

Corporate presentation

September 2025

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

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.

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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.

OUR VISION

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

Expanding the IONOSphere in our FY 2024

IONOS

€1.56bn

total revenue
(9.6% yoy growth)

High revenue visibility
and predictability¹

€452mn

adj. EBITDA²
(29.0% margin)

Attractive profitability

~95%

cash conversion rate³

Highly cash generative

~80%

recurring revenues¹

Subscription-based
business model

~6.32mn

customers

Unparalleled European
SMB customer access

1.94x

Leverage⁴

Deleveraging by ~0.5x per
year going forward

€15.85

ARPU
(+7.5% yoy)⁵

Attractive profitability

>34

NPS⁶

Loyal customer base

+15x

CLTV/CAC⁷

Targeted and efficient
customer acquisition

~12

months payback⁸

Quick and predictable
recovery of CAC

1) Equivalent to total revenue excl. revenue from AdTech business (sedo); 2) FY2024, adj. EBITDA is defined as EBITDA adjusted for either non-recurring items or non-operating items; 3) 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; 4) Leverage 31.12.2024, defined as Net Debt / LTM adj. EBITDA; 5) Based on external revenues Digital Solutions & Cloud; 6) NPS as per Q4 2024; 7) 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; 8) incl. discounts

Leading the European SMB digitalization

H1 2025 figures

IONOS

Digital Solutions & Cloud

Web Presence & Productivity

€544mn
Revenue (61%)

#1 #2


Market positions
in 6 core European
markets

~130mn²


Annual revenue
in North America


Exceptional EBITDA
margins and cash
conversion rates paired
with strong growth

36.1% Adj. EBITDA margin

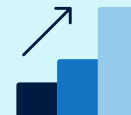
Cloud Solutions

€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

All-in-one solutions, first-class support, and reliable infrastructure

IONOS

Web Presence & Productivity

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

~85%
H1 25 revenue¹



Domains



E-mail & Office



Web Hosting & Sitebuilder



E-commerce



Server Hosting



Value Added Services

SMBs typically spending **€10-20 per month**

Cloud Solutions

Trusted European cloud provider for SMBs and enterprises

~15%
H1 25 revenue¹



Public Cloud



Private Cloud



Bare Metal Cloud



Managed Services

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



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

Source: Company information

1) Refers to revenue from contracts with customers

Brand investments drive measurable returns

IONOS

- NPS increased from 32.1 to 34.1 yoy¹
- Brand awareness increased significantly in all our core markets
- Increasing marketing efficiency – marketing expenses/revenue decreasing from 7.9% to 7.1% in 2024
- Investments will continue to crystalize value in the coming years

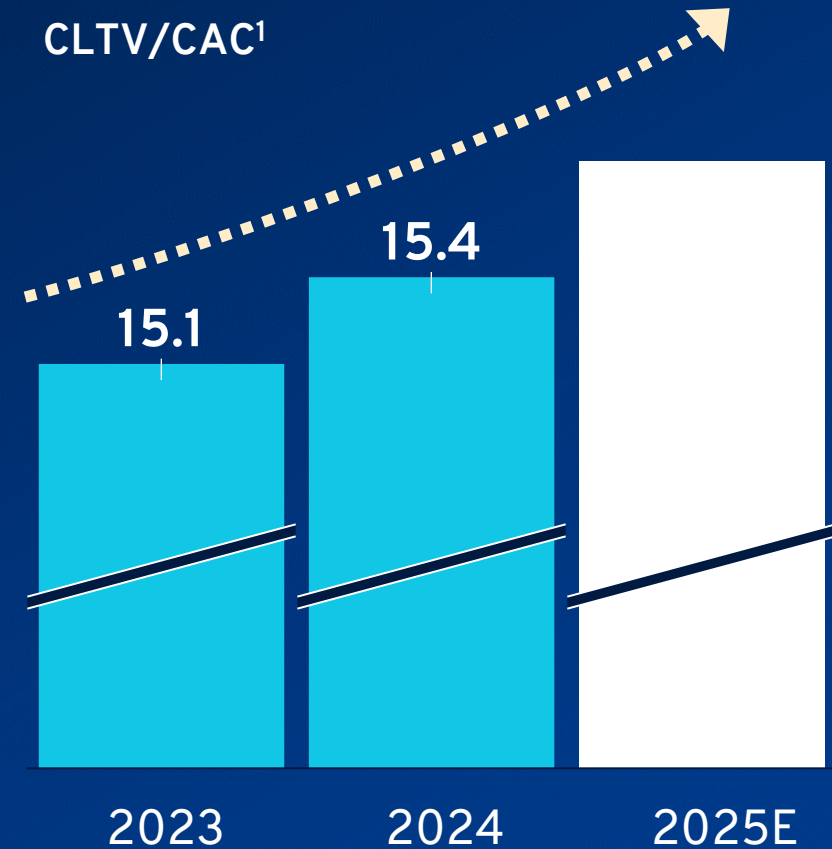
1) In FY 2024



Customer acquisition showing increasing ROI

IONOS

- Continuous improvement of our CLTV/CAC
- Improve retention and reduce churn, which is already best-in-class
- Focus on valuable customer growth



1) Customer Life Time Value/Customer Acquisition Cost (excl. brand marketing)

A new era for Europe

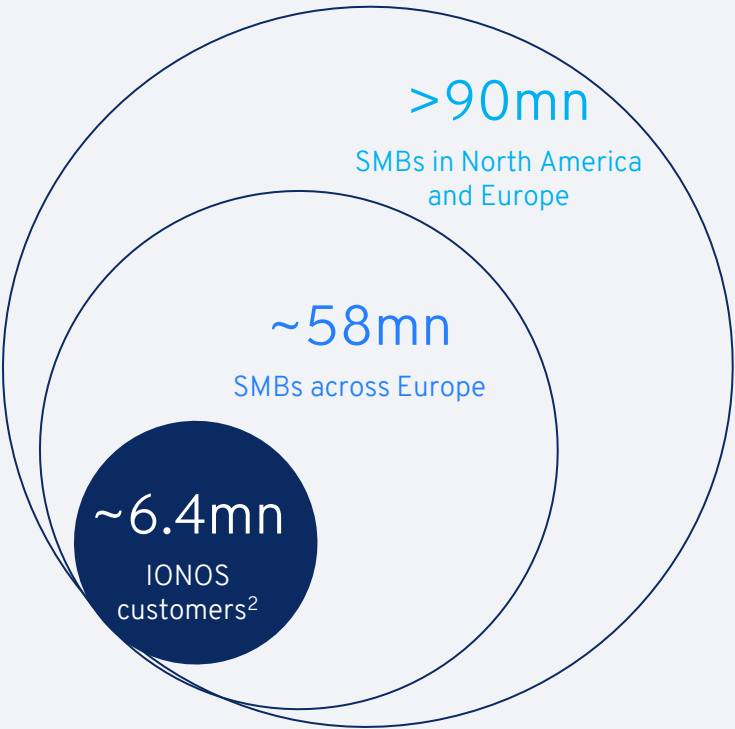
– increasing desire for sovereignty

- 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



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

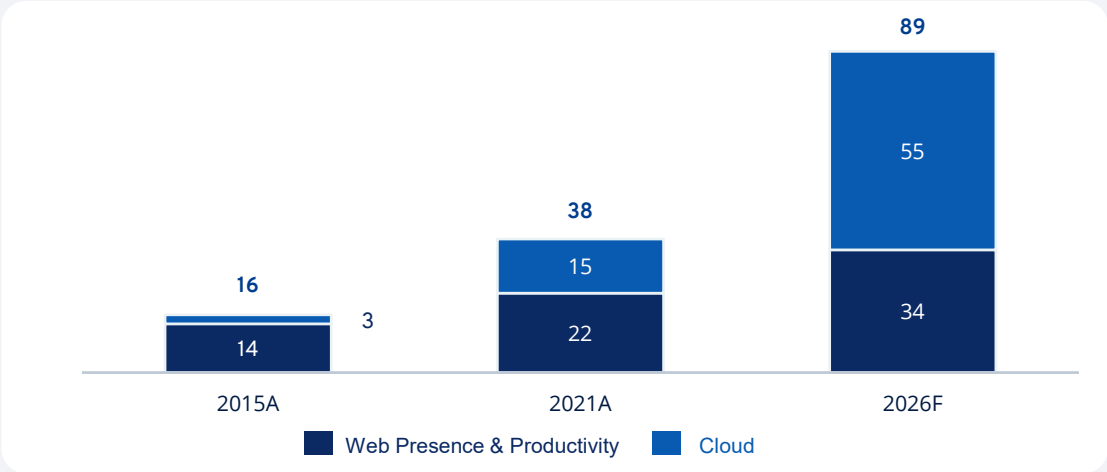
Only ~50%

of solo-preneurs and micro SMBs have a website

Only ~27%

of SMBs with websites use an e-commerce solution

IONOS addressable market '15-26³
€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 June 30, 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

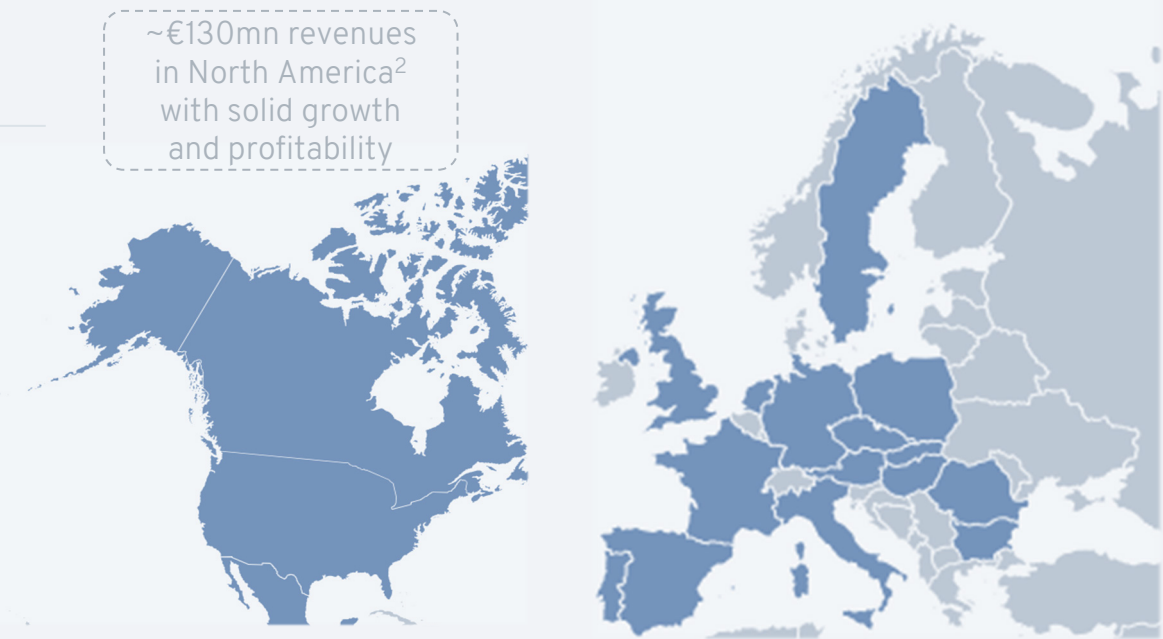
Dominating Europe's Webhosting Market with Unmatched Scale and Diverse, High-Growth Opportunities

IONOS

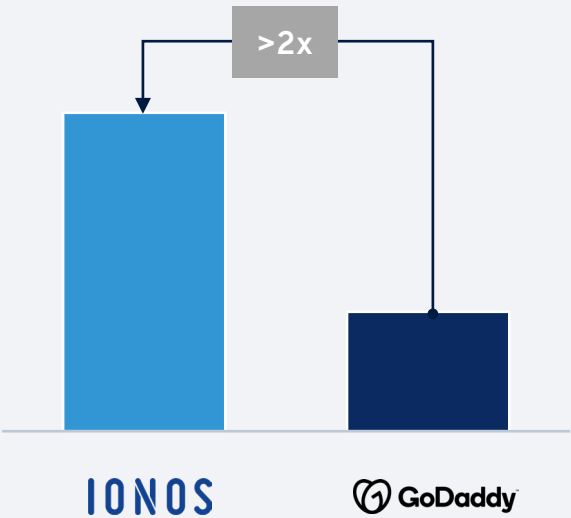
IONOS 1st in Europe overall¹

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

Footprint in 18 markets



Webhosting market share in Europe (%)¹



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. ² excl. Aftermarket

AI@IONOS – pioneering the future

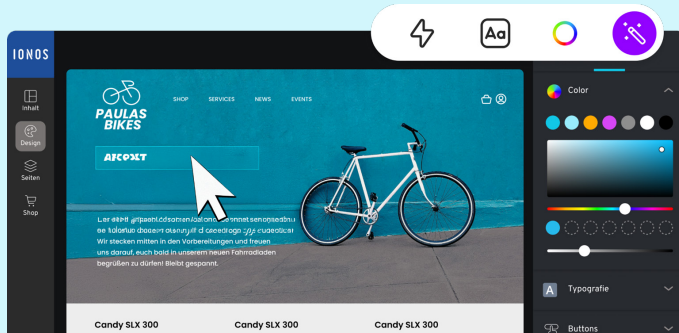
IONOS

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

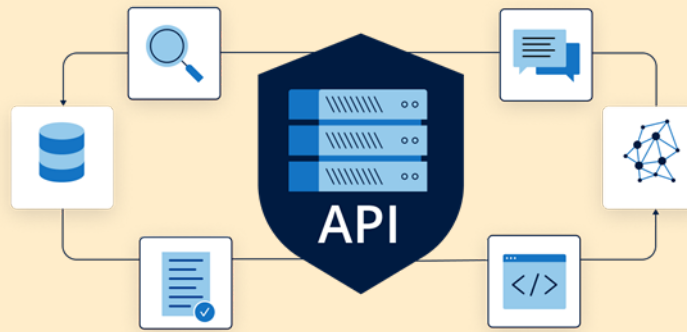
AI powered products

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.

We're a leading platform for secure and scalable solutions¹

- ✓ IONOS is Leader in the area of Hyperscale Infrastructure and Platform Services
- ✓ IONOS offers 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

Public Cloud – Services and Solution 2024 Germany¹



Awards



Preferred Vendor
Cloud Solutions

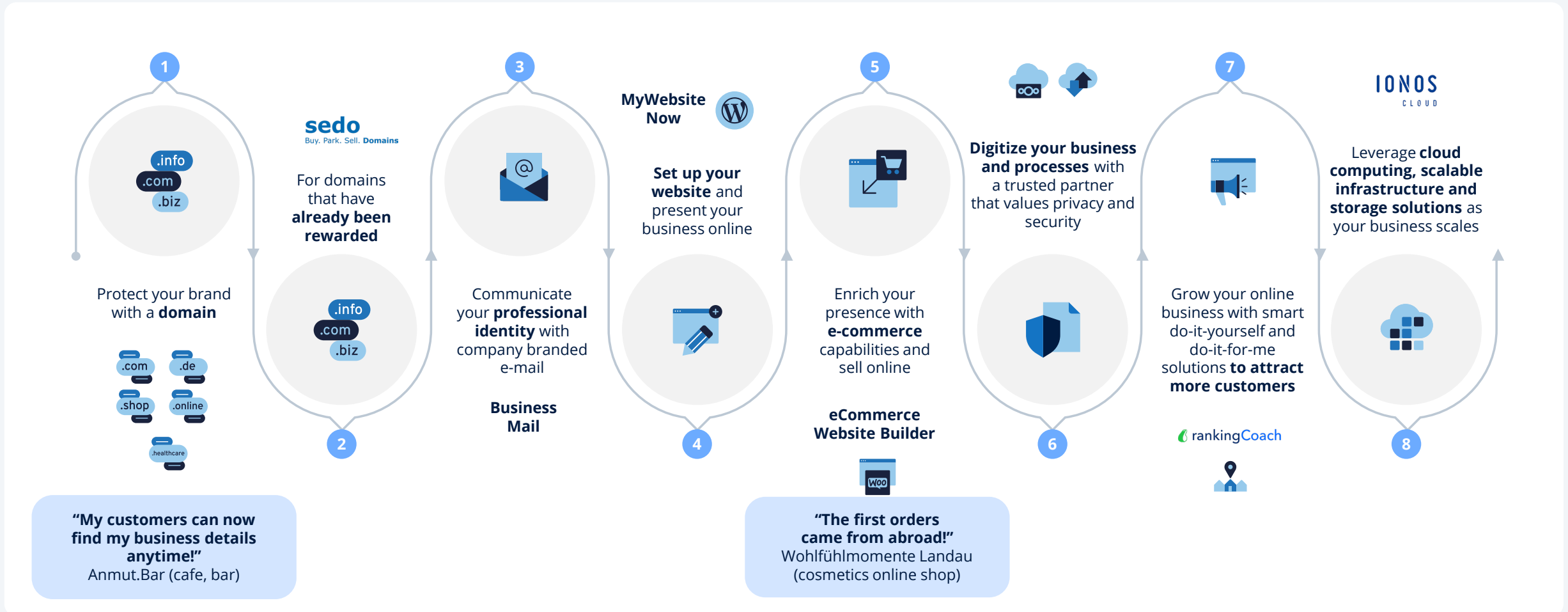


Leader 2024
Germany



Platinum Award Cloud
service provider

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



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

IONOS

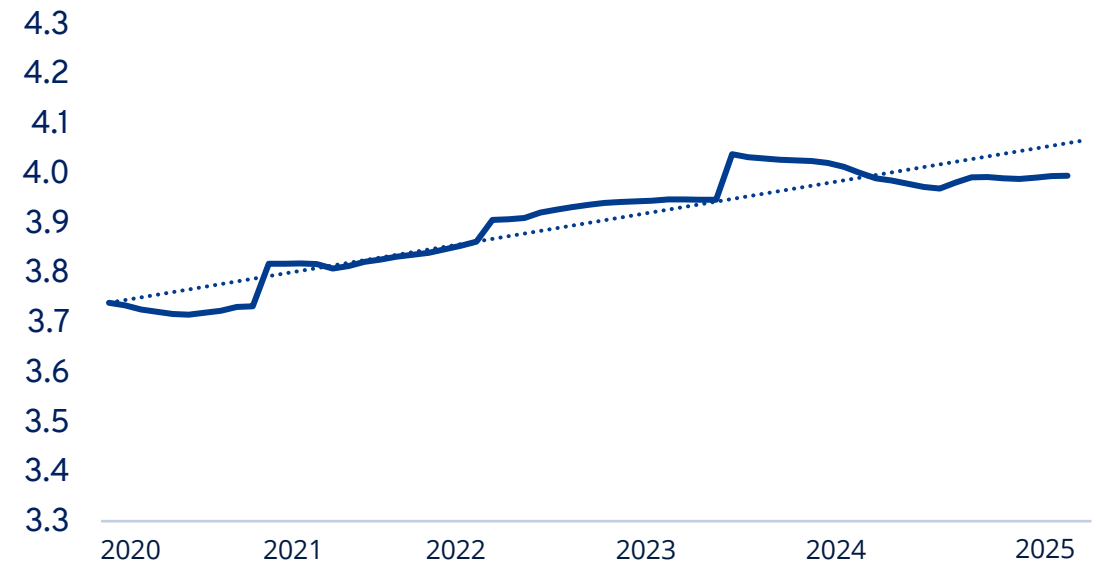
ARPU development by cohort

Avg. ARPU per month in €¹



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

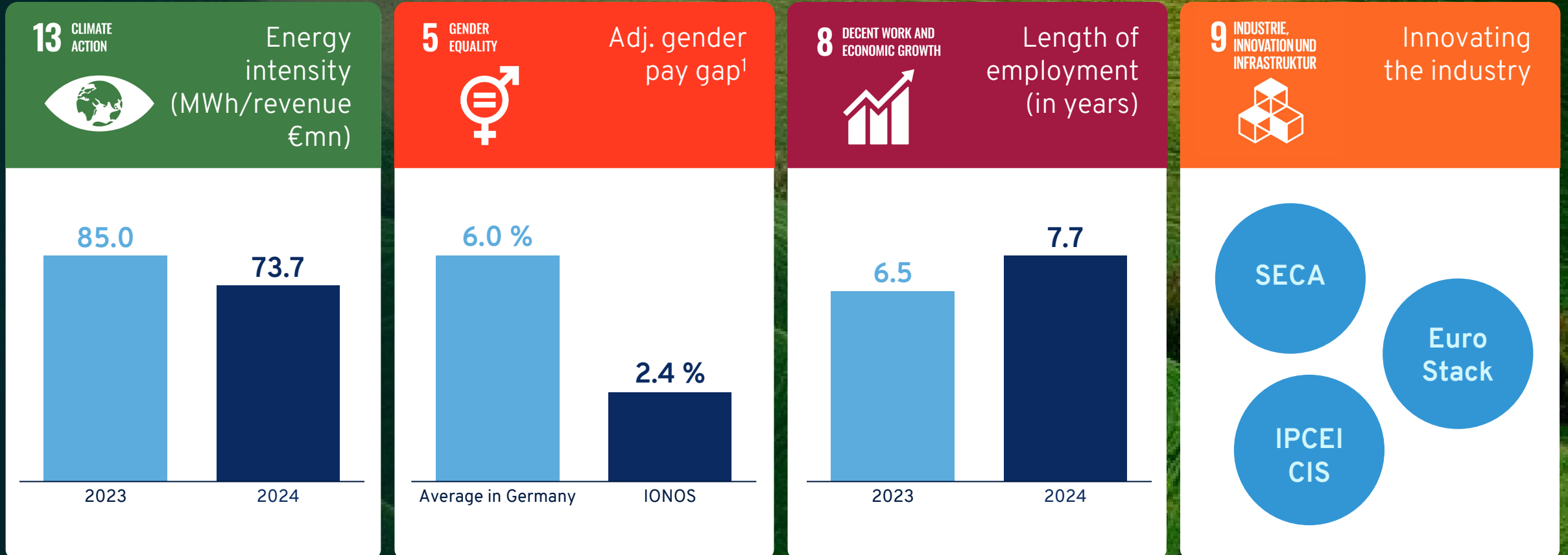
Avg. number of services per customer¹



Upward trend in services per customer from successful up- & cross selling

Driving sustainability through our commitment to UN Global Compact

IONOS



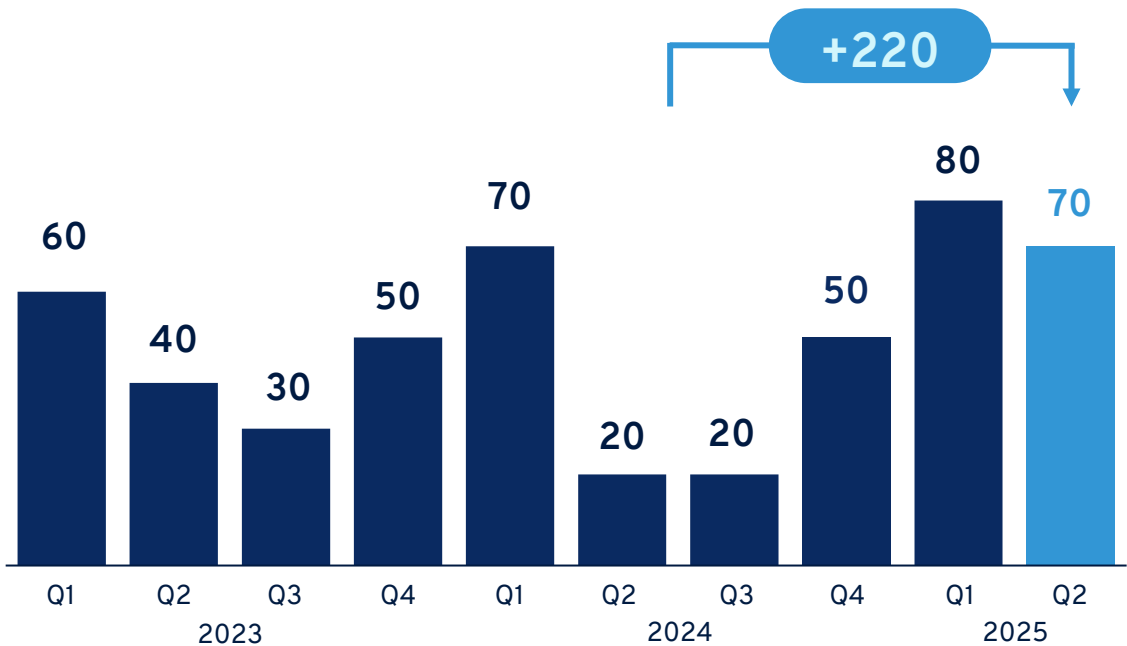
1) Source: Destatis (Statistisches Bundesamt)

Our financial performance and guidance for sustainable growth

The core business delivers strong operational performance

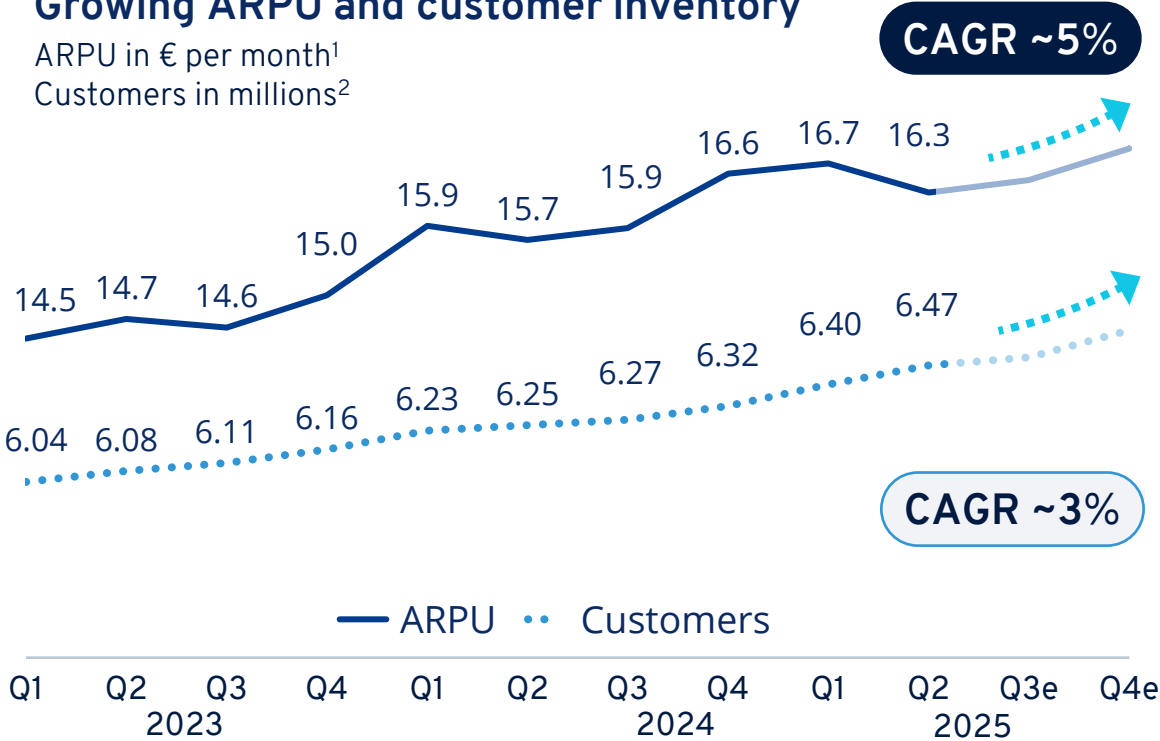
Customer net additions

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

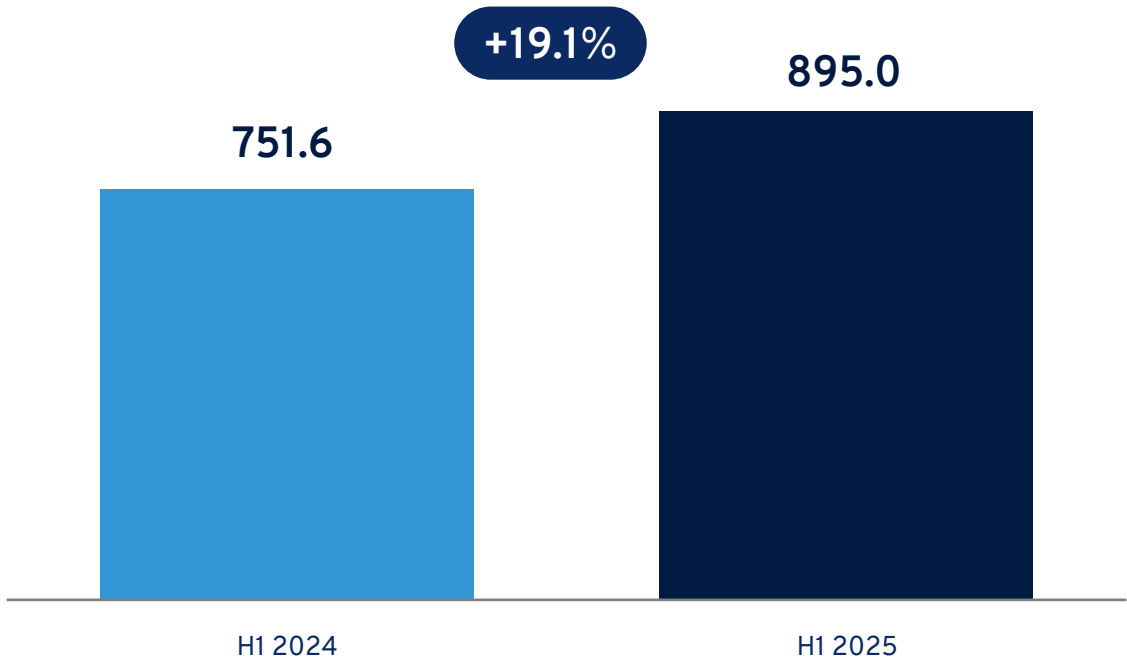
Successful up- & cross selling and pricing power

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

H1 2025 delivered strong growth

Industry leading growth with high visibility

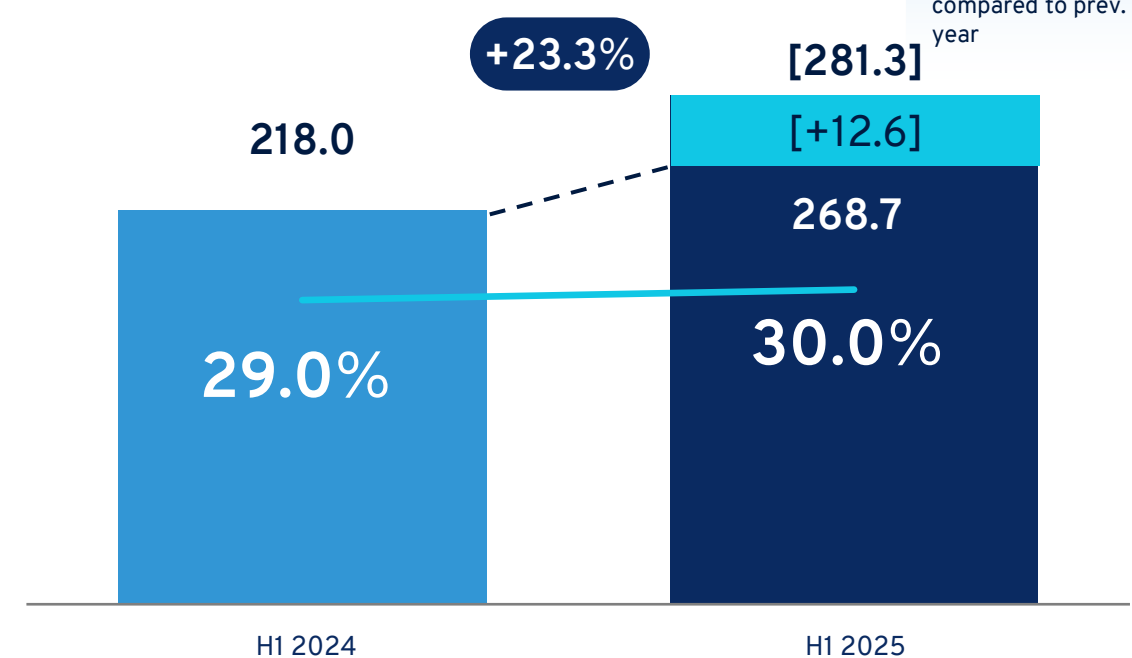
Total revenue (€mn)



Attractive profitability

Adj. EBITDA (€mn)

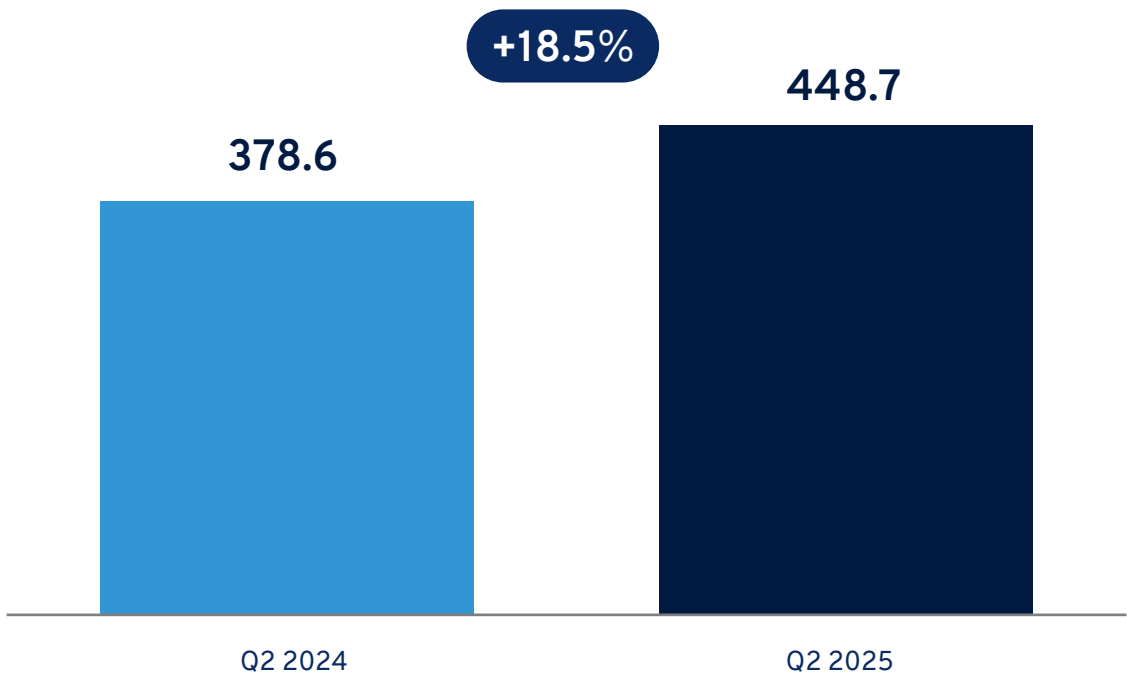
— Adj. EBITDA margin



Q2 2025 with continued growth and profitability

Industry leading growth with high visibility

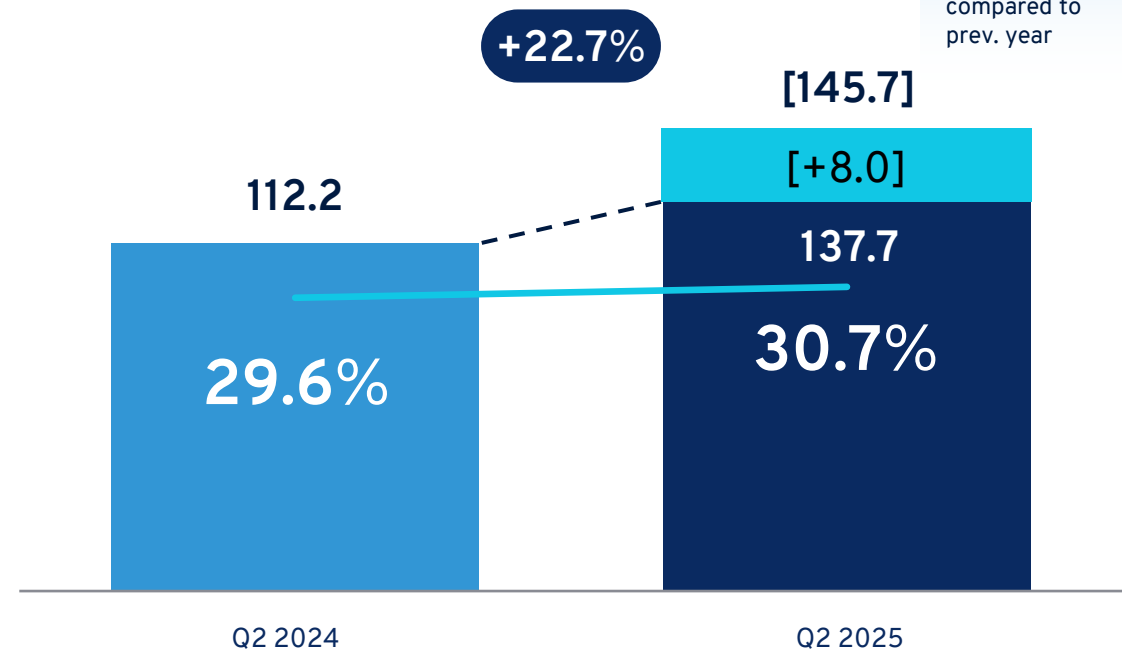
Total revenue (€mn)



Attractive profitability

Adj. EBITDA (€mn)

— Adj. EBITDA margin



Higher marketing expenses, partially due to different phasing compared to prev. year

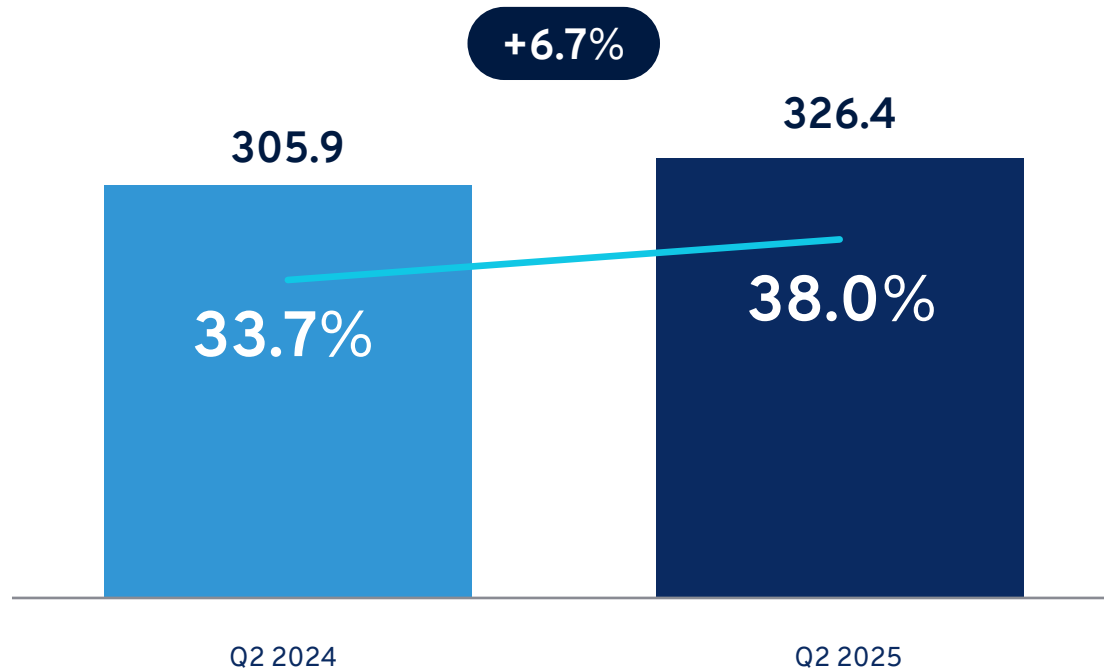
Strong growth across segments in Q2 2025

IONOS

Digital Solutions & Cloud

Total revenue (€mn)

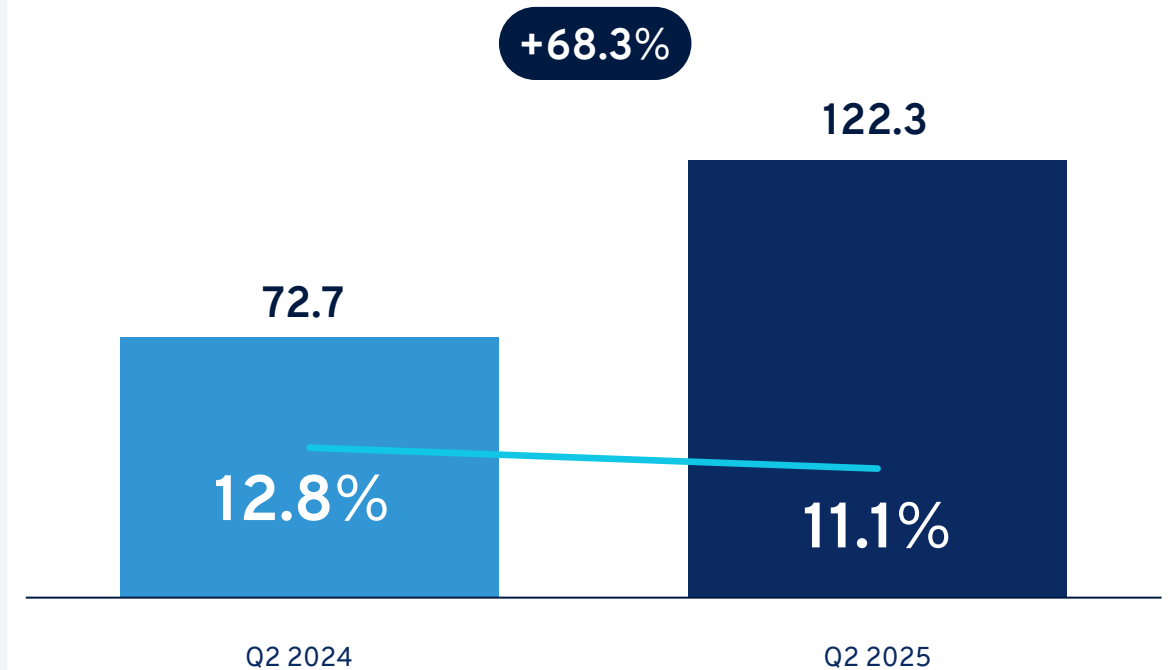
— Adj. EBITDA margin



AdTech

Total revenue (€mn)

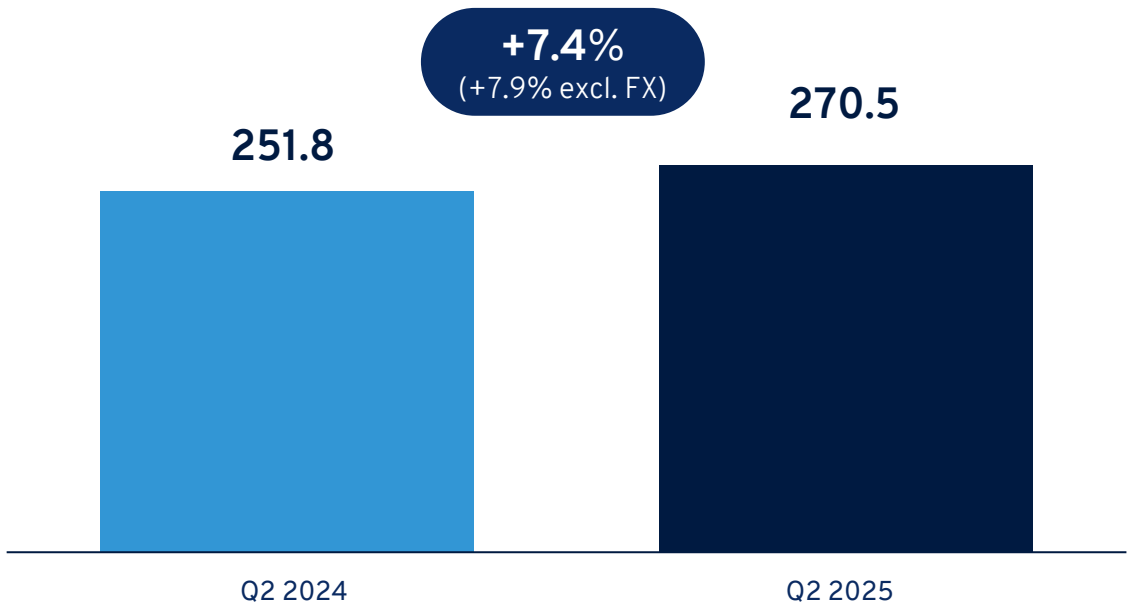
— Adj. EBITDA margin



Digital Solutions & Cloud delivering solid growth

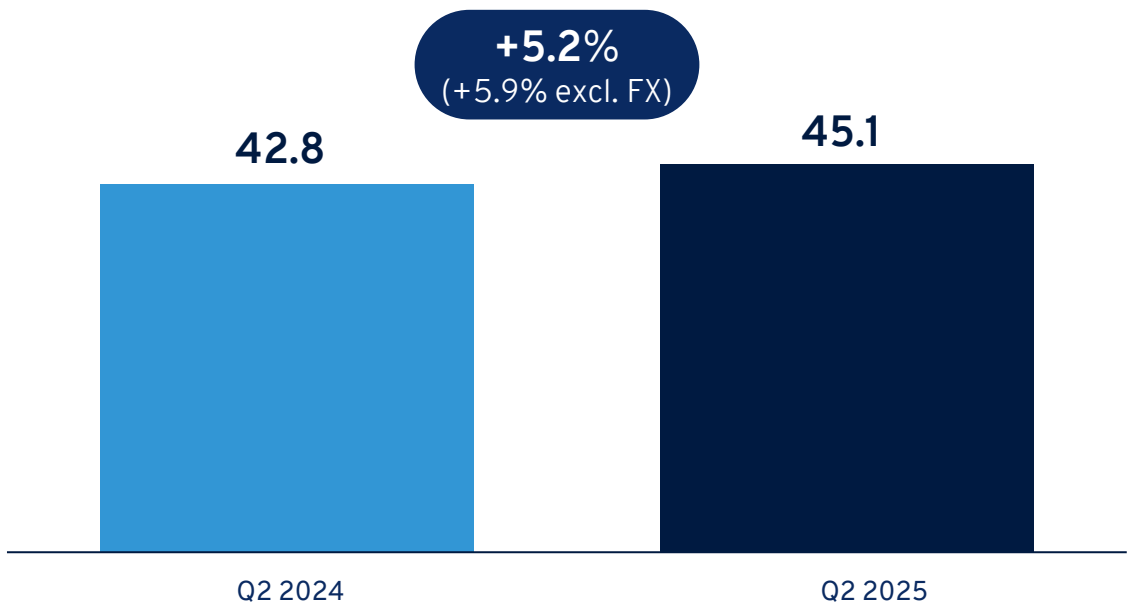
Web Presence & Productivity¹

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

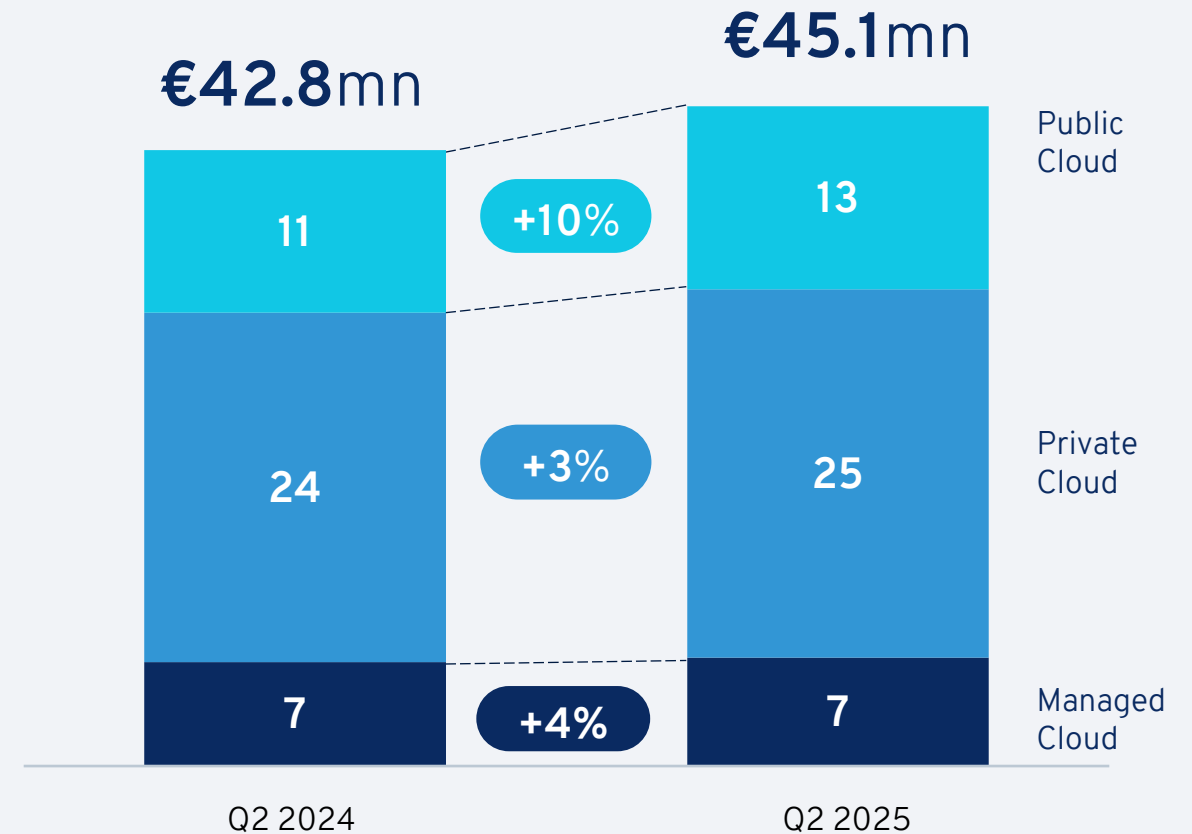
IONOS

+5.2%
yoy growth

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

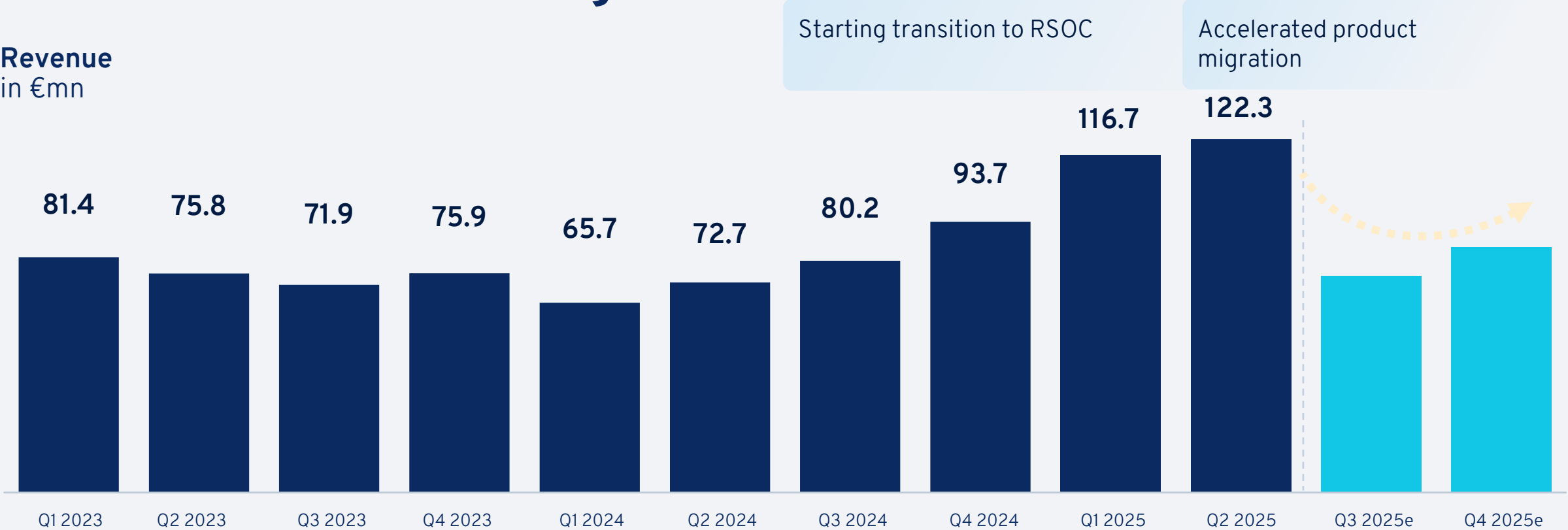
Private Cloud growing ~3% yoy

Managed Cloud growing ~4% yoy



The AdTech business evolves to unlock new growth

Revenue
in €mn



+72.7% Revenue yoy in H1 2025

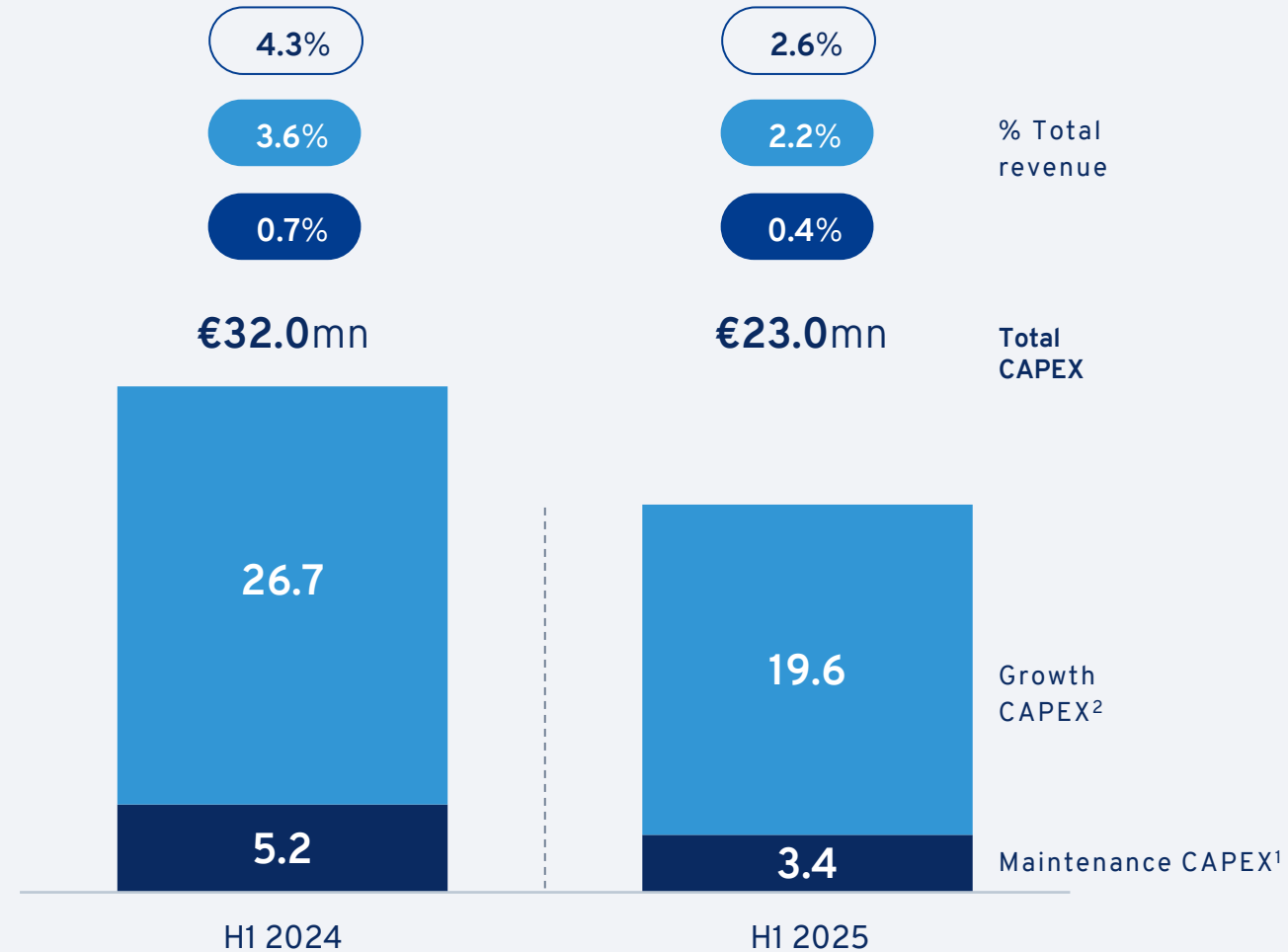
31.8mn Adj. EBITDA in H1 2025

~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

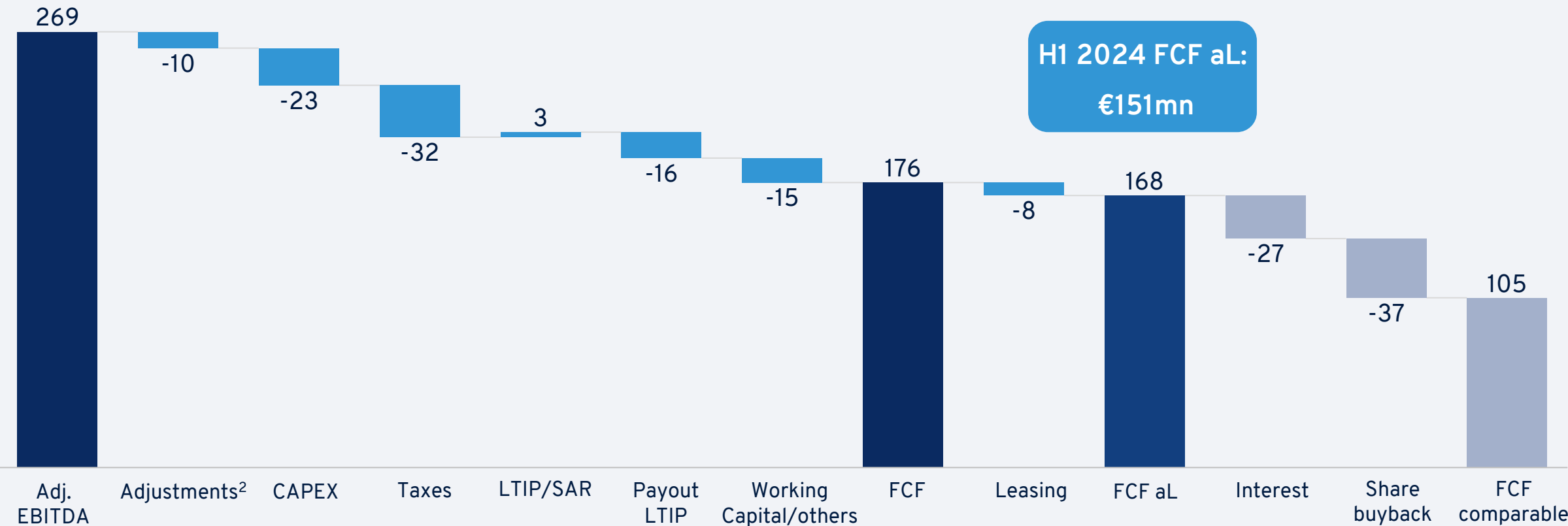
Well invested asset base ensures low, predictable maintenance capex

- 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

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



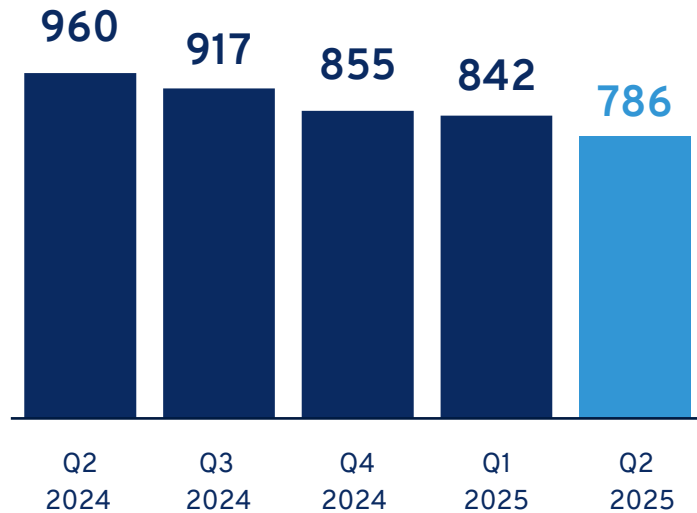
1) Free cash flow (FCF) is defined as cash flow from operating activities, less capital expenditures, plus payments from disposals of intangible assets and property, plant and equipment

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

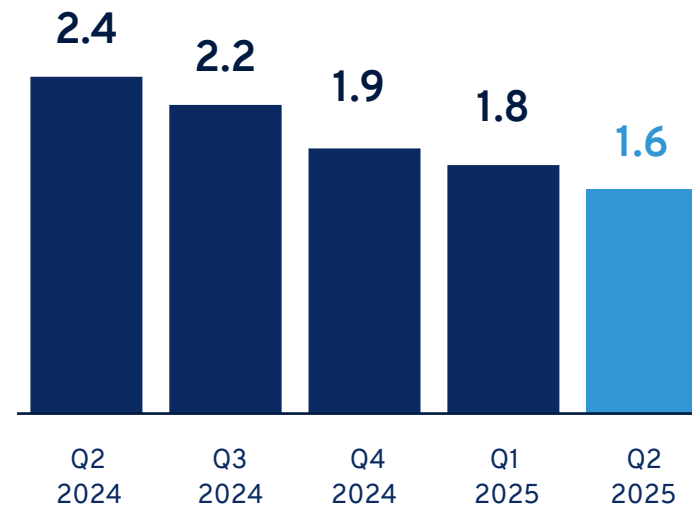
IONOS

Net Debt¹



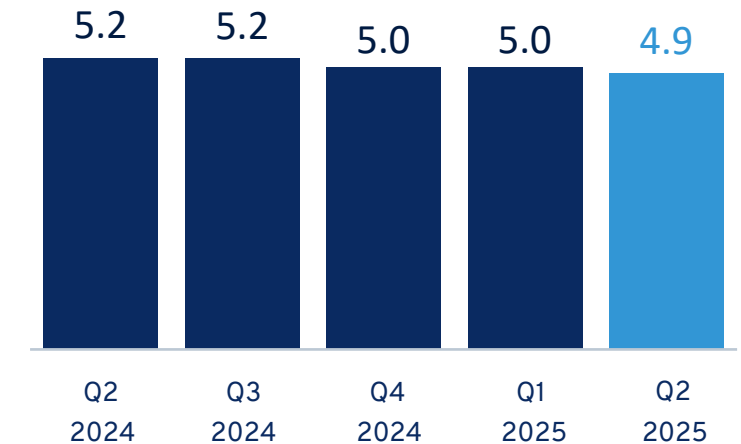
Leverage³

(Net debt/adj. EBITDA)



Avg. interest rate

(fixed / in % p.a.)



€786mn

Net debt¹ 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%

Fixed annual interest rate²
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

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 centers¹

IONOS

fasthosts

 world4you

 STRATO

united  domains

we²²

home.pl

sedo
Buy. Park. Sell. Domains

arsys

InterNetX

¹) o/w 9 fully owned and 23 co-location data centers

Driving growth with our 2025 guidance

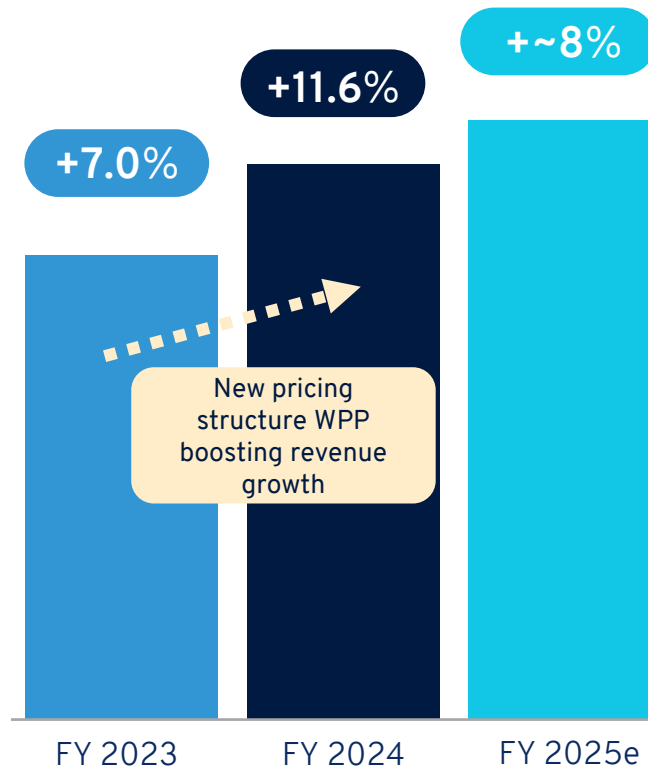
IONOS

	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

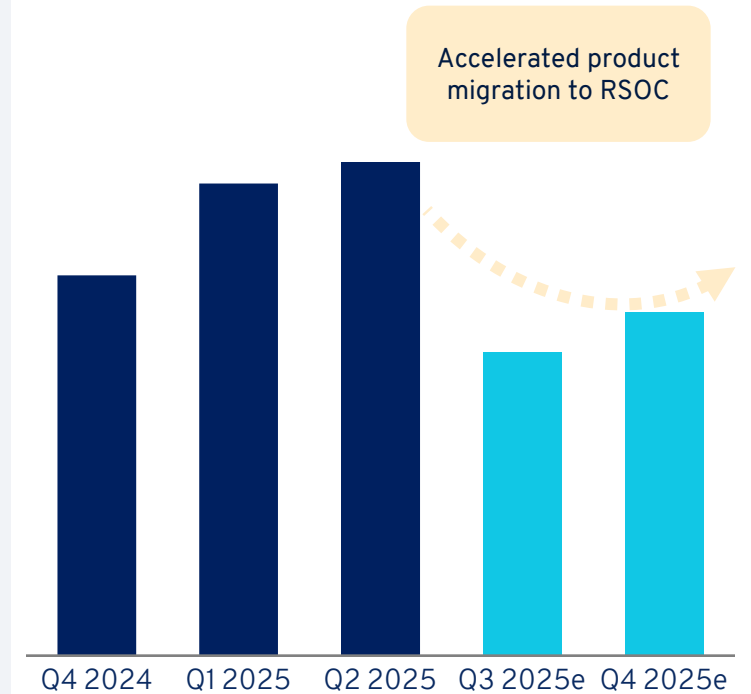
Digital Solutions & Cloud

Expected revenue development²



AdTech

Expected revenue development²



Reaffirming our mid-term guidance for continued growth

IONOS

~10%

Total
revenue growth (CAGR)

~35%

Adj. EBITDA margin

5-6%

CAPEX (% on revenue)
Maintenance ~8% CAGR &
Growth ~4% of total revenue

~9%

Web Presence & Productivity
revenue growth (CAGR)

~20%

Cloud Solutions
revenue growth (CAGR)

High single digit

AdTech
revenue growth (CAGR)

Appendix

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

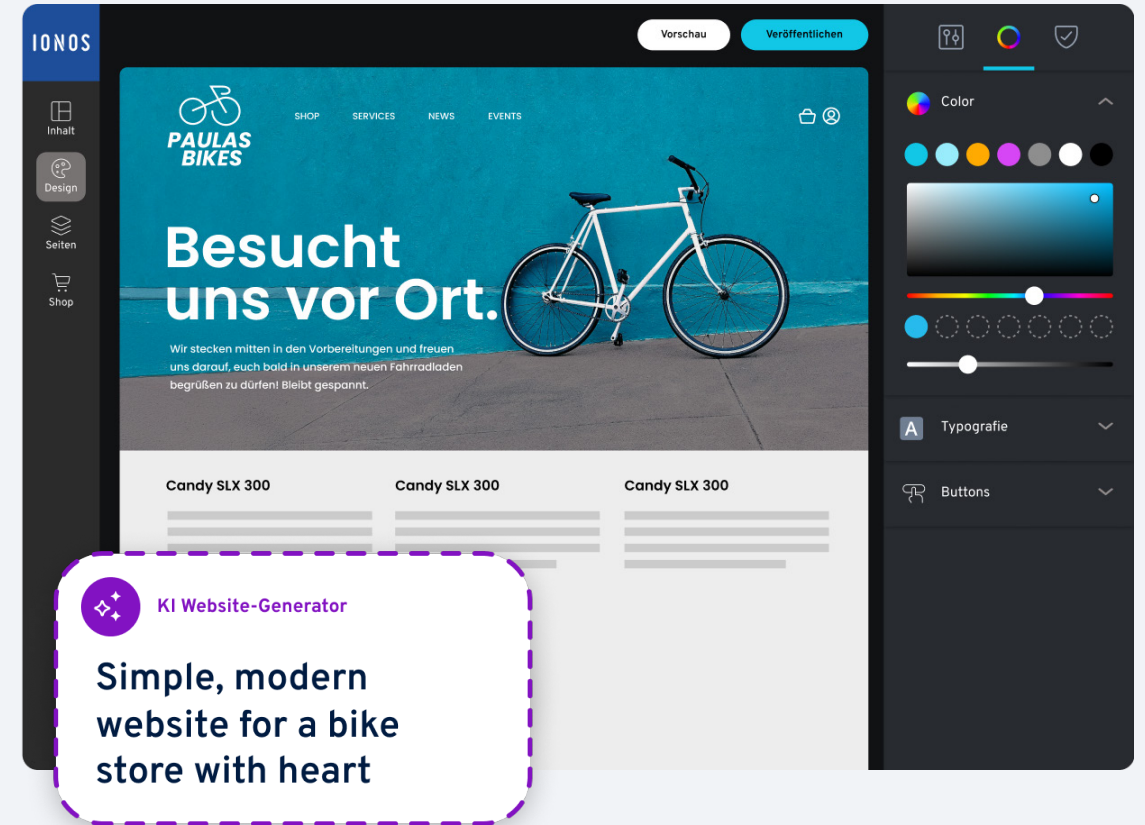
Operations are planned to begin as early as 2027

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



Website Builder: AI is unleashing limitless possibilities of website creation

- SMBs struggle building a website on their own - limited time, lack of knowledge, finite creativity
- Users face problems to craft adequate texts and to create reach
- AI-powered website builder was kicked-off in May 2023 and we are perpetually upgrading and enriching the available features (i.e. AI Image Generator, AI Page Generator, AI SEO tool)



Positive adoption of AI features:

64% of customers choose AI
over classic onboarding

25% Faster time
to publish

~30% increased first week
activation

Quality of content increased
significantly with AI

Public sector projects and ITZBund

IONOS sets up a completely self-contained enterprise cloud environment in ITZBund data centers (“air-gapped” Cloud)

5 years – first block built in Q4 2024

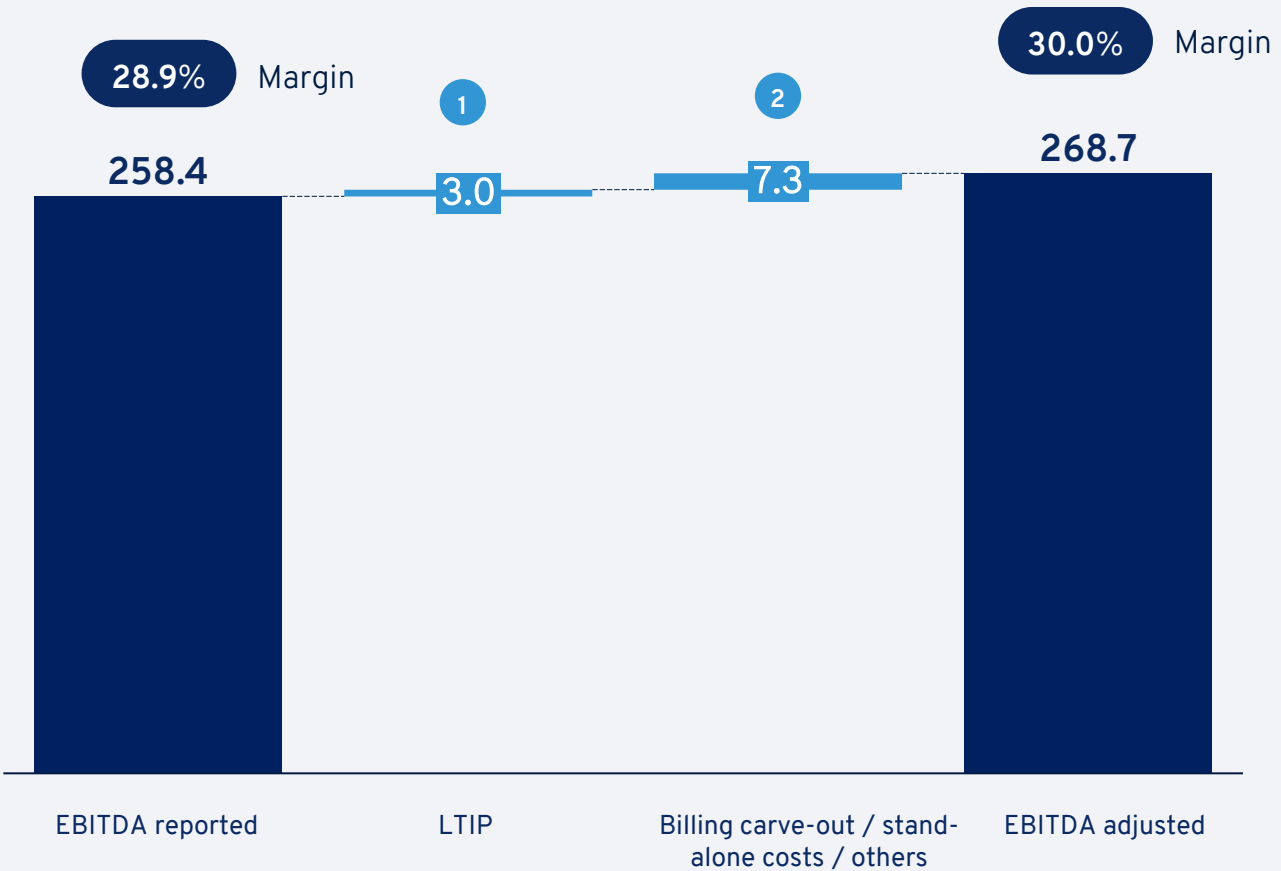
- ✓ Perfectly positioned for further projects
- ✓ Audited and certified in multiple areas



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

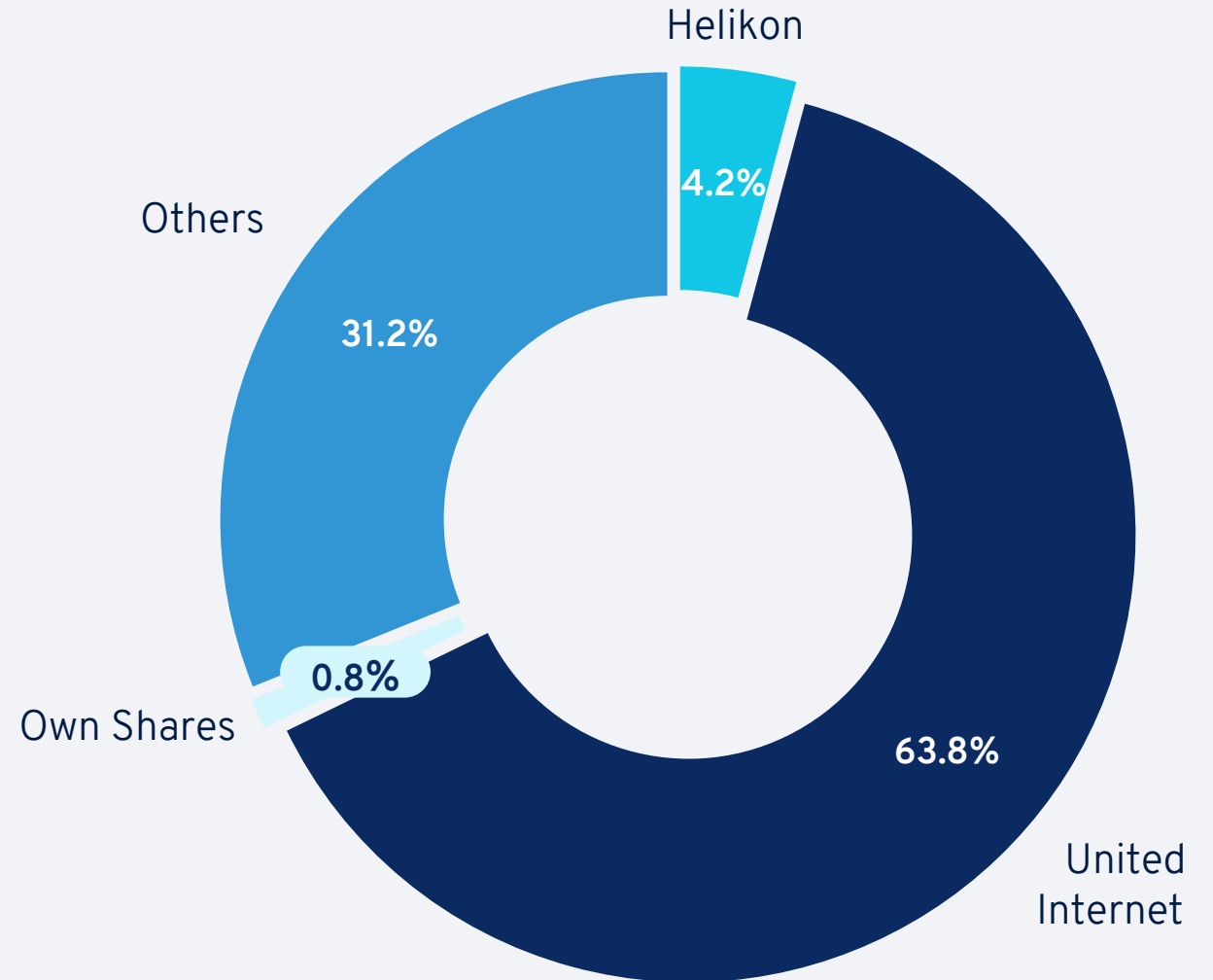
IONOS

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)

Shareholder structure

- 2nd largest shareholder Warburg Pincus placed a total of 17.5 million shares (12.5 percentage points of share capital) in 3 tranches in September, December 2024 and end of March 2025.
- Freefloat 36.2%
(acc. DAX Equity Index Methodology)



Corporate presentation

September 2025