

# IONOS



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

CAPITAL MARKETS DAY PRESENTATION | November 2022

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# Agenda





























AGENDA ITEM	PAGES	PRESENTERS	TIME (UK TIME)
Introduction	5 – 23	Achim Weiss	11:00 – 11:30
Market & competitive landscape	24 – 36	Achim Weiss	11:30 – 11:50
BREAK			11:50 – 12:00
Product suite	37 – 53	Achim Weiss	12:00 – 12:30
Our customers	54 – 65	Martin Endress	12:30 – 12:45
Marketing, sales & customer care	66 – 83	Arthur Mai, Martin Endress & Hüseyin Dogan	12:45 – 13:15
BREAK			13:15 – 13:40
Our technology foundation	84 – 96	Henning Kettler	13:40 – 14:05
People, culture & sustainability	97 – 108	Hüseyin Dogan	14:05 – 14:20
Growth levers	109 – 126	Britta Schmidt	14:20 – 14:50
BREAK			14:50 – 15:00
Financials & guidance	127 – 142	Britta Schmidt	15:00 – 15:30
Conclusion & Q&A	143		15:30 – 16:30

# Introduction & speakers

*Achim Weiss, CEO*



# Today's presenters

 <p><b>Achim Weiss</b></p> <p>Chief Executive Officer</p> <p>25+</p> <p>  <b>PROFITBRICKS</b>  <small>The IaaS-Company</small>              Co-Founder         </p> <p>  <b>schlund</b>partner  <small>Founders</small> </p> <p>  <b>T&amp;I</b> </p> <p>  <b>GMX</b> </p>	 <p><b>Britta Schmidt</b></p> <p>Chief Financial Officer</p> <p>10+</p> <p>  <b>Auto Scout24</b> </p> <p>  <b>AtoS</b>  <small>Unity</small> </p> <p>  <b>Scout24</b> </p>	 <p><b>Dr. Martin Endress</b></p> <p>Chief Customer Officer</p> <p>15+</p> <p>  <b>BCG</b> </p> <p>  <b>e-on</b> </p> <p>  <b>Microsoft</b> </p>	 <p><b>Arthur Mai</b></p> <p>Chief Marketing Officer</p> <p>15+</p> <p>  <b>idealo</b> </p> <p>  <b>axel springer</b> </p> <p>  <b>Project A</b> </p> <p>  <b>The Road Group</b>  <small>Digital Performance</small> </p>	 <p><b>Hüseyin Dogan</b></p> <p>Chief Operating Officer</p> <p>20+</p> <p>  <b>amazon</b> </p> <p>  <b>PayPal</b> </p> <p>  <b>GE</b> </p>	 <p><b>Henning Kettler</b></p> <p>Chief Technology Officer</p> <p>20+</p> <p>  <b>BMW</b> </p> <p>  <b>Rolls-Royce</b> </p> <p>  <b>AeroEngines</b> </p> <p>  <b>ARCOR</b> </p> <p>  <b>T&amp;I</b> </p>
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(x) Years experience

Source: Company information

# IONOS at a glance

*Achim Weiss, CEO*

# #1 European SMB digitalization partner & trusted cloud enabler



Source: Company information  
Note: <sup>1</sup> Company data analysis based on the number of domains listed for sale on sedo.com; <sup>2</sup> As of 2021; <sup>3</sup> Total revenue including ~€50mm revenue from Hosting Services to UI Group companies

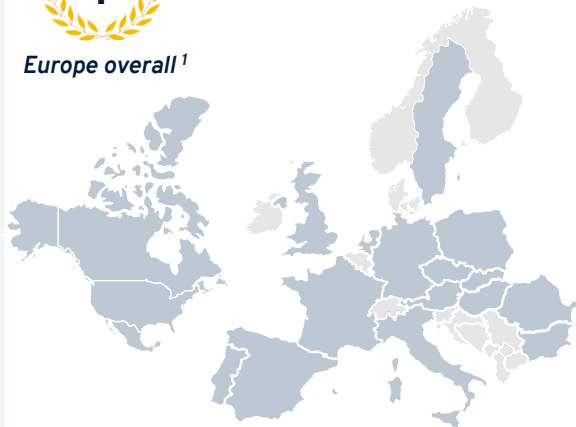


# 2021 delivered strong and sustainable growth, profitability and cash generation

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



*Europe overall*<sup>1</sup>



**€1.1bn total revenue<sup>2</sup> (12% yoy growth)**

High revenue visibility and predictability

**~90% recurring revenue<sup>3</sup>**

Subscription-based business model

**€355mm adj. EBITDA<sup>4</sup> (32% margin)<sup>5</sup>**

Attractive profitability

**~90% cash conversion rate<sup>6</sup>**

Highly cash generative

**~6mm customers**

Unparalleled European SMB customer access

**NPS® of >35<sup>7</sup>**

High customer loyalty

**10x+ CLTV/CAC<sup>8</sup>**

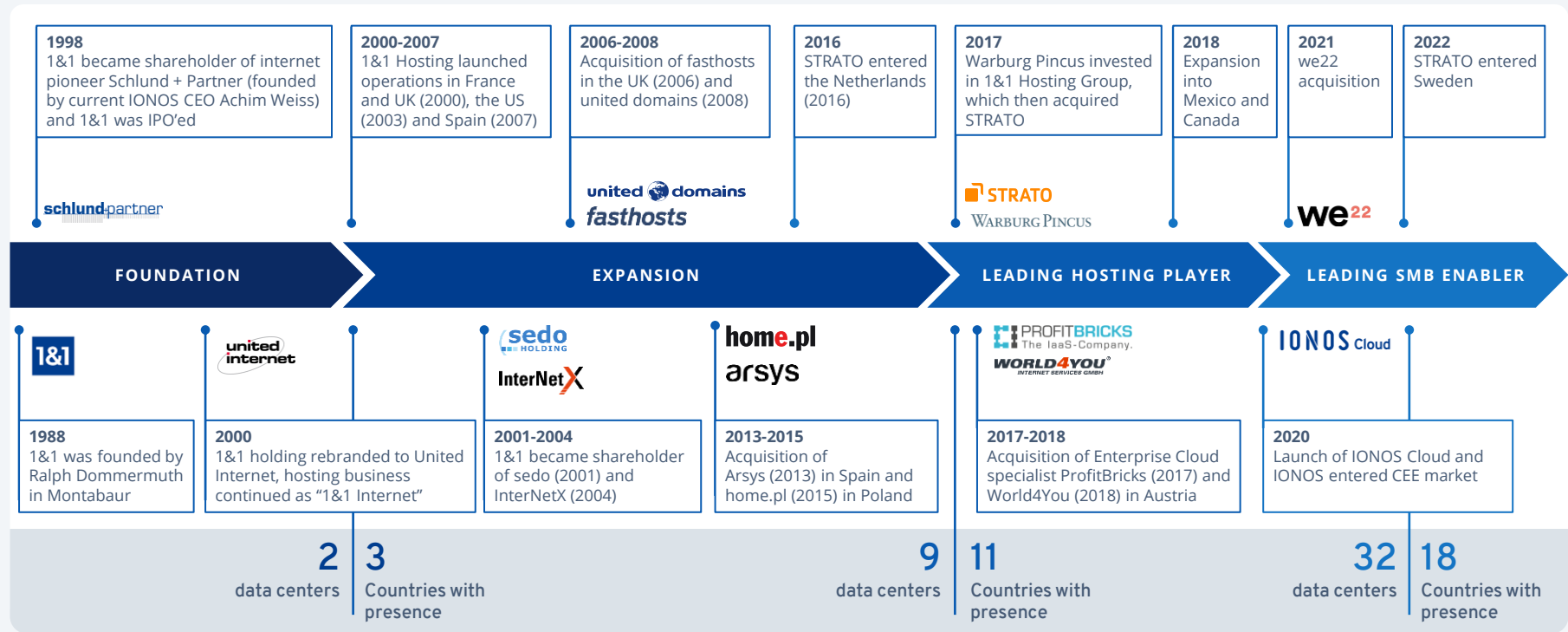
Targeted and efficient customer acquisition

**~12-18 months payback<sup>9</sup>**

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; <sup>1</sup> Refers to webhosting market share based on company data analysis and HostAdvice; <sup>2</sup> Total revenue is the sum of revenue from contracts with customers and revenue from contracts with related parties; <sup>3</sup> Equivalent to total revenue excl. revenue from Aftermarket business (sedo); <sup>4</sup> 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; <sup>5</sup> Defined as Adj. EBITDA / Total revenue; <sup>6</sup> 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; <sup>7</sup> Net Promoter® and NPS® are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. Net Promoter Score<sup>SM</sup> is a service mark of Bain & Company, Satmetrix Systems and Fred Reichheld. NPS as per Q4 2021; <sup>8</sup> 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; <sup>9</sup> 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%<sup>1</sup>

### 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%<sup>1</sup>

### Internet factory

Unified product platforms | Joint group developments | Technology stack with >100,000 servers in 32 data centers<sup>2</sup>



Broad portfolio



Open-source



Future-oriented design



State-of-the-art



Scalable

Source: Company information

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

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# IONOS' strategic pillars

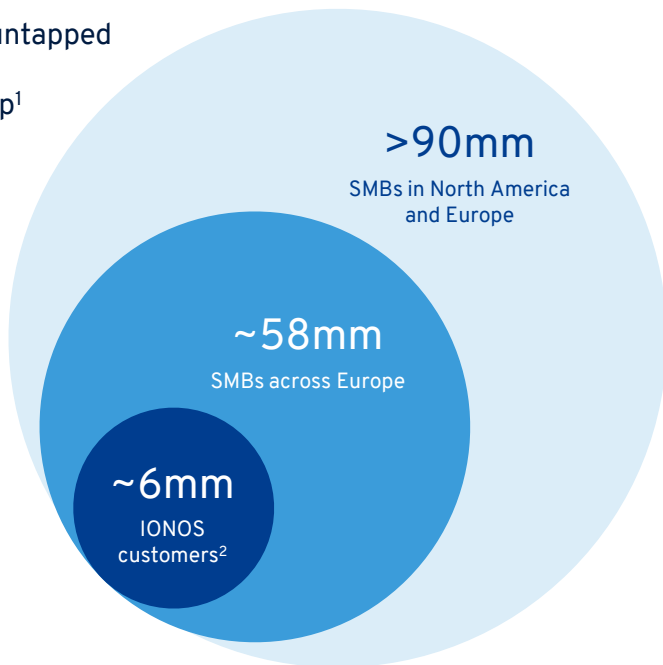
*Achim Weiss, CEO*

# IONOS represents a unique equity story

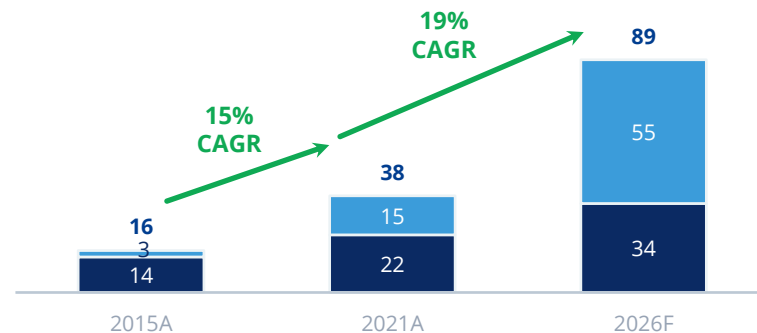


## Championing a large, attractive and fast-growing market driven by secular trends

Large and untapped  
SMB core  
target group<sup>1</sup>



IONOS addressable market '15-26<sup>3</sup>, €bn



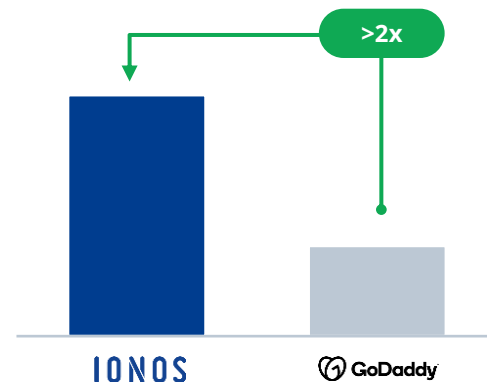
	CAGR	'15-21	'21-26
 WEB PRESENCE & PRODUCTIVITY		8%	9%
 CLOUD		35%	29%

# IONOS is the leading partner for SMB digitalization in Europe with a broad strategic footprint and leading local brands

## IONOS footprint in 18 markets & local brand champions



## Webhosting market share in Europe (%)<sup>1</sup>



**IONOS**

Global lead brand

**STRATO**

Local champion

**arsys**

Local champion

**WORLD4YOU**

Local champion

**home.pl**

Local champion

**fasthosts**

Local champion

**united domains**  
**InterNetX / sedo**

Domain expert

**we22**

Website builder

Source: Company information; company data analysis; HostAdvice

<sup>1</sup> 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 webhosting revenue in 2021 for those six European countries. OVHcloud based on estimated webhosting revenue in 2021 in France 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

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

## Broad portfolio...



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 data centers to IaaS, PaaS and SaaS



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

**Strong customer service**



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



**NPS of >35<sup>2</sup>**  
High customer loyalty driven by strong customer service

**Operational excellence**



**25 years of experience**  
Building leading digital products and services



**Maximum security and reliability** 99.995% uptime, no major IT incidents since founding of IONOS

**European Cloud**



**Gaia-x founding member**  
Out of 15 projects, IONOS has been awarded six<sup>3</sup>



**Sovereign Cloud Player**  
No conflict of interest as no conflict with US Cloud Act

## Highly diversified, loyal customer base with strong unit economics



~6mm

Customers



Diversified customer base with no customer concentration: top 10 customers account for <2% of revenue<sup>1</sup>



10x+

CLTV/CAC<sup>2</sup>

~12-18

Months payback<sup>3</sup>



Efficient customer acquisition leading to attractive unit economics



~90%

Subscription revenue

>7y

Average customer lifetime

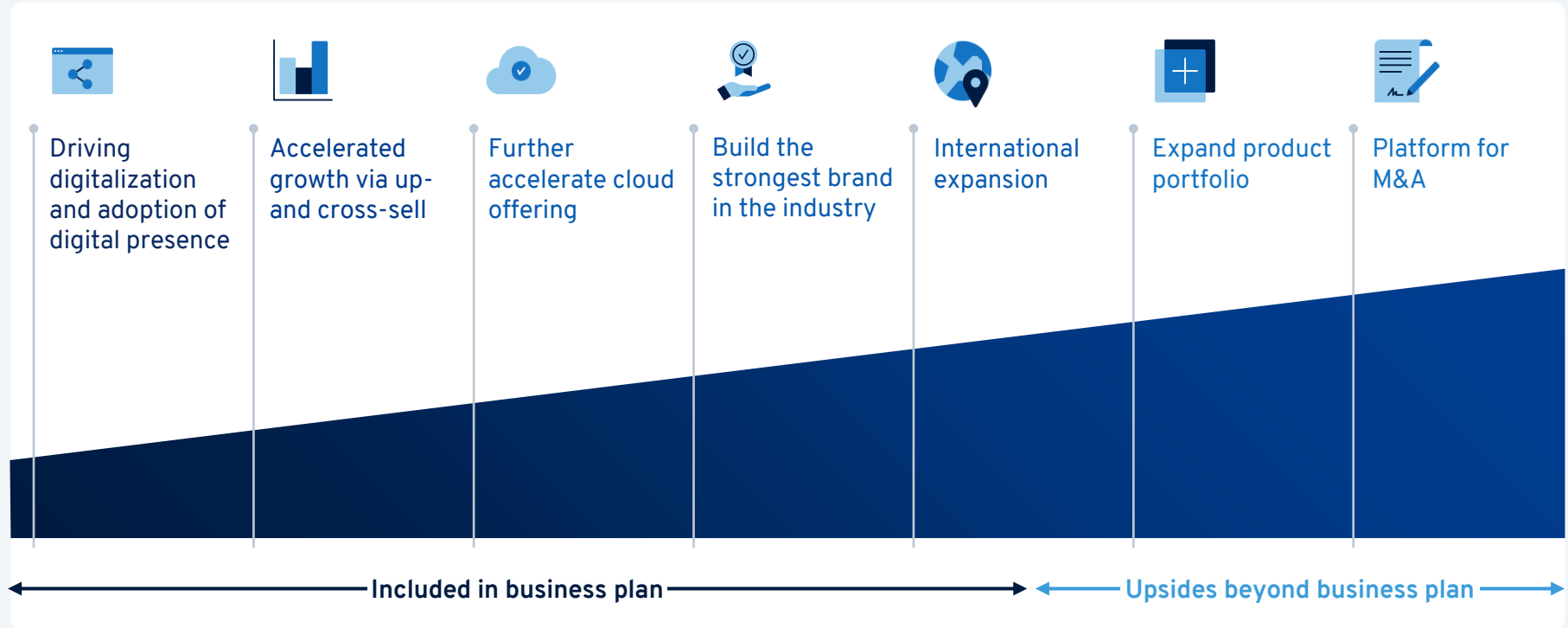


High revenue visibility given significant portion of subscription based revenue

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

<sup>1</sup> Refers to IONOS branded products, excluding STRATO, fasthosts, arsys, InterNetX, sedo, united domains, home.pl, World4You, we22; <sup>2</sup> 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; <sup>3</sup> 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 is well positioned to take advantage of multiple additional growth levers...



...and is benefitting from building the strongest brand in the industry

- ✓ Further cementing the position of our well recognised and trusted brand
- ✓ Increasing the share of branded and organic customer traffic and visibility
- ✓ Long-term benefits from brand investments by creating the strongest brand in the industry



Launch: September 2021



Launch: May 2022



Launch: September 2022



Launch: September 2022

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

### Industry leading growth with high visibility

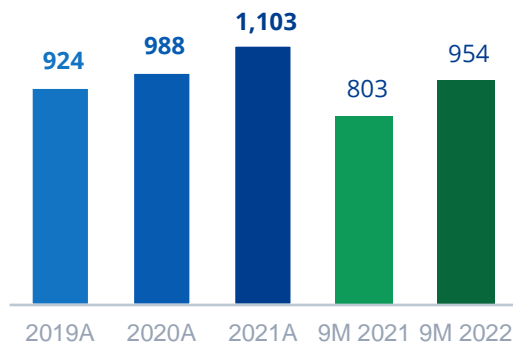
Total revenue (€mm)<sup>1</sup>

% yoy growth

7%

12%

19%



### Attractive profitability

Adj. EBITDA (€mm)<sup>2</sup>

% Adj. EBITDA margin<sup>3</sup>

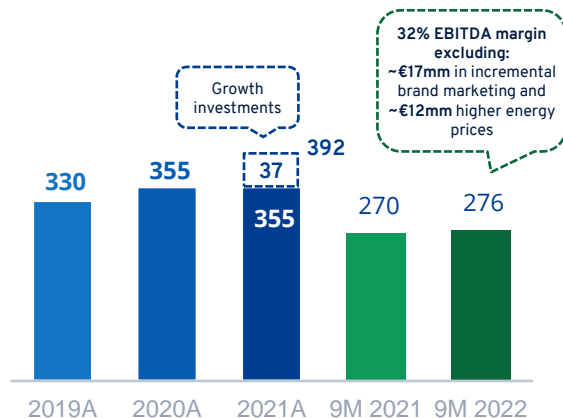
36%

36%

32%

34%

29%



### Cash conversion rate of ~90%

Adjusted cash contribution (€mm)<sup>4</sup>

% Cash conversion rate<sup>5</sup>

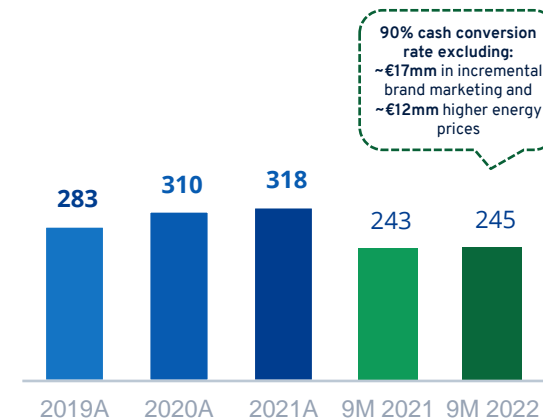
86%

87%

90%

90%

89%



Source: Company information, Note: Financial and operational KPIs refer to 2021 reported figures for IONOS unless otherwise stated; <sup>1</sup> Total revenue is the sum of revenue from contracts with customers and revenue from contracts with related parties; <sup>2</sup> 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; <sup>3</sup> Defined as Adj. EBITDA / Total revenue; <sup>4</sup> 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; <sup>5</sup> Defined as adj. EBITDA less maintenance capital expenditures (excl. IFRS 16) divided by adj. EBITDA

# 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 Usage  
Effectiveness

1.52 group average  
in 2018



100% ✓

Renewable  
electricity

92% in 2018

100% climate neutral data centers (Scope 1 & 2)<sup>1</sup>

## ... and people, culture & sense of community



23.9% ✓

Female  
management<sup>2</sup>

18.5% in 2018



7.3y ✓

Average  
employee tenure

6.8y in 2018



59 ✓

Nationalities  
globally

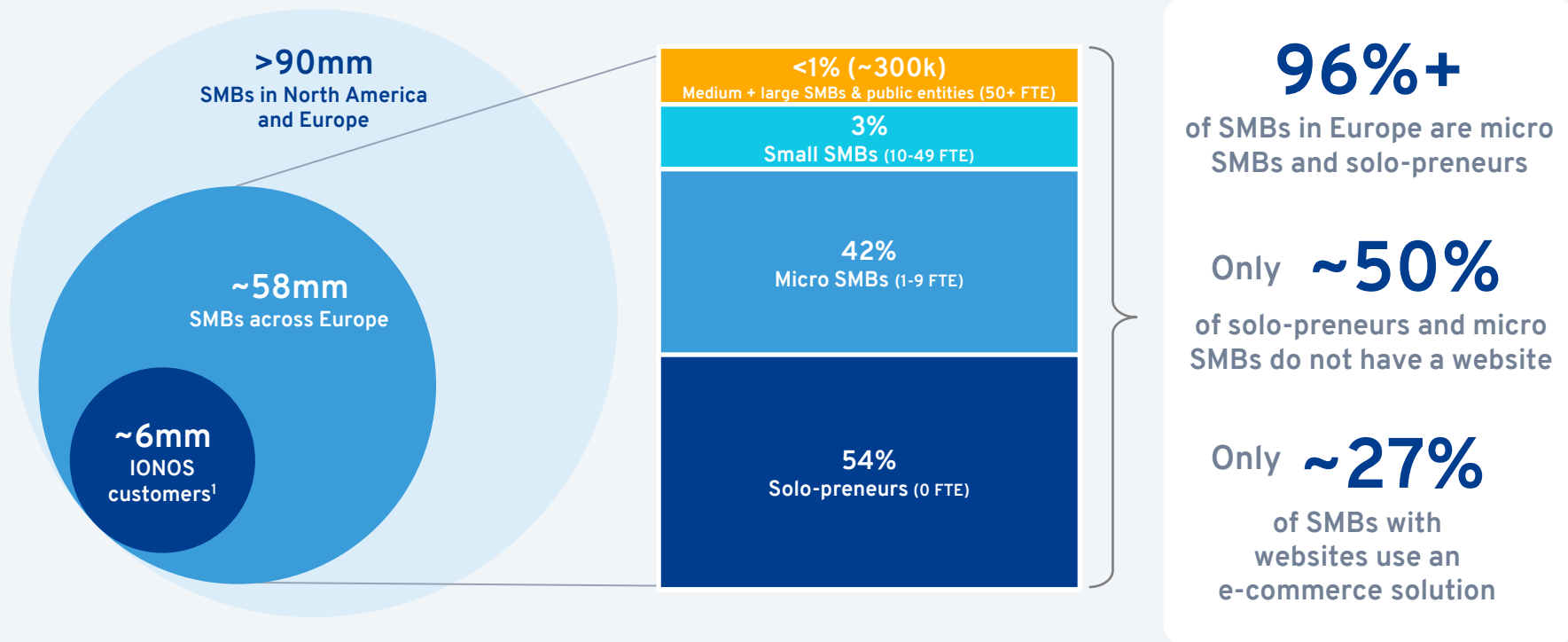
45 in 2018

Strong corporate culture with entrepreneurial founder-led spirit that will take the company to the next level

# Market & competitive landscape

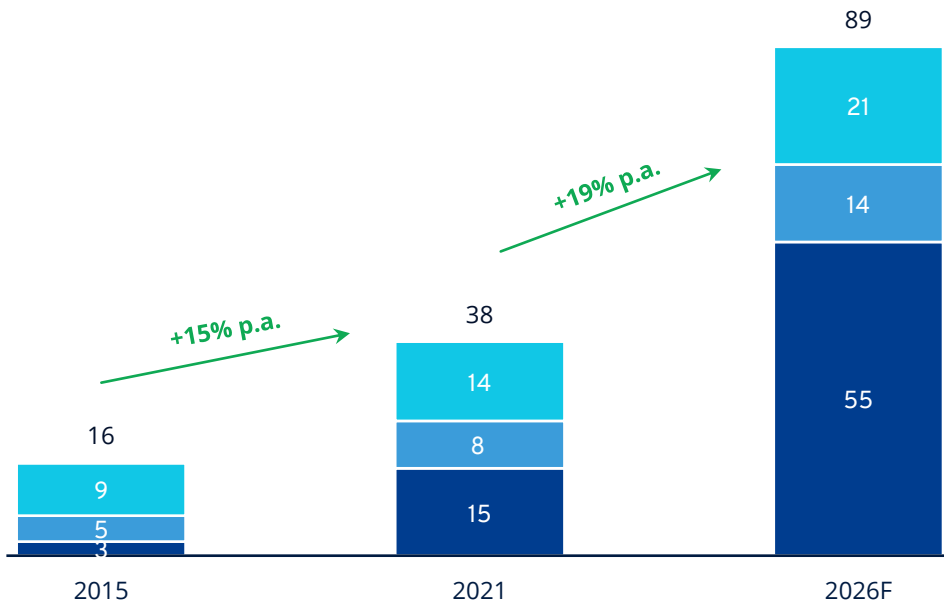
*Achim Weiss, CEO*



## SMBs represent a large target group that is digitally underserved



Our served addressable market is large and growing fast, with Cloud Solutions becoming a bigger proportion of the overall market

Served addressable market in 2021,  
€bn



		CAGR, %	
		'15-21	'21-26
	<b>Web Presence &amp; Productivity</b>	8%	9%
	Europe	7%	8%
	North America	11%	10%
	<b>Cloud Solutions</b>		
	Europe	35%	29%

Web Presence & Productivity is a large market with stable and predictable growth



## Growth in our key regions is driven by secular trends



The Cloud Solutions market represents an attractive growth opportunity

**€15bn**

Served addressable  
Cloud Solutions  
market in 2021

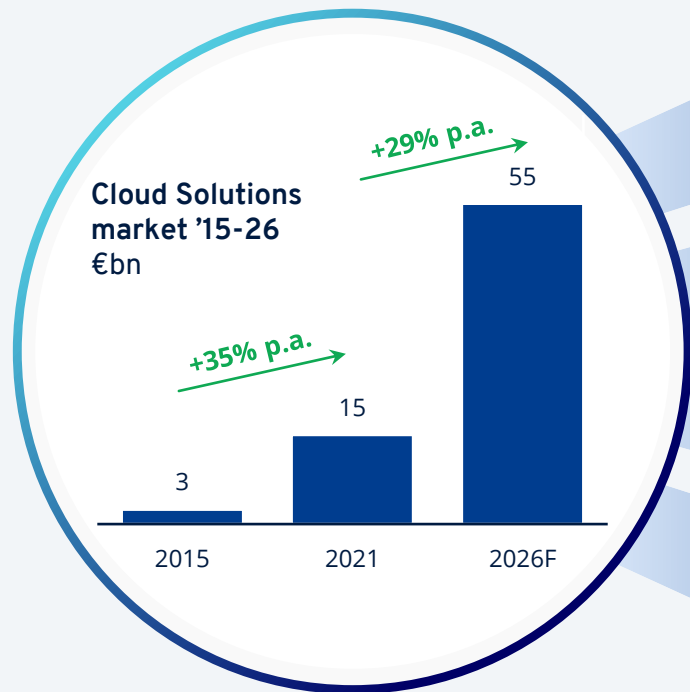


**Cloud Solutions**

**29%**

21-26F CAGR  
Forecasted market  
growth

## Strong growth in our Served Addressable Market in Cloud Solutions



- 1 Cloud computing has become ubiquitous
- 2 Growing number of Cloud native SMBs and start-ups looking for an easy-to-use, cost-effective solution
- 3 Multiple Cloud strategies to better address the growing complexity of needs
- 4 Regional data geopolitics drive market dynamics

IONOS is the European market leader in Webhosting, with scale and diversification across attractive geographies and products







IONOS



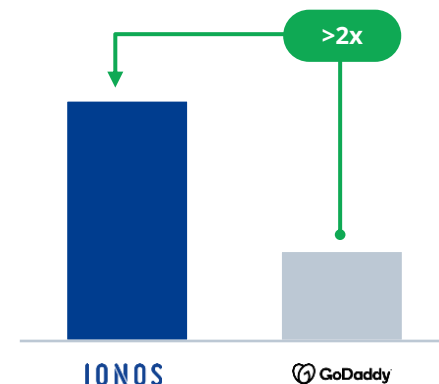
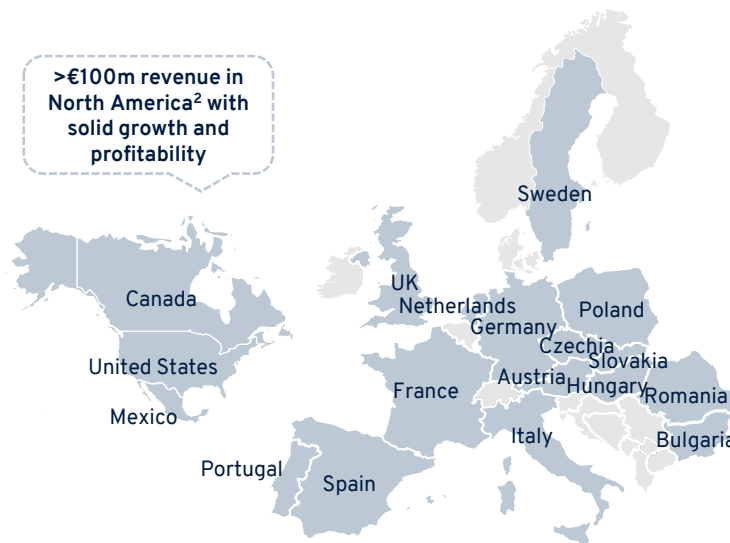
in Europe  
overall<sup>1</sup>

Footprint in 18 markets

Webhosting market share  
in Europe (%)<sup>1</sup>

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

>€100m revenue in  
North America<sup>2</sup> with  
solid growth and  
profitability



Source: Company information, company data analysis, HostAdvice

<sup>1</sup> 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; <sup>2</sup> Revenue from contracts with customers generated in 2021A

## IONOS sees competitive advantages against its competitors in the Web Presence & Productivity market

Why **IONOS** sees competitive advantages vs digital platform providers



**1**  
Scale

Highly focused product portfolio with an extensive footprint across Europe and 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 **IONOS** sees 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 business growth of customers of all sizes without changing the provider

## Our leading IONOS Cloud offering...

### Public Cloud – Services and Solutions Hyperscale Infrastructure and Platform Services

2021  
Germany



**ISG** Provider Lens\*

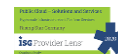
### 2021 ISG Provider Lens Leader

- ✓ 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 IONOS sees competitive advantages vs hyperscalers



### 1 Sovereignty

Preference of EU companies to buy from local cloud providers. Reduced risk of vendor lock-in, especially with multi-cloud strategy

### 2 Compliance

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

### 3 Ease-of-use

Allows users to click & build virtual data centers. Transparent pricing, no hidden cost

### 4 Customer intimacy

Account management for larger customers. Personal consultant and onboarding support for SMBs

## Why IONOS sees 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 advantages

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

## Numerous customer examples underpin our competitiveness in Cloud

### "The public sector digitalisation security expert"



**Gawain MacMillan,**  
Program Lead and  
Solutions Architect

#### About dataport

- dataport is an IT service provider for public administration with the mission to enable the public sector to use modern organizational forms, processes and techniques - without jeopardizing the security and integrity of their data

*"In IONOS Cloud we have found a partner who speaks our language and understands our special requirements for resilient and at the same time open software from the ground up."*

#### Why dataport chose IONOS Cloud over competitors

- IONOS' commitment to open source
- IONOS' prominent engagement at Gaia-X
- Compliance with GDPR
- The immediate certification according to BSI basic protection for IONOS cloud services



€: Monthly ARPU



## Market & competitive landscape – Key takeaways



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**Sizeable €22bn Web Presence  
& Productivity market  
complemented by fast-  
growing €15bn Cloud  
Solutions market**



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**Structural growth  
in our markets**



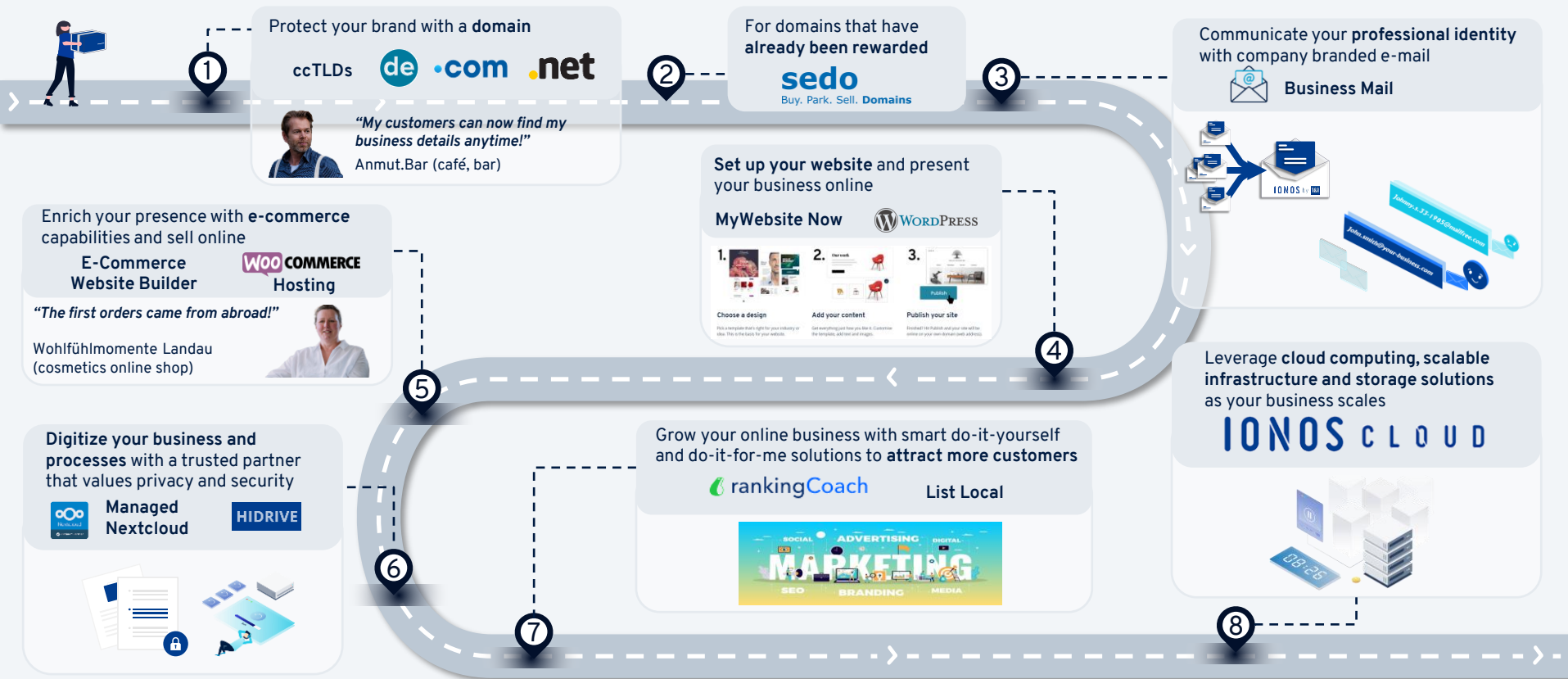
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**Clear market leadership in  
Europe**

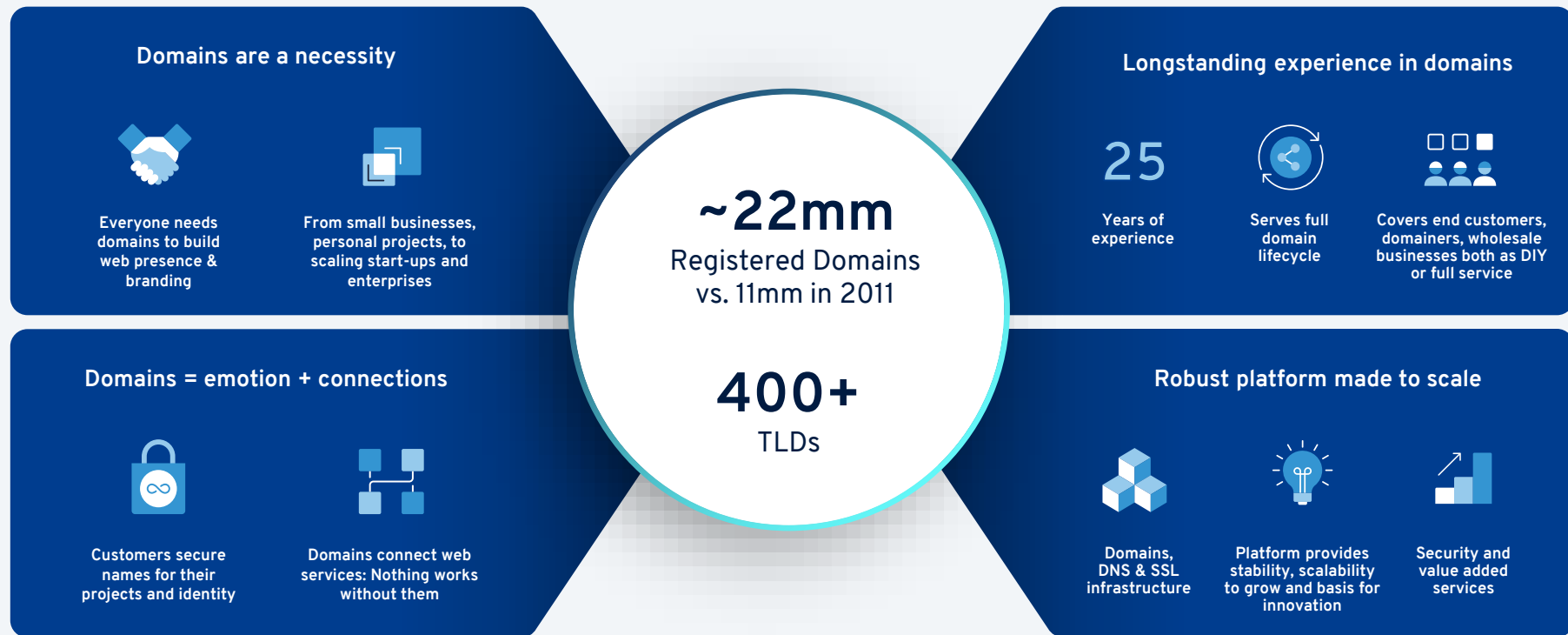
# Product suite

*Achim Weiss, CEO*

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

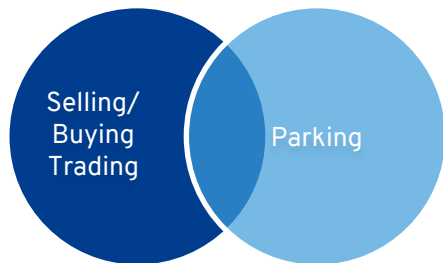


# IONOS serves customers via its leading global domain platform



Our Aftermarket business is the largest in Europe and allows us to significantly augment our domains business

## IONOS' Aftermarket activities



Higher growth / lower margin business  
(typically 10-20% commission)



### Buying domains

Search and look for a domain with sedo marketplace  
Compare domain offers and buy it securely using sedo Transfer Service



### Selling domains

Option to list domains and sell directly at a fixed price  
Possibility to negotiate the price of domains with interested buyers



### Parking domains

Parked domains can be used to generate ad revenue and to gain visitor statistics which can be used as basis for sale negotiations  
Ads are displayed on the website and each advertisement clicked generates revenue for site owner and our aftermarket business



European  
market leader<sup>1</sup>



~22mm

Domains listed for sale on sedo  
marketplace



~9mm

Parked domains



~€150mm

Revenue

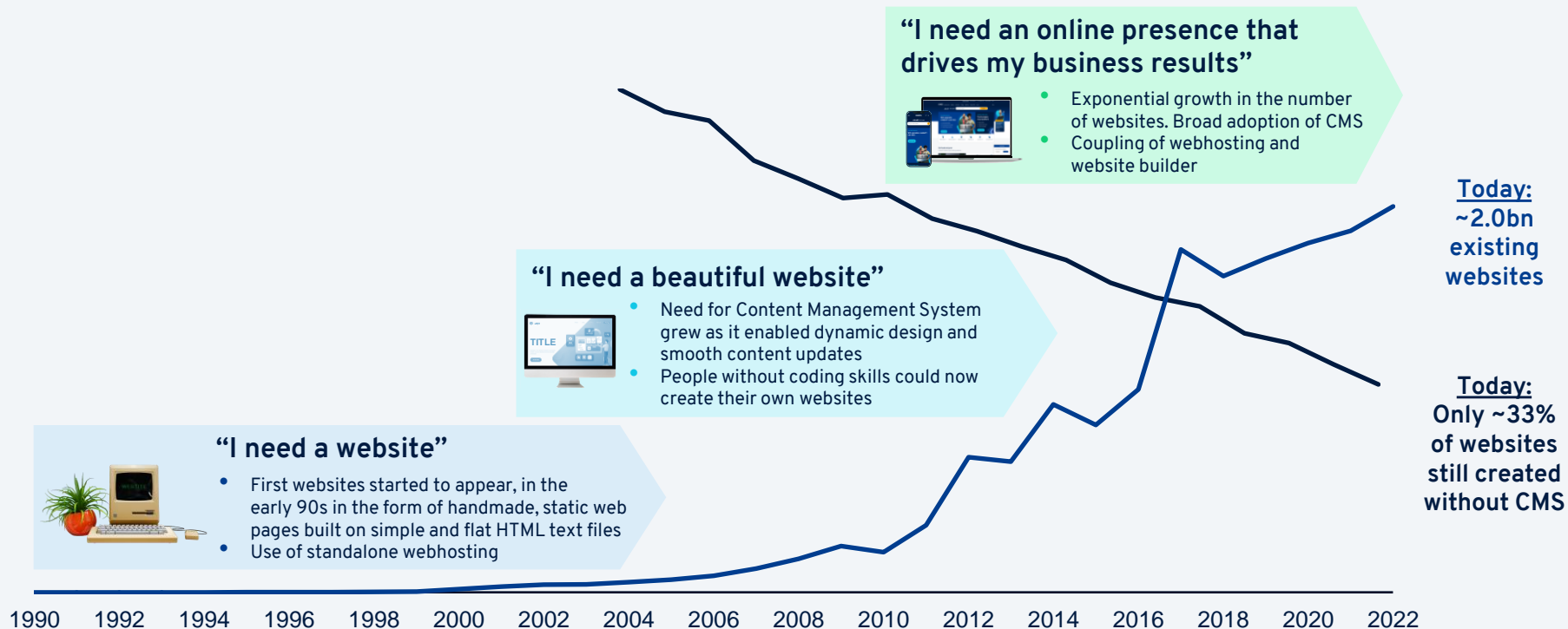
Our strong e-mail and office offering serves an essential customer need of further professionalizing their business



Our agnostic, reliable and secure hosting platform is at the center of our integrated product offering



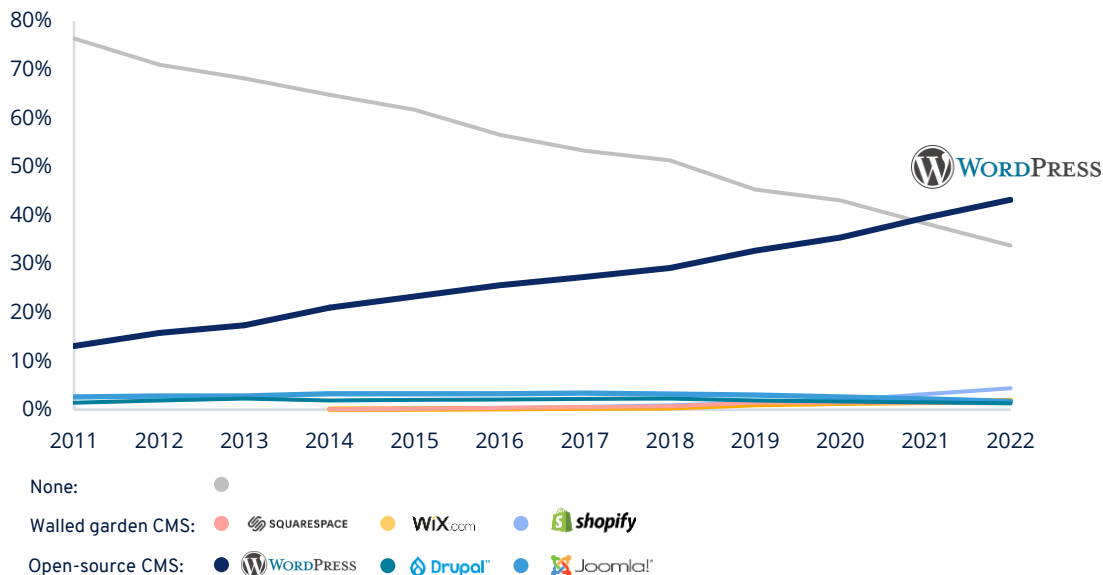
30+ years industry evolution from hosting a HTML-based website to a world in which anyone can create and publish a website in minutes





# WordPress is the dominant CMS in the world today and an essential part of our Web Presence & Productivity strategy

## Percentages of websites using various content management systems<sup>1</sup>

**43%**

of all websites  
are based on  
WordPress<sup>1</sup>

**65%**

of all CMS-based  
websites are based  
on WordPress<sup>1</sup>

**>3x**

market share gain  
of WordPress since  
2011<sup>1</sup>

**~38%**

Market-share in  
e-commerce<sup>2</sup>





We were early movers in the WordPress ecosystem and are helping our customers to navigate through the labyrinth of options

Increasing popularity has been accompanied by increasing complexity...



Open-source software



Complex admin interface



110+ languages



60,000+ plugins



5,000+ themes



Performance issues



More frequent updates for plug-ins



Security issues



Lagging full-site editing project



...IONOS assists its customers in navigating through the complexity of the WordPress ecosystem



Pre-defined packaging



Curated plug-ins



Fixed security issues



Added missing themes



Auto updates



24/7 personal support



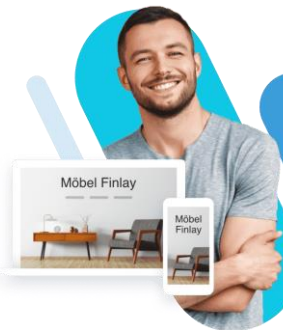
# Our diverse range of products is based on WordPress and addresses customers of any skill level

## 1 Do It Yourself (DIY)

You choose your design on IONOS tools, based on WordPress

You add your content using IONOS tools

You publish and maintain your site using IONOS tools



## 2 Do It For Me (DIFM)

You discuss your vision with your IONOS consultant

IONOS' experts build your website, based on IONOS WordPress tools

IONOS publishes and maintains your website



## 3 Dedicated WordPress Hosting

You create your website using your WordPress tools of choice

IONOS hosts your website with:



rapid loading



leading security



flexible access



## 4 Partner agencies

You discuss your vision with an IONOS partner agency

Agency creates your website using mainly IONOS WordPress tools

Agency publishes and maintains your site leveraging mainly IONOS WordPress tools



We serve customers with a leading online presence creator allowing for flexibility and scalability

### Digital presence starts with a website



A proper digital presence of SMB starts with a website



Necessity in order to run a successful e-commerce shop

### Offering both open source and walled garden CMS



Allowing to grow from sitebuilder powered by WordPress to "pure" WordPress



Combining the power of WordPress with an easy & worry-free experience



Leveraging open source allows more efficiency

**>1.9mm**  
published WordPress instances<sup>1</sup>

**~13bn**  
average monthly page views<sup>2</sup>

### Worry free solution



One-stop-shop with all relevant use cases



No lock-in, grows with business



Legal compliance, high privacy and security standards



No hidden fees or advertising on website

### High potential product



Customers with limited know-how & higher willingness to pay



Biggest cross- and up-selling target group



Potential to move to higher value products such as online marketing and e-commerce

# We offer everything you need for e-commerce success



Source: Company information

<sup>1</sup> Based on average monthly GMV Sep-22 YTD vs. average monthly GMV 2021A; <sup>2</sup> As of November 2022, localised means besides language in the Shop, also the editor / backend is localized and the terms like tax rates, format of the bills etc. are compliant with the respective law / market

## High performance dedicated infrastructure allows us to serve specific customer needs

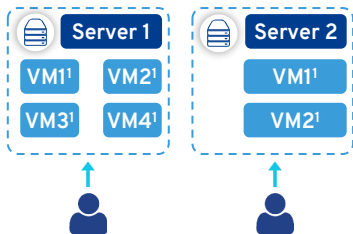


# We provide all types of Cloud Solutions, allowing us to serve every customer need

## Private cloud

### Managed Private Cloud (based on VMWare)

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



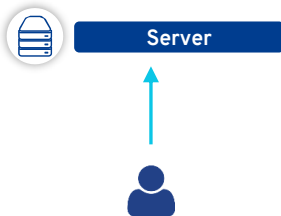
- Ramp up of a managed, non-shared servers
- Infrastructure for hybrid cloud scenarios or isolated workloads



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

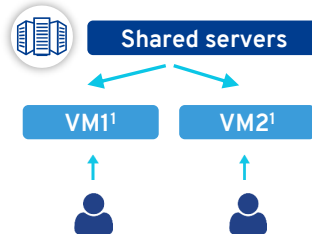


Web/IT professionals

## 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



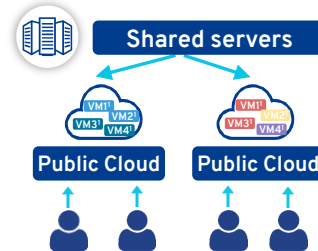
SMBs



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

## Based on attractive business proposition PaaS represents a core strategic focus for IONOS

### Customer benefits



#### Time to market

The product is ready to use, reducing the need to hire experts  
Easier to buy PaaS services from current IaaS provider



#### No distractions, no side-shows

Customers can focus on what makes their business special  
No manpower wasted on standard components



#### Profiting from our dedicated PaaS teams

Certified and audited platforms  
Full-service components include monitoring and updates  
KRITIS-level security built-in



#### Data sovereignty

EU-based PaaS provider, customer selects data locality

### Opportunities for IONOS



Extending our target group from pure “IT-tech” to “developer” and “solution user” as well as supply the customer demand of full-service-solutions

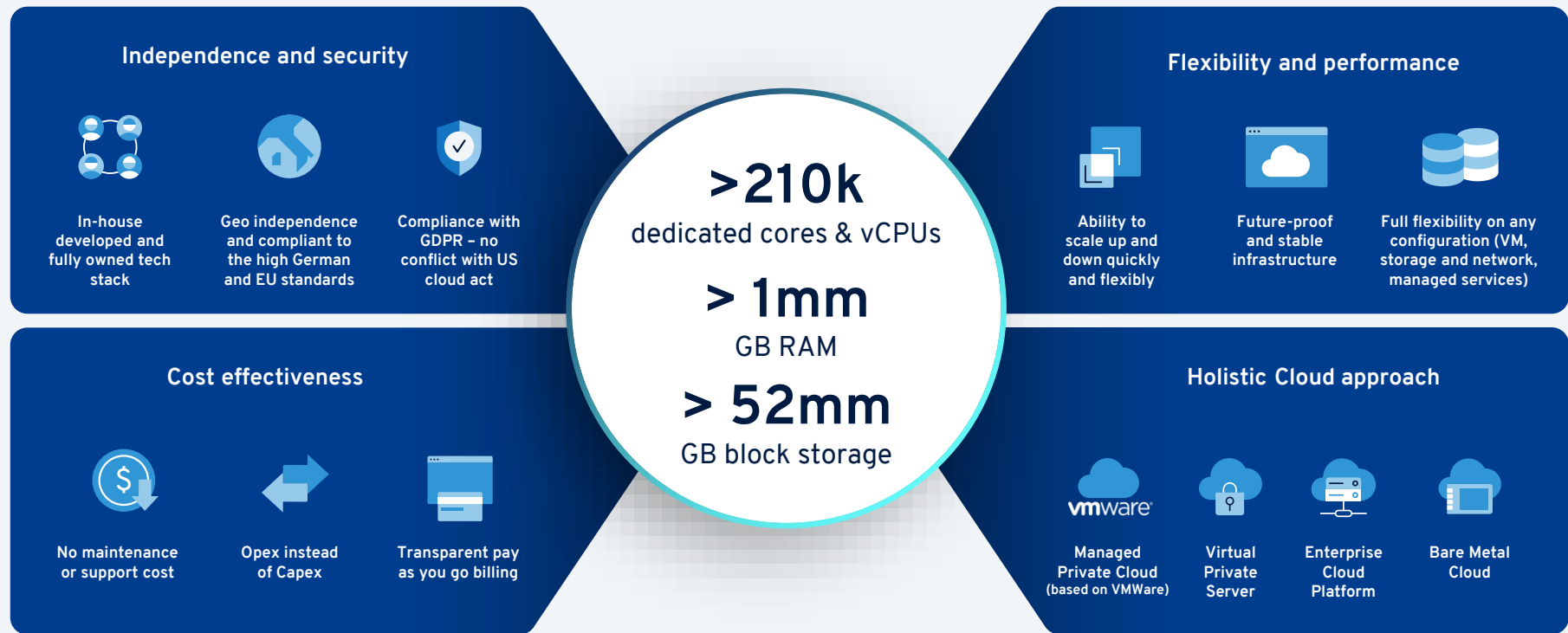


Adding “use-cases” to the portfolio like “big-data” and “ML/AI” capabilities



Generates additional revenue with limited capex spend, attracts customers for our IaaS products and adds cross- and up-sell opportunities

## We believe we are THE European Cloud alternative



## Product suite – Key takeaways



**Easy to use, intuitive and scalable platform with a carefully designed product suite across the customer lifecycle**



**One-stop-shop for all digitalization needs of SMBs with strong cross- and up-selling potential**



**GDPR-compliant EU Cloud provider with Cloud native architecture and full control of tech stack**

# Our customers

*Dr. Martin Endress, CCO*

# IONOS serves customers of all sizes with focus on solo-preneurs and SMBs

	Web Presence & Productivity			Cloud Solutions	
Customer type / % of total <sup>1</sup>	Solo-preneurs   50%	SMBs   48%	Agencies   2%	Mid market   <1%	Public sector   <1%
Characteristic	Private, entrepreneurial	<€20mm revenue	Web professionals	€20-250mm revenue	Government and public administration
Key buying factors	Basic web presence offerings at low cost	Easy-to-use offerings at transparent price	Demand for scalable, professional solutions	Commercial app development	Diverse set of workloads and applications
	Ease of use via simple DIY drag-and-drop solutions	Preference for DIY drag-and-drop or DIFM solutions	Higher focus on flexibility and security	Increasing usage of cloud solutions	Highest requirements on security and compliance
	Help desk availability	Interest in additional services (e-commerce, online marketing)	Lower price sensitivity	Migration started from on-premise to cloud	Cloud solutions as extension for own DCs
Customer examples	Price sensitive		Usage of APIs and professional tooling	Tech-savvy engineers	Preference for national cloud provider
	Private users, NGOs, early-stage entrepreneurs, bloggers	Start-ups, restaurants, dentists, hairdresser	Freelancers, digital agencies	Media, healthcare, software vendors, manufacturers	IT service provider on state and federal level
Typical monthly spend	~€10	~€20	~€100	~€1,000+	~€10,000+

# Customers can seamlessly grow their businesses with our Web Presence & Productivity offering

## “Swiss cuisine at its best, in the heart of Berlin”



**Jeniffer Schmid**  
CEO

### About Schwarze Heidi

Jeniffer Schmid, a stand-up comedian and actress, opened a restaurant in Berlin, with the name of her comedy character: “Schwarze Heidi”



“I have so many different things to handle in my business, so I'm glad I can rely on IONOS' digital solutions”

### How Schwarze Heide grew with IONOS

- Started with Domains and Sitebuilder
- Added Mail Business for communication with customers and suppliers
- Added Ranking Coach to optimize SEO
- Added E-Commerce during pandemic to allow customers to order online



€: Monthly ARPU

## “A little bit of Hollywood at Chiemsee”



**Andreas Ramelsberger**  
CEO

### About Spreadfilms

Spreadfilms creates tailor-made video communication for larger companies (incl. VW, Otto, Linde, BMW). They have subscribed to our agency partner program



“The most important thing for a video project is an understanding of the customer's service and product”

### How Spreadfilms grew with IONOS

- Started with domains and a single dedicated server for video editing
- Upgraded to more scalable cloud server
- Recently added webhosting and managed WordPress for customer websites



€: Monthly ARPU

## Many customers start small and later migrate critical workloads and apps to our Cloud

### “The IT-star in Germany’s far North”



**Matthias Damerow**  
CEO

#### About VIAKOM



Managed Service Provider and software development company with expertise in communication and networking

Viakom helps customers to digitize their businesses and stay future-proof, connected and available

#### How Viakom grew with IONOS

- Started with domains and webhosting
- Became a IONOS reselling partner in 2019, using our cloud solutions as part of their managed services
- Today, reselling of cloud server, cloud cubes, compute engine, backup and Nextcloud (collaboration and file mgmt)



€: Monthly ARPU

### “A mid-sized partner for mid-sized enterprises”



**Thomas Bonaventura**  
Cloud manager

#### About proALPHA



proALPHA is an independent software provider (ISV), supplying SMB customers of various industries with ERP products

With >2,000 employees and >8,000 customers they are one of the largest ISVs in Germany

#### How proALPHA grew with IONOS

- Started with domains and webhosting
- In 2018, first workloads were moved to the cloud – preference for German provider with GDPR compliance
- Today, one of our largest customers running their critical in-production workloads on our cloud

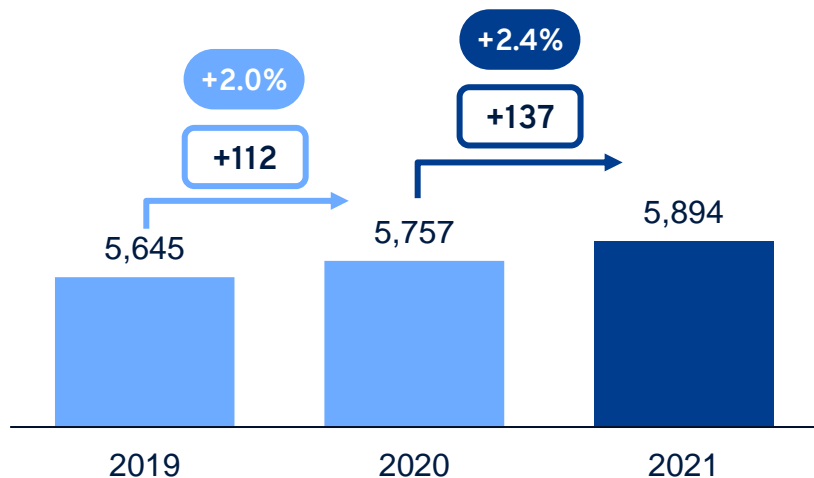


€: Monthly ARPU



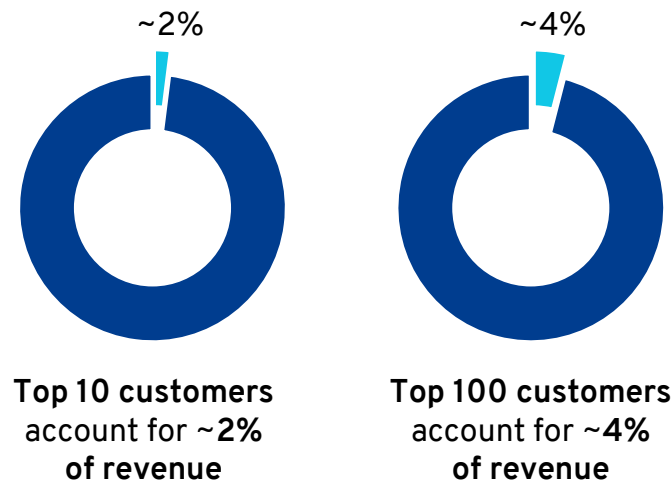
We have a large and growing customer base with low customer concentration...

Number of customers and net customer adds (000's)<sup>1</sup>



Mission critical nature of IONOS products and ever increasing need of digital presence of SMBs drive customer growth

2021 revenue breakdown<sup>2</sup>



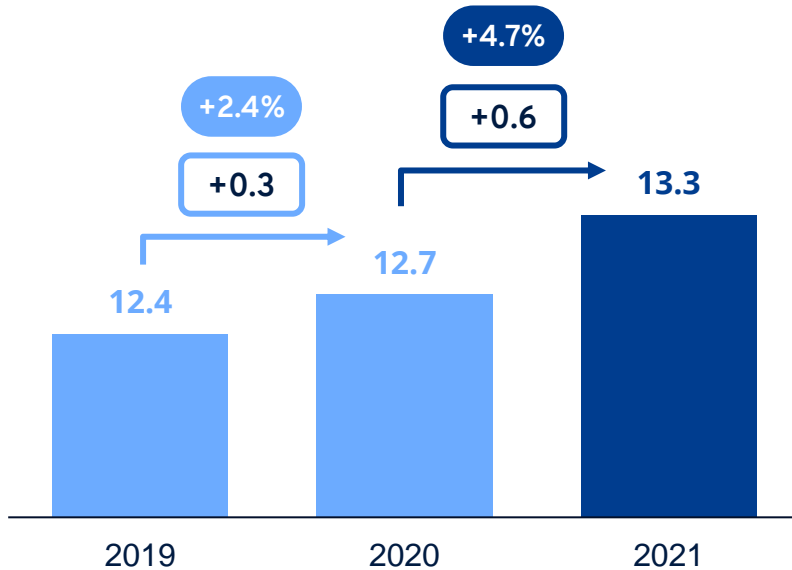
Focus on solo-preneurs and SMBs translates into low customer concentration and no dependencies

Source: Company information

<sup>1</sup> Refers to IONOS Group excluding sedo and we22; <sup>2</sup> Refers to revenue from contracts with customers of IONOS brand only

... and have seen sustainable ARPU growth across the portfolio

### Monthly ARPU (€)<sup>1</sup>



Customers purchase **higher value products** and services as they grow with IONOS



Successful **cross-sell of additional products** within customer base



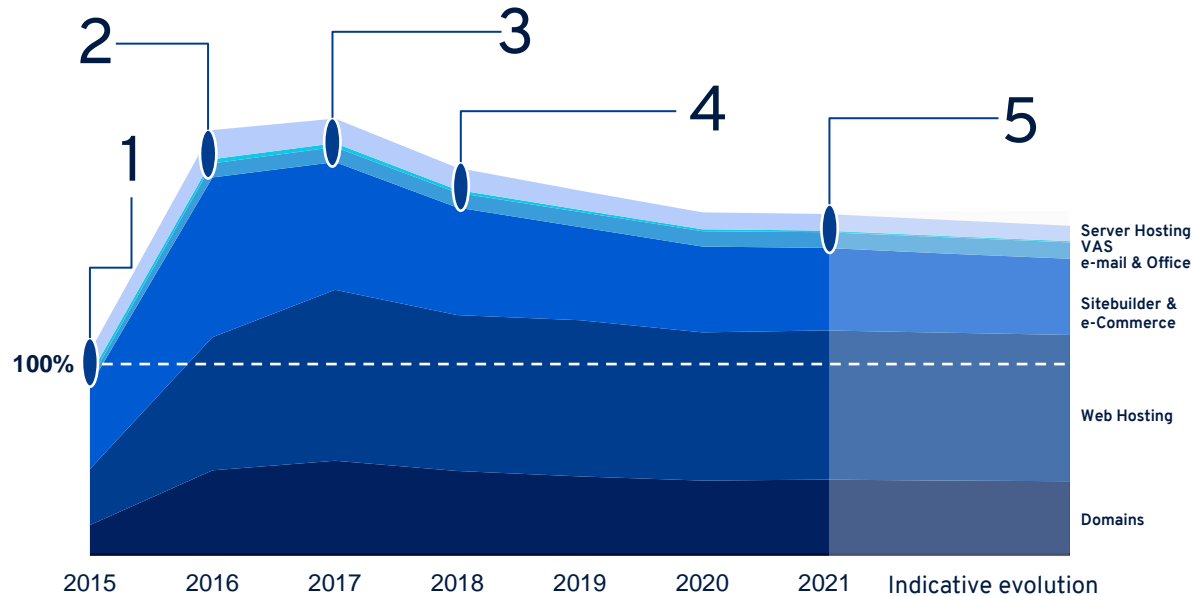
Data-driven and **customer-tailored price increases** to realize additional revenue potential

Source: Company information

<sup>1</sup> Defined as average revenue per customer, calculated monthly at IONOS as total revenue (excluding revenue from the aftermarket business) divided by the number of customers at the beginning of the reporting period plus the number of customers at the end of the reporting period

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

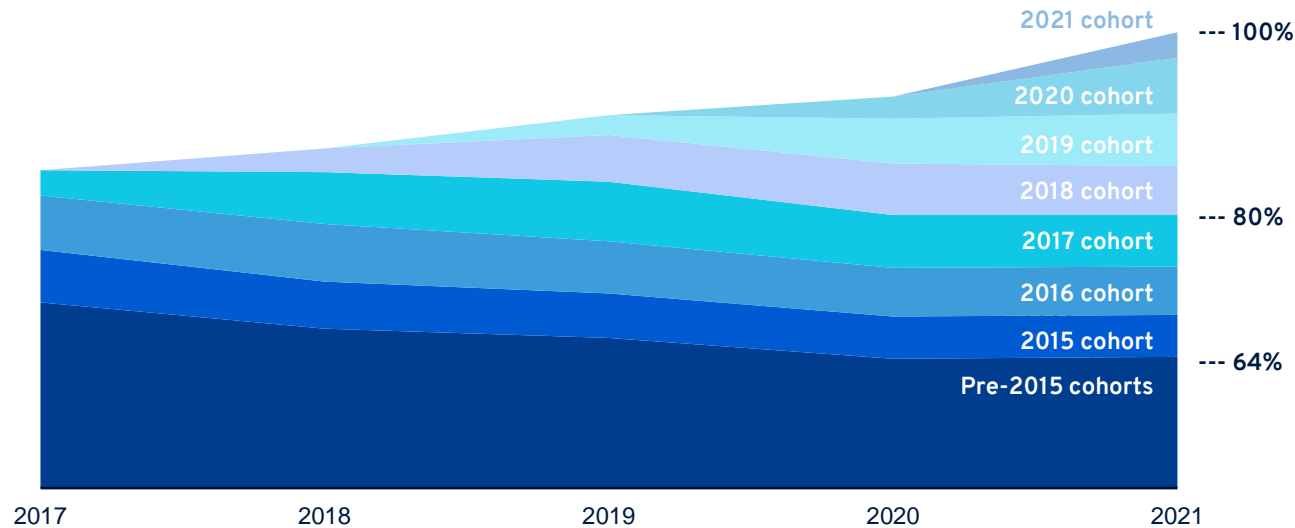
IONOS<sup>1</sup> 2015 Cohort - WP&P revenue by product group evolution



- 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

## Customers onboarded until 2017 contribute ~80% of 2021 revenue

IONOS<sup>1</sup> WP&P revenue over time by customer cohort



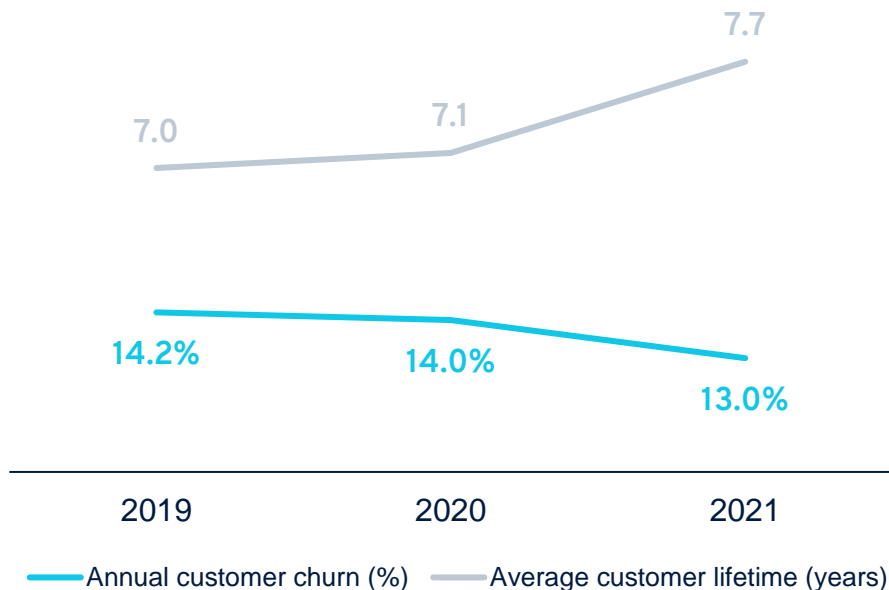
**Sticky customer base**  
with strong net retention

Older cohorts remain a  
**significant revenue**  
**contributor**

64% of 2021 revenue  
stem from pre-2015  
cohorts, **80% from pre-**  
**2018 cohorts**

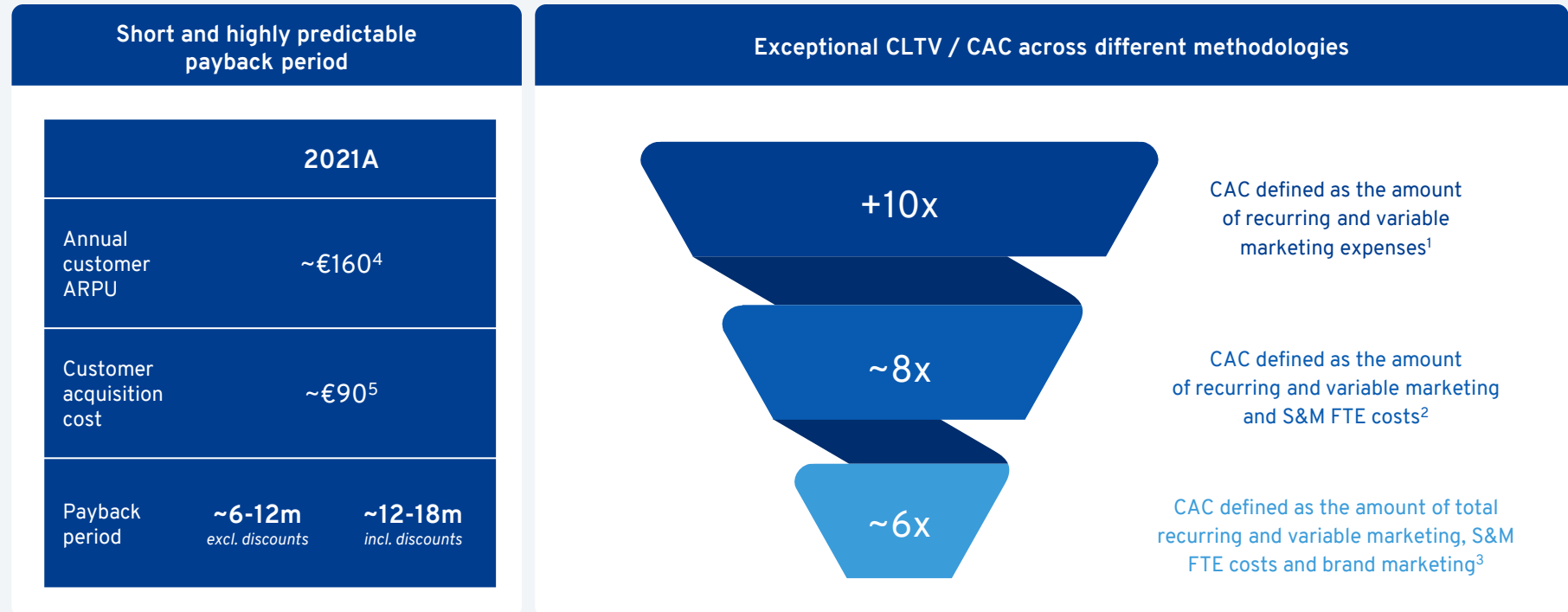
## Effective retention measures have improved customer churn significantly

### Customer churn and average lifetime evolution<sup>1</sup>



- ✓ **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

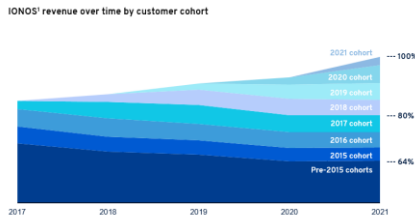


Source: Company information; <sup>1</sup> Refers to IONOS Group, excluding sedo; IONOS brand marketing and related S&M FTE costs as per FY 2021. Customer Acquisition Cost (CAC) calculated as the amount of recurring and variable marketing expenses (in €) divided by the number of customers gained over a period, Customer Lifetime Value (CLTV) calculated as (1/churn)\*Average Revenue Per Customer\*Gross Profit contribution; <sup>2</sup> 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; <sup>3</sup> Refers to IONOS Group. 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; <sup>4</sup> Calculated as ~€13 monthly ARPU x 12; <sup>5</sup> 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

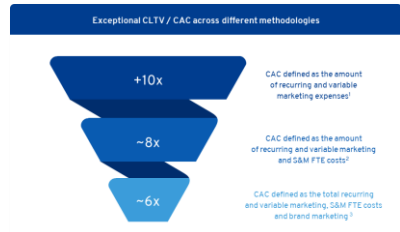
# Our customers – Key takeaways

Web Presence & Productivity		Cloud Solutions			
Customer type / % of total	SMBs   48%	Agencies   2%	Mid market   <1%	Public sector   <1%	
Characteristic	Private, entrepreneurial	Web professionals	Commercial app development	Government and public administration	
Key buying factors	Easy to use software, offer top-of-line cost, Ease of use via simple GUI, High and deep solutions, Price sensitive	Easy to use software, offer top-of-line cost, Preference for DIY, High and deep or CRM solutions, Lower price sensitivity	Demand for stability, professional solutions, Increasing usage of cloud solutions, Migration started from on-premise to cloud	Commercial app development, Increasing usage of cloud solutions, Cloud solutions as extension for on-premise, Preference for optional cloud provider	Government and public administration, Operational excellence and applications, Highest requirements on security and compliance, Cloud solutions as extension for on-premise, Preference for optional cloud provider
Customer exceptions	Private equity, NGOs, early-stage entrepreneurs, startups	Start-ups, midsize SMEs, nonprofits, local owner	Entrepreneurs, digital agencies	Media, healthcare, software vendors, manufacturers	IT service provider on stable and federal level
Typical monthly spend	<€10	<€20	<€100	<€1,000+	<€10,000+

We serve a large, growing and diversified customer base without customer concentration



Attractive cohort lifetime values



Best-in-class unit economics on the back of efficient marketing

# Marketing, sales and customer care

*Arthur Mai, CMO*

*Dr. Martin Endress, CCO*

*Hüseyin Dogan, COO*

## IONOS House of Brands: Strong footprint with local brand approaches

### IONOS

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

### Local champions

**arsys**

Value brand



Value brand

**home.pl**

Value brand

**fasthosts**

Value brand

**WORLD4YOU®**

Value brand

### Global domain & Aftermarket experts



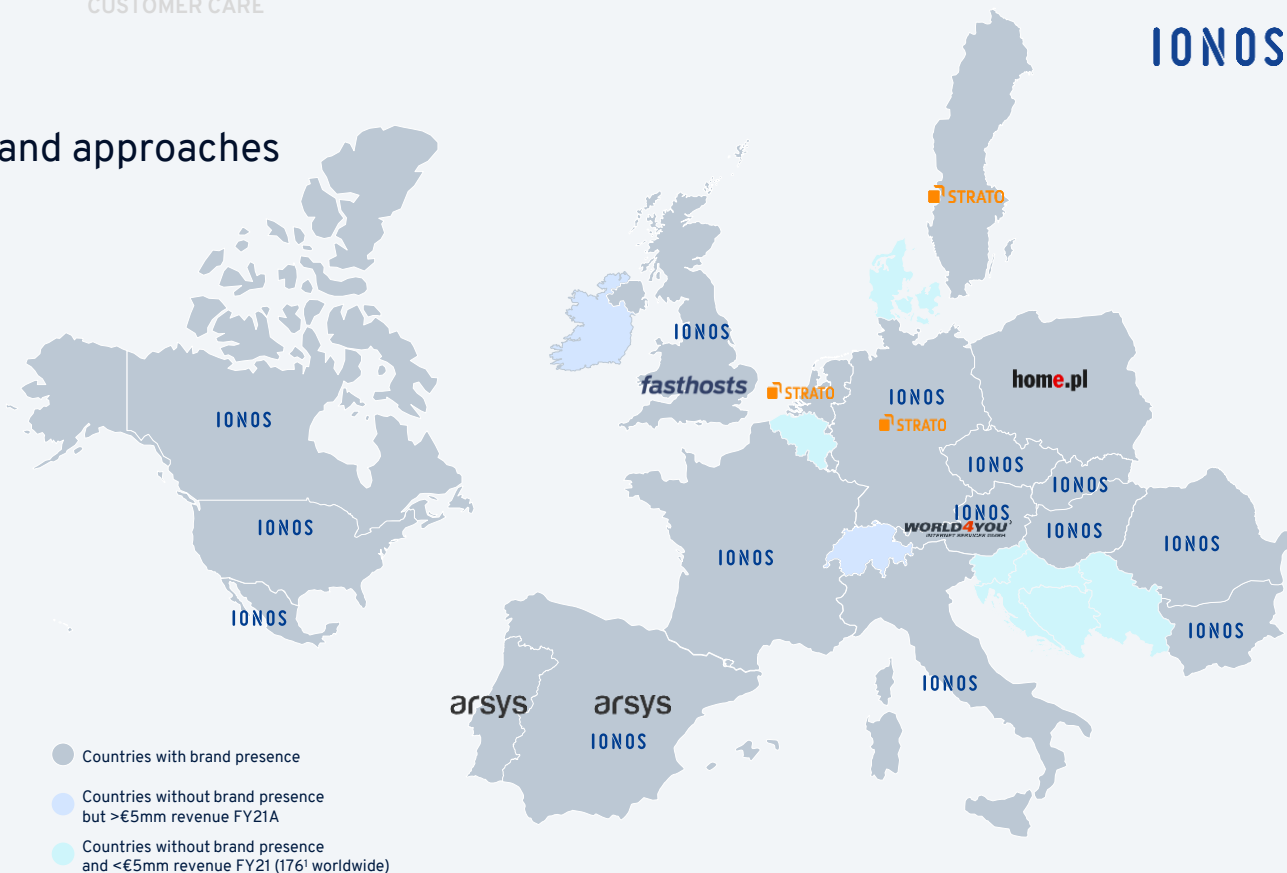
sedo  
HOLDING



united domains



InterNetX



IONOS has an efficient go-to-market strategy and a sticky customer base which translates into attractive unit economics

### Go-to-market strategy components

Tailored **Marketing** approach

Well-balanced,  
efficient **Sales** channels

Value-adding **Customer Care**  
approach and operations

### Customer Lifetime Value / Customer Acquisition Cost



Customer Life  
Time Value



Customer  
Acquisition Cost



**10x+**  
CLTV/CAC<sup>1</sup>

Source: Company information

<sup>1</sup>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

# Advanced Marketing set-up with innovation and efficiency built into our DNA



Source: Company information

<sup>1</sup> Increase in new customer paid inflow, timeframe of analysis: 2020A-2022YTD, as of October 2022;

<sup>2</sup> Increase in new customer paid inflow increase, timeframe of analysis: 2020A-2022YTD, as of October 2022

## Excellence along the entire funnel leads to a strong Marketing toolkit

### IONOS marketing funnel



#### Brand marketing

Defining strong brand messages and creating 360° campaigns with high visibility

TV Advertising

YouTube

Social Video Advertising

Display Advertising  
(Top & Mid Funnel)

Sponsorships

#### Product marketing

Integrated product marketing campaigns based on appealing brand and segment stories and strong partnerships

Content Marketing

Partnerships &  
Influencer Marketing

Lead Generation

Event Marketing

Press Releases

Competitive Pricing

#### Performance marketing

Data driven online marketing optimized by AI and ML technology

Search Engine Advertising

Affiliate Marketing

Search Engine Optimization

Display Advertising  
(Lower Funnel)

Social Paid Marketing

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



We will continue to benefit from our brand reputation as a leading and trusted partner to SMBs



Since start of UK branding waves in 2021...

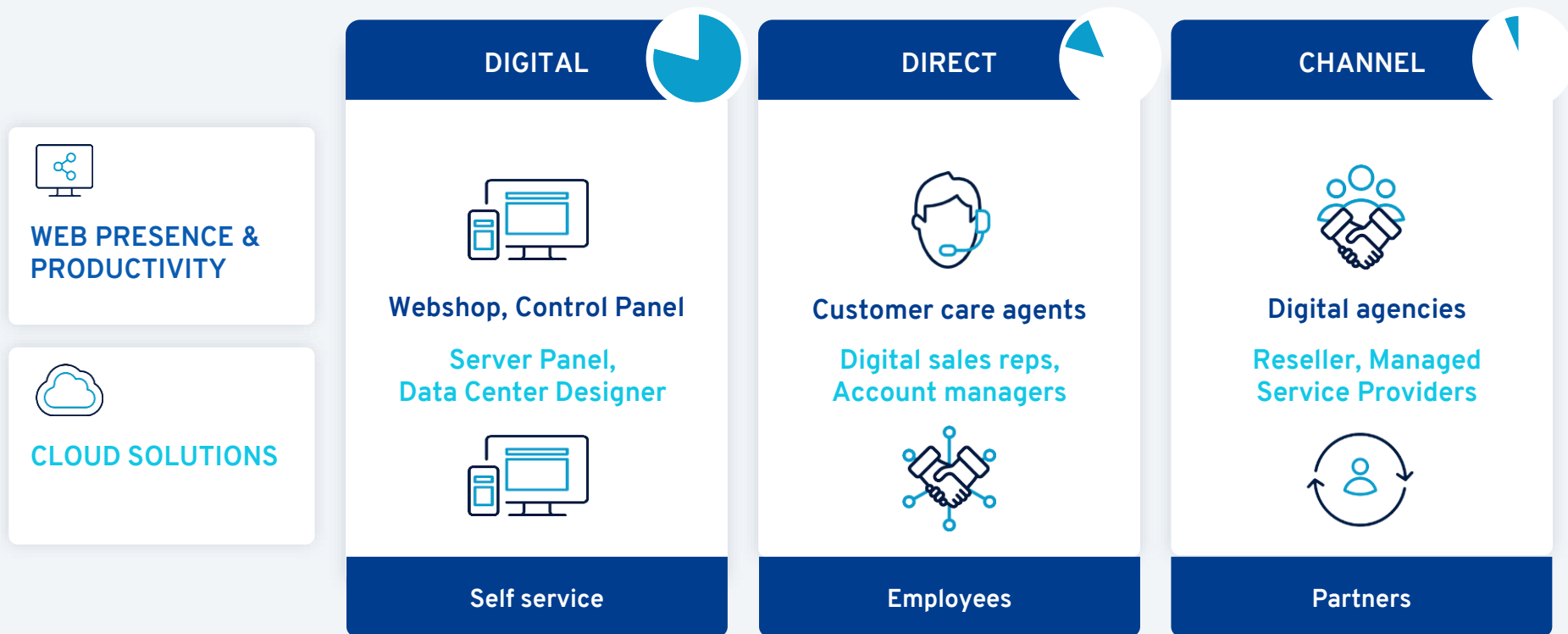
- ✓ +10 points in aided company awareness<sup>1</sup>
- ✓ +12 points in NPS<sup>2</sup>
- ✓ overtaking search volume of #1 UK competitor<sup>3</sup>
- ✓ +30% applications YoY 2021 to 2022<sup>4</sup>


Source: Company information

<sup>1</sup> Brand tracking via Interrogare, increase March 2021 to Jul 2022; <sup>2</sup> Company information, NPS increase YoY Sept 2021 to Sep 2022;

<sup>3</sup> Google Search results IONOS vs. GoDaddy as of October 2022; <sup>4</sup> Application tool YoY increase from 2021 to 2022

IONOS wins and advises new customers predominantly through data-driven digital sales

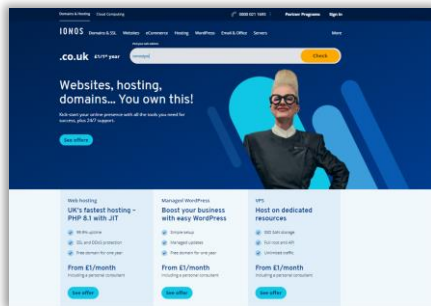


 Indicative sales contribution

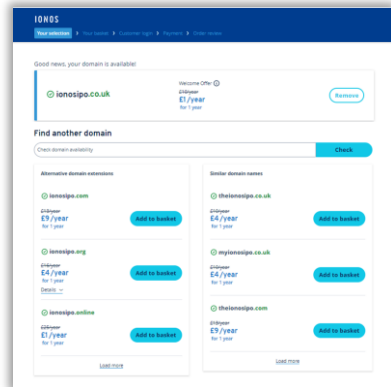
Source: Company information

# Digital: Majority of our customers order their products in self-service via the website & shop

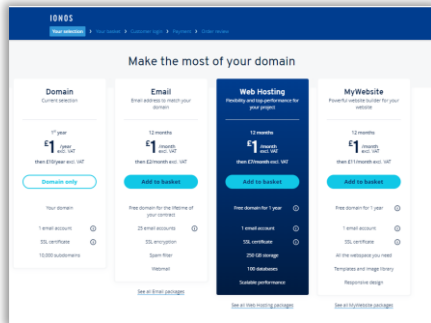
## Example: Domain registration process



1 Landing page introduces customer to product offering



2 Suggest alternative domains for up-sell



3 Adjacent products (e.g. webhosting, e-mail) offered to cross-sell



Modern tech stack allows **rapid product launches** and high upgrade flexibility



Excellent **conversion rates** due to customer-oriented user experience / user interface design



Constantly optimized via **statistical tests**



**~6.7mm** monthly visits<sup>1</sup>



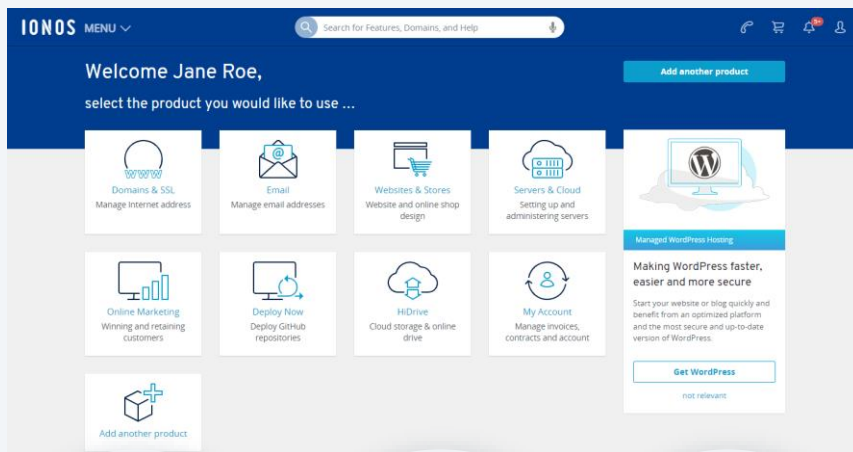
**>50k** individual landing pages<sup>2</sup>

## Digital: IONOS Control Panel as the central location for customers to manage and order products

Self-service platform for existing customers to manage and order products

Engagement features ensure frequent login and interaction of customers, thus driving

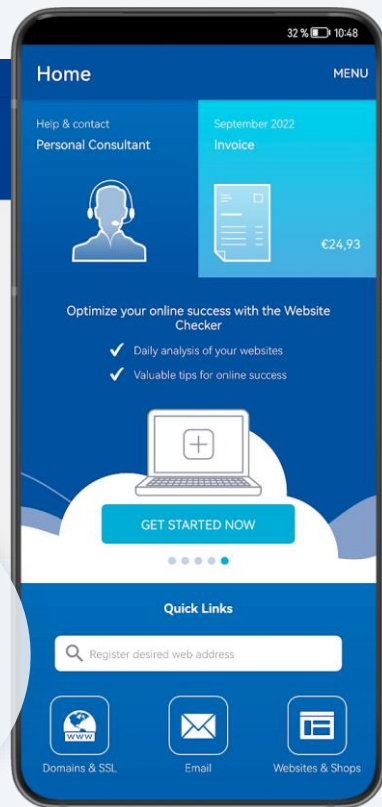
- ✓ product activation and customer lifetime
- ✓ sales of new and additional products and services
- ✓ customer stickiness and brand awareness



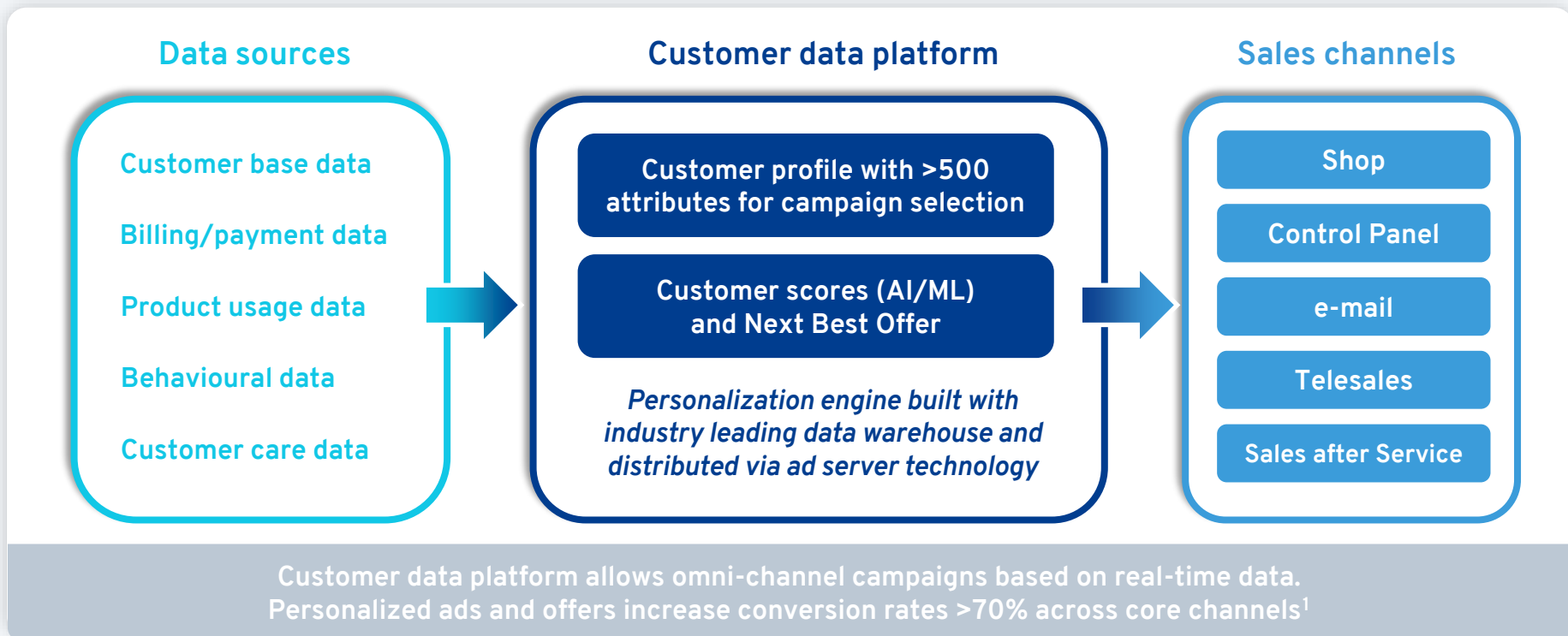
~3m  
logins  
per month

~23m  
ad impressions  
per month

~110k  
orders  
per month



We have built an advanced personalization engine which scores customers and calculates next best offers based on a 360 degree view of our customers



Direct: We differentiate our sales approaches depending on customer value and potential



## WEB PRESENCE & PRODUCTIVITY

### Sales-after-Service (inbound)

Use of service contacts for sales pitch  
Agent uses personalized Next-Best-Offer

Leveraging existing  
touch points...



...and creating  
additional ones

### Telesales (outbound)

Campaigns selected by customers' product affinity  
Trigger-based "always-on" campaigns



## CLOUD SOLUTIONS

### Sales Reps

Programmatic approach to acquire/grow customers  
Standardized processes, e.g. for onboarding



Customer allocation based on  
revenue and growth potential



### Account managers

Tailored approach to acquire/grow customers  
Individual processes, e.g. for solution selling

## Channel: We have attractive partner programs for both Web Presence & Productivity and Cloud Solutions



### WEB PRESENCE & PRODUCTIVITY

- ~20,000 verified digital agency partners with 5x higher ARPU than regular customers
- Agencies use IONOS products to offer services to their end customers
- Agency program offers advantages (tools, events, discounts, specific rebates)
- Large agencies receive account manager



### CLOUD SOLUTIONS

- >200 resellers & managed service providers (small IT providers handled via distributors)
- Reseller and MSPs sell cloud services, often as part of larger managed solution offering
- Reseller program offers volume-based discounts, joint marketing, project support
- Resellers & MSP managed by channel experts



The IONOS Personal Consultant is a key differentiator in the industry and contributes meaningfully to business performance and customer satisfaction

Michael Schlichting

IONOS



07210 - 170 55627



michael.schlichting@ionos.com



Dedicated personal expert as a single point of contact



Reach your consultant directly by phone, e-mail or chat at **always the same number and e-mail**



**Tailored matching** based on market, language, customer profile, products



**In addition: Free, 24/7 technical hotline for all IONOS customers**

**+10.5pts**

Increase in post contact NPS to 51.4<sup>2</sup>

**42%**

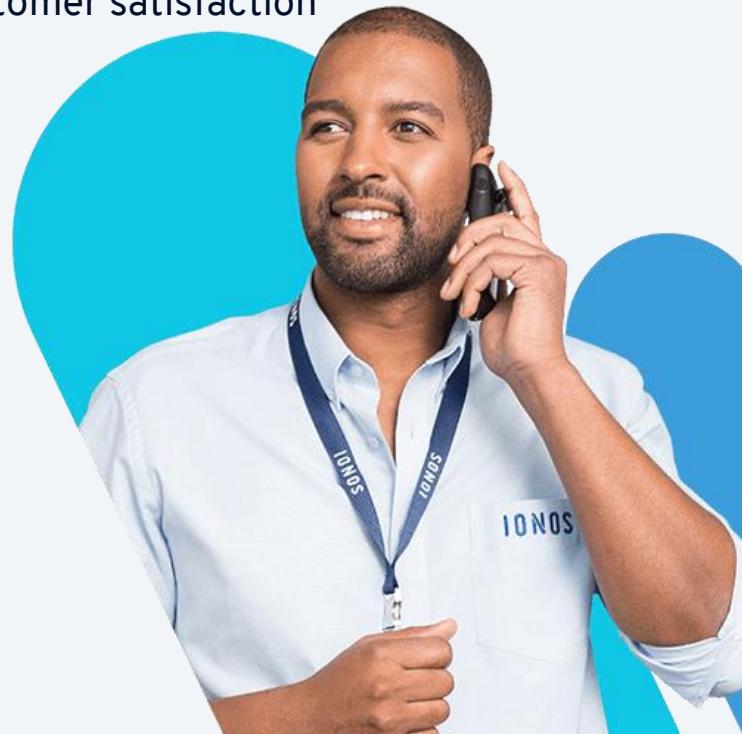
Of all customers are already in the program<sup>2</sup>

**35%**

Churn reduction<sup>1,2</sup>

**+25%**

Higher service revenue<sup>1,2</sup>



**Personal advice from a single point of contact driving improved customer economics and recognition**

## IONOS customer care transformed from a pure cost center to a significant value creator and meaningful revenue contributor

### Typical customer service operation



Pure cost centre with “call-center” approach



### IONOS customer support organization<sup>2</sup>

€1 spent in customer services ...

... creates €3.5 customer lifetime revenue<sup>1</sup> through directly related sales-after-support, inbound telesales as well as churn reduction

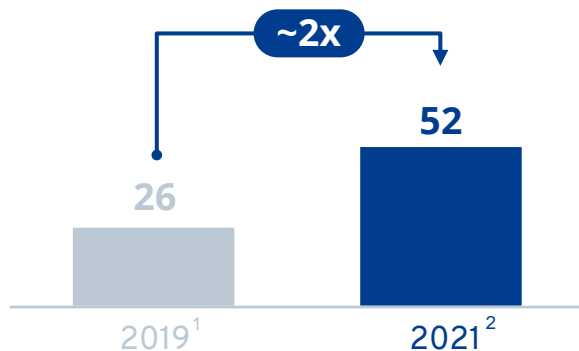


...which is equivalent to ~€1 profit, making IONOS' customer service department **cost neutral**

~20% of lifetime revenue are contributed by Customer Care

Our strong post contact NPS and multiple customer awards result from a systematic focus on excellence

### Post Contact Net Promoter Score



#### Promoters vs. Detractors

40%	60%
more cross-selling	lower churn

### Customer Awards

#### European Contact Centre & Customer Service Awards



Best Use of  
Customer Insight



Best Customer  
Engagement Initiative

#### CHIP



Best digital  
service quality

#### Customer Service of the Year



#### DIE WELT



Best Webhosting  
service quality



**Excellent** based on  
**45,000+** reviews

*"Fast competent response. Very help- and useful. Problem solved within minutes."*

*"Extraordinary service. When ever I bumped into a technical problem, I was immediately able to get someone directly on the phone who walked me through to a satisfying solution."*

*"Customer service was taken to a new level & with so many organisations offering very little, poor or no customer service at all, all I can say is Joana & her team have set the benchmark for outstanding service..."*

✓ Global customer care support

✓ 24/7 availability (call, chat, e-mail, social media)

## Marketing, sales & customer care – Key takeaways



**Versatile marketing toolbox with flexibility to customize marketing strategies per country, brand and lifecycle stage**



**Omni-channel sales setup leveraging distinctive, efficient and data-driven digital sales**

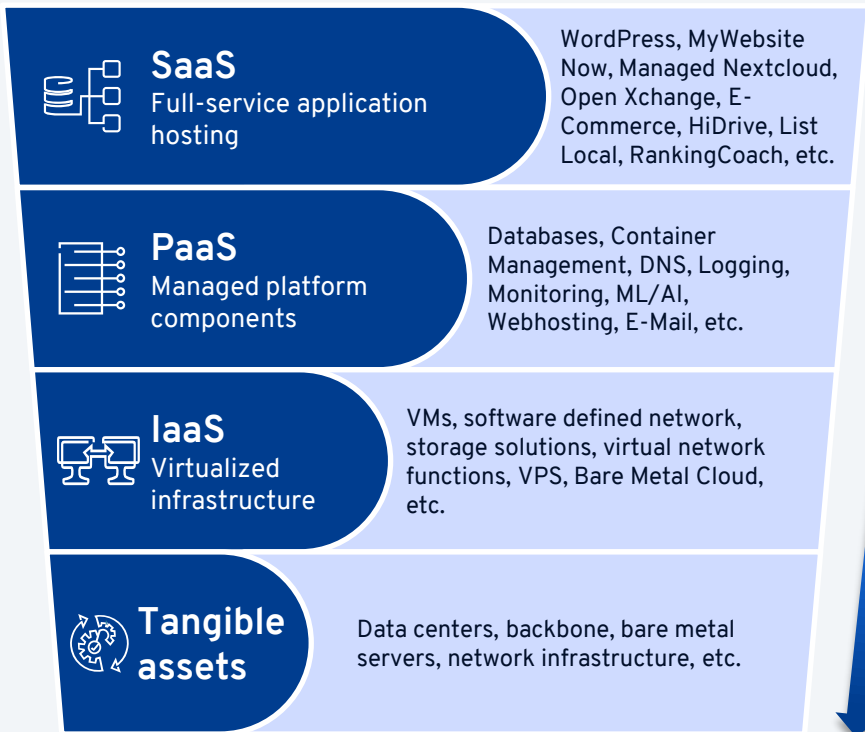


**Personal Consultant contributing meaningfully to business performance and customer satisfaction**

# Our technology foundation

*Henning Kettler, CTO*

## Full stack, full control, deep value creation and efficiency



- ✓ Significant **experience** in developing and running tech platforms
- ✓ **Full control** of the tech stack driving **value creation** and **sovereignty**
- ✓ Internal reuse of all layers driving **cost optimization**
- ✓ **Monetization** of every layer
- ✓ High flexibility driving **award-winning customer experience**

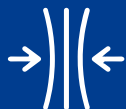


# IONOS operates a global, efficient, resilient and certified data center portfolio



## Smart scale

- **32 data centers** close to our customers, of which, **11 are fully owned**
- We **limit the number of owned DCs**, we start with **colocation** and only build our own DCs once economics support the shift
- **~100k servers** (servers, storages, routers, switches) of which 92% are in owned DCs



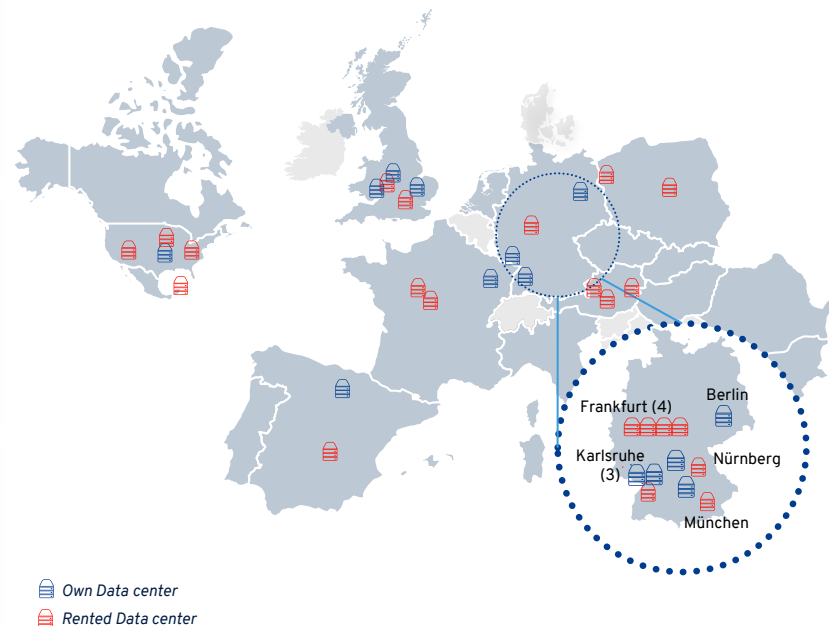
## High resilience

- **No region outages**
- **Continuous security optimization** (ISO 27001)
- **Structural redundancy** (Uptime Institute Tier III - IV level for latest DCs)
- **Geo-diversity** for **geo-redundant** and disaster recovery platforms in many regions



## High sustainability

- **100% renewable energy** in our own DCs
- **Segmented architecture** for new DCs, allowing us to **build out the DC** in line with **customer growth**
- **Continuous energy optimization** (ISO 50001)<sup>1</sup>
- We have **reduced absolute energy** consumption
- Global average **PUE 1.57**, IONOS **PUE 1.41**<sup>2</sup>



Source: Company information.

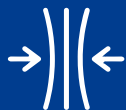
<sup>1</sup> Currently in rollout; <sup>2</sup> Defined as total energy consumption per data center, divided by IT energy consumption per data center, lower values indicate higher effectiveness; IONOS calculated as averages of data centers; global average as per uptime Institute Global Data Center Survey 2021, average annual PUE for respondents' largest data center, n=566

# IONOS operates its own global, high scale, resilient and certified backbone

Tangible assets

**Scale**

- >700 **network** providers directly connected
- Terabit level **external bandwidth**
- Terabit level **DDoS filtering capacity**
- 21 **DCs**, hosting >96% of our servers, integrated into our **backbone**

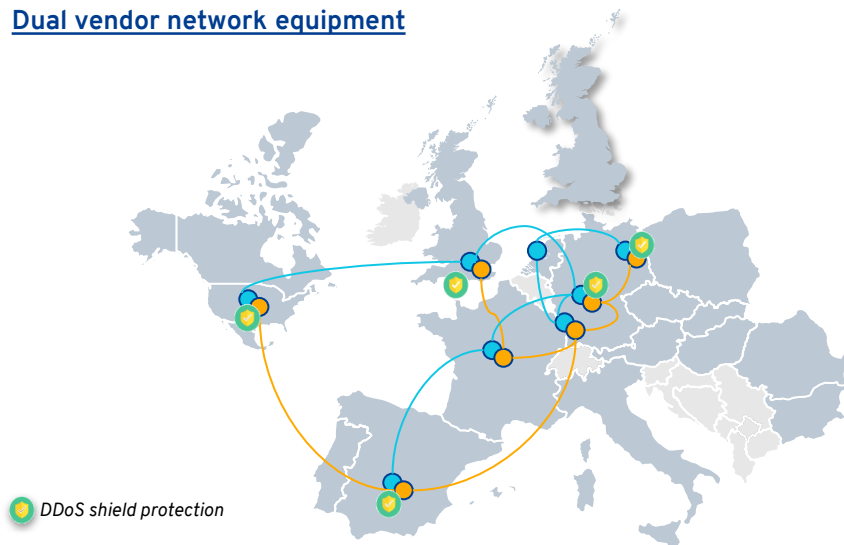
**High  
resilience**

- **Dual vendor strategy**
- Highly integrated **DDoS defense**
- **Redundant** lines and redundant **IP transit connections**
- Connected to **major Internet exchange points**

**High operational  
excellence**

- 25 **years** competence in very **large scale networks**
- **ISO 27001** certified; **ISO 50001** in **rollout**
- **24/7 Network Operation Center**
- MPLS services, **Segment Routing Support**

## Dual vendor network equipment

 DDoS shield protection

All DCs are connected by **redundant lines**. The **network backbone** (7 regions, 21 DCs) is operated in a **dual vendor mode** (blue, orange). Able to **sustain a line outage, equipment outage** or **vendor software issue** (bug or zero day exploit)

# IONOS engineers its own cost- and sustainability-optimized Bare Metal Servers

Tangible assets



## Cost optimized

- **Industrialized server:** purely functional, stripped down, reusable
  - **Supply chain optimized:** reusable and standardized
- **Portfolio optimized:** tuned and tailored bare metal servers for our products
- **Dedicated server lifetime** ranges on average between **5-7 years**



## Sustainability optimized

- **Energy optimized:** stripped down systems, cooling optimized
- **Circular economy:** re-use, re-purpose/upgrade, recycle
  - **Flexible pricing models** to keep older servers attractive to new customers
  - **Upgrading or refurbishing servers** if unit economics are supportive



## Integrated DC engineering

- Allows end to end optimization
- **Power:** Tier IV data center and load **shared power supplies** for **energy optimization** (R&D phase)
- **Heat reuse:** Future use of liquid cooling of servers will allow heat reuse by communities (R&D phase)

**20%**

*reduction of power  
needed by future  
use of shared  
Power Supplies for  
up to 20 servers<sup>1</sup>*

*Introducing **Liquid  
Cooling** into our  
next **DC / BM**  
iterations will allow  
us to sell heat to  
communities*



# Infrastructure as a Service – allowing a diversified public and private cloud offering



## Most efficient IaaS platform

- **>50% more cost efficient<sup>1</sup>** compared to IaaS sourcing from hyperscalers
- **+30% hardware efficiency** by **AI driven** TCO optimization
- Full automation of **life cycle management**



## Sovereignty

- **In-house development including open source**, therefore **only limited dependency** on 3<sup>rd</sup> party solutions
- Full stack built and run with in-house knowledge



## Versatile growth at scale

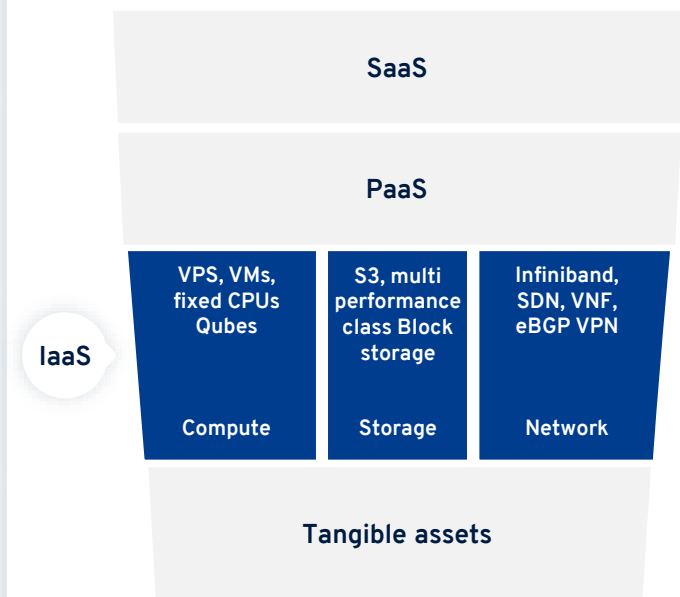
- Full **vertical integration including hardware, firmware, OS kernel and virtualization layer**
- From low-cost **virtual Servers**, scaling **Cloud-based enterprise VMs**, dedicated **servers**, to fully integrated **Virtual Data Centers** based on **one cloud stack**



## Resilient and secure

- Mostly **geo-redundant** hosting platform
- **Flexible sourcing**, no vendor lock-in
- **IONOS Cloud** with **certified zero trust** Infrastructure layer

## Sovereign Infrastructure





# Platform as a Service – our growing box of battle-tested platform solutions



We offer what we  
use ourselves

- We have built 100+ IT platforms over more than two decades
- **Proven solutions** to everything our product platforms need: hardened, scalable, reliable, available as services
- Superior components due to **cross-layer integration**



Build  
and run

- PaaS components are managed services. They are **continuously improved, maintained and optimized**
- We need them to be efficient, which also benefits our PaaS customers
- **Runs on our highly efficient IaaS**, and provides our SaaS foundation

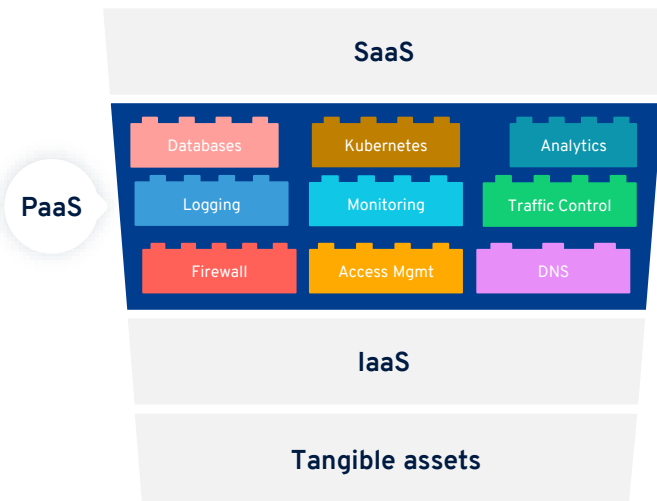


Open  
source

- We make sure that **we control the software**, not the other way around
- Our **in-house engineers** ensure there is very little we cannot build or adjust as needed
- We control the **source code** and architecture of all levels of our stack, allowing for **deep value creation**

## “API first” – standard interfaces ensure easy integration

The same pieces come up again and again. We aim to design each of them once, re-use them, and sell them as a service, too





## Software as a Service – the final stage of full stack utilization



Broad product  
portfolio

- **>50 solutions** across brands are offered to customers
- All **SaaS solutions** built on **PaaS** and leveraging other layers as foundation



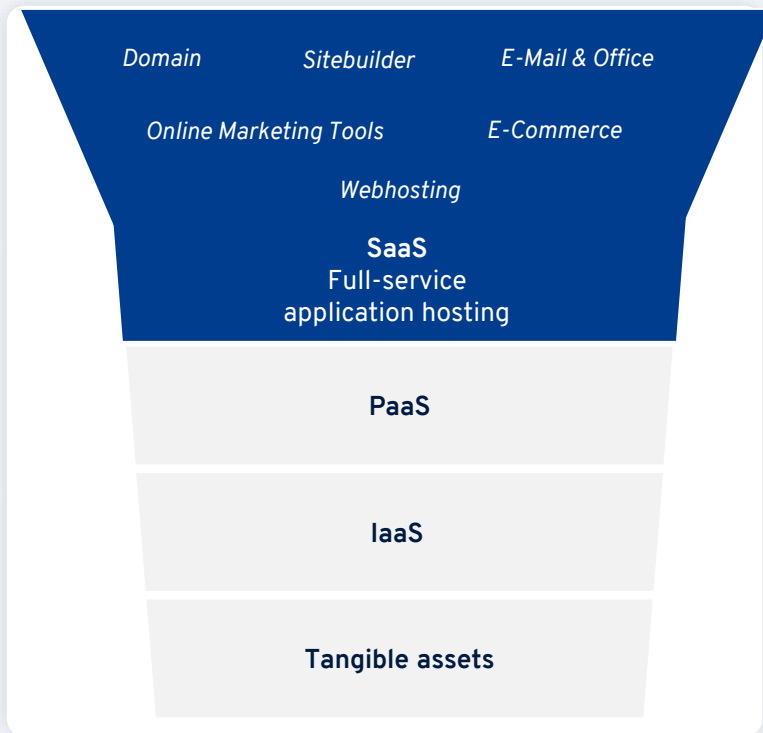
High class  
usability

- **Easy to use front-end** shaped to the **demand** of our customers: including low skill drag&drop front-end to advanced user demands
- Efficient and ideally positioned to **accelerate product rollout** because we have control of all the layers



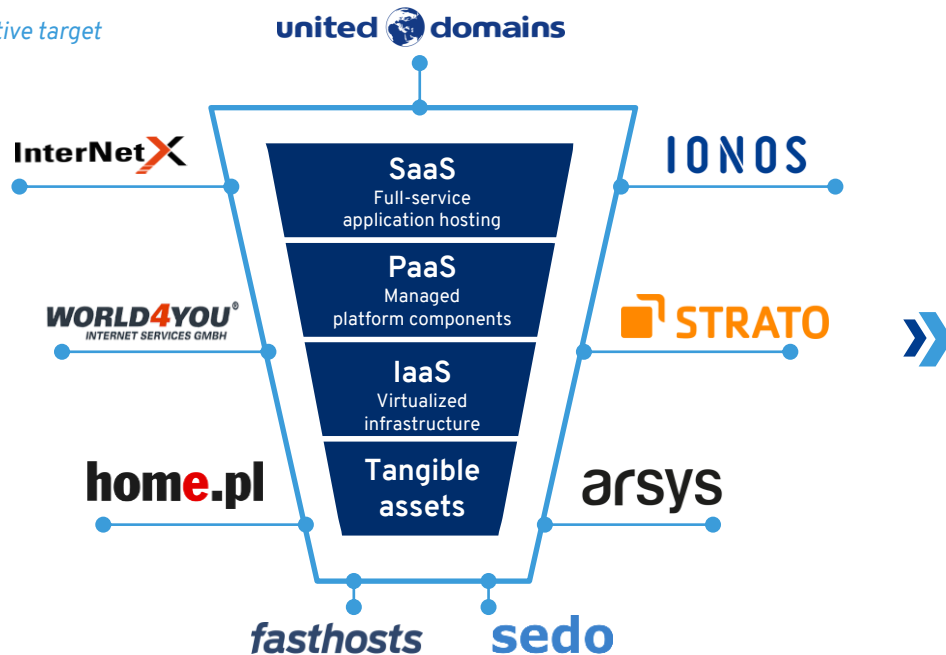
Self-developed  
applications

- **> 100 engineers** focus on SaaS applications like MyWebsite, HiDrive, Cloudpanel and Data Center Designer
- By **reusing** the stack, **SaaS developers** can focus on **User experience** and **product performance**



We are a multi-brand company on our way to operate a single technology stack for all brands




*Illustrative target*



- ✓ Already **60%+** of our **products/services** are used by **multiple brands**
- ✓ Powerful position through a **single fully owned technology stack** accessible to all brands
- ✓ Strong track record of **successfully integrating multiple brands** into our technology stack
- ✓ Through **API first approach** existing and new brands can pick product ranges and tailor them to their local markets
- ✓ **Smaller brands** are able to launch **leading edge products and services** at high speed based on in-depth expertise within the Group
- ✓ Smaller brands **focus on specific market adaption** while benefiting from **scaling effects within the Group** and smart API design
- ✓ **Reducing costs** in product development/service offerings thanks to our **scalable platform**

As local heroes, brands leverage the joint product portfolio but retain control over their products and how they bring them to their local markets

# The Internet Factory adds significant value for both our customers and IONOS

Internet Factory benefits	Domains/SSL/DNS	WordPress on WaaS	CoreVPS
Initial situation	<p>As part of the <i>Internet Factory</i> the <i>Domain experts</i> throughout the group join forces and share responsibilities</p> <ul style="list-style-type: none"> <li>■ <b>Consolidation of platforms</b> - InterNetX serves as the central domain platform and IONOS as the central SSL/DNS platform</li> <li>■ <b>API based</b> - All value added services are API based and are accessible to all brands</li> </ul>	<p>The <i>Internet Factory</i> way of working has allowed fasthosts to benefit from features when they "roll off the production line"</p> <ul style="list-style-type: none"> <li>■ <b>High flexibility</b> - The WordPress on WaaS platform allows adaptation to local market needs</li> <li>■ <b>Product improvement</b> - Feedback of all new tenants/customers is used to improve the product</li> </ul>	<p>STRATO was the <i>first Internet Factory tenant</i> to utilize CoreVPS in big-scale to sell Windows VPS to new customers</p> <ul style="list-style-type: none"> <li>■ <b>Synergy effects</b> - Merger of similar products in different brands to a single platform</li> <li>■ <b>Efficient product development</b> - Consolidated development efforts on one platform</li> </ul>
Improvements	<ul style="list-style-type: none"> <li>■ <b>Reduction</b> in efforts to manage platforms</li> <li>■ InterNetX Price Appraisal Service <b>reduced outflow by 1.4k</b> domains p.m. (IONOS brand only)</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Increased page speed</b> by &gt;40% for WP websites</li> <li>■ WordPress on WaaS <b>reduced the server and maintenance</b> costs per WordPress project</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>New technologies</b> of the CoreVPS platform <b>drove performance</b> (STRATO VPS vs IONOS CoreVPS)</li> <li>■ Improved cooperation</li> </ul>
Used by			

Source: Company information

<sup>1</sup> Adoption of CoreVPS product coming soon

## Strong resilience and reliability



### High infrastructure resilience

- **New DCs structural redundancy** on the level of **Tier III / Tier IV** as defined by the uptime institute
- Dual vendor, line **redundant backbone**
- Integrated **DDoS-defended backbone**
- **High redundancy** built into applications (georedundancy, no single point of failure)



### Strong operating processes

- **ITIL oriented** but optimized Service Operations and Transition processes with 24x7 coverage
- Clear **focus on customers**, specially tuned incident, change and problem management
- **32% reduction** in **customer calls** due to issues from 2019 to 2022



### Pervasive security

- Mature **group ISMS**, broadly used, jointly and continuously improved
- **IONOS development** divisions adopted a **state-of-the-art privacy and security by design** process
- **~80% of all IONOS employees** receive regular security awareness trainings<sup>2</sup>



### Global certifications

- IONOS Core / Cloud infrastructure covered with **international standards** such as ISO 27001, ISO 50001<sup>2</sup>
- **Public sector optimised certifications** for IONOS Cloud such as IT-Grundschutz
- **Meeting legal standards** according to critical infrastructure (KRITIS) and telecommunications law (TfG)

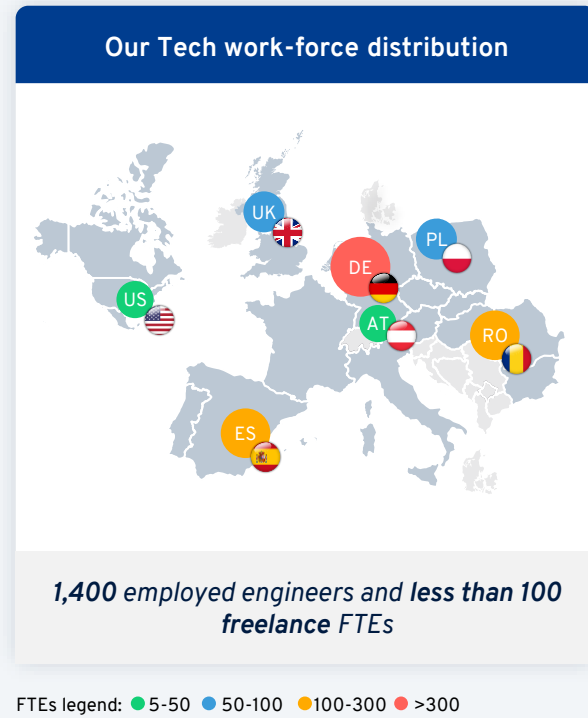


**99.995%**  
uptime 2021<sup>1</sup>

Source: Company information

<sup>1</sup> Average year availability weighted by revenue (monthly average 2021); <sup>2</sup> Currently in rollout

## Proven operating model powered by a can-do workforce

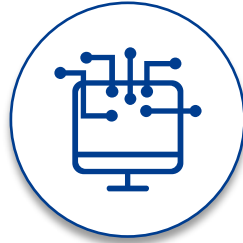


## Our technology foundation – Key takeaways



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**Highly robust vertically  
integrated technology  
stack**



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**Multi-brand company on  
our way to operate under a  
single technology stack**



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**Highly experienced teams  
with strong Tech DNA**

# People, culture & sustainability

*Hüseyin Dogan, COO*

An effective People Strategy is an enabler for our business success



Our business principles represent our cultural DNA and what enables us to succeed...

### Who we are...



We are  
customer  
champions



We are open-  
minded and  
committed



We are  
innovators



We are  
passionate  
about our team



We are curious  
explorers

### What we do...



We take  
ownership



We act  
resourcefully



We get  
things done

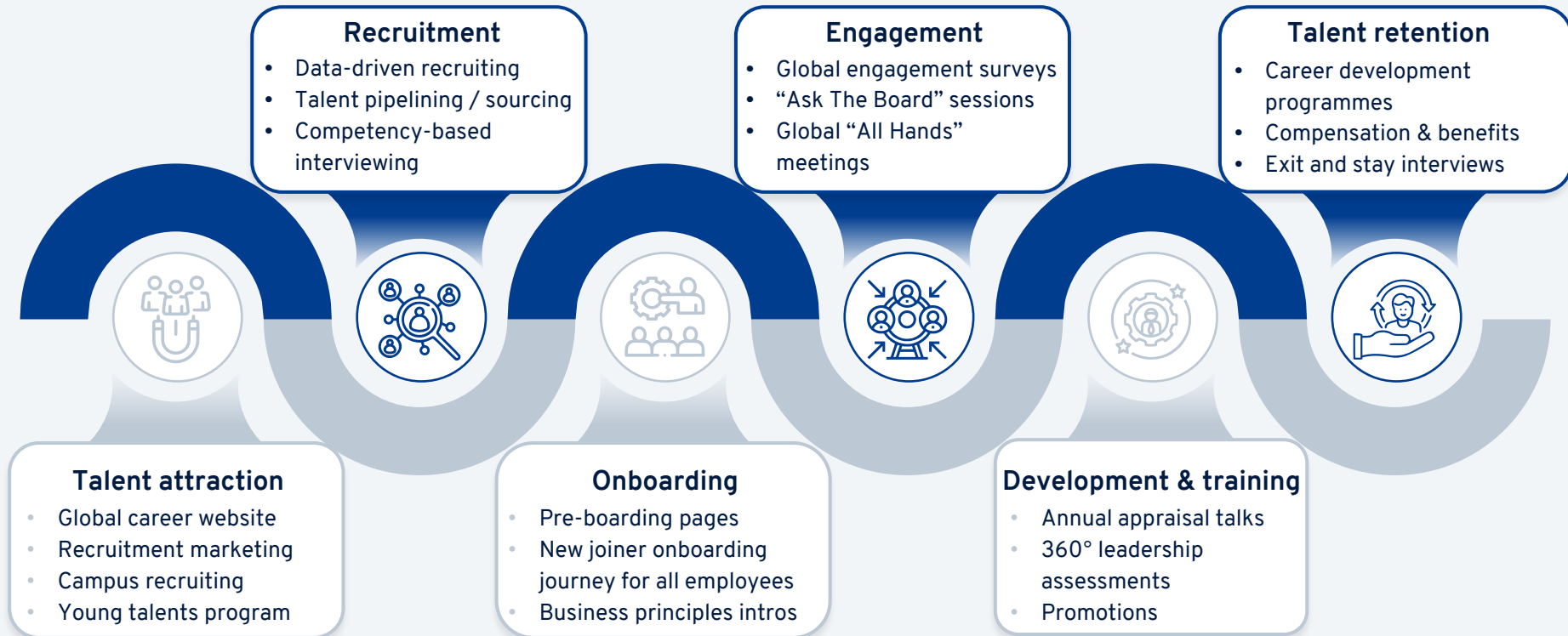


We deliver  
outstanding results



We pay attention  
to detail

... and we bring them to life by integrating them into our day-to-day activities



## Our strong employer brand is key to attracting and retaining quality talent



- Top rated and **certified employer of choice**
- Career start with a **personalized onboarding experience**
- **Efficient and streamlined hiring process**



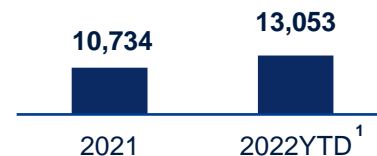
- Performance-related attractive **bonus schemes**
- **Corporate benefits**
- **Disability insurance, nutrition and health benefits**



- **Hybrid working model** (office and mobile working)
- **Sabbaticals and unpaid leaves**
- **100% remote working** for various job profiles

### Increasing popularity among candidates...

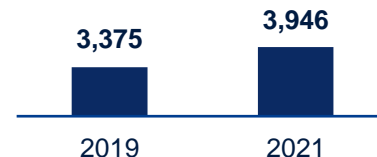
# applications



**~3%**  
Applications acceptance rate<sup>1</sup>

### ...allows for valuable additions to our team

# employees<sup>2</sup>



**+17%**  
Headcount increase since 2019

Great place to work for talent and leaders



Quality talent attraction

## Create an inclusive culture and a collaborative work environment for a positive employee wellbeing

### Employee engagement

Two-way communication, we listen to our people:

- **Voice of our employees:** regular global engagement surveys and pulse checks
- **Direct interaction with the board** in “Ask The Board” formats and “Global All Hands” meetings



### Organizational enhancement

Feedback analyzed and actioned to drive positive change:

- **Organizational health checks** following a structured process to review talents and leadership on a regular basis
- **ESG scorecard implemented** to establish baselines, measure and improve performance



### Modern working ecosystem

- **Modern office space concepts** for innovation, creativity and collaboration
- **Self-guided training platform**, maintaining a permanent global education approach

### Our success in retaining employees

Engagement Survey 2022

**83%**  
participation rate

*“I feel I am a part of the team”*

Yes: 82%

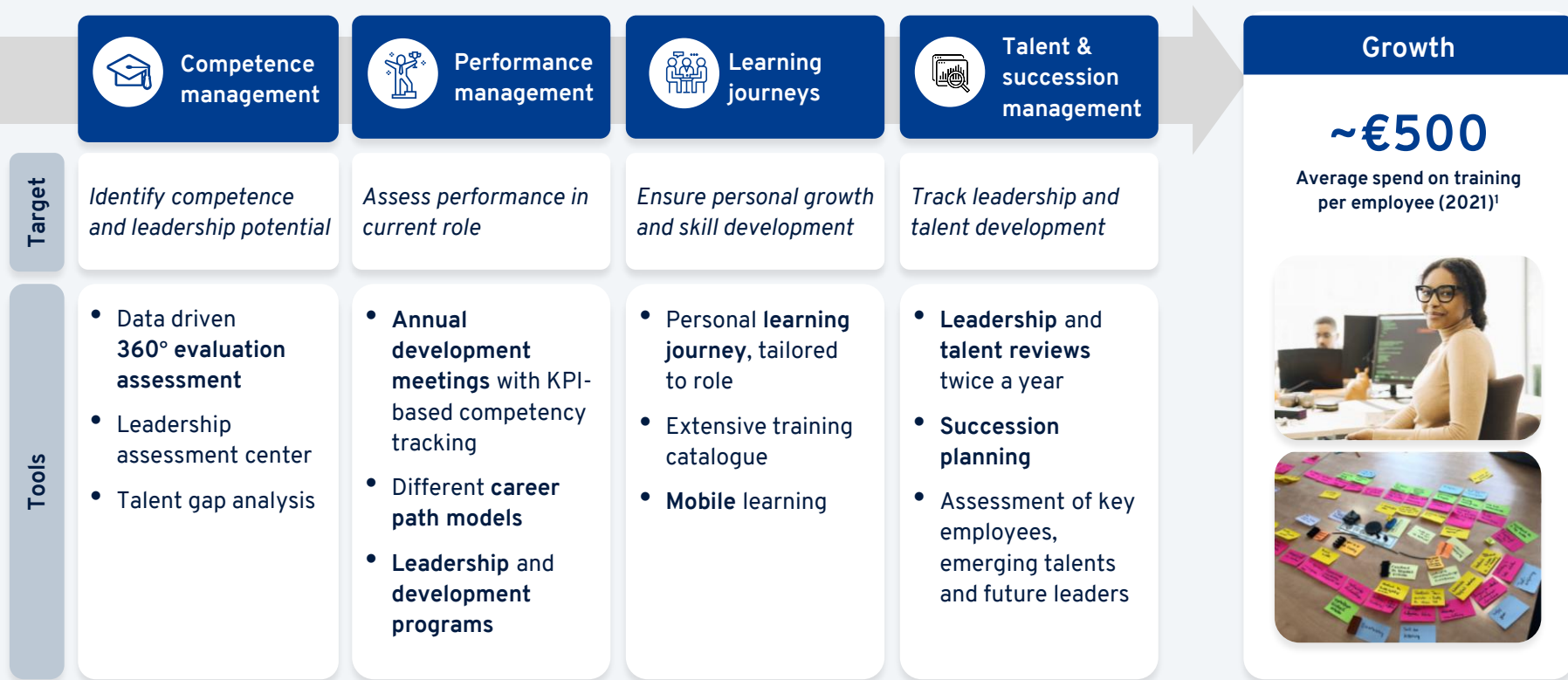
*“I know what I need to do to be successful in my role”*

Yes: 86%

Avg. employee tenure in years



# Empowering our people: career development and talent lifecycle



Source: Company information

Note: KPIs refer to IONOS Group; <sup>1</sup> Refers to total 2021 spend for internal and external trainings / average number of employees 2021

Our diverse and inclusive workplace enriches our company culture empowering business success, innovation and customer centricity



**Making ourselves accountable**

- Public signatory to the **Charter of Diversity**
- **Diversity scorecard** to track our progress against baselines across employee life-cycle



**Creating employee awareness**

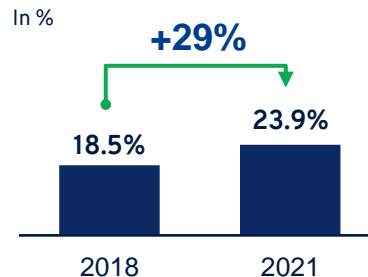
- **Diversity trainings** for employees, HR and Leaders on wide range of diversity topics
- Annual **“Diversity Days”** employee-led diversity event to create know-how



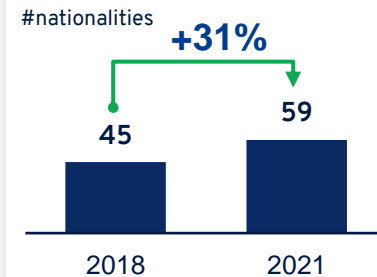
**Empowering our diverse groups**

- **Employee Resource Groups (ERGs)** covering: gender, LGBTIQ+, multicultural & multigenerational
- **“Woman Explore”** initiative to empower female talent towards leadership

### Women in management



### Nationalities employed



## We optimise environmental sustainability across the lifecycle of our operations



# Climate neutral<sup>1</sup> data center operations since 2018



**100% renewable  
electricity**

Our own global data centers run on directly sourced **100% renewable electricity**<sup>1</sup>

In the few instances where we use non-renewable energy, our **carbon is offset**



**100%  
ISO 50001**

Our energy management systems are **ISO 50001 certified**

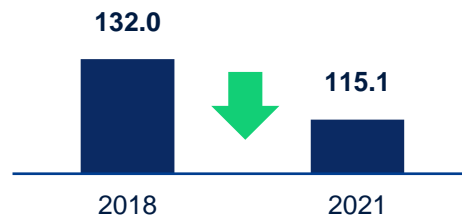


**1,300+ tons of  
CO2 avoided**

In 2019-2021, we were able to **avoid more than 1,300 tons of CO<sub>2</sub>** as a result of 450 tonnes of servers & IT equipment refurbished or recycled

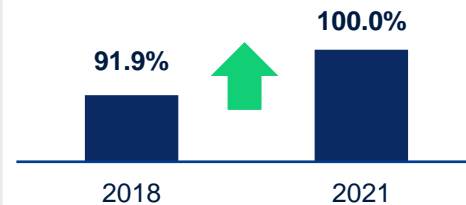
## Energy consumption

In GWh

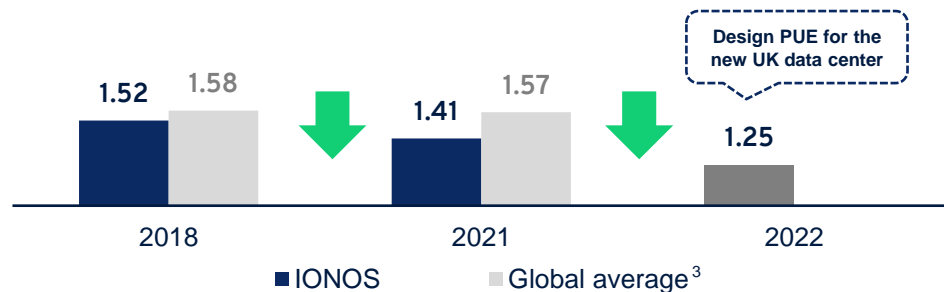


## Renewable electricity

In % directly sourced



## Data center power usage effectiveness (PUE)<sup>2</sup>



Source: Company information, Uptime Institute

Note: KPIs refer to IONOS Group; <sup>1</sup> Scope 1 and 2; <sup>2</sup> 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; <sup>3</sup> Uptime Institute Global Data Center Survey 2021, average annual PUE for respondents' largest data center, n=566

# The IONOS Supervisory Board: Deep industry knowledge and complementary skill set

## Supervisory Board composition

### Composition of the board

6 members,  
of which 1 Chairman  
and 1 Deputy Chairman

### Audit Committee

Deals in particular with  
topics relating to accounting  
and risk management  
responsibilities

### Nomination Committee

Proposes whole board suited  
candidates to join  
supervisory board for  
election at AGM

## Members of the Supervisory Board



### Ralph Dommermuth

Chairman of the  
Supervisory Board  
*CEO, United Internet AG*  
*CEO, 1&1 AG*



### René Obermann

Deputy Chairman of the  
Supervisory Board  
*Co-Head Europe & Head of Warburg  
Pincus Germany*  
*Chairman, Airbus SE*



### Claudia Borgas-Herold

*CEO, borgas advisory GmbH*  
*Member of the Supervisory Board,*  
*1&1 AG*



### Martin Mildner

*CFO, United Internet AG*



### Vanessa Stütze

*CEO, LUQOM GROUP*  
*Member of the Supervisory Board,*  
*Hornbach Holding*



### Kurt Dobitsch

*Chairman of the Supervisory Board,*  
*Nemetschek SE, 1&1 AG, 1&1 MM<sup>1</sup>*  
*Member of the Supervisory Board,*  
*Bechtle AG*

## People, culture and sustainability – Key takeaways



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**Deep integration of  
business principles into our  
day-to-day activities**



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**Strong employer brand  
with the ability to attract  
and retain high-quality  
talent**



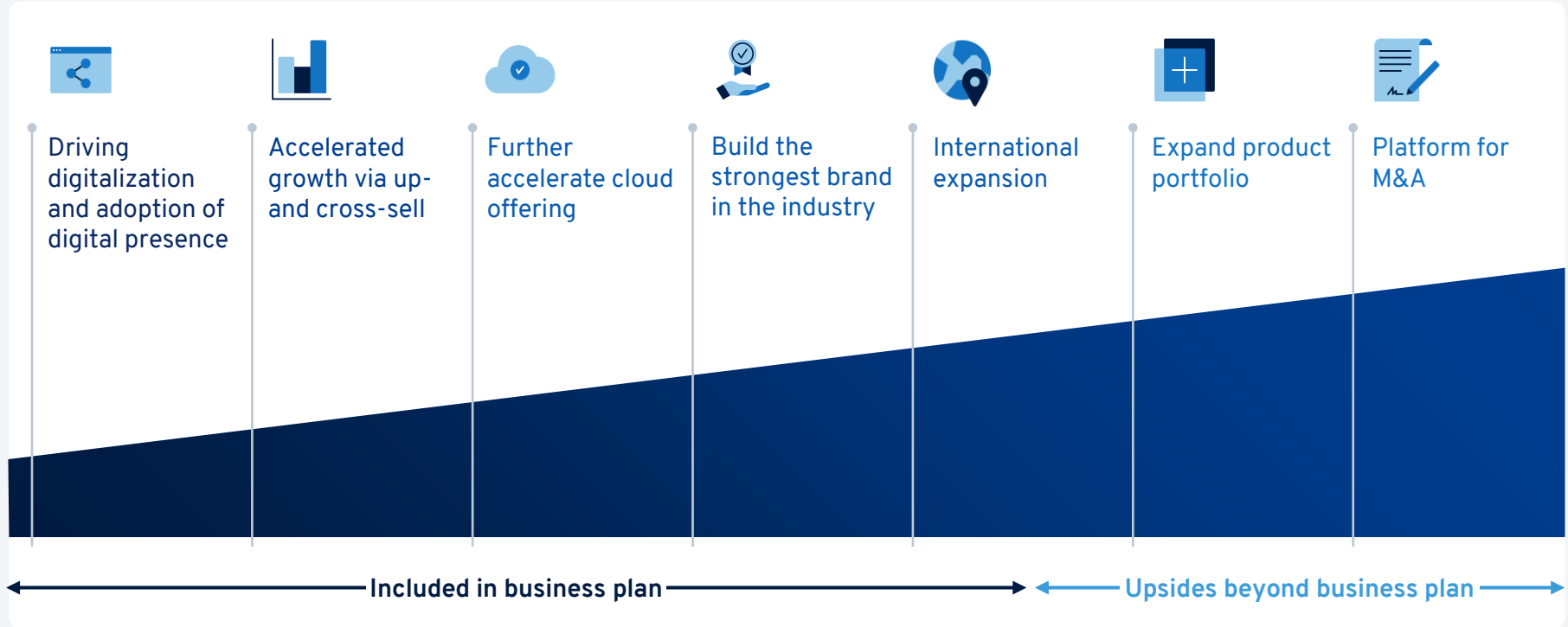
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**Environmental  
sustainability across the  
entire lifecycle of our  
operations**

# Growth levers

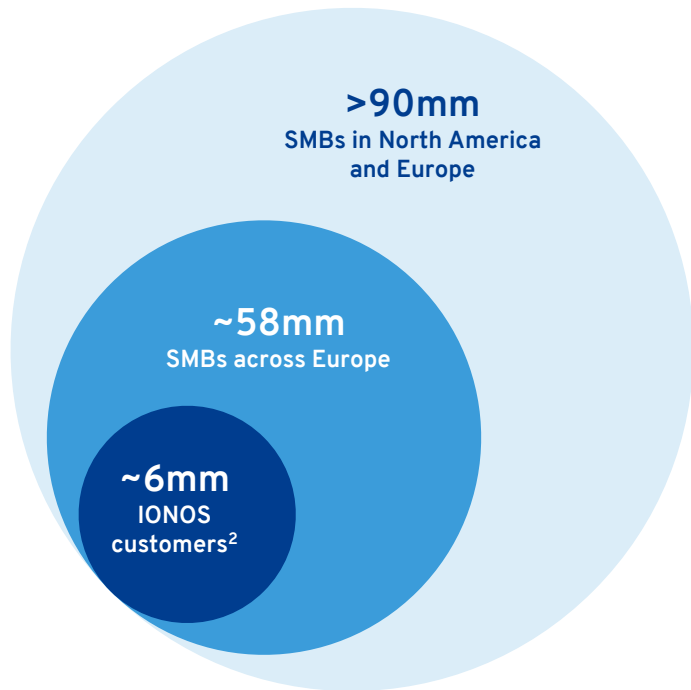
*Britta Schmidt, CFO*

## IONOS is well positioned to take advantage of multiple growth levers



# SMBs represent a large target group that is digitally underserved

## Large and untapped SMB target group<sup>1</sup>



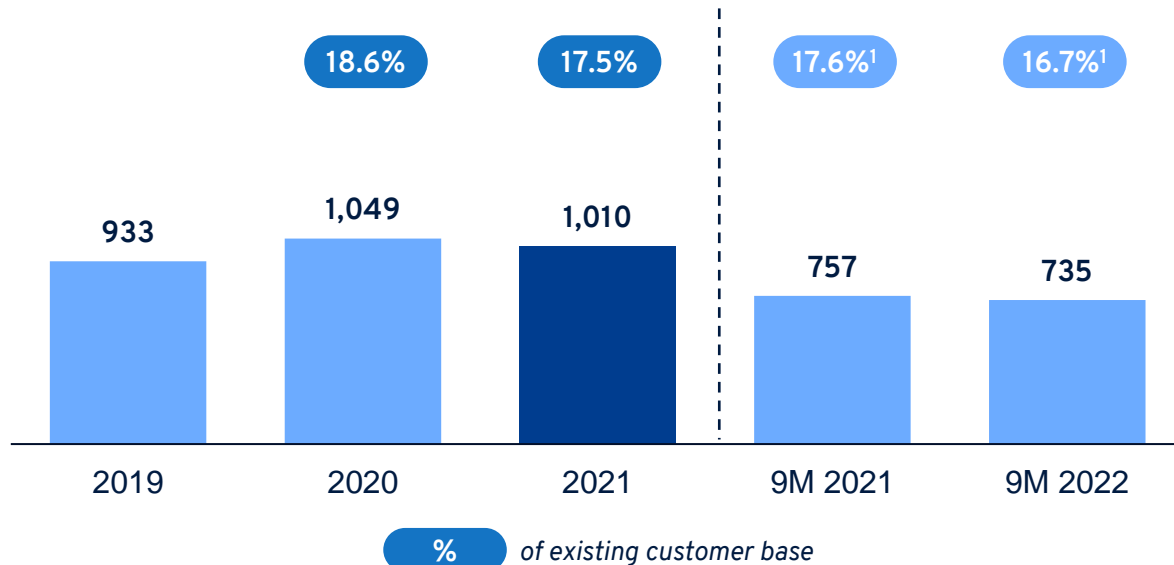
**~90%**  
of European SMBs are not  
IONOS customers today

**~50%**  
of solo-preneurs and micro SMBs do not  
have a website

**~73%**  
of SMB companies with websites  
do not have an e-commerce solution

# IONOS has a great track record of capturing SMBs as new clients

## Gross customer adds (k)



## Commentary

- Gross add rates consistently between 15% and 20% as a percentage of the existing customer base
- Adding ~1mm gross new customers every year

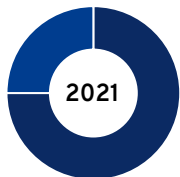
Driven by one-stop-shop of products, award-winning marketing, efficient sales and great after-service

## Our Aftermarket business is expected to benefit from sustained growth dynamics

### Balanced domain investor and end user demand

#### Demand by group (%)

Professional  
domain  
investors  
25%



SMB /  
end user  
75%

Sales to businesses  
bring returns to  
investors, who re-  
invest

Start-ups investing  
more capital in  
domains

### Increasing domain supply

2021  
units  
sold (#)

**+48%**  
vs. 2019

**+4%**  
vs. 2019

~37,100

~1,200

Total

o/w  
Brokerage

Attractive domain  
names are already  
registered. Offering  
domains with  
Aftermarket  
increases our  
domains supply

### Accelerating domain turnover

#### Units sold as % of listed domains

**+30%**

2019

**<1%**  
2021

Significant  
whitespace to  
increase % of units  
traded at sedo  
marketplace

### Rising Average Selling Price in recent years

2021  
ASP<sup>1</sup> (€)

**+9%**  
vs. 2019

**+42%**  
vs. 2019

~20,500

~1,600

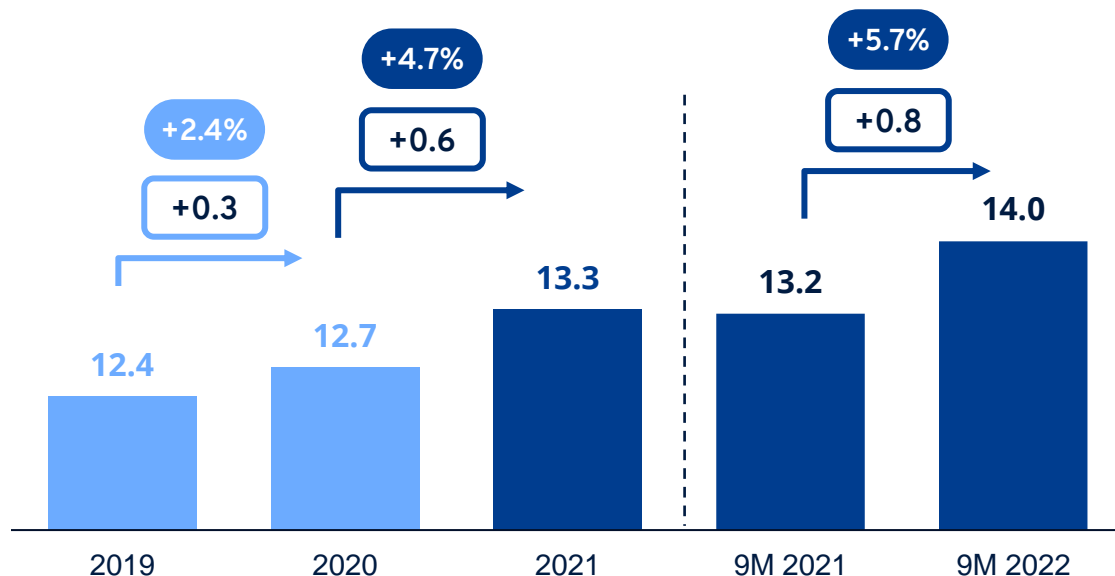
Marketplace

Brokerage

Aftermarket  
domains attract  
high-value  
customers who  
further invest into  
their online  
presence with our  
additional services

## We pursue sustainable ARPU growth across the portfolio

### Monthly ARPU (€)<sup>1</sup>



Customers purchase **higher value products** and services as they grow with IONOS



Successful **cross-sell of additional products** within customer base

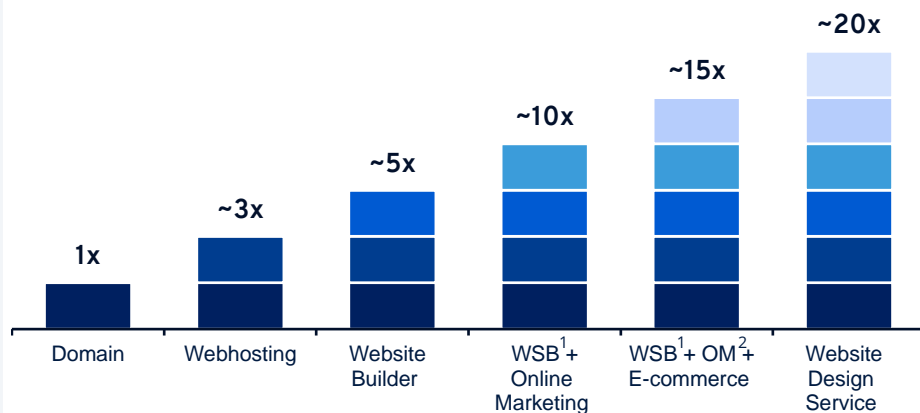


Data-driven and **customer-tailored price increases** to realize additional revenue potential

## Our product suite is designed for seamless up- and cross-selling

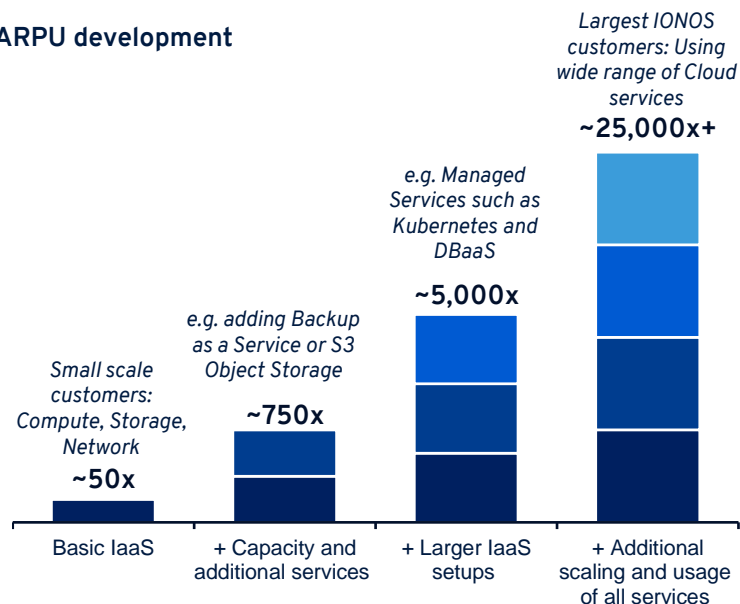
### Web Presence & Productivity

#### ARPU development



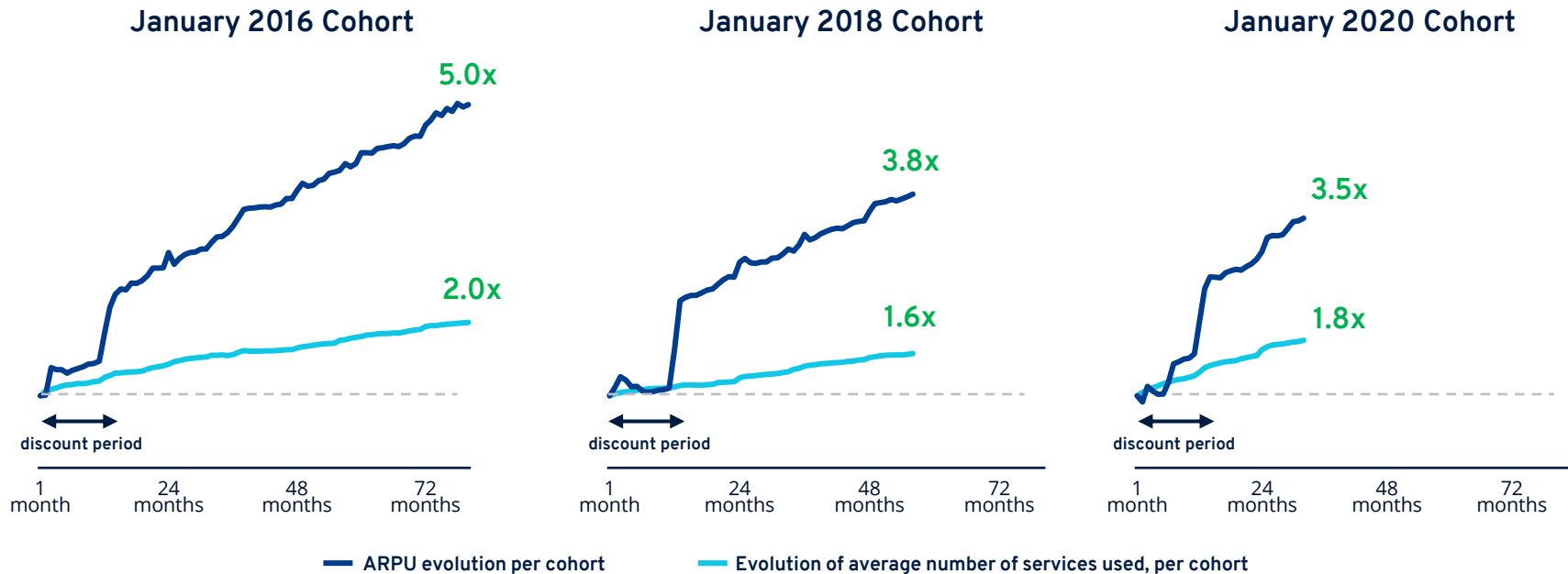
### Cloud Solutions

#### ARPU development



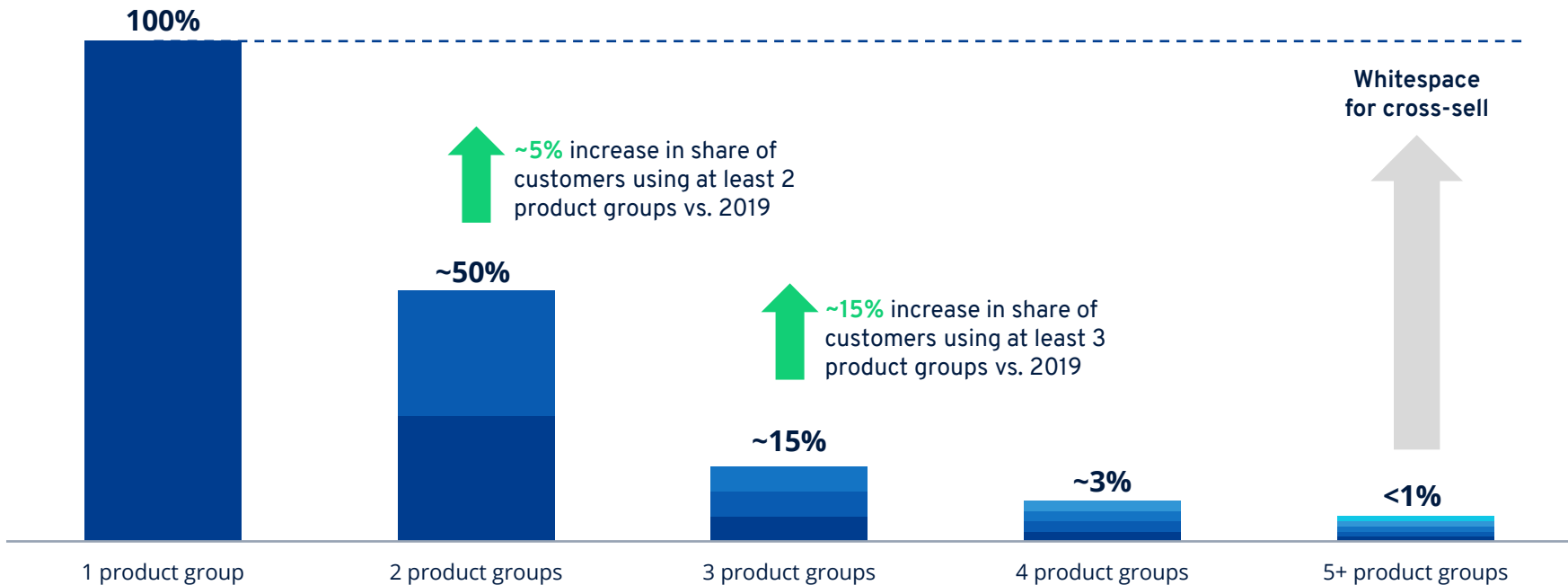
## Proven track record of up-selling and cross-selling across cohorts

### ARPU development and number of services of cohorts



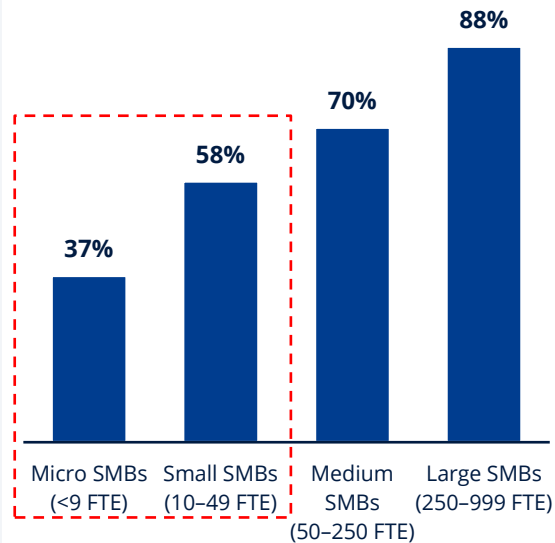
## We see significant whitespace for continued up-sell and cross-sell

Percentage of 2021 customers who have purchased x “IONOS-branded” product groups<sup>1</sup> from IONOS

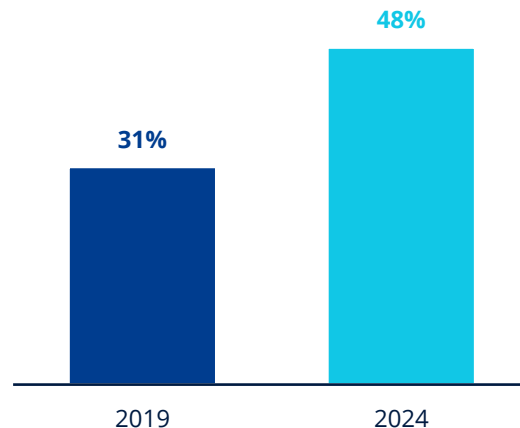


## Significant whitespace in Cloud and increasing demand for complex solutions

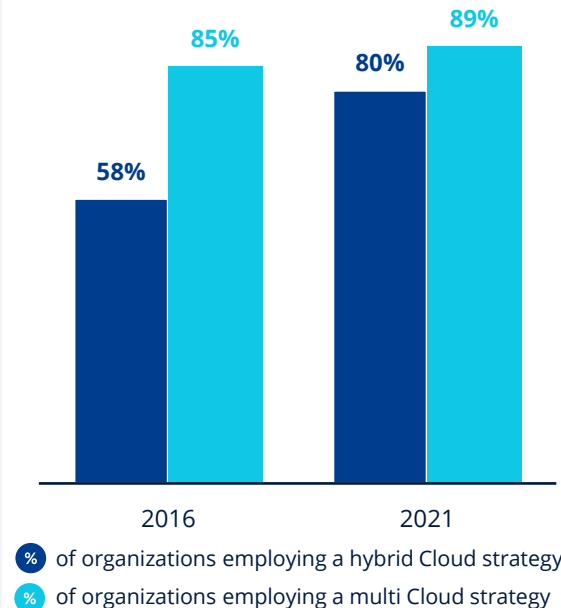
Share of respondents using a Cloud offering<sup>1</sup>



SMB Cloud adoption<sup>2</sup> '19-24, % of Cloud infrastructure spending of total IT infrastructure spending for SMBs



Share of respondents using a Cloud offering<sup>3</sup>



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

<sup>1</sup> Survey carried out on behalf of IONOS in October 2021 (n=63) in Germany, Spain, France and Poland; <sup>2</sup> 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; <sup>3</sup> Flexera: State of the Cloud Report 2022 and Right Scale's (later Flexera): State of the Cloud Report 2017

## We are investing to further accelerate our Cloud Solutions offering and growth

Investments in the past...

**PROFITBRICKS**  
The IaaS-Company.  
**acquisition**

2017A

2018A

...have led to significant growth momentum...

*Investing Cloud EBITDA into product development and GTM motion*

Cloud Solutions revenue<sup>1</sup> (€mm)

77

92

110

81

97

2019A

2020A

2021A

9M 2021

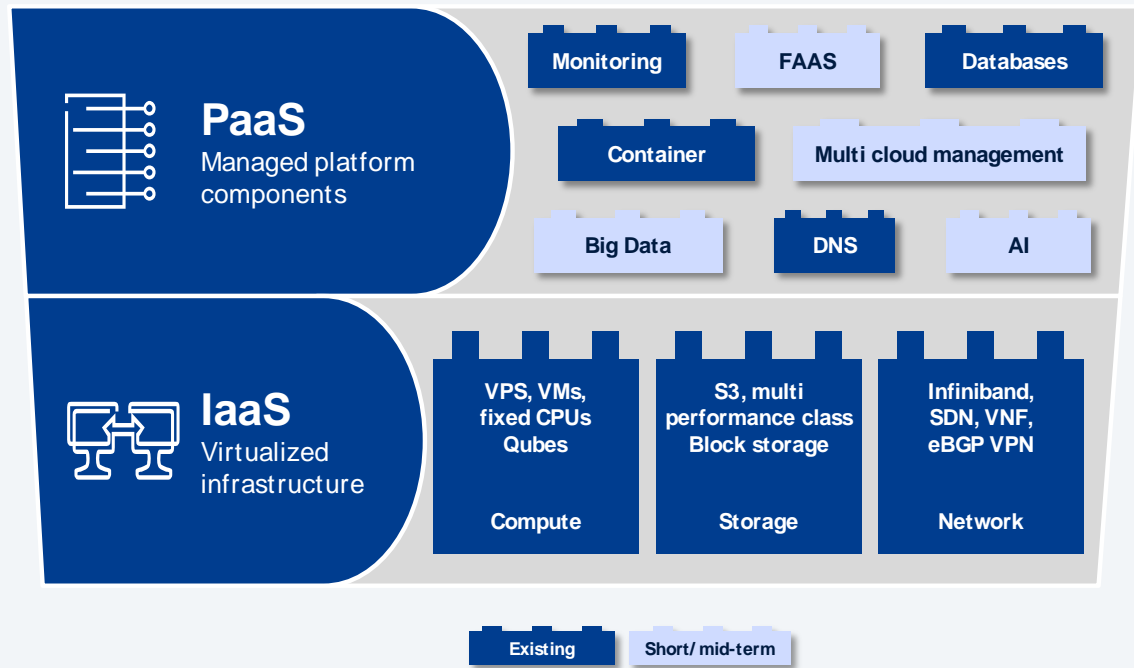
9M 2022

...and have positioned us ideally to further capture a tremendous market opportunity

Mid-term growth  
acceleration and  
margin expansion

2023 and onwards

Our Cloud investments are substantiated by our broad suite of PaaS services and we have a strong roadmap for the future



Expansion into PaaS offers opportunities to attract new customer segments



SMBs



Developers

- Easy to use services without or less maintenance needs
- Seamlessly integrated in Cloud ecosystem

We will continue to develop our brand reputation as a leading and trusted partner to SMBs

- ✓ Further cementing the position of our well recognised and trusted brands
- ✓ Increasing the share of branded and organic customer traffic and visibility
- ✓ Long-term benefits from brand investments by creating the strongest brand in the industry

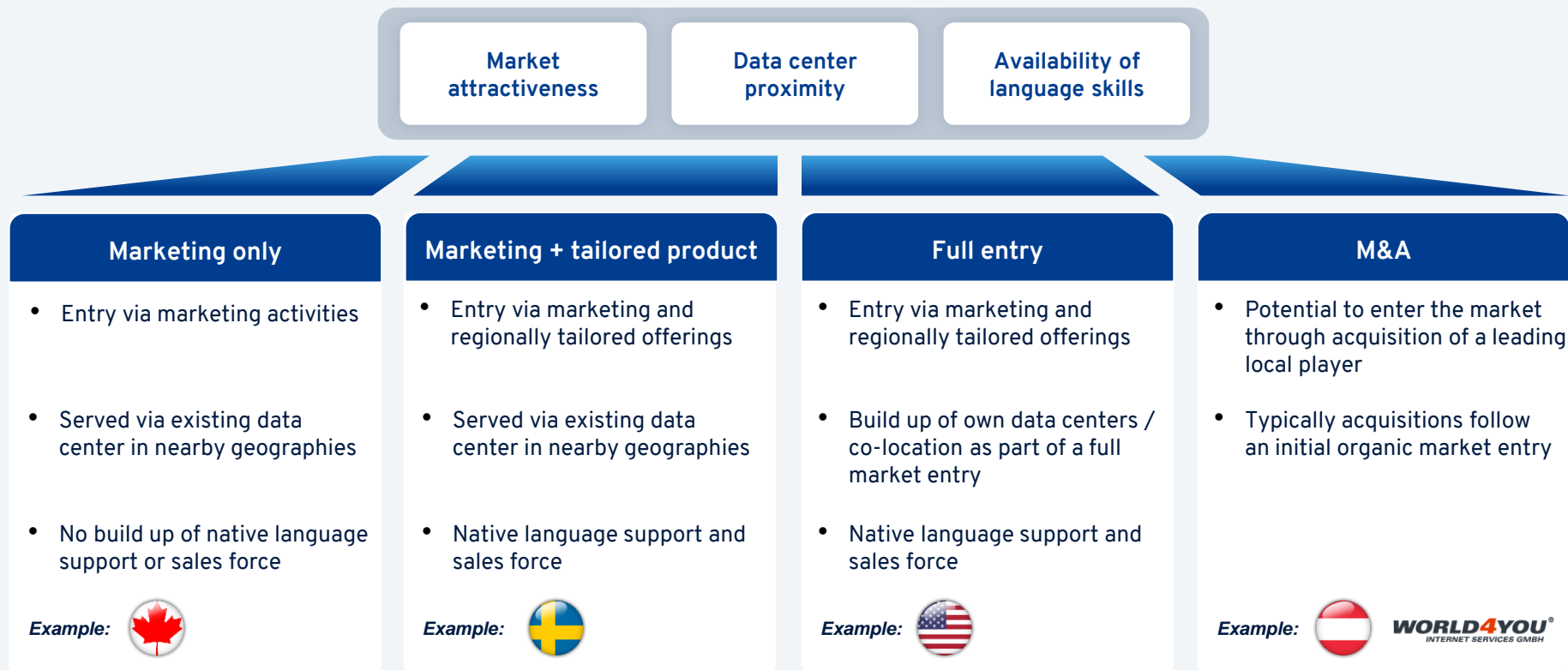


2021A

2022E: ~€55mm

2023E: €65-70mm / Mid-term: Decreasing as % of revenue

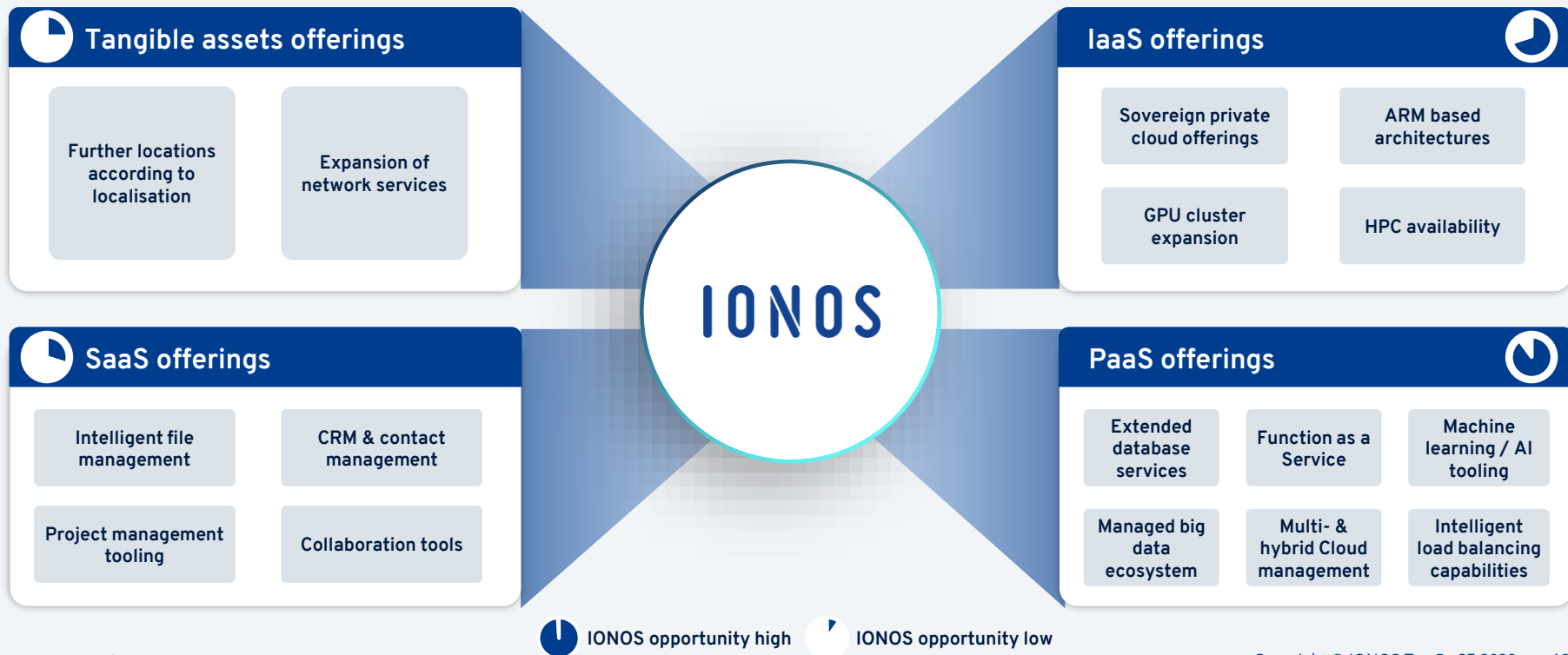
## Our international expansion is realized through curated entry strategies



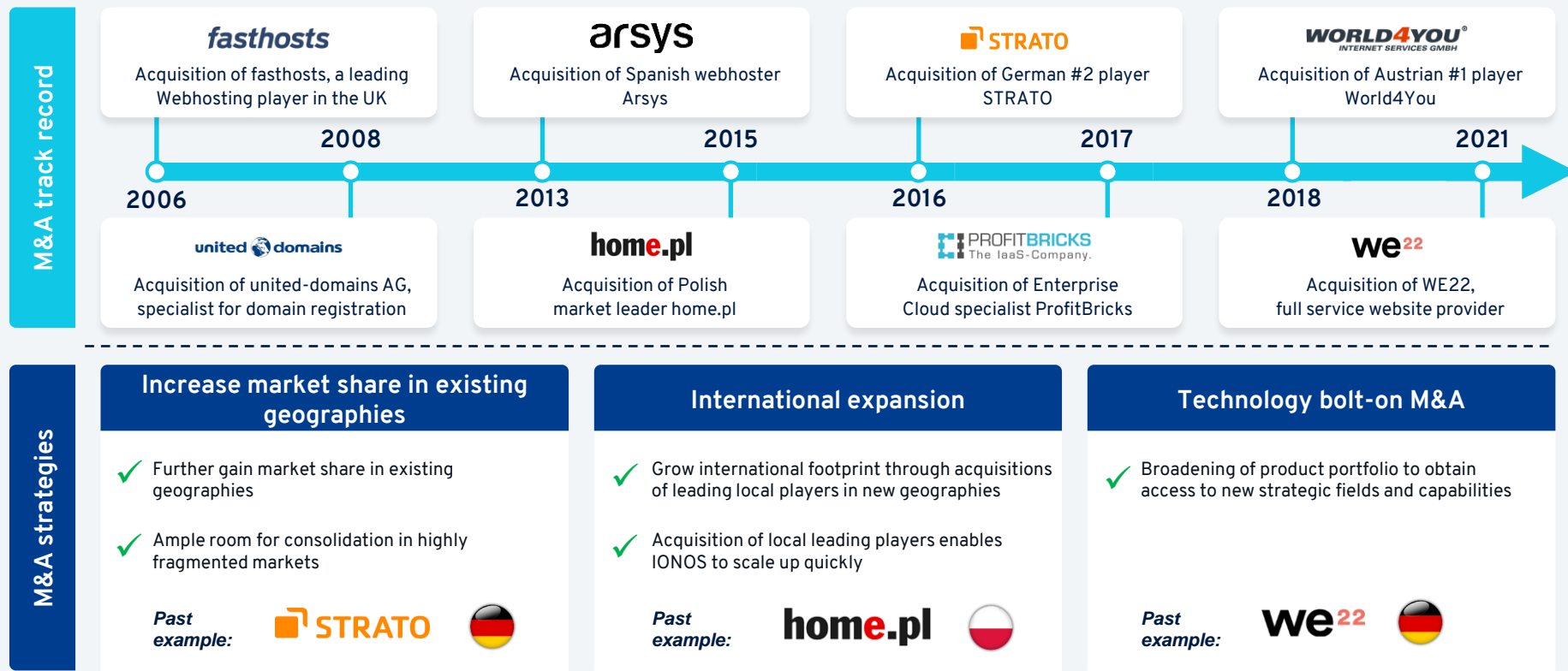
## Case study: We expanded to Sweden via our STRATO brand in September 2022



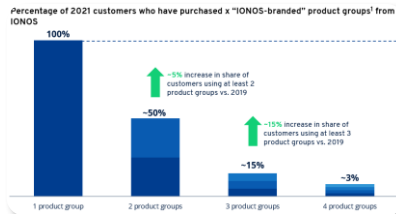
Continuous portfolio expansion serves the needs of SMB digitalization journey and is expected to drive further growth



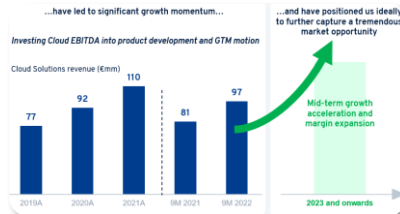
## Proven track record of accretive, highly selective and disciplined M&A



## Growth levers – Key takeaways



**Significant whitespace of digitally underserved SMBs with great cross- and up-selling potential**



**Well positioned to grow in Cloud Solutions coupled with clear product roll-out strategy**

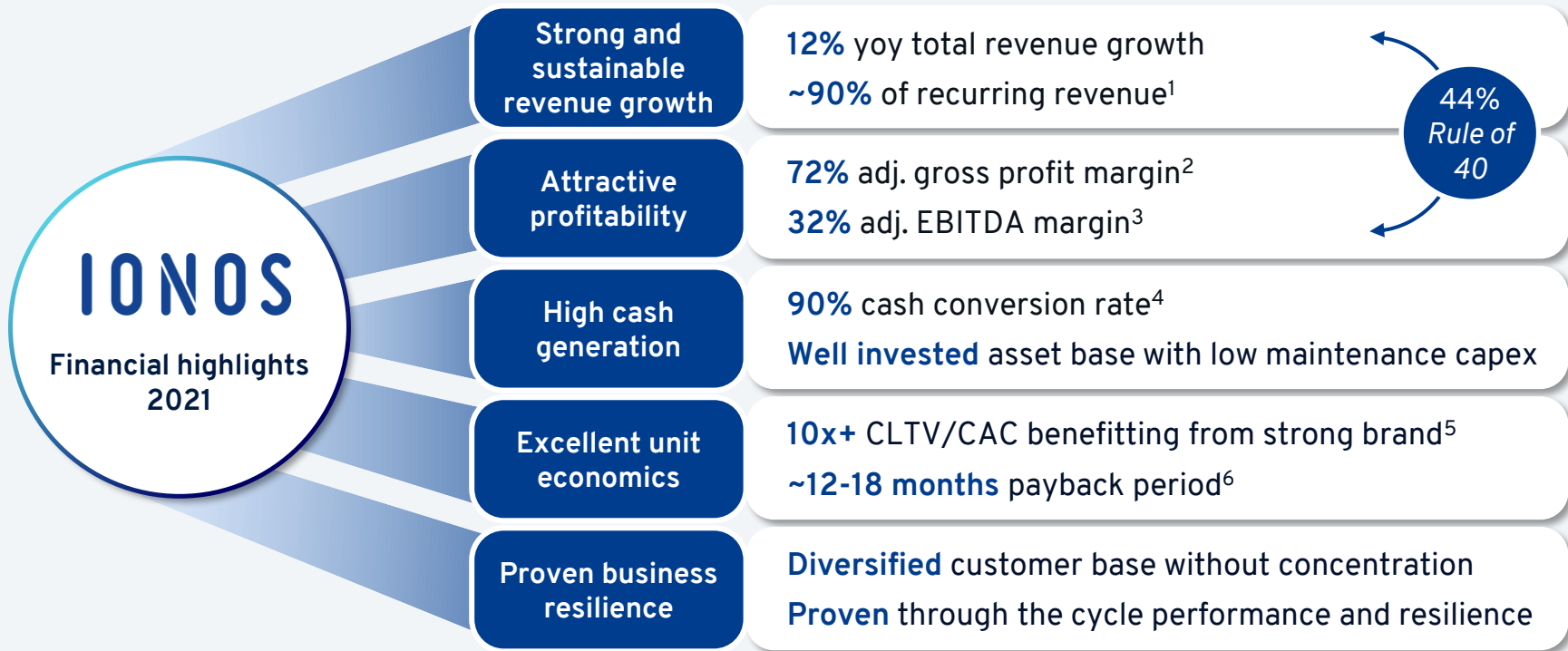


**Leverage strong brand as a leading and trusted partner to SMBs**

# Financials & guidance

*Britta Schmidt, CFO*

# Best-in-class financial profile

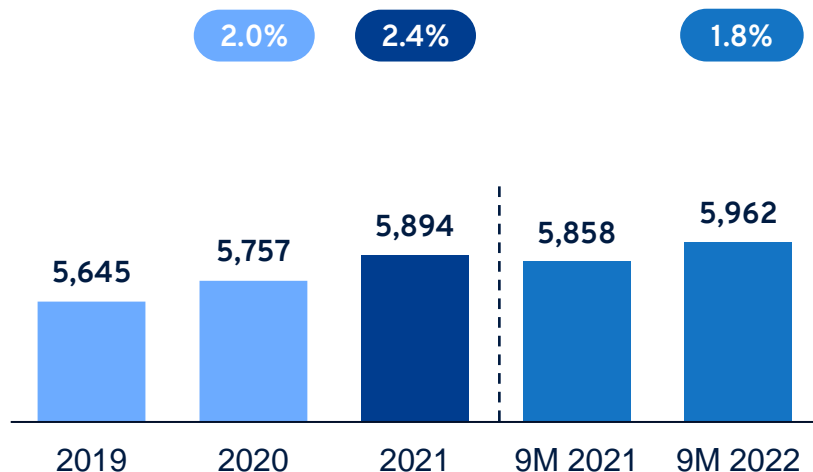


Source: Company information

Note: KPIs refer to 2021A if not stated otherwise. <sup>1</sup> Equivalent to total revenue excl. revenue from Aftermarket business (sedo); <sup>2</sup> 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; <sup>3</sup> 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; <sup>4</sup> 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; <sup>5</sup> 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; <sup>6</sup> 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

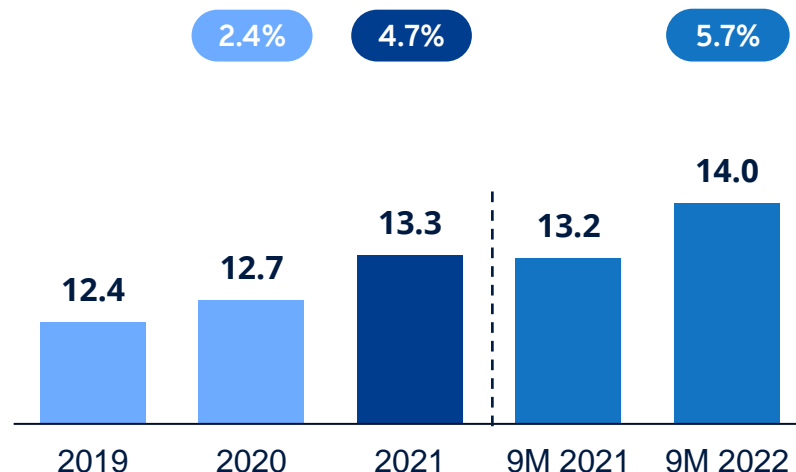
## Strong and sustainable total revenue growth on the back of growing customer base and expanding ARPU

Number of customers (000's), % yoy customer growth<sup>1</sup>



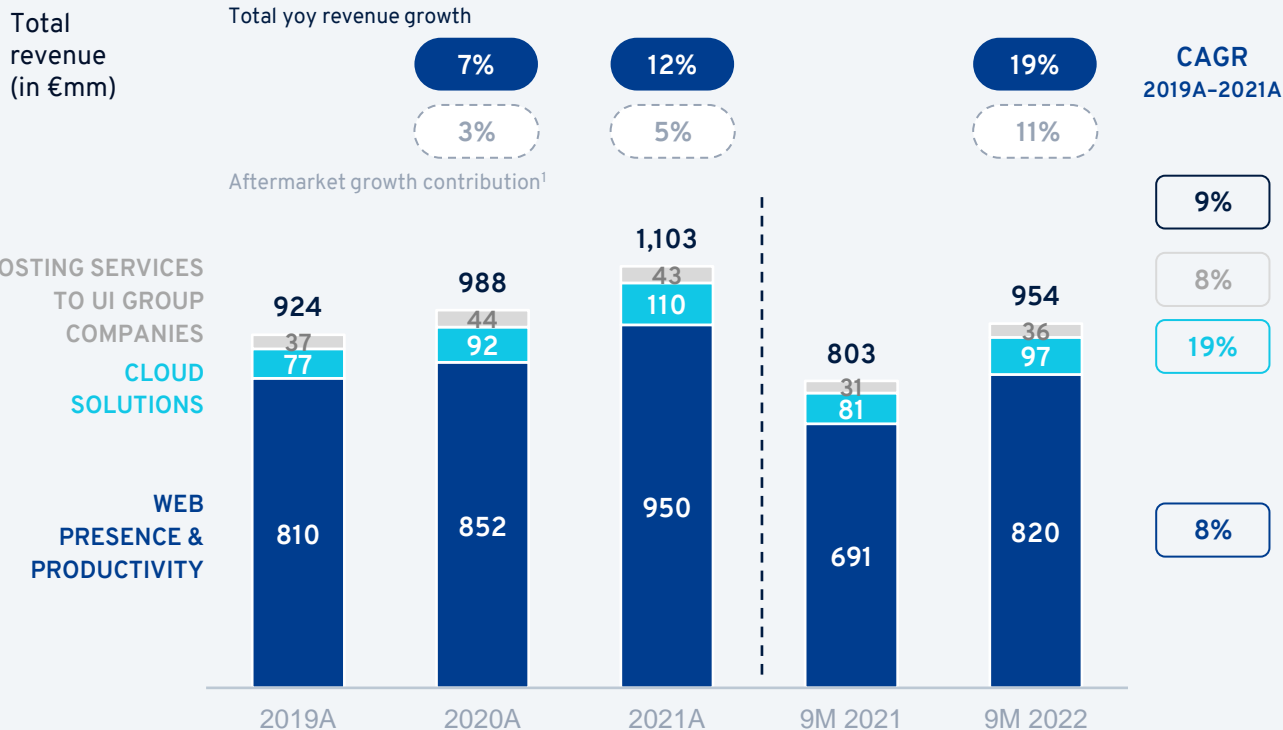
Mission critical nature of IONOS products and ever increasing need of digital presence of SMBs drive customer growth

Monthly ARPU (€), % yoy ARPU growth<sup>2</sup>



Up- and cross-selling, as well as increasing contribution of higher ARPU cloud business leading to sustainable ARPU growth

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



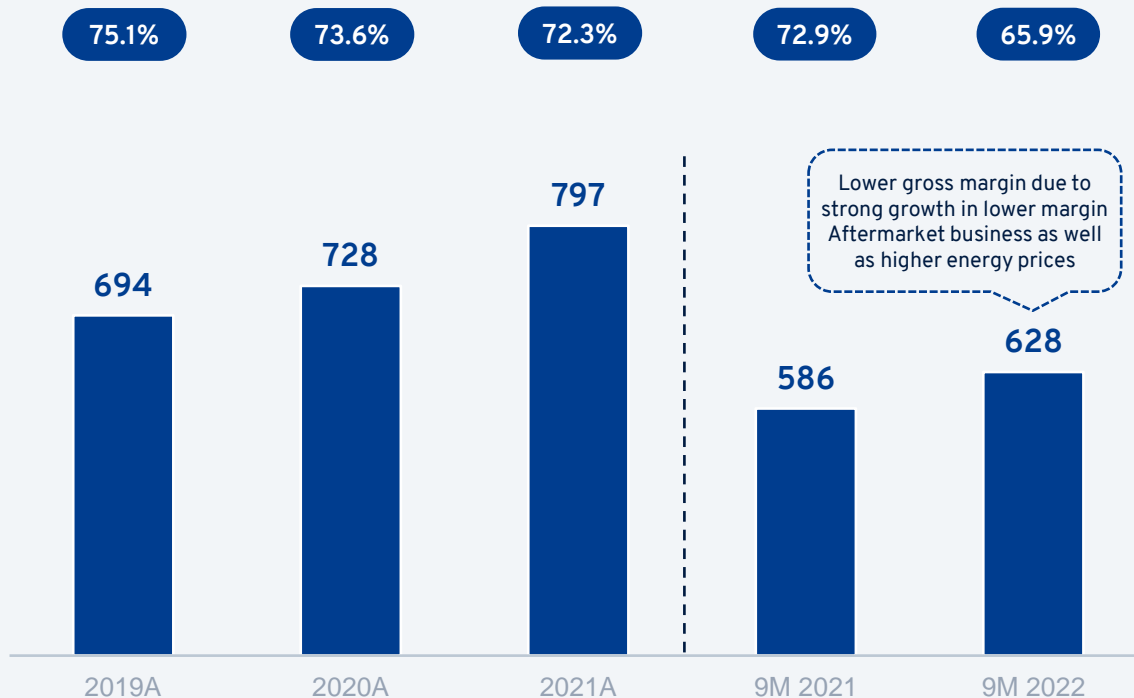
### Commentary

- Subscription-based business model with ~90% recurring revenue<sup>2</sup>
- Web Presence & Productivity with 8.3% 2019-2021 CAGR, growing faster than the market
- Cloud Solutions growing at ~20% 2019-2021 CAGR
- Strong growth in Aftermarket business contributing meaningfully to overall growth

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

Adj. gross profit<sup>1</sup>  
(in €mm)

Adj. gross profit margin<sup>2</sup>



### Commentary

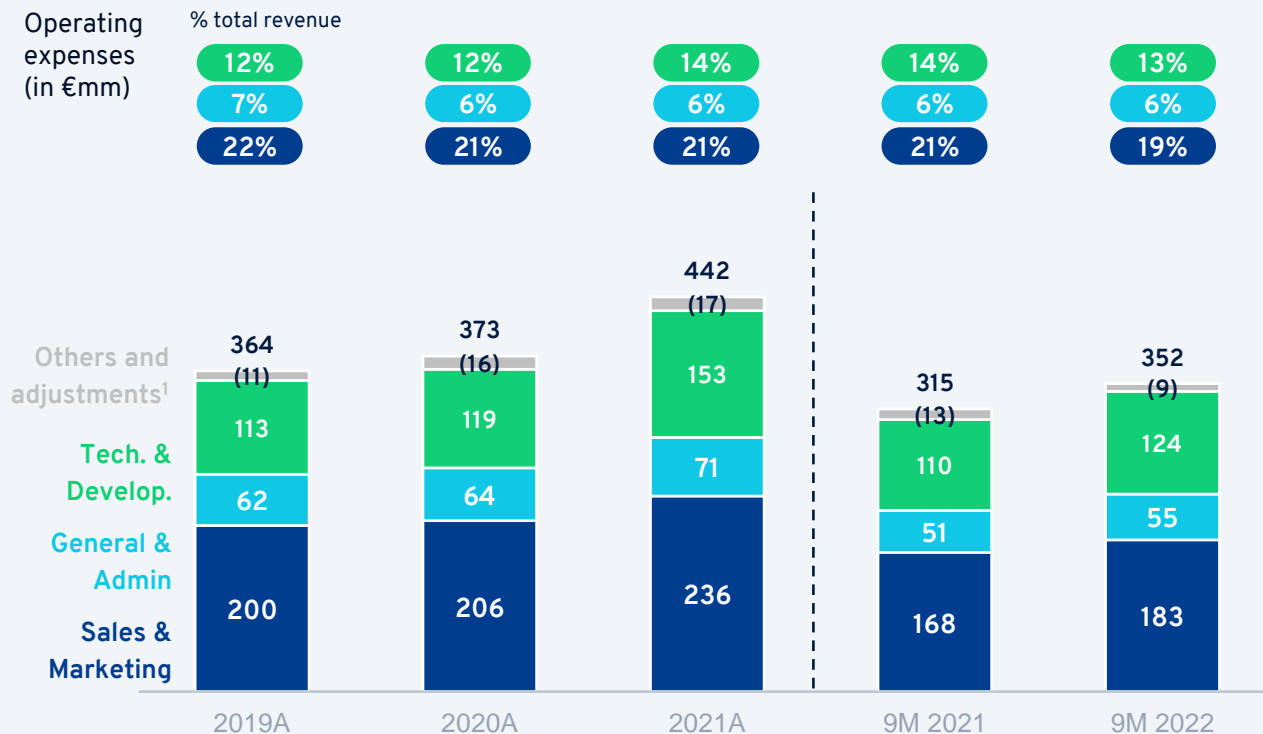
- Healthy adj. gross profit margins across both Web Presence & Productivity and Cloud Solutions
- Strong adj. gross profit margins driven by ownership of our tech stack and thereby limited license costs for 3<sup>rd</sup> party vendors
- Decline in adj. gross profit margin largely driven by:
  - Growth of lower adj. gross profit margin Aftermarket business
  - Impact of increase in energy prices during 9M 2022 of ~€12mm

Source: Company information

<sup>1</sup> 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;

<sup>2</sup> Ratio of adjusted gross profit to total revenue

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



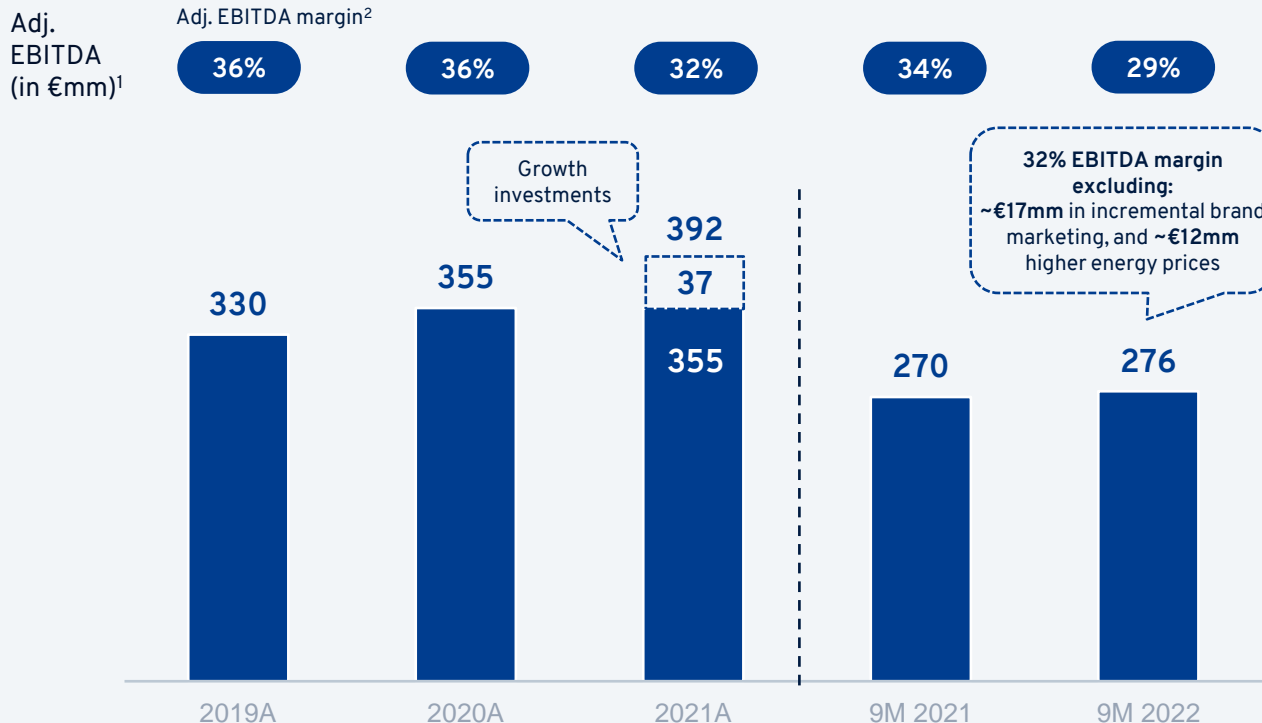
### Commentary

- 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.

<sup>1</sup> 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

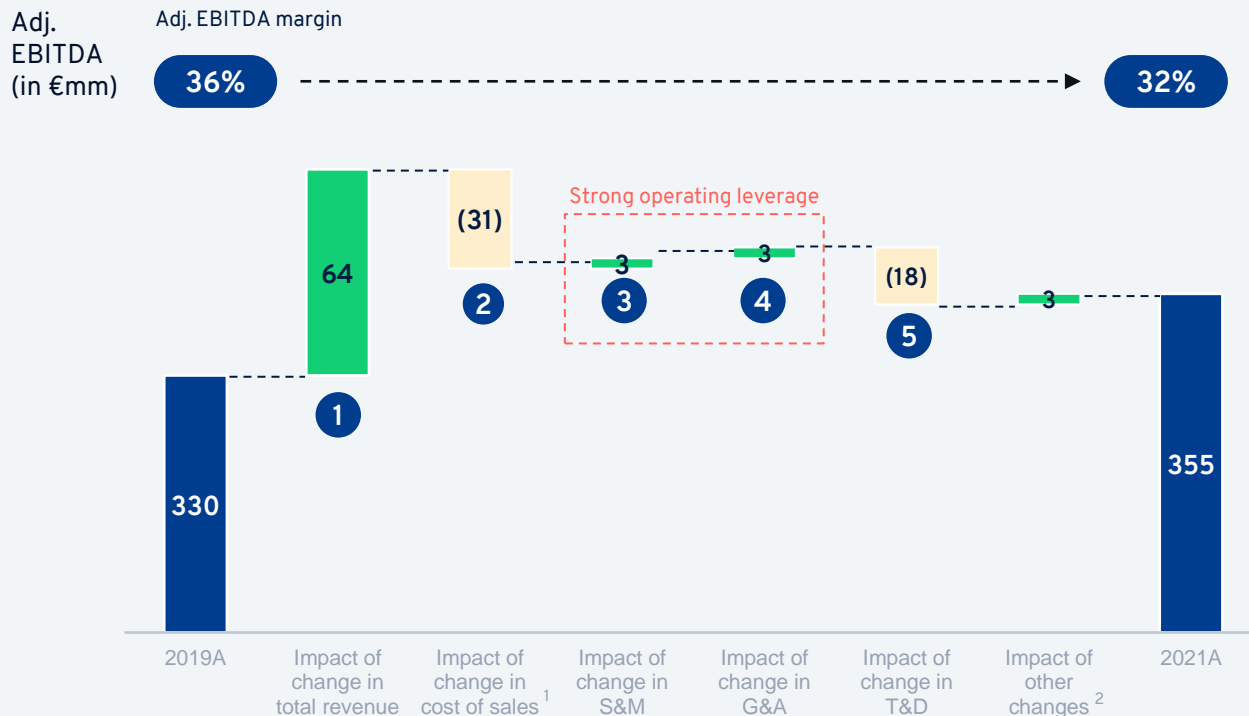
## Attractive adj. EBITDA margin despite significant growth investments



### 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

## Strong inherent operating leverage in our business model



### Commentary

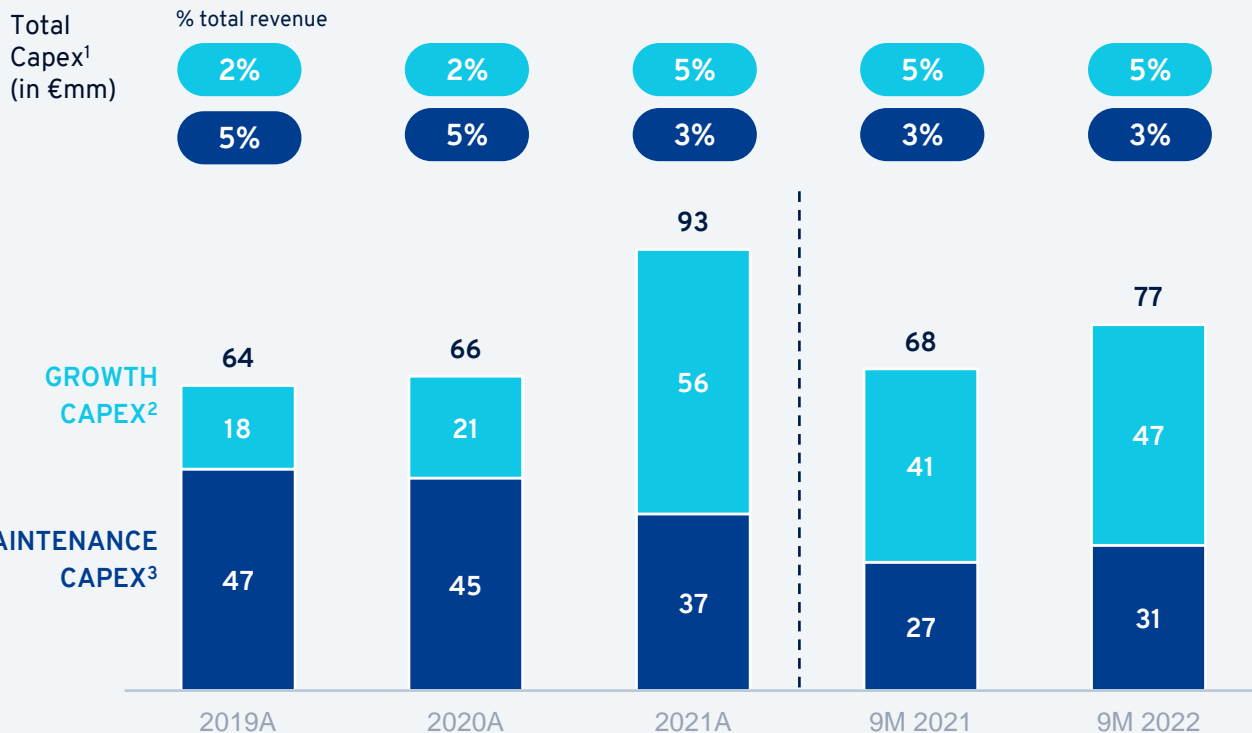
- 1 19% higher total revenue in 2021 compared to 2019
- 2 Mainly driven by mix effects resulting from strong growth in lower adj. gross margin Aftermarket business
- 3 Increased marketing efficiency
- 4 Fixed cost degression
- 5 Growth investments predominantly into Cloud

Source: Company information.

Note: All datapoints display incremental effect of change in line-item on Adj. EBITDA, assuming the other items would have been unchanged (0% yoy change for revenue, % of total revenues unchanged for cost items).

<sup>1</sup> Excl. T&D and D&A; <sup>2</sup> Includes change in other expenses (income), including impairment losses on receivables and contract assets, other operating expenses and other operating income and change in adjustments

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



### Commentary

- Low and predictable maintenance capex requirements, consistently between 3% and 5% of total revenue
- IONOS is well invested and has front-loaded capex investments to enable future growth
- <1 year payback on server capex

Source: Company information

<sup>1</sup> Defined as the sum of additions to intangible assets and additions to property, plant and equipment; <sup>2</sup> Growth capital expenditures defined as total capex, excluding maintenance capex;

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

## Strong server economics generating high returns

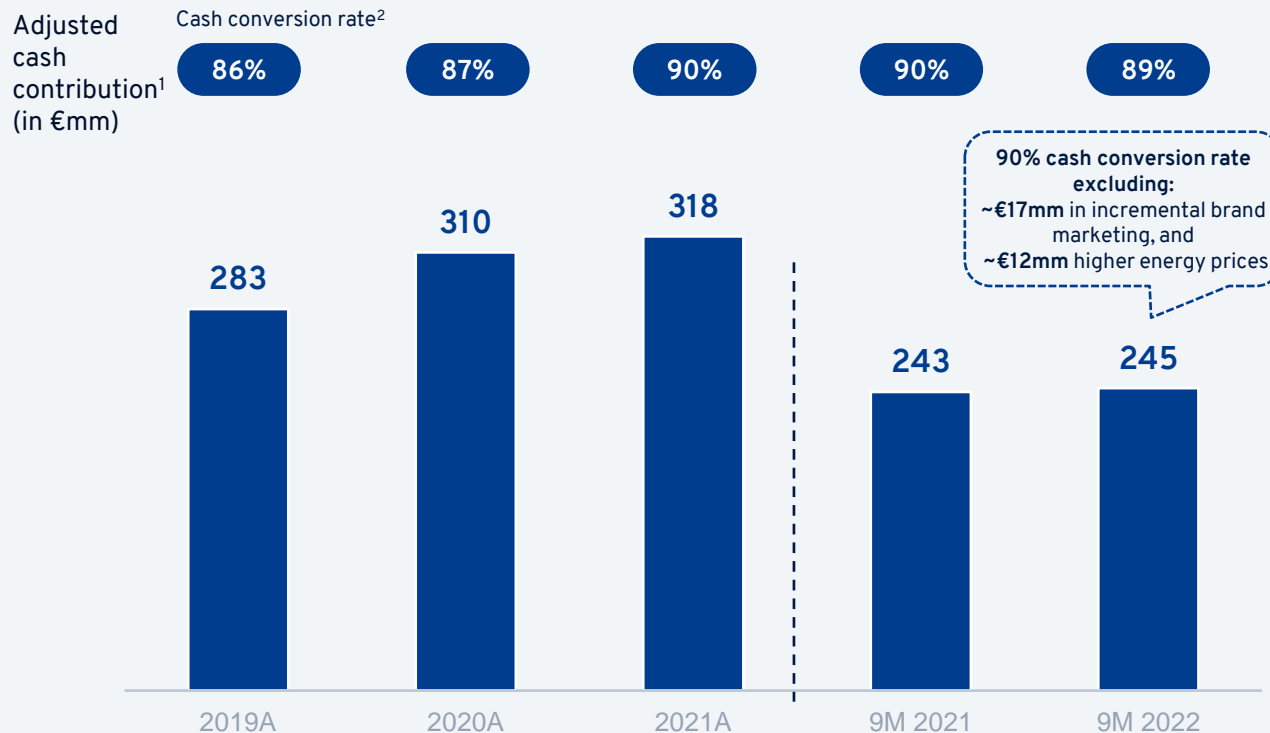
### Value creative server unit economics

<i>Illustrative</i>	Server 1	Server 2
Server lifetime (years)	5 years	7 years
Yearly revenue / Capex spend (x)	~1.9x	~1.9x
Server lifetime revenue / Server capex spend (x)	~10x	~13x
Payback period	~6 months	~6 months

### Commentary

- Dedicated **server lifetime** ranges on average between **5 to 7 years**
- Key **initiatives** to extend the **revenue generating lifetime** of servers:
  - Flexible **pricing models** to keep aging servers attractive to new customers
  - **Upgrading or refurbishing** servers
- <1 year payback on server capex

## 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

<sup>1</sup> 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;

<sup>2</sup> 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 €1,248mm<sup>1</sup> 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
- Leverage<sup>2</sup> of 3.3x as of September 2022A

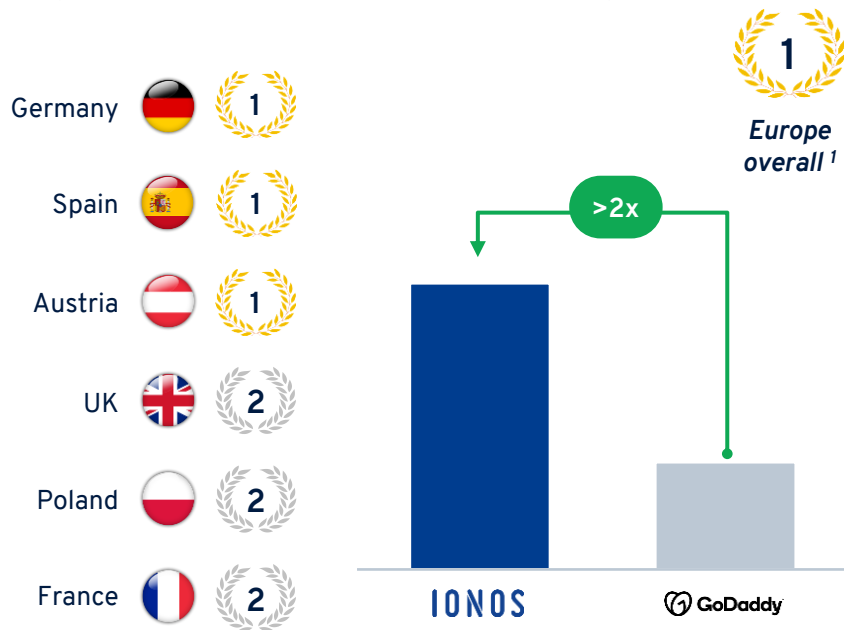
Source: Company information

<sup>1</sup> 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);

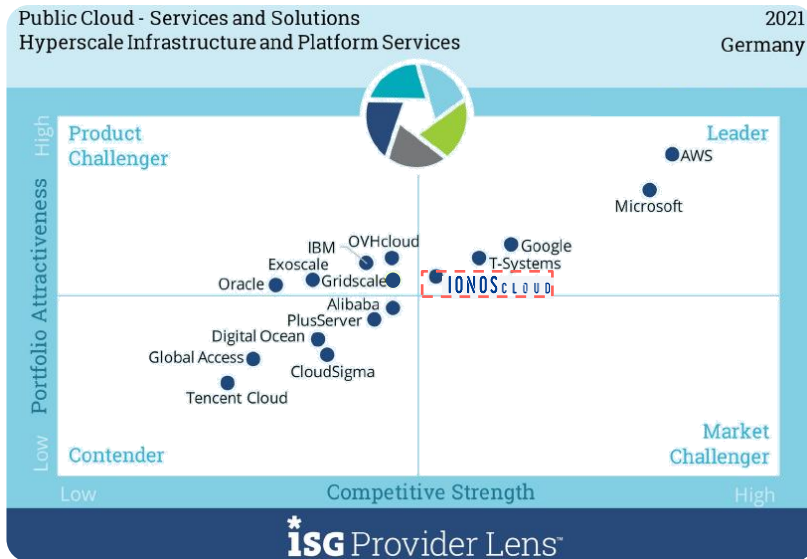
<sup>2</sup> Calculated as Net Debt/ LTM EBITDA as of September 2022A

# IONOS is the #1 Webhosting provider in Europe and a strong challenger in Cloud

## Footprint in 18 markets and local brand champions



## 2021 ISG Provider Lens Leader



Source: Company information; Information Services Group Provider Lens: Public Cloud Services & Solutions, Hyperscale Infrastructure & Platform Services, Germany 2021

<sup>1</sup> 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

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
Total Revenue	Group	€1,265-1,300mm, 15-18% YoY growth	~10% CAGR
	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	~€50mm	Mid single digit CAGR
Adjusted EBITDA margin	Group	25-28% Adj. EBITDA margin	Increasing to 30%+ Adj. EBITDA margin

## Outlook (2/2)

		2022E	Mid-term target
Capex	Maintenance	In-line with 2021 as a % of total revenue	~8% CAGR
	Growth	€50-60mm	Decreasing to ~4% of total revenue
Effective tax rate	Group	~35% of EBT	Decreasing to ~30% of EBT
Leverage	Group	We will continue to focus on deleveraging with net leverage ratio expected to be at ~3.0x by end of 2023 and ~2.5x by end of 2024, compared to 3.3x as of as of Q3'22	
Environmental ambitions	Group	Power Usage Effectiveness (PUE) of 1.35 by 2024, down from 1.41 as of 2021 <sup>1</sup> 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; Mid-term target intends to represent a 4-5 year horizon;

<sup>1</sup> 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

# Conclusion & Q&A

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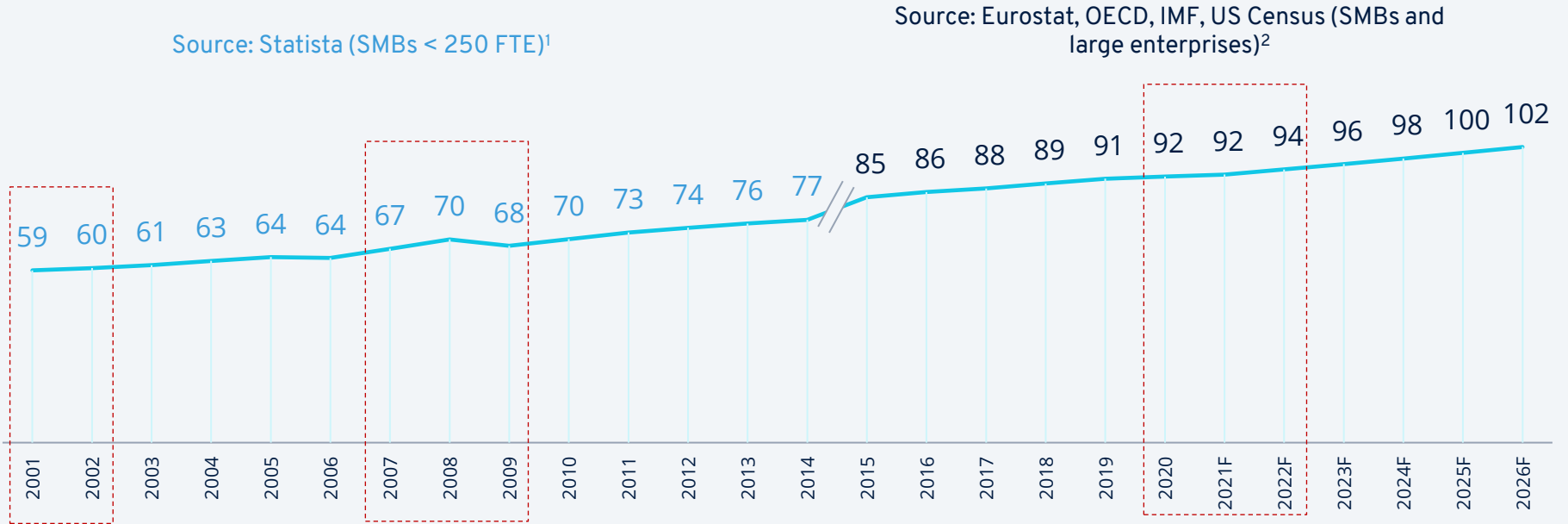
# IONOS



# Appendix

# Number of SMBs resilient, even in times of market downturn

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



Source:

<sup>1</sup> Statista, SMBs refer to companies with < 250 FTE

<sup>2</sup> Eurostat, OECD, IMF, US Census, leading consultancy market model, extrapolated for 2021-2026f using average GDP forecasts

## Revenue by region

Total Revenue  
(in €mm)

International share (related to revenue from contracts with customers)

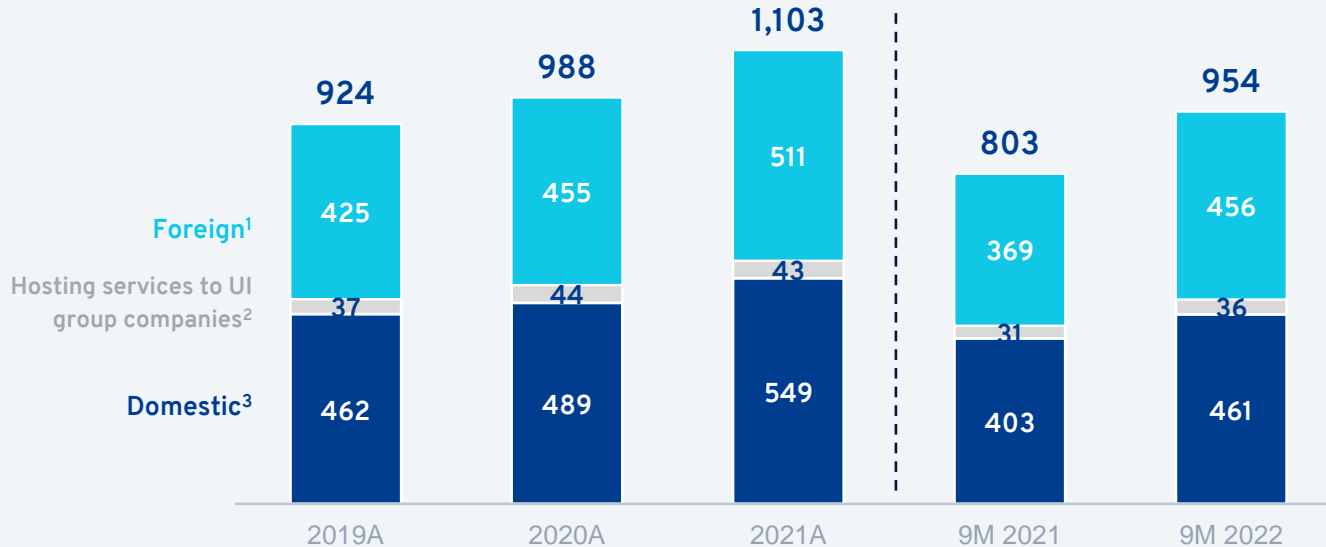
47.9%

48.2%

48.2%

47.8%

49.7%

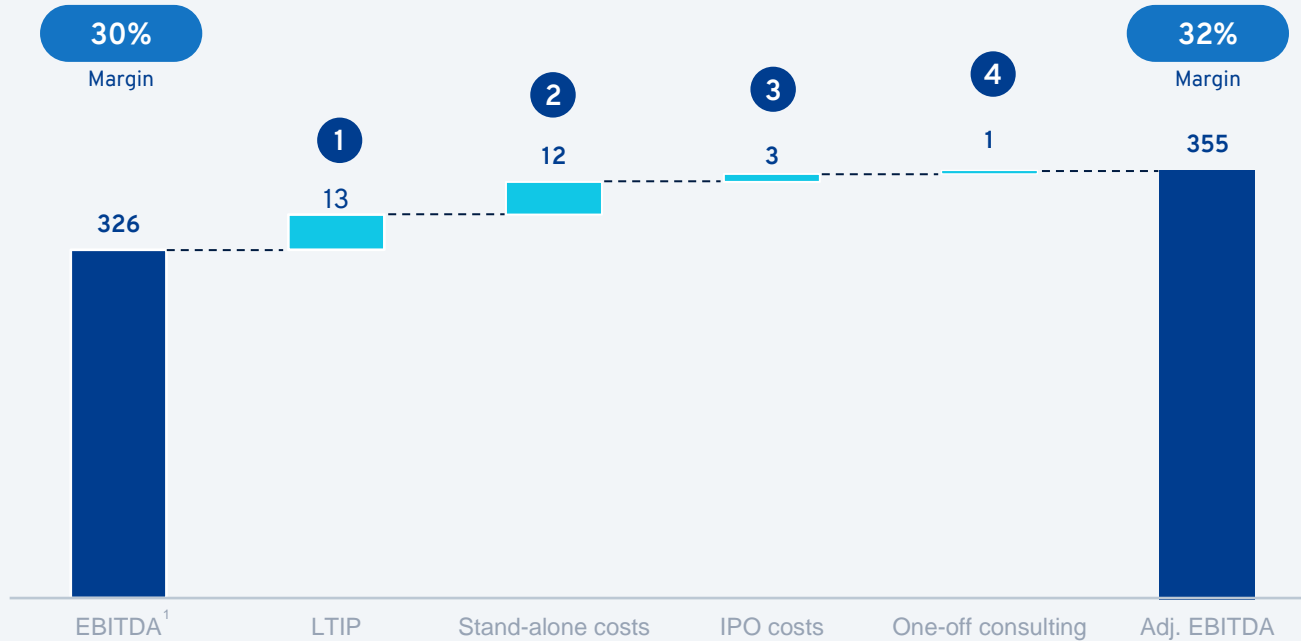


### Commentary

- Revenue from contracts with customers are split evenly between domestic and international with both contributing c. 50%
- Hosting services to UI group companies revenue is mostly generated domestically

# EBITDA to adj. EBITDA bridge

2021 EBITDA, adjustments and adj. EBITDA (in €mm)



## Commentary

- 1 Includes costs of employee stock ownership programs
- 2 Includes costs of preparing the carve-out from the United Internet Group and the establishment of IONOS TopCo as an independent group (primarily costs of the separation of the Group's billing system from the billing systems of 1&1 Telecommunication SE)
- 3 Includes external costs incurred in connection with the IPO
- 4 Includes consulting fees incurred in connection with one-off projects, such as reorganization measures

## Key financials (1/3)

<i>Management reporting, in (€mm)</i>	<b>FY19</b>	<b>FY20</b>	<b>FY21</b>	<b>9M 2021</b>	<b>9M 2022</b>
<b>Total Revenue</b>	<b>924</b>	<b>988</b>	<b>1,103</b>	<b>803</b>	<b>954</b>
% revenue growth	<i>n.a.</i>	7.0%	11.6%	<i>n.a.</i>	18.7%
Cost of sales (excl. T&D and D&A)	230	260	306	217	325
<b>Adj. gross profit</b>	<b>694</b>	<b>728</b>	<b>797</b>	<b>586</b>	<b>628</b>
% gross profit margin	75.1%	73.6%	72.3%	72.9%	65.9%
S&M (excl. D&A)	200	206	236	168	183
G&A (excl. D&A)	62	64	71	51	55
T&D	113	119	153	110	124
Other expenses (income) <sup>1</sup>	(20)	(1)	12	8	8
D&A	117	111	113	83	85
<b>Operating result</b>	<b>222</b>	<b>229</b>	<b>214</b>	<b>167</b>	<b>174</b>
% operating result margin	24.0%	23.2%	19.4%	20.8%	18.2%
D&A	117	111	113	83	85
Write-up <sup>2</sup>	(19)				
<b>EBITDA</b>	<b>319</b>	<b>340</b>	<b>326</b>	<b>250</b>	<b>259</b>
% EBITDA margin	34.6%	34.4%	29.6%	31.2%	27.1%
Adjustments	10	15	29	20	17
<b>Adj. EBITDA</b>	<b>330</b>	<b>355</b>	<b>355</b>	<b>270</b>	<b>276</b>
% Adj. EBITDA margin	35.7%	35.9%	32.2%	33.7%	28.9%

Source: Company information

<sup>1</sup> Other expenses (income) includes impairment losses on receivables and contract assets; other operating expenses and other operating income; <sup>2</sup> Refers to write-up in STRATO brand

## Key financials (2/3)

<i>In (€mm)</i>	FY19	FY20	FY21	9M 2021	9M 2022
<b>Total Revenue</b>	<b>924</b>	<b>988</b>	<b>1,103</b>	<b>803</b>	<b>954</b>
<i>% revenue growth</i>	<i>n.a.</i>	<i>7.0%</i>	<i>11.6%</i>	<i>n.a</i>	<i>18.7%</i>
<b>Adj. EBITDA</b>	<b>330</b>	<b>355</b>	<b>355</b>	<b>270</b>	<b>276</b>
<i>% Adj. EBITDA margin</i>	<i>35.7%</i>	<i>35.9%</i>	<i>32.2%</i>	<i>33.7%</i>	<i>28.9%</i>
<b>Maintenance Capex (excl. IFRS 16)</b>	<b>(47)</b>	<b>(45)</b>	<b>(37)</b>	<b>(27)</b>	<b>(31)</b>
<i>% of total revenue</i>	<i>5.1%</i>	<i>4.5%</i>	<i>3.4%</i>	<i>3.4%</i>	<i>3.2%</i>
<b>Adj. cash contribution</b>	<b>283</b>	<b>310</b>	<b>318</b>	<b>243</b>	<b>245</b>
<i>% cash conversion rate</i>	<i>85.8%</i>	<i>87.4%</i>	<i>89.5%</i>	<i>90.0%</i>	<i>88.9%</i>

## Key financials (3/3)

<i>In (€mm)</i>	FY19	FY20	FY21	9M 2022
<b>Current assets</b>	<b>176</b>	<b>231</b>	<b>162</b>	<b>199</b>
<i>o/w cash and cash equivalents</i>	40	106	50	43
<i>o/w receivables from related parties</i>	63	41	16	23
<b>Non-current assets</b>	<b>1,324</b>	<b>1,257</b>	<b>1,310</b>	<b>1,344</b>
<b>Total assets</b>	<b>1,500</b>	<b>1,489</b>	<b>1,472</b>	<b>1,543</b>
<b>Current liabilities</b>	<b>207</b>	<b>231</b>	<b>278</b>	<b>299</b>
<b>Non-current liabilities</b>	<b>1,723</b>	<b>1,584</b>	<b>1,426</b>	<b>1,398</b>
<i>o/w shareholder loan</i>	1,589	1,466	1,315	1,265
<b>Total equity</b>	<b>(430)</b>	<b>(326)</b>	<b>(232)</b>	<b>(153)</b>
<b>Total liabilities and equity</b>	<b>1,500</b>	<b>1,489</b>	<b>1,472</b>	<b>1,543</b>

# Glossary & financial definitions

## Glossary (1/3)

Abbreviation	Definition	Abbreviation	Definition
AGM	Annual general meeting	D&A	Depreciation and amortization
AI	Artificial intelligence	DBaaS	Database-as-a-Service
API	Application programming interface	DC	Data center
ARM	Azure Resource Manager	DCD	Data center designer
ARPU	Average revenue per user	DDoS	Distributed denial of service
ASP	Average selling price	DIFM	Do-it-for-me
B2B	Business-to-business	DIY	Do-it-yourself
BM	Bare metal	DNS	Domain name system
BMC	Bare metal cloud	DNSSEC	Domain name system security extension
BSI	Bundesamt für Sicherheit in der Informationstechnik (German Federal Office of Information Security)	eBGP VPN	External border gateway protocol
CAC	Customer acquisition cost	EBITDA	Earnings before interest, taxes, depreciation and amortization
CAGR	Compound annual growth rate	ESG	Environmental, social and governance
CDN	Content delivery network	FAAS	Function-as-a-service
CLTV	Customer lifetime value	FC SAN	Fiber channel storage area network
CMS	Content management system	FTE	Full-time equivalent
CPU	Central processing unit	G&A	General and administrative
CRM	Customer relationship management		

## Glossary (2/3)

Abbreviation	Definition	Abbreviation	Definition
GDPR	General data protection regulation (EU)	LTIP	Long-term incentive plan
GPU	Graphics processing unit	ML	Machine learning
GTM	Go-to-market	MSP	Managed service provider
GWh	Gigawatt hours	NAS	Network-attached-storage
HDD	Hard disk drive	NAT	Network address translation
HPC	High performance computing	NIC	Network interface card
HTML	HyperText markup language	NPS	Net promoter score
IaaS	Infrastructure-as-a-Service	NVMe	Non-volatile memory express
IFRS	International Financial Reporting Standards	OECD	Organisation for economic co-operation and development
IMF	International monetary fund	PaaS	Platform-as-a-Service
IP	Internet protocol	POS	Point of sale
IP SAN	Internet protocol storage area network	PUE	Power usage effectiveness
ISMS	Information security management system	RAM	Random-access memory
ISO	International organization for standardization	S&M	Sales and marketing
ITIL	Information technology infrastructure library	SaaS	Software-as-a-Service
LAN	Local area network	SAM	Served addressable market
LB	Load balancer	SDK	Software development kit

## Glossary (3/3)

Abbreviation	Definition	Abbreviation	Definition
SDN	Software-defined networking	UX	User experience
SEA	Search engine advertising	VAS	Value added services
SEO	Search engine optimization	vCPU	Virtual CPU
SMB	Small and midsize businesses	VM	Virtual machine
SQL	Structured query language	VNF	Virtual network functions
SSD	Solid-state drive	VoIP	Voice over IP
SSL	Secure sockets layer	VPN	Virtual private network
T&D	Technology and development	VPS	Virtual private server
TAM	Total addressable market	WaaS	Website-as-a-Service
TCO	Total cost of ownership	WAF	Web application firewall
TkG	Telekommunikationsgesetz (German telecommunications act)	WAN	Wide area network
TLD	Top level domain	WP&P	Web presence & productivity
TÜV	Technischer Überwachungsverein (German technical inspection association)	YoY	Year-over-year
UI	United Internet	YTD	Year-to-date
URL	Uniform resource locator		

## Financial definitions (1/2)

Item	Definition
<b>Total revenue</b>	Defined as revenue from contracts with customers and revenue from contracts with related parties
<b>Related parties revenue</b>	In this document also referred to as “Hosting Services to UI Group companies”, refers to contracted revenue with other UI subsidiaries
<b>Recurring revenue</b>	Contracted revenue, equivalent to total revenue excl. revenue from Aftermarket business (sedo)
<b>Gross profit</b>	Calculated as revenue from contracts with customers and revenue from contracts with related parties less cost of sales
<b>Adjusted gross profit</b>	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
<b>Adjusted gross profit margin</b>	Defined as the ratio of adjusted gross profit to total revenue
<b>EBITDA</b>	Defined as the Group's earnings before income taxes, share of the profit or loss of associates accounted for using the equity method, finance costs and finance income, and depreciation and amortization. EBITDA is calculated as operating result, plus amortization and depreciation as well as impairment of intangible assets and property, plant and equipment, less write-ups of intangible assets, where applicable
<b>EBITDA margin</b>	Defined as the ratio of EBITDA to total revenue
<b>Adj. EBITDA</b>	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
<b>Adj. EBITDA margin</b>	Defined as the ratio of Adjusted EBITDA to total revenue
<b>Adj. Cash Contribution</b>	Defined as Adjusted EBITDA less maintenance capital expenditures (excl. IFRS 16)
<b>Cash Conversion Rate</b>	Defined as Adjusted Cash Contribution divided by Adjusted EBITDA
<b>Net debt</b>	Defined as the sum of non-current liabilities to related parties, current liabilities to related parties, and current liabilities due to banks less receivables from related parties and cash and cash equivalents

## Financial definitions (2/2)

Item	Definition
Other expenses (income)	Other expenses (income) includes impairment losses on receivables and contract assets, other operating expenses and other operating income
Maintenance capital expenditures (maintenance capex)	Maintenance capital expenditures (excl. IFRS 16) include capital expenditures for replacements and in the ordinary course of business
Growth capital expenditures (growth capex)	Growth capital expenditures includes all capital expenditures that are not maintenance capital expenditures
Total capital expenditures (total capex)	Defined as the sum of additions to intangible assets and additions to property, plant and equipment, excl. IFRS 16
CLTV	Customer Lifetime Value (CLTV) calculated as $(1/\text{churn}) * \text{Average Revenue Per Customer} * \text{Gross Profit contribution}$
CAC	Customer Acquisition Cost (CAC) is calculated as the amount of recurring and variable marketing expenses (in €) divided by the number of customers gained over a period
CLTV/CAC	Defined as the ratio of CLTV to CAC, refers to IONOS Group, excluding sedo; IONOS brand marketing and related S&M FTE costs as per FY2021
ARPU	ARPU as the average revenue per customer, calculated monthly at IONOS as total revenue (excluding revenue from the aftermarket business) divided by the number of customers at the beginning of the reporting period plus the number of customers at the end of the reporting period, divided by 2, the result of which is divided by the number of months in the reporting period
Payback period	Defined as the ratio of ARPU for a given period to CAC for the same period

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