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.

These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements. Even if future results of IONOS Group SE meet the expectations expressed, they may not be indicative of the results or developments in any subsequent periods.

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.
FY 2022 confirmed the strength and sustainability of 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

€14.00 ARPU6 (5.2% yoy growth)
Strong cross and up-selling

~6mm customers
Unparalleled European SMB customer access

€346mm adj. EBITDA3 (27% margin)
Attractive profitability

~80% recurring revenue2
Subscription-based business model

~90% cash conversion rate4
Highly cash generative

~90% cash conversion rate4
Highly cash generative

~80% recurring revenue2
Subscription-based business model

~12-18 months payback9
Quick and predictable recovery of CAC

~12-18 months payback9
Quick and predictable recovery of CAC

1 Refers to webhosting market share based on company data analysis and HostAdvice; 2 Equivalent to total revenue excl. revenue from Aftermarket business (sedo); 3 FY2022, 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 Leverage 31.12.2022, defined as Net Debt / LTM adj. EBITDA; 6 Refers to IONOS Group excl. Aftermarket; 7 NPS as per Q4 2022; 8 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/churn)*Average Revenue Per Customer*Gross Profit contribution; 9 incl. discounts.
The Leading European SMB digitalization partner & trusted Cloud enabler

Leading brand position boosted further through brand investment

Leveraging a world class brand across our core markets

Web Presence & Productivity

~€1059mm total revenue¹ in 9M 2023

~€110mm (10%)
Cloud Solutions revenue

Significant investments in past years

EBITDA reinvested into growth to capture unique market opportunity²

~€229mm (22%)
Aftermarket business revenue³

European market leader²

~22mm
Domains listed and 10mm domains parked

Augmented by our high growth aftermarket business

~€686mm (65%)
Web Presence & Productivity excl. Aftermarket revenue

Leading Web Presence & Productivity player

#1 #2
Market positions in 6 core European markets

€100mm+ annual revenue in North America

Exceptional EBITDA margins and cash conversion rates paired with strong growth

~€110mm
(10%)

Web Presence & Productivity

6M 2023 figures

¹Total revenue including ~€33mm revenue (~3%) from Hosting Services to UI Group companies; ²Company Data Analysis based on the number of domains listed for sale on sedo.com; ³Refers to revenue from sedo
Strong customer support organisation
(Personal Service Agent & 24/7 multi-channel support)

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

- Domains
- E-mail & Office
- Web Hosting & Sitebuilder
- E-commerce
- Server Hosting
- Value Added Services

SMBs typically spending €10-20 per month

FY22 revenue: ~90%¹

CLOUD SOLUTIONS
Trusted European Cloud provider for SMBs and enterprises

- Public Cloud
- Private Cloud
- Bare Metal Cloud
- Managed Services

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 31 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 o/w 11 fully owned and 20 co-location data centers, several of them geo-redundant
IONOS equity story
Large, attractive and fast-growing market driven by secular trends

Large and untapped SMB core target group\(^1\)

- >90mm SMBs in North America and Europe
- ~58mm SMBs across Europe
- ~6mm IONOS customers\(^2\)

96%+

of SMBs in Europe are micro SMBs and solo-preneurs

Only ~50%

of solo-preneurs and micro SMBs have a website

Only ~27%

of SMBs with websites use an e-commerce solution

IONOS served addressable market ’15-26\(^3\), €bn

<table>
<thead>
<tr>
<th>Year</th>
<th>Web Presence &amp; Productivity</th>
<th>Cloud</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015A</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>2021A</td>
<td>15</td>
<td>22</td>
</tr>
<tr>
<td>2026F</td>
<td>38</td>
<td>55</td>
</tr>
</tbody>
</table>

CAGR

- ’15–21: 19% 15%
- ’21–26: 19% 19%

WEB PRESENCE & PRODUCTIVITY

- ’15–21: 8% 9%
- ’21–26: 9%

CLOUD

- ’15–21: 35% 29%
- ’21–26: 29%

Sources: Company Data Analysis, company information, McKinsey: The SMB Market for Digitization and Cloud Solutions, \(^1\) SMB core target group shown in the chart includes companies with <250 FTE in 2020; \(^2\) Total number of IONOS customers (mostly SMBs), as of September 30, 2022; \(^3\) McKinsey: The SMB Market for Digitization and Cloud Solutions, Cloud North America and server hosting North America deducted from total McKinsey figures to align with IONOS current addressability
Historical pattern underlines strong resilience even in times of market downturn

Number of SMBs in Europe and North America (in millions)

Source: Company Data Analysis; Statista, Eurostat, OECD, IMF, US Census (SMBs and large enterprises)

1 Company Data Analysis based on Statista, including SMBs (defined as companies with < 250 FTE). Also including freelancers as per Company Data Analysis. Analysis includes Europe, and North America.

2 Company Data Analysis based on Eurostat, OECD, IMF, US Census, Company Data Analysis, extrapolated for 2021-2026F using average GDP forecasts. Includes freelancers, non-employer firms, micro, small and medium SMBs in Europe and North America.
Web Presence & Productivity: unique competitive advantages reinforce outstanding European market position

IONOS 1 in Europe overall 1

<table>
<thead>
<tr>
<th>Country</th>
<th>Market share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>51%</td>
</tr>
<tr>
<td>Spain</td>
<td>21%</td>
</tr>
<tr>
<td>Austria</td>
<td>19%</td>
</tr>
<tr>
<td>UK</td>
<td>13%</td>
</tr>
<tr>
<td>Poland</td>
<td>11%</td>
</tr>
<tr>
<td>France</td>
<td>10%</td>
</tr>
</tbody>
</table>

Why we see competitive advantages vs digital platform providers

- Highly focused product portfolio with an extensive footprint across Europe, driving strong network effects

Why we see competitive advantages vs use case focused players

- One-stop-shop solution provider, offering a curated portfolio of products tailored for successful growth of customers of all sizes without changing the provider

Webhosting market share in Europe (%) 1

Source: Company information, Company Data Analysis, HostAdvice

1 Refers to webhosting market shares based on Company Data Analysis and HostAdvice. Europe includes Germany, UK, Spain, France, Poland and Austria. Market size (in €) of the European web hosting market in 2021 by country based on Company Data Analysis. IONOS shares based on Web Presence & Productivity revenue in 2021. OVH France based on estimated revenue in 2021 and Company Data Analysis. Other competitors based on number of domains hosted by web hosting companies as published by HostAdvice as of September 2022. Hyperscalers excluded since not considered part of relevant peer group.
IONOS is on a growth trajectory, also adding new services.

Compared to the hyperscalers, the attractive Cloud Services of IONOS have the same quality.

Dedicated Infrastructure as a Service.

Flexible and scalable infrastructure.

Awards:

- Preferred Vendor Cloud Solutions
- Leader 2022 Germany
- Platinum Award Cloud Service Provider
The IONOS one-stop-shop portfolio enables an end-to-end digitisation journey for our customers.

1. Protect your brand with a domain
   ccTLDs, .de, .com, .net
   "My customers can now find my business details anytime!"
   Anmut.Bar (café, bar)

2. For domains that have already been rewarded
   sedo
   Buy, Park, Sell, Domains

3. Communicate your professional identity with company branded e-mail
   Business Mail

4. Set up your website and present your business online
   MyWebsite Now
   E-Commerce Website Builder Hosting
   "The first orders came from abroad!"
   Wohlfühlmomente Landau (cosmetics online shop)

5. Enrich your presence with e-commerce capabilities and sell online
   E-Commerce Website Builder Hosting
   Enrich your presence with e-commerce capabilities and sell online
   "The first orders came from abroad!"
   Wohlfühlmomente Landau (cosmetics online shop)

6. Digitize your business and processes with a trusted partner that values privacy and security
   Managed Nextcloud
   HIDRIVE

7. Grow your online business with smart do-it-yourself and do-it-for-me solutions to attract more customers
   List Local
   rankingCoach

8. Leverage cloud computing, scalable infrastructure and storage solutions as your business scales
   IONOS CLOUD

Source: Company information
Successful first 9M 2023

Revenue (€mm)

<table>
<thead>
<tr>
<th></th>
<th>9M 2022</th>
<th>9M 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>953.6</td>
<td>1,058.7</td>
</tr>
</tbody>
</table>

Adj. EBITDA (€mm)

<table>
<thead>
<tr>
<th></th>
<th>9M 2022</th>
<th>9M 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>275.7</td>
<td>306.3</td>
</tr>
</tbody>
</table>

Customers (in mm)

<table>
<thead>
<tr>
<th></th>
<th>30.09.2022</th>
<th>30.09.2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>5.96</td>
<td>6.13</td>
</tr>
<tr>
<td></td>
<td>+170k</td>
<td></td>
</tr>
</tbody>
</table>

ARPU (in € per month)

<table>
<thead>
<tr>
<th></th>
<th>9M 2022</th>
<th>9M 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>13.9</td>
<td>14.6</td>
</tr>
</tbody>
</table>

- External revenues growing 11.8%
- Adj. EBITDA margin of 28.9% (9M/2022: 28.9%)
- Churn already at best-in-class level of ~1% per month
- ARPU growth through successful up-and cross selling
In a consolidating market, the strong brand will be the winner in the long run

Building an “evergreen brand” that is synonymous for Web Presence & Productivity and Cloud Solutions

- Increase in search demand

Increase in target audience brand awareness

- Building strong employer brand

Increase in CLTV and a reduction in CAC

- Increase in NPS
Brand investment has already started to pay off

- Brand investments of €35mm in 9M 2023 (prev. year: €27mm)
- Brand investments in FY 2023E of €65mm 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

**Commentary**

<table>
<thead>
<tr>
<th>Nov 21</th>
<th>Nov 22</th>
<th>Mar 23</th>
<th>Nov 21</th>
<th>Nov 22</th>
<th>Mar 23</th>
<th>Nov 21</th>
<th>Nov 22</th>
<th>Mar 23</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>33</td>
<td>38</td>
<td>18</td>
<td>30</td>
<td>33</td>
<td>33</td>
<td>35</td>
<td>37</td>
</tr>
</tbody>
</table>

1 Brand awareness (aided) for the IONOS brand, based on Interrogare survey - brand awareness data for self-employed/SMBs
Proven track record of up-selling and cross-selling

**ARPU development and number of services of cohorts**

**ARPU evolution per cohort**

- January 2020 cohort
- January 2018 cohort

**Evolution of average number of services used, per cohort**

- January 2020 cohort
- January 2018 cohort

Discount period:

- 1 month
- 6 months
- 12 months
- 18 months
- 24 months
- 30 months
- 36 months

*ARPU*:

- 1.4x
- 3.0x
- 4.0x

*Average number of services used*:

- 1.4x
- 2.0x
Our new Climate Strategy 2030 - we are highly committed to environmental sustainability

Data centers

• 100% renewable electricity sourced long-term
• >55% reduction in emissions by 2030 relative to 2019
• 50% data centers with low-carbon energy generation onsite (photovoltaics)
• Offset 100% unavoidable emissions annually whilst committing to reduce further over longer-term
• Commit to measuring our carbon footprint and reducing indirect carbon emissions in areas of most significant impact (Scope 3)
• 90% data center suppliers by spend commit to climate targets by 2030 (Scope 3)

Offices

• 100% renewable electricity in offices by 2030
• 100% electric vehicles in company carpool by 2030
Financials & guidance
Strong Q3 2023 performance...

**Strong revenue growth**
- Total revenue (€mm) yoy growth:
  - Q3 2022: 323.8
  - Q3 2023: 350.1
  - Growth: 8.1%

**Attractive profitability**
- Adj. EBITDA (€mm) Adj. EBITDA margin:
  - Q3 2022: 94.3
  - Q3 2023: 105.5
  - Margin: 29.1% to 30.1%

**Commentary**
- Revenue growth of 8.1% yoy (revenue growth excl. Aftermarket at 6.6% yoy)
- EBITDA margin increased to 30.1%
- Marketing investments roughly at the same level as in the previous year.
...translating into very solid first 9M 2023

<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>• Revenue growth of 11.0% yoy (revenue growth excl. Aftermarket at 6.3% yoy)</td>
</tr>
<tr>
<td>% yoy growth</td>
<td>% Adj. EBITDA margin</td>
<td>• Brand investments of €35mm (prev. year: €27mm); expected brand investments in FY 2023E of ~€65mm – decreasing as % of total revenue going forward</td>
</tr>
<tr>
<td>953.6</td>
<td>275.7</td>
<td>• Total marketing investments in 9M 2023 at the same level as in the prev. year</td>
</tr>
<tr>
<td>11.0%</td>
<td>28.9%</td>
<td>• 28.9% EBITDA margin in 9M 2023, despite approx. 0.7pp margin dilution from Aftermarket growth, driven by higher gross margins from product mix effects and economies of scale</td>
</tr>
<tr>
<td>9M 2022</td>
<td>9M 2022</td>
<td></td>
</tr>
<tr>
<td>1,058.7</td>
<td>306.3</td>
<td></td>
</tr>
<tr>
<td>9M 2023</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
All business areas contributing to strong and sustainable revenue growth

<table>
<thead>
<tr>
<th>Hosting Services to UI Group Companies</th>
<th>Q3 2022</th>
<th>Q3 2023</th>
<th>9M 2022</th>
<th>9M 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue (in €mm)</td>
<td>323.8</td>
<td>350.1</td>
<td>820.2</td>
<td>915.4</td>
</tr>
<tr>
<td>Web Presence &amp; Productivity</td>
<td>277.8</td>
<td>301.2</td>
<td>540.1</td>
<td>600.1</td>
</tr>
<tr>
<td>Cloud Solutions</td>
<td>45.1</td>
<td>48.9</td>
<td>320.1</td>
<td>315.3</td>
</tr>
<tr>
<td>Aftermarket</td>
<td>12.8</td>
<td>10.7</td>
<td>120.3</td>
<td>115.1</td>
</tr>
</tbody>
</table>

**Commentary**

- **Web Presence & Productivity** with solid growth of 8.4% yoy in Q3 2023 and 10.2% yoy at constant currency (6.7% yoy excl. Aftermarket or 7.5% yoy excl. Aftermarket at constant currency)
- **Cloud Solutions** growing 14.6% yoy in Q3 2023 (16.3% yoy at constant currency)
- FX headwind of 1.7pp on total revenue growth in Q3 2023 and 0.9pp on revenues excl. Aftermarket
Well-invested asset base with low and predictable maintenance capex requirements

Commentary

- Total Capex as % of total revenue decreased to 4.9% (prev. year: 8.1%; FY 2022: 7.5%)
- Low and predictable maintenance capex requirements
- Majority of growth capex is related to Cloud Solutions
- Expected CAPEX for FY 2023E: ~€90-100mm (CAPEX/total revenue of ~6-7%)
- Increasing CAPEX in Q4 2023, due to pending deliveries ~€15mm

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
Debt at fixed interest rates without refinancing risk

<table>
<thead>
<tr>
<th>Net Debt¹ (in €mm)</th>
<th>Leverage² (Net debt/Adj. EBITDA)</th>
<th>Commentary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 2022: 1,197</td>
<td>Q4 2022: 3.5</td>
<td>-</td>
</tr>
<tr>
<td>Q1 2023: 1,172</td>
<td>Q1 2023: 3.4</td>
<td>-</td>
</tr>
<tr>
<td>Q2 2023: 1,142</td>
<td>Q2 2023: 3.1</td>
<td>-</td>
</tr>
<tr>
<td>Q3 2023: 1,092</td>
<td>Q3 2023: 2.9</td>
<td>-</td>
</tr>
</tbody>
</table>

¹ Net Debt is the sum of non-current liabilities to related parties (30.09.2023: €1,185mm) and current liabilities to related parties (30.09.2023: €5mm), less receivables from related parties (30.09.2023: €72mm), less cash and cash equivalents (30.09.2023: €26mm) at the end of the period;
² Calculated as Net Debt / Adj. EBITDA LTM

- Net debt of €1,092mm¹ as of September 30, 2023, comprising mainly a shareholder loan from United Internet AG
- Further repayment of the shareholder loan in 9M 2023 (€60mm)
- Fixed interest rate of 6.75%, without covenants and maturity on December 15, 2026
- Leverage² of 2.9x as of September 30, 2023
The cash flow statement was changed: Interest payments were reclassified from cash flows from operating activities to cash flows from financing activities. The changes are explained in more detail in the 9-Month Report 2023.

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;

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

2 Adjustments for either non-recurring items or non-operating items (i.e. IPO costs, LTIP, stand-alone costs)
We are firming up our outlook for FY 2023

<table>
<thead>
<tr>
<th></th>
<th>FY 2023E March guidance</th>
<th>New guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue growth</td>
<td>~10%</td>
<td>~10%</td>
</tr>
<tr>
<td>Web Presence &amp; Productivity</td>
<td>8 – 10%</td>
<td>~ 11%</td>
</tr>
<tr>
<td>Cloud Solutions</td>
<td>16 – 20 %</td>
<td>~14-15 %</td>
</tr>
<tr>
<td>Adj. EBITDA margin</td>
<td>&gt;27%</td>
<td>~27.5%</td>
</tr>
<tr>
<td>Leverage EoY (Net debt/Adj. EBITDA)</td>
<td>&lt;3.0x</td>
<td>&lt;3.0x</td>
</tr>
</tbody>
</table>

- Adj. EBITDA margin is expected to be lower in Q4 2023, due to higher marketing investments
- Mid-term outlook unchanged

1 Outlook is based on constant currency
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**
IONOS is already leveraging AI’s vast potential - both externally and internally

### Products
- MyWebsite Text Generation available since May 2023
- AI assisted newsletter tool just launched
- AI-powered website creation
- AI Model Hosting Beta

### Customer Facing
- AI based domain search
- AI based features
- Up- and cross selling
- Customer interaction

### For IONOS
- Github Copilot
- Text & image generation
- Fraud Detection
- Security
- Translation services
- Financial modelling
AI-powered website creation

AI Website Generator

Name & industry

Description & Tone

Full website generated (editable)

AI Text Generator

AI Text Improver

AI SEO Feature

AI Image Generator
## AI product features driving customer value

<table>
<thead>
<tr>
<th>Package</th>
<th>Starter</th>
<th>Plus</th>
<th>Pro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly standard price¹</td>
<td>€ 12</td>
<td>€ 18</td>
<td>€ 28</td>
</tr>
<tr>
<td></td>
<td>Intuitive editor for beginners who want to get online quickly</td>
<td>Powerful editor with more customisation options and additional storage</td>
<td>Powerful editor with unlimited webspace and SEO</td>
</tr>
<tr>
<td>AI Website Builder</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AI Text Generator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AI Text Improver</td>
<td></td>
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<tr>
<td>AI SEO Generator</td>
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<tr>
<td>AI Image Generator</td>
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</tr>
</tbody>
</table>

- Positive customer feedback, around 60% of customers use AI vs. classic templates
- Overall quality of websites created with AI improved (i.e. fewer standard phrases)
- Time to publish decreased by around 30%
- The AI product enhancement came with a price increase by around €3 in all tariffs, for both existing and new customers
- Advanced AI features will help to further drive customers to Plus and Pro plans

¹ Standard plan Germany, incl. VAT

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We are very well positioned for future growth

Sustainable and resilient business with high recurring revenues

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

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

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

Opportunity for future growth with majority of the investments already made

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

Competitive landscape: IONOS is ready to take share

We are very well positioned for future growth
Appendix
## Financial Overview

<table>
<thead>
<tr>
<th></th>
<th>Q3 2022</th>
<th>Q3 2023</th>
<th>Change yoy</th>
<th>9M 2022</th>
<th>9M 2023</th>
<th>Change yoy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>323.8</td>
<td>350.1</td>
<td>+8.1%</td>
<td>953.6</td>
<td>1,058.7</td>
<td>+11.0%</td>
</tr>
<tr>
<td>Adj. gross profit(^1)</td>
<td>209.8</td>
<td>232.0</td>
<td>+10.6%</td>
<td>628.3</td>
<td>687.3</td>
<td>+9.4%</td>
</tr>
<tr>
<td>Adj. EBITDA</td>
<td>94.3</td>
<td>105.5</td>
<td>+11.8%</td>
<td>275.7</td>
<td>306.3</td>
<td>+11.1%</td>
</tr>
<tr>
<td><strong>EBIT</strong></td>
<td>60.8</td>
<td>74.5</td>
<td>+22.6%</td>
<td>174.0</td>
<td>224.9</td>
<td>+29.2%</td>
</tr>
<tr>
<td>Adjusted EBT (excl. non-cash valuation effect from a contingent purchase price liability)</td>
<td>38.1</td>
<td>53.1</td>
<td>+39.4%</td>
<td>106.6</td>
<td>160.2</td>
<td>+50.2%</td>
</tr>
<tr>
<td>Adjusted EPS in €/share (based on the new share count of 124.1mm as of today, excl. non-cash valuation effect from a contingent purchase price liability)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.59</td>
<td>0.97</td>
<td>+64.4%</td>
</tr>
</tbody>
</table>

\(^1\) Adjusted gross profit is calculated as revenue less cost of sales (excl. T&D and D&A)
### EBITDA to adj. EBITDA bridge

9M 2023 EBITDA, adjustments and adj. EBITDA (in €mm)

<table>
<thead>
<tr>
<th>Description</th>
<th>EBITDA reported</th>
<th>LTIP</th>
<th>IPO costs</th>
<th>Billing carve-out / stand-alone costs / others</th>
<th>EBITDA adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margin</td>
<td>28.8%</td>
<td></td>
<td></td>
<td></td>
<td>28.9%</td>
</tr>
<tr>
<td>EBITDA reported</td>
<td>305.4</td>
<td></td>
<td></td>
<td></td>
<td>306.3</td>
</tr>
<tr>
<td>Employee stock ownership program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Costs in connection with the IPO, which have been charged to the selling shareholders (net effect)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Costs of the billing carve-out from United Internet Group, the establishment of IONOS as an independent group and others</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Commentary

1. Employee stock ownership program
2. Costs in connection with the IPO, which have been charged to the selling shareholders (net effect)
3. Costs of the billing carve-out from United Internet Group, the establishment of IONOS as an independent group and others
### Mid-term Outlook (1/2)

<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>Total Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group</td>
<td>€1,293mm (17.2% yoy)</td>
<td>~10% yoy</td>
<td>~10% CAGR</td>
<td><strong>Mid-term:</strong> 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>~11% 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</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>rest of WP&amp;P business</td>
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<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>14 – 15% 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>
<tr>
<td><strong>Adjusted EBITDA margin</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group</td>
<td>26.7%</td>
<td>~27.5%</td>
<td>Increasing to 30%+</td>
<td><strong>Mid-term:</strong> We expect to progressively exceed 30% Adj. EBITDA margin, driven</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>by multiple levers becoming effective from 2023 onwards</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Operating leverage and efficiency initiatives (e.g. internet factory)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Increasing economies of scale at Cloud Solutions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Brand investments in 2023 of ~€65mm; decreasing as % of total revenue</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>going forward</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Normalising growth in Aftermarket business, which has lower margins</td>
</tr>
</tbody>
</table>

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>~€90-100mm</td>
<td>~8% CAGR</td>
<td><strong>Mid-term</strong>: Total revenue outgrowing maintenance capex growth, driven by the mix effect of lower capital-intensive Aftermarket business</td>
</tr>
<tr>
<td>Growth</td>
<td>€58.8mm</td>
<td></td>
<td>Decreasing to ~4% of total revenue</td>
<td><strong>Mid-term</strong>: 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>Group</td>
<td>33.6% of EBT</td>
<td>Decreasing to ~30% of EBT</td>
<td><strong>Mid-term</strong>: We expect effective tax rate to go down as % of EBT due to deleveraging of our capital structure</td>
</tr>
<tr>
<td><strong>Cash flow from operating activities</strong></td>
<td>Group</td>
<td>55% of adj. EBITDA</td>
<td>Increasing to ~65%+ of adj. EBITDA</td>
<td><strong>Mid-term</strong>: Driven by increasing adj. EBITDA margin</td>
</tr>
<tr>
<td><strong>Capital structure</strong></td>
<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>
</tr>
<tr>
<td><strong>Environmental ambitions</strong></td>
<td>Group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power Usage Effectiveness (PUE) of 1.35 by 2024, down from 1.41 as of 2021 and we will continue to source 100% renewable electricity longer-term Reduction of data centre carbon emissions by 55% from 2019 levels by 2030 and 50% on-site generation of renewable energy (e. g. photovoltaics) Energy optimisation for all IT components included in the Energy Management System (ISO 50001) by 2024</td>
<td></td>
<td></td>
<td></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.
Successful transformation into the leading enabler for European SMBs

1998
1&1 became shareholder of internet pioneer Schlund + Partner (founded by current IONOS CEO Achim Weiss) and 1&1 was IPO’ed

2000-2007
1&1 Hosting launched operations in France and UK (2000), the US (2003) and Spain (2007)

2006-2008
Acquisition of fasthosts in the UK (2006) and united domains (2008)

2011-2016
Expansion into Canada (2011) and Mexico (2013), STRATO entered the Netherlands (2016)

2017
Warburg Pincus invested in 1&1 Hosting Group, which then acquired STRATO

2017-2018
Acquisition of Enterprise Cloud specialist ProfitBricks (2017) and World4You (2018) in Austria

2020
Launch of IONOS Cloud and IONOS entered CEE market

2021
we22 acquisition

2022
STRATO entered Sweden

1988
1&1 was founded by Ralph Dommermuth in Montabaur

2000
1&1 holding rebranded to United Internet, hosting business continued as “1&1 Internet”

2001-2004
1&1 became shareholder of sedo (2001) and InterNetX (2004)

2013-2015
Acquisition of Arsys (2013) in Spain and home.pl (2015) in Poland

2017-2018
Acquisition of Enterprise Cloud specialist ProfitBricks (2017) and World4You (2018) in Austria

2020
Launch of IONOS Cloud and IONOS entered CEE market

2023
IONOS IPO

2 data centers
3 Countries with presence

9 data centers
11 Countries with presence

32 data centers
18 Countries with presence