

Management



Achim Weiss



Britta Schmidt
CFO



A Tech Success Story

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

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

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

Ralph Dommermuth

Founder & CEO of United Internet Chairman of the Supervisory Board of IONOS

#1 European SMB digitalization partner & trusted cloud enabler

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



~6mm customers worldwide

Unparalleled European SMB customer access

NPS \mathbb{R} of >353

High customer loyalty

10x+ CLTV/CAC⁶

Targeted and efficient customer acquisition

~4,000 employees

Highly skilled and diverse workforce

€1.1bn total revenue² (12% yoy growth)

Subscription based business model with significant revenue visibility & growth

€355mm adj. EBITDA4 (32% margin)5

Best-in-class profitability

~90% cash conversion rate⁷

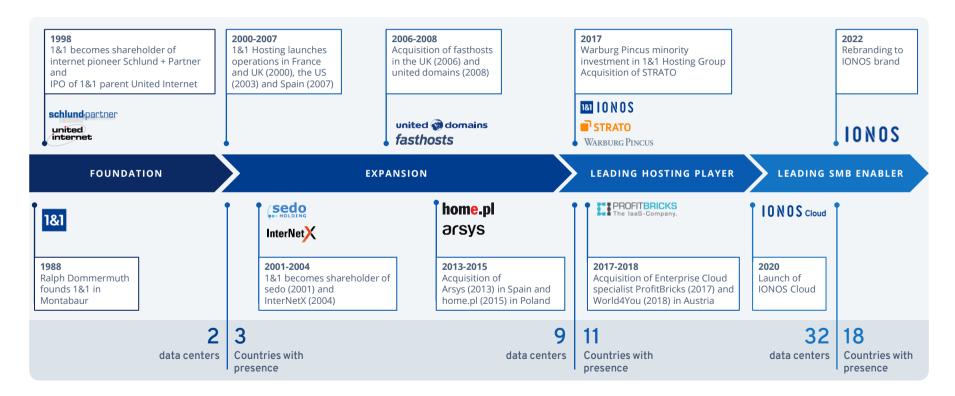
Highly cash generative

32 data centers operated by IONOS⁸

Thereof >100,000 servers

Source: Company information, HostAdvice, Note: Financial and operational KPIs refer to or are based on 2021 reported figures for IONOS stand-alone perimeter (excludes acquisition of we22 prior to the first time consolidation), unless otherwise stated. ¹ Refers to webhosting market share based on Company Data Analysis and HostAdvice; ² Total revenue is the sum of revenue from contracts with customers and revenue from contracts with related parties; ³ Net Promoter and NPS® are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. NPS as per Q4 2021; ⁴ FY2021A, Adj. EBITDA is defined as EBITDA adjusted for non-recurring items or non-operating items related to (i) long-term incentive plans, (ii) stand-alone activities incl. carve-out costs (primarily costs of the separation of the billing systems), (iii) stand-alone costs, (iv) certain consulting fees incurred for one-off projects and (v) severance payments; ⁵ Defined as Adj. EBITDA / Total revenue; ⁶ Refers to IONOS Group, excluding sedo and IONOS brand marketing as per FY 2021. Customer Acquisition Cost (CAC) calculated as the amount of purchase 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 Period contribution; ² Defined as adj. EBITDA is maintenance capex divided by adj. EBITDA. Maintenance capital expenditures include capital expenditures for replacements and in the ordinary course of business (company definition, unaudited); ³ 22 data centers own 11 fully owned, as of September 2022

IONOS has successfully transformed into the leading enabler for SMBs in Europe ...



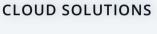
Source: Company information Copyright © IONOS SE 2022

... with a comprehensive product portfolio from Web Presence & Productivity to Cloud Solutions supported by first class customer care and infrastructure

IONOS

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





Trusted European cloud provider for SMBs and enterprises









Public Cloud

Private Cloud

Bare Metal Cloud

Managed Services

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

FY21A revenue: ~10%1

Internet factory

Unified product platforms | Joint group developments

Technology stack with >100,000 servers in 32 operated data centers²





Open-source



Future-proof

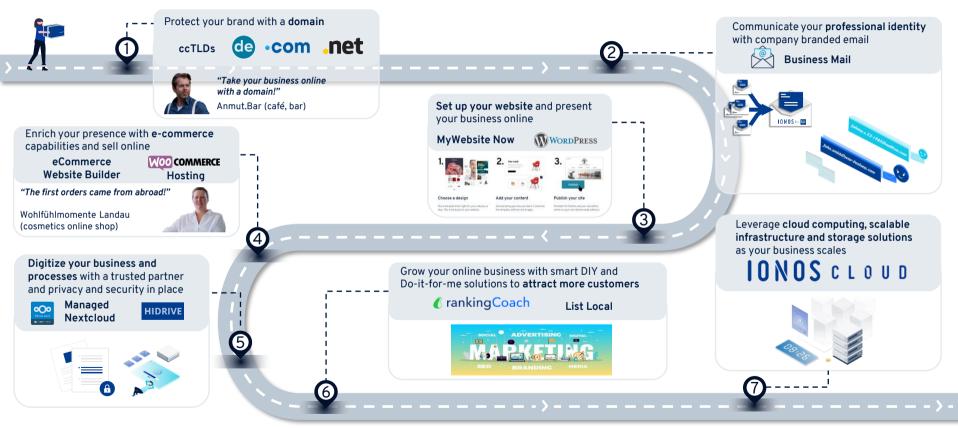


State-of-the-art



Scalable

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



IONOS

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



MARKET

LEADERSHIE

PRODUCT

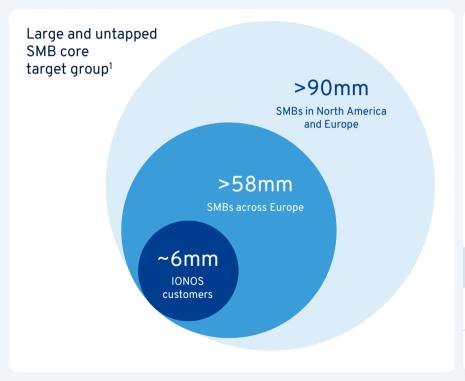
TISTOMERS

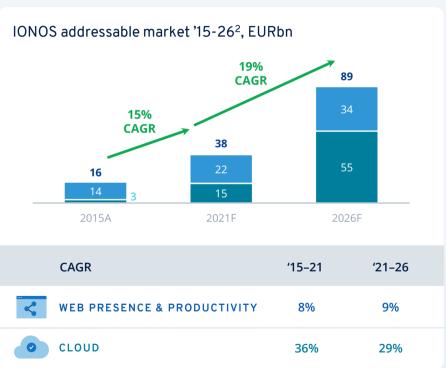
INANCIALS

GROWTH LEVERS

IONOS

A large and fast growing market ...

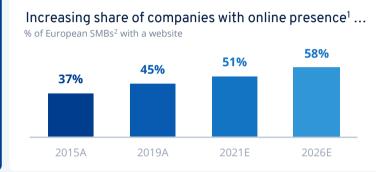




MARKET LEADERSHIP PRODUCT CUSTOMERS FINANCIALS GROWTH LEVERS CULTURE

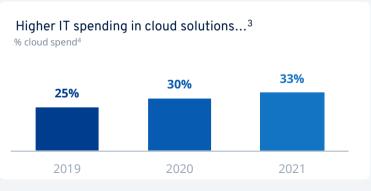
... supported by structural megatrends













IONOS

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GPOWTH LEVERS

IONOS

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



Source: Company information; Company Data Analysis; HostAdvice

¹ Refers to webhosting market shares based on Company Data Analysis and HostAdvice. Europe includes Germany, UK, Spain, France, Poland and Austria. Market size (in €) of the European web hosting market in 2021 by country based on Company Data Analysis. IONOS shares based on webhosting revenues 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 in the industry ...



Business areas



Product lines



Solutions

... supported by unique differentiators

Proprietary tech stack, leveraging reliable open source



Vertically integrated across all lavers, from 32 operated data centers to laaS. PaaS and SaaS



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

First-class customer service



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



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

Operational excellence



25 years of experience Building leading digital products and services



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

European Cloud



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



Sovereign Cloud Player No conflict of interest MARKET LEADERSHIP PRODUCT CUSTOMERS FINANCIALS GROWTH LEVERS CULTURE

Highly diversified customer base with strong unit economics







10x+



~90%

Subscription revenue

Average customer

IONOS



Diversified customer base with no customer concentration, with top 10 customers accounting for <2% of revenue¹



Efficient customer acquisition leading to attractive unit economics



High revenue visibility given significant portion of contracted revenue CUSTOMERS

IONOS has a strong track record of expanding customer relationships

across its product suite ...

From VPS Server to E-commerce



SchlaU - Nina Hille, Co-CEO

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



IONOS

From Domains to Web Hosting & Managed WordPress



Spreadfilms - Andreas Ramelsberger, CEO

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



From VPS Server to Cloud



IOK - IT system house and managed services

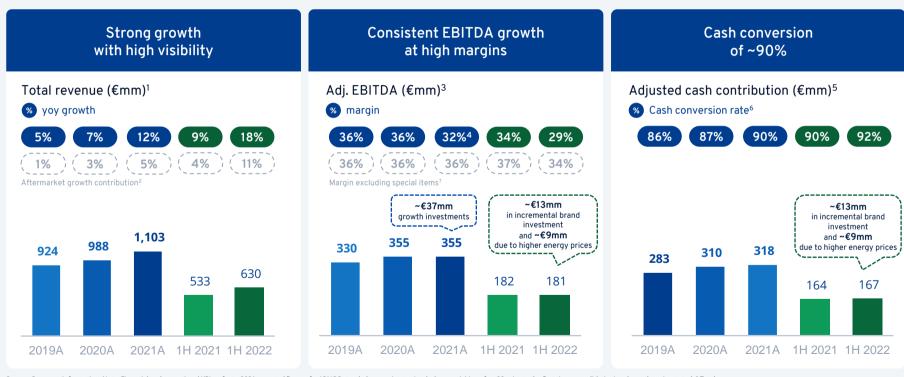
- Started with a VPS Server
- Quickly expanded and scaled towards Cloud Servers



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10 N O S

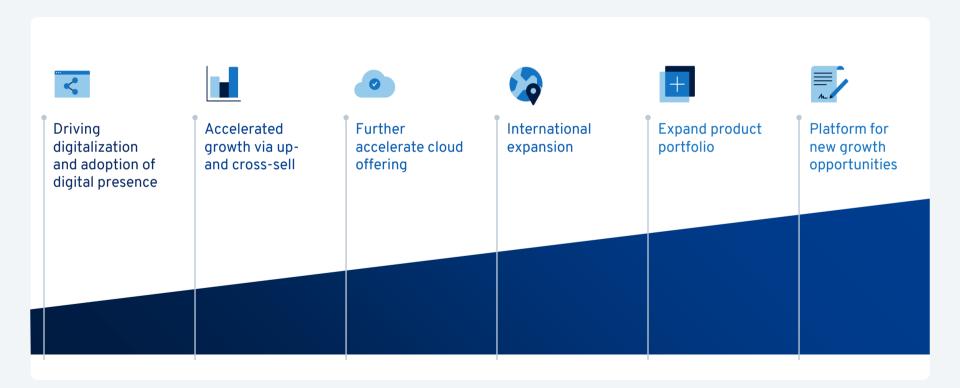
... translating into a strong combination of growth, margins and cash flow generation with strong revenue visibility



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MARKET LEADERSHIP PRODUCT CUSTOMERS FINANCIALS **GROWTH LEVERS** CULTURE

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



IONOS

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CULTURE

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



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

Clear strategy for people development and culture



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