IONOS

Corporate presentation

September 2026

Disclaimer

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

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

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

In the interests of clear and transparent reporting, financial presentations, the annual financial statements and interim statements of IONOS Group SE, as well as any ad-hoc announcements pursuant to Art. 17 MAR and other financial information contain additional financial performance indicators to those required under International Financial Reporting Standards (IFRS), such as EBITDA, EBITDA margin, adjusted EBITDA, adjusted EBITDA margin, EBIT and free 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

H1 2026 figures

Web Presence & Productivity

€581mn
Revenue (83%)

#1 **#2**
Market positions in 6 core European markets

~€130mn[2]
Annual revenue in North America

Exceptional EBITDA margins and cash conversion rates paired with strong growth

Cloud Solutions

€102mn
Revenue (15%)

Ready for profitability

EBITDA reinvested into future growth

€701mn Revenue[1] **€245mn Adjusted EBITDA** **35.0%** Adj. EBITDA margin

1) Including ~€18mn revenue from hosting services to United Internet companies (2% of total revenue)
2) Annual revenue USA, Canada, Mexico

AI is live across every product line

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Web Presence & Productivity

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

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

AI-powered Website Builder · AI App & Site Builder · WordPress AI Assistant · AI Mail · AI Email Marketing · AI Online Marketing · AI SEO Tooling · AI Domain Search · AI-powered e-commerce · Reputation Management · AI Phone Receptionist · IONOS GPT

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 · Nextcloud AI Integration · n8n Image on VPS

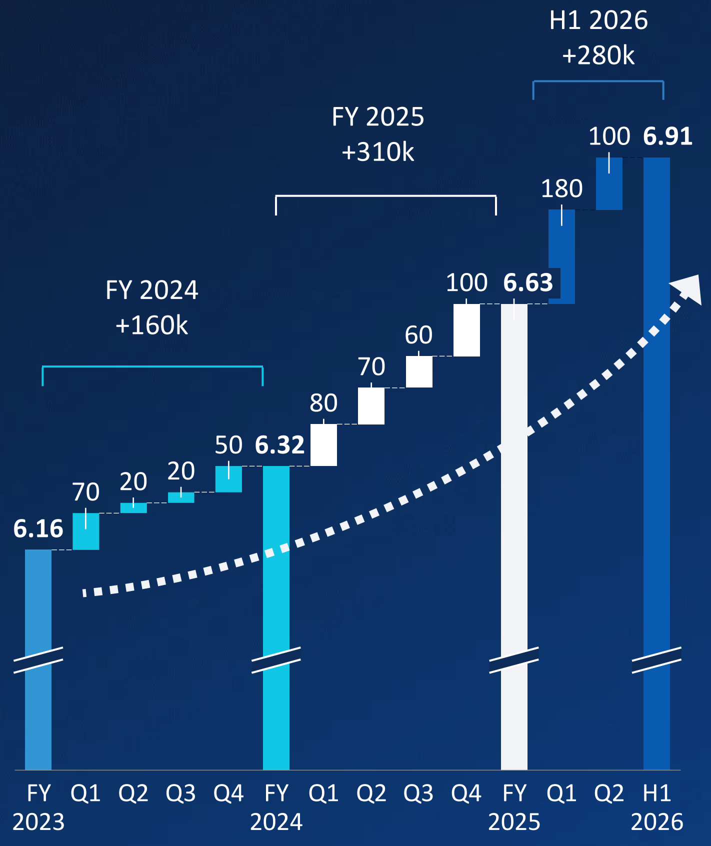
Sovereign, EU-hosted infrastructure — the foundation for data-sovereign AI.

Growth is accelerating — and so is the AI contribution

IONOS

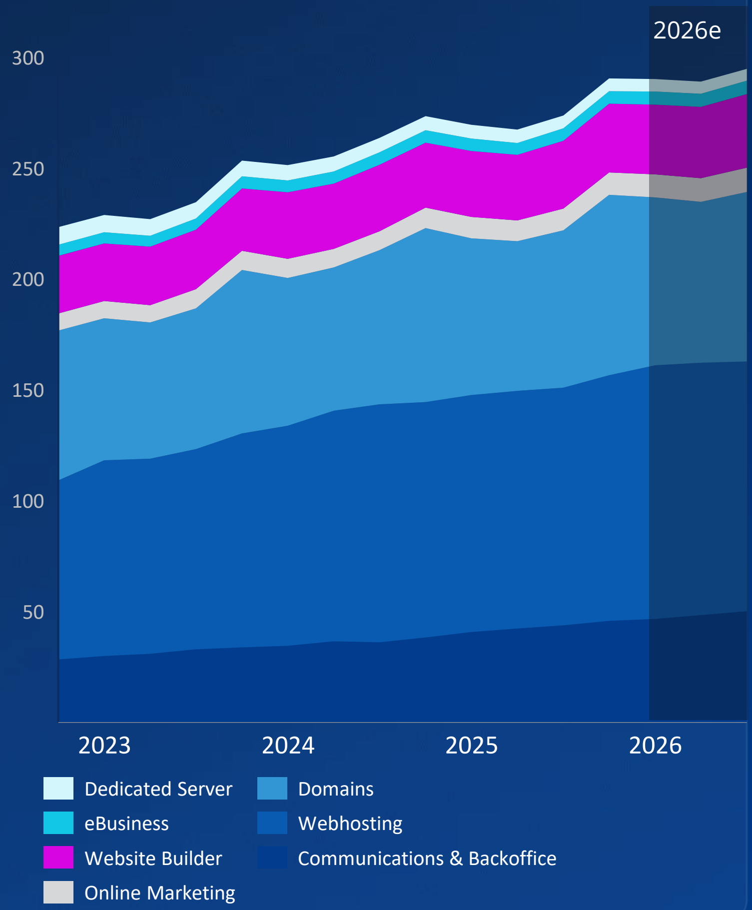
Customer growth

Quarterly net additions (k) and customer inventory in mn



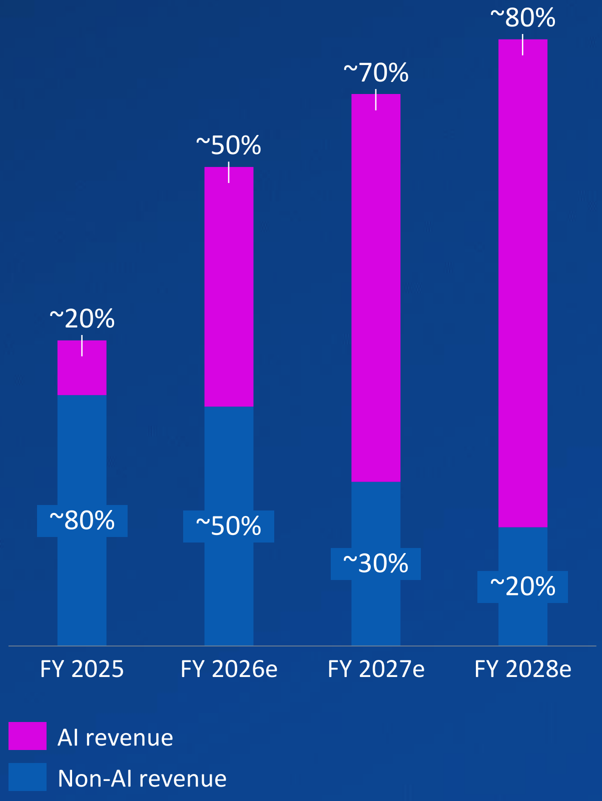
Revenue mix — WPP

Quarterly revenue by product line (€mn)



AI driving growth[1]

AI share of new 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

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- 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.
- Initially launched in Germany and the US in early access and with limited marketing spend – further rollout of the product across all of our markets.
- Early experience survey showing high satisfaction.

~15,000
total services (since launch)

>€70
ARPU IN (> 2x versus Q1 2026)

NPS >50
high customer satisfaction

1–4
employees — our core SMB group

AI App & Site Builder: describe it, and build it

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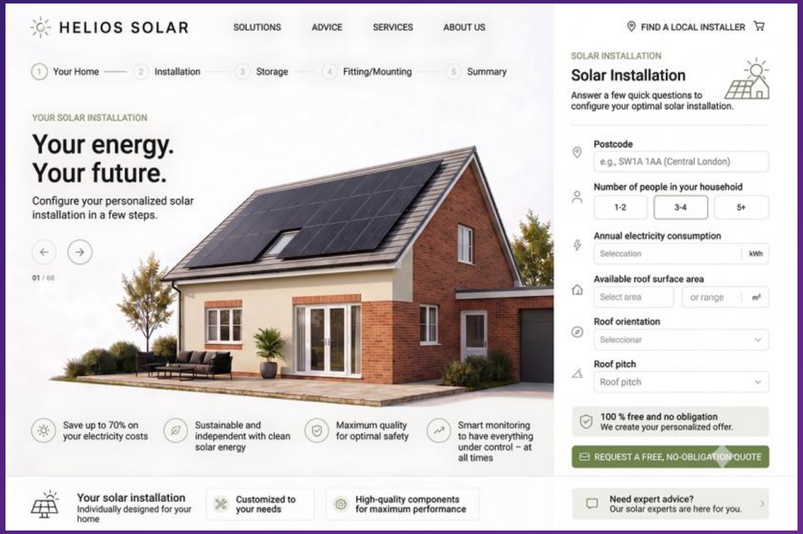
Build any app or website, just by describing it – domain, hosting and email included

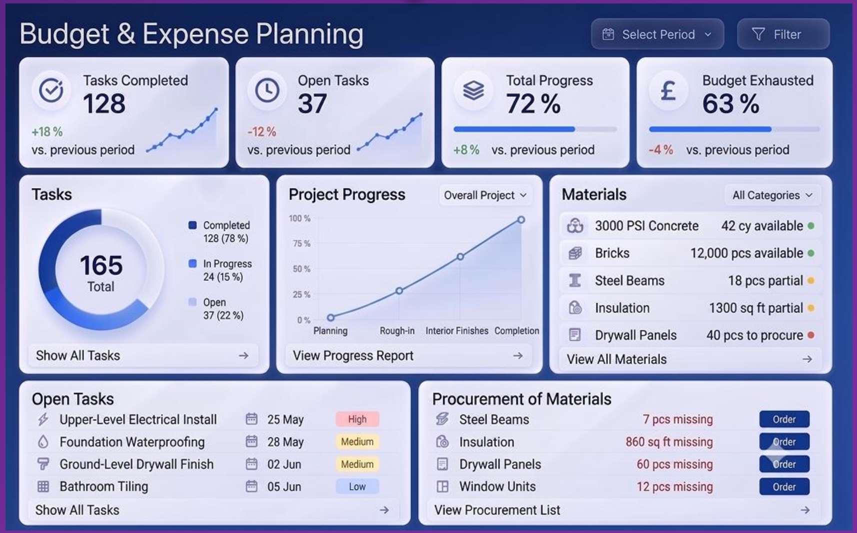
TOOL

Create a product configurator that allows my customers to design and plan panel systems tailored to their property.



TOOL

Develop a dashboard for my construction company to track custom projects. Modern, structured, and with a clear overview of relevant project details.



Momentum – modular and interoperable ecosystem

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AI Frontdesk

Partially live

- Primary access point for customer communication
- Handles voice, chat, e-mail and messengers
- Provides information, manages appointments, prioritizes requests

AI Presence Suite

Live

- Online identity for your business
- Website / eshop
- Web application

AI Marketing

Partially live

- The hub for all marketing activities
- SEO / GEO / listings
- Manages campaigns & reputation

Planned

Smart CRM | **Booking** | **Document Management**

Planned

AI Knowledge Hub

Generic company information
(e. g. provided via website)

Individual customer information
(e.g. via document uploads)

Dynamic enriched information
(generated by customer interaction)

Our vision – Momentum as an intelligent and agentic operation system for your entire organization – a hub for managing all digital workflows, no matter your company size or technical expertise.

Capturing the AI opportunity – Web Presence & Productivity

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🛡 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

IONOS: A proven platform, a new AI opportunity

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⚙ 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

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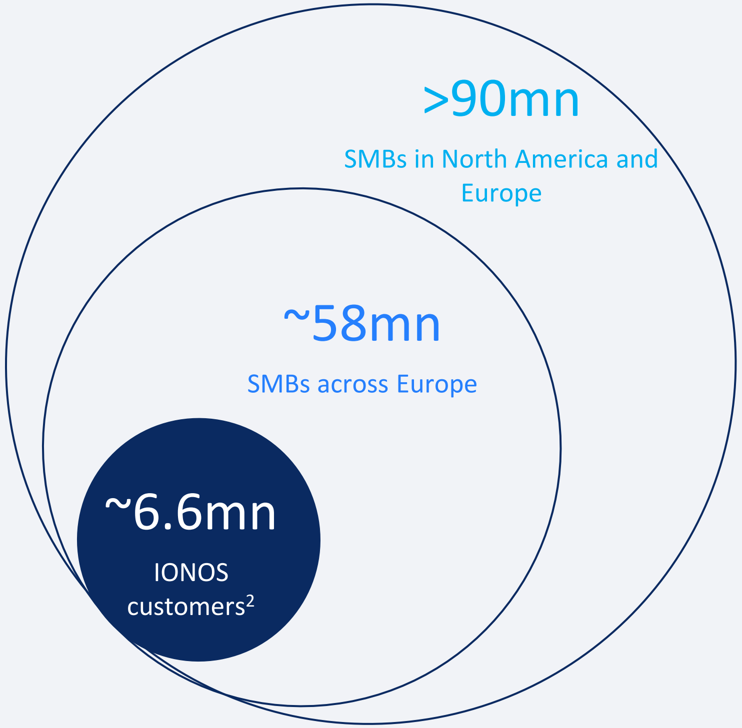
SMBs: The Hidden Gems of the Digital Landscape - A Huge and Untapped Core Market

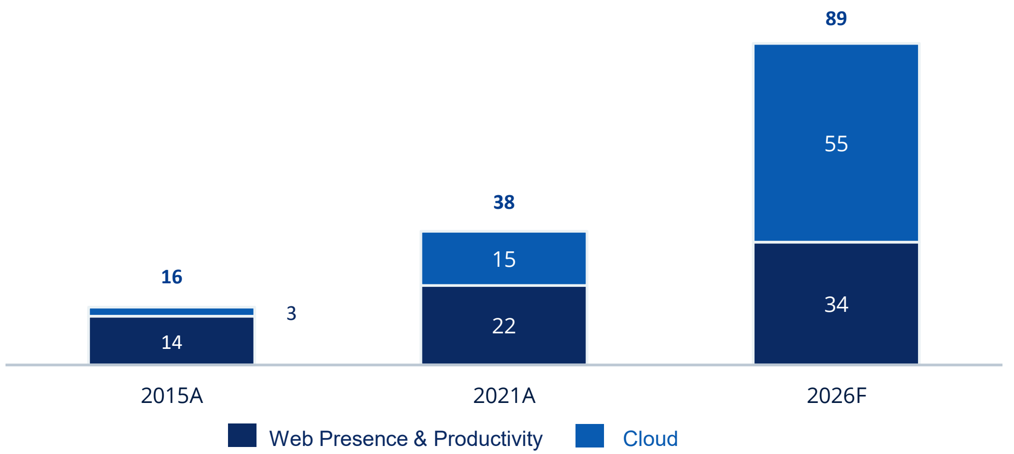


96%+ of SMBs in Europe are micro SMBs and solo-preneurs

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[3]
€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

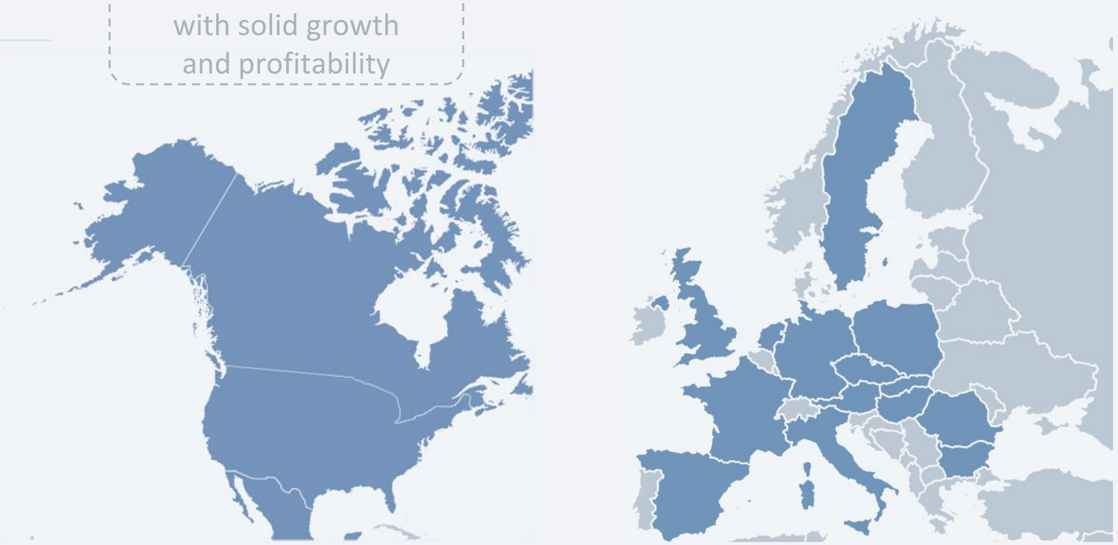
IONOS

1st in Europe overall[1]

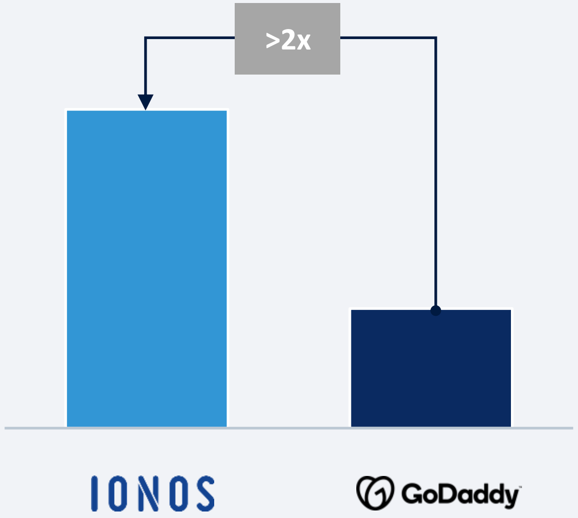
			Market share
GERMANY		1st	51%
SPAIN		1st	21%
AUSTRIA		1st	19%
UK		2nd	13%
POLAND		2nd	11%
FRANCE		2nd	10%

Footprint in 18 markets

~€130mn revenues in North America[2] with solid growth and profitability



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

We're a leading platform for secure and scalable solutions[1]

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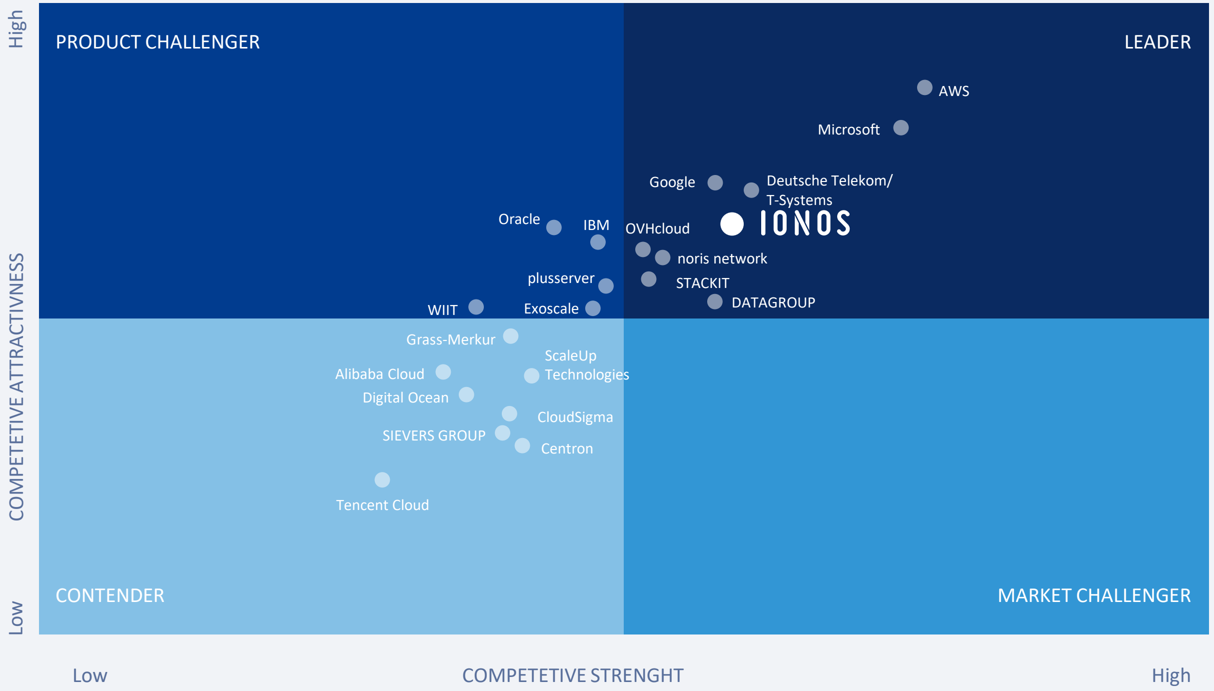
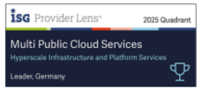
- IONOS is Leader in the area of Hyperscale Infrastructure and Platform Services.
- IONOS offers a powerful, broadly diversified, secure and cost-effective cloud services for customers from all industries.
- The offering is constantly being further developed and adapted to market conditions.
- Sovereign 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[1]



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

IONOS

1 .info .com .biz

Protect your brand with a **domain**

.com .de .shop .online .healthcare

"My customers can now find my business details anytime!"
Anmut.Bar (cafe, bar)

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

For domains that have **already been rewarded**

.info .com .biz

3 Communicate your **professional identity** with company branded e-mail

Business Mail

4 **MyWebsite Now**

Set up your website and present your business online

5 Enrich your presence with **e-commerce** capabilities and sell online

eCommerce Website Builder

Woo

"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

7 Grow your online business with smart do-it-yourself and do-it-for-me solutions **to attract more customers**

rankingCoach

8 IONOS CLOUD

Leverage **cloud computing, scalable infrastructure and storage solutions** as your business scales

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

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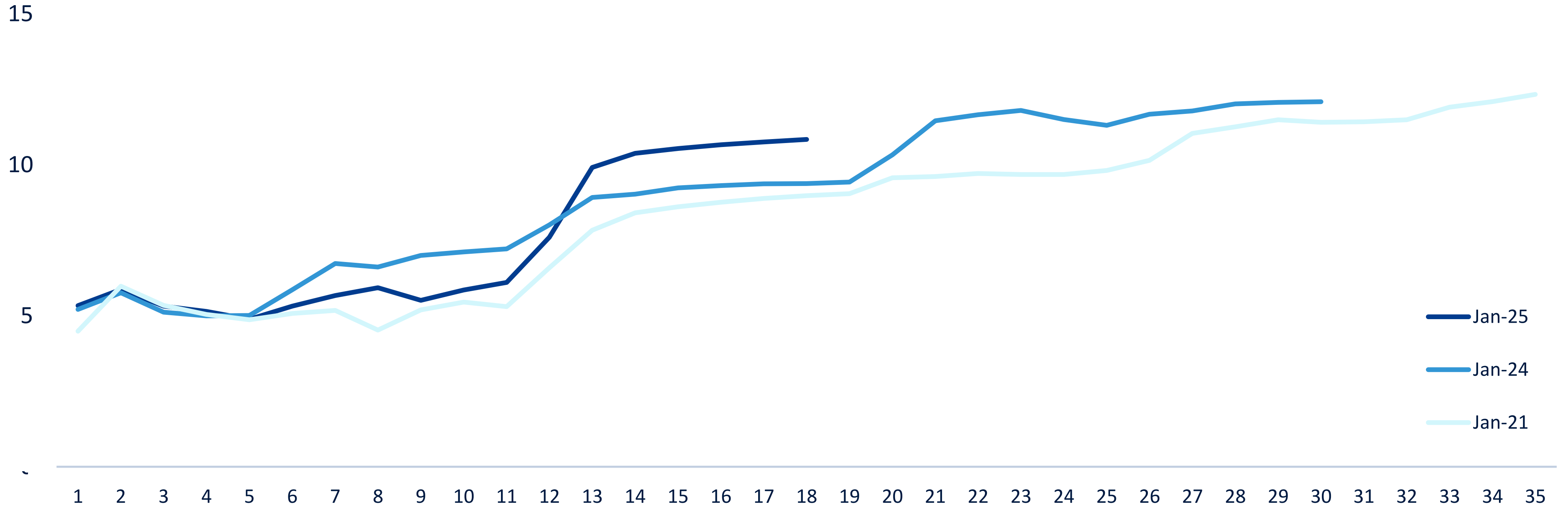
ARPU development by cohort

Avg. ARPU per month in €[1]



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

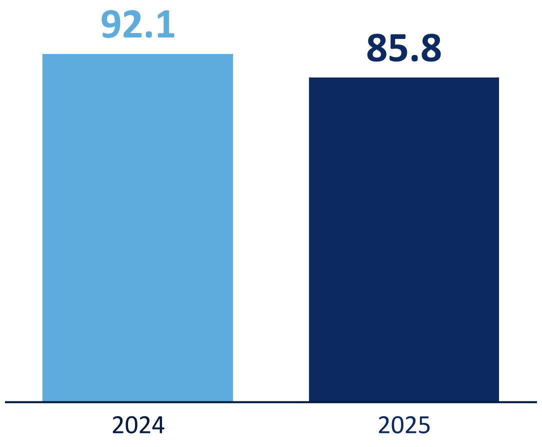
1) for IONOS brand

Driving sustainability through our commitment to UN Global Compact

IONOS

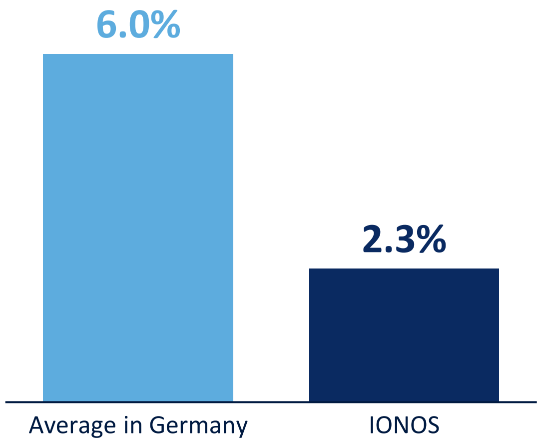
13 CLIMATE ACTION

Energy intensity (MWh/revenue €mn)[1]



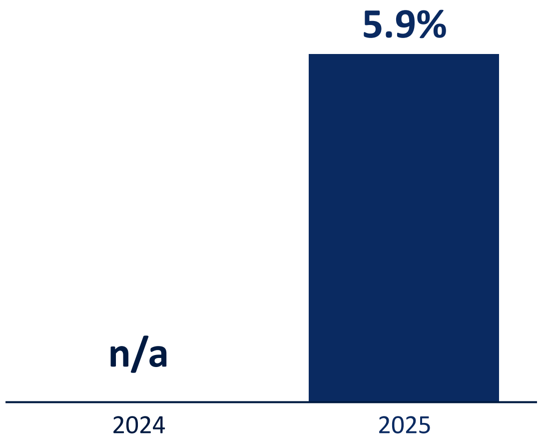
5 GENDER EQUALITY

Adj. gender pay gap[2]



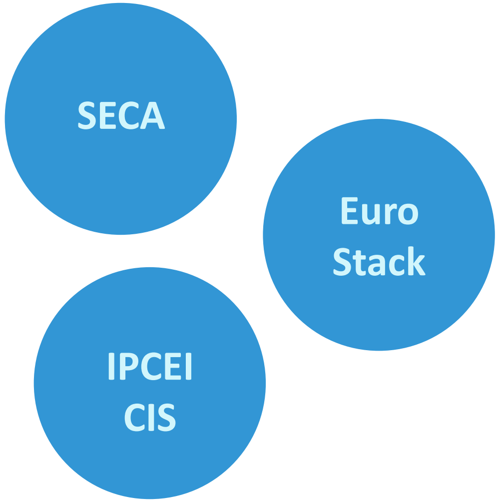
12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Waste to energy rate



9 INDUSTRIE, INNOVATION UND INFRASTRUKTUR

Innovating the industry



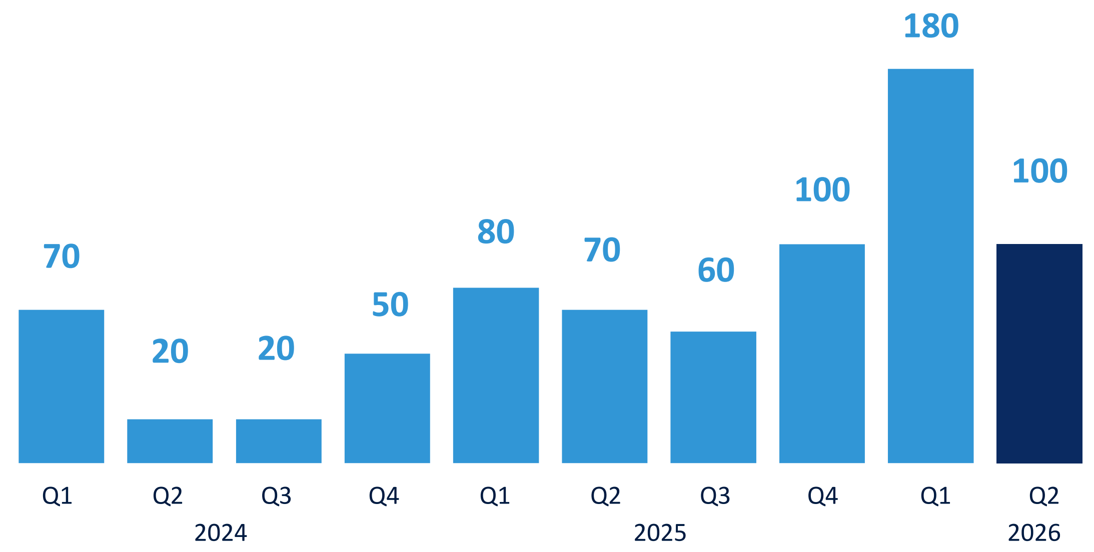
1) excl. AdTech business

2) Source: Destatis (Statistisches Bundesamt)

The core business delivers strong operational performance

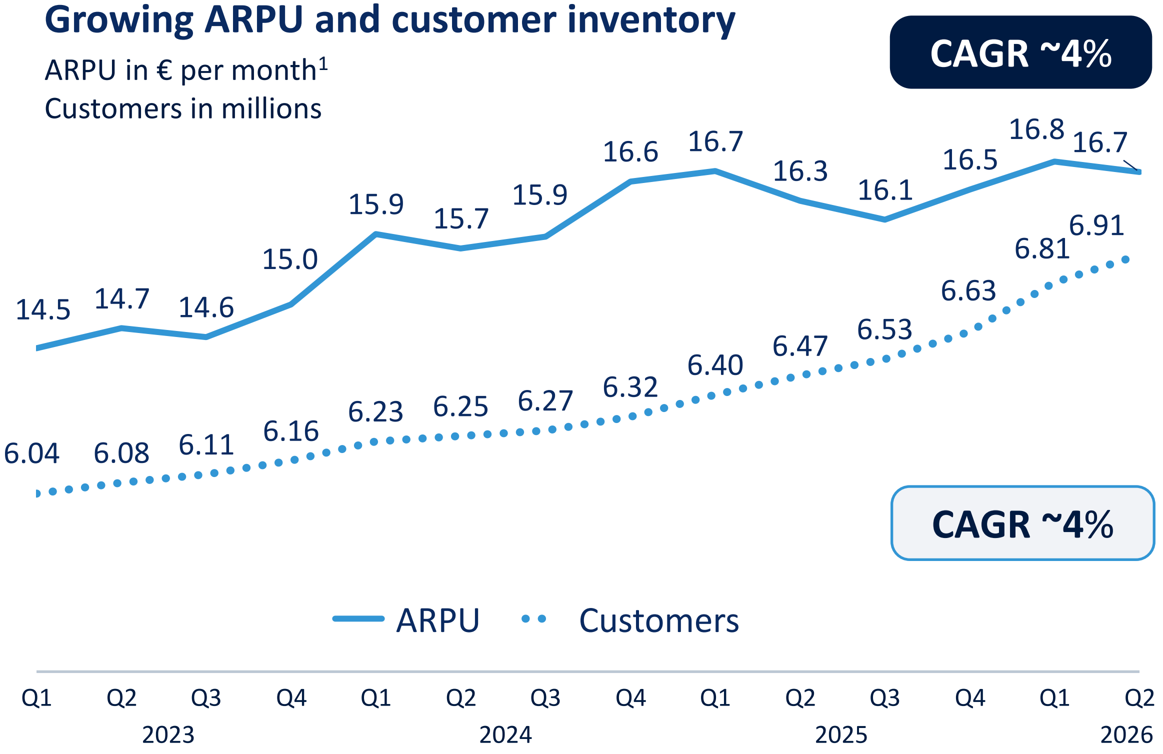
Customer net additions

in k



Growing ARPU and customer inventory

ARPU in € per month[1]
Customers in millions



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

Successful up- & cross selling and pricing power

1) Based on external revenues

H1 2026 delivered strong growth

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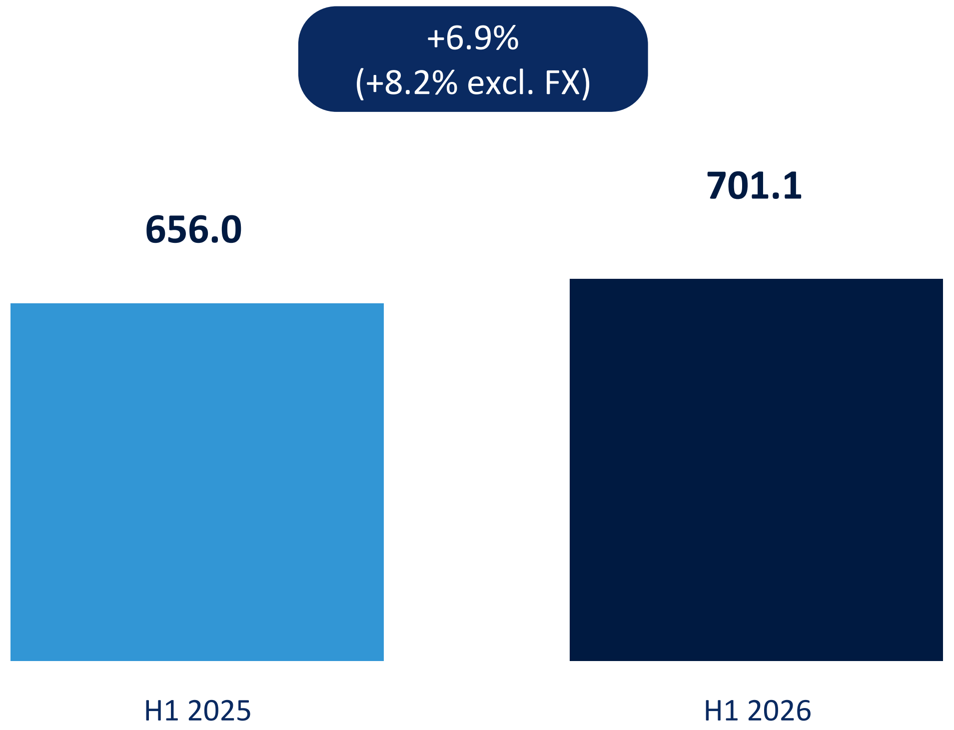
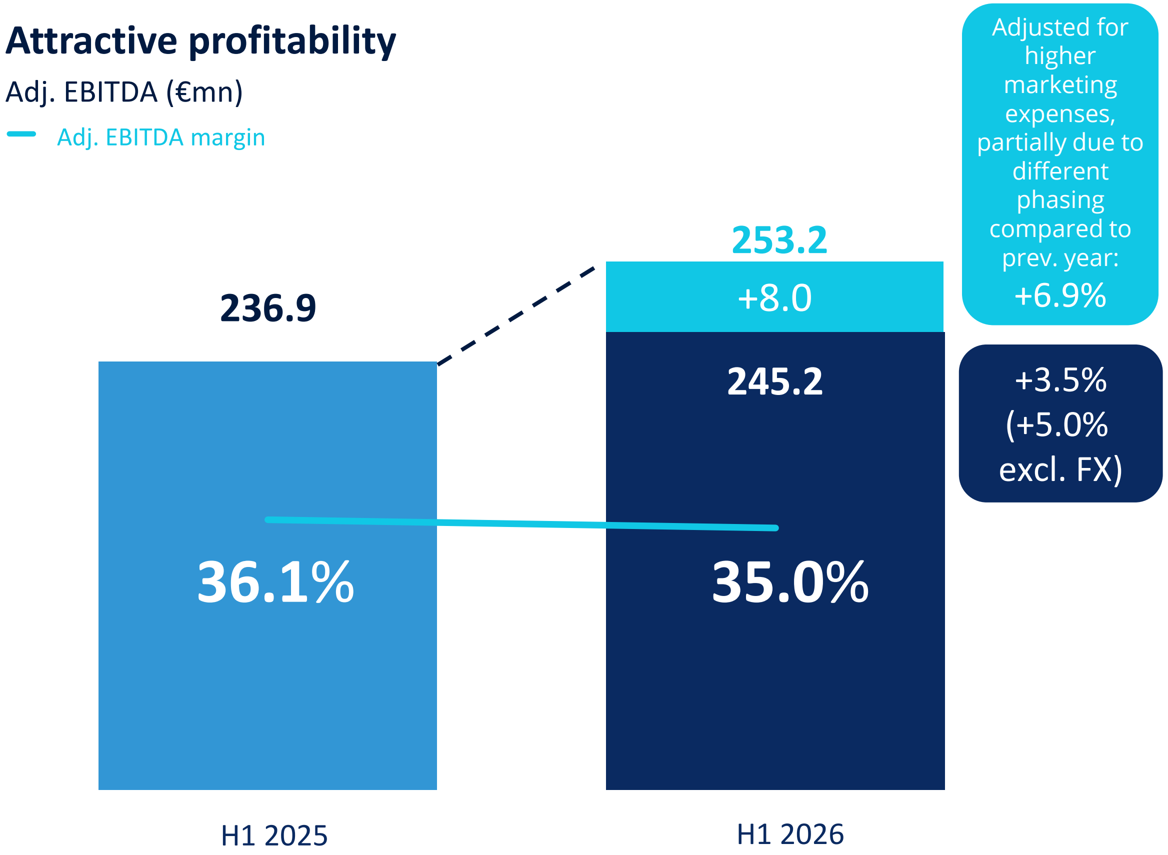
Industry leading growth with high visibility

Total revenue (€mn)



Attractive profitability

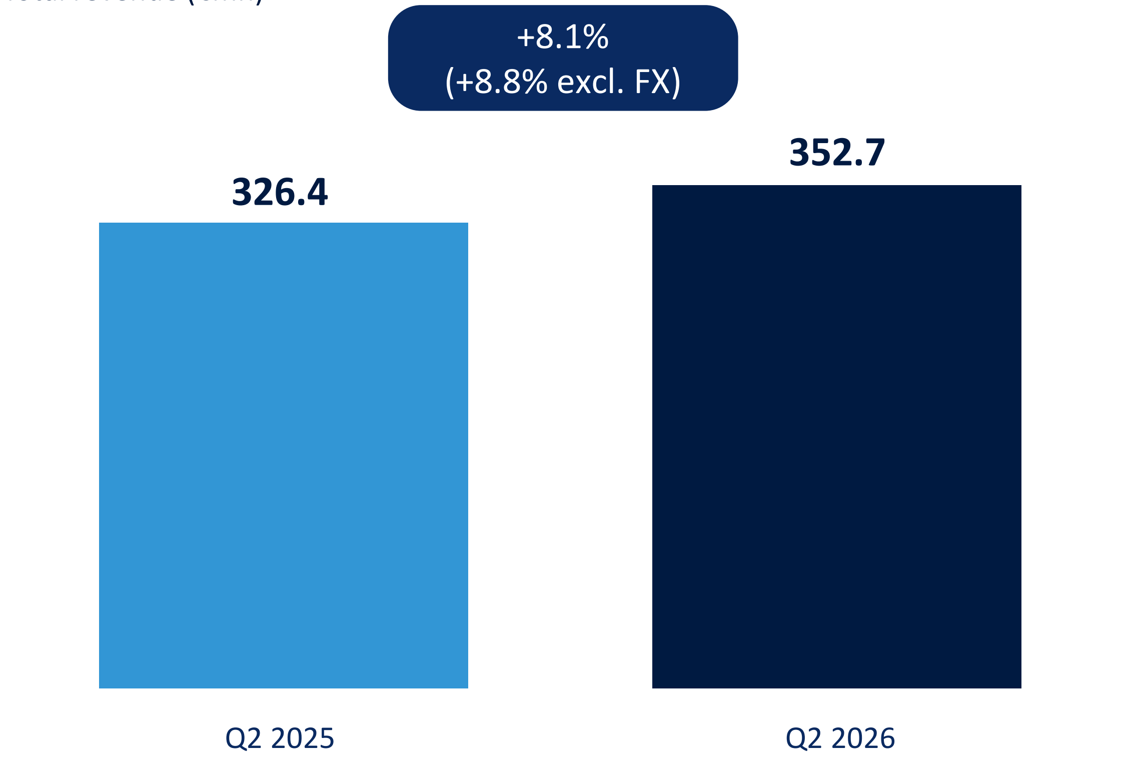
Adj. EBITDA (€mn)



Q2 2026 with continued growth and strong profitability

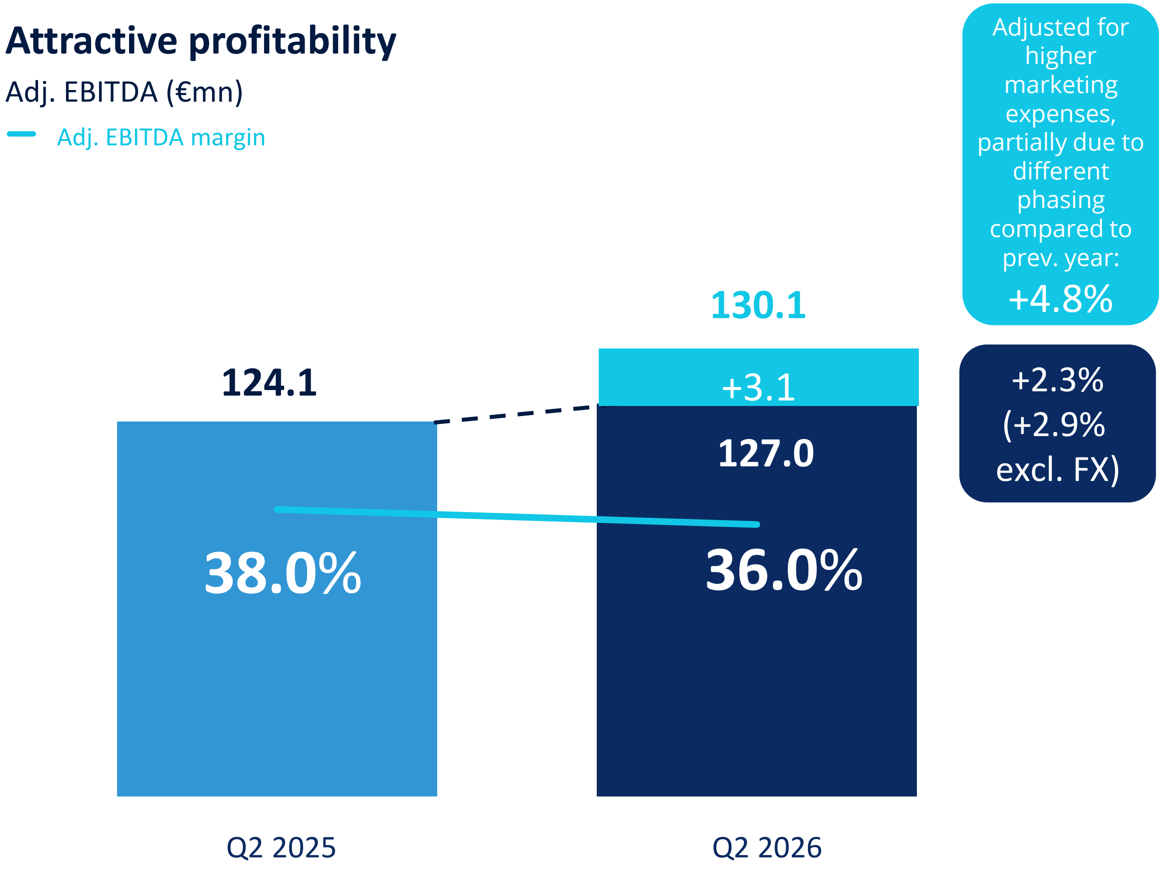
Robust growth with high visibility

Total revenue (€mn)



Attractive profitability

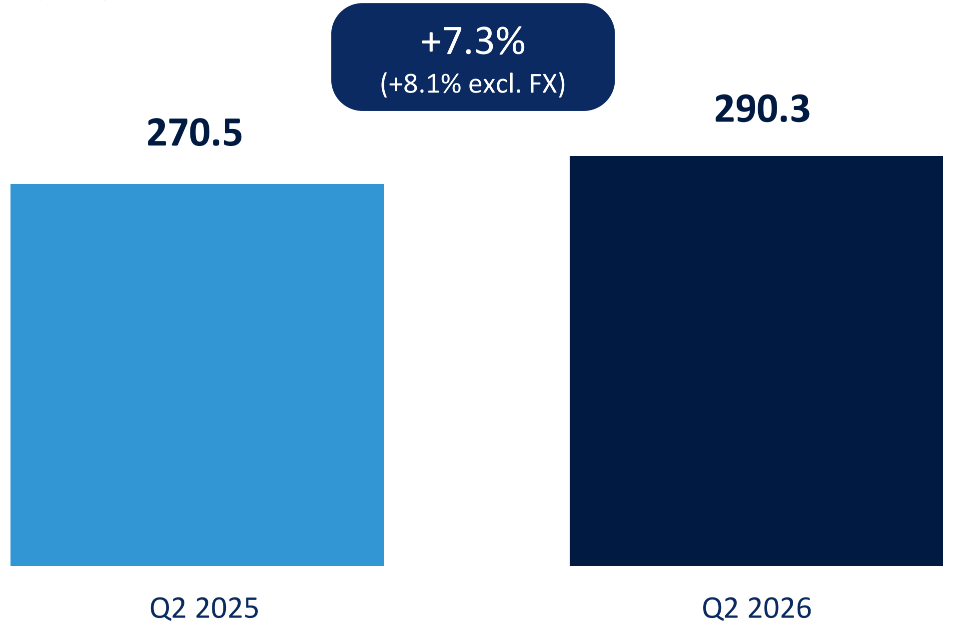
Adj. EBITDA (€mn)



Core business delivering solid growth

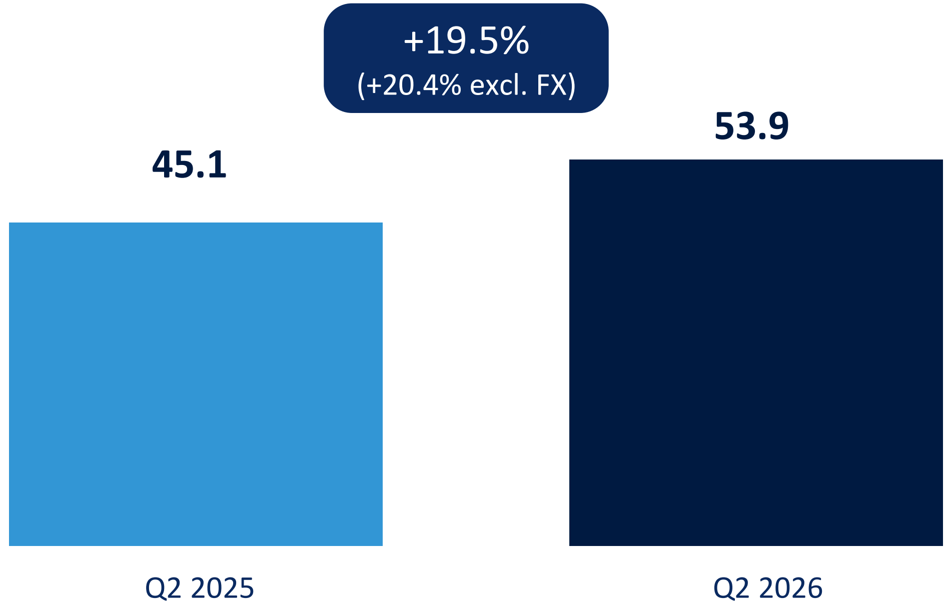
Web Presence & Productivity

Revenue (€mn)



Cloud Solutions

Revenue (€mn)



+9.1% Q2 2026 External revenue yoy

€8.5mn Hosting services to United Internet group companies in Q2 2026 (Q2 2025: €10.9mn)

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

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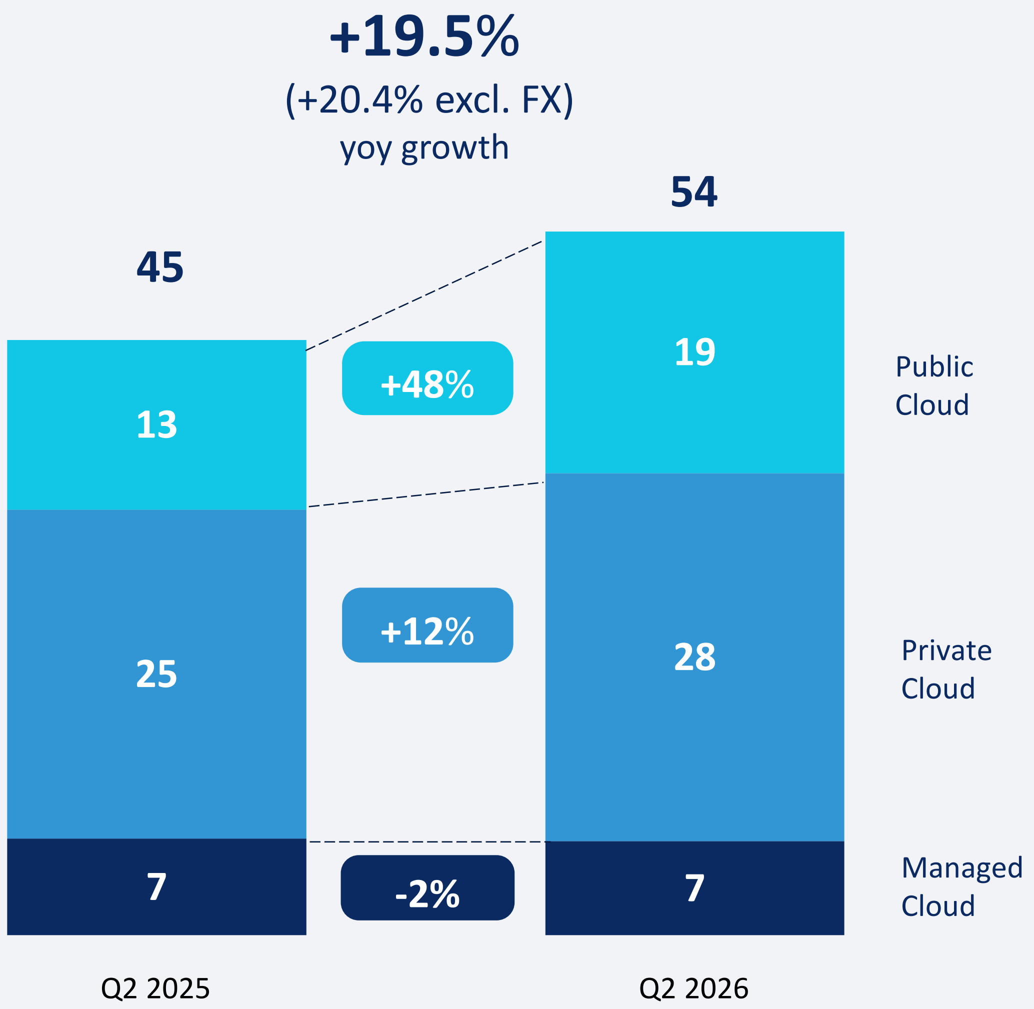
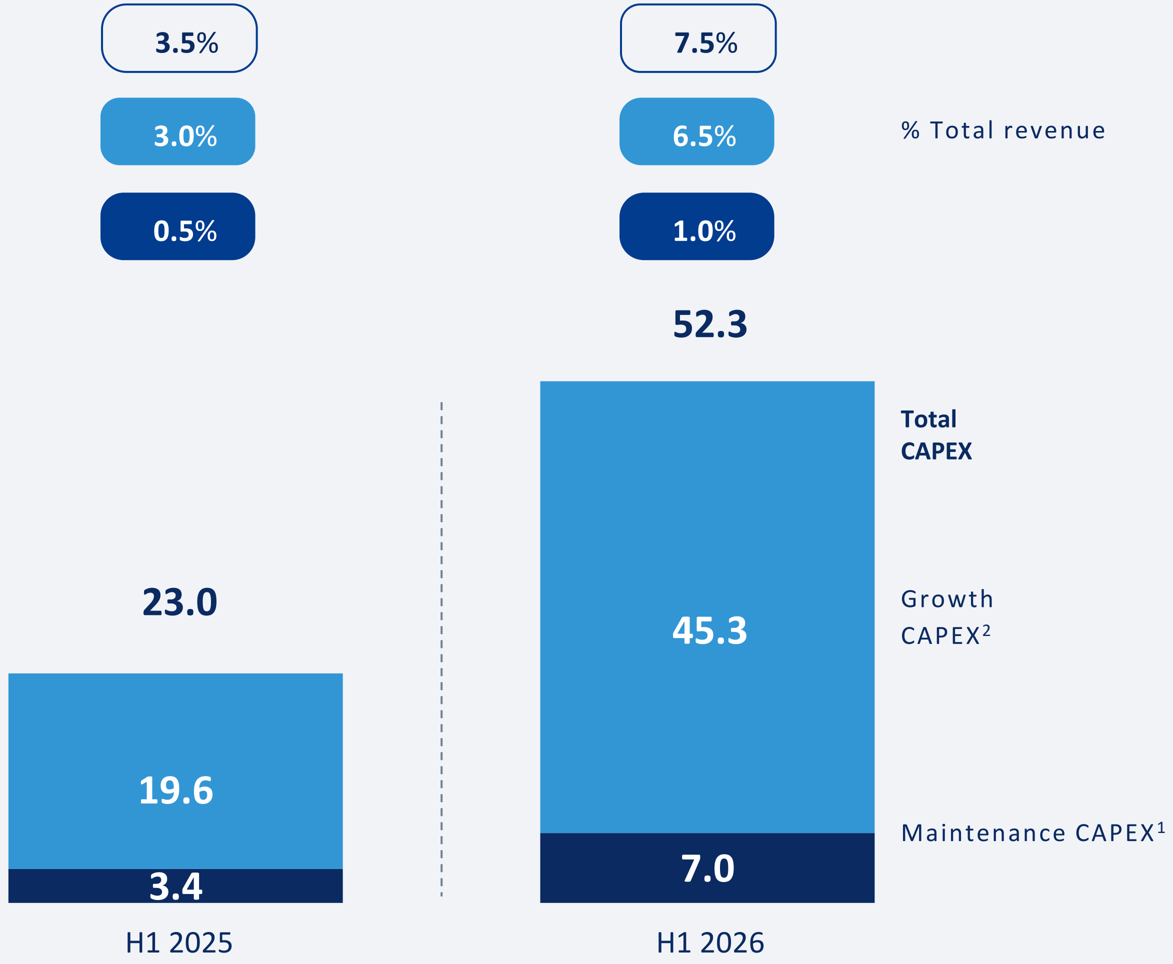


- Significantly higher interest in digital sovereignty.
- Acceleration of revenue growth, mainly from SME and mid-market, but also higher revenues from the public sector.
- Further expansion of the Cloud product portfolio (GPUs, Private Cloud features, etc).
- Expansion of our successful partner network 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

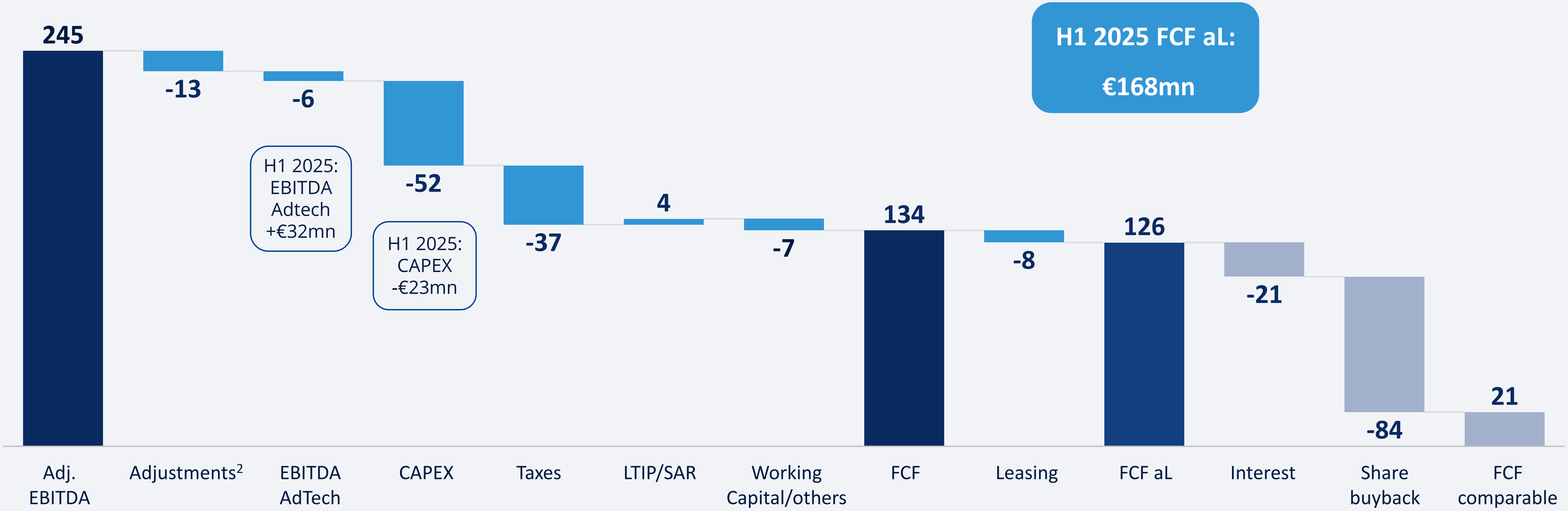
- Total CAPEX as % of total revenue at 7.5% (prev. year: 3.5%)
- Low and predictable maintenance CAPEX requirements
- Majority of growth capex is related to Cloud Solutions
- **Expected CAPEX for FY 2026E: €75 - 85mn (CAPEX/total revenue of ~6%)**



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

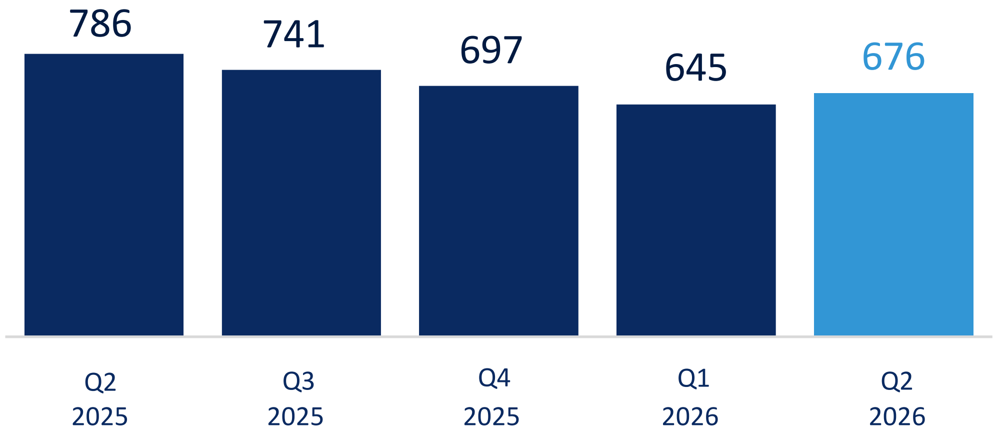
H1 2026 adjusted EBITDA to (adjusted) Free Cash Flow[1] (FCF) bridge
in €mn



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)

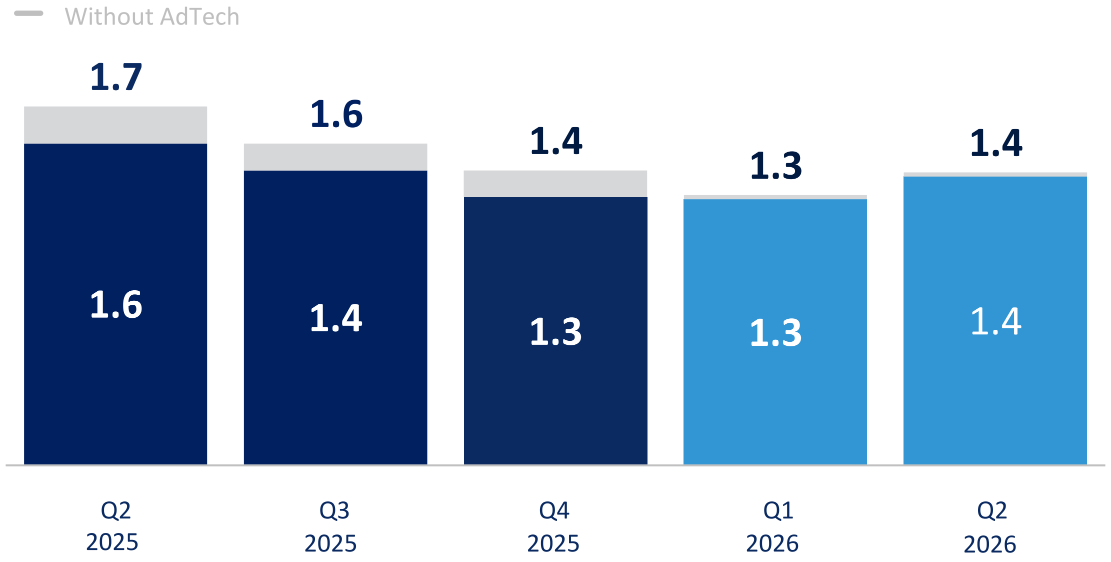
Fixed-interest debt secures stability and removes refinancing risk

Net Debt[1]



Leverage[3]

(Net debt/adj. EBITDA)



€676mn[1] Net debt as of June 30, 2026, comprising of an external bank loan, less receivables UI

4.7%[2] Fixed annual interest rate, maturity on December 15, 2026

~1.4x Leverage[3] as of June 30, 2026

1) Net Debt is the sum of liabilities to banks (30.06.2026: €799mn), current liabilities to related parties (30.06.2026: €6mn), less receivables from related parties (30.06.2026: €82mn), less cash and cash equivalents (30.06.2026: €47mn) at the end of the period; 2) as of 30.06.2026; 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 30 data centers[1]

IONOS | fasthosts | world4you
STRATO | united domains | we22
home.pl | sedo Buy. Park. Sell. Domains | arsys
InterNetX

1) o/w 9 fully owned and 21 co-location data centers

Accelerating growth with our revised 2026 guidance

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	FY 2025	H1 2026	FY 2026e before	FY 2026e new
Revenue[1]	6.1%	8.2%	~7%	~8%
External revenue[2]	6.5%	9.1%	~8%	~9%
Web Presence & Productivity	6.5%	8.2%	7-8%	~8%
Cloud Solutions	6.6%	14.9%	~10%	~10-15%
Intercompany UI	€43mn	€18mn	~€30-40mn	~€30-40mn
Adj. EBITDA margin	36.8%	35.0%	37 - 38%	37 - 38%
Adj. EBITDA	€485mn	€245mn	~€530mn	~€530mn

1) Revenue based on constant currency; 2) excl. Intercompany revenue with UI

Reaffirming our mid-term guidance for continued growth

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~10%
Total
revenue growth

~9%
Web Presence & Productivity
revenue growth

~20%
Cloud Solutions
revenue growth

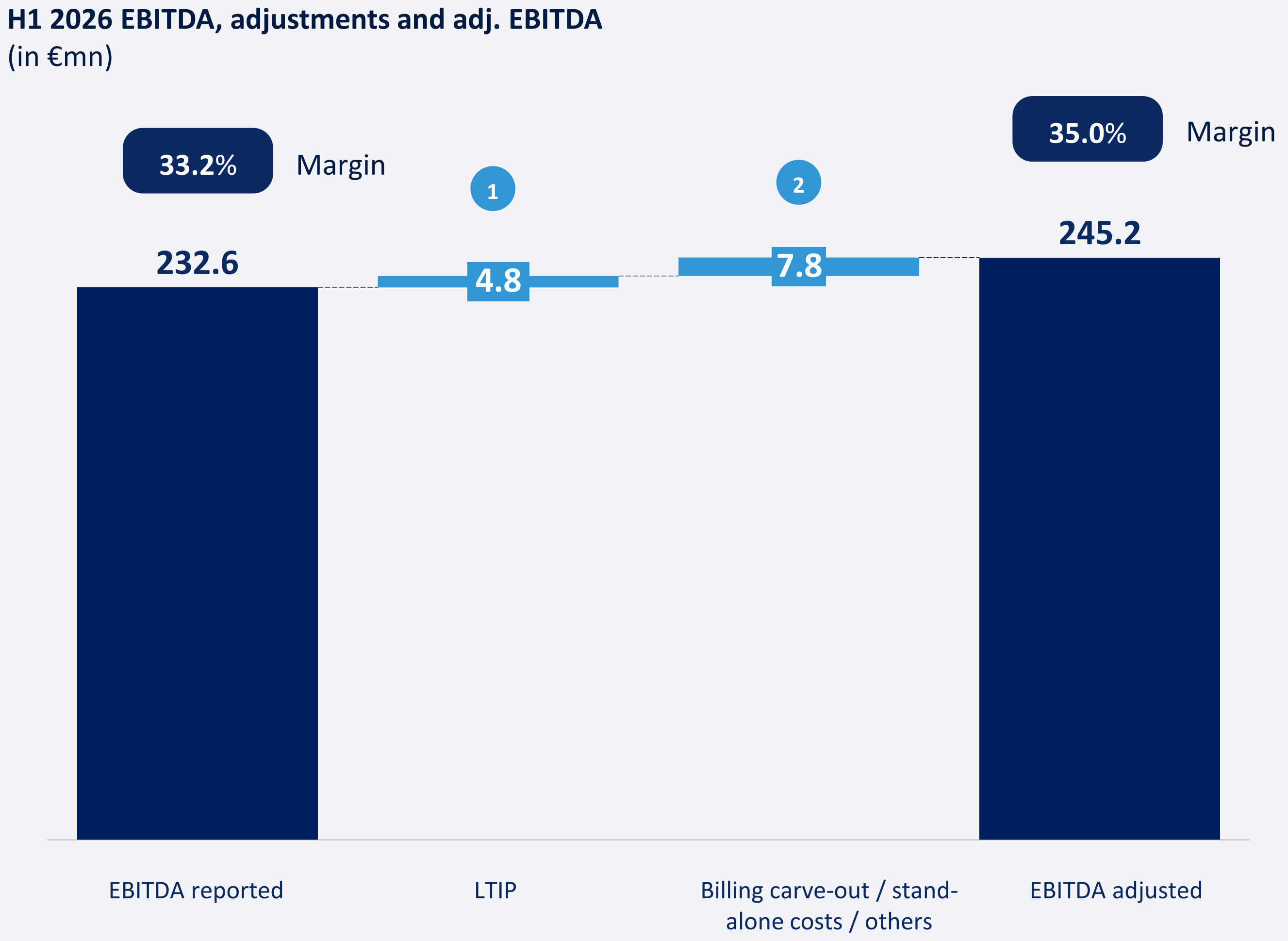
~40%
Adj. EBITDA margin

~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



Financial Overview

IONOS

in €mn	Q2 2025	Q2 2026	Change yoy	H1 2025	H1 2026	Change yoy
Total Revenue (continued)	**326.4**	**352.7**	**+8.1%**	**656.0**	**701.1**	**+6.9%**
Discontinued	122.3	3.2	-97.4%	239.0	6.9	-97.1%
Adj. gross profit (continued)[1]	**251.5**	**275.4**	**+9.5%**	**509.6**	**547.0**	**+7.3%**
Adj. EBITDA (continued)	**124.1**	**127.0**	**+2.3%**	**236.9**	**245.2**	**+3.5%**
Discontinued	13.6	-0.8	n/a	31.8	-2.6	n/a
EBIT (continued)	**93.1**	**94.5**	**+1.5%**	**172.1**	**182.4**	**+6.0%**
Discontinued	13.6	-4.0	n/a	31.8	-6.3	n/a
Adjusted EBT (continued) excl. non-cash valuation effects from a contingent purchase price liability	**80.3**	**84.1**	**+4.7%**	**145.9**	**161.6**	**+10.8%**
Discontinued	13.6	-4.0	n/a	31.7	-6.3	n/a
Adjusted EPS in €/share (continued) excl. non-cash valuation effects from a contingent purchase price liability	**0.36**	**0.44**	**+22.2%**	**0.69**	**0.84**	**+21.7%**
Discontinued	0.10	-0.03	n/a	0.22	-0.05	n/a

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

IONOS

Corporate presentation

September 2026