KPIs 9M 2018 (AS REPORTED)

- 23.65 million customer contracts: + 0.76 million organically in the first 9 months and 250k from the acquisition of World4You

<table>
<thead>
<tr>
<th>Sales and earnings figures (in € million)</th>
<th>(IAS 18) 9M 2017</th>
<th>(IFRS 15) 9M 2018</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>3,008.2</td>
<td>3,815.9</td>
<td>+ 26.8 %</td>
</tr>
<tr>
<td>EBITDA (1)</td>
<td>684.1</td>
<td>874.6</td>
<td>+ 27.8 %</td>
</tr>
<tr>
<td>EBIT (1)</td>
<td>511.2</td>
<td>582.8</td>
<td>+ 14.0 %</td>
</tr>
<tr>
<td>EPS (in €)(2)</td>
<td>1.46</td>
<td>1.37</td>
<td>- 6.2 %</td>
</tr>
<tr>
<td>EPS (in €), operative before PPA / Impairments (2)</td>
<td>1.63</td>
<td>1.77</td>
<td>+ 8.6 %</td>
</tr>
</tbody>
</table>

- EBITDA growth by 27.8% to € 874.6m (prev. year: € 684.1m or € 791.6m pro forma)

- Positive conversion effects from IFRS 15 of € 221.2m EBITDA, thereof approx. € 199m in Access offset by additional smartphone investments as expected

- Tele Columbus impairment charges of € - 216.2m (EPS effect of € - 1.08)

- Full-year guidance 2018 confirmed

(1) EBITDA and EBIT of the first 9 months 2017 without extraordinary result from M&A activities (+ € 303.9m)

(2) EPS of the first 9 months 2017 without the overall positive effects from extraordinary result from M&A activites (€ +1.52) and Rocket impairments (€ - 0.10); EPS of the first 9 months 2018 without Tele Columbus impairments (€-1.08)
**PRO-FORMA GROWTH 9M 2018**

(in million)

### Sales

- **9M 2017**
  - UI reported: 3,008.2
  - Strato/Drillisch: 454.3
  - Total: 3,462.5
- **9M 2018**
  - UI reported: 3,815.9
  - Strato/Drillisch: 454.3
  - Total: 3,815.9

**Pro-forma Growth**

- **+10.2%**
- **+26.8%**

### EBITDA*

- **9M 2017**
  - UI reported: 107.5
  - Strato/Drillisch: 684.1
  - Total: 791.6

- **9M 2018**
  - UI reported: 107.5
  - Strato/Drillisch: 874.6
  - Total: 874.6

**Pro-forma**

- **+10.5%**
- **+27.8%**

**EBITDA IFRS 15 impact of € 221.2 million, thereof approx. € 199 million in Access, offset by additional smartphone investments as expected**

* Incl. one-offs for ongoing integration projects (EBITDA and EBIT effect: € -21.2m)
„ACCESS“ IN 9M 2018

- BUSINESS ACCESS
- CONSUMER ACCESS

- BUSINESS APPLICATIONS
- CONSUMER APPLICATIONS
CONSUMER ACCESS: CUSTOMER CONTRACTS
(in million)

- 13.33 million customer contracts with monthly basic fees in current product-lines (+ 690,000),
- 8.93 million mobile internet contracts (+ 630,000)
- 4.40 million DSL-complete packages (+ 60,000)
**ACCESS: SALES**

(in € million)

- € 2,994.6 million sales* (+31.7%)
- Consumer: € 2,698.9 million (+36.6%)
- Business: € 334.6 million (+2.7%)
- Pro-forma 9M 2017 (incl. Drillisch):
  - € 2,694.7 million (+11.1%)
- IFRS 15 effect: € 202.2 million

---

* Reallocation of the mass market business from 1&1 Versatel GmbH as of May 1, 2017 in Consumer Access
ACCESS: EBITDA
(in € million)

- € 565.4 million EBITDA* (+ 33.3 %),
- Consumer: € 521.8 million (+ 44.2 %)
- Business: € 43.6 million (- 29.8 %)
- Pro-forma 9M 2017
  (incl. Drillisch): € 523.5 million (+ 8.0 %)
- IFRS 15 effect: € 199.4 million, which is offset by additional smartphone investments as expected

* Incl. one-offs for ongoing integration projects (EBITDA and EBIT effect: € -12.4m)
ACCESS: EBIT
(in € million)

- € 348.6 million* EBIT (+ 12.4 %),
- IFRS 15 effect: € 200.8 million, which is offset by additional smartphone investments as expected

* Incl. one-offs for ongoing integration projects (EBITDA and EBIT effect: € -12.4m)
APPLICATIONS IN 9M 2018

- BUSINESS ACCESS
- CONSUMER ACCESS

- BUSINESS APPLICATIONS
- CONSUMER APPLICATIONS
BUSINESS APPLICATIONS: CUSTOMER CONTRACTS
(in million)

- 8.33 million customer contracts (+ 310,000), thereof 250,000 contracts from the World4You acquisition
  - 4.07 million domestic
  - 4.26 million abroad
CONSUMER APPLICATIONS: CUSTOMER CONTRACTS
(in million)

1.99 million pay products
36.17 million free accounts (+ 500,000)*, thereof
- 22.0 million with mobile usage
- 18.2 million with cloud storage

* After reclassification of 250,000 customer relationships (110,000 accounts with Premium-Mail-Subscription and 140,000 accounts with Value-Added-Subscription) from the fee based customers to the free accounts; prior year adjusted
APPLICATIONS: SALES
(in € million)

- € 834.8 million sales (+ 10.5 %),
- Consumer: € 203.9 million (+ 1.0 %)
- Business: € 634.7 million (+ 13.9 %)
- Pro-forma 9M 2017 (incl. Strato): € 788.3m, (+ 5.9%)
- IFRS 15 effect: € 10.8 million
APPLICATIONS: EBITDA
(in € million)

- € 313.8 million EBITDA* (+ 15.7 %)
- Consumer: € 79.9 million (- 5.7 %)
  - € - 9.7 million due to reduced advertising space
- Business: € 233.9 million (+ 25.5 %)
- 37.6 % EBITDA-margin (prev. year: 35.9 %)
- Pro-forma 9M 2017 (incl. Strato):
  - € 279.2 million (+ 12.4%)
- IFRS 15 effect: € 14.8 million

* Incl. one-offs for ongoing integration projects (EBITDA and EBIT effect: € -8.8m)
APPLICATIONS: EBIT
(in € million)

- € 239.2 million EBIT* (+ 12.7 %)
- IFRS 15 effect: € 14.8 million

* Incl. one-offs for ongoing integration projects (EBITDA and EBIT effect: € -8.8m)
SUMMARY - BIG DATA OPPORTUNITY FOR CONSUMER APPLICATIONS

- Largest customer base in the attractive DACH market, leveraging two of the strongest and most trusted brands in Germany: GMX and WEB.de
- 38m customer accounts, of which 36m free accounts and 2m pay products

- netID is a new open standard for user identification, tracking and targeting, founded as a counterpart to the Single Sign On standards of Google and Facebook
- Open eco system for digital players to leverage their existing user accounts under one standard and match user profiles compliant with GDPR / ePR (cookie restriction, cross device tracking)
- European netID Foundation’s uniform login standard for currently 60 digital offerings from netID partners in a range of industries
- More than 50m unique users out of 55m online users in Germany
- 35m active netID capable accounts with access to deep data analysis
- Roll-out started in November 2018
LIFT OFF TO A NEW WORLD OF HOSTING

What’s new?

- 1&1 Internet SE + ProfitBricks = 1&1 IONOS
- Only European web hosting provider that will be able to guide companies through all of the phases and milestones of their development
- Comprehensive range of solutions, from domains to enterprise clouds
- Free Personal Consultant to every customer
- One-stop-shop provider for SMBs with the ability to grow with SMB customers and cover the needs of professional web users
- Own servers through IONOS’ self-developed enterprise cloud Infrastructure

THE 1&1 IONOS PROMISE

**Promise #1**
A personal consultant to support you whenever you need them

**Promise #2**
The best products for beginners so that you can start building your own Internet presence

**Promise #3**
Best-in-class products for professionals, developers and administrators in companies and agencies

**Promise #4**
Efficient cloud applications to lead your company down the road to success

NEW APPROACH

**Promise #1**
- Direct extension to your personal adviser
- Accessibility by phone, mail and chat

**Promise #1**
- As an exclusive service completely free
- Tailored to the specific needs of the customer
# PRO-FORMA DEVELOPMENT IN 9M 2018

**(9M 2017 incl. Strato and Drillisch; in € million)**

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales</strong></td>
<td>2,694.7</td>
<td>2,994.6</td>
<td>+ 11.1 %</td>
<td>€ + 202.2 million IFRS 15</td>
<td>&gt;&gt; + 3.6 %</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>523.5</td>
<td>565.4</td>
<td>+ 8.0 %</td>
<td>€ + 199.4 million IFRS 15 effect € - 199.0 million increased use of smartphones € - 12.4 million one-offs from ongoing integration projects</td>
<td>&gt;&gt; + 10.3 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applications</th>
<th>9M 2017 (IAS 18)</th>
<th>9M 2018 (IFRS 15)</th>
<th>Change</th>
<th>Comments 9M 2018</th>
<th>Like-for-like</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales</strong></td>
<td>788.3</td>
<td>834.8</td>
<td>+ 5.9 %</td>
<td>€ + 10.8 million IFRS 15 € - 9.7 million due to reduced advertising space</td>
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<td>&gt;&gt; + 13.7 %</td>
</tr>
</tbody>
</table>
### KEY FINANCIAL KPIs AS OF 30 SEPTEMBER 2018

(contracts in million / financial KPIs acc. to IFRS in € million)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fee-based customer contracts</td>
<td>22.37</td>
<td>23.65</td>
<td>+ 1.28m</td>
</tr>
<tr>
<td>Sales</td>
<td>3,008.2</td>
<td>3,815.9</td>
<td>+ 26.8 %</td>
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<tr>
<td>EBITDA</td>
<td>684.1</td>
<td>874.6</td>
<td>+ 27.8 %</td>
</tr>
<tr>
<td>Net debt (prev. year as of Dec. 31, 2017)</td>
<td>1,717.3</td>
<td>1,922.5</td>
<td>+ 11.9 %</td>
</tr>
<tr>
<td>Equity ratio (prev. year as of Dec. 31, 2017)</td>
<td>53.2%</td>
<td>55.8%</td>
<td>+ 2.6 Ppt.</td>
</tr>
<tr>
<td>Capex</td>
<td>154.3</td>
<td>184.7</td>
<td>+ 19.7 %</td>
</tr>
<tr>
<td>Free cash flow*</td>
<td>352.1</td>
<td>181.7</td>
<td>- 48.4 %</td>
</tr>
</tbody>
</table>

* Free cash flow is defined as cash flow from operating activities, less capital expenditures, plus payments from the disposal of intangible assets and property, plant and equipment; Free cash flow 9M 2017 without Capital gains tax refund of € 70.3 million; Free cash flow 9M 2018 without tax payment of € 34.7 million from fiscal year 2016
**ROADMAP 2018**

- **Access**
  - **Business**
    - Further expansion of the fiber optic network
      - organically and through acquisitions
    - Development of BNGs for VDSL/Vectoring based on Layer-2 (Target 2018: approx. 500 of 897 BNGs)
  - **Consumer**
    - Consistent management team
    - Merger of previously separated organizations
    - Streamlining of the brand portfolio
    - Expansion of marketing to existing customers
    - Improved retention process for discount brands
    - Approx. 1.0 million new DSL and mobile internet contracts
      - Increase of the marketing budget
      - Additional smartphone investments

- **Applications**
  - **Business**
    - Technical projects for platform integration
    - Rebranding of 1&1 Hosting division
  - **Consumer**
    - Reduction of advertising space at GMX and WEB.DE
    - Expansion of data-driven business models for better monetization of advertising space
    - Start of netID, the “Log-in-Allianz” with RTL, Pro7Sat1 and Zalando
      - Creation of Europe's largest big data platform with over 50 million user profiles
      - Open for other companies
      - Complete data sovereignty for the user

**GUIDANCE 2018**

- **Sales increase to approx. € 5.2 billion**
  - Strong contract growth
  - Consolidation of Strato / ProfitBricks and 1&1 Drillisch for a full year
  - Increased use of subsidized smartphones in connection with the earlier realization of hardware sales in accordance with IFRS 15 (sales effect: approx. € 200 million)

- **EBITDA increase to approx. € 1.2 billion**, therein included
  - approx. - € 300 million additional smartphone investment (return via higher tariff prices)
  - approx. + € 300 million from accounting in accordance with IFRS 15
  - approx. - € 30 million increased marketing budget at Consumer Access
  - approx. - € 20 million adjusted monetarization of advertising at Consumer Applications
  - approx. + € 50 million synergies from the merger with Drillisch

Moreover included,
- approx. - € 50 million one-offs for integration projects at Consumer Access and Business Applications

- **Guidance for FY 2018 confirmed**
UNITED INTERNET AG

Our success story continues!