

Half-year Results 2025 Webcast

7 August 2025

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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 2024 of IONOS Group SE or is explained in an associated footnote.



Achim Weiß

CEO



Britta Schmidt

CFO

- Business update
- Financials Q2 / H1 2025
- Outlook
- Q&A

Expanding the IONOSphere in H1 2025

**+150k to
6.47mn**

Customers

+4%

ARPU
growth

+19%

Revenue
growth

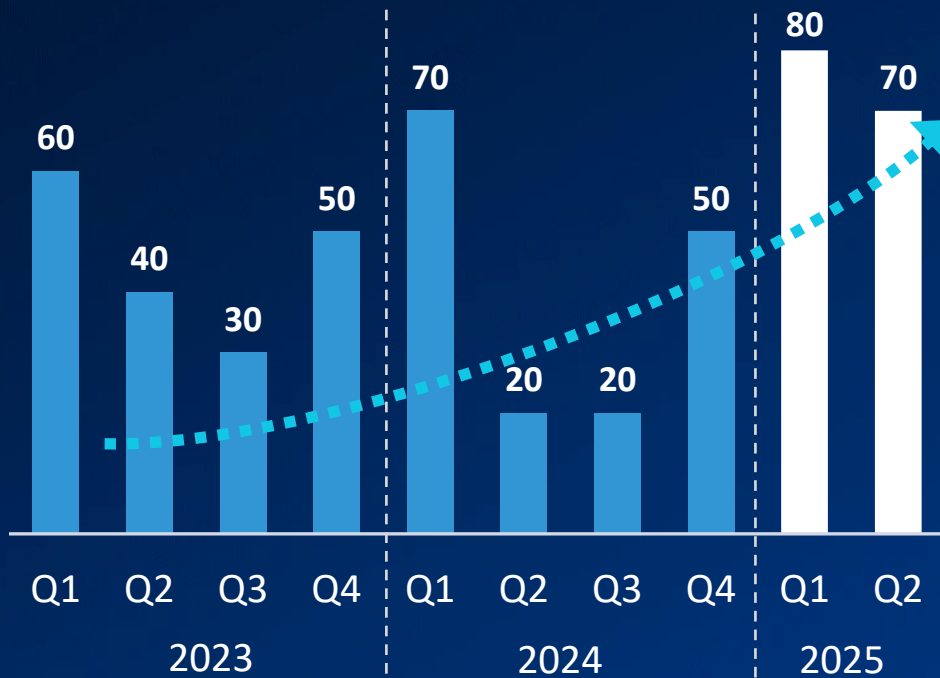
+23%

Adj. EBITDA
growth

ARPU and net additions boosting sales

IONOS

Net customer growth
in k customers



ARPU per customer
in € per month



AI@IONOS – pioneering the future

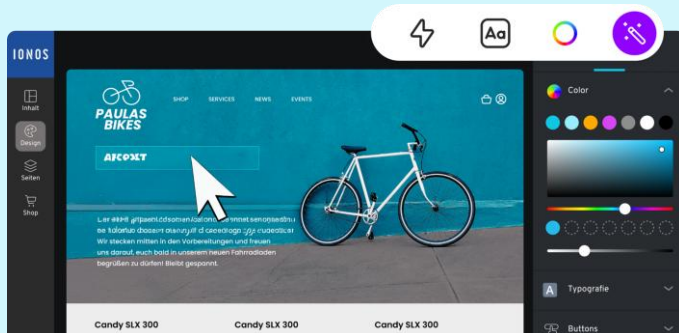
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Artificial Intelligence

- is boosting efficiency internally
- is already integrated in 8 out of 10 product lines, increasing to 10 of 10 in 2025
- is a catalyst for digitalization
- is a revenue driver on the back of additional use cases and upselling

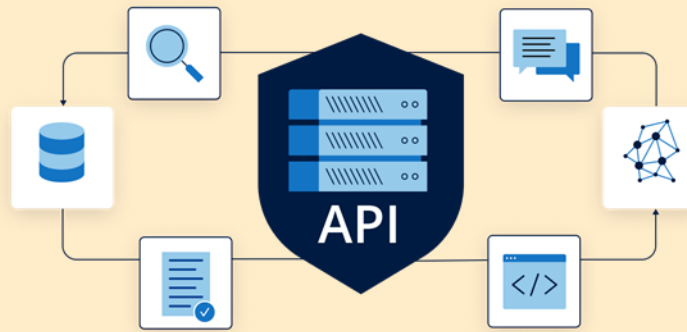
AI powered products

offering unmatched ease-of-use



AI Model Hub

Sovereign multimodal AI platform



IONOS GPT

Privacy focused AI Assistants



Agentic AI – The Next Generation of AI-driven Products



TODAY

- SMBs often allocate **50-60%** of their time that relates to their business model and directly create value for their customers.
- The **remaining time is spent** on managing communications, suppliers, customers, finance, organization.

TOMORROW

- SMBs are **able to dedicate 80-90%** of their available time to the main business.
- Everything else will be handled by a team of 24/7 AI agents, which are taking care of routine tasks.

A new era for Europe

– increasing desire for sovereignty

- Independence from US hyperscalers and full data control are becoming increasingly important for organizations of all sizes – in Cloud, but also in Web Presence & Productivity
- Digital Sovereignty is moving to the top of the priority list for the private and public sector
- IONOS relies on the highest level of security and digital sovereignty, coupled with outstanding service at a better cost-performance ratio
- IONOS is the natural provider to play a key role in the upcoming transition



AI Gigafactory

IONOS

IONOS, together with HOCHTIEF AG, has submitted an Expression of Interest to the European Commission

Comply with European standards for digital sovereignty, resilience, and independence.

The project aims to build and operate a large-scale AI Gigafactory in Europe

Experience in cloud infrastructure and digitalization, leveraging our tech stack for AI workloads.

Deployment of over 50,000 GPUs, scalable to more than 100,000 GPUs

Supported by targeted EU funding

Operations are planned to begin as early as 2027

Expression of Interest is the first step – European Commission will define the next phase



Our financial performance and guidance for sustainable growth

Leading the European SMB digitalization

H1 2025 figures

IONOS

Digital Solutions & Cloud

Web Presence & Productivity

€544mn
Revenue (61%)



Market positions
in 6 core European
markets

~130mn²

Annual revenue
in North America



Exceptional EBITDA
margins and cash
conversion rates paired
with strong growth

36.1% Adj. EBITDA margin

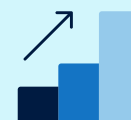
Cloud Solutions

€656mn¹
Revenue (73%)

€90mn
Revenue (10%)



Ready for
profitability
within the next
year



EBITDA
reinvested into
future growth

Ad Tech

former
Aftermarket

€239mn
Revenue (27%)



European
market leader

~22 mn

Domains listed
and 6mn domains
parked

13.3% Adj. EBITDA margin

€895mn

Total revenue¹

€269mn

Adjusted EBITDA

30.0%

Adjusted EBITDA margin

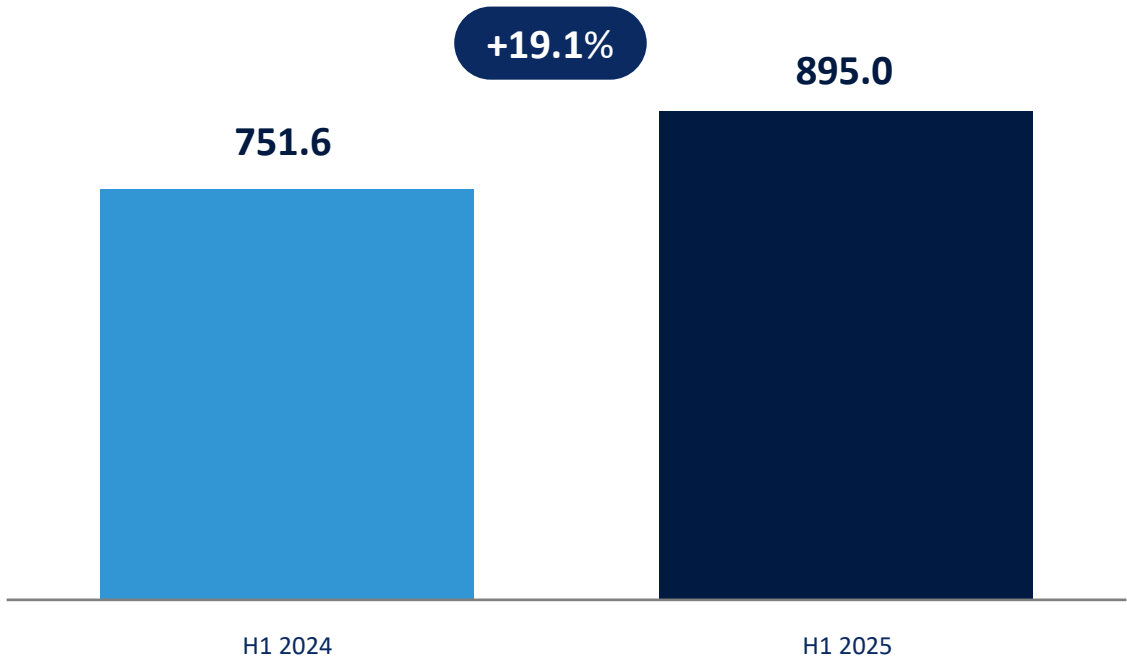
1) including ~€22mn revenue from hosting services to United Internet companies (2% of total revenue)

2) Annualized revenue USA, Canada, Mexico

H1 2025 delivered strong growth

Industry leading growth with high visibility

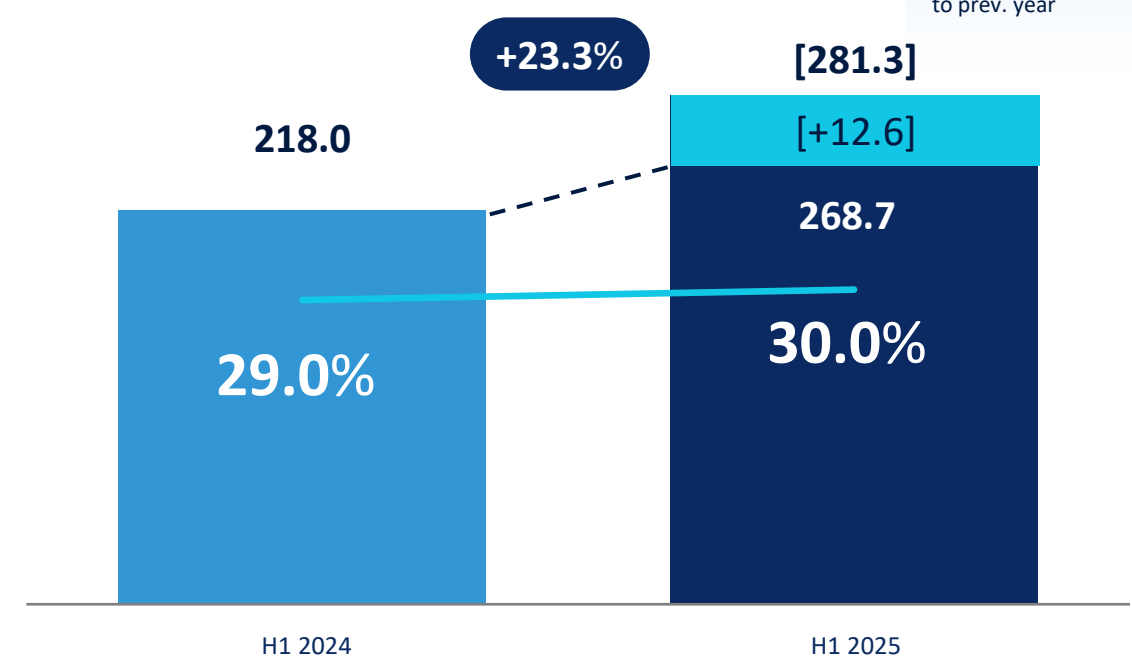
Total revenue (€mn)



Attractive profitability

Adj. EBITDA (€mn)

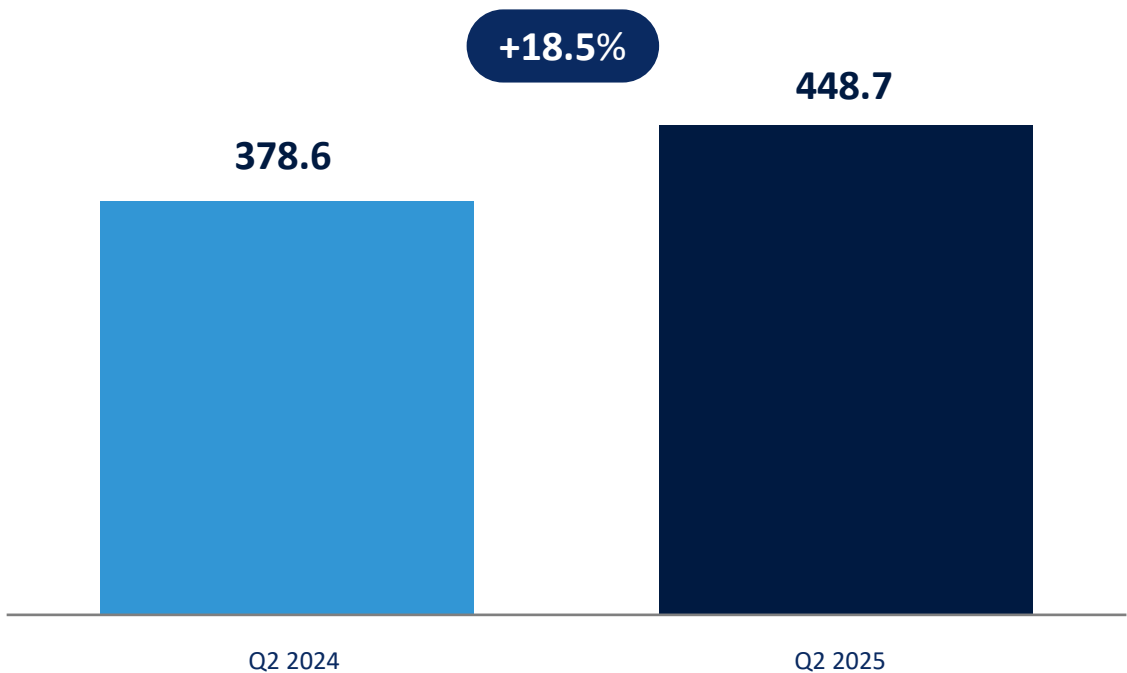
— Adj. EBITDA margin



Q2 2025 with continued growth and profitability

Industry leading growth with high visibility

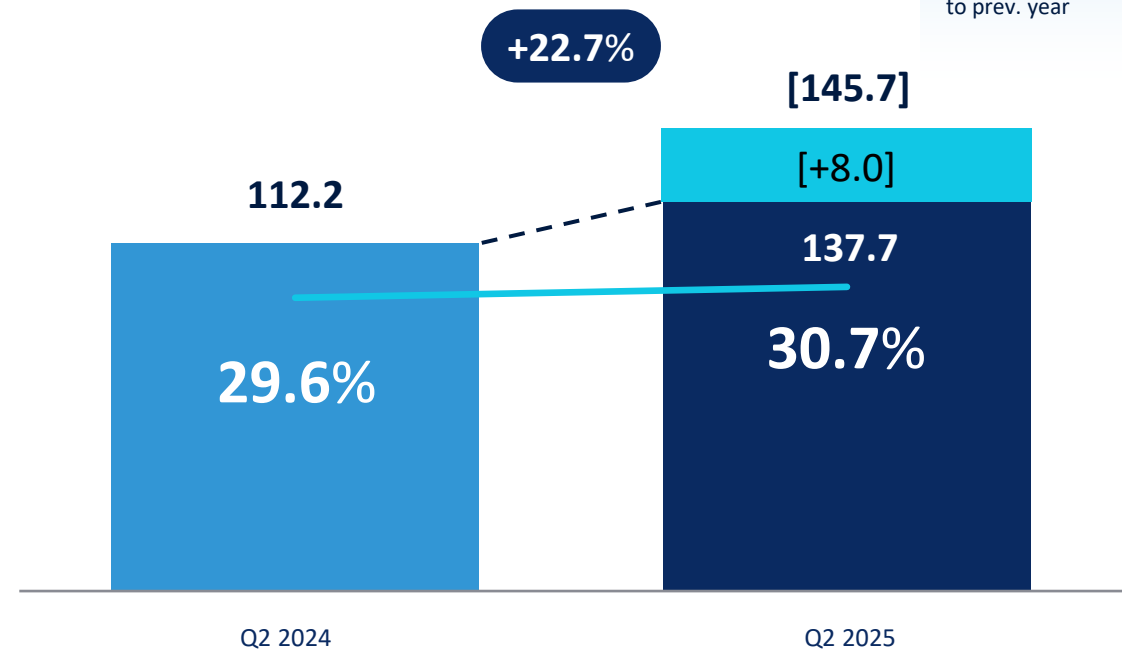
Total revenue (€mn)



Attractive profitability

Adj. EBITDA (€mn)

— Adj. EBITDA margin

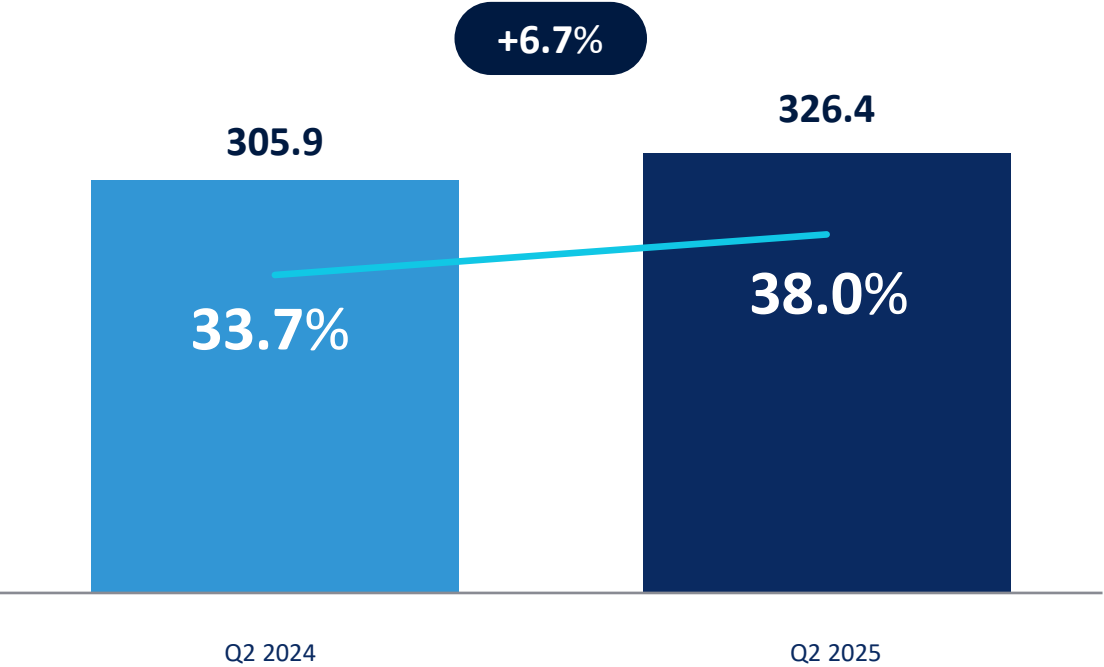


Strong growth across segments in Q2 2025

Digital Solutions & Cloud

Total revenue (€mn)

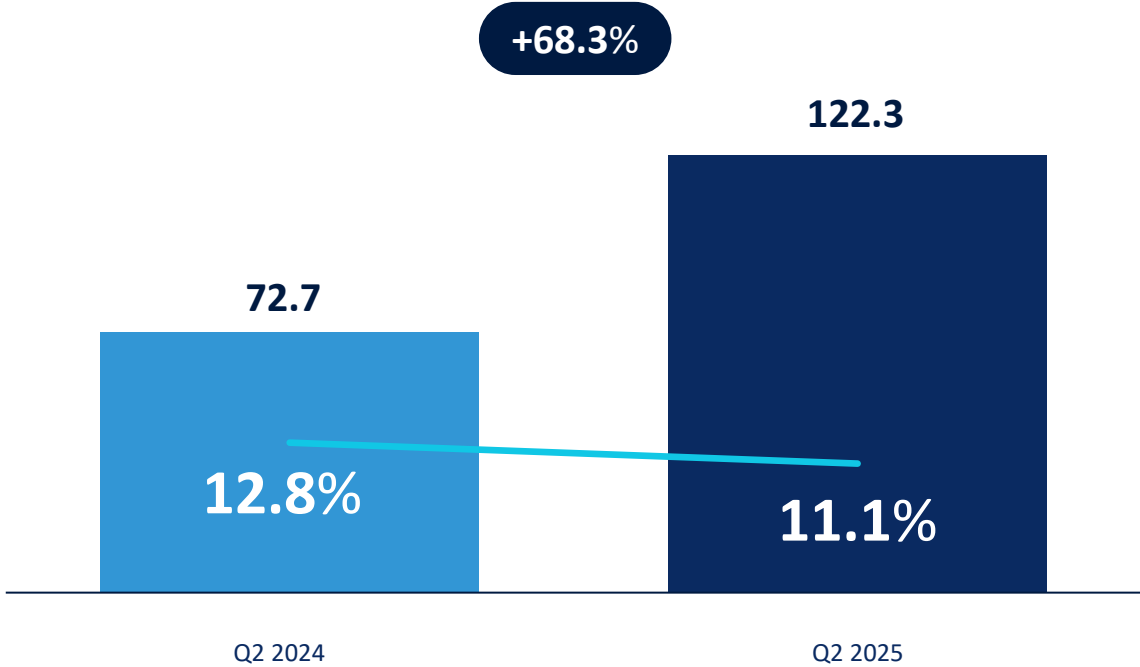
— Adj. EBITDA margin



AdTech

Total revenue (€mn)

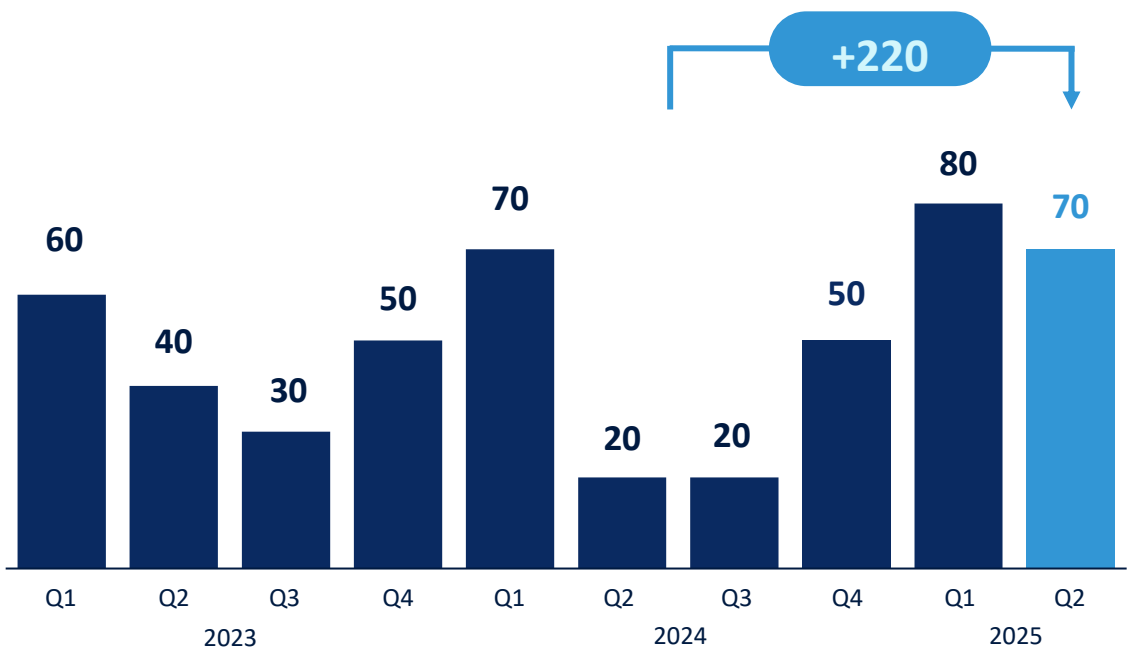
— Adj. EBITDA margin



The core business delivers strong operational performance

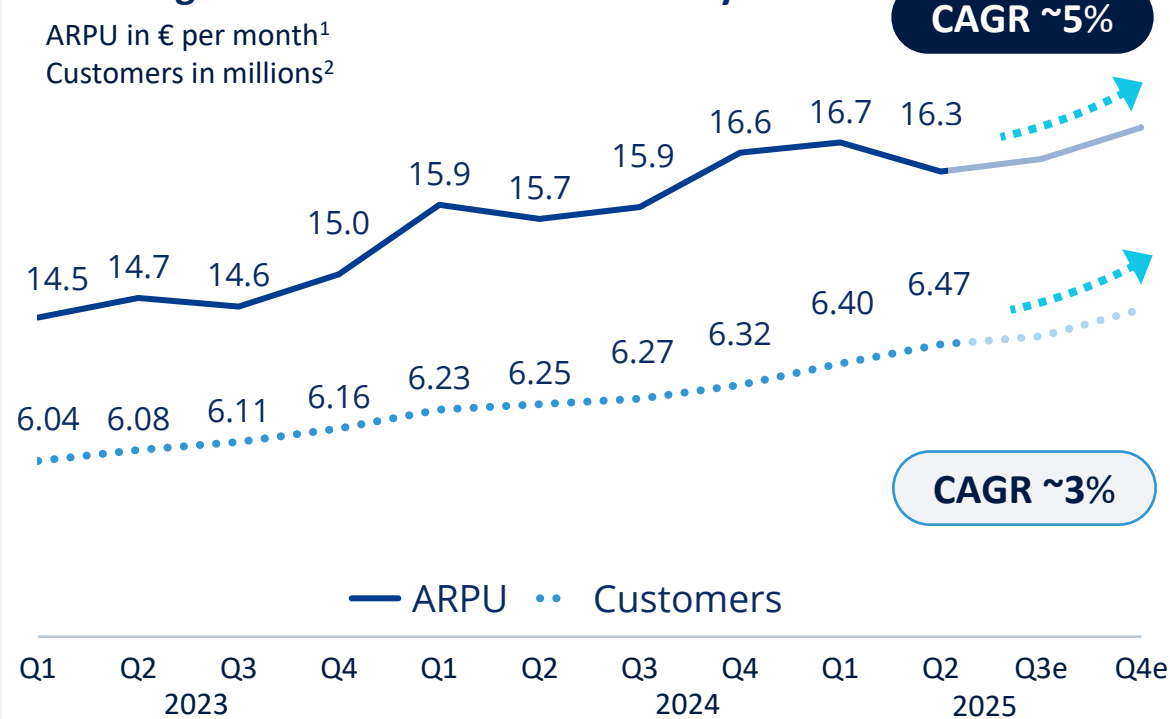
Customer net additions

in k



Growing ARPU and customer inventory

ARPU in € per month¹
Customers in millions²



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

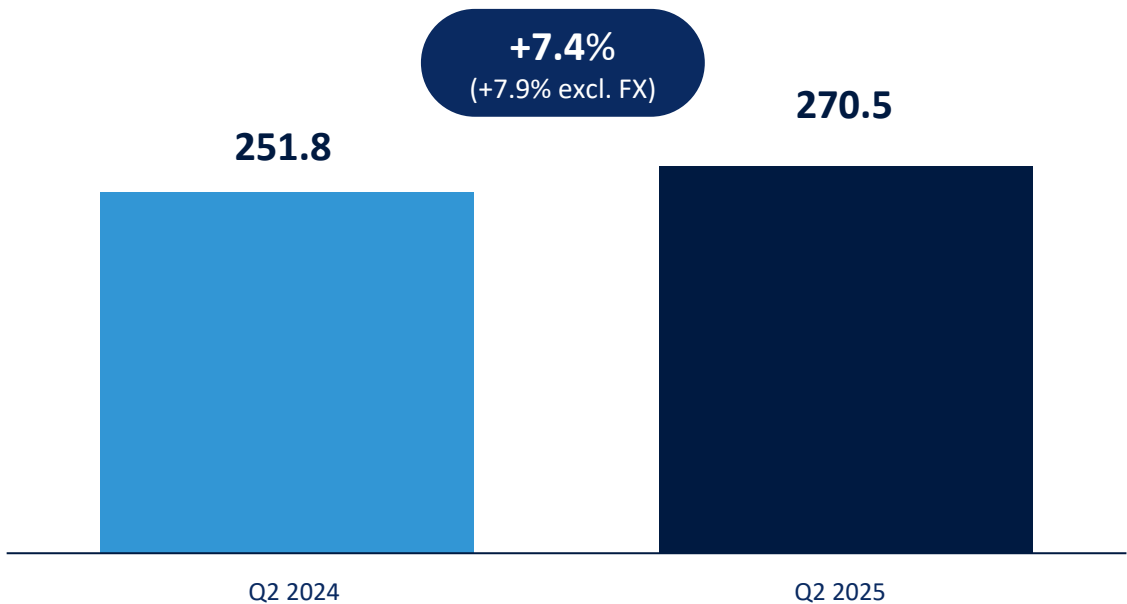
Successful up- & cross selling and pricing power

1) Based on external revenues Digital Solutions & Cloud
2) Historical customer base is adjusted retrospectively by -0.03mn customers each quarter, after harmonization of the policy at subsidiaries in the context of the annual financial statements as of 31 December 2024

Digital Solutions & Cloud delivering solid growth

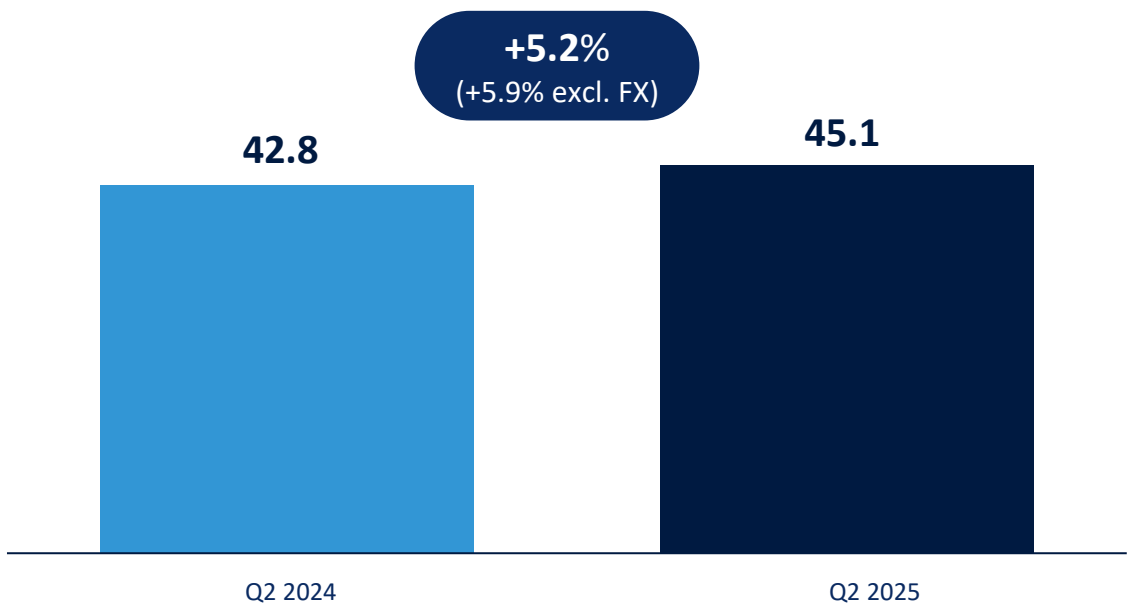
Web Presence & Productivity¹

Revenue (€mn)



Cloud Solutions¹

Revenue (€mn)



+6.7%

Q2 2025
DS&C revenue yoy

€10.9mn

Hosting services to United Internet group
companies in Q2 2025
(Q2 2024: €11.3mn)

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

1) in the context of Group-wide standardization, some products were reclassified and reallocated between Web Presence & Productivity and Cloud. Revenue in Cloud Solutions increased by €1.9mn in Q2 2024 and revenue in Web Presence & Productivity decreased accordingly. The historical and the adjusted revenue distribution is shown in the Key Figures Sheet FY 2024 on the corporate website.

Strategic Focus: Converting Data Sovereign Cloud demand into growth

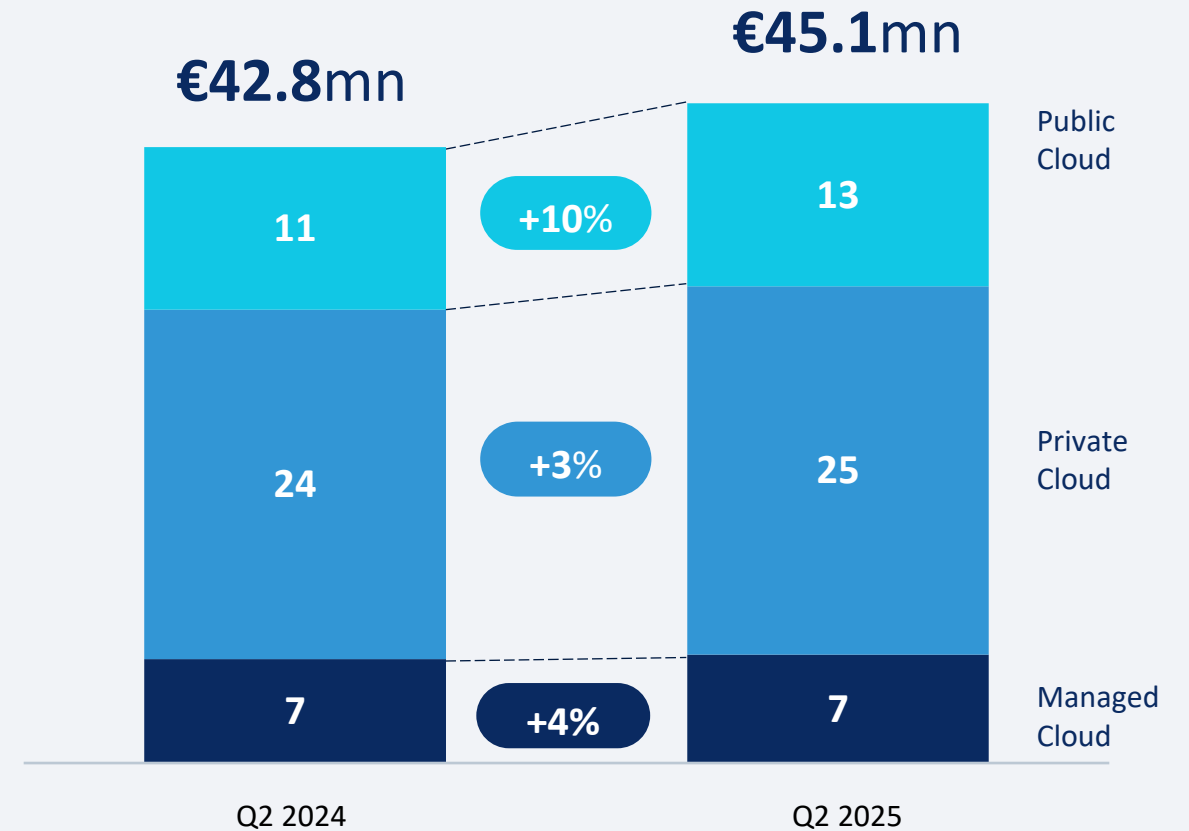
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Public Cloud growing ~10% yoy
– almost no contribution from ITZBund project in H1 2025

Private Cloud growing ~3% yoy

Managed Cloud growing ~4% yoy

+5.2%
yoy growth



The AdTech business evolves to unlock new growth

Revenue
in €mn



+72.7%

Revenue yoy
in H1 2025

31.8mn

Adj. EBITDA
in H1 2025

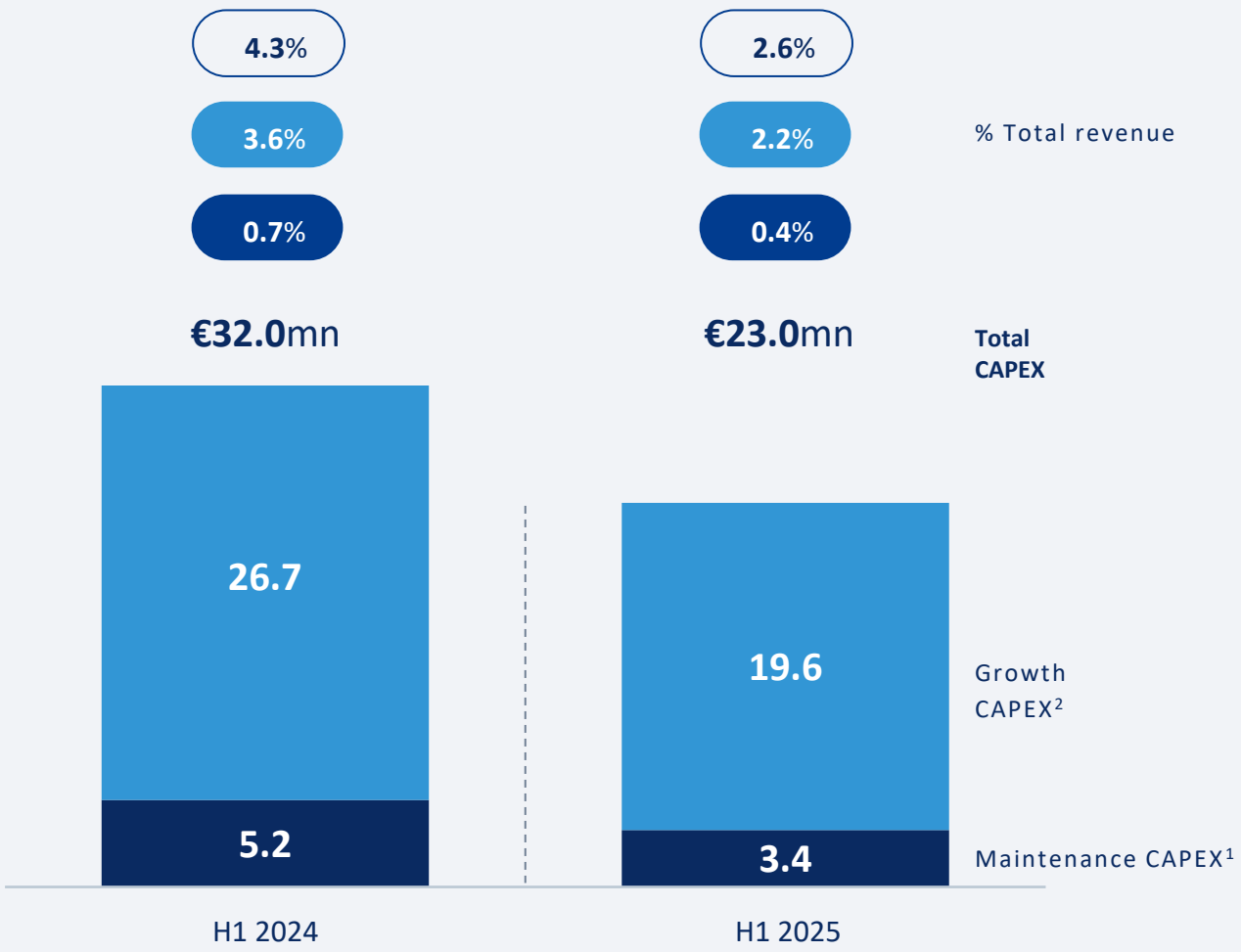
~13.3%

Adj. EBITDA
margin H1 2025

Google introduced a new product/contract called RSOC (Related Search On Content), on top of their Google AdSense for Domains product, providing additional revenue potential going forward

Well invested asset base ensures low, predictable maintenance capex

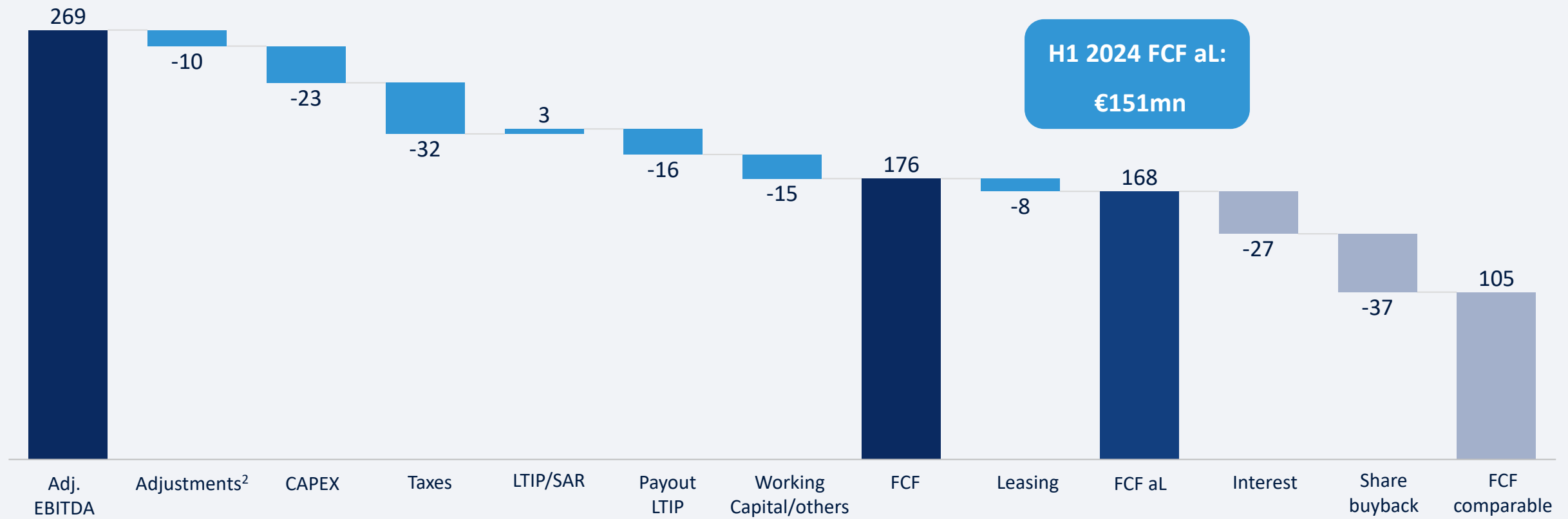
- Total CAPEX as % of total revenue at 2.6% (prev. year: 4.3%)
- Low and predictable maintenance CAPEX requirements
- Majority of growth capex is related to Cloud Solutions
- Expected CAPEX for FY 2025E: €80mn (CAPEX/total revenue of ~5%)



Strong and highly predictable Free Cash Flow generation

IONOS

H1 2025 adjusted EBITDA to (adjusted) Free Cash Flow¹ (FCF) bridge
in €mn



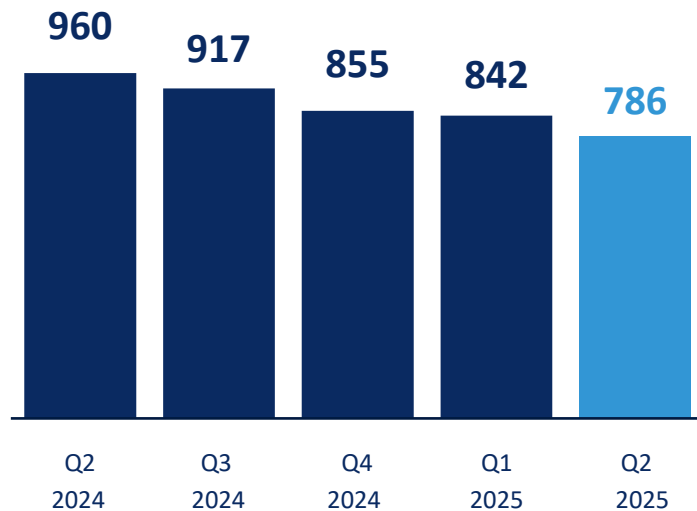
1) Free cash flow (FCF) is defined as cash flow from operating activities, less capital expenditures, plus payments from disposals of intangible assets and property, plant and equipment

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

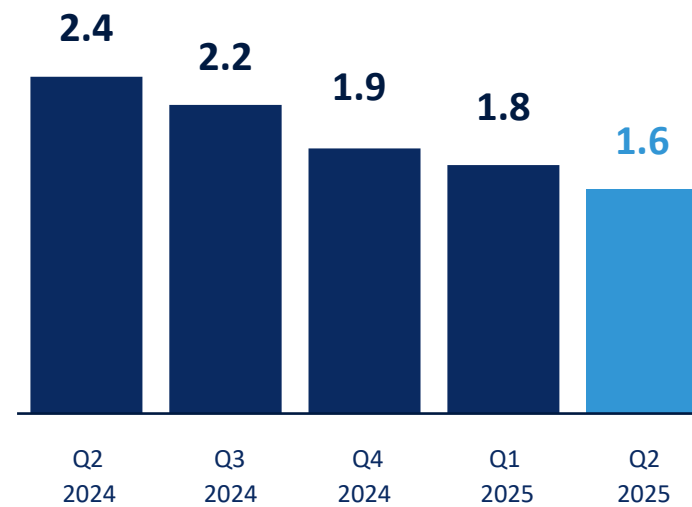
Fixed-interest debt secures stability and removes refinancing risk

IONOS

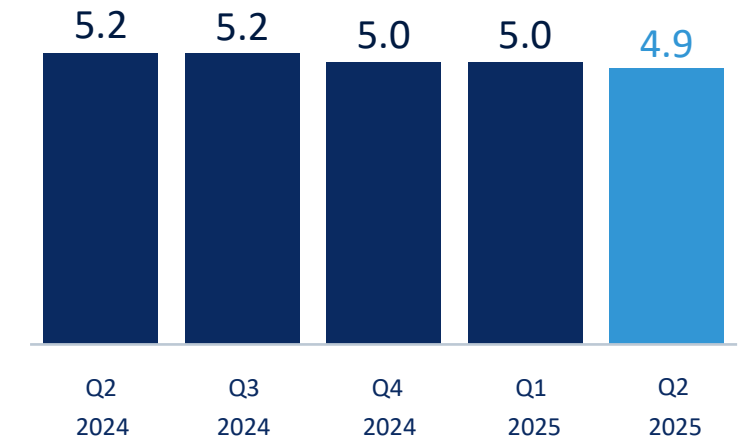
Net Debt¹



Leverage³
(Net debt/adj. EBITDA)



Avg. interest rate
(fixed / in % p.a.)



€786mn¹

Net debt as of June 30, 2025, comprising of an external bank loan and a shareholder loan of United Internet, less receivables UI

€100mn

shareholder loan outstanding

4.90%²

Fixed annual interest rate
maturity on December 15, 2026

~1.6x

Leverage³ as of June 30, 2025

1) Net Debt is the sum of liabilities to banks (30.06.2025: €798mn), non-current liabilities to related parties (30.06.2025: €100mn), current liabilities to related parties (30.06.2025: €6mn) and current liabilities to banks (30.06.2025: ~€0mn), less receivables from related parties (30.06.2025: €95mn), less cash and cash equivalents (30.06.2025: €24mn) at the end of the period; 2) as of 30.06.2025, calculated as weighted average interest rate of gross debt; 3) Calculated as Net Debt / Adj. EBITDA LTM

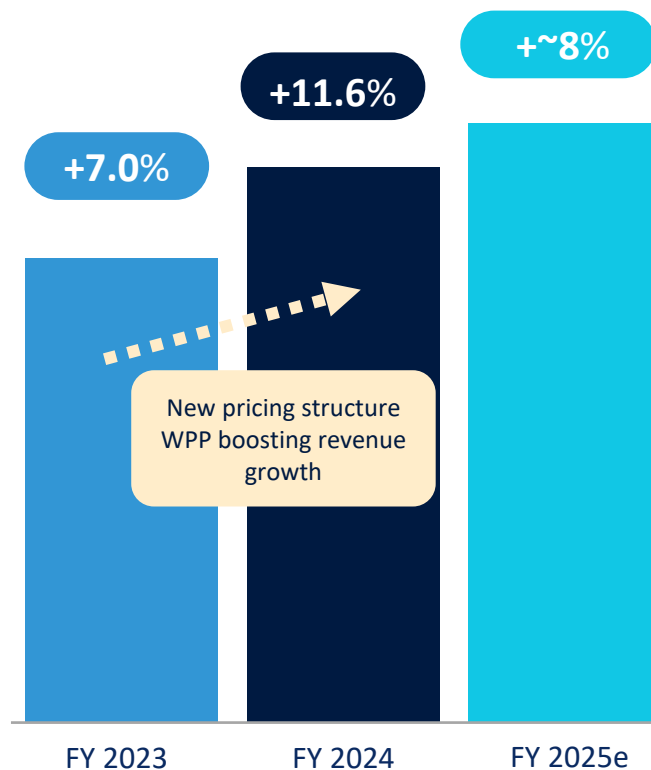
Driving growth with our 2025 guidance

IONOS

	FY 2024	H1 2025	FY 2025e ¹
Digital Solutions & Cloud			
Revenue	11.6%	7.0%	~8%
Web Presence & Productivity	11.8%	7.6%	7 - 8%
Cloud Solutions	13.3%	6.3%	~10%
Adj. EBITDA margin	32.9%	36.1%	~35%
AdTech			
Revenue	€312mn	€239mn	~€400mn
Total Adj. EBITDA	€452mn	€269mn	~€530mn

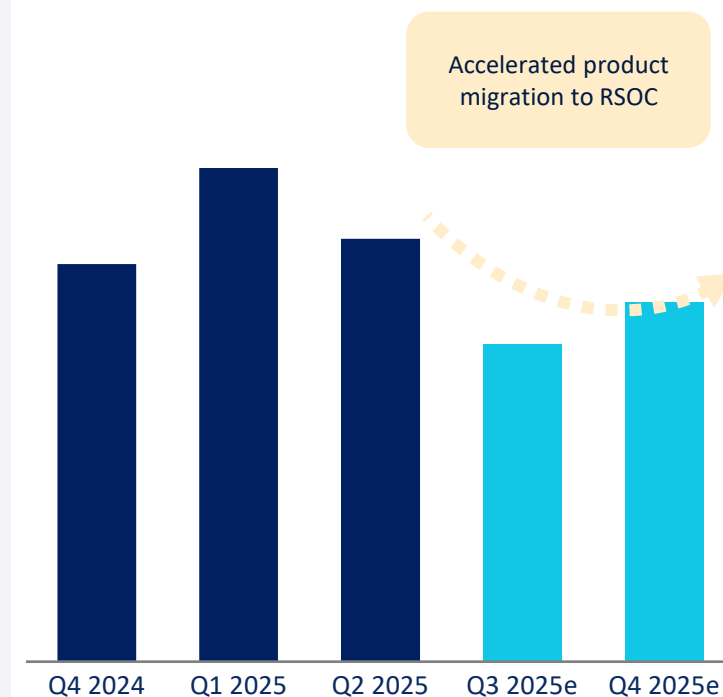
Digital Solutions & Cloud

Expected revenue development²

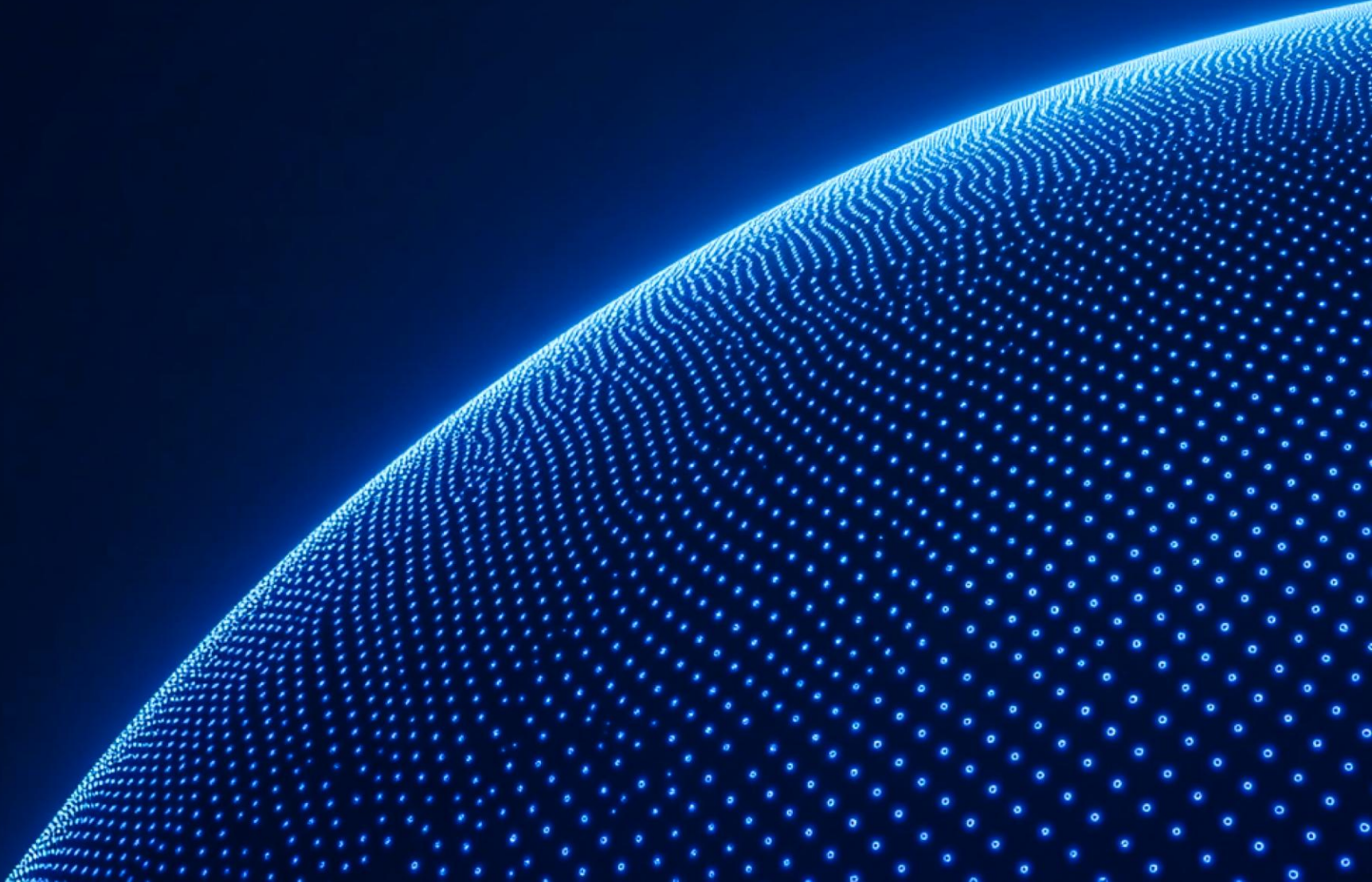


AdTech

Expected revenue development²



Q&A



Half-year Results 2025 Webcast

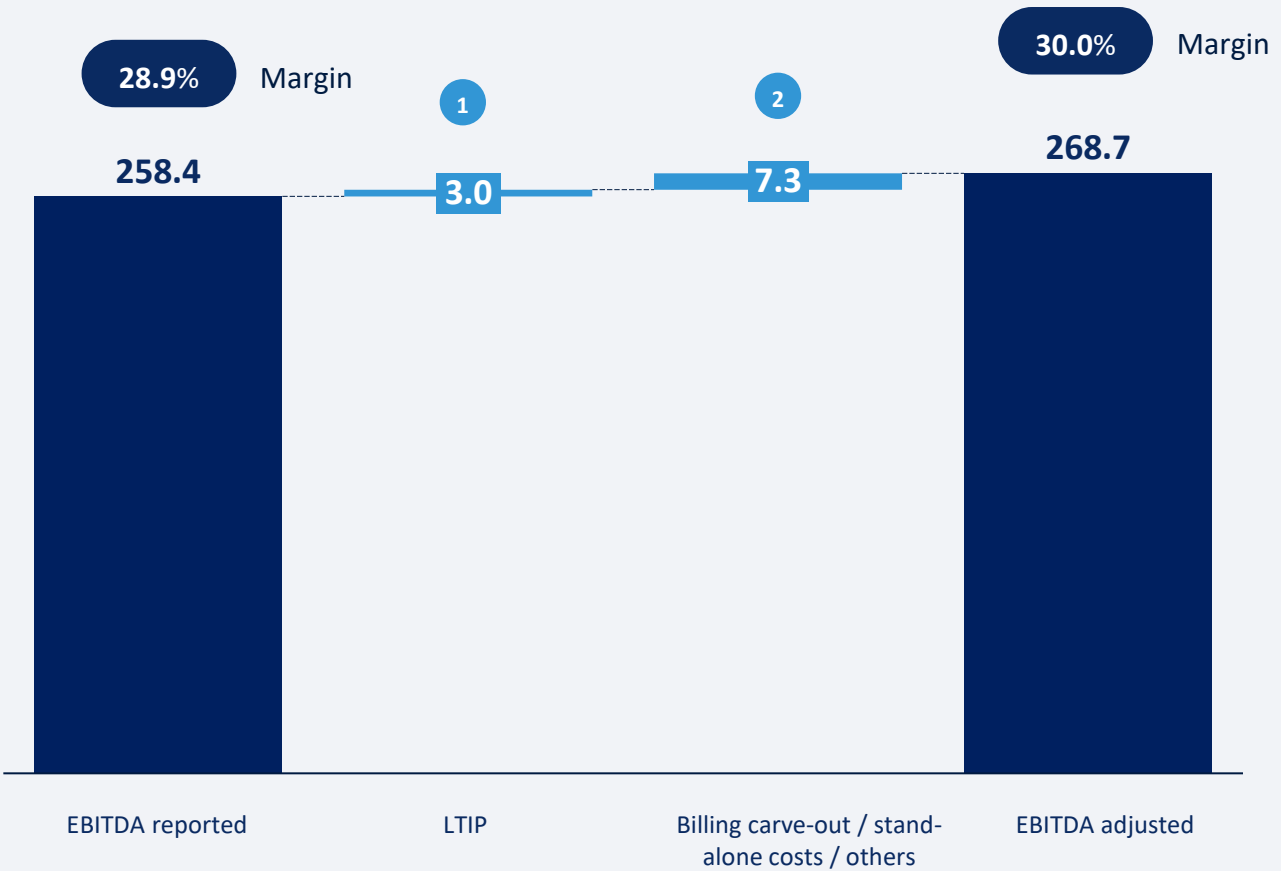
7 August 2025

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

H1 2025 EBITDA, adjustments and adj. EBITDA
(in €mn)



Financial Overview

IONOS

in €mn	Q2 2024	Q2 2025	Change yoy	H1 2024	H1 2025	Change yoy
Total Revenue	378.6	448.7	+18.5%	751.6	895.0	+19.1%
Adj. gross profit ¹	249.4	272.9	+9.5%	503.6	555.3	+10.3%
Adj. EBITDA	112.2	137.7	+22.8%	218.0	268.7	+23.3%
EBIT	78.7	106.7	+35.7%	152.8	203.9	+33.4%
Adjusted EBT excl. non-cash valuation effects from a contingent purchase price liability	63.6	93.9	+47.7%	121.5	177.6	+46.2%
Adjusted EPS in €/share excl. non-cash valuation effects from a contingent purchase price liability	0.33	0.47	+41.9%	0.63	0.91	+43.7%

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