

IONOS



**#1 European SMB
Digitalization Partner
& Trusted Cloud
Enabler**

Management



Achim Weiss

CEO



Britta Schmidt

CFO



A Tech Success Story

“Next to sustainable energy, digitalization is the largest macro trend of today. Europe traditionally a digital laggard vs US is now seeing an acceleration in digital adoption and European small and mid-sized businesses (SMBs) urgently need to catch up.

The >58mm SMBs in Europe today only spend €10-20 per month for their online presence and €300-500+ per month for cloud products.

This creates a strong momentum for our vision as the #1 European enabler of SMB digitalization and trusted Cloud partner.”

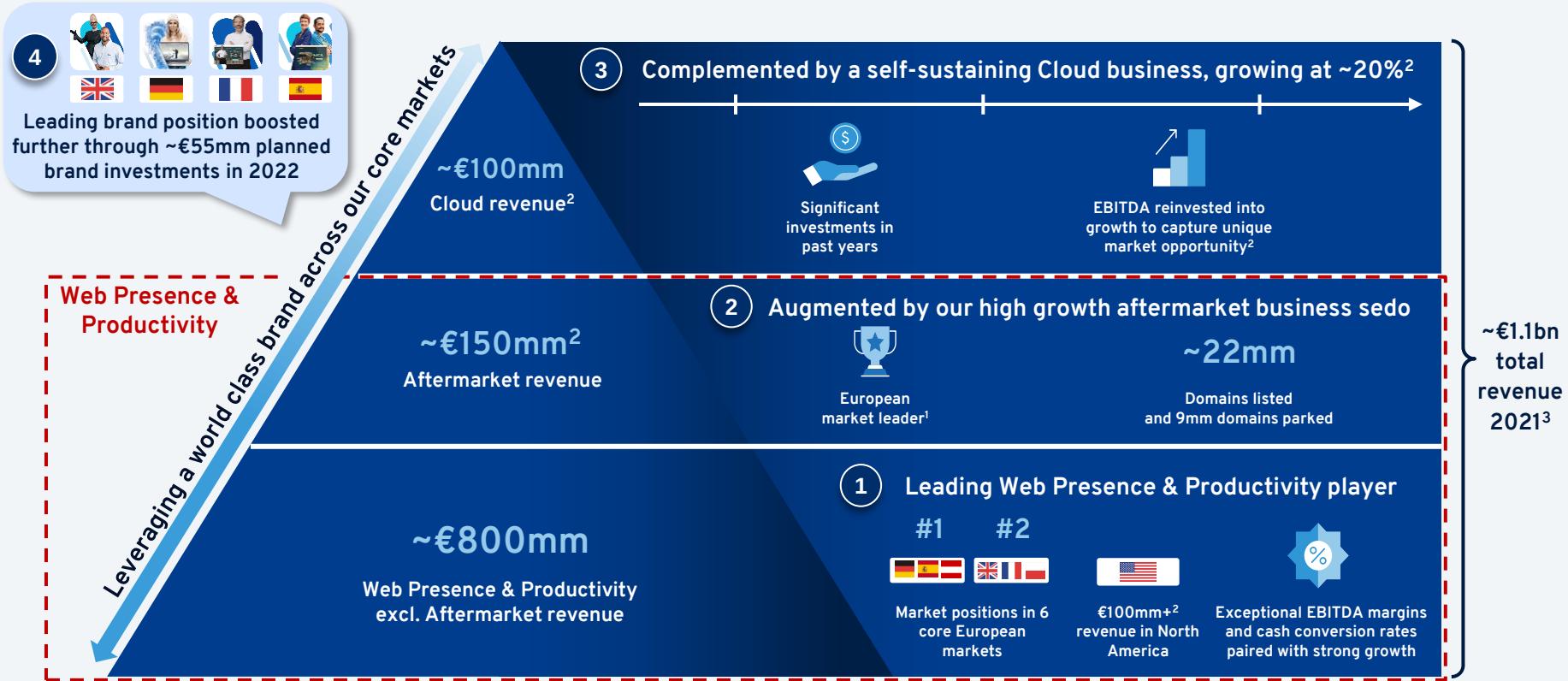
Ralph Dommermuth

Founder & CEO of United Internet

Chairman of the Supervisory Board of IONOS

IONOS at a glance

#1 European SMB digitalization partner & trusted Cloud enabler



Source: Company information

Note: High-level figures rounded to the next €50mm

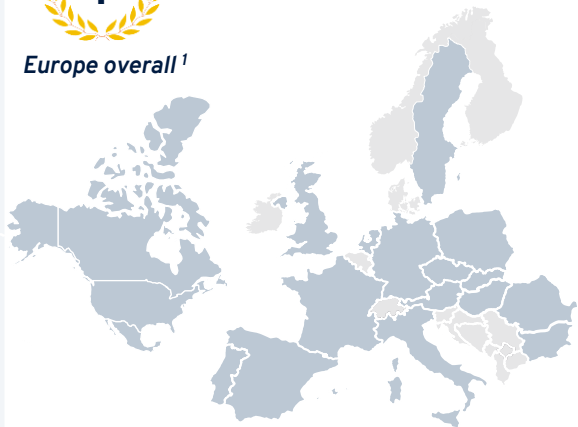
¹ Company Data Analysis based on the number of domains listed for sale on sedo.com; ² As of 2021; ³ Total revenue including ~€50mm revenue from Hosting Services to UI Group companies

2021 delivered strong and sustainable growth, profitability and cash generation

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



Europe overall¹



€1.1bn total revenue² (12% yoy growth)

High revenue visibility and predictability

~90% recurring revenue³

Subscription-based business model

€355mm adj. EBITDA⁴ (32% margin)⁵

Attractive profitability

~90% cash conversion rate⁶

Highly cash generative

~6mm customers

Unparalleled European SMB customer access

NPS® of >35⁷

High customer loyalty

10x+ CLTV/CAC⁸

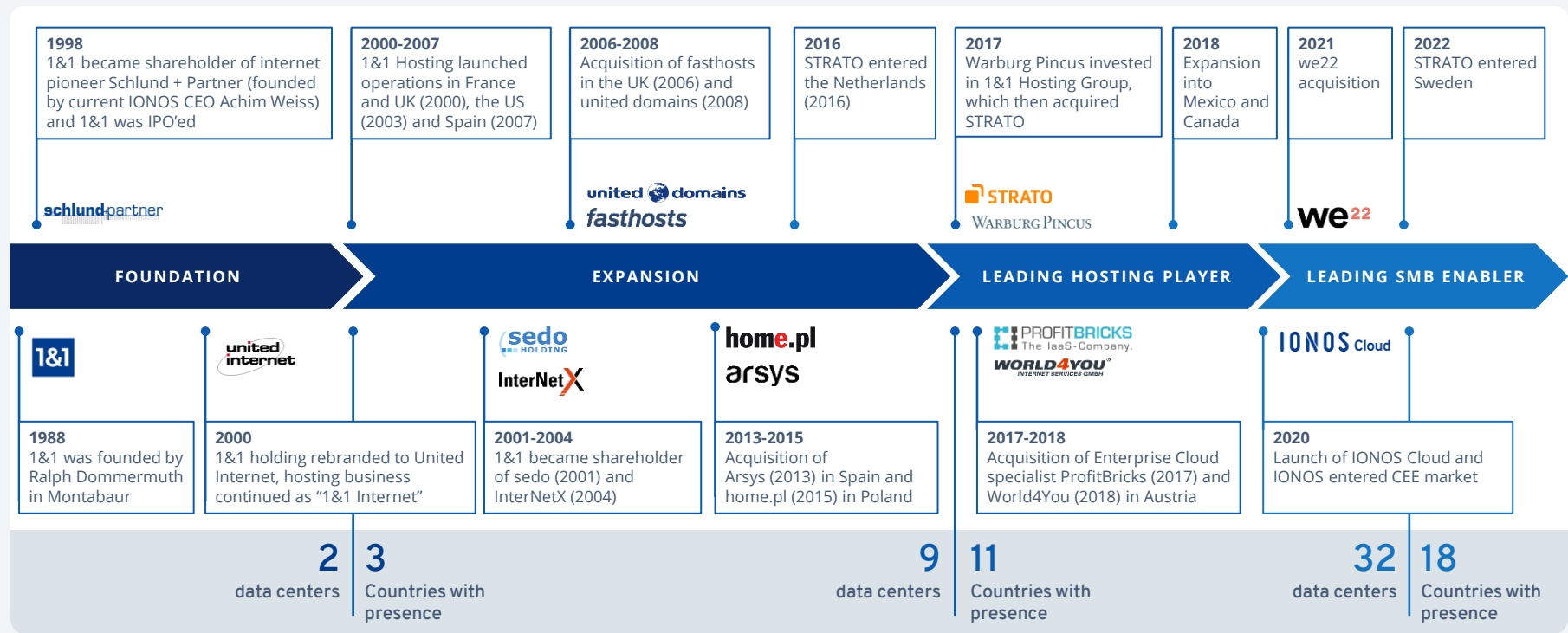
Targeted and efficient customer acquisition

~12-18 months payback⁹

Quick and predictable recovery of CAC

Source: Company information, HostAdvice, Note: Financial and operational KPIs refer to or are based on 2021 reported figures for IONOS unless otherwise stated; ¹ Refers to webhosting market share based on company data analysis and HostAdvice; ² Total revenue is the sum of revenue from contracts with customers and revenue from contracts with related parties; ³ Equivalent to total revenue excl. revenue from Aftermarket business (sedo); ⁴ FY2021A, Adj. EBITDA is defined as EBITDA adjusted for non-recurring items or non-operating items related to (i) long-term incentive plans, (ii) stand-alone activities incl. carve-out costs (primarily costs of the separation of the billing systems), (iii) IPO costs, (iv) certain consulting fees incurred for one-off projects and (v) certain severance payments; ⁵ Defined as Adj. EBITDA / Total revenue; ⁶ Defined as adj. EBITDA less maintenance capital expenditures (excl. IFRS 16) divided by adj. EBITDA. Maintenance capital expenditures (excl. IFRS 16) include capital expenditures for replacements and in the ordinary course of business; ⁷ Net Promoter® and NPS® are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. Net Promoter ScoreSM is a service mark of Bain & Company, Satmetrix Systems and Fred Reichheld. NPS as per Q4 2021; ⁸ Refers to IONOS Group, excluding sedo; IONOS brand marketing and related S&M FTE costs as per FY 2021. 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 Approx. 6-12 months (excl. discounts) and 12-18 months (incl. discounts), based on 2021A annual customer ARPU of ~€160 (ARPU calculated as ~€13 monthly ARPU x 12), and Customer Acquisition Cost (CAC) of ~€90, calculated as the amount of recurring and variable marketing expenses as per FY 2021 (excluding brand marketing and related S&M FTE costs) divided by the number of customers gained over a period

Successful transformation into the leading enabler for European SMBs



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

FY21A 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

FY21A revenue: ~10%¹

Internet factory

Unified product platforms | Joint group developments | Technology stack with >100,000 servers in 32 data centers²



Broad portfolio



Open-source



Future-oriented design



State-of-the-art



Scalable

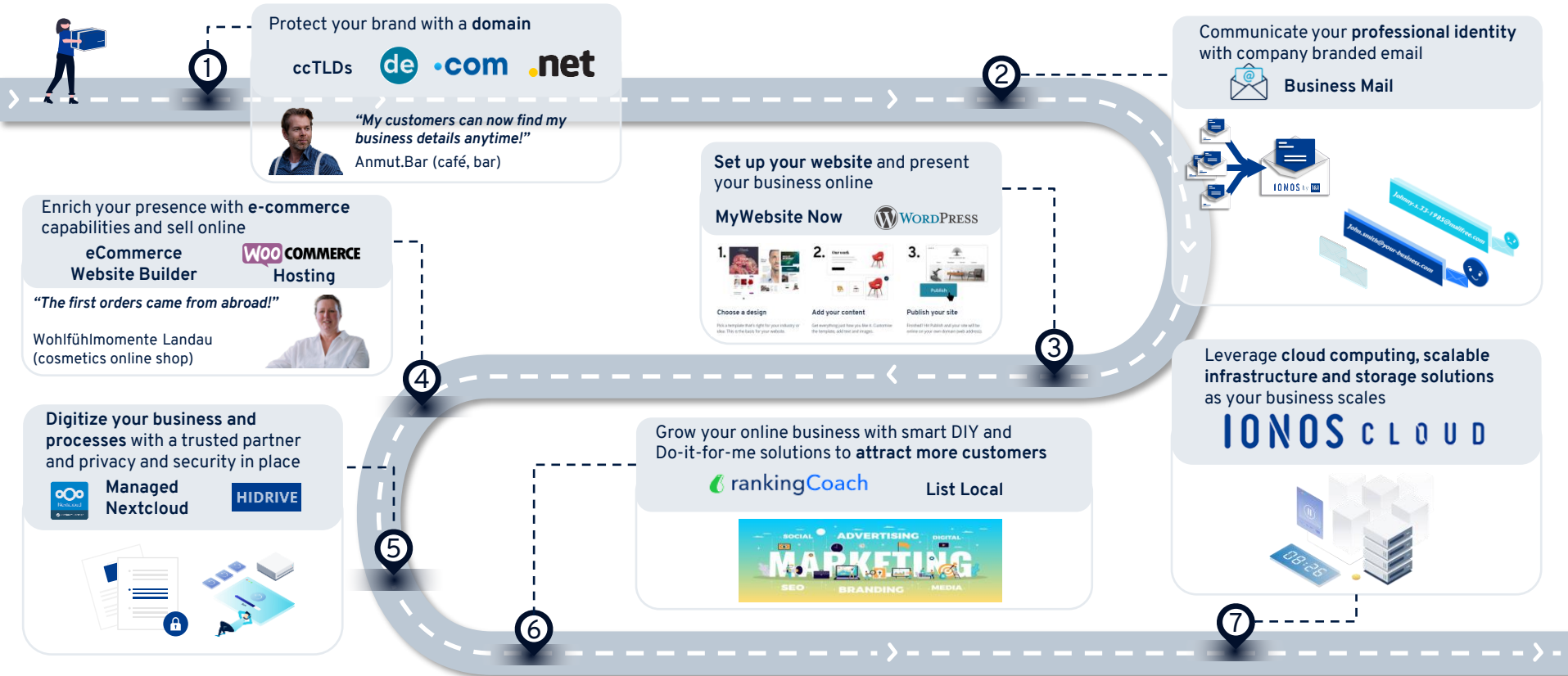
Source: Company information

¹ Refers to revenue from contracts with customers; ² o/w 11 fully owned and 21 co-location data centers as per September 2022, several of them geo-redundant

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The IONOS One-Stop-Shop portfolio enables end-to-end digitisation journey for our customers

IONOS



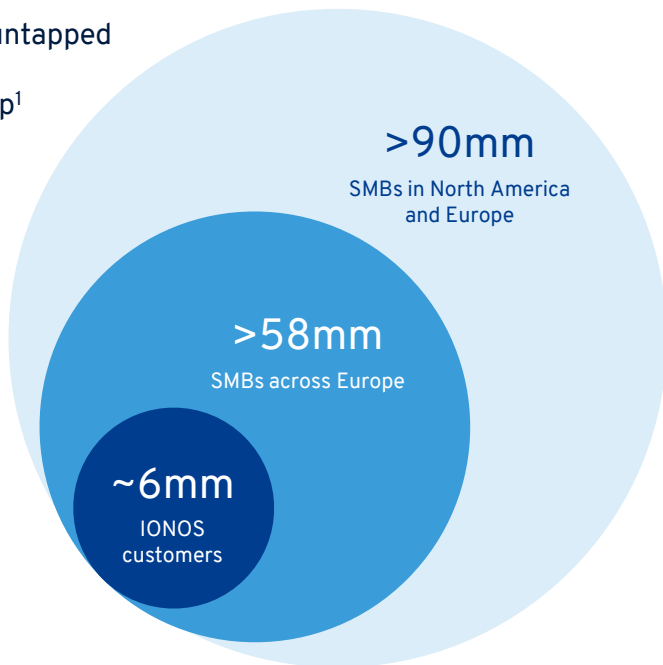
Deep-dive into the IONOS story

Easy-to-use, intuitive and scalable platform offering mission critical products across the customer lifecycle

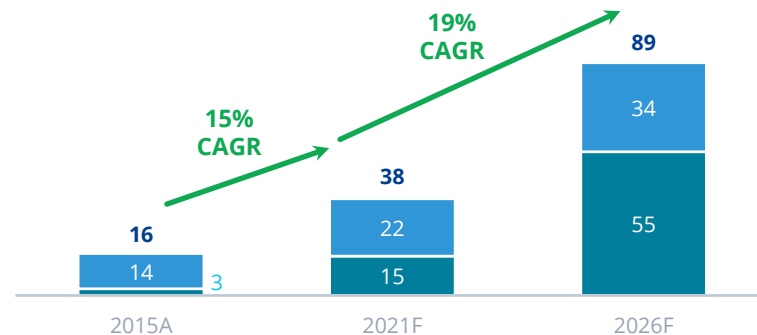


A large and fast growing market

Large and untapped
SMB core
target group¹



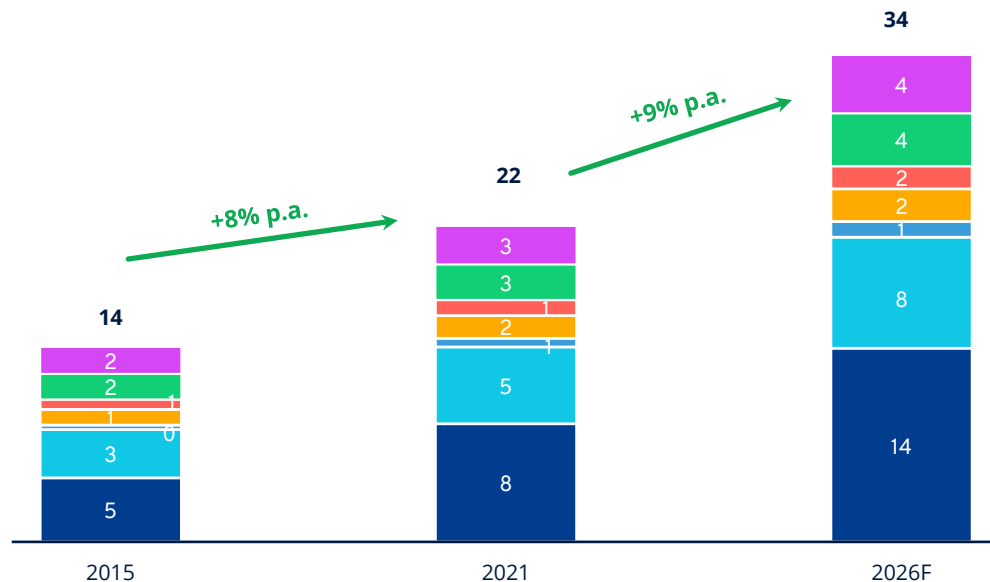
IONOS addressable market '15-26², EURbn



	CAGR	'15-21	'21-26
 WEB PRESENCE & PRODUCTIVITY		8%	9%
 CLOUD		36%	29%

Sustained growth across all major markets of IONOS

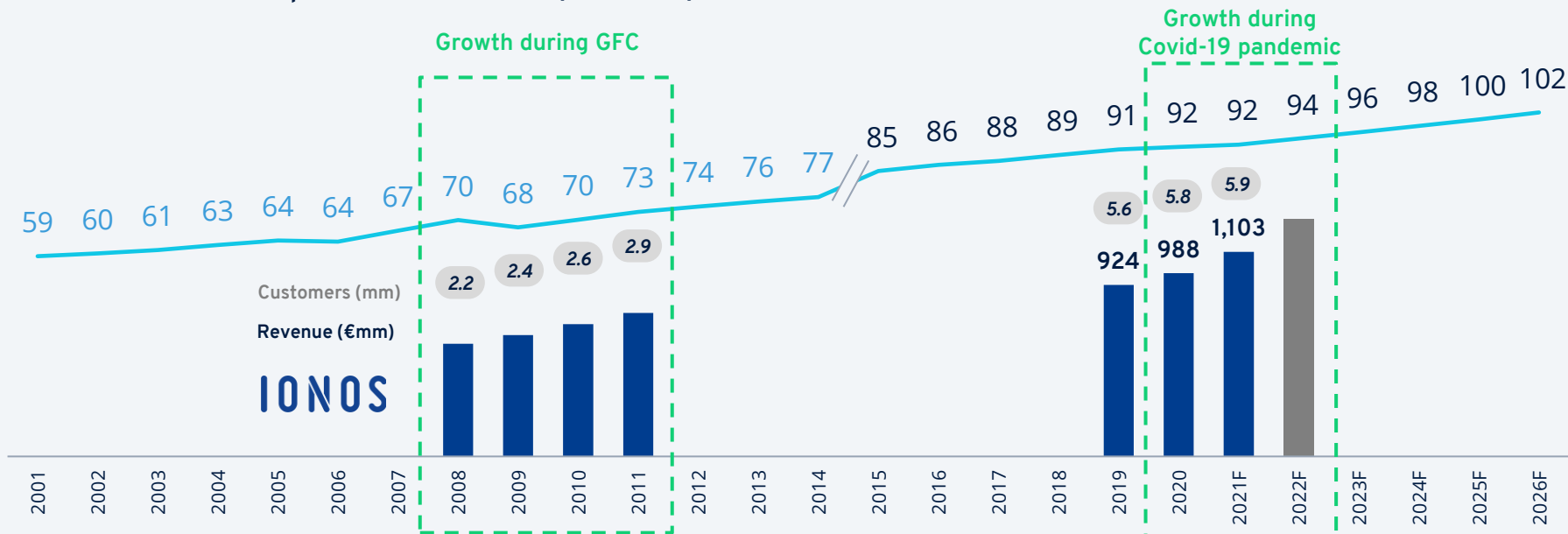
Web Presence & Productivity: Addressable market by geography '15-26, €bn



		CAGR, %	
		'15-21	'21-26
Germany		6%	8%
UK		6%	8%
Spain		9%	8%
France		6%	7%
Poland		13%	14%
Rest of Europe		8%	8%
North America	 	11%	10%

Number of SMBs are resilient even in times of market downturn, with IONOS having performed well in previous market crises

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



Source: Company Data Analysis based on Statista¹

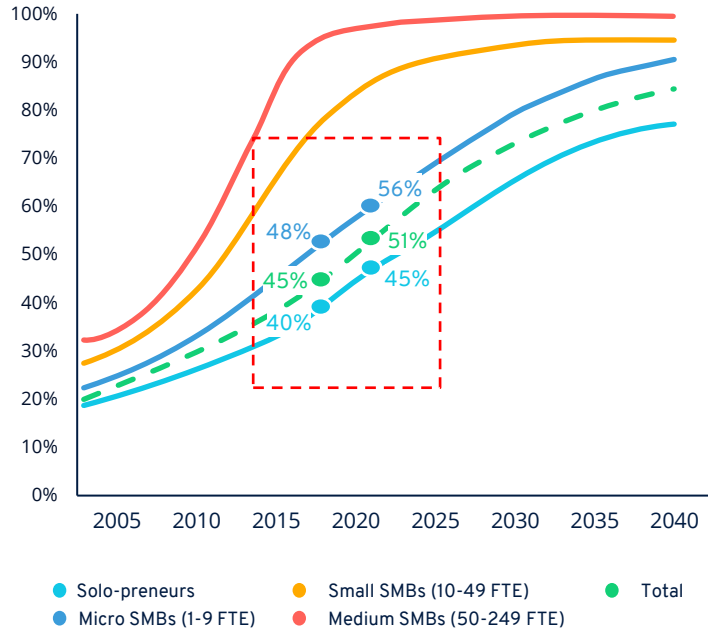
Source: Company Data Analysis based on Eurostat, OECD, IMF, US Census²

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

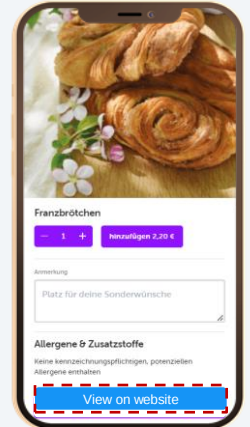
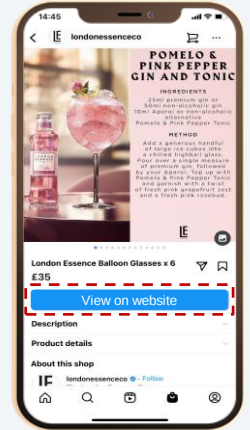
Significant online penetration potential for solo-preneurs and micro SMBs

Only ~50% of European companies have a website¹...



...which is a key constituent of online presence

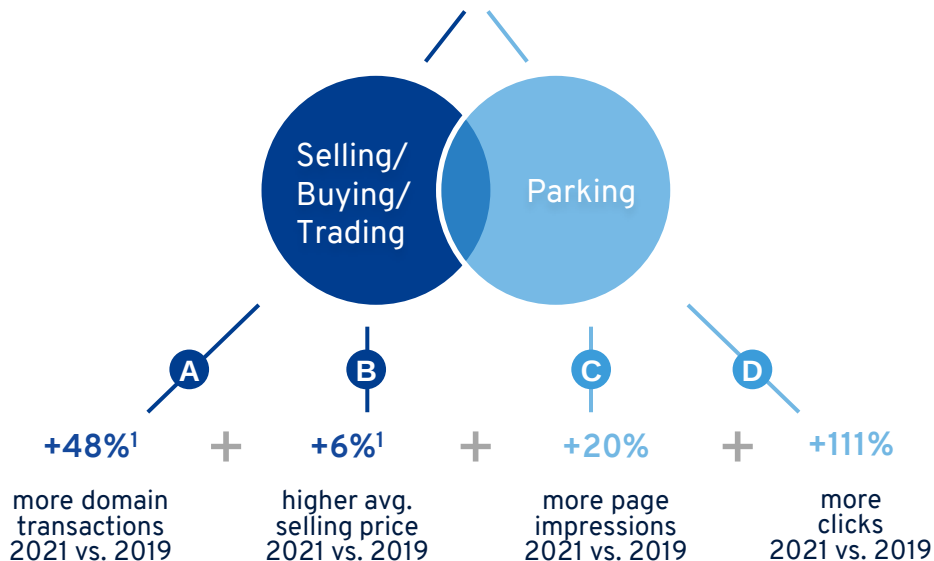
- Growth driven by **future penetration**, expected to come primarily from **solo-preneurs and micro SMBs**
- Continued demand for **various products** such as **domains, websites** as well as **third party hosting**
- **Websites will continue to be the major platform for online presence**
 - Social media has given SMBs additional platforms to direct customers to their website rather than replacing it
 - Google has the biggest share of online searches (~70%)
 - Websites allow for more control over customer experiences
 - Helps build brands credibility and independence (e.g. from social media providers)



Aftermarket has been a strong driver of growth

Aftermarket growth CAGR
+65% 2019-2021

IONOS

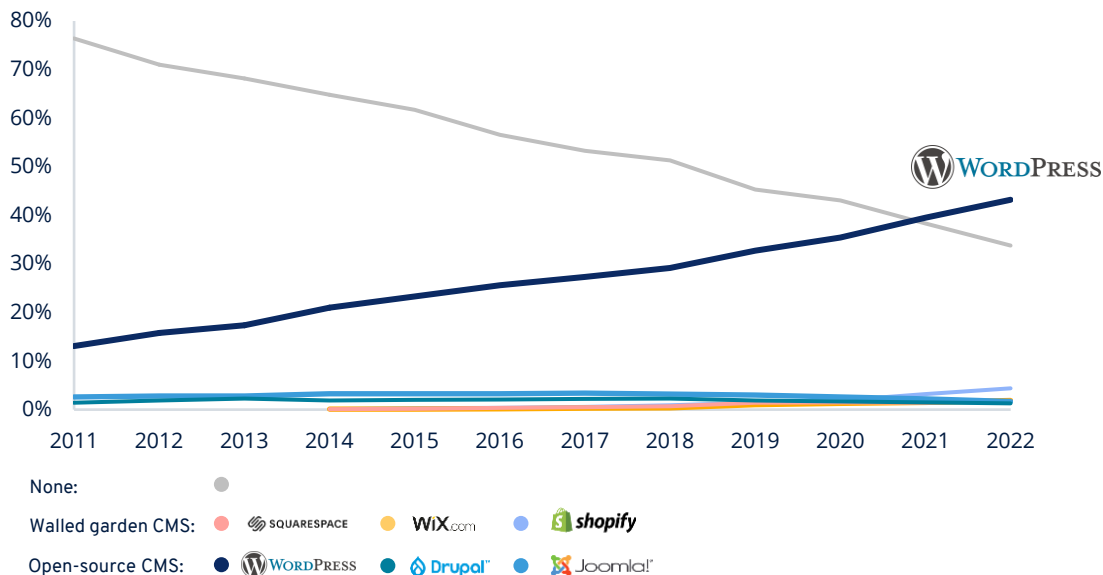


Key drivers of accelerated Aftermarket growth at IONOS

- A B** In domain trading, we have **increased the number of domain transactions**, coupled with an **increase in average selling price**
- C** We have **onboarded large partners**, who have helped us in driving much more traffic, sales and revenue to our platform
- D** We have optimized our domain parking business through continuous A/B testing, leading to **significantly improved mobile device conversion rates**

Customers demanding more sophisticated website design and e-commerce solutions, with WordPress emerging as the clear winner

Percentages of websites using various content management systems¹

**43%**

of all websites
are based on
WordPress¹

65%

of all CMS-based
websites are based
on WordPress¹

>3x

market share gain
of WordPress since
2011¹

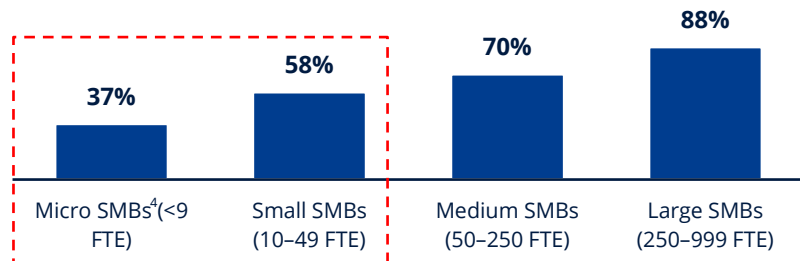
~38%

Market-share in
e-commerce²



Significant whitespace in Cloud Solutions, especially for micro and small SMBs

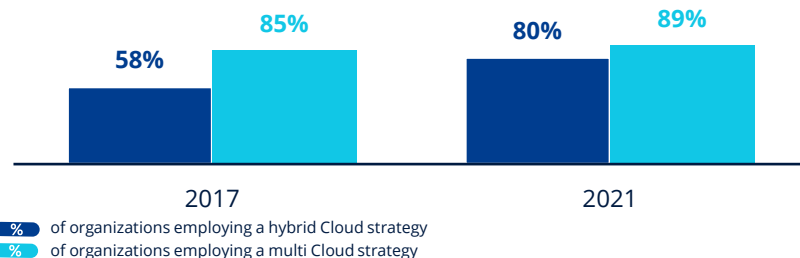
Share of SMBs using a Cloud offering
% of survey respondents¹



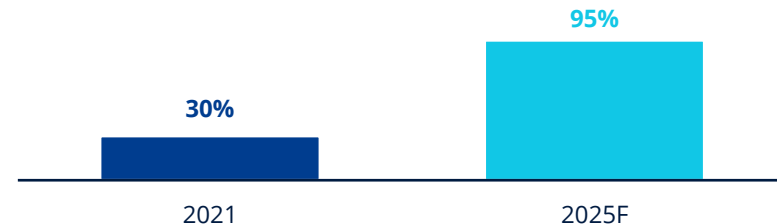
SMB Cloud adoption '19-24,
% of Cloud infrastructure spending of total IT infrastructure spending for SMBs²



Share of companies using Hybrid- and Multi Cloud strategies
% of survey respondents³



% of new digital workloads deployed on Cloud-native platforms⁵



Source: Company Data Analysis, Analysys Mason (September 2020), Flexera: State of the Cloud Report 2022; Right Scale's (later Flexera): State of the Cloud Report 2017

¹ Survey carried out on behalf of IONOS in October 2021 (n=1,564) in Germany, UK, Spain, France and Poland; ² Analysys Mason (September 2020): Cloud infrastructure includes IaaS storage online back-up, IaaS storage simple development, recovery-as-a-service (RaaS), Cloud VPN, IP VPN, IaaS servers, IaaS server co-location, databases (Cloud) and desktop-as-a-service (DaaS); On-premises infrastructure includes LAN switches, routers (wired), wireless LAN, WAN, networking software, point-to-point VPN, databases (on-premises), middleware, operating systems, point of sales (hardware), servers, FC SAN, IP SAN, NAS, PC-attached storage, SAN switches, server-attached storage, back-up and recovery (on-premises), other storage software, replication software and storage resource management software; ³ Flexera: State of the Cloud Report 2022 (survey carried out in 2021) and Right Scale's (later Flexera): State of the Cloud Report 2017 (survey carried out in 2017). 2021 figures refer to larger enterprises with 1,000+ employees and SMBs, 2017 only to larger enterprises; ⁴ Includes solo-preneurs; ⁵ Gartner press release: Gartner Says Cloud Will Be the Centerpiece of New Digital Experiences", Nov. 10, 2021

IONOS benefits from significant barriers to entry with strong competitive moats...



**Long-standing
experience / deep
product expertise**

- **25+ years track-record** of investing in and developing complex and best-in-class products, tailored to SMB customer needs, resulting in **#1 market position in Europe**
- Offering a **one-stop-shop product portfolio of mission critical solutions** with proven reliability and high data privacy / security



Economies of scale

- **Economies of scale** enable IONOS to offer its solutions at **very strong price / performance metrics**
- **Significant Technology & Development budgets** help IONOS to offer **complex and state-of-the-art solutions** to its customers



Powerful flywheel

- Virtuous circle as a **scaled leader** - track-record of building innovative and comprehensive product portfolio, **proximity to customers**, winning customers and market share, and increasing **brand awareness**



**Reputation and brand
awareness**

- **Ever increasing reputation and brand awareness on the back of a large and loyal customer base of ~6mm SMBs**, supported by local and award-winning customer support

...and scores well across key purchasing criteria for our customers

Top customer purchasing criteria¹...

...with IONOS performing well across the board²

1  Ease of use

- DIY and DIFY solutions for **any skill level**
- Various **drag-and-drop** and **1-click** solutions

2  Availability / reliability

- **99.995% uptime** and **no major incidents** since foundation of the company
- **ISO certified**, **geo-redundant** data centers with high data protection standards

3  Quality of support³

- The **IONOS Personal Consultant** is a **key differentiator** in the industry
- **Personalization engine** leveraging **AI/ML** to generate next best offers

4  Data security / GDPR compliance

- **Compliance** with **GDPR** and no conflict with **US CLOUD Act**
- **Full control** of the **tech stack** driving value creation / profitability and sovereignty

5  Breadth of available product / solution features

- **One-stop-shop**: 10 product lines with 50+ integrated solutions
- **Scalable platform** offering mission critical products **across the customer lifecycle**

6  Total cost of ownership

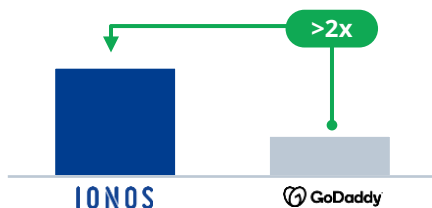
- We offer **differentiated price / performance ratio**

IONOS sees strong competitive advantages in the Web Presence & Productivity market

IONOS  **in Europe overall¹**

			Market share
Germany			51%
Spain			21%
Austria			19%
UK			13%
Poland			11%
France			10%

Webhosting market share in Europe (%)¹



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

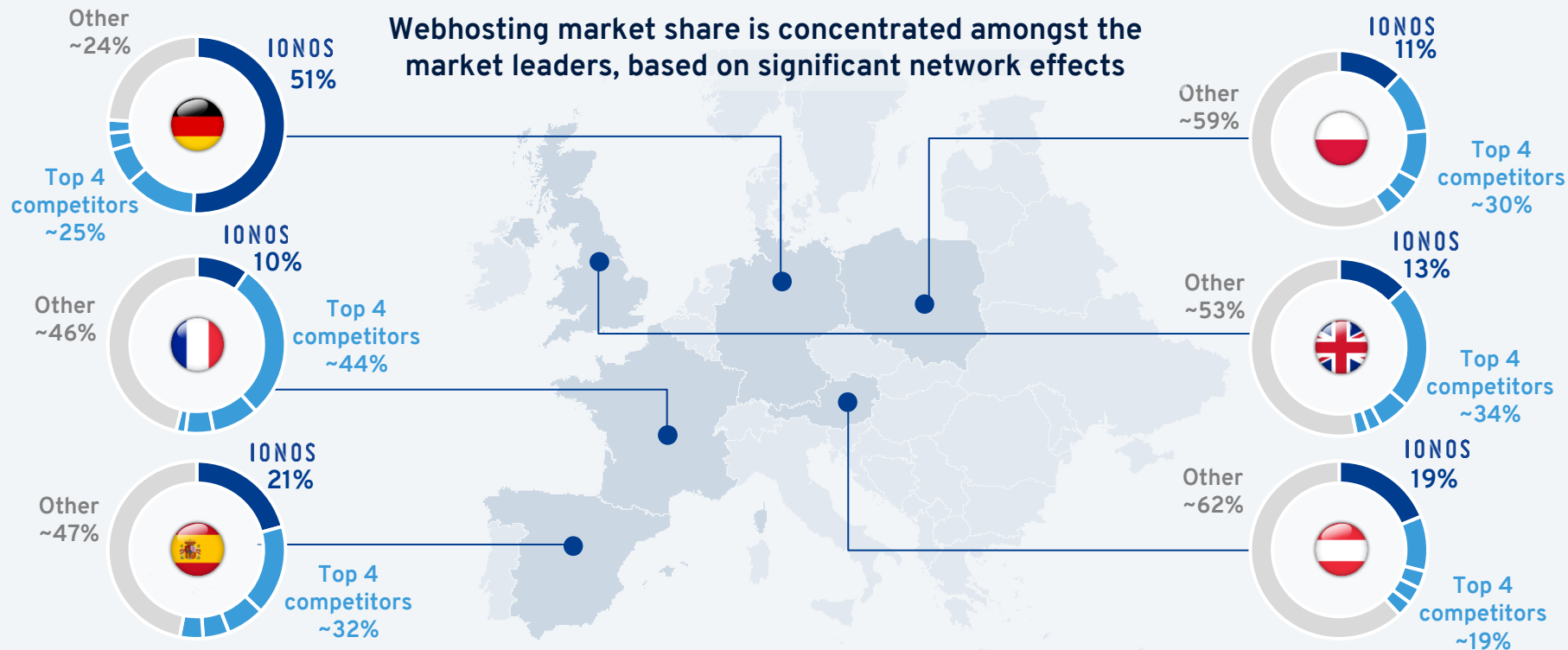


1
One-stop shop

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

We have significant whitespace to grow organically in our core markets

Webhosting market share is concentrated amongst the market leaders, based on significant network effects



Source: Company information, company data analysis, HostAdvice

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

Leading IONOS Cloud offering...

Public Cloud – Services and Solutions Hyperscale Infrastructure and Platform Services

2021
Germany



ISG Provider Lens*

2021 ISG Provider Lens Leader

- ✓ Low-latency, fast network and high-performance, cost-effective data storage
- ✓ Simple configuration of the infrastructure or convenient container management
- ✓ Transparent pricing, a contract is not required
- ✓ Professional consultants support the customer on the way to the cloud

Awards



Gold Award in
the category IaaS



Rising Star 2020
German IaaS



Platinum Award Cloud
service provider

... makes us a strong challenger in the Cloud Solutions market

Why we see competitive advantages vs hyperscalers



1 Price / perf.

Very **attractive price / performance ratio**, transparent pricing, no hidden cost

2 Ease-of-use

Our **solutions** are much more **simpler to use** vs hyperscalers

3 Local support

Localised account management for larger customers. **Personal consultant and onboarding** support for SMBs. Free after-sales support

4 Compliance

Compliance with GDPR and no conflict with US Cloud Act or risk for customers of being sued for violation of data protection

Why we see competitive advantages vs other EU Cloud players



1 Own tech stack

Only EU Cloud provider with **fully owned Cloud tech stack**, not being dependent on OpenStack or any US providers

2 Scale

Using our **Cloud as infrastructure** for **6mm hosting customers**

3 Portfolio

One-stop-shop portfolio of services (from domain to web presence to Cloud infrastructure) that **best fits SMB needs**

4 Pure CSP

Focus on **selling IaaS and PaaS**. Consulting, migration and operation outsourced to external partners. No conflict of interests

Multiple customer examples underline our edge against competitors

Why select customers chose IONOS over competitors:



- Commitment to open source
- Prominent engagement at Gaia-X
- Compliance with GDPR



- Higher flexibility in product offering
- Better price/performance economics
- Support and professional services



- Compliance with GDPR
- Headquarters and data centers in Germany

Easy-to-use, intuitive and scalable platform offering mission critical products across the customer lifecycle

Broad portfolio in the industry ...



2

Business areas



10

Product lines



50+

Solutions

... supported by unique differentiators

Proprietary tech stack, leveraging reliable open source



Vertically integrated across all layers, from 32 operated data centers to IaaS, PaaS and SaaS



Cloud native architecture with full control of tech stack driving value creation

First-class customer service



Award winning customer support with 20+ customer service and digitalization awards in 2022



NPS of >35²
High customer loyalty driven by best-in-class customer service

Operational excellence



25 years of experience
Building leading digital products and services



Maximum security and reliability 99.99% uptime, no major IT incidents since founding of IONOS

European Cloud



gaia-x founding member
Out of 15 projects, IONOS leads six³



Sovereign Cloud Player
No conflict of interest

IONOS has the most comprehensive product offering compared to selected peers

		Web Presence & Productivity						Cloud Solutions		Geography	
		Domains & Webhosting	Aftermarket	Website builder & E-commerce	Email & Office	Other VAS	Server Hosting	Private Cloud	Public Cloud		
 Digital platform providers	IONOS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Peer 1	✓	✓	✓	✓	✓				✓	✓
	Peer 2	✓		~	~	~	~	~	~	✓	
	Peer 3	✓		✓	✓	~				~	✓
	Peer 4	✓		~	✓	✓	✓	✓	✓	✓	✓
 Use case focus players	Peer 5	✓		✓	~	~	✓	~	~	✓	
	Peer 6	~		✓	~	✓				~	✓
	Peer 7	~		✓	~	~				~	✓
	Peer 8	~		✓	~					~	
	Peer 9	~		✓	~	✓				~	✓

~ Low coverage of segment/geography

IONOS has full control over majority of its core products



SaaS

Full-service application hosting

WordPress, MyWebsite Now, Managed Nextcloud, Open Xchange, E-Commerce, HiDrive, List Local, RankingCoach, etc.



PaaS

Managed platform components

Databases, Container Management, DNS, Logging, Monitoring, ML/AI, Webhosting, E-Mail, etc.



IaaS

Virtualized infrastructure

VMs, software defined network, storage solutions, virtual network functions, VPS, Bare Metal Cloud, etc.



Tangible assets

Data centers, backbone, bare metal servers, network infrastructure, etc.



We **leverage open source** and **build our solutions** on top of it



High barriers to entry to make **open source** available for millions of customers, with **24/7 uptime guarantee** and **geo redundancy**



We control the **source code** and architecture at all levels of our stack, allowing for **deep value creation**



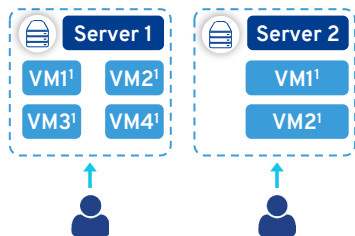
We have **limited 3rd party dependency**, leading to lower licensing costs

Our Enterprise Cloud Platform is the largest and fastest growing Cloud product

Private cloud

Managed Private Cloud (based on VMWare)

Managed cloud cluster environment with service up to hypervisor level hosted on dedicated physical hardware

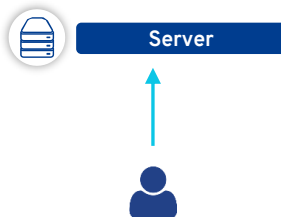


- Ramp up of a managed, non-shared servers
- Infrastructure for hybrid cloud scenarios or isolated workloads

Web/IT professionals

Bare Metal Cloud

Cluster of secure bare metal servers with full access to the hardware resources, network and support



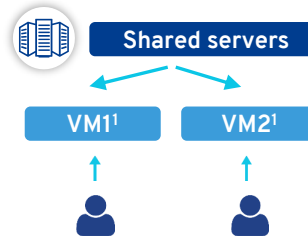
- Utilization of non-shared physical, high-performance server for temporary capacity expansion
- Operation of isolated workloads

Web/IT professionals

Public cloud

Virtual Private Server

VPS is a virtual machine sold as a service running on shared hardware

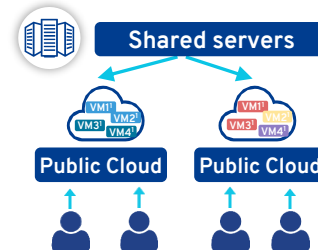


- Ready-to-use shared, virtualized infrastructure
- Curated and managed services for customers

SMBs Agencies

Enterprise Cloud Platform

Cloud computing resources shared across multiple tenants on shared hardware



- Migration or expansion of enterprise IT workloads
- Utilization of attractive managed services

Mid-size companies Public sector

Highly diversified, loyal customer base with strong unit economics



~6mm

Customers



10x+

CLTV/CAC²

~12-18

Months payback³



~90%

Subscription
revenue

>7y

Average customer
lifetime



Diversified customer base with
no customer concentration:
top 10 customers account for
<2% of revenue¹



Efficient customer acquisition
leading to
attractive unit economics



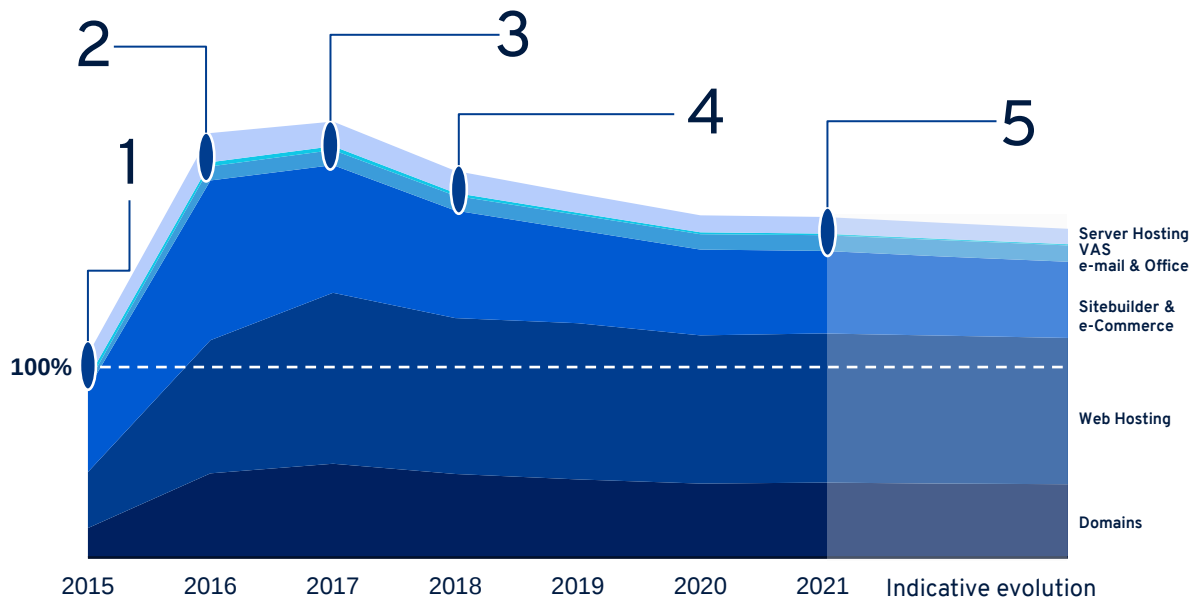
High revenue visibility
given significant portion of
subscription based revenue

Source: Company information. Note: Financial and operational KPIs refer to or are based on 2021 reported figures for IONOS unless otherwise stated

¹ Refers to IONOS branded products, excluding STRATO, fasthosts, arsys, InterNetX, sedo, united domains, home.pl, World4You, we22; ² Refers to IONOS Group, excluding sedo; IONOS brand marketing and related S&M FTE costs as per FY2021. 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; ³ Approx. 6-12 months (excl. discounts) and 12-18 months (incl. discounts), based on 2021A annual customer ARPU of ~€160 (ARPU calculated as ~€13 monthly ARPU x 12), and Customer Acquisition Cost (CAC) of ~€90, calculated as the amount of recurring and variable marketing expenses as per FY 2021 (excluding brand marketing and related S&M FTE costs) divided by the number of customers gained over a period

IONOS generates significant and long-term value from each customer cohort

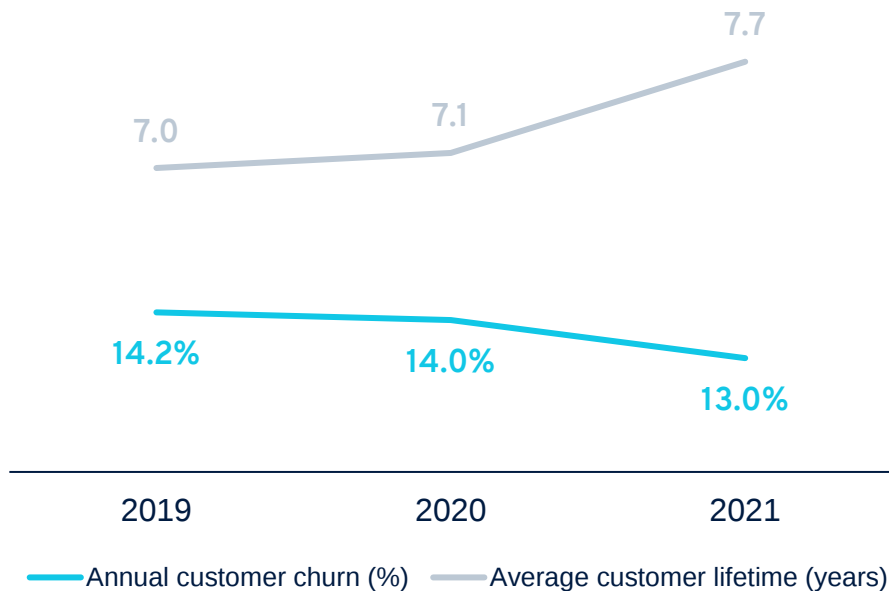
IONOS¹ 2015 Cohort - WP&P revenue by product group evolution



- 1 New customers are attracted and benefit from welcome discounts in the first year
- 2 Full pricing realized as discounts run out coupled with cross- and up-sell
- 3 Cross- and up-sell partly offsetting churn
- 4 Beyond third year cohort revenue stabilizes
- 5 Cohort remains a significant revenue contributor

Effective retention measures have improved customer churn significantly

Customer churn and average lifetime evolution¹

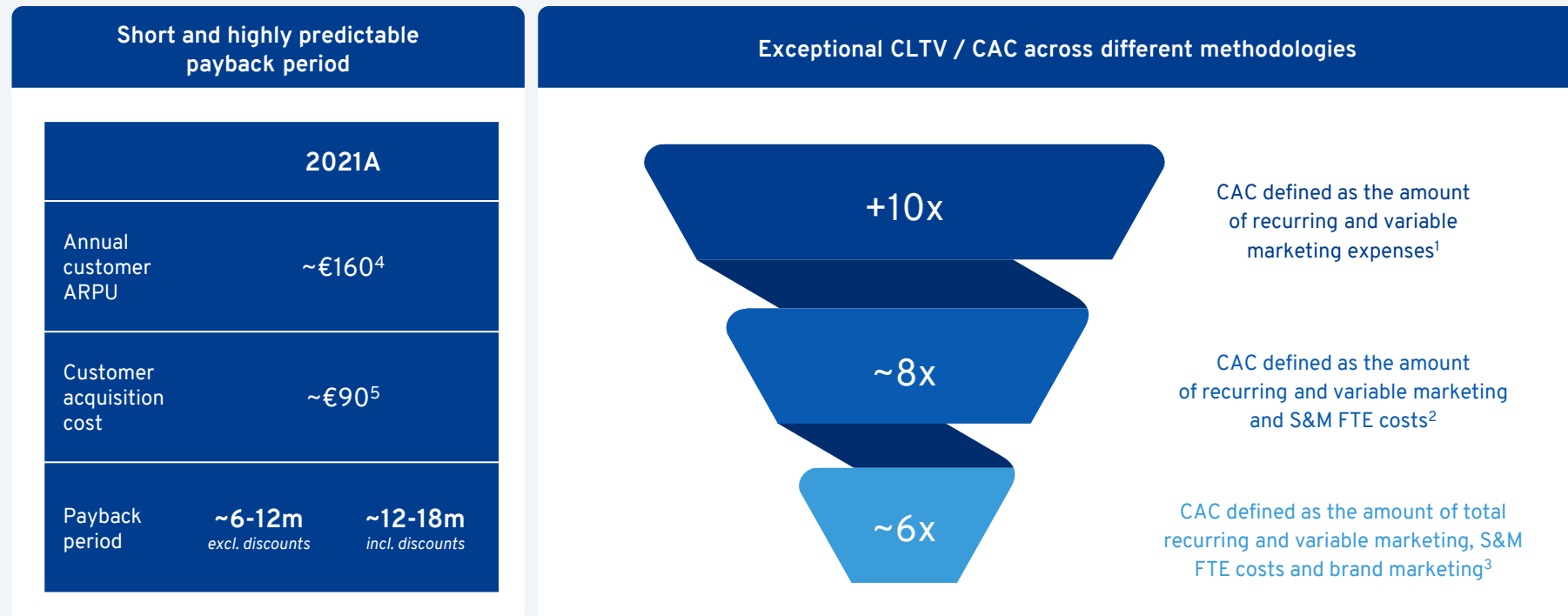


+0.7 years
increase in
average
lifetime

-1.2ppts
reduction
in churn
rate

- ✓ **Activation:**
Trigger-based, personalized onboarding to ensure customers use their products
- ✓ **Online retention:**
Data-driven, personalized retention offer depending on cancellation reason
- ✓ **Save desk:**
Team of specialists aiming to keep customers with high value or high retention probability

Attractive and highly predictable unit economics demonstrating strong profitability profile



Source: Company information; ¹ Refers to IONOS Group, excluding sedo; IONOS brand marketing and related S&M FTE costs as per FY 2021. 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; ² Refers to IONOS Group, excluding sedo and IONOS brand marketing as per FY 2021. Customer Acquisition Cost (CAC) calculated as the amount of recurring and variable marketing expenses and S&M FTE costs (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; ³ Refers to IONOS Group 2022E (~7x for 2021A). Customer Acquisition Cost (CAC) calculated as the amount of recurring and variable marketing expenses, brand marketing and S&M FTE costs (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; ⁴ Calculated as ~€13 monthly ARPU x 12; ⁵ 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

IONOS has a strong track record of expanding customer relationships across its product suite

From VPS Server to E-commerce



SchlaU – Nina Hille, Co-CEO

- Started with a **VPS Server**
- Added more projects with **Premium Hosting** and **Shop Plugin**

>7x

€: MONTHLY ARPU

€8-15 2014
€70+ Today

From Domains to Web Hosting & Managed WordPress



Spreadfilms – Andreas Ramelsberger, CEO

- Started with **Domains** & a **Dedicated Server**
- Recently expanded into **Web Hosting** & **Managed WordPress**

>30x

€: MONTHLY ARPU

€3-5 2016
€150+ Today

From VPS Server to Cloud



IOK – IT system house and managed services

- Started with a **VPS Server**
- Quickly expanded and scaled towards **Cloud Servers**

>400x

€: MONTHLY ARPU

€7-10 2019
€4,000+ Today

Subscription-based business model with strong and sustainable revenue growth, high visibility, attractive profitability and cash flow generation

Strong revenue growth with high visibility

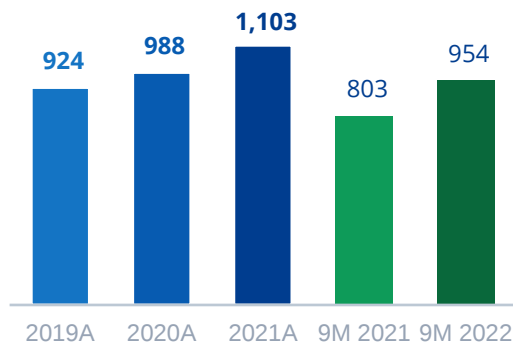
Total revenue (€mm)¹

% yoy growth

7%

12%

19%



Attractive profitability

Adj. EBITDA (€mm)²

% Adj. EBITDA margin³

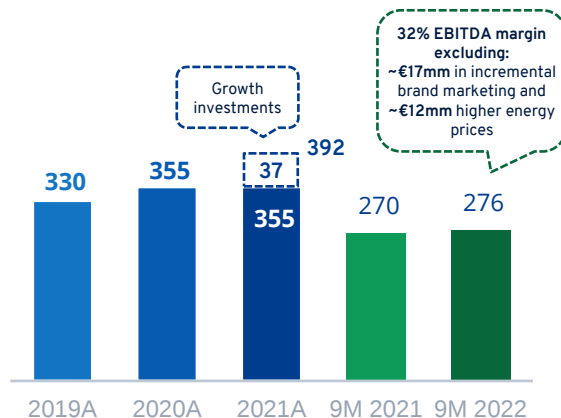
36%

36%

32%

34%

29%



Cash conversion rate of ~90%

Adjusted cash contribution (€mm)⁴

% Cash conversion rate⁵

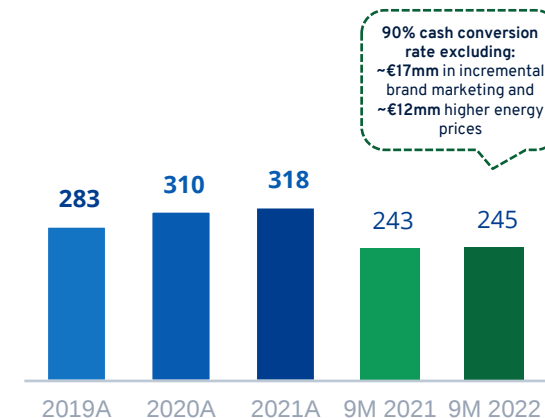
86%

87%

90%

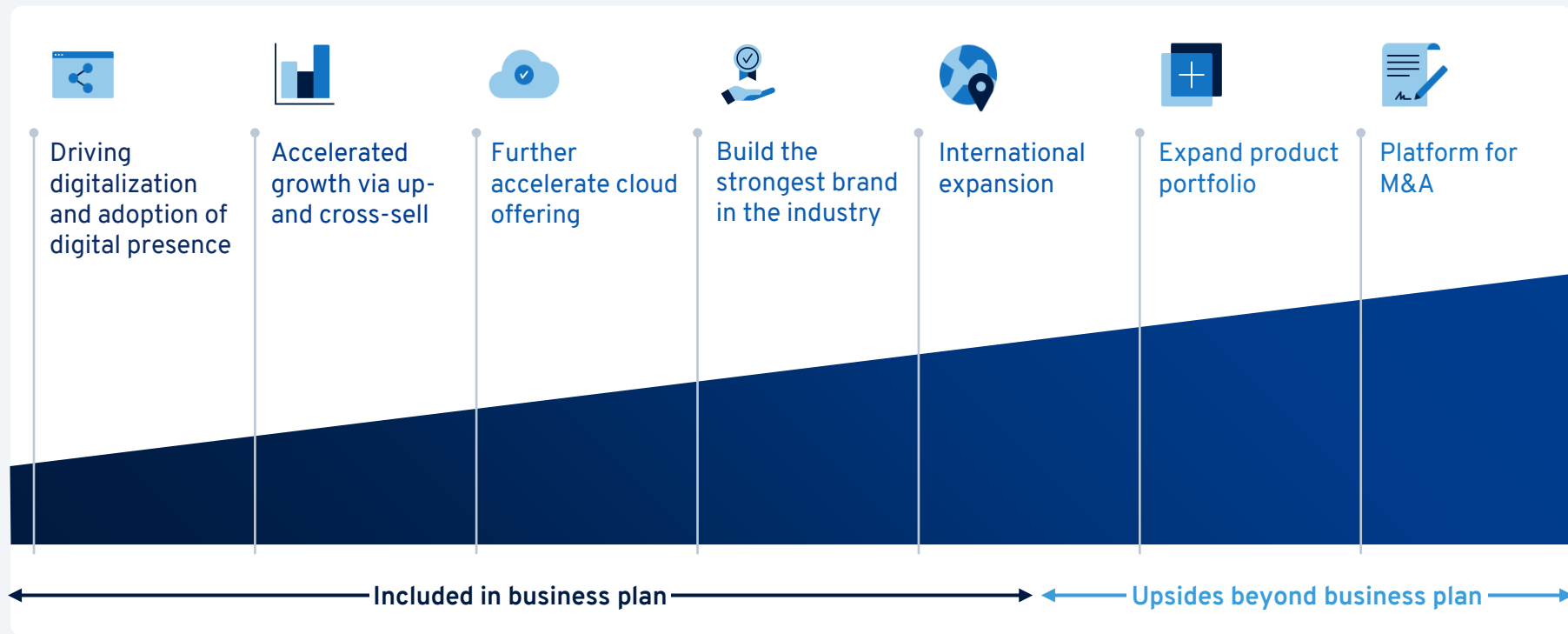
90%

89%



Source: Company information, Note: Financial and operational KPIs refer to 2021 reported figures for IONOS unless otherwise stated; ¹ Total revenue is the sum of revenue from contracts with customers and revenue from contracts with related parties; ² Adj. EBITDA is defined as EBITDA adjusted for non-recurring items or non-operating items related to (i) long-term incentive plans, (ii) stand-alone activities incl. carve-out costs (primarily costs of the separation of the billing systems), (iii) IPO costs, (iv) certain consulting fees incurred for one-off projects and (v) certain severance payments; ³ Defined as Adj. EBITDA / Total revenue; ⁴ Defined as adj. EBITDA less maintenance capex (excl. IFRS 16). Maintenance capital expenditures (IFRS 16) include capital expenditures for replacements and in the ordinary course of business; ⁵ Defined as adj. EBITDA less maintenance capital expenditures (excl. IFRS 16) divided by adj. EBITDA

IONOS is well positioned to take advantage of multiple growth levers



IONOS' strong commitment to the environment and people is a clear driver of value creation

We focus on energy efficiency measures ...



115 ✓

Total Energy
Consumption GWh

132 in 2018



1.41 ✓

Power use
efficiency

1.52 group average
in 2018



100% ✓

Renewable
electricity

92% in 2018

... and people, culture & sense of community



23.9% ✓

Female
management²

18.5% in 2018



>10k ✓

Applications



59 ✓

Nationalities
globally

45 in 2018

100% climate neutral data centers (Scope 1 & 2)¹

Clear strategy for people development and culture

Go-to-market

IONOS House of Brands: Strong footprint with local brand approaches

IONOS

Global hero brand

#1 European SMB digitalization
partner & trusted cloud enabler
with strong North America presence

Local champions

arsys

Premium brand



STRATO

Value brand

home.pl

Value brand

fasthosts

Value brand

WORLD4YOU®

Value brand

Global domain & Aftermarket experts



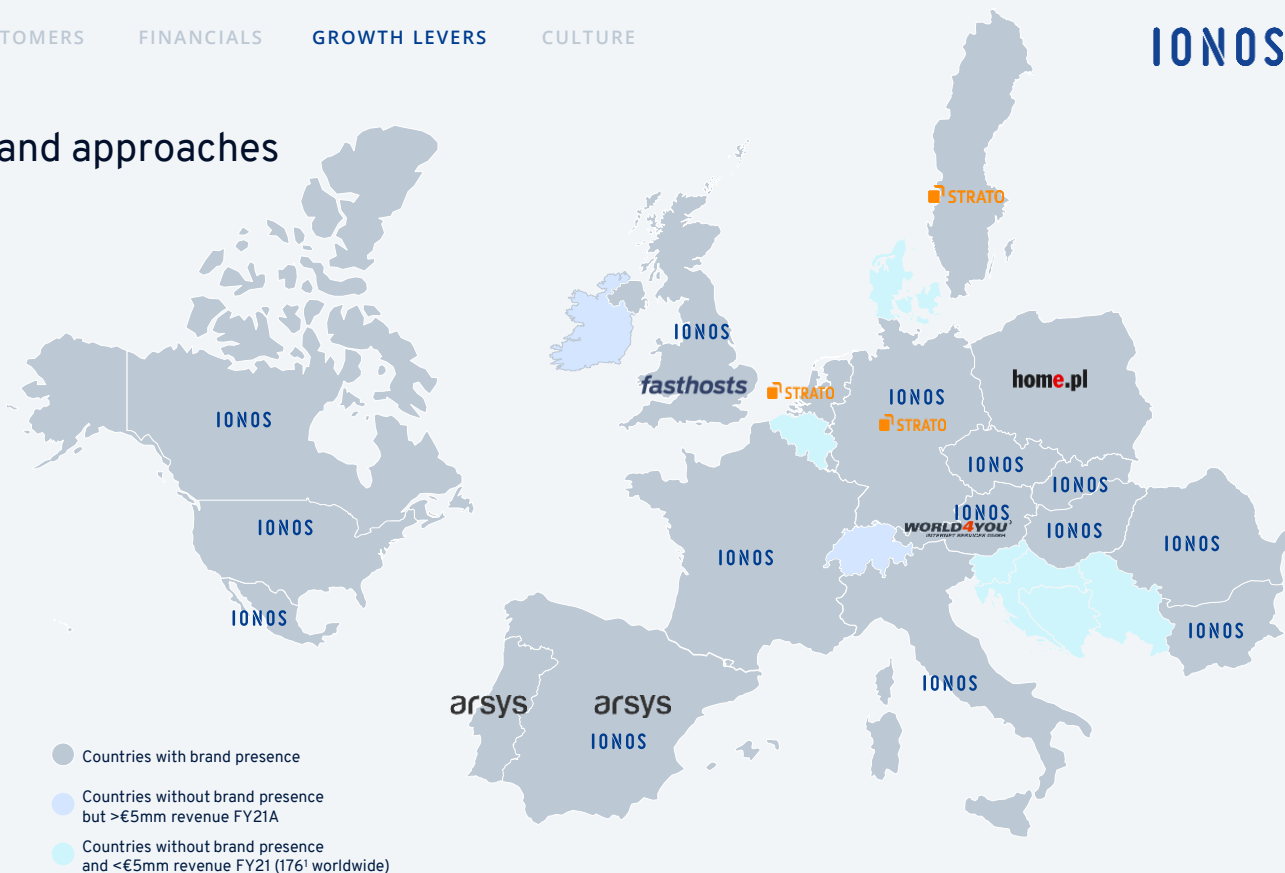
sedo
HOLDING



united domains



InterNetX



Our local brand approach allows us to widen our serviceable market, serve customers with different product offerings and apply diverse price strategies

Country	Brand presence	Rationale and marketing strategies
 Germany	IONOS &  STRATO	IONOS and STRATO address premium and value offerings respectively, leading to diverse customer coverage and thereby optimization of ROI and increase of brand awareness
 UK	IONOS & <i>fasthosts</i>	- Fasthosts is focused on professional user offerings, with a strong local hero presence coupled with a tech-focused approach - IONOS has a premium positioning, with mass-market appeal across all audiences
 France	IONOS	IONOS has a premium positioning, with mass-market appeal across all audiences, and also markets Cloud Solutions under the brand name
 Spain	IONOS & <i>arsys</i>	- Arsys is focused on professional users, with a strong local hero presence coupled with tech-focused approach - IONOS Cloud is marketed via Arsys Business Solutions due to professional nature of customers - IONOS has a premium positioning, with mass-market appeal across all audiences
 Poland	home.pl	Home.pl is a local hero brand with mass-market appeal
 Austria	IONOS & WORLD4YOU INTERNET SERVICES GMBH	- World4You is a local hero brand with mass-market appeal - IONOS has a local footprint to leverage language synergies from strong German proximity

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



Launch: September 2021



Launch: May 2022



Launch: September 2022



Launch: September 2022



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

IONOS personal consultant is a key differentiator...

Focus	Personal support				Social Media	
	Personal consultant	Call center	24/7 hotline	Live chat	 ¹	 ¹
IONOS	✓	✓	✓	✓	✓	✓
STRATO ²		✓			✓	✓
Peer 1		✓		✓	✓	✓
Peer 2		✓	✓		✓	✓
Peer 3		✓			✓	✓
Peer 4					✓	✓

IONOS customer awards

European Contact Centre & Customer Service Awards



Best Use of Customer Insight

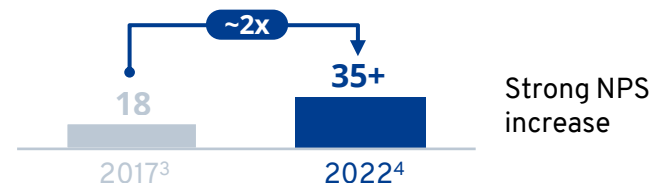


Best Customer Engagement Initiative

CHIP



Best digital service quality



4.4⁵

Excellent based on 45,000+ reviews

Source: Company information, Company Data Analysis

¹ Operate Facebook pages and twitter accounts with content as a point of contact; ² Part of IONOS; ³ Refers to Q3 2017; ⁴ As of October 31, 2022; ⁵ As of October 05, 2022

... and contributes meaningfully to our business performance and customer satisfaction

Today, around **43%¹** of our customers are part of the IONOS Personal Consultant program³

Our target is to **substantially increase this share** over the coming years



Already **~20% of lifetime revenue** are contributed by Customer Care

+25%

Higher service revenue^{2,3}

35%

Churn reduction^{2,3}

+10.5pts

Increase in post contact NPS to 51.4³

We have developed an **advanced and efficient system** that is **hard to replicate** for competitors



Sophisticated algorithm for intelligent matching

based on market, customer profile, products, and more

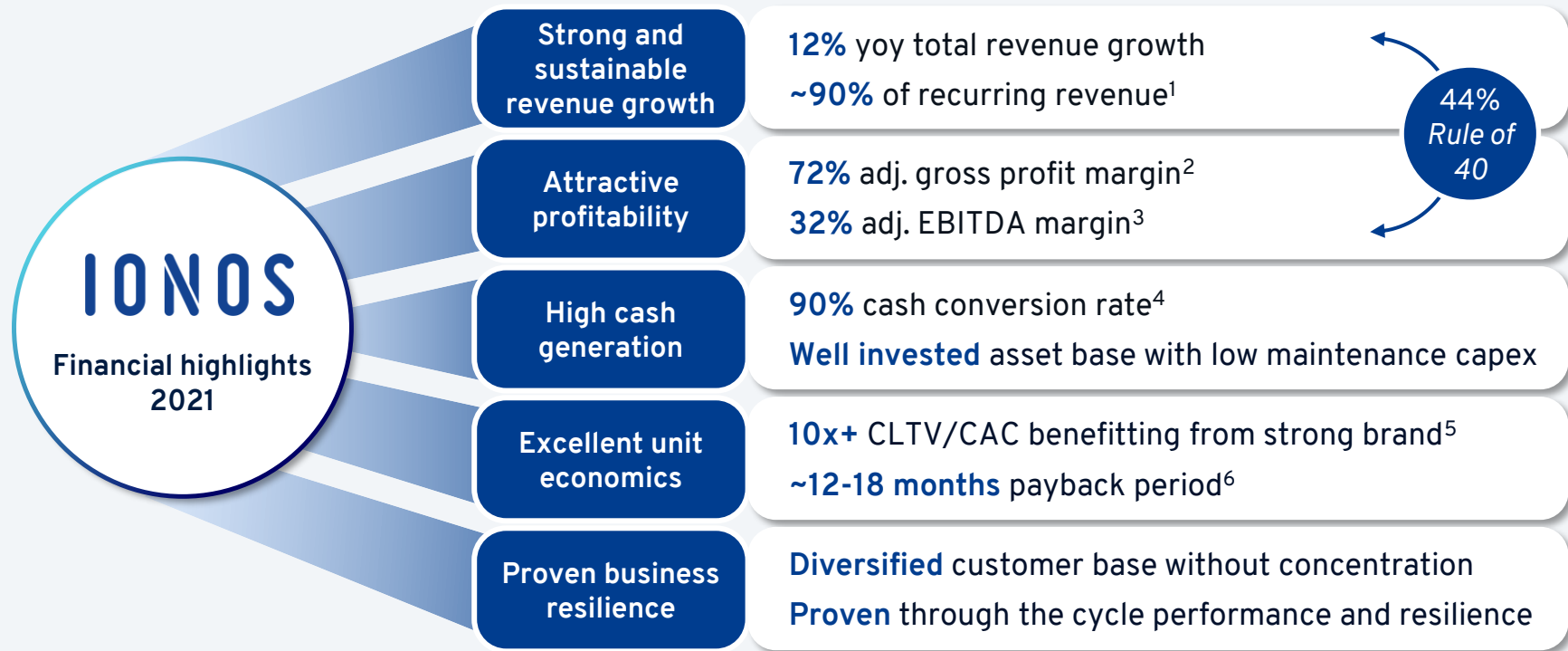


Customer data platform and personalization engine leveraging AI/ML to generate “next best offer” for customers

Our target is to substantially increase the number of customers with a Personal Consultant as we have developed a sophisticated system that drives business success across financial and operational metrics

Financials & guidance

Best-in-class financial profile



Source: Company information

Note: KPIs refer to 2021A if not stated otherwise. ¹ Recurring revenue defined as total revenue excl. revenue from Aftermarket business (sedo); ² Ratio of adjusted gross profit to total revenue. Adj. gross profit defined as gross profit adjusted for depreciation and amortization, personnel expenses and costs for data center operation, each as accounted for under costs of sales; ³ Adj. EBITDA is defined as EBITDA adjusted for non-recurring items or non-operating items related to (i) long-term incentive plans, (ii) stand-alone activities incl. carve-out costs (primarily costs of the separation of the billing systems), (iii) adjustments for IPO costs, (iv) certain consulting fees incurred for one-off projects and (v) certain severance payments; ⁴ Defined as adj. EBITDA less maintenance capex (excl. IFRS 16) divided by adj. EBITDA. Maintenance capital expenditures (excl. IFRS 16) include capital expenditures for replacements and in the ordinary course of business; ⁵ Refers to IONOS Group, excluding sedo; IONOS brand marketing and related S&M FTE costs as per FY 2021. 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; ⁶ Approx. 6-12 months (excl. discounts) and 12-18 months (incl. discounts), based on 2021A annual customer ARPU of ~€160 (ARPU calculated as ~€13 monthly ARPU x 12), and Customer Acquisition Cost (CAC) of ~€90, calculated as the amount of recurring and variable marketing expenses as per FY 2021 (excluding brand marketing and related S&M FTE costs) divided by the number of customers gained over a period

Both business areas contribute to strong revenue growth and high recurring revenue

Total revenue
(in €mm)

Total yoy revenue growth
WP&P (excl. Aftermarket¹) revenue growth
Aftermarket¹ revenue growth

7%

2%

60%

12%

6%

70%

19%

6%

113%

CAGR
2019A-2021A

9%

8%

19%

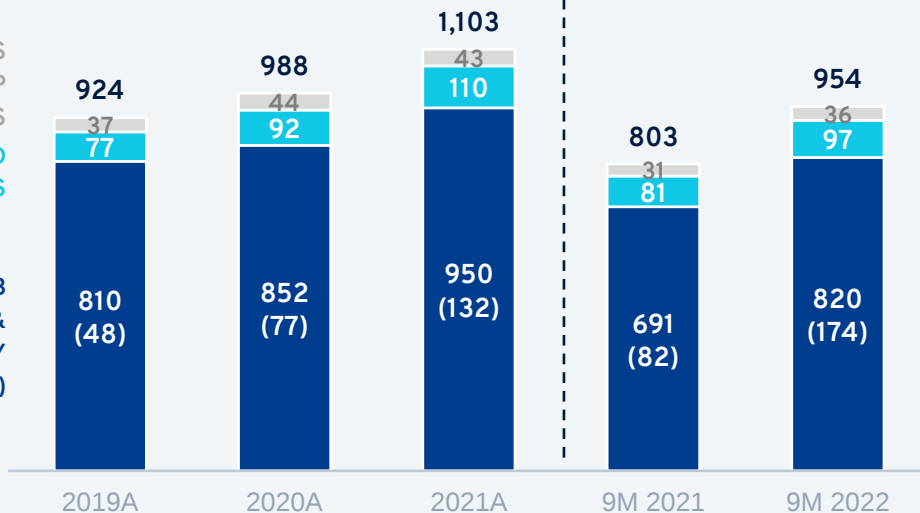
8%

Commentary

- Subscription-based business model with **~90% recurring revenue²**
- Web Presence & Productivity** with 8.3% 2019-2021 CAGR, growing faster than the market
- Cloud Solutions** growing at **~20%** 2019-2021 CAGR, with IONOS Cloud growing in-line with the market
- Strong growth in Aftermarket** business contributing meaningfully to overall growth
- Post Covid growth in WP&P** (excl. Aftermarket) **has further accelerated** to 6.1% in 9M'22 vs. 5.6% in 2021

HOSTING SERVICES
TO UI GROUP
COMPANIES
CLOUD
SOLUTIONS

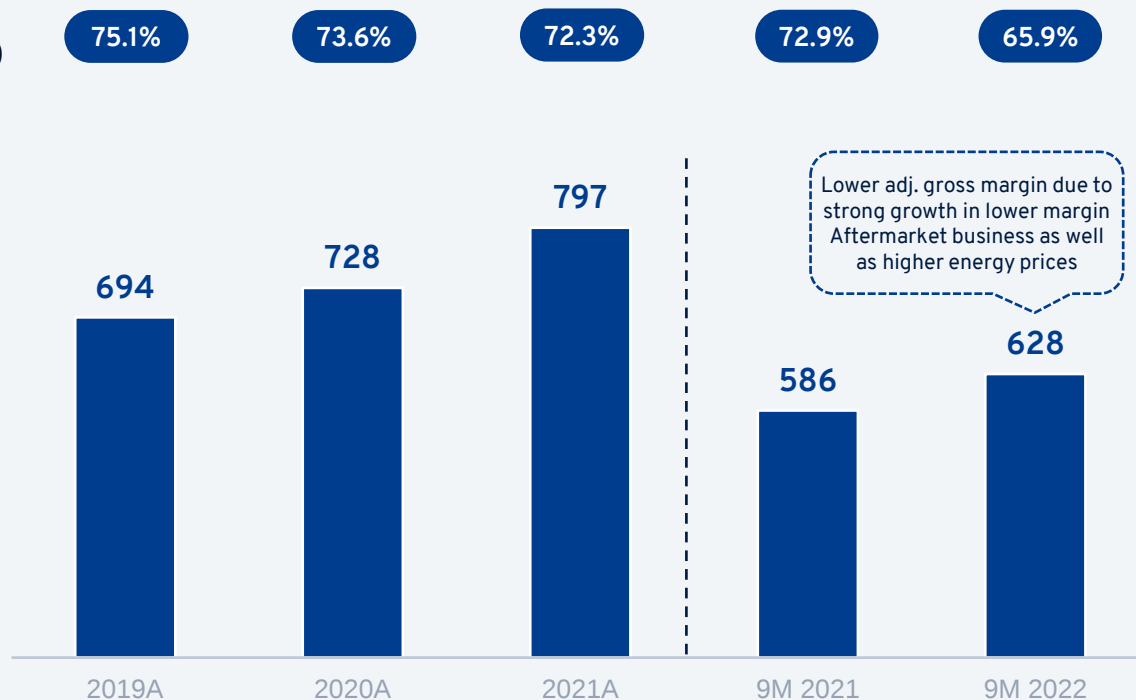
WEB
PRESENCE &
PRODUCTIVITY
(o/w Aftermarket¹)



Healthy adj. gross profit margin driven by ownership of our technology stack

Adj. gross profit¹
(in €mm)

Adj. gross profit margin²



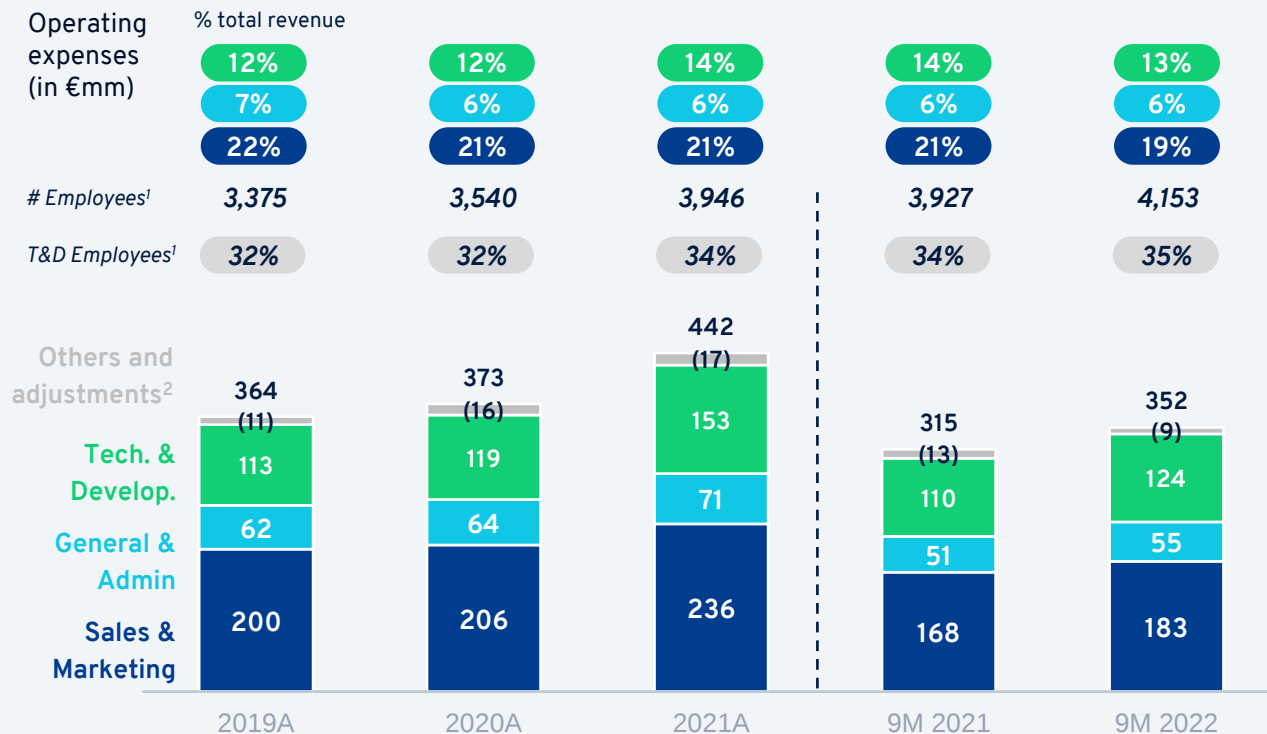
Commentary

- **Strong adj. gross profit margins** in both Web Presence & Productivity and Cloud Solutions, **driven by ownership of our tech stack** and thereby limited license costs for 3rd party vendors
- **Significant portion of energy costs** at our own data centers are **already secured** for 2023
- Decline in adj. gross profit margin in **9M'22** largely driven by:
 - Growth of lower margin **Aftermarket** business
 - Impact of increase in **energy prices** by ~€12mm
 - Excluding Aftermarket and energy impact, **adj. gross profit margin of ~75-80%** on the rest of the business

Source: Company information.

¹ Adj. gross profit defined as gross profit adjusted for depreciation and amortization, personnel expenses and costs for data center operation, each as accounted for under costs of sales. For reconciliation between financial and management reporting, please refer to appendix; ² Ratio of adjusted gross profit to total revenue

Well invested platform with investments across S&M and T&D



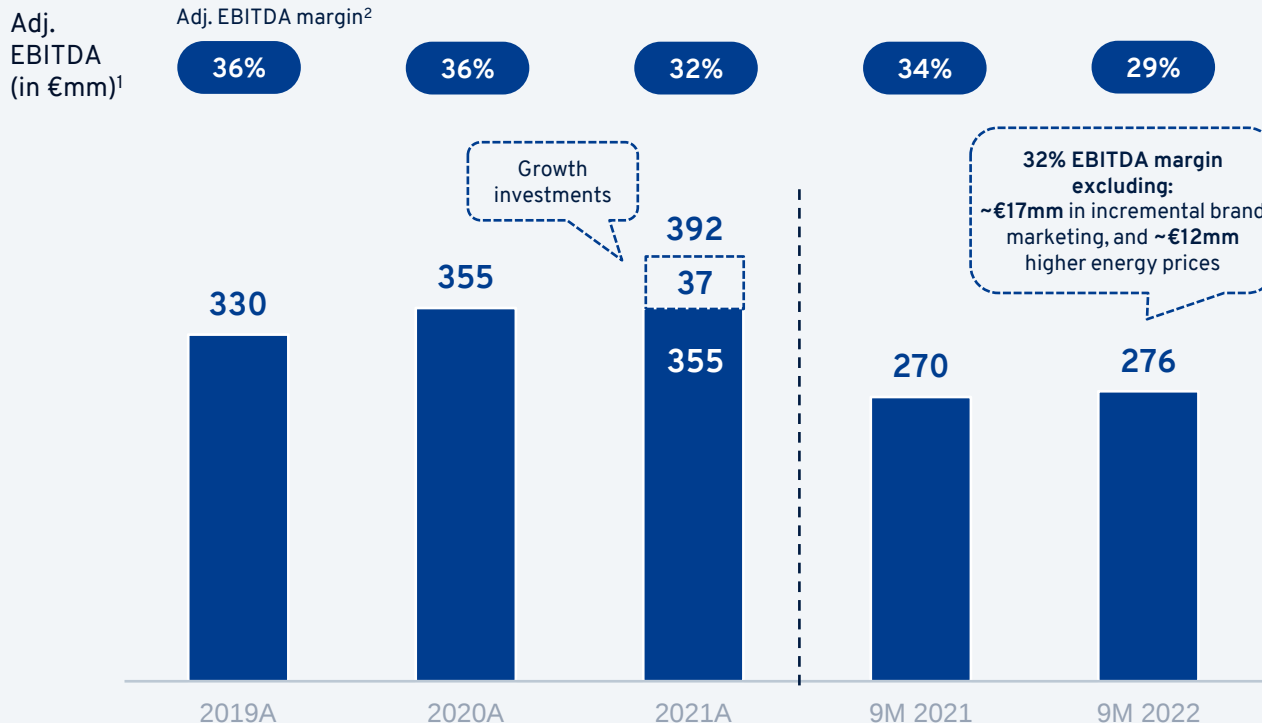
Commentary

- S&M driven by:
 - Investments into **data-driven, efficient performance marketing** and sales channels
 - Investments into a **strong Cloud salesforce**
 - Incremental **brand marketing** of €17mm in 2022 9M vs. 2021 9M
- Stable G&A** as % of revenue
- T&D includes **personnel expenses** and costs for **data center operation**
 - Increased on the back of growth investments, mostly into Cloud

Source: Company information. Note: Technology & Development, General & Admin and Sales & Marketing excluding D&A

¹ Employee headcount, fiscal year average; ² Others and adjustments expenses includes impairment losses on receivables and contract assets, other operating expenses and other operating income, Adjustments refer to non-recurring items or non-operating items related to (i) long-term incentive plans, (ii) stand-alone activities incl. carve-out costs (primarily costs of the separation of the billing systems), (iii) adjustments for IPO costs, (iv) certain consulting fees incurred for one-off projects and (v) certain severance payments

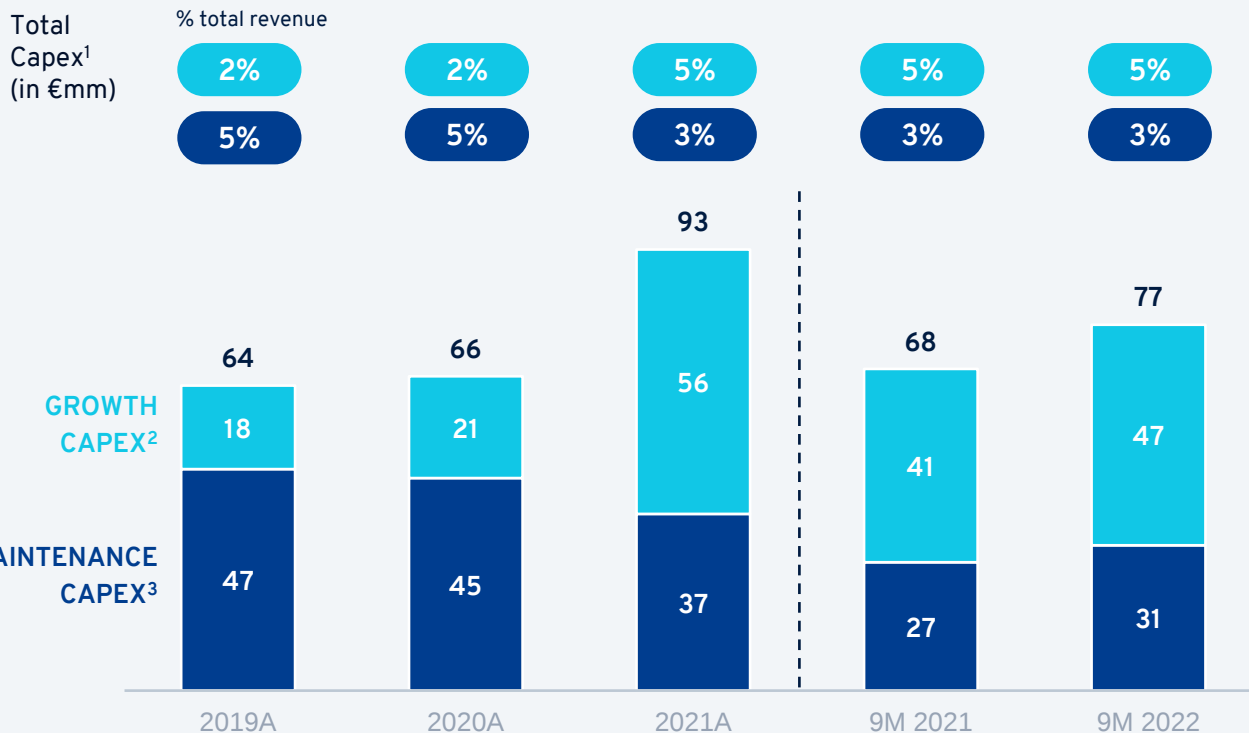
Attractive adj. EBITDA margin despite significant growth investments



Commentary

- **Attractive adj. EBITDA margins** driven by:
 - **Fully owned tech stack** and open source benefits, with **limited license costs**
 - **Efficient marketing and sales**
 - **Cost-neutral customer care**
- Recent dilution in margins due to:
 - **Investments into Cloud business**
 - **Brand marketing** campaigns
 - Higher **energy prices**
 - Bigger contribution of lower margin **Aftermarket business**

Well invested asset base with low and predictable maintenance capex requirements



Commentary

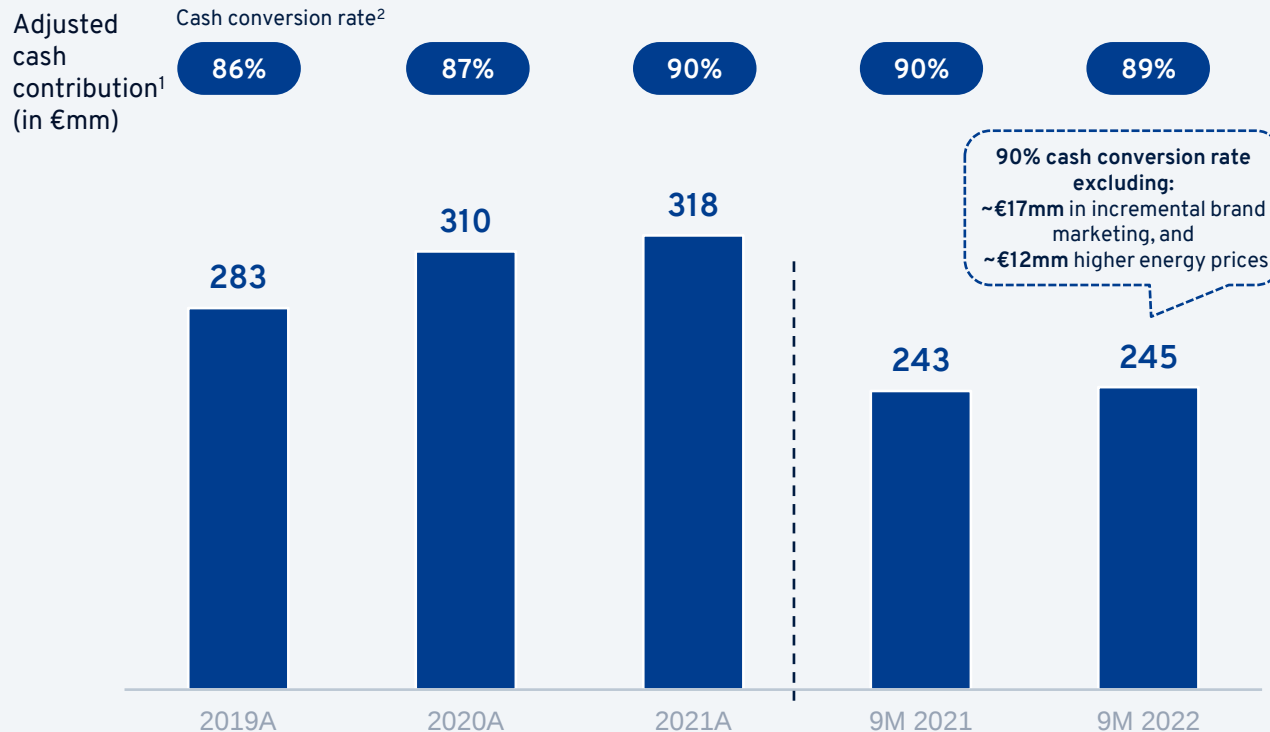
- Low and predictable maintenance capex requirements
- Majority of our growth capex is related to Cloud Solutions. 2020-2022 also includes costs related to our new UK data center
- Our growth capex as % revenue is relatively benign:
 - Cloud Solutions contributes ~10% of Group revenue
 - Our business model is **not focused on building / owning all of our data centers**
- We own 11/32 data centers, and we build our data centers vs. leasing them only when it makes economical sense to do so

Source: Company information

¹ Defined as the sum of additions to intangible assets and additions to property, plant and equipment (excl. IFRS 16); ² Growth capital expenditures defined as total capex, excluding maintenance capex;

³ Maintenance capital expenditures (excl. IFRS 16) include capital expenditures for replacements and in the ordinary course of business

Highly cash generative model



Commentary

- High profitability with low capex requirements translating into high cash generation
- Consistently low maintenance capex requirements
- Disciplined growth capex approach with clear return requirements

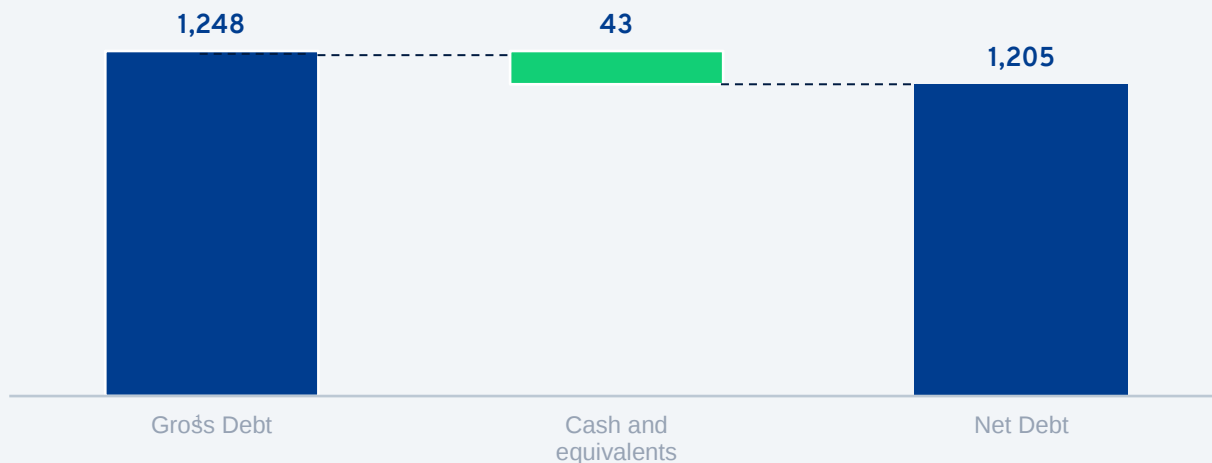
Source: Company information

¹ Defined as adj. EBITDA less maintenance capex (excl. IFRS 16). Maintenance capital expenditures (excl. IFRS 16) include capital expenditures for replacements and in the ordinary course of business;

² Defined as adj. cash contribution divided by adj. EBITDA

Long term debt at fixed interest rates without refinancing risk

Net Debt as of September 2022A (in €mm)



Commentary

- **Gross debt of €1,248mm¹** as of September 2022A, mainly comprising a **shareholder loan from United Internet AG**
- Long-term debt package **without covenants**
- Shareholder loan with **fixed interest rates of 6.75% without refinancing risk**
- **Leverage² of 3.3x** as of September 2022A
- **IFRS 16 leases of €131mm** as of September 2022A

Source: Company information

¹ Gross debt is the sum of non-current liabilities to related parties (€1,265mm), current liabilities to related parties (€6mm), and current liabilities due to banks (<€1mm) less receivables from related parties (€23mm);

² Calculated as Net Debt excl. IFRS 16 leases / LTM Adj. EBITDA as of September 2022A

IONOS compares very well to its peers across different operating metrics

	IONOS	Web Presence & Productivity peers			Cloud Solutions peer	Recurring revenue peer
		Peer 1	Peer 2	Peer 3	Peer 4 ¹	Peer 5 ²
Customers (mm)	~6.0	~21.2	~6.0 ⁵	~4.2 ⁷	~1.6 ⁹	35+
Revenue split 2021	 ■ Web Presence & Productivity ■ Cloud Solutions					 ■ Recurring revenues
Revenue growth 2021 / last 9M	12% / 19%	15% / 9%	29% / 10%	26% / 11%	5% / 20%	(3%) / 7%
EBITDA margin 2021 / last 9M	32% ³ / 29% ³	23% ⁴ / 24% ⁴	(6%) ⁶ / (5%) ⁶	16% ⁸ / 13% ⁸	40% ¹⁰ / n.a.	24% ¹¹ / n.a.
(Adj. EBITDA ¹² – capex) / revenue 2021 / last 9M	24% / 21%	22% / 23%	(9%) / (10%)	15% / 12%	(12%) / n.a.	21% / n.a.

Source: Financials based on 2021A FY reported figures for all peers, not calendarized; 9M financials for IONOS, Peer 1, Peer 2, and Peer 3 based on first 9 months in respective fiscal year 2022 as reported, for Peers 4, and 5, calculation for last 9 months to the end of the respective fiscal year 2022. Note: Limited comparability due to differing fiscal years, accounting standards, definitions of adjusted earnings measures and business models.

¹ FY end in August; ² FY-end in September; ³ Figures based on adjusted EBITDA; ⁴ Normalized EBITDA as reported by the peer adjusted for benefit/provision for income taxes & TRA adjustments, Restructuring and other debt refinancing expenses, and adjusted for equity-based compensation expenses, divided by revenues; ⁵ Based on number of total premium subscriptions; ⁶ Defined as reported operating loss plus D&A and share based compensation, divided by revenues; ⁷ Based on total unique subscriptions; ⁸ Based on Adjusted EBITDA defined by the peer as net income/(loss) excluding interest expense, other income/(loss), net (provision for)/benefit from income taxes, depreciation and amortization, stock-based compensation expense and other items, divided by revenues; ⁹ Based on number of customers as of 2021; ¹⁰ Based on reported, adjusted EBITDA defined by the peer as revenues less the sum of personnel costs and other operating expenses (and excluding depreciation and amortization charges, as well as certain other items) excl. share-based payments and earn-out compensation, divided by revenues; ¹¹ Based on reported, unadjusted EBITDA, divided by revenues; ¹² Unadjusted EBITDA used where adjusted is not available.

Our initiatives are aimed at delivering profitable growth going forward

Key initiatives		Unit economics		Financials	
		CLTV	CAC	Customer growth	ARPU growth
1	Brand marketing	↑	↓	↑	~
2	Cloud investments	↑	↓	↑	↑
3	Cross-sell / up-sell	↑	~	~	↑
4	Churn reduction / retention	↑	~	↑	~

Outlook (1/2)

		2022E	Mid-term target (4-5 years)	Commentary
Total Revenue	Group	€1,265-1,300mm, 15-18% YoY growth	~10% CAGR	2022E: Consistent growth in our WP&P and Cloud Solutions businesses • Aftermarket business expected to grow 75-80% • Cloud Solutions growth expected to be in-line with historical years 2023E: Driven by continued momentum in our WP&P (excl. Aftermarket) and Cloud Solutions businesses, coupled with Aftermarket business growth of mid-20s% YoY Mid-term: We expect to grow at ~10% CAGR, driven by • WP&P (incl. Aftermarket): High single digit CAGR • 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 • Growth acceleration driven by investments in the past years
	WP&P (incl. Aftermarket)	€1,090-1,115mm, 15-17% YoY growth	High single digit CAGR	
	Cloud Solutions	€128-133mm, 17-21% YoY growth	~20% CAGR	
	Hosting Services to UI Group companies	~€50m	Mid single digit CAGR	
Adjusted EBITDA margin	Group	25-28% Adj. EBITDA margin	Increasing to 30%+ Adj. EBITDA margin	2022E: Expected Adj. EBITDA margin of 25-28%, with lower margin primarily due to ~€55m of brand investments, majority of which are back ended into Q4 Mid-term: We expect to progressively exceed 30% Adj. EBITDA margin, driven by multiple levers becoming effective from 2023 onwards • 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

Outlook (2/2)

		2022E	Mid-term target (4-5 years)	Commentary
Capex	Maintenance	In-line with 2021 as a % of total revenue	~8% CAGR	Mid-term: Total revenue outgrowing maintenance capex growth, driven by the mix effect of lower capital-intensive Aftermarket business
	Growth	€50-60mm	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	~100% of total Capex		
Effective tax rate	Group	~35% 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	In-line with historicals as % Adj. EBITDA, excl. earn-outs	Increasing to ~65%+ of Adj. EBITDA	2022: In-line with average of last 3 years, affected by one-off earnout of ~€19mm related to acquisition of remaining 4.44% stake in InternetX, ~€15mm of which is already included in 9m'22 cash flows Mid-term: Driven by increasing Adj. EBITDA margin as well as decreasing interest payments due to deleveraging
Capital structure	Group	Majority shareholder loan at fixed interest rate of 6.75% provided by UI, vast majority of which has long-term maturity at end of 2026, and without covenants We intend to continue to focus on deleveraging via debt repayments, with net leverage ratio expected to be ~3.0x by end of 2023 and ~2.5x by end of 2024, compared to 3.3x as of Q3'22		
Environmental ambitions	Group	Power Usage Effectiveness (PUE) of 1.35 by 2024, down from 1.41 as of 2021 ¹ Energy optimisation for all IT components included in the Energy Management System (ISO 50001) by 2024		

Source: Company information

Note: 2022E 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

.online
.tech
.cloud .org
.eu .info
.com
.de

.shop

IONOS



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