

IONOS Group SE: Key figures Q4 2024

IONOS Group SE (in € millions)	FY 2023	FY 2024	Change yoy	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Change Q4 yoy
Group (Total)												
Revenues	1,423.7	1,560.3	9.6%	353.8	354.8	350.1	365.0	373.0	378.6	390.0	418.7	14.7%
IC	45.5	45.8	0.5%	11.4	11.2	10.7	12.3	11.5	11.3	11.3	11.7	-4.9%
Revenues external	1,378.2	1,514.5	9.9%	342.4	343.7	339.4	352.7	361.5	367.3	378.7	407.0	15.4%
EBITDA reported	385.4	430.2	11.6%	92.8	111.3	101.4	80.0	101.3	106.1	112.9	109.9	37.4%
Adjustments	4.9	21.9		-6.5	3.4	4.1	4.0	4.5	6.1	3.5	7.8	96.4%
EBITDA adjusted	390.3	452.2	15.9%	86.2	114.6	105.5	84.0	105.8	112.2	116.4	117.7	40.2%
Additional purchase marketing		-1.6						-1.5	-10.3	-2.8	13.0	
EBITDA comparable	390.3	453.8	16.3%					107.3	122.5	119.2	104.8	24.8%
EBITDA margin reported	27.1%	27.6%		26.2%	31.4%	29.0%	21.9%	27.2%	28.0%	29.0%	26.2%	
EBITDA margin adjusted	27.4%	29.0%		24.4%	32.3%	30.1%	23.0%	28.4%	29.6%	29.9%	28.1%	

Digital Solutions & Cloud

Revenue	1,118.8	1,248.1	11.6%	272.4	279.1	278.2	289.1	307.3	305.9	309.8	325.0	12.4%
Revenue Webpresence & Productivity	917.1	1,025.5	11.8%	224.0	229.6	227.6	235.8	253.8	251.8	255.6	264.3	12.1%
Revenue Cloud Solutions	156.1	176.8	13.3%	37.0	38.3	39.9	41.0	42.1	42.8	43.0	49.0	19.4%
Hosting Service to UI group companies	45.5	45.8	0.5%	11.4	11.2	10.7	12.3	11.5	11.3	11.3	11.7	-4.9%
EBITDA reported	335.3	388.3	15.8%	79.1	98.3	89.0	68.9	88.8	96.8	105.3	97.4	41.3%
EBITDA Adjusted	340.0	410.3	20.7%	72.5	101.4	93.1	72.9	93.2	103.0	108.8	105.2	44.3%
EBITDA margin adjusted	30.4%	32.9%		26.6%	36.3%	33.5%	25.2%	30.3%	33.7%	35.1%	32.4%	

In the context of Group-wide standardization, some products were reclassified and reallocated. This increases revenues from cloud solutions by around €6.8 million for last year and reduces revenues in Web Presence & Productivity accordingly. Example Q3 2024: Shift of around €1.9 million. Please find the old structure on the bottom of this page.

AdTech (prev. labeled as Aftermarket)

Revenue	305.0	312.2	2.4%	81.4	75.8	71.9	75.9	65.7	72.7	80.2	93.7	23.5%
EBITDA reported	50.2	41.9	-16.5%	13.7	13.0	12.3	11.1	12.5	9.3	7.6	12.5	12.7%
EBITDA Adjusted	50.4	41.9	-16.9%	13.7	13.3	12.3	11.1	12.5	9.3	7.6	12.5	12.7%
Adjusted EBITDA Margin	16.5%	13.4%		16.8%	17.5%	17.2%	14.6%	19.0%	12.9%	9.5%	13.4%	

Supplemental information

IONOS Group SE (in € millions)	FY 2023	FY 2024	Change yoy	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Change Q4 yoy
Marketing												
Purchase Marketing	-111.8	-110.7	-1.0%	-36.7	-11.5	-20.2	-43.5	-35.2	-21.9	-23.0	-30.5	-29.8%
thereof Brand Marketing	-66.6	-64.0	-3.8%	-24.0	-1.4	-9.5	-31.7	-22.1	-11.0	-13.1	-17.9	-43.5%
CAPEX												
CAPEX IFRS 15	81.7	76.9		15.0	16.3	20.5	29.9	15.9	16.0	24.3	20.6	-31.2%
thereof Maintenance	38.4	24.0		9.0	6.9	9.2	13.3	2.2	3.0	7.6	11.1	-16.7%
thereof Growth	43.2	52.9		6.1	9.4	11.2	16.6	13.7	13.1	16.7	9.5	-42.9%

Customers (in millions)

Total customers IONOS Group SE NEW	6.16	6.32	+ 0.16	6.04	6.08	6.11	6.16	6.23	6.25	6.27	6.32	
Net adds in the quarter (LTM for Q4 Results)				0.07	0.04	0.03	0.05	0.07	0.02	0.02	0.05	

Customer numbers in previous periods adjusted retrospectively by -0.03 million customers, after harmonization of the policy at subsidiaries in the context of the annual financial statements as of December 31, 2024.

Old structure before the adjustments in Q4 2024

	FY 2023	FY 2024	Change yoy	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024
Web Presence & Productivity and Cloud Solutions											
Revenue Web Presence & Productivity	923.9			225.6	231.3	229.3	237.6	255.6	253.7	257.5	
Revenue Cloud Solutions	149.3			35.4	36.6	38.1	39.2	40.2	40.9	41.0	
Customers											
Total customers IONOS Group SE	6.19			6.06	6.10	6.13	6.19	6.26	6.28	6.30	
Net adds in the quarter (LTM for Q4 Results)				0.06	0.04	0.03	0.05	0.07	0.02	0.02	