

IONOS

Company Presentation
September 2023



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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.

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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 cash flow. Information on the use, definition and calculation of these performance measures is provided in the Annual Consolidated Financial Statements 2022 of IONOS Group SE or is explained in an associated footnote.

FY 2022 confirmed the strength and sustainability of growth, profitability and cash generation

Leading partner for digitalization, active in 18 markets across Europe and North America, accessible worldwide



Europe overall ¹



€1.3bn total revenue (17% yoy growth)

High revenue visibility and predictability

~80% recurring revenue²

Subscription-based business model

€346mm adj. EBITDA³ (27% margin)

Attractive profitability

~90% cash conversion rate⁴

Highly cash generative

~6mm customers

Unparalleled European SMB customer access

Leverage 3.5x⁵

Deleveraging by ~0.5x per year going forward

€ 14.00 ARPU⁶ (5.2% yoy growth)

Strong cross and up-selling

NPS of >34⁷

High customer loyalty

11x+ CLTV/CAC⁸

Targeted and efficient customer acquisition

~12-18 months payback⁹

Quick and predictable recovery of CAC

¹ Refers to webhosting market share based on company data analysis and HostAdvice; ² Equivalent to total revenue excl. revenue from Aftermarket business (sedo); ³ FY2022, Adj. EBITDA is defined as the Group's EBITDA adjusted for either non-recurring items or non-operating items; ⁴ Defined as adj. EBITDA less maintenance capital expenditures divided by adj. EBITDA. Maintenance capital expenditures = capital expenditures for replacements and in the ordinary course of business; ⁵ Leverage 31.12.2022, defined as Net Debt / LTM adj. EBITDA; ⁶ Refers to IONOS Group excl. Aftermarket; ⁷ NPS as per Q4 2022; ⁸ Refers to IONOS brand. Customer Acquisition Cost (CAC) calculated as the amount of recurring and variable marketing expenses (in €) divided by the number of customers gained over a period, Customer Lifetime Value (CLTV) calculated as (1/churn)*Average Revenue Per Customer*Gross Profit contribution; ⁹ incl. discounts.

The Leading European SMB digitalization partner & trusted Cloud enabler



H1 2023 figures

¹ Total revenue including ~€23mm revenue (=3%) from Hosting Services to UI Group companies; ² Company Data Analysis based on the number of domains listed for sale on sedo.com; ³ Refers to revenue from sedo

Comprehensive product portfolio, first class customer care and infrastructure

IONOS

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

WEB PRESENCE & PRODUCTIVITY

One-stop-shop for all digitalization needs of SMBs



Domains



E-mail & Office



Web Hosting & Sitebuilder



E-commerce



Server Hosting



Value Added Services

SMBs typically spending €10-20 per month

FY22 revenue: ~90%¹

CLOUD SOLUTIONS

Trusted European Cloud provider for
SMBs and enterprises



Public Cloud



Private Cloud



Bare Metal Cloud



Managed Services

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

FY22 revenue: ~10%¹

Internet factory

Unified product platforms | Joint group developments | Technology stack with >100,000 servers in 31 data centers²



Broad portfolio



Open-source



Future-oriented design



State-of-the-art



Scalable

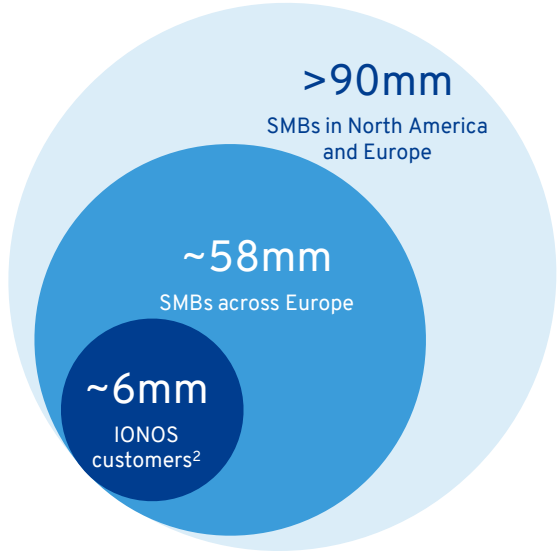
Source: Company information

¹ Refers to revenue from contracts with customers; ² o/w 11 fully owned and 20 co-location data centers, several of them geo-redundant

IONOS equity story

Large, attractive and fast-growing market driven by secular trends

Large and untapped SMB core target group¹



96%+

of SMBs in Europe are micro SMBs and solo-preneurs

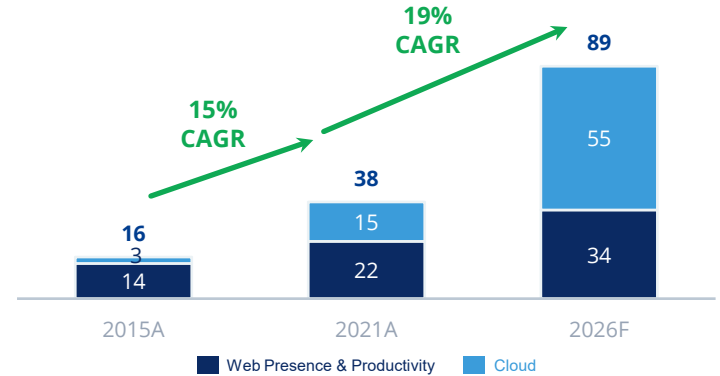
Only **~50%**

of solo-preneurs and micro SMBs have a website

Only **~27%**

of SMBs with websites use an e-commerce solution

IONOS served addressable market '15-26³, €bn

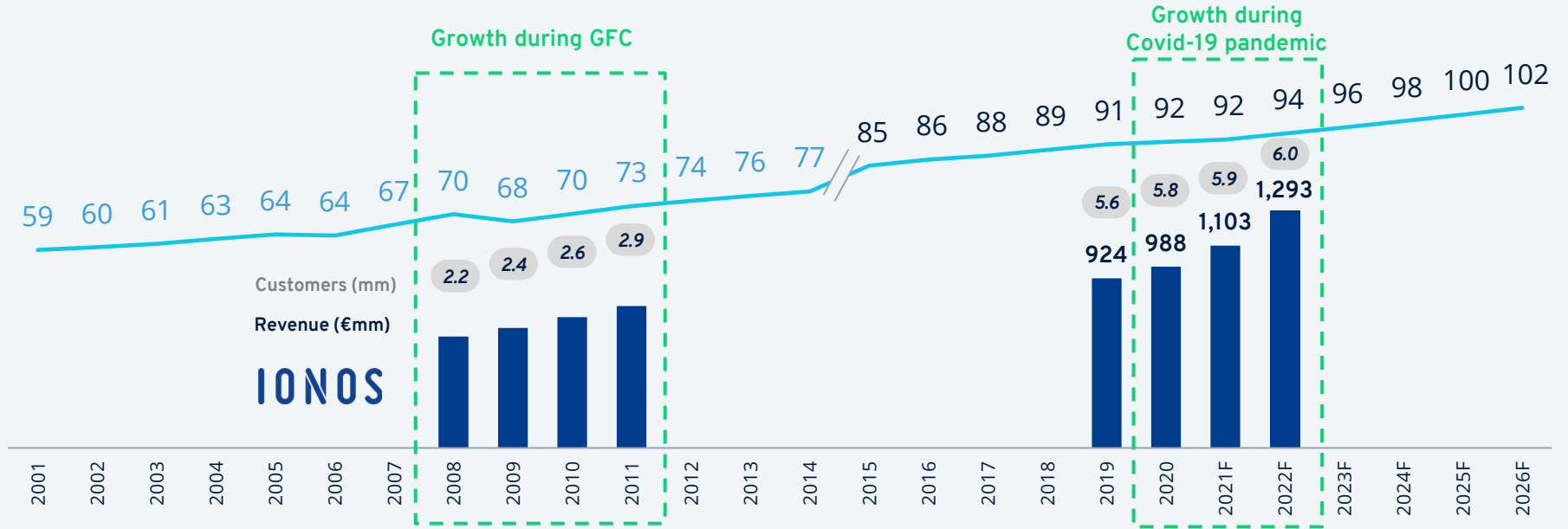


| CAGR | '15-21 | '21-26 |
|-----------------------------|--------|--------|
| WEB PRESENCE & PRODUCTIVITY | 8% | 9% |
| CLOUD | 35% | 29% |

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

Historical pattern underlines strong resilience even in times of market downturn

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




Source: Company Data Analysis based on Statista¹













Source: Company Data Analysis based on Eurostat, OECD, IMF, US Census²

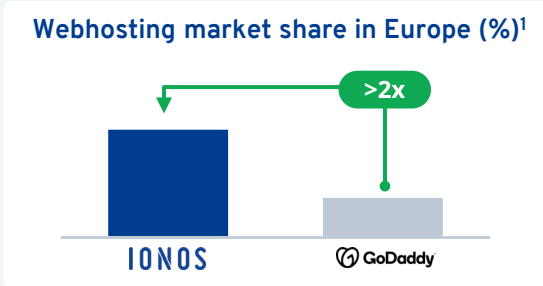
Source: Company Data Analysis; Statista, Eurostat, OECD, IMF, US Census (SMBs and large enterprises)
¹ Company Data Analysis based on Statista, including SMBs (defined as companies with < 250 FTE). Also including freelancers as per Company Data Analysis. Analysis includes Europe, and North America; ² Company Data Analysis based on Eurostat, OECD, IMF, US Census, Company Data Analysis, extrapolated for 2021-2026F using average GDP forecasts. Includes freelancers, non-employer firms, micro, small and medium SMBs in Europe and North America

Web Presence & Productivity: unique competitive advantages reinforce outstanding European market position

IONOS  **in Europe overall¹**

Market share

| | | | |
|---------|---|---|-----|
| Germany |  |  | 51% |
| Spain |  |  | 21% |
| Austria |  |  | 19% |
| UK |  |  | 13% |
| Poland |  |  | 11% |
| France |  |  | 10% |



Why we see competitive advantages vs digital platform providers



1 Scale Highly focused product portfolio with an **extensive footprint across Europe**, driving strong network effects

2 Service **Outstanding and award winning personal support** as trusted partner

3 Security Track record of **high data privacy and security standards** combined with **strong reliability** across the last 25 years

4 Efficiency **Efficient marketing**, leveraging intra-group synergies

Why we see competitive advantages vs use case focused players



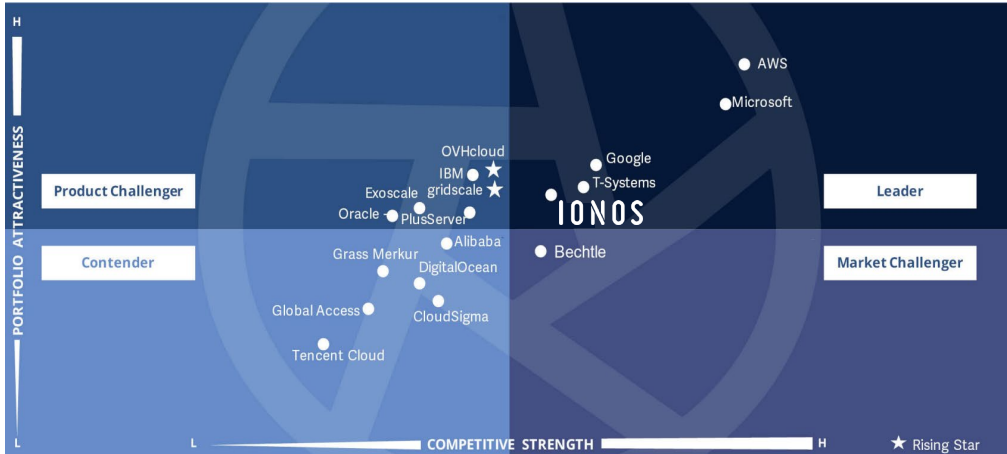
1 One-stop shop **One-stop-shop solution** provider, offering a curated portfolio of products tailored for successful growth of customers of all sizes without changing the provider

Source: Company information, Company Data Analysis, HostAdvice

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

Public Cloud – Services and Solutions
Hyperscale Infrastructure and Platform Services

2022
Germany¹



2022 ISG Provider
Lens Leader¹

- ✓ IONOS is on a growth trajectory, also adding new services
- ✓ Compared to the hyperscalers, the attractive Cloud Services of IONOS have the same quality
- ✓ Dedicated Infrastructure as a Service
- ✓ Flexible and scalable infrastructure

Awards



Preferred Vendor
Cloud Solutions



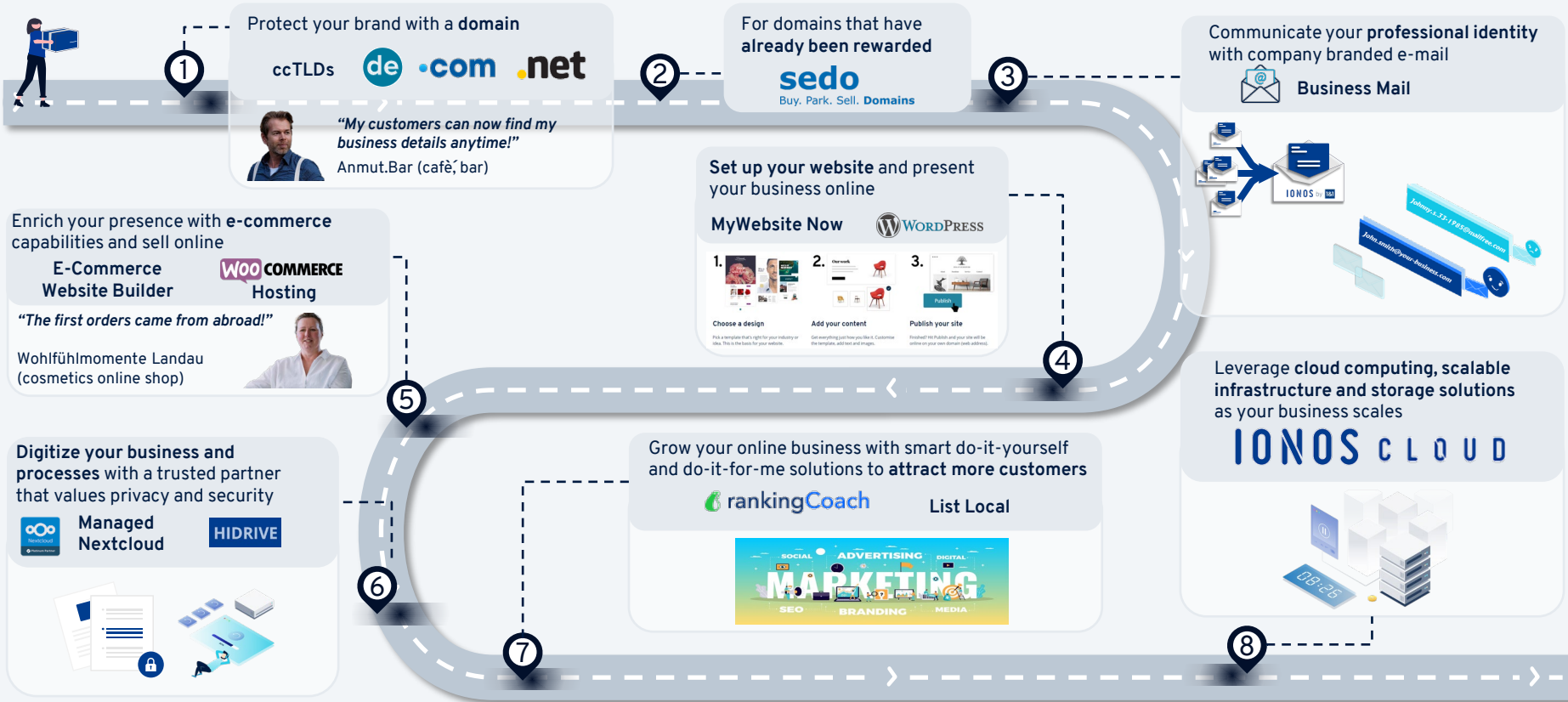
Leader 2022
Germany



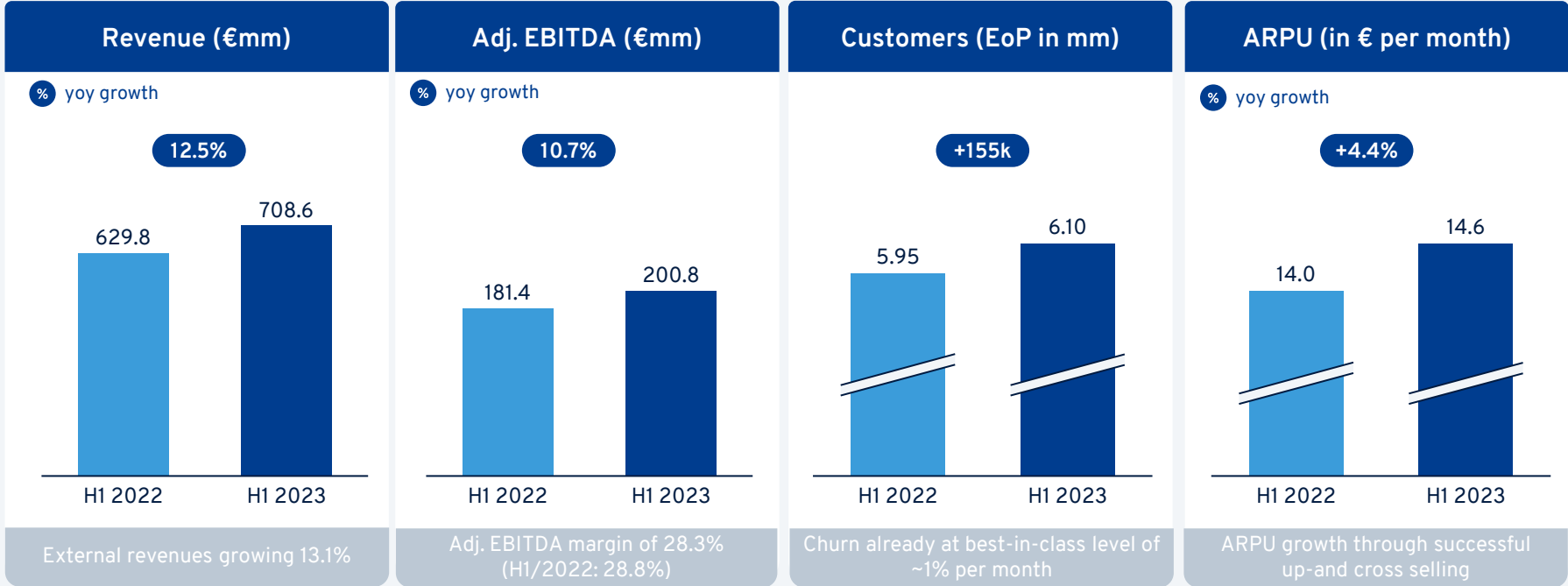
Platinum Award
Cloud Service Provider

¹ISG Provider Lens: Public Cloud – Services & Solutions, Hyperscale Infrastructure & Platform Services, Germany 2022

The IONOS one-stop-shop portfolio enables an end-to-end digitisation journey for our customers



Successful first half-year 2023



In a consolidating market, the strong brand will be the winner in the long run



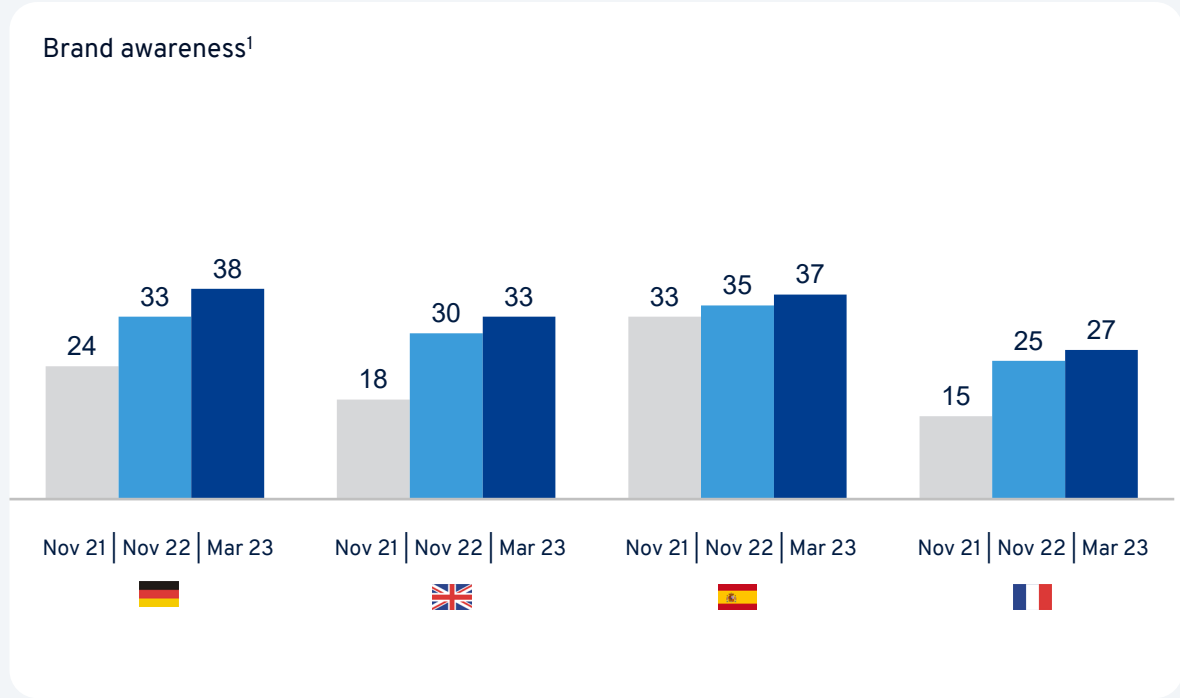
Launch: September 2021...

...2023

- ✓ Building an “evergreen brand” that is synonymous for Web Presence & Productivity and Cloud Solutions
- ✓ Increase in search demand
- ✓ Increase in target audience brand awareness
- ✓ Building strong employer brand
- ✓ Increase in CLTV and a reduction in CAC
- ✓ Increase in NPS

Brand investment has already started to pay off

Brand awareness¹



¹ Brand awareness (aided) for the IONOS brand, based on Interrogare survey - brand awareness data for self-employed/SMBs

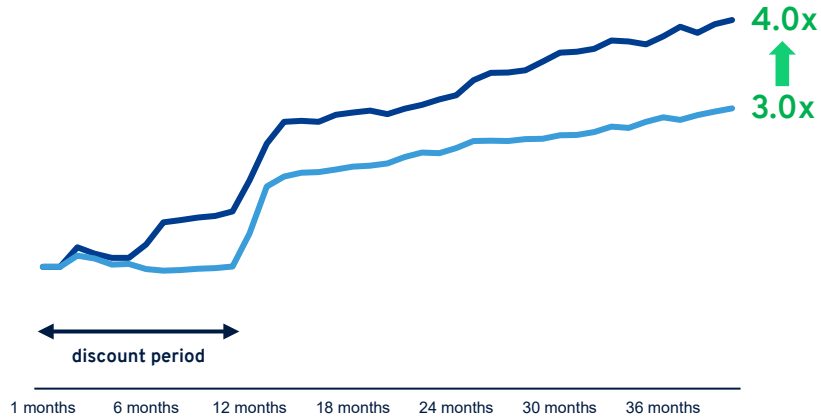
Commentary

- Brand investments of €25mm in H1 2023 (prev. year: €19mm)
- Brand investments in FY 2023E of €65-70mm expected; decreasing as % of total revenue going forward
- Brand investments are already contributing to aided and unaided brand awareness
- Positive impact on all sales channels
- Investments will continue to crystalize value in the coming years

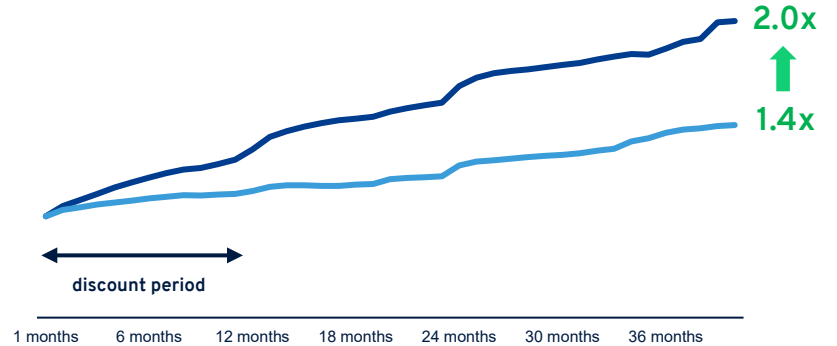
Proven track record of up-selling and cross-selling

ARPU development and number of services of cohorts

ARPU evolution per cohort



Evolution of average number of services used, per cohort



— January 2020 cohort

— January 2018 cohort

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

Data centers

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

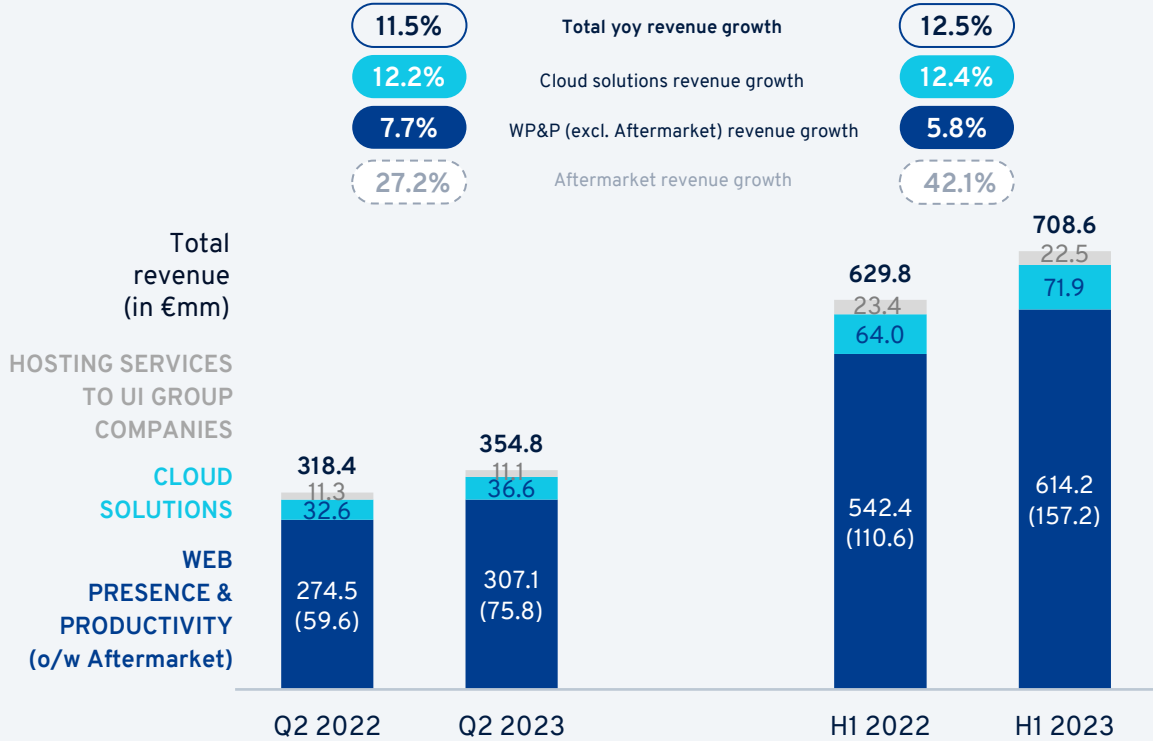
Offices

- 100% renewable electricity in offices by 2030
- 100% electric vehicles in company carpool by 2030



Financials & guidance

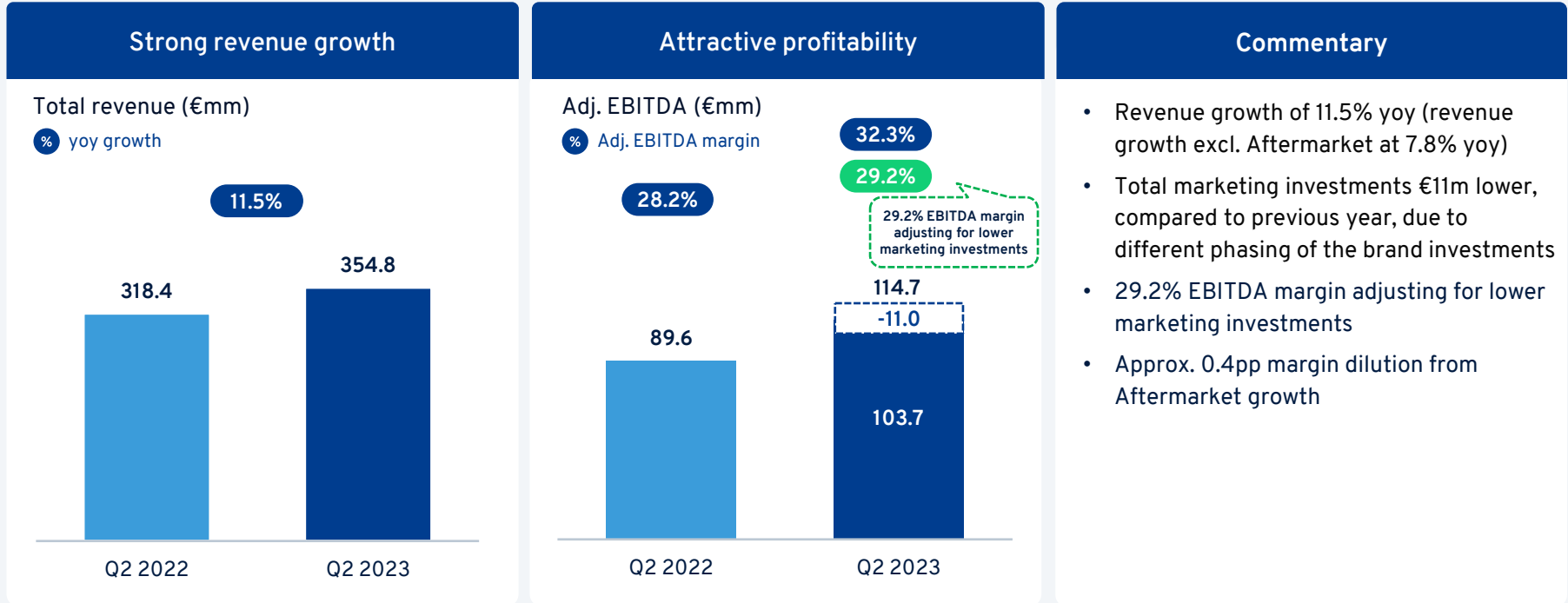
All business areas contributing to strong and sustainable revenue growth



Commentary

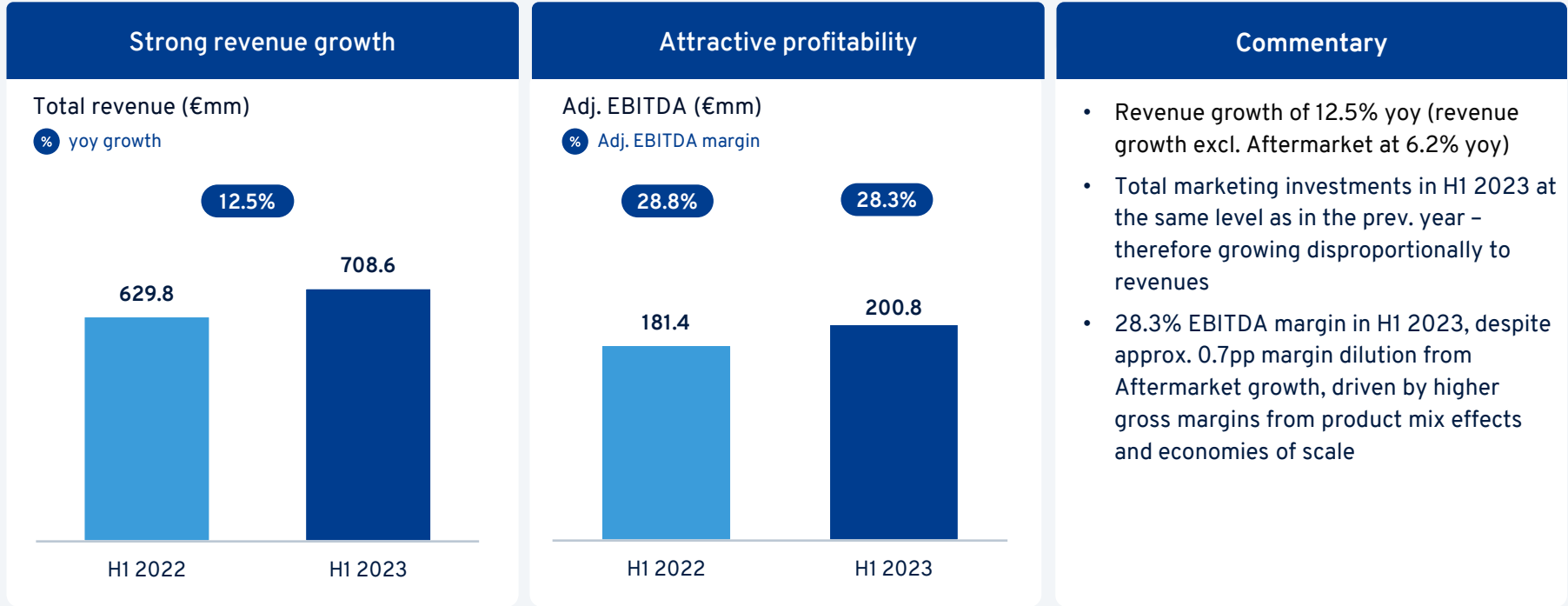
- **Web Presence & Productivity** with strong growth of 11.9% yoy in Q2 2023 and 12.7% yoy at constant currency (7.7% yoy excl. Aftermarket or 8.1% yoy excl. Aftermarket at constant currency)
- **Cloud Solutions** growing 12.2% yoy in Q2 2023 (16.0% yoy excl. initial project with one large customer in 2022 at constant currency)
- FX headwind of 0.7pp on total revenue growth in Q2 2023 and 0.5pp on revenues excl. Aftermarket

Strong Q2 2023 – further boosted by different phasing of marketing invest



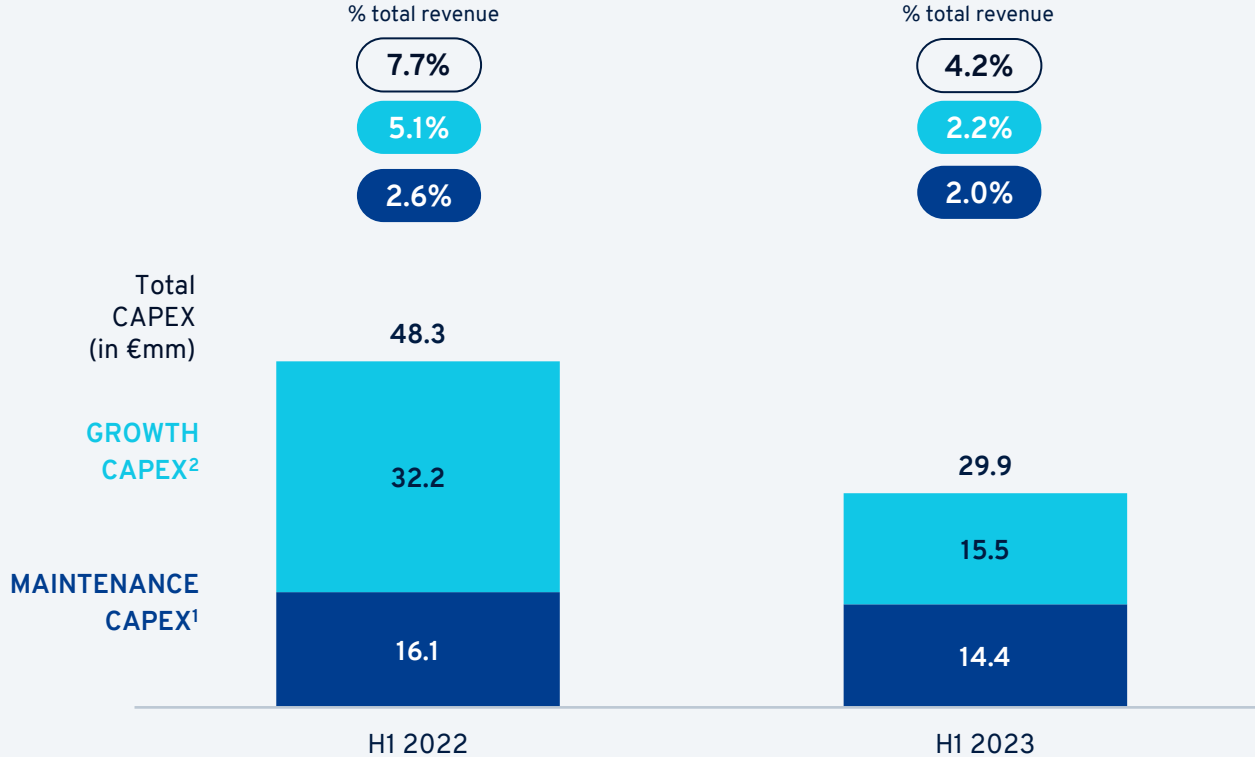
- Revenue growth of 11.5% yoy (revenue growth excl. Aftermarket at 7.8% yoy)
- Total marketing investments €11m lower, compared to previous year, due to different phasing of the brand investments
- 29.2% EBITDA margin adjusting for lower marketing investments
- Approx. 0.4pp margin dilution from Aftermarket growth

Very solid first half-year 2023



- Revenue growth of 12.5% yoy (revenue growth excl. Aftermarket at 6.2% yoy)
- Total marketing investments in H1 2023 at the same level as in the prev. year – therefore growing disproportionately to revenues
- 28.3% EBITDA margin in H1 2023, despite approx. 0.7pp margin dilution from Aftermarket growth, driven by higher gross margins from product mix effects and economies of scale

Well-invested asset base with low and predictable maintenance capex requirements



Commentary

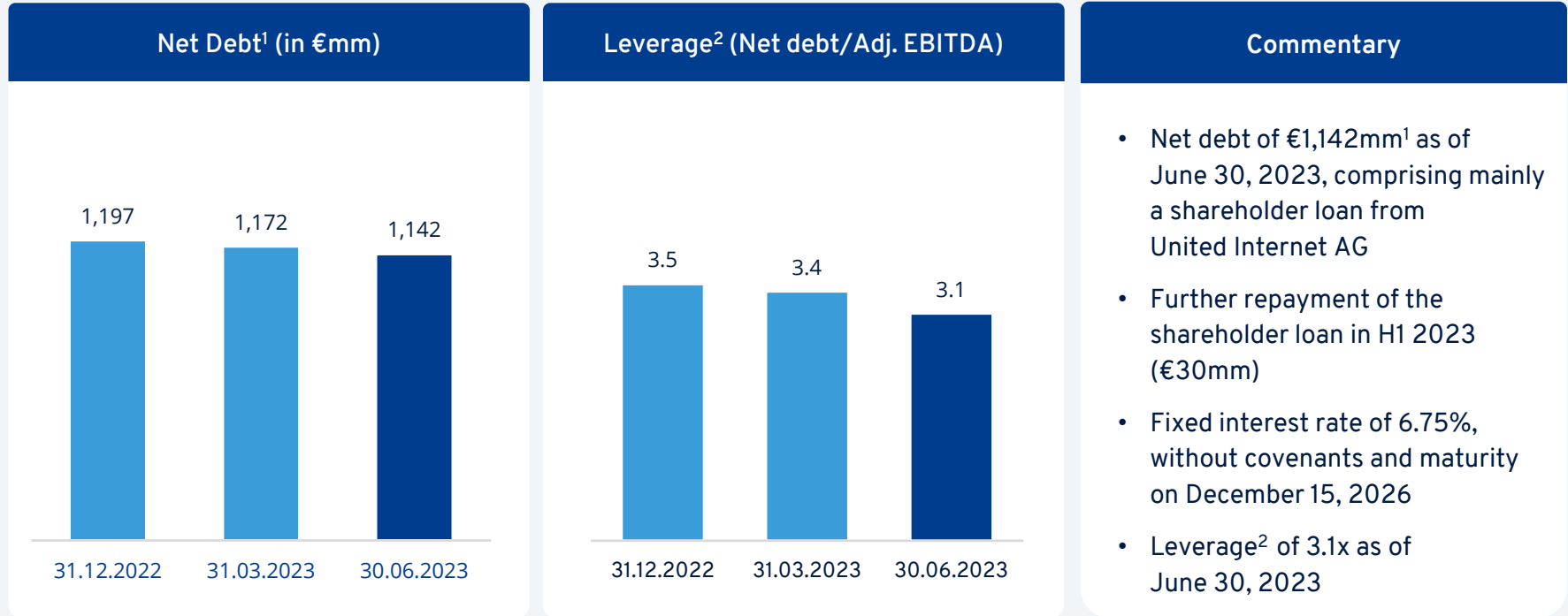
- Total Capex as % of total revenue decreased to 4.2% (prev. year: 7.7%; FY 2022: 7.5%)
- Low and predictable maintenance capex requirements
- Majority of growth capex is related to Cloud Solutions
- Expected CAPEX for FY 2023E: ~€100mm (CAPEX/total revenue of ~7%)
- Increasing CAPEX in H2 2023, due to pending deliveries

Capex figures refer to capex excl. leasing

¹ Maintenance capital expenditures (excl. additions to right-of-use assets) include capital expenditures for replacements in the ordinary course of business;

² Growth capital expenditures defined as total capex, excluding maintenance capex

Debt at fixed interest rates without refinancing risk

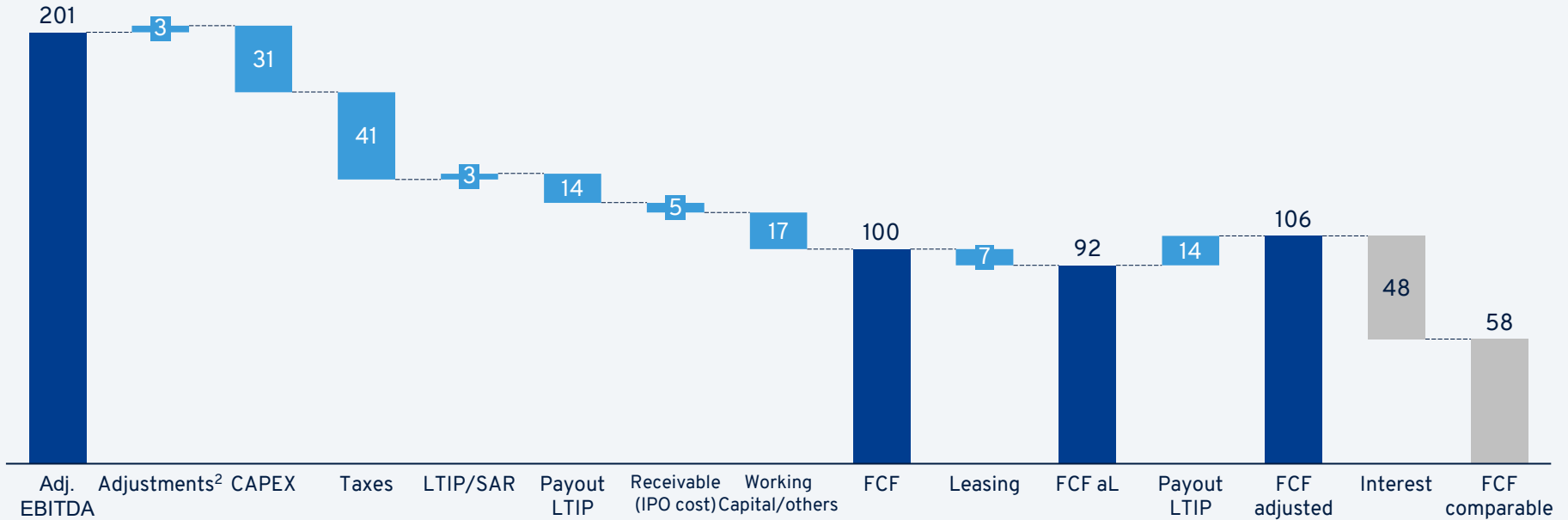


¹ Net Debt is the sum of non-current liabilities to related parties (30.06.2023: €1,215mm) and current liabilities to related parties (30.06.2023: €2mm), less receivables from related parties (30.06.2023: €53mm), less cash and cash equivalents (30.06.2023: €22mm);

² Calculated as Net Debt / Adj. EBITDA LTM

Strong and highly predictable Free Cash Flow generation

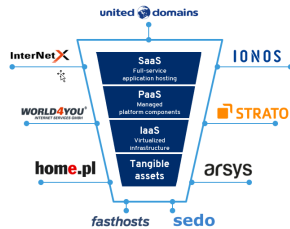
H1 2023 adjusted EBITDA to (adjusted) Free Cash Flow¹(FCF) bridge (in €mm)



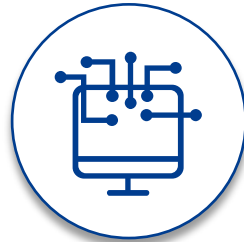
The cash flow statement was changed: Interest payments were reclassified from cash flows from operating activities to cash flows from financing activities. The changes are explained in more detail in the 6-Month Report 2023
 Free cash flow (FCF) is defined as cash flow from operating activities, less capital expenditures, plus payments from disposals of intangible assets and property, plant and equipment;
² Adjustments for either non-recurring items or non-operating items (i.e. IPO costs, LTIP, stand-alone costs)

Our major projects and milestones

Further expansion
of our
Internet Factory



Cloud: IaaS has
nearly all features in
place, focus on PaaS



Continuous focus on
our successful
Wordpress strategy



Release of AI
features through the
whole product suite



AI-powered website creation

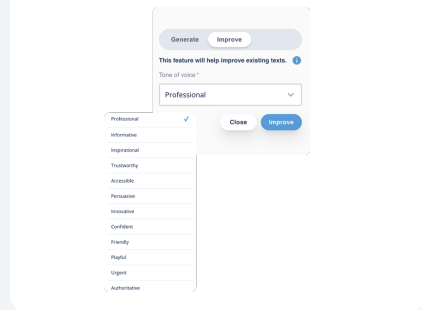
AI Website Generator



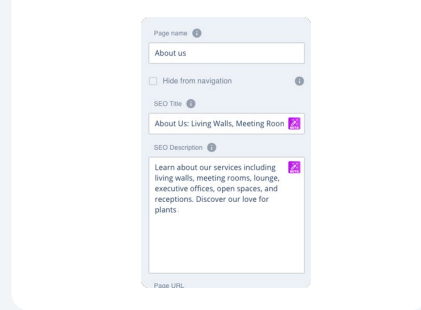
AI Text Generator



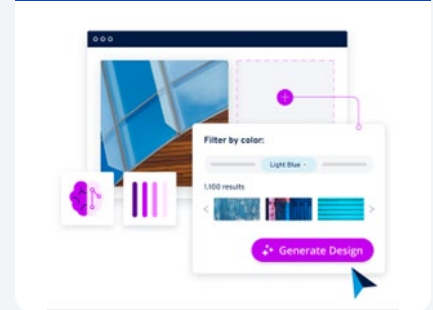
AI Text Improver



AI SEO Feature



AI Image Generator

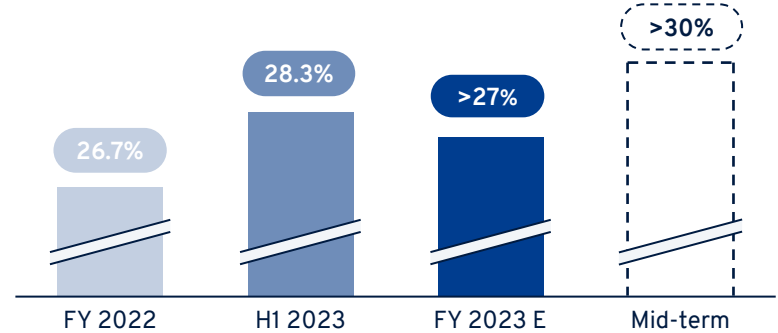


We are reconfirming our outlook for FY 2023¹

FY 2023E

| | |
|--|----------------|
| Total revenue growth | ~10% |
| Web Presence & Productivity | 8 - 10% |
| Cloud Solutions | 16 - 20 % |
| Adj. EBITDA margin | >27% |
| Leverage EoY (Net debt/Adj. EBITDA) | <3.0x |

Expected development adj. EBITDA margin



Commentary

- Expectations for FY 2023 are fully in-line with our previous guidance
- Adj. EBITDA margin is expected to be lower in H2 2023, due to higher marketing investments especially in Q4 2023
- Mid-term outlook unchanged

¹ Outlook is based on constant currency

Summary & conclusion



Appendix

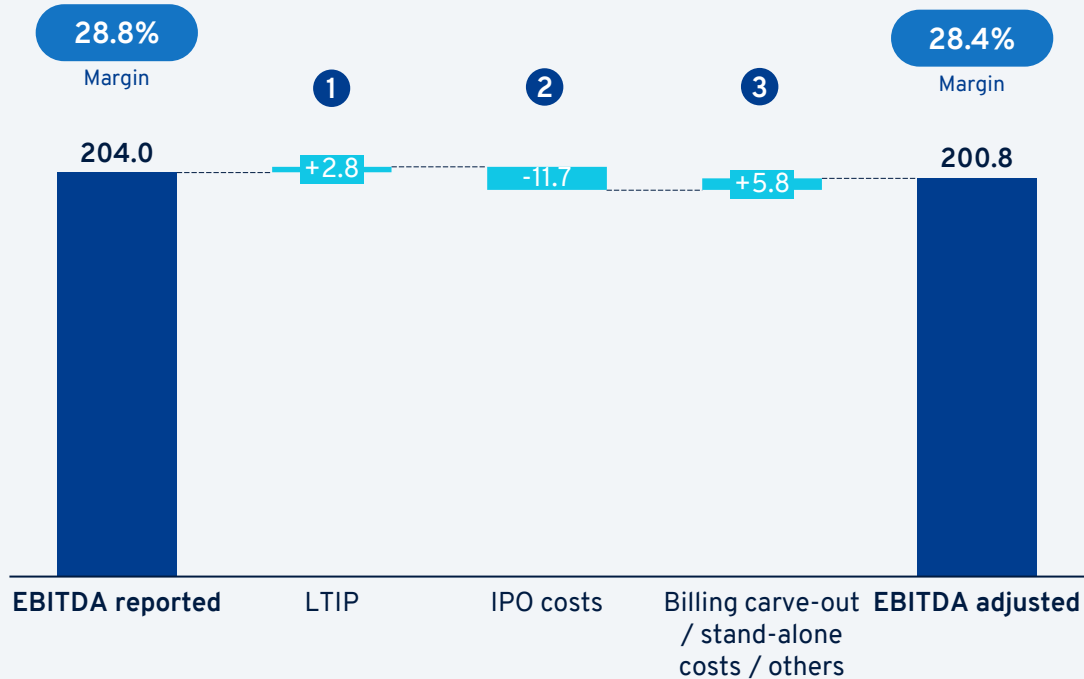
Financial Overview

| In €mm | Q2 2022 | Q2 2023 | Change yoy | H1 2022 | H1 2023 | Change yoy |
|--|--------------|--------------|---------------|--------------|--------------|---------------|
| Revenue | 318.4 | 354.8 | +11.5% | 629.8 | 708.6 | +12.5% |
| Adj. gross profit¹ | 209.0 | 231.2 | +10.6% | 418.5 | 455.3 | +8.8% |
| Adj. EBITDA | 89.6 | 114.6 | +27.9% | 181.4 | 200.8 | +10.7% |
| EBIT | 55.4 | 84.5 | +52.7% | 113.2 | 150.4 | +32.8% |
| Adjusted EBT (excl. non-cash valuation effect from a contingent purchase price liability) | 33.0 | 62.8 | +90.4% | 68.5 | 107.1 | +56.3% |
| Adjusted EPS in €/share (based on the new share count of 116.1mm as of today, excl. non-cash valuation effect from a contingent purchase price liability) | - | - | - | 0.39 | 0.68 | +74.4% |

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

EBITDA to adj. EBITDA bridge

H1 2023 EBITDA, adjustments and adj. EBITDA (in €mm)



Commentary

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

Mid-term Outlook (1/2)

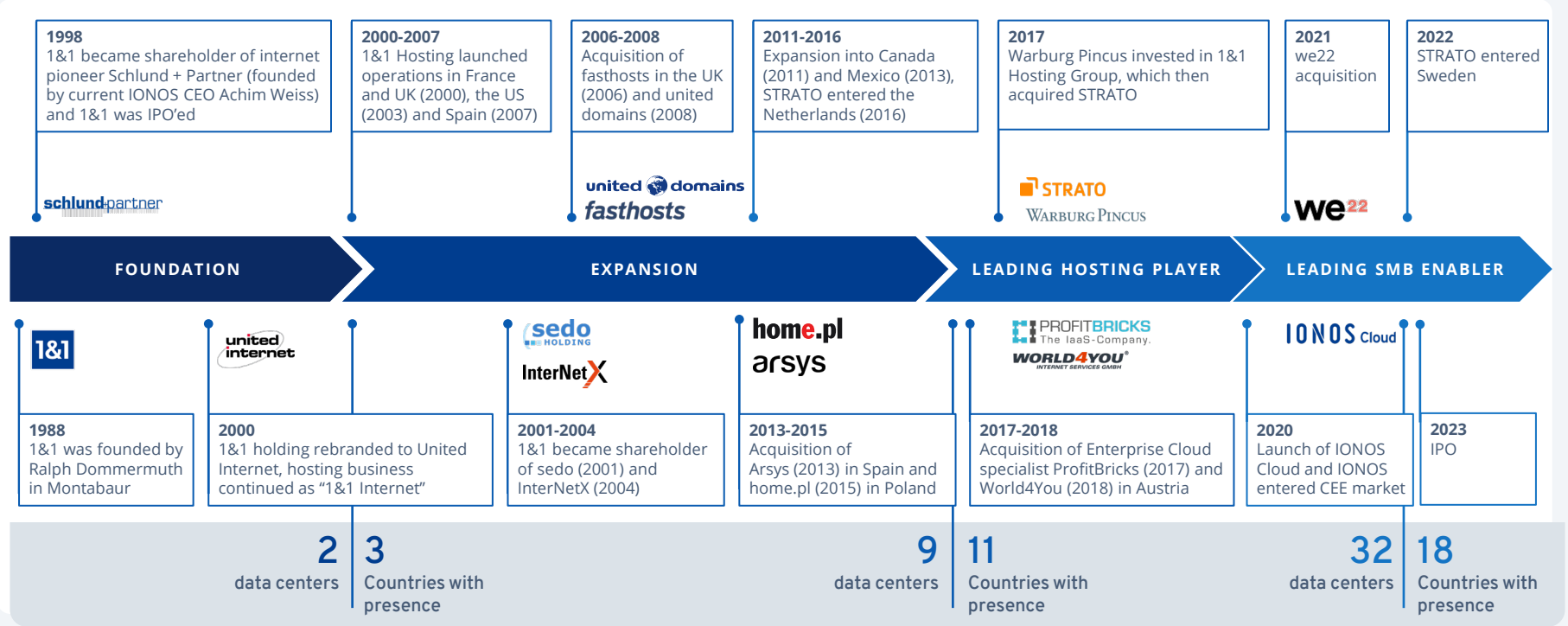
| | | 2022A | 2023E | Mid-term target (4-5 years) | Commentary |
|------------------------|--|--|--------------|--------------------------------|---|
| Total Revenue | Group | €1,293mm (17.2% yoy) 7.6% excl. Aftermarket | ~10% yoy | ~10% CAGR | <p>Mid-term: We expect to grow at ~10% CAGR, driven by</p> <ul style="list-style-type: none"> • WP&P (incl. Aftermarket): High single digit CAGR <ul style="list-style-type: none"> • Continued strength in cross-selling and up-selling • Brand marketing to cement the leadership of our brands • Selective geographical expansion • Aftermarket business growth gradually normalising to be in-line with the rest of WP&P business • Cloud Solutions: ~20% CAGR <ul style="list-style-type: none"> • Growth acceleration driven by investments in the past years |
| | WP&P (incl. Aftermarket) | €1,113mm (17.1% yoy) | 8 – 10% yoy | High single digit CAGR | |
| | Cloud Solutions | €132mm (20.0% yoy) | 16 – 20% yoy | ~20% CAGR | |
| | Hosting Services to UI Group companies | ~€50m | | Mid single digit CAGR | |
| Adjusted EBITDA margin | Group | 26.7% | >27% | Increasing to 30%+ | <p>Mid-term: We expect to progressively exceed 30% Adj. EBITDA margin, driven by multiple levers becoming effective from 2023 onwards</p> <ul style="list-style-type: none"> • Operating leverage and efficiency initiatives (e.g. internet factory) • Increasing economies of scale at Cloud Solutions • Brand investments in 2023 of €65-70mm; decreasing as % of total revenue going forward • Normalising growth in Aftermarket business, which has lower margins |

Mid-term Outlook (2/2)

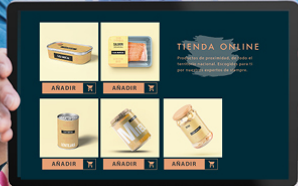
| | | 2022A | 2023E | Mid-term target (4-5 years) | Commentary |
|-------------------------------------|-------------|---|--|------------------------------------|---|
| CAPEX | Maintenance | €38.3mm | ~€100mm | ~8% CAGR | Mid-term: Total revenue outgrowing maintenance capex growth, driven by the mix effect of lower capital-intensive Aftermarket business |
| | Growth | €58.8mm | | Decreasing to ~4% of total revenue | Mid-term: We expect to trend down to ~4% of total revenue, driven by continued efficiencies on our server economics |
| D&A | Group | €112mm | ~100% of total CAPEX | | |
| Effective tax rate | Group | 33.6% of EBT | Decreasing to ~30% of EBT | | Mid-term: We expect effective tax rate to go down as % of EBT due to deleveraging of our capital structure |
| Cash flow from operating activities | Group | 55% of adj. EBITDA | Increasing to ~65%+ of adj. EBITDA | | Mid-term: Driven by increasing adj. EBITDA margin |
| Capital structure | Group | 3.5x | <3.0x by end of 2023 ~2.5x by end of 2024 | | Shareholder loan at fixed interest rate of 6.75% p.a., maturity on December 15, 2026, and without covenants We intend to continue to focus on deleveraging via debt repayments |
| Environmental ambitions | Group | Power Usage Effectiveness (PUE) of 1.35 by 2024, down from 1.41 as of 2021 ¹ and we will continue to source 100% renewable electricity longer-term Reduction of data centre carbon emissions by 55% from 2019 levels by 2030 and 50% on-site generation of renewable energy (e. g. photovoltaics) Energy optimisation for all IT components included in the Energy Management System (ISO 50001) by 2024 | | | |

Note: 2022 on a reported basis, 2023 and onwards on a constant currency basis; ¹ Power usage effectiveness (PUE): Defined as total energy consumption per data center, divided by IT energy consumption per data center, calculated as averages of data centers, lower values indicate higher effectiveness

Successful transformation into the leading enabler for European SMBs



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.cloud .org
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.com .de



IONOS