>Commentary</strong></td>
</tr>
<tr>
<td>% yoy growth</td>
<td>% Adj. EBITDA margin</td>
<td>Strong revenue growth of 17.2% yoy (revenue growth excl. Aftermarket at 7.6% yoy)</td>
</tr>
<tr>
<td>1,103.3</td>
<td>1,293.0</td>
<td>EBITDA margin of 26.7% in FY 2022, driven by growth investments of €31.1mm, as planned, mainly for brand marketing</td>
</tr>
<tr>
<td>17.2%</td>
<td>32.2%</td>
<td>Impact from higher energy cost of €15.7mm</td>
</tr>
<tr>
<td>2021</td>
<td>2022</td>
<td>30.4% EBITDA margin excluding incremental marketing and impact from higher energy cost (+ 1-2pp margin dilution from Aftermarket growth in FY 2022)</td>
</tr>
</tbody>
</table>

Growth investments

376.7

31.1

345.6
Brand investments peaking in Q4 2022

**Strong revenue growth**

- Total revenue (€mm)
  - % yoy growth: 13.1%
  - Q4 2021: 300.1
  - Q4 2022: 339.3

**Attractive profitability**

- Adj. EBITDA (€mm)
  - % Adj. EBITDA margin:
    - Q4 2021: 28.3%
    - Q4 2022: 26.9%
  - Adj. EBITDA margin: 20.6%
  - Growth investments: 88.5

- 26.9% EBITDA margin excluding:
  - €18.6mm in incremental marketing
  - €2.7mm from higher energy costs

**Commentary**

- Revenue growth of 13.1% yoy (revenue growth excl. Aftermarket at 6.1% yoy)
- Majority of the brand investments were spent in Q4 2022, as most of the brand campaigns were focusing on Q4 2022 resulting in a lower EBITDA margin, according to plan.
- 26.9% EBITDA margin excluding incremental brand marketing and higher energy prices (+ 1-2pp margin dilution from Aftermarket growth in FY 2022)
Well-invested asset base with low and predictable maintenance capex requirements

- Total Capex as % of total revenue already down from 8.4% in FY 2021 to 7.5% in FY 2022
- Low and predictable maintenance capex requirements
- Majority of growth capex is related to Cloud Solutions
- Expected CAPEX for FY 2023E: ~€100mm (CAPEX/total revenue decreasing to ~7%)

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
Energy costs increased in FY 2022— but are well covered for FY2023

Net impact from energy costs (in €mm)

- Energy prices have come down in 2023
- ~80% of the energy consumption for FY 2023 is secured anyway

| Year | Net Impact from Energy Costs |
|------|----------------------------|---|
| 2021 | 18.1                       |   |
| 2022 | 33.8                       |   |
| 2023 |                            | +€15.7mm |

Commentary

- Energy costs have increased significantly in FY2022
- We have already secured ~80% of our expected energy consumption for FY2023
- Against the backdrop of declining energy prices, we expect slightly lower energy costs in FY2023 compared to FY2022
Debt at fixed interest rates without refinancing risk

Net Debt\(^1\) (in €mm)
- 2020: 1,327
- 2021: 1,256
- 2022: 1,197

Leverage\(^2\) (Net debt/Adj. EBITDA)
- 2020: 3.7
- 2021: 3.5
- 2022: 3.5

Commentary
- Net debt of €1,197mm\(^1\) as of December 2022, comprising mainly a shareholder loan from United Internet AG
- Fixed interest rate of 6.75%, without covenants and maturity on December 15, 2026
- Leverage\(^2\) of 3.5x as of December 2022

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\(^1\) Gross Debt is the sum of non-current liabilities to related parties (31.12.2022: €1,245mm) and current liabilities to related parties (31.12.2022: €7mm), less receivables from related parties (31.12.2022: €28mm), less cash and cash equivalents (31.12.2022: €26mm)

\(^2\) Calculated as Net Debt / Adj. EBITDA
Strong Free Cash Flow generation

FY 2022 Adj. EBITDA to (adjusted) Free Cash Flow\(^1\) (FCF) bridge (in €mm)

- Adj. EBITDA: 346
- Adjustments\(^2\): 25
- CAPEX: 97
- Interest: 91
- Taxes: 49
- LTIP: 4
- Working Capital/others: 21
- FCF: 108
- Leasing: 16
- FCF aL: 92
- IPO costs: 9
- FCF adjusted: 101

\(^1\) 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.

\(^2\) Adjustments for either non-recurring items or non-operating items (i.e., IPO costs, LTIP, stand-alone costs)
Our major projects and milestones

Further expansion of our Internet Factory

Cloud: IaaS has nearly all features in place, focus on PaaS

Continuous focus on our successful Wordpress strategy

Release of AI features through the whole product suite
Our outlook for FY 2023¹

<table>
<thead>
<tr>
<th></th>
<th>FY 2023E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue growth</td>
<td>~10%</td>
</tr>
<tr>
<td>Web Presence &amp; Productivity</td>
<td>8 – 10%</td>
</tr>
<tr>
<td>Cloud Solutions</td>
<td>16 – 20 %</td>
</tr>
<tr>
<td>Adj. EBITDA margin</td>
<td>&gt;27%</td>
</tr>
<tr>
<td>Leverage EoY</td>
<td>&lt;3.0x</td>
</tr>
</tbody>
</table>

Expected development adj. EBITDA margin

- Q1 2023E: ~23%
- H1 2023E: ~26%
- 9M 2023E: ~27.5%
- FY 2023E: >27%

Commentary

- Expectations for FY 2023 are fully in-line with our previous guidance
- Adj. EBITDA margin in Q1 2023 will be slightly lower due to phasing of the brand investments
- Mid-term outlook unchanged

¹ Outlook is based on constant currency
Summary & conclusion

RESILIENCE: Sustainable and resilient business with high recurring revenues

CAPEX: High visibility in CAPEX needs for the coming years, given well-funded asset base

AFTERMARKET: Slow-down of Aftermarket growth is anticipated and will dilute the EBITDA margin less in the future

GROWTH INVESTMENTS: Brand investments expected to peak in FY 2023 and to stay at this level, which will support margin expansion going forward

CLOUD: Opportunity for future growth with majority of the investments already made

PRODUCTS: Product portfolio re-designed for cross- and upsell and seamless expansion

COMPETITION: Competitive landscape: IONOS is ready to take share

GROWTH POSITION: We are very well positioned for future growth
Q&A
Appendix
## Financial Overview

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>Change yoy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>1,103</td>
<td>1,293</td>
<td>+17.2%</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>355.2</td>
<td>345.6</td>
<td>-2.7%</td>
</tr>
<tr>
<td>EBIT</td>
<td>213.7</td>
<td>208.0</td>
<td>-2.7%</td>
</tr>
<tr>
<td>EBT</td>
<td>98.1</td>
<td>112.0</td>
<td>+14.2%</td>
</tr>
<tr>
<td>EPS in €/share (based on a share count of 360,000 at 31.12.2022)</td>
<td>169.2</td>
<td>204.9</td>
<td>+21.1%</td>
</tr>
<tr>
<td>EPS in €/share (pro-forma, based on the new share count of 140mm as of today)</td>
<td>0.44</td>
<td>0.53</td>
<td>+21.1%</td>
</tr>
<tr>
<td>Net debt</td>
<td>1,256</td>
<td>1,197</td>
<td>-4.7%</td>
</tr>
</tbody>
</table>
EBITDA to adj. EBITDA bridge

2022 EBITDA, adjustments and adj. EBITDA (in €mm)

EBITDA reported 320.4
LTIP 4.2
IPO costs 8.8
Billing carve-out 13.0
One-off consulting costs 1.1
Profit from sale of shareholdings -1.9
EBITDA adjusted 345.6

25% Margin

Commentary
1. Employee stock ownership program
2. Costs incurred in connection with the IPO - costs will be charged to the selling shareholders in H1 2023
3. Costs of preparing the carve-out from United Internet Group and the establishment of IONOS Group SE as an independent group (primarily costs of the separation of the Group's billing system)
4. Consulting fees incurred in connection with one-off projects, such as reorganization measures
5. Accounting profit from the deconsolidation of a minority interest
## Mid-term Outlook (1/2)

<table>
<thead>
<tr>
<th>Total Revenue</th>
<th>2022A</th>
<th>2023E</th>
<th>Mid-term target (4-5 years)</th>
<th>Commentary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group</td>
<td>€1,293mm (17.2% yoy) 7.6% excl. Aftermarket</td>
<td>~10% yoy</td>
<td>~10% CAGR</td>
<td>Mid-term: We expect to grow at ~10% CAGR, driven by</td>
</tr>
<tr>
<td>WP&amp;P (incl. Aftermarket)</td>
<td>€1,113mm (17.1% yoy)</td>
<td>8 – 10% yoy</td>
<td>High single digit CAGR</td>
<td>- WP&amp;P (incl. Aftermarket): High single digit CAGR</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Continued strength in cross-selling and up-selling</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Brand marketing to cement the leadership of our brands</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Selective geographical expansion</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Aftermarket business growth gradually normalising to be in-line with the rest of WP&amp;P business</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Cloud Solutions: ~20% CAGR</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Growth acceleration driven by investments in the past years</td>
</tr>
<tr>
<td>Cloud Solutions</td>
<td>€132mm (20.0% yoy)</td>
<td>16 – 20% yoy</td>
<td>~20% CAGR</td>
<td></td>
</tr>
<tr>
<td>Hosting Services to UI Group companies</td>
<td>~€50m</td>
<td></td>
<td>Mid single digit CAGR</td>
<td></td>
</tr>
</tbody>
</table>

| Adjusted EBITDA margin | 2022A | 2023E | Increasing to 30%+ | |
|------------------------|-------|-------|-------------------||
| Group                  | 26.7% | >27%  |                   | Mid-term: We expect to progressively exceed 30% Adj. EBITDA margin, driven by multiple levers becoming effective from 2023 onwards |
|                        |       |       |                   | - Operating leverage and efficiency initiatives (e.g. internet factory) |
|                        |       |       |                   | - Increasing economies of scale at Cloud Solutions |
|                        |       |       |                   | - Brand investments in 2023 of €65-70mm; decreasing as % of total revenue going forward |
|                        |       |       |                   | - Normalising growth in Aftermarket business, which has lower margins |

Note: FY2023 and onwards on a constant currency basis
## Mid-term Outlook (2/2)

<table>
<thead>
<tr>
<th></th>
<th>2022A</th>
<th>2023E</th>
<th>Mid-term target (4-5 years)</th>
<th>Commentary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAPEX</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance</td>
<td>€38.3mm</td>
<td></td>
<td>~€100mm</td>
<td>Mid-term: Total revenue outgrowing maintenance capex growth, driven by the mix of lower capital-intensive Aftermarket business</td>
</tr>
<tr>
<td>Growth</td>
<td>€58.6mm</td>
<td></td>
<td>Decreasing to ~4% of total revenue</td>
<td>Mid-term: We expect to trend down to ~4% of total revenue, driven by continued efficiencies on our server economics</td>
</tr>
<tr>
<td><strong>D&amp;A</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group</td>
<td>€112mm</td>
<td></td>
<td>~100% of total CAPEX</td>
<td></td>
</tr>
<tr>
<td><strong>Effective tax rate</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group</td>
<td>33.6% of EBT</td>
<td>Decreasing to ~30% of EBT</td>
<td>Mid-term: We expect effective tax rate to go down as % of EBT due to deleveraging of our capital structure</td>
<td></td>
</tr>
<tr>
<td><strong>Cash flow from operating activities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group</td>
<td>55% of adj. EBITDA</td>
<td>Increasing to ~65% of adj. EBITDA</td>
<td>Mid-term: Driven by increasing adj. EBITDA margin</td>
<td></td>
</tr>
<tr>
<td><strong>Capital structure</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group</td>
<td>3.5x</td>
<td>&lt;3.0x by end of 2023, ~2.5x by end of 2024</td>
<td>Shareholder loan at fixed interest rate of 6.75% p.a., maturity on December 15, 2026, and without covenants. We intend to continue to focus on deleveraging via debt repayments</td>
<td></td>
</tr>
<tr>
<td><strong>Environmental ambitions</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group</td>
<td>Power Usage Effectiveness (PUE) of 1.35 by 2024, down from 1.41 as of 2021</td>
<td></td>
<td>Energy optimisation for all IT components included in the Energy Management System (ISO 50001) by 2024</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** 2022 on a reported basis, 2023 and onwards on a constant currency basis.¹ Power usage effectiveness (PUE) defined as total energy consumption per data center divided by IT energy consumption per data center, calculated as averages of data centers. Lower values indicate higher effectiveness.
# Key financials (1/3)

## Management reporting, in (€mm)

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenue</strong></td>
<td>924</td>
<td>988</td>
<td>1,103</td>
<td>1,293</td>
</tr>
<tr>
<td>% revenue growth</td>
<td>n.a.</td>
<td>7.0%</td>
<td>11.6%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Cost of sales (excl. T&amp;D and D&amp;A)</td>
<td>230</td>
<td>260</td>
<td>306</td>
<td>449</td>
</tr>
<tr>
<td>Adj. gross profit</td>
<td>694</td>
<td>728</td>
<td>797</td>
<td>844</td>
</tr>
<tr>
<td>% gross profit margin</td>
<td>75.1%</td>
<td>73.6%</td>
<td>72.3%</td>
<td>65.3%</td>
</tr>
<tr>
<td>S&amp;M (excl. D&amp;A)</td>
<td>200</td>
<td>206</td>
<td>236</td>
<td>270</td>
</tr>
<tr>
<td>G&amp;A (excl. D&amp;A)</td>
<td>62</td>
<td>64</td>
<td>71</td>
<td>82</td>
</tr>
<tr>
<td>T&amp;D</td>
<td>113</td>
<td>119</td>
<td>153</td>
<td>169</td>
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<tr>
<td>Other expenses (income)&lt;sup&gt;1&lt;/sup&gt;</td>
<td>(20)</td>
<td>(1)</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>D&amp;A</td>
<td>117</td>
<td>111</td>
<td>113</td>
<td>112</td>
</tr>
<tr>
<td><strong>Operating result</strong></td>
<td>222</td>
<td>229</td>
<td>214</td>
<td>208</td>
</tr>
<tr>
<td>% operating result margin</td>
<td>24.0%</td>
<td>23.2%</td>
<td>19.4%</td>
<td>16.1%</td>
</tr>
<tr>
<td>D&amp;A</td>
<td>117</td>
<td>111</td>
<td>113</td>
<td>112</td>
</tr>
<tr>
<td>Write-up&lt;sup&gt;2&lt;/sup&gt;</td>
<td>(19)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>319</td>
<td>340</td>
<td>326</td>
<td>320</td>
</tr>
<tr>
<td>% EBITDA margin</td>
<td>34.6%</td>
<td>34.4%</td>
<td>29.6%</td>
<td>24.8%</td>
</tr>
<tr>
<td>Adjustments</td>
<td>10</td>
<td>15</td>
<td>29</td>
<td>25</td>
</tr>
<tr>
<td>Adj. EBITDA</td>
<td>330</td>
<td>355</td>
<td>355</td>
<td>346</td>
</tr>
<tr>
<td>% Adj. EBITDA margin</td>
<td>35.7%</td>
<td>35.9%</td>
<td>32.2%</td>
<td>26.7%</td>
</tr>
</tbody>
</table>

---

<sup>1</sup> Other expenses (income) includes impairment losses on receivables and contract assets, other operating expenses and other operating income; <sup>2</sup> Refers to write-up in STRATO brand
## Key financials (2/3)

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenue</strong></td>
<td>924</td>
<td>988</td>
<td>1,103</td>
<td>1,293</td>
</tr>
<tr>
<td>% revenue growth</td>
<td>n.a.</td>
<td>7.0%</td>
<td>11.6%</td>
<td>17.2%</td>
</tr>
<tr>
<td><strong>Adj. EBITDA</strong></td>
<td>330</td>
<td>355</td>
<td>355</td>
<td>346</td>
</tr>
<tr>
<td>% Adj. EBITDA margin</td>
<td>35.7%</td>
<td>35.9%</td>
<td>32.2%</td>
<td>26.7%</td>
</tr>
<tr>
<td><strong>Maintenance Capex (excl. IFRS 16)</strong></td>
<td>(47)</td>
<td>(45)</td>
<td>(37)</td>
<td>(38)</td>
</tr>
<tr>
<td>% of total revenue</td>
<td>5.1%</td>
<td>4.5%</td>
<td>3.4%</td>
<td>3.0%</td>
</tr>
<tr>
<td><strong>Adj. cash contribution</strong></td>
<td>283</td>
<td>310</td>
<td>318</td>
<td>307</td>
</tr>
<tr>
<td>% cash conversion rate</td>
<td>85.8%</td>
<td>87.4%</td>
<td>89.5%</td>
<td>88.9%</td>
</tr>
</tbody>
</table>
Comprehensive product portfolio, first class customer care and infrastructure

**IONOS**

Strong customer support organisation
(Personal Service Agent & 24/7 multi-channel support)

### WEB PRESENCE & PRODUCTIVITY
One-stop-shop for all digitalization needs of SMBs

<table>
<thead>
<tr>
<th>Domains</th>
<th>E-mail &amp; Office</th>
<th>Web Hosting &amp; Sitebuilder</th>
<th>E-commerce</th>
<th>Server Hosting</th>
<th>Value Added Services</th>
</tr>
</thead>
</table>

SMBs typically spending €10-20 per month

FY22 revenue: ~90%¹

### CLOUD SOLUTIONS
Trusted European Cloud provider for SMBs and enterprises

<table>
<thead>
<tr>
<th>Public Cloud</th>
<th>Private Cloud</th>
<th>Bare Metal Cloud</th>
<th>Managed Services</th>
</tr>
</thead>
</table>

SMBs, mid-market & public sector, typically spending €300-500+ per month

FY22 revenue: ~10%¹

### Internet factory
Unified product platforms | Joint group developments | Technology stack with >100,000 servers in 32 data centers²

- Broad portfolio
- Open-source
- Future-oriented design
- State-of-the-art
- Scalable

Source: Company information
¹ Refers to revenue from contracts with customers; ² 11 fully owned and 21 co-location data centers, several of them geo-redundant

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