

FY 2024 Results and Outlook

27 March 2025



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In the interests of clear and transparent reporting, financial presentations, the annual financial statements and interim statements of IONOS Group SE, as well as any ad-hoc announcements pursuant to Art.17 MAR and other financial information contain additional financial performance indicators to those required under International Financial Reporting Standards(IFRS), such as EBITDA, EBITDA margin, adjusted EBITDA, adjusted EBITDA margin, EBIT and free cashflow. Information on the use, definition and calculation of these performance measures is provided in the Annual Consolidated Financial Statements 2024 of IONOS Group SE or is explained in an associated footnote.



Achim Weiß

CEO



Britta Schmidt

CFO

- Business update
- Financials Q4 / FY 2024
- Outlook

OUR VISION

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

Expanding the ionosphere in our FY 2024

**+160k to
6.32mn**

Customers

+9%

ARPU
growth

+10%

Revenue
growth

+16%

Adj. EBITDA
growth

Brand investments drive measurable returns

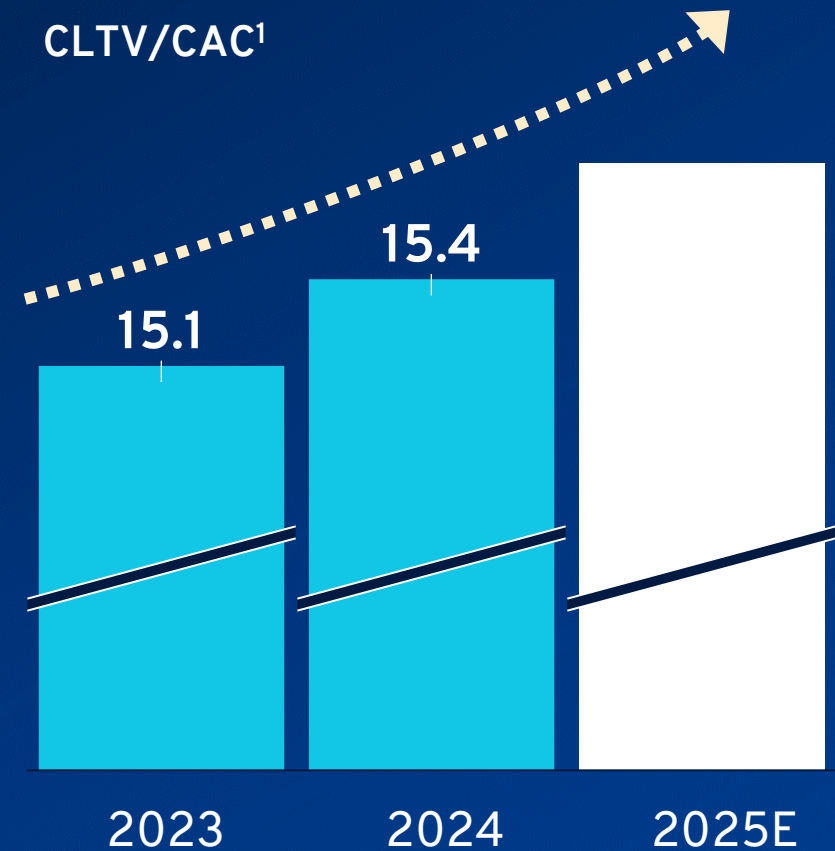
IONOS

- NPS increased from 32.1 to 34.1 yoy
- 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



Customer acquisition showing increasing ROI

- 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)

ARPU and net additions boosting sales

- Avg. number of services per customer going up – increasing customer value and loyalty
- ARPU +9% yoy – on the back of strong up- and cross-selling
- Customer growth +3% yoy
- FY 2025: balanced approach of customer growth & price increases

ARPU per customer
in € per month



A new era for Europe

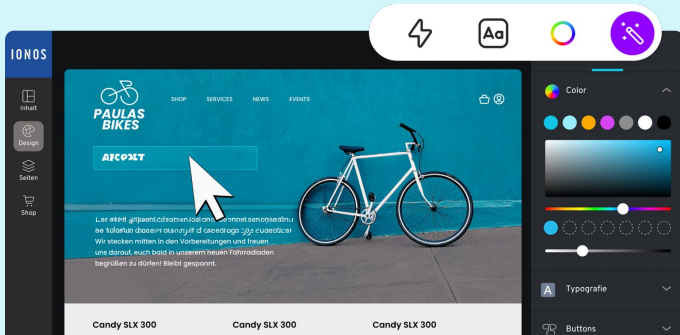
– increasing desire for a sovereign cloud

- 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

Artificial Intelligence

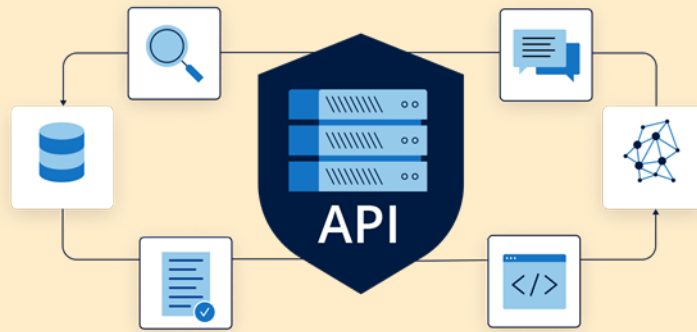
- is boosting efficiency internally
- is already integrated in 8 out of 10 product lines, increasing to 10 of 10 in 2025
- is a catalyst for digitalization
- is a revenue driver on the back of additional use cases and upselling

AI powered products offering unmatched ease-of-use



AI Model Hub

Sovereign multimodal AI platform



IONOS GPT

Privacy focused AI Assistants



Marketing

Copywriting

Design

Code

Domain brokerage service

22mn

domains listed



>25,000

domain sales p.a.

+4% avg.

sales price

Digital Advertising

- Product migration from Domain Parking (AdSense for Domains “AfD”) into the new “RSOC” product (Related Search on Content)
- Implementation of RSOC already started in 2024
- Improved user experience from advanced website design options and content
- Less restrictions and additional traffic sources provides more flexibility
- Sedo is already onboarding new partners, on the back of the changing environment – we are successfully increasing RSOC share

Our financial performance and guidance for sustainable growth

Leading the European SMB digitalization

IONOS

Digital Solutions & Cloud

€1,248mn¹
Revenue (80%)

Web Presence & Productivity

€1,025mn
Revenue (66%)

Cloud Solutions

€177mn
revenue (11%)

Ad Tech

former
Aftermarket

€312 mn
Revenue (20%)

#1 #2


Market positions
in 6 core European
markets

~130mn

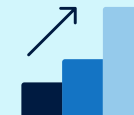

Annual revenue
in North America


Exceptional EBITDA
margins and cash
conversion rates paired
with strong growth

32.9% Adj. EBITDA margin



Ready for
profitability
within the next
year



EBITDA
reinvested into
future growth



European
market leader

~22 mn

Domains listed
and 6mn domains
parked

13.4% Adj. EBITDA margin

€1,560mn Total revenue¹

€452mn Adjusted EBITDA

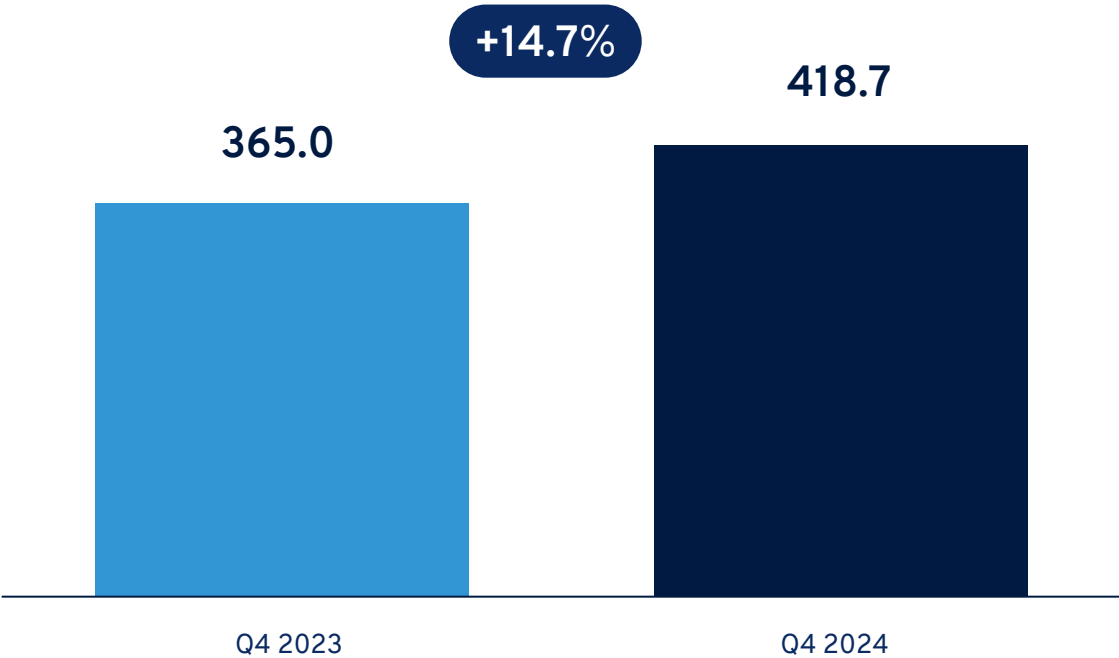
29% Adjusted EBITDA margin

1) including ~€46mn revenue from hosting services to United Internet companies (3% of total revenue)

Q4 2024 delivered strong profits

Industry leading growth with high visibility

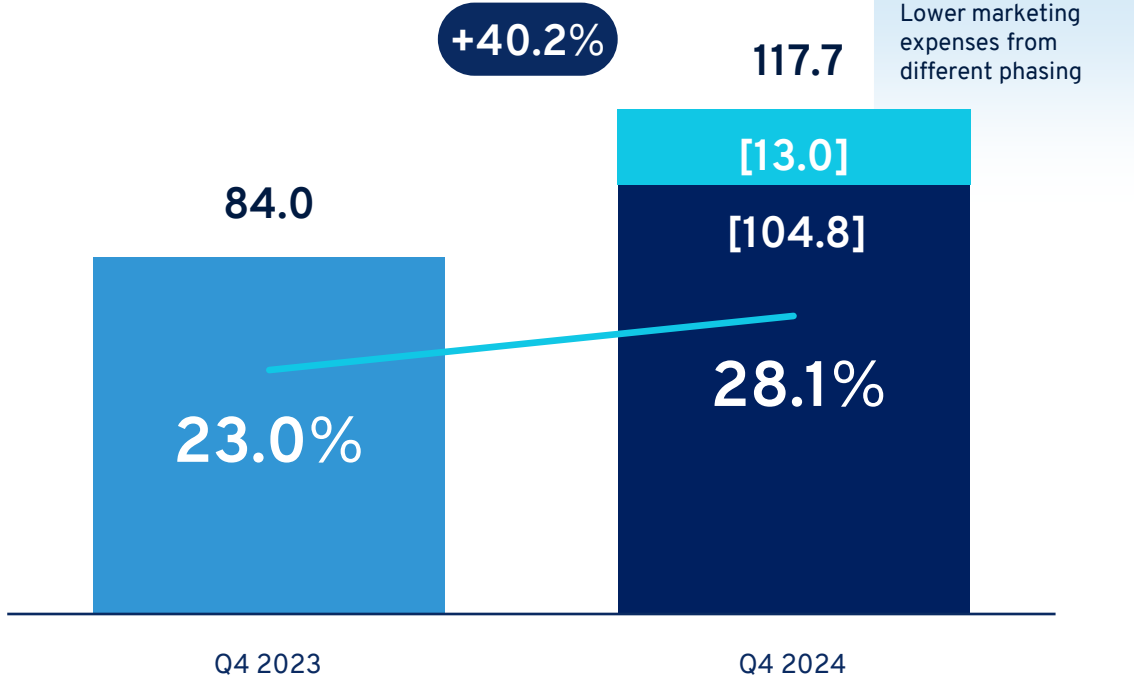
Total revenue (€mn)



Attractive profitability

Adj. EBITDA (€mn)

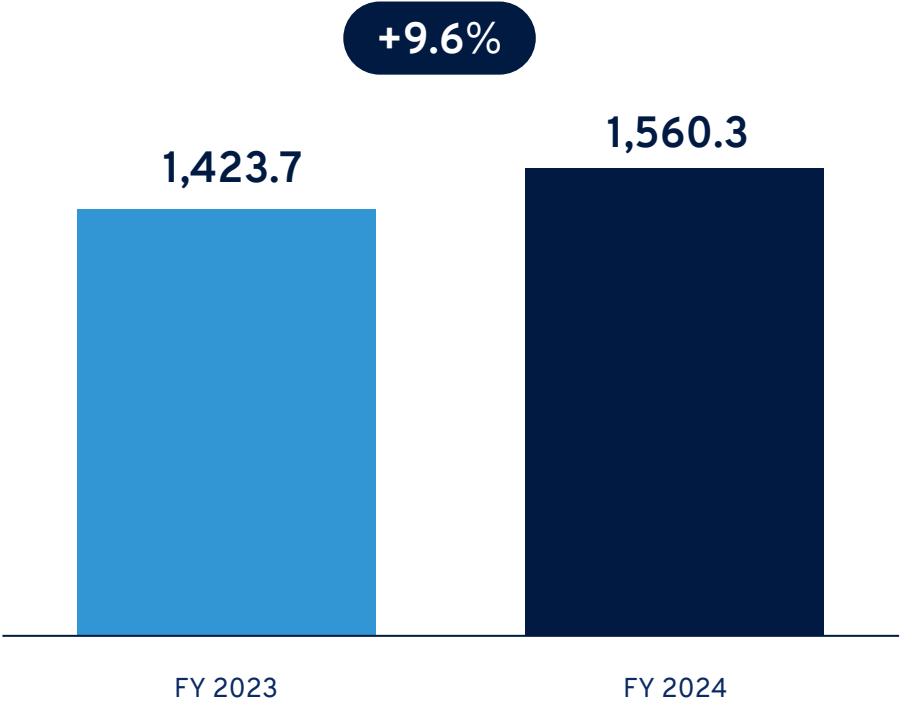
— Adj. EBITDA margin



Leading into a solid FY 2024 performance

Industry leading growth with high visibility

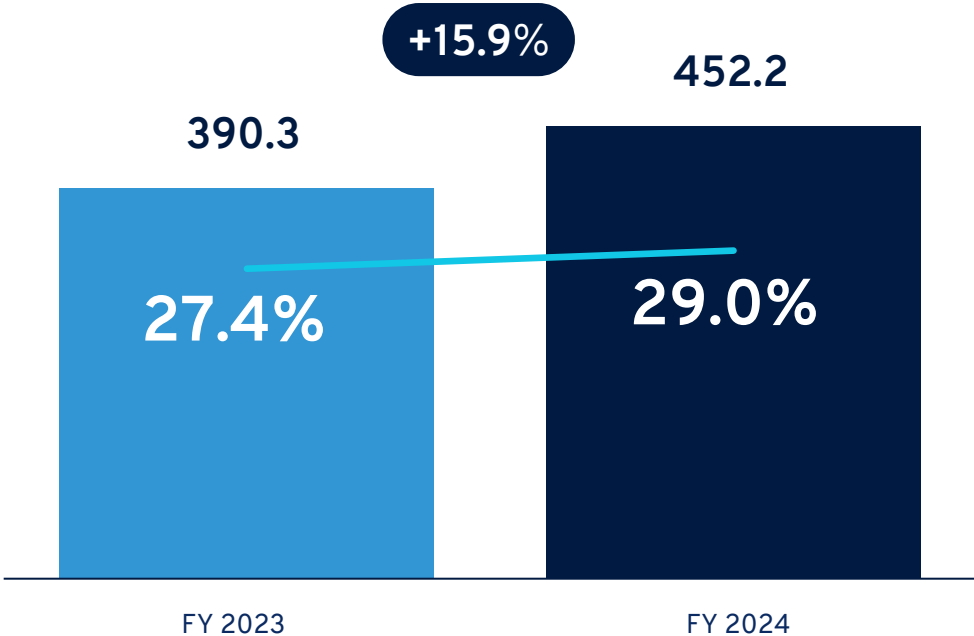
Total revenue (€mn)



Attractive profitability

Adj. EBITDA (€mn)

— Adj. EBITDA margin

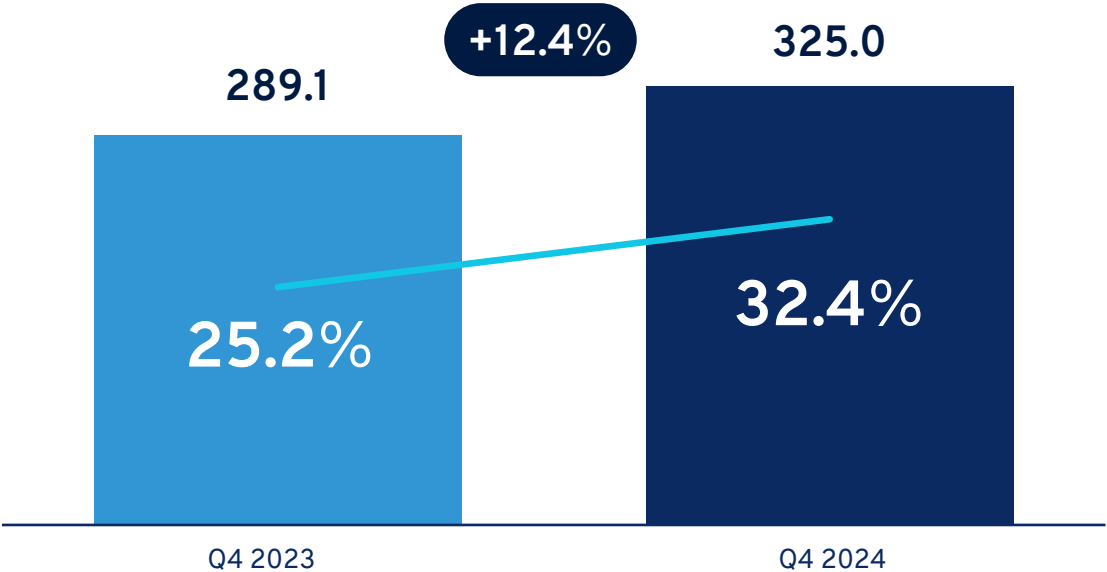


Strong growth across segments in Q4 2024

Digital Solutions & Cloud

Total revenue (€mn)

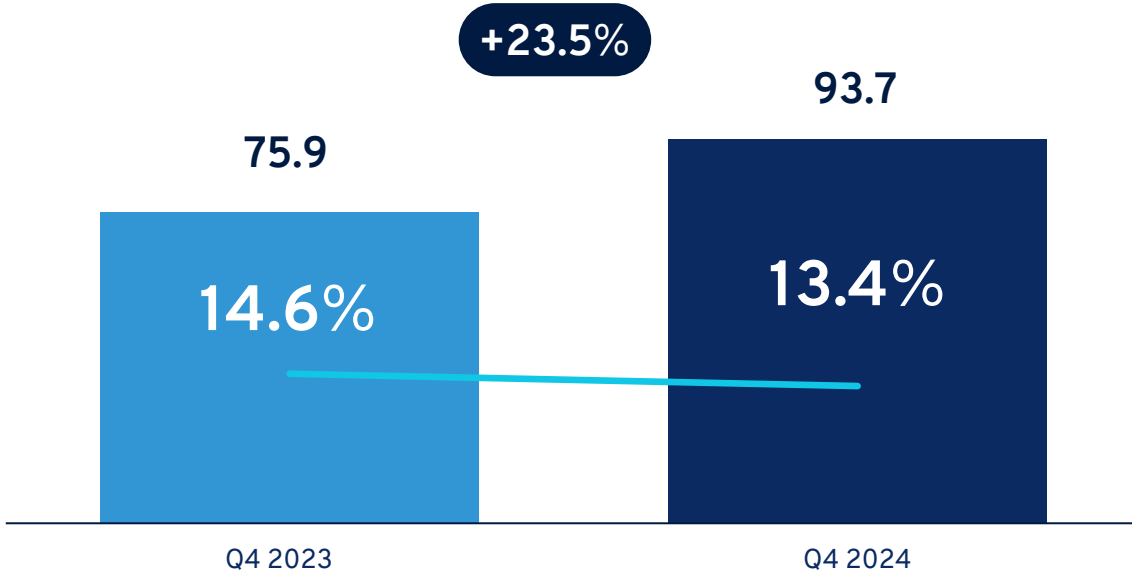
— Adj. EBITDA margin



AdTech

Total revenue (€mn)

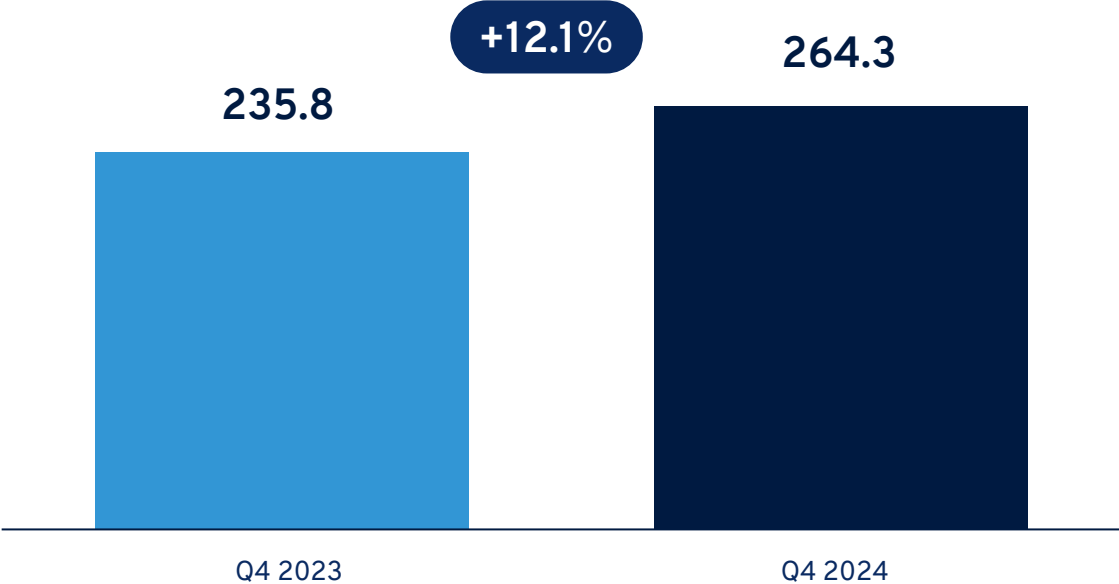
— Adj. EBITDA margin



Digital Solutions & Cloud delivering stable growth

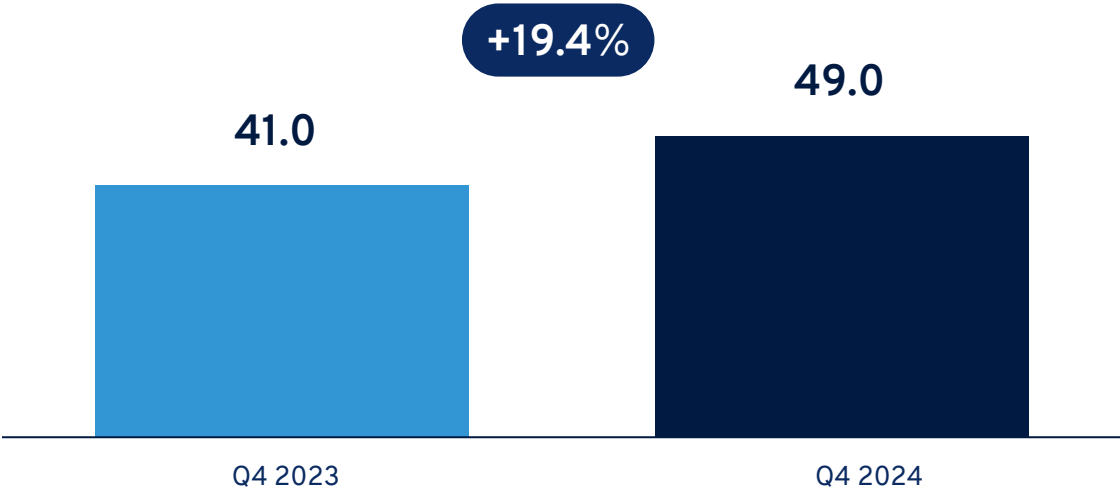
Web Presence & Productivity¹

Revenue (€mn)



Cloud Solutions¹

Revenue (€mn)



+11.6% FY 2024 WPP revenue yoy

+13.3% FY 2024 Cloud Solutions revenue yoy

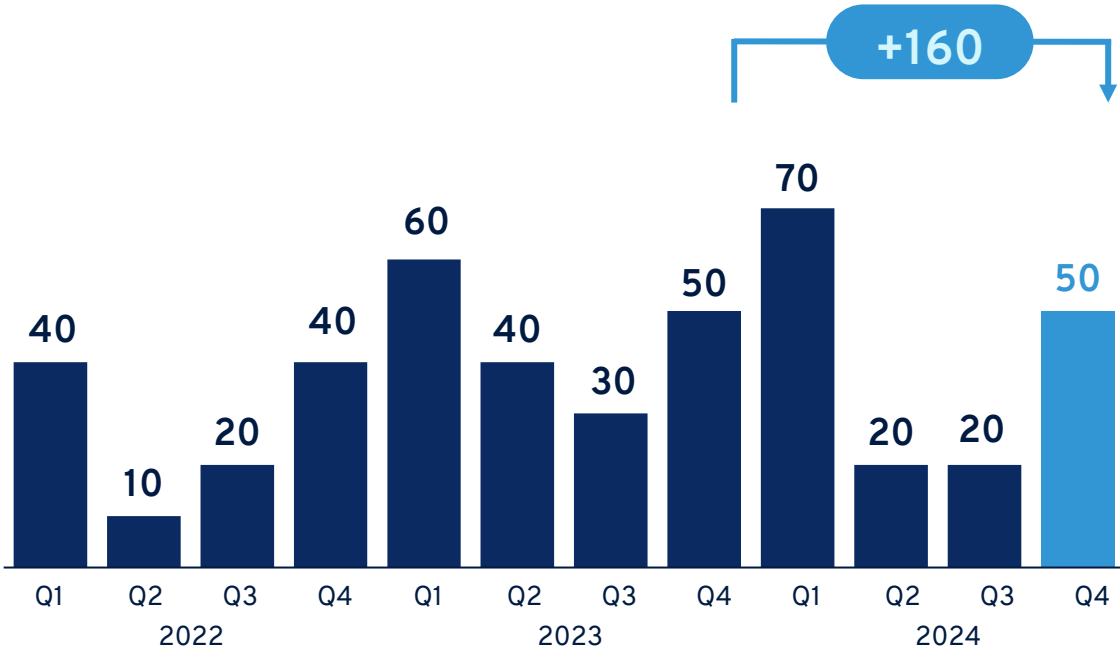
First time contribution of ITZBund, boosting revenue growth in Cloud Solutions

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 €1.8m in Q4 2023 and revenue in Web Presence & Productivity decreased accordingly. The historical and the adjusted revenue distribution is shown on the Key Figures Sheet on the corporate website.

The core business delivers strong operational performance

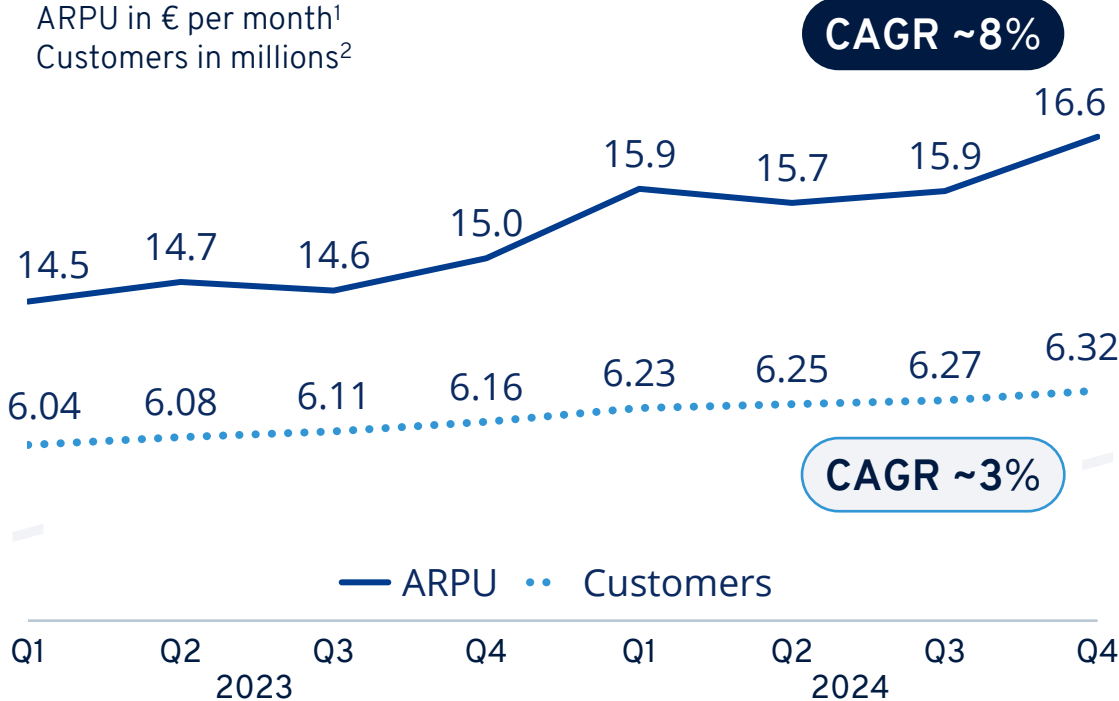
Customers net additions

in k



Growing ARPU and continuous customer

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 -0.03m customers each quarter, after harmonization of the policy at subsidiaries in the context of the annual financial statements as of 31 December 2024

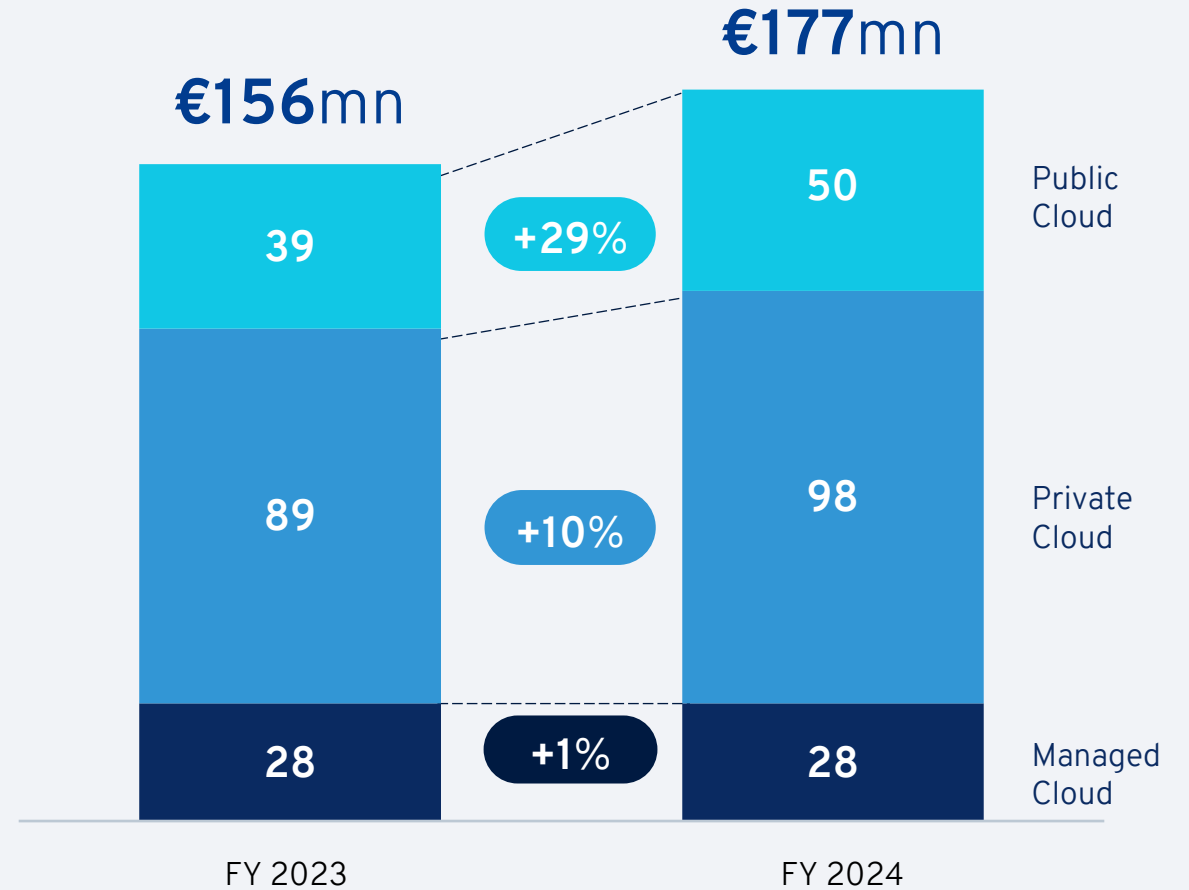
Significant uptick in Public Cloud growth

Public Cloud growing ~29% yoy
 – strong acceleration in Q4

Private Cloud growing ~10% yoy

Managed Cloud growing ~1% yoy,
 diluting overall growth in Cloud Solutions

+13.3%
 yoy growth



The AdTech business evolves to unlock new growth

Revenue in €mn



+2.4% Revenue yoy in FY 2024

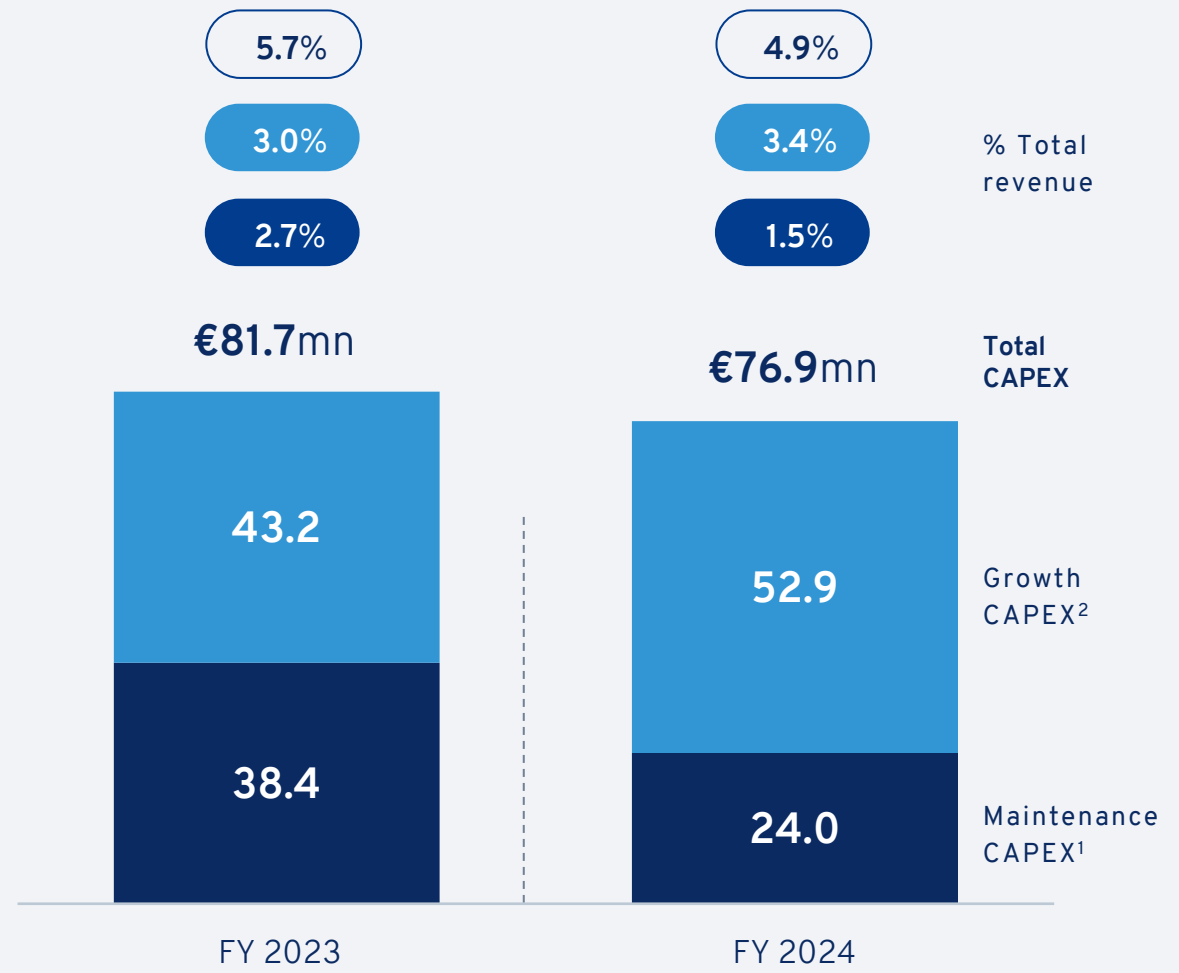
+23.5% Revenue yoy in Q4 2024 recovering from H1 2024 (-12.0% yoy)

~13.4% Adj. EBITDA margin FY 2024

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

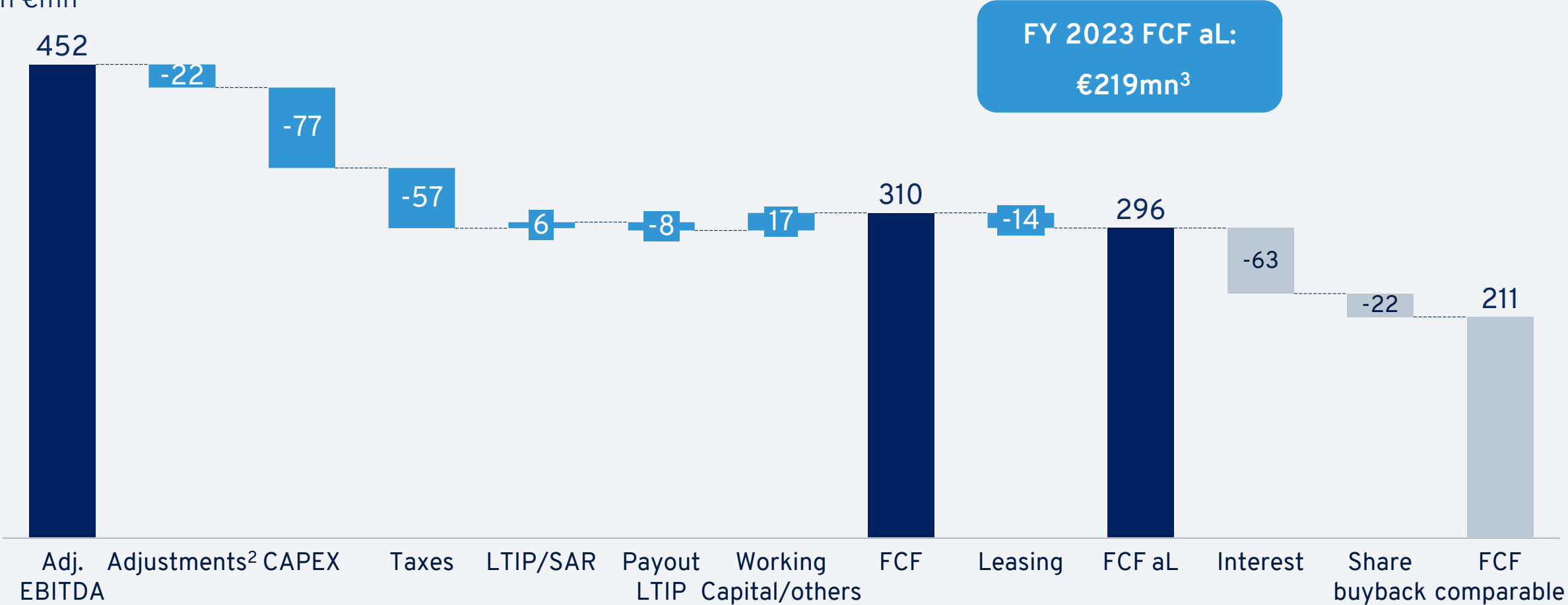
- Total CAPEX as % of total revenue at 4.9% (prev. year: 5.7%)
- Low and predictable maintenance CAPEX requirements
- Majority of growth capex is related to Cloud Solutions
- Expected CAPEX for FY 2025E: €80 – 90mn (CAPEX/total revenue of ~5%)



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

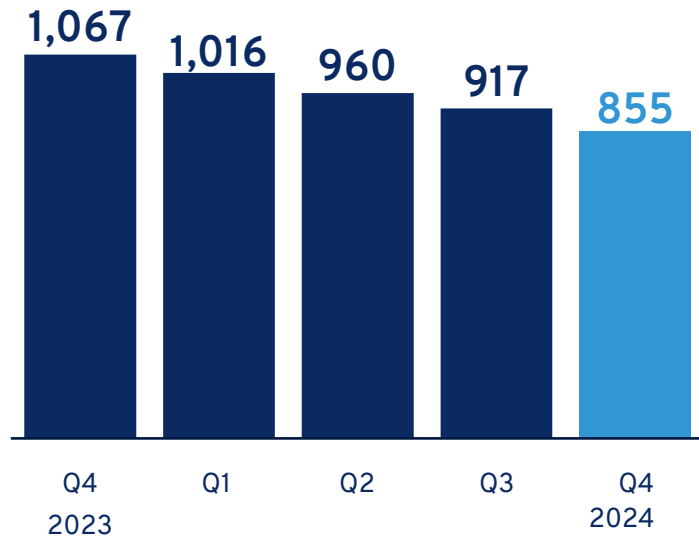
FY 2024 adjusted EBITDA to (adjusted) Free Cash Flow¹ (FCF) bridge
In €mn



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)

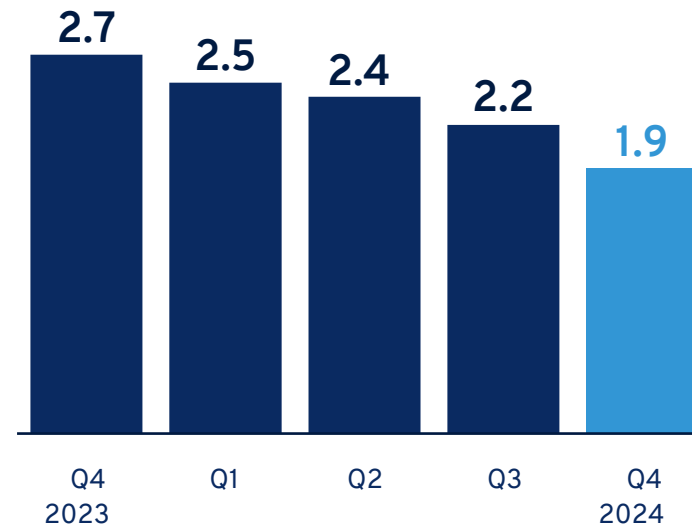
Fixed-interest debt secures stability and removes refinancing risk

Net Debt¹



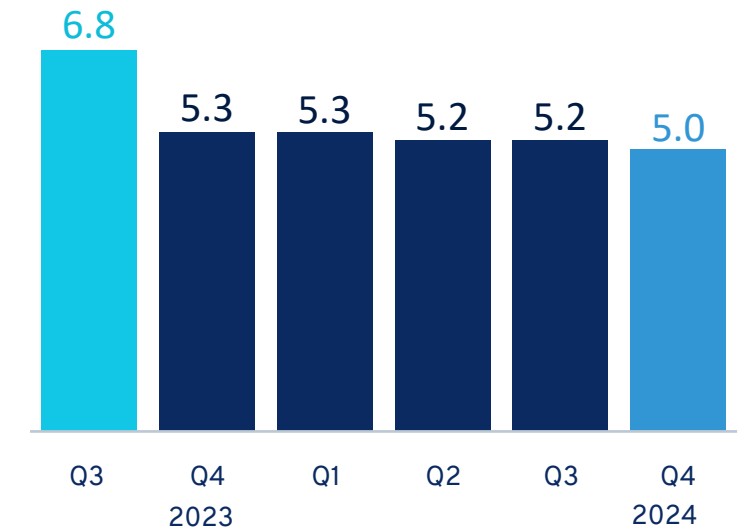
Leverage²

(Net debt/adj. EBITDA)



Avg. interest rate

(fixed)



€855mn¹

Net debt as of December 31, 2024, comprising of an external bank loan and a shareholder loan of United Internet, less receivables UI

€180mn shareholder loan

repaid in FY 2024

5.03%² Fixed annual interest rate

maturity on December 15, 2026

~1.9x Leverage³ as of December 31, 2024

1) Net Debt is the sum of liabilities to banks (31.12.2024: €797mn), non-current liabilities to related parties (31.12.2024: €170mn), current liabilities to related parties (31.12.2024: €6mn) and current liabilities to banks (31.12.2024: €0.1mn), less receivables from related parties (31.12.2024: €88mn), less cash and cash equivalents (31.12.2024: €30mn) at the end of the period; 2) as of 31.12.2024, 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 31 data centers¹

IONOS	<i>fasthosts</i>	 world4you
 STRATO	united  domains	we²²
home.pl	sedo <small>Buy. Park. Sell. Domains</small>	arsys
InterNetX		

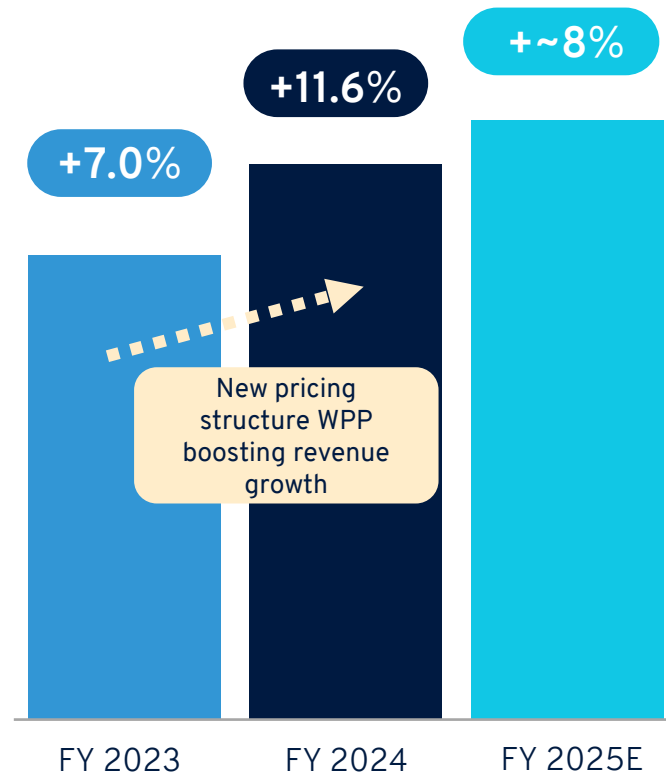
1) o/w 9 fully owned and 22 co-location data centers

Driving growth with our 2025 guidance

	FY 2024	FY 2025E ¹
Digital Solutions & Cloud		
Revenue	11.6%	~8%
Web Presence & Productivity	11.8%	7 - 8%
Cloud Solutions	13.3%	15 - 17%
Adj. EBITDA margin	32.9%	~35%
AdTech		
Revenue	€312mn	above prev. year
Total Adj. EBITDA	€452mn	€510mn

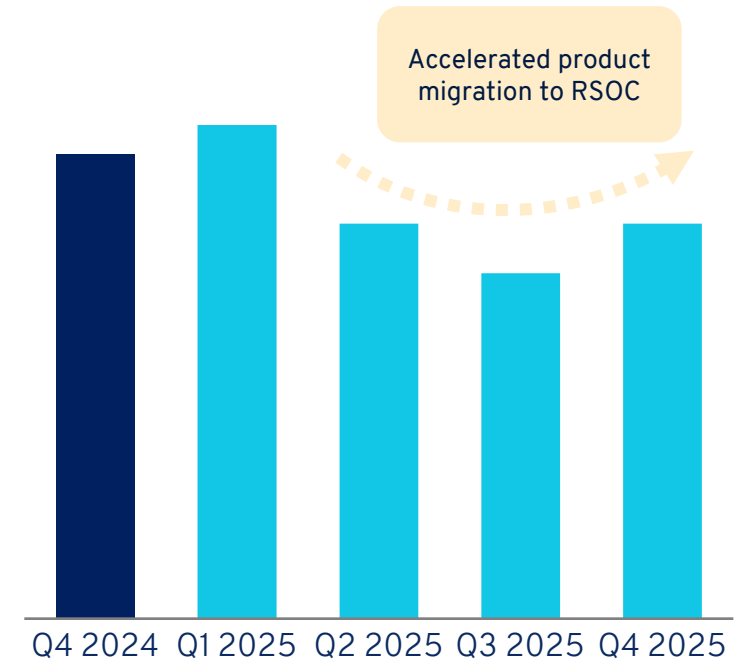
Digital Solutions & Cloud

Expected revenue development²



AdTech

Expected revenue development²



1) Guidance for revenue is based on constant currency; 2) illustrative

Reaffirming our mid-term guidance for continued growth

~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)

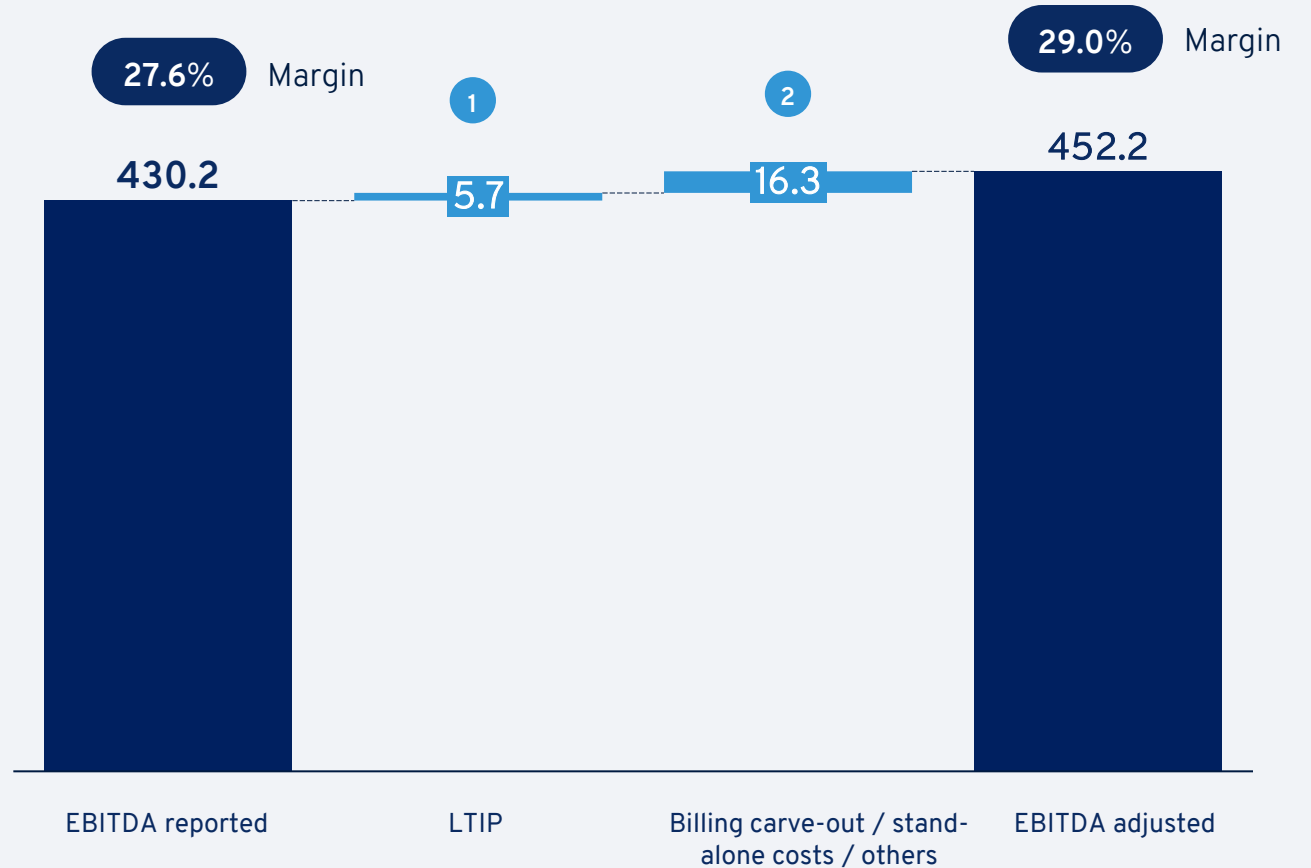
Q&A

Appendix

EBITDA to adj. EBITDA bridge

- 1 Employee stock ownership program
- 2 Cost of the billing carve-out from United Internet Group, cost for the establishment of IONOS as an independent group and others

FY2024 EBITDA, adjustments and adj. EBITDA
(in €mn)



Financial Overview

IONOS

in €mn	Q4 2023	Q4 2024	Change yoy	FY 2023	FY 2024	Change yoy
Total Revenue	365.0	418.7	+14.7%	1,423.7	1,560.3	+9.6%
Adj. gross profit ¹	241.1	265.8	+10.2%	928.4	1,020.9	+10.0%
Adj. EBITDA	84.0	117.7	+40.2%	390.3	452.2	+15.8%
EBIT	52.6	79.9	+51.9%	277.5	318.2	+14.7%
Adjusted EBT excl. non-cash valuation effects from a contingent purchase price liability	32.2	64.1	+99.1%	192.4	256.5	+33.3%
Adjusted EPS in €/share excl. non-cash valuation effects from a contingent purchase price liability	0.22	0.34	+54.5%	1.08	1.31	+20.5%

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 2 tranches in September and December 2024
- Freefloat increased by 12.5 percentage points to 26.7%

