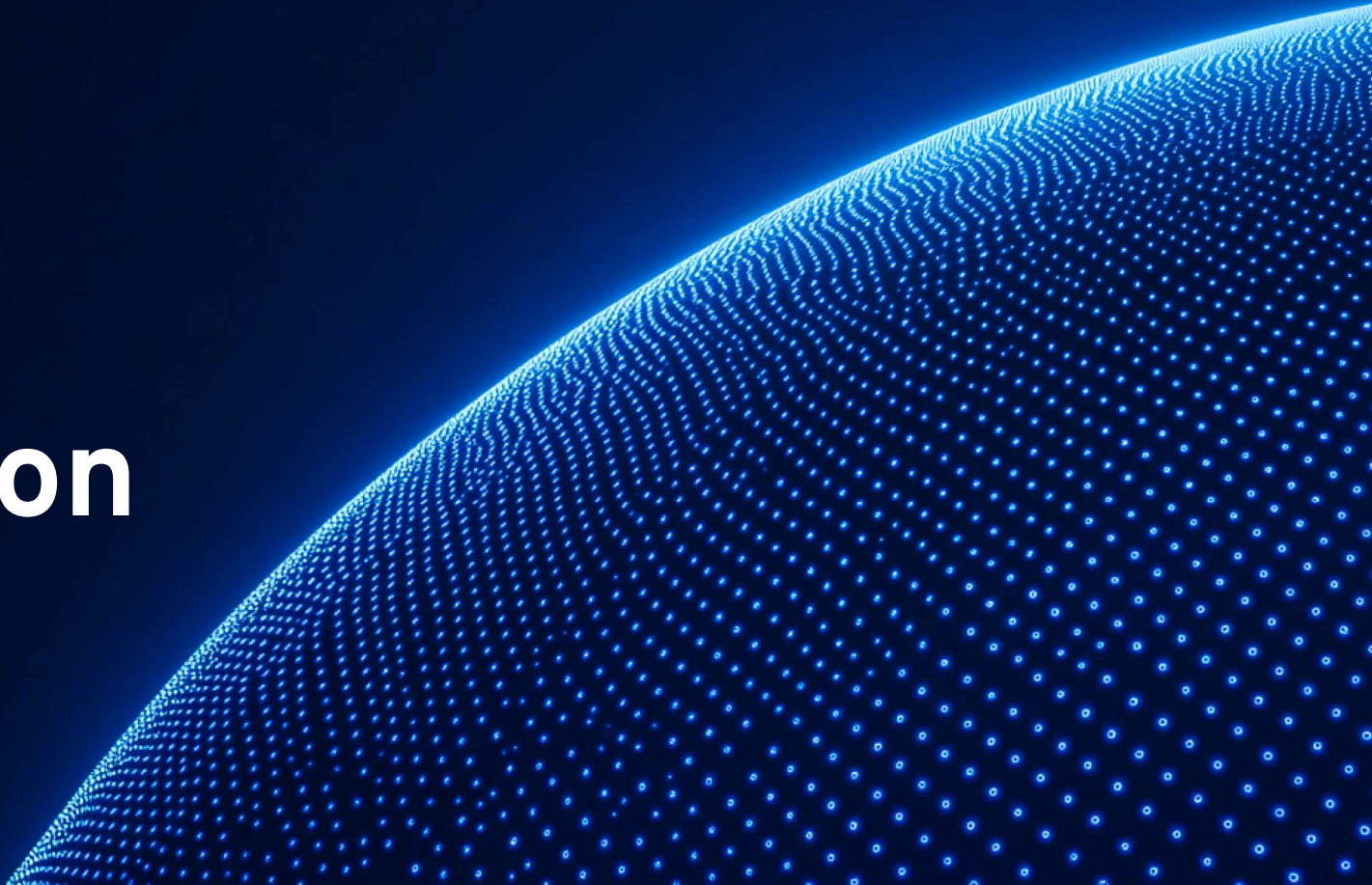


# Corporate presentation

April 2026



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 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.

OUR VISION

**Strengthening our position as  
the leading SMB digitalization partner  
and trusted cloud enabler.**

# Leading the European SMB digitalization

IONOS

FY 2025 figures

## Total

(prev. Digital Solutions & Cloud)

€1,317mn<sup>1</sup>

### Web Presence & Productivity

€1,086mn  
Revenue (83%)

#1 #2



Market positions  
in 6 core European  
markets

~130mn<sup>2</sup>



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 Revenue<sup>1</sup>

€ 485mn Adjusted EBITDA

€ 36.8% Adj. EBITDA margin

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

2) Annual revenue USA, Canada, Mexico

# 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

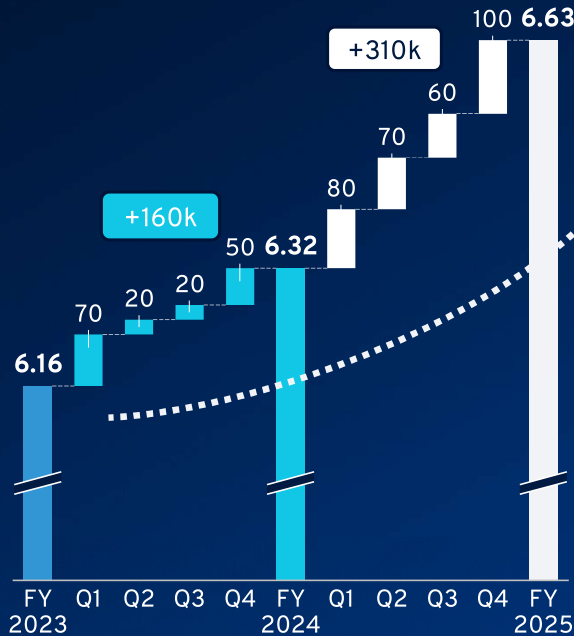


# Growth Is Accelerating. So Is the AI Contribution.

IONOS

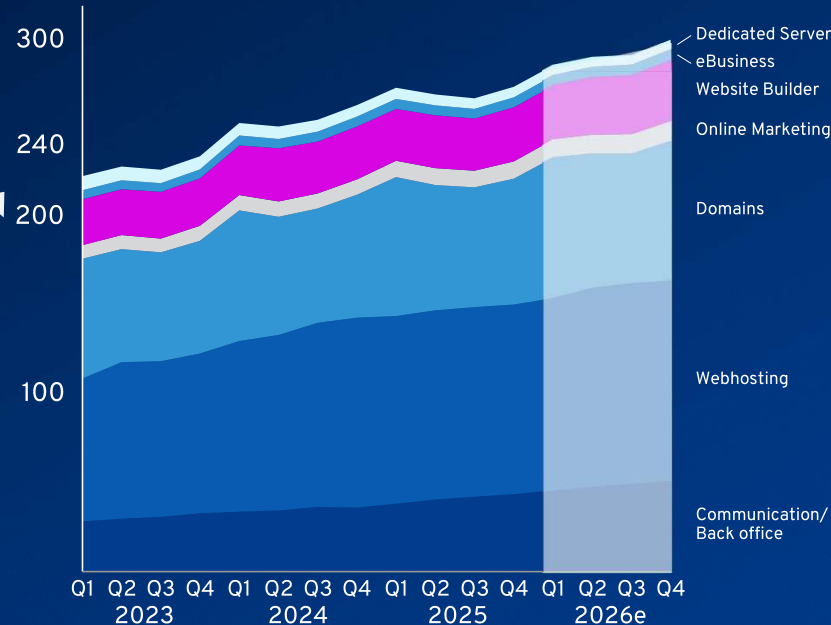
## Customer growth

Customer inventory FY in mn /  
Quarterly net additions in k



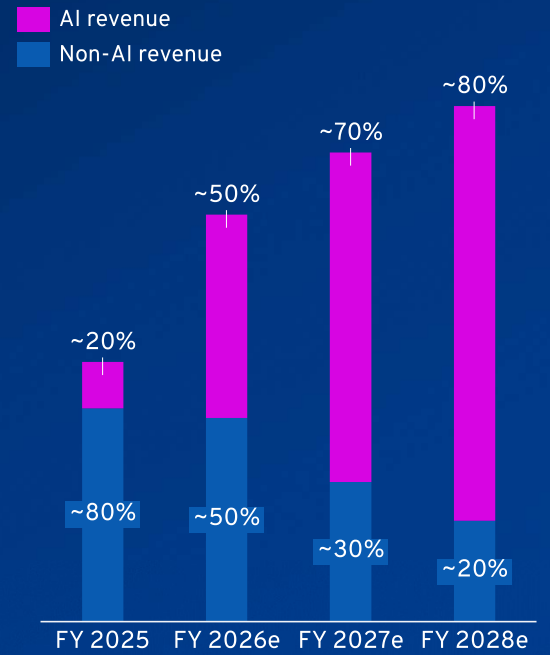
## Revenue mix Web Presence & Productivity

Quarterly revenue in €mn



## Momentum driving revenue growth<sup>1</sup>

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 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."*

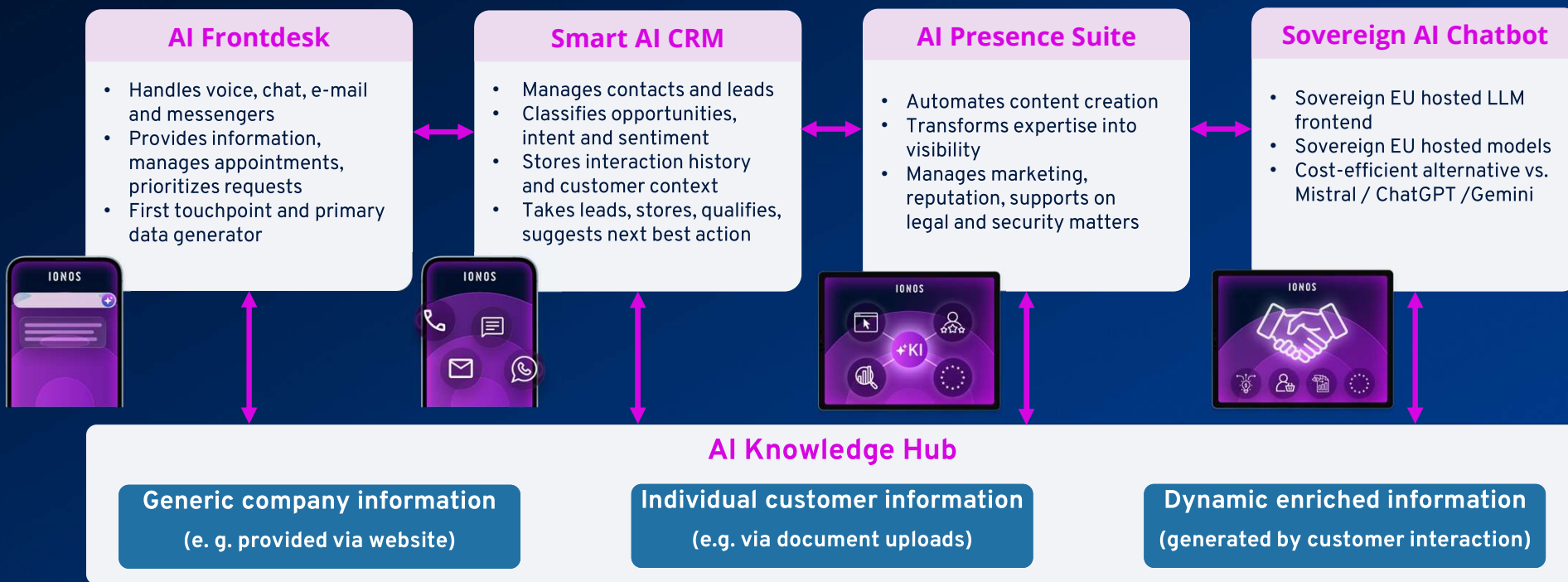
– US SMB customer

*"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



## 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.

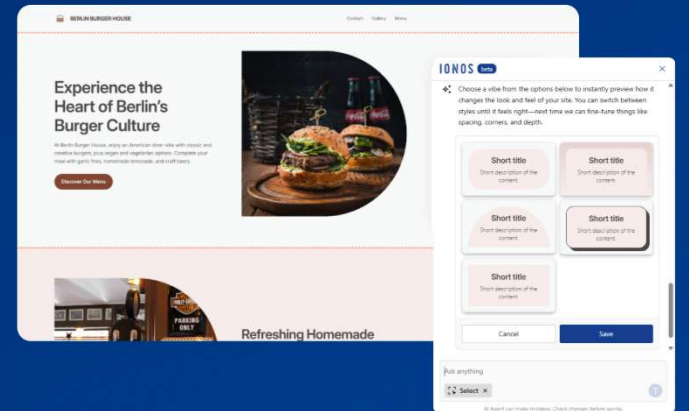
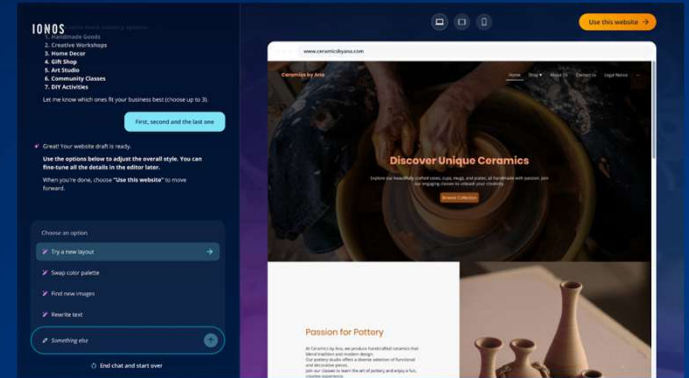
**Localization & reach:** Translation and localization services unlock expansion for SMB customers – driving cross-sell and long-term retention.

**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.

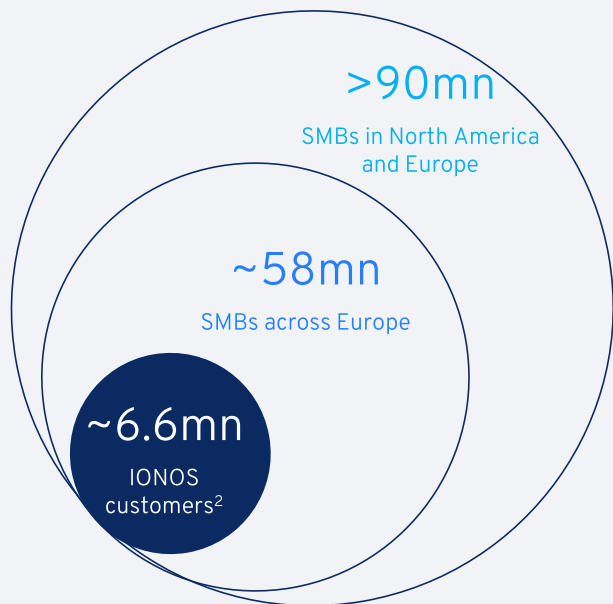
**Secure cloud backbone:** Proprietary European cloud provides the reliability, compliance, and trust that AI-powered products demand.

**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

# Championing a large, attractive and fast-growing market driven by secular trends

SMBs: The Hidden Gems of the Digital Landscape - A Huge and Untapped Core Market



96%+

of SMBs in Europe are micro SMBs and solo-preneurs

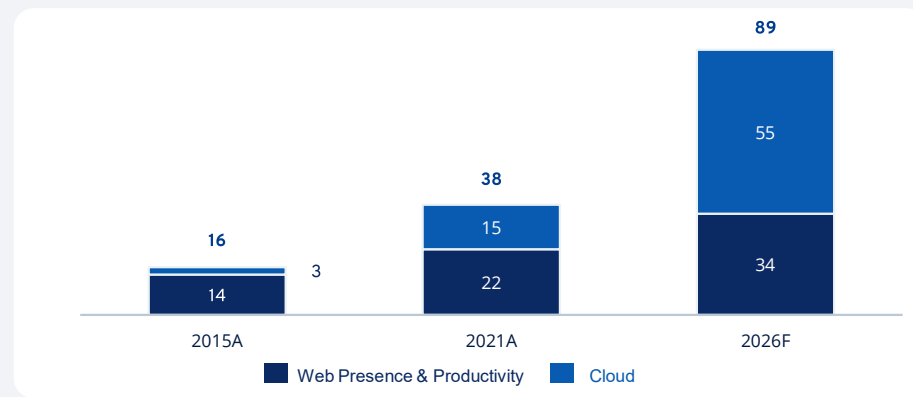
Only ~50%

of solo-preneurs and micro SMBs have a website

Only ~27%

of SMBs with websites use an e-commerce solution

IONOS addressable market '15-26<sup>3</sup>  
€bn



	CAGR	'15-21	'21-26
CLOUD		35%	29%
WEB PRESENCE & PRODUCTIVITY		8%	9%




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 December 31, 2025; 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

# Dominating Europe's Webhosting Market with Unmatched Scale and Diverse, High-Growth Opportunities

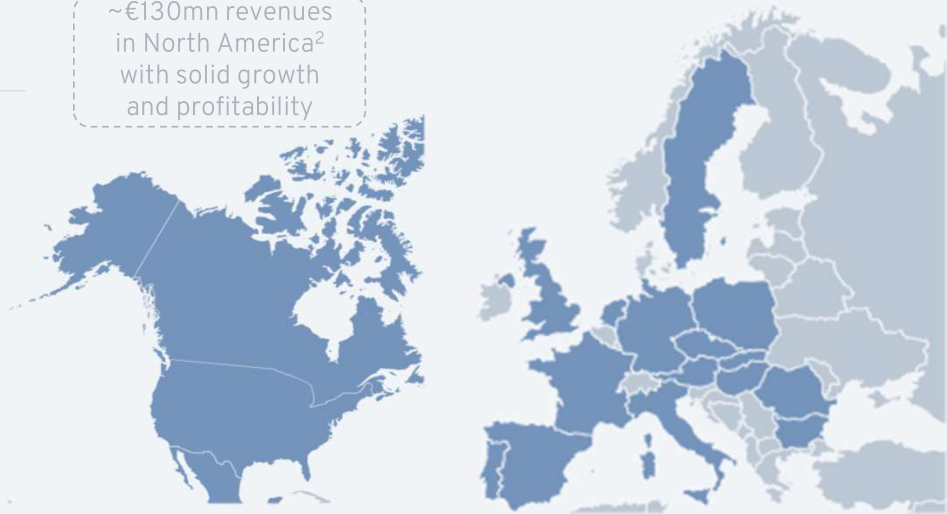
## IONOS

1<sup>st</sup> in Europe overall<sup>1</sup>

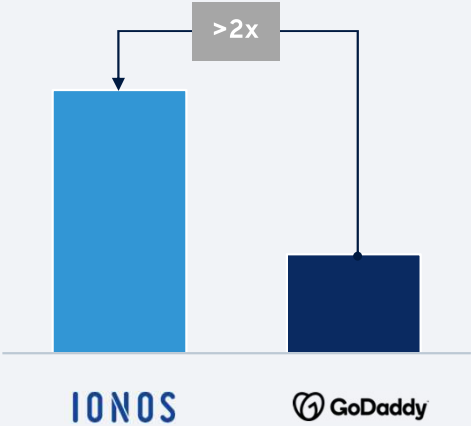
Footprint in 18 markets

			Market share
GERMANY		1 <sup>st</sup>	51%
SPAIN		1 <sup>st</sup>	21%
AUSTRIA		1 <sup>st</sup>	19%
UK		2 <sup>nd</sup>	13%
POLAND		2 <sup>nd</sup>	11%
FRANCE		2 <sup>nd</sup>	10%

~€130mn revenues in North America<sup>2</sup> with solid growth and profitability



Webhosting market share in Europe (%)<sup>1</sup>

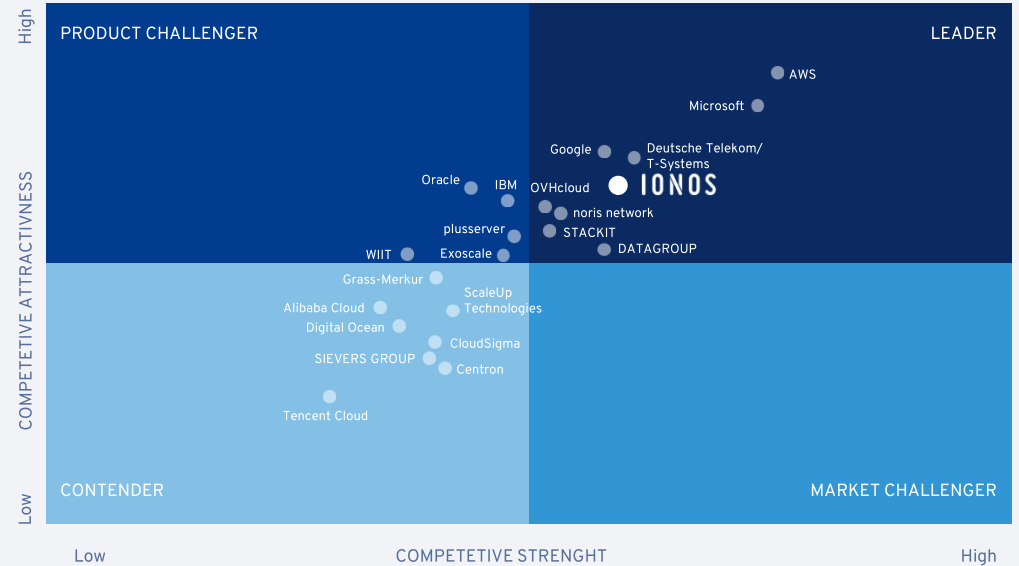


1)Refers to webhosting market shares based on Company Data Analysis and HostAdvice. Europe includes Germany, UK, Spain, France, Poland and Austria. Market size (in €) of the European web hosting market in 2021 by country based on Company Data Analysis. IONOS shares based on Web Presence & Productivity 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. <sup>2</sup> excl. Aftermarket

# We're a leading platform for secure and scalable solutions<sup>1</sup>

- ✓ IONOS is Leader in the area of Hyperscale Infrastructure and Platform Services.
- ✓ IONOS offers a powerful, broadly diversified, secure and cost-effective cloud services for customers from all industries.
- ✓ The offering is constantly being further developed and adapted to market conditions.
- ✓ Sovereign cloud offering that includes a broad security package and guarantees that the data is processed GDPR-compliant and in a highly secure storage system.

Multi Public Cloud Services 2025 Germany<sup>1</sup>



## Awards



Preferred Vendor  
Cloud Solutions



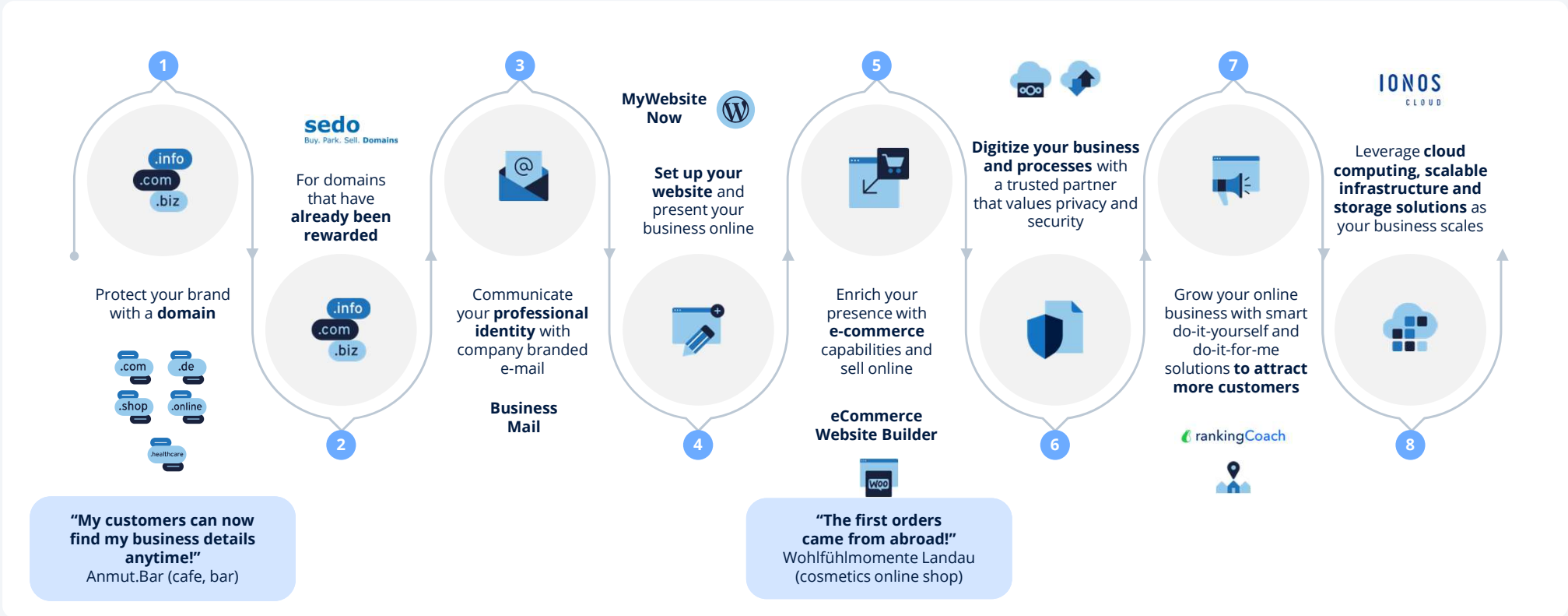
Leader 2025  
Germany



Platinum Award Cloud  
service provider

1) ISG Provider Lens: Multi Public Cloud Services, Hyperscale Infrastructure and Platform Services, Germany 2025

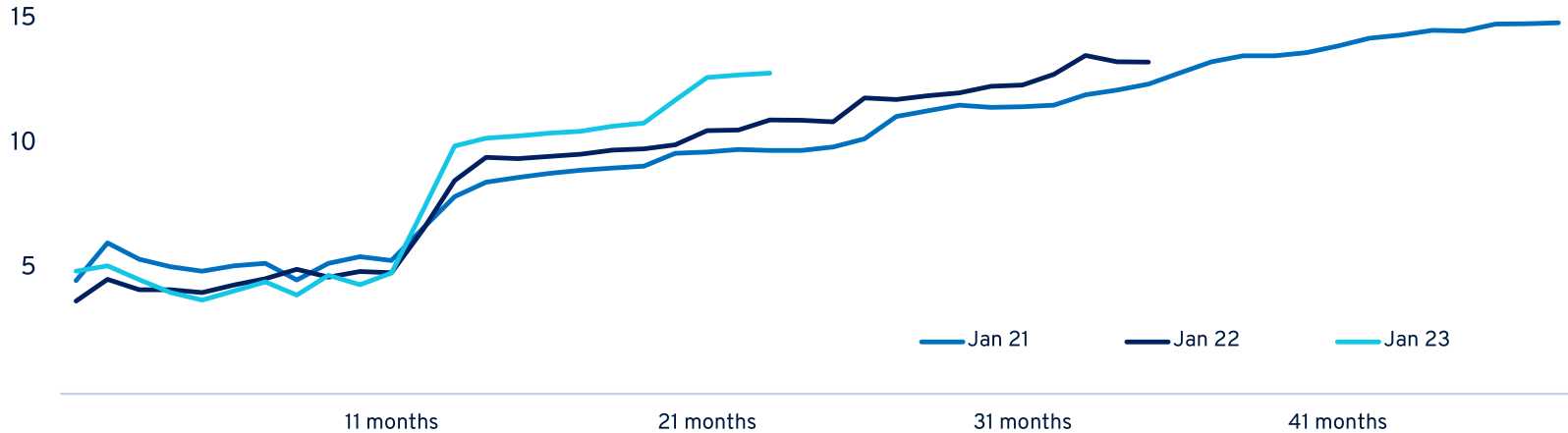
# The ultimate one-stop-shop for end-to-end digitization



# Boost sales and pricing power with up- and cross-selling

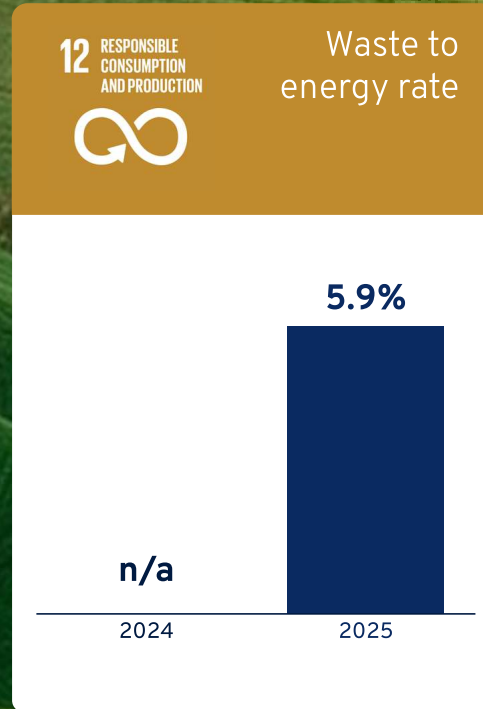
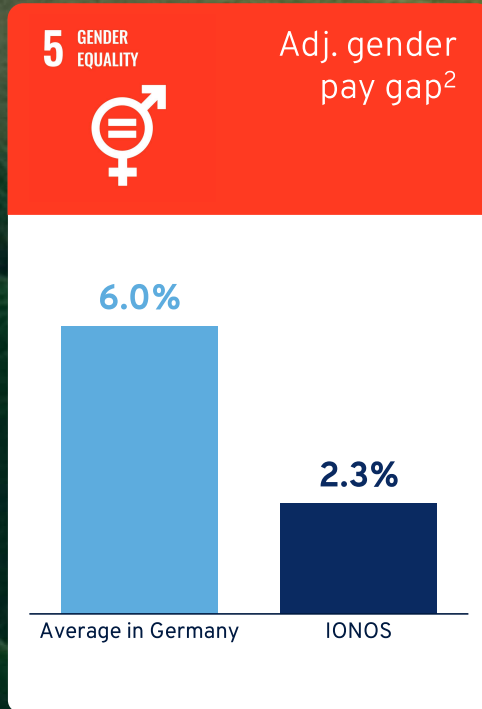
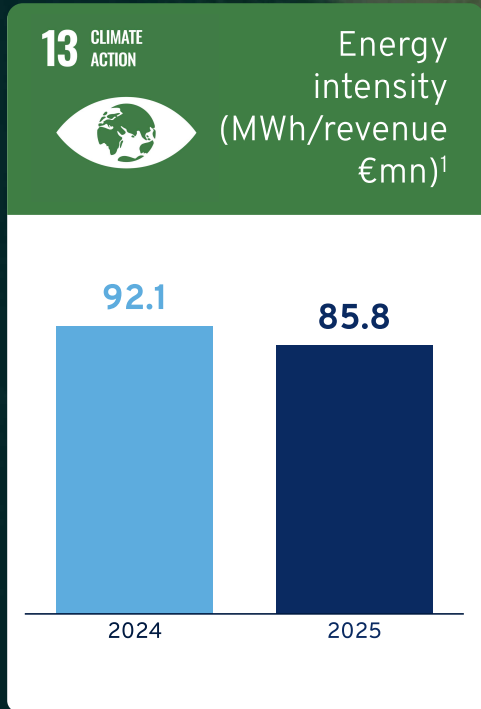
## ARPU development by cohort

Avg. ARPU per month in €<sup>1</sup>



Strong market position and broad product portfolio allowing for targeted price adjustments and up- and cross-selling

# Driving sustainability through our commitment to UN Global Compact

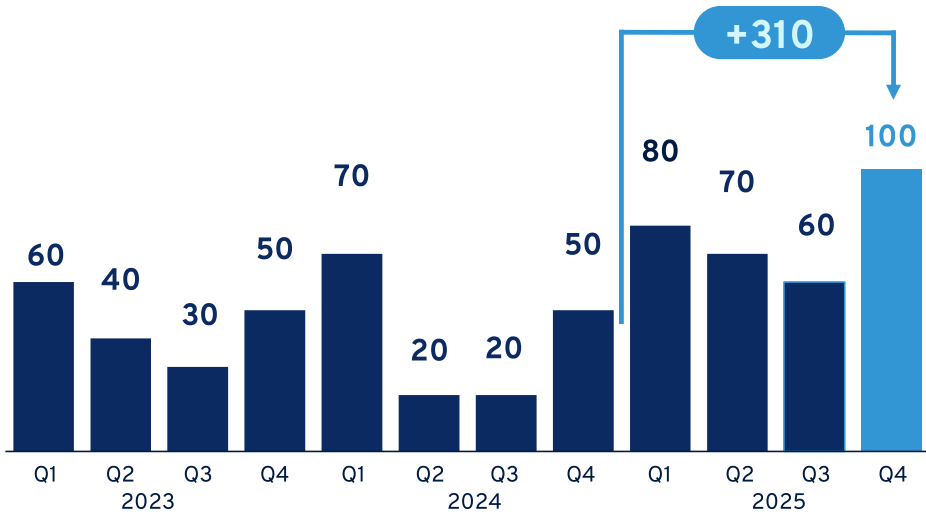


1) excl. AdTech business  
2) Source: Destatis (Statistisches Bundesamt)

# The core business delivers strong operational performance

## Customer net additions

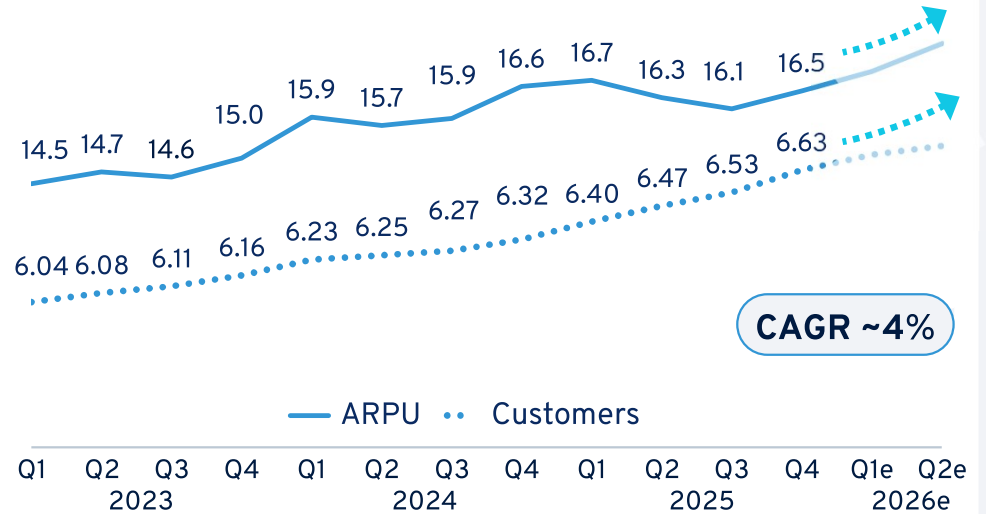
in k



## Growing ARPU and customer inventory

ARPU in € per month<sup>1</sup>  
Customers in millions

**CAGR ~5%**



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

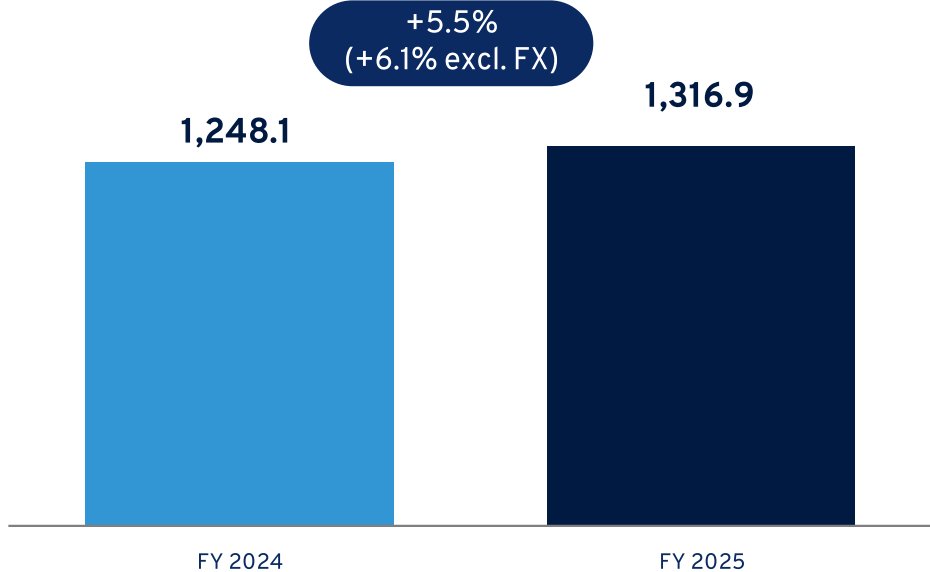
Successful up- & cross selling and pricing power

1) Based on external revenues

# FY 2025 delivered strong growth and profitability

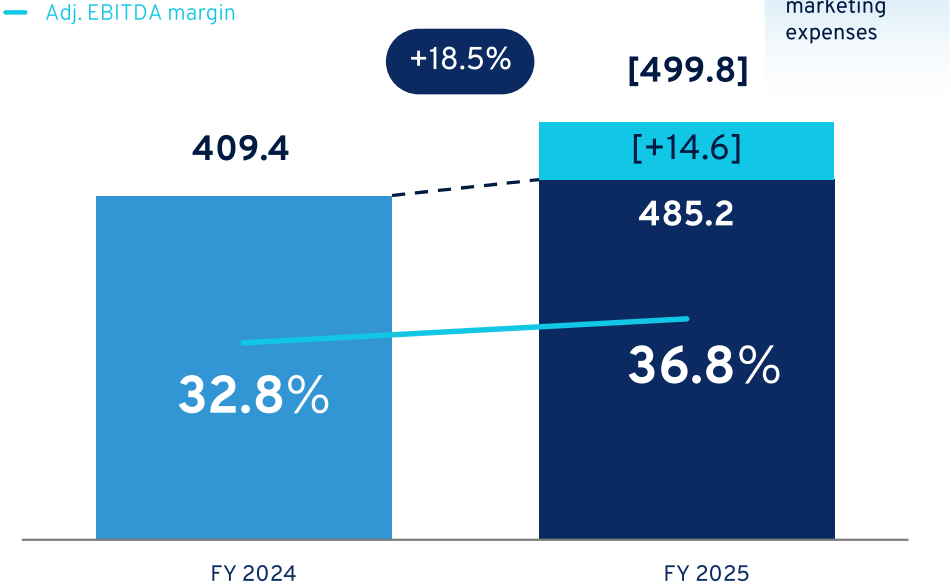
## Sustainable growth with high visibility

Total revenue (€mn)



## Attractive profitability

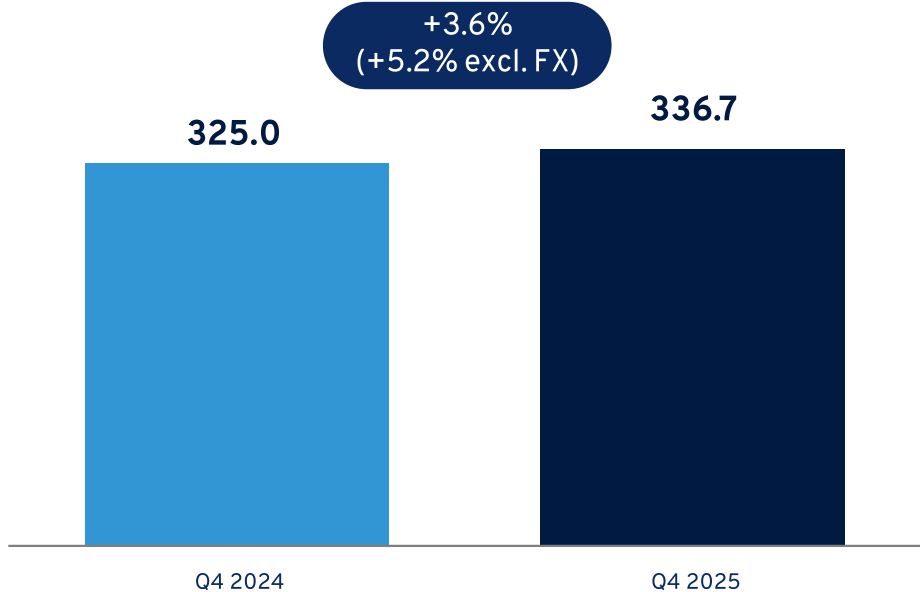
Adj. EBITDA (€mn)



# Q4 2025 with continued growth and strong profitability

## Robust growth with high visibility

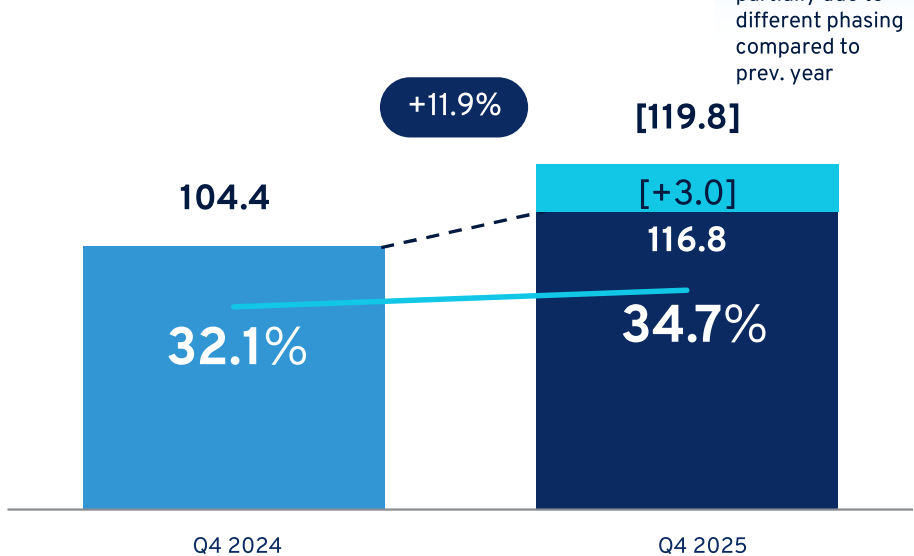
Total revenue (€mn)



## Attractive profitability

Adj. EBITDA (€mn)

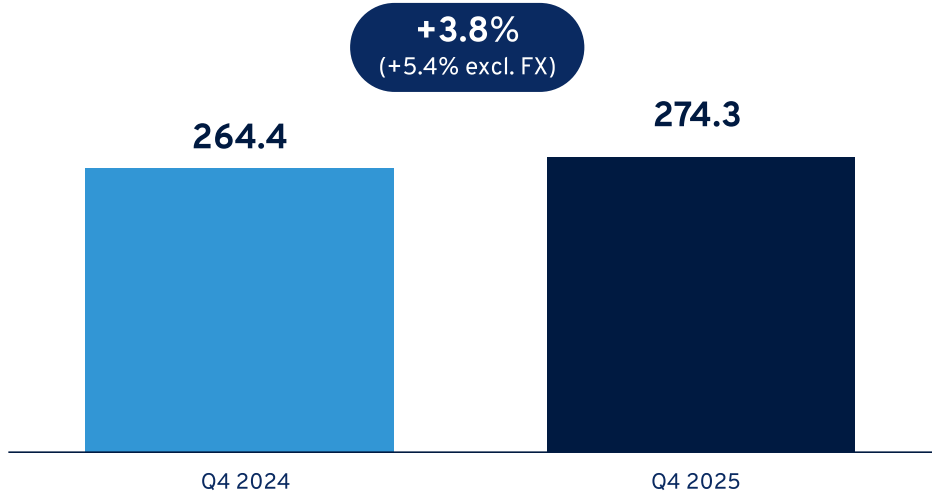
— Adj. EBITDA margin



# Core business delivering solid growth

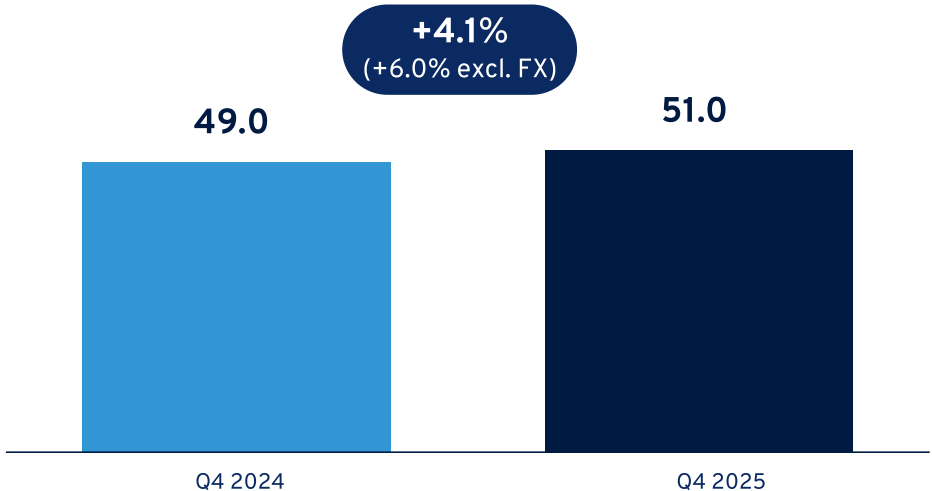
## Web Presence & Productivity

Revenue (€mn)



## Cloud Solutions

Revenue (€mn)



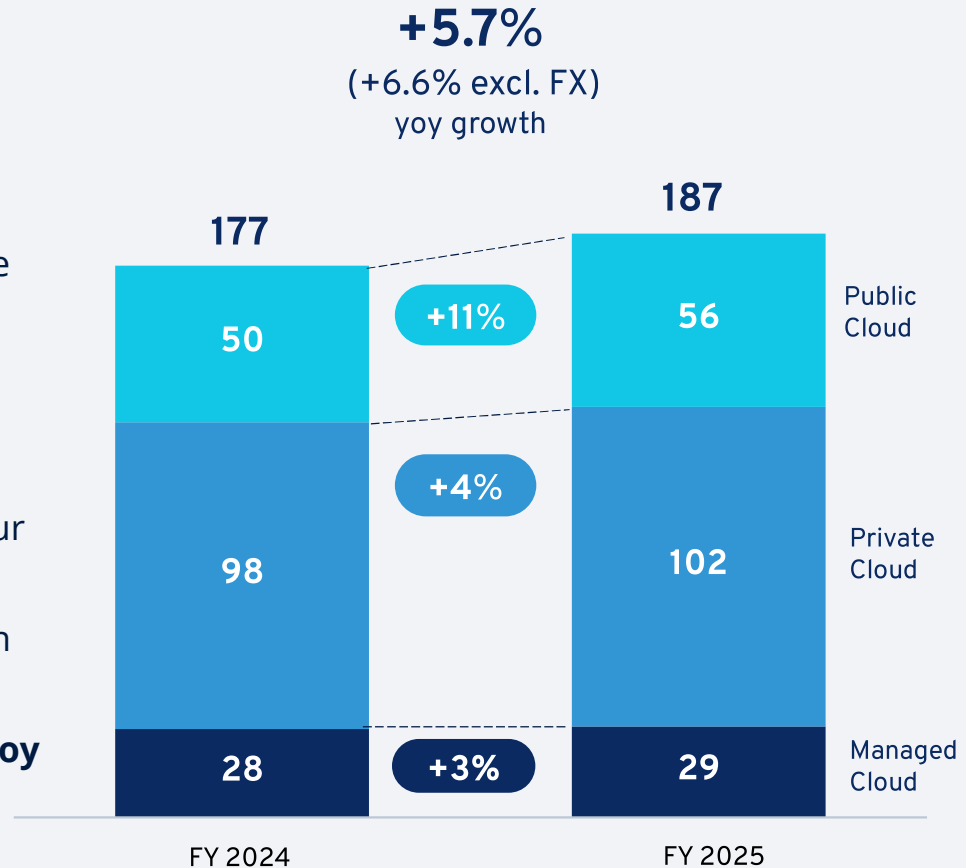
**+3.8%** Q4 2025 External revenue yoy

**€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

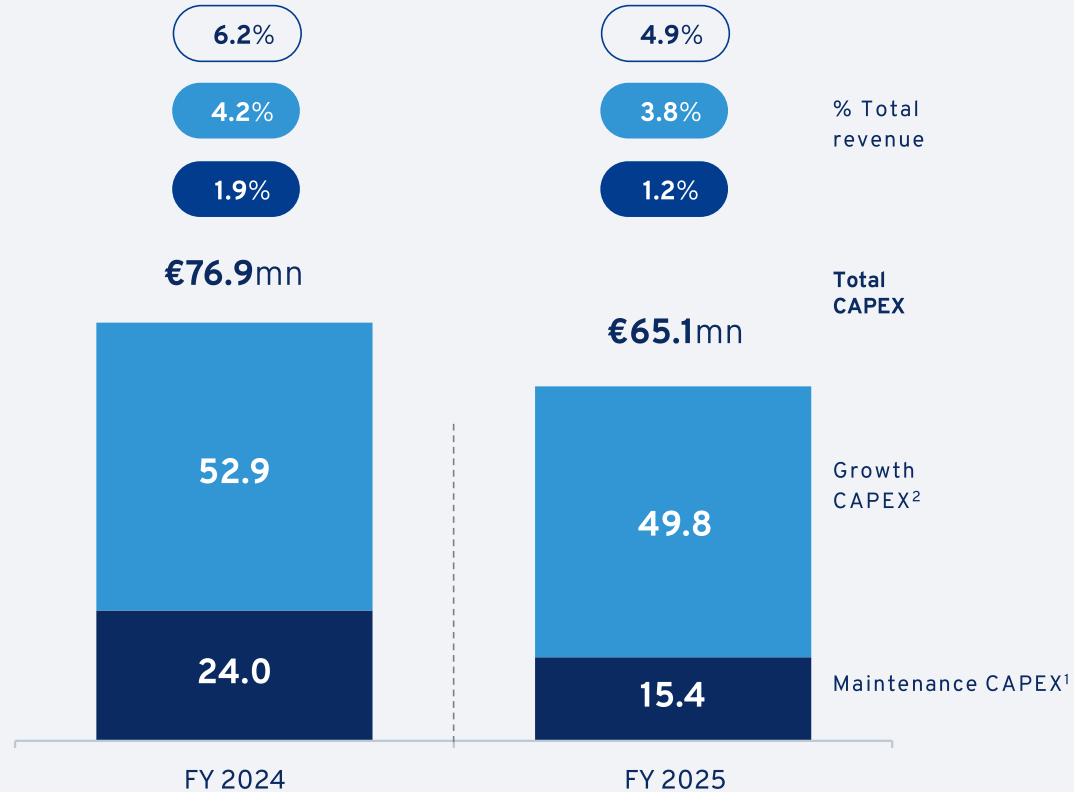
# Strategic Focus: Converting Data Sovereign Cloud demand into growth

- 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”.
- **Public Cloud** business is expected to grow **>20% yoy** in FY 2026e



# Well invested asset base ensures low, predictable maintenance capex

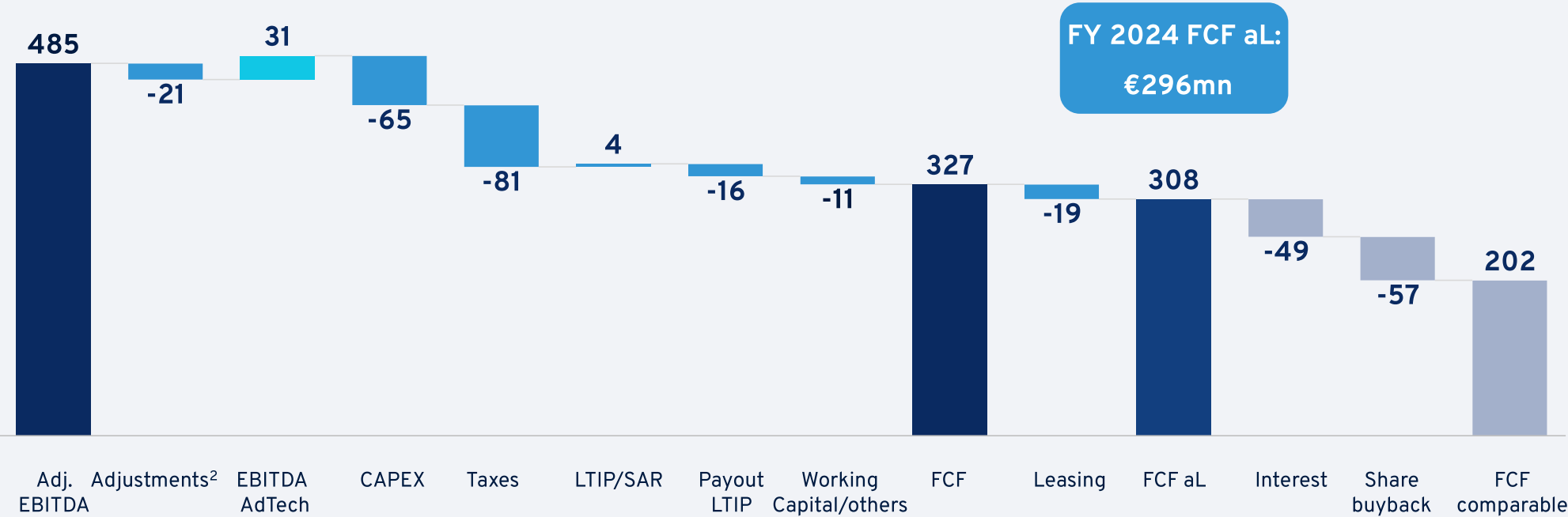
- Total CAPEX as % of total revenue at 4.9% (prev. year: 6.2%)
- Low and predictable maintenance CAPEX requirements
- Majority of growth capex is related to Cloud Solutions
- Expected CAPEX for FY 2026E: €75 - 85mn (CAPEX/total revenue of ~6%)



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

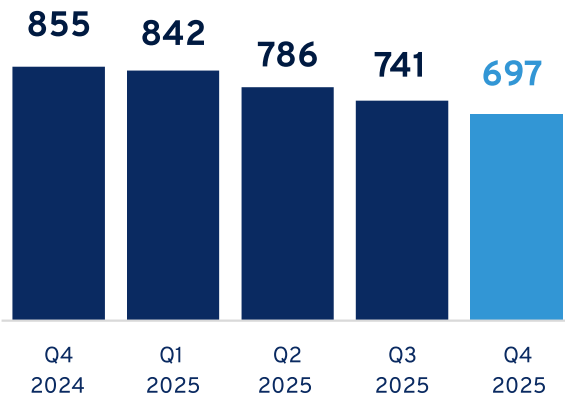
FY 2025 adjusted EBITDA to (adjusted) Free Cash Flow<sup>1</sup> (FCF) bridge in €mn



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

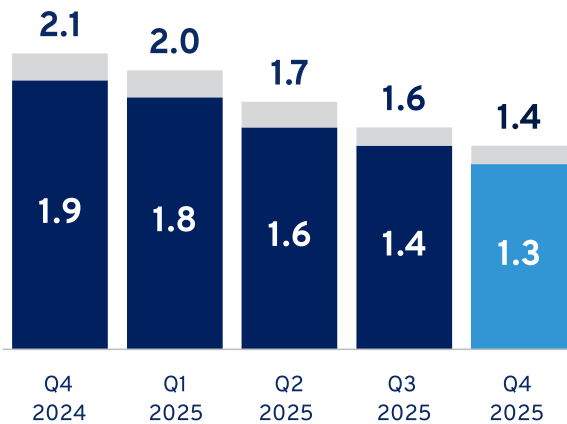
## Net Debt<sup>1</sup>



## Leverage<sup>3</sup>

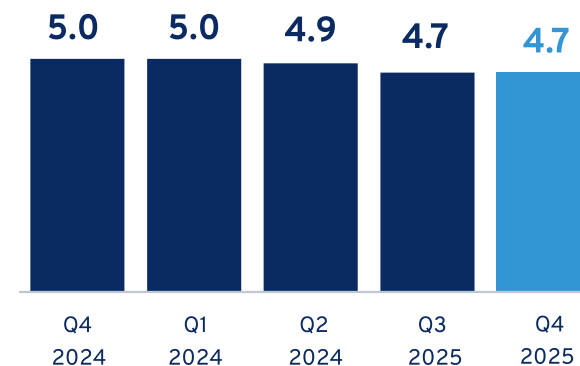
(Net debt/adj. EBITDA)

— Without AdTech



## Avg. interest rate

(fixed / in % p.a.)



**€697mn<sup>1</sup>**

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

**Shareholder loan UI fully repaid**

**4.7%<sup>2</sup>**

Fixed annual interest rate

maturity on December 15, 2026

**~1.4X**

Leverage<sup>3</sup> 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 (30.12.2025: €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

# Additional growth opportunities from strategic acquisitions

**Focus:** Expansion of market leadership in Europe  
**Sector Focus:** Web Presence & Productivity

- ✓ Expansion of market share
- ✓ Growth of customer base
- ✓ Product acquisitions
- ✓ Seamless integration, due to unified product platform

## Internet Factory

Unified product platform

joint group developments

Technology stack with >1 million cores in 32 data centers<sup>1</sup>

IONOS

*fasthosts*

 world4you

 STRATO

united  domains

**we<sup>22</sup>**

home.pl

**sedo**  
Buy. Park. Sell. Domains

**arsys**

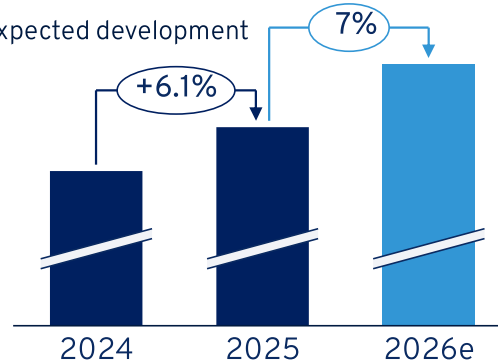
InterNetX

# Accelerating growth with our 2026 guidance

	FY 2025	FY 2026e
Revenue <sup>1</sup>	6.1%	~7%
External revenue <sup>2</sup>	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%
<b>Adj. EBITDA</b>	<b>€485mn</b>	<b>~€530mn</b>

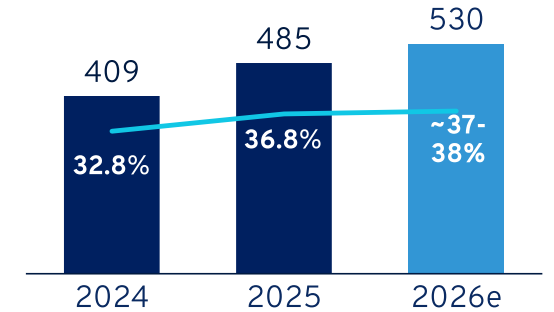
## Revenue growth<sup>1</sup>

Expected development



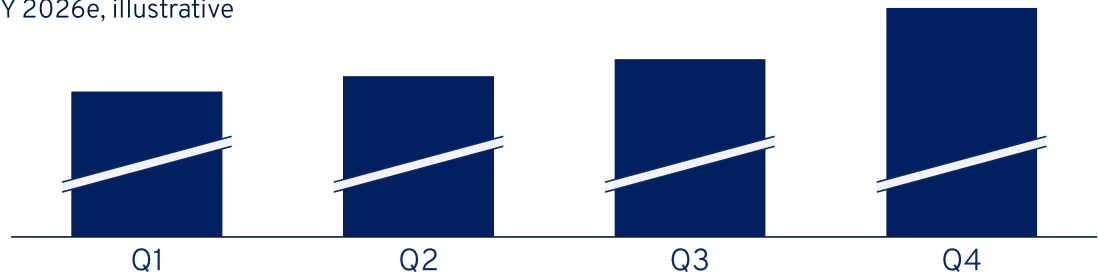
## Adj. EBITDA/Adj. EBITDA margin

Expected development, in €mn



## Revenue growth acceleration

FY 2026e, illustrative



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)

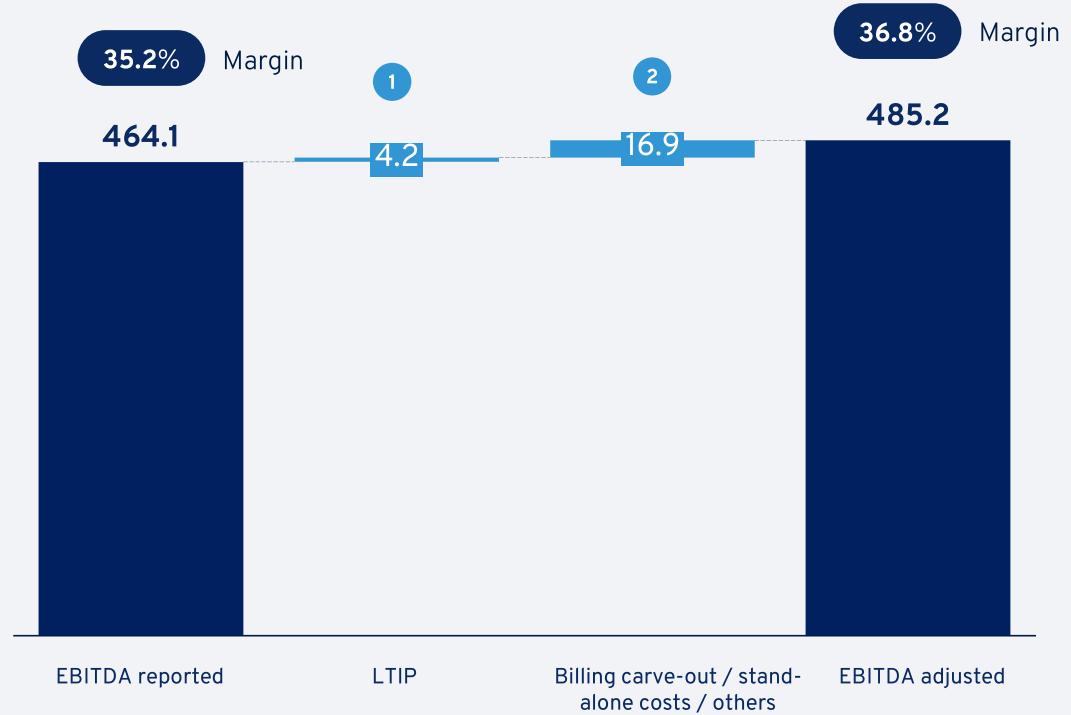
Maintenance ~8% CAGR &  
Growth ~4% of total revenue

# 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

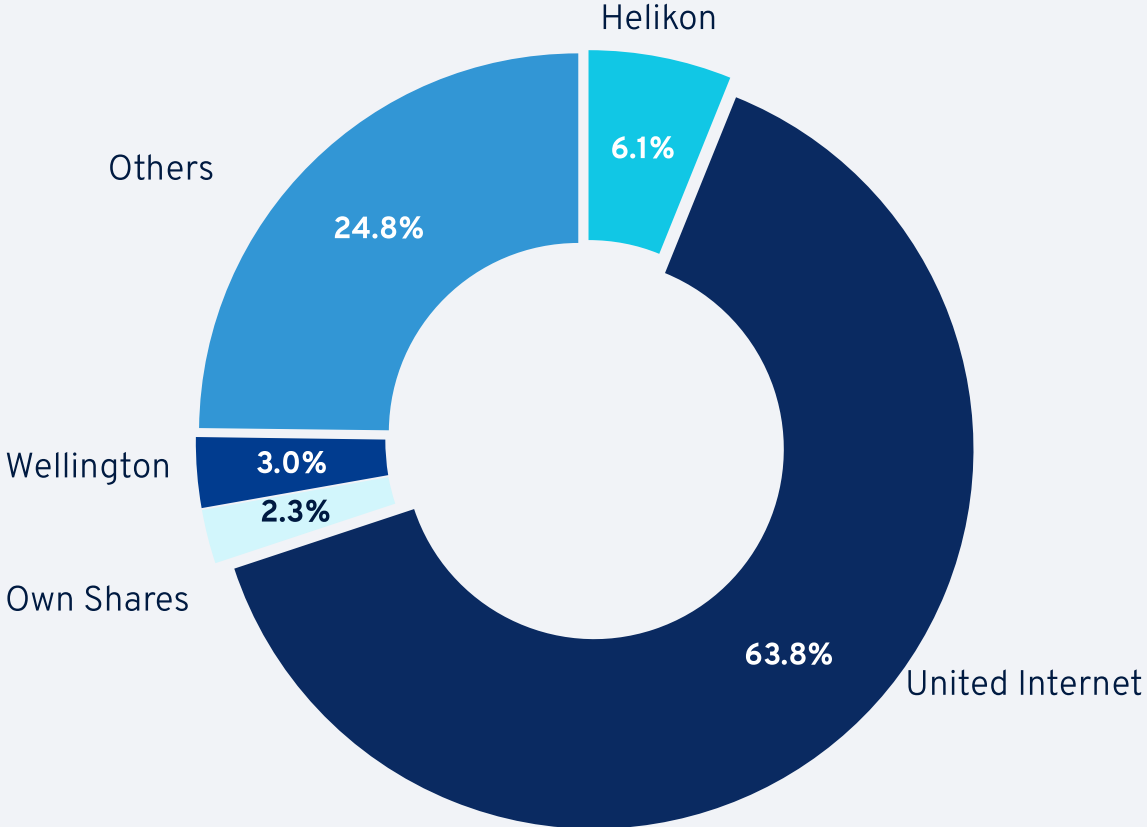
IONOS

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

# Shareholder structure

Freefloat 36.2%  
(acc. DAX Equity Index Methodology)



# Corporate presentation

March 2026

