

IONOS

The IONOS logo is rendered in a bold, white, sans-serif typeface. The letter 'O' is unique, featuring a vertical line through its center. The logo is positioned in the upper left quadrant of the slide.

Corporate Presentation

The title 'Corporate Presentation' is written in a clean, white, sans-serif font, centered horizontally below the logo. The background of the slide is a deep blue with a complex, abstract pattern of glowing lines and particles that resemble a molecular structure or a data network, primarily concentrated on the right side.

September 2024

Certain information set forth in this presentation contains “forward-looking information”, including “future-oriented financial information” and “financial outlook” , under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact ,the information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) the expected development of the Company’s business, projects, and participations; (iii) execution of the Company’s vision and growth strategy; (iv) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (v) renewal of the Company’s current supplier and other material agreements; and (vi) future liquidity, working capital, and capital requirements; (vii) currency exchange rates, most notably the EUR/USD exchange rates; (viii) changes in laws and regulations, including tax regulations; (ix) the impact of acquisitions including and related integration issues and reorganization measures, and (x) the general competitive conditions that, in each individual case, apply at a local, regional, national, and/or global level.

Forward-looking statements are provided to allow (potential) investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements. Even if future results of IONOS Group SE meet the expectations expressed, they may not be indicative of the results or developments in any subsequent periods.

Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

In the interests of clear and transparent reporting, financial presentations, the annual financial statements and interim statements of IONOS Group SE, as well as any ad-hoc announcements pursuant to Art.17 MAR and other financial information contain additional financial performance indicators to those required under International Financial Reporting Standards(IFRS), such as EBITDA, EBITDA margin, adjusted EBITDA, adjusted EBITDA margin, EBIT and free cashflow. Information on the use, definition and calculation of these performance measures is provided in the Annual Consolidated Financial Statements 2023 of IONOS Group SE or is explained in an associated footnote.

Beyond the IONOSphere - Our performance drivers FY 2023

€1.42bn total revenue (10% yoy growth)
High revenue visibility and predictability¹

~80% recurring revenues²
Subscription-based business model

€390mn adj. EBITDA³(27.4% margin)
Attractive profitability

~90% cash conversion rate⁴
Highly cash generative

~6.19mn customers
Unparalleled European SMB customer access

Leverage 2.7x⁵
Deleveraging by ~0.5x per year going forward

€ 14.70 ARPU(+5.0% yoy)⁶
Strong cross and up-selling

~NPS of >32⁷
Quick and predictable recovery of CAC

14x+ CLTV/CAC⁸
Targeted and efficient customer acquisition

~12 months payback⁹
Quick and predictable recovery of CAC

¹Refers to webhosting market share based on company data analysis and HostAdvice; ²Equivalent to total revenue excl. revenue from Aftermarket business (sedo); ³FY2023, adj. EBITDA is defined as EBITDA adjusted for either non-recurring items or non-operating items; ⁴Defined as adj. EBITDA less maintenance capital expenditures divided by adj. EBITDA. Maintenance capital expenditures = capital expenditures for replacements and in the ordinary course of business; ⁵Leverage 31.12.2023, defined as Net Debt / LTM adj. EBITDA; ⁶Based on external revenues excl. Aftermarket; ⁷NPS as per Q4 2023; ⁸Refers to IONOS brand. Customer Acquisition Cost (CAC) calculated as the amount of recurring and variable marketing expenses (in €) divided by the number of customers gained over a period, Customer Lifetime Value (CLTV) calculated as (1/churn)*Average Revenue Per Customer*Gross Profit contribution; ⁹ Incl. discounts



€751.6 mn total revenue¹ in H1 2024

¹ Total revenue including ~€22.8mn revenue from Hosting Services to UI Group companies
² excl. Aftermarket

Comprehensive product portfolio, first class customer care and infrastructure



Strong customer support organization (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

FY23 revenue: ~90%¹

CLOUD SOLUTIONS

Trusted European cloud provider for SMBs and enterprises



Public Cloud



Private Cloud



Bare Metal Cloud



Managed Services

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

FY23 revenue: ~10%¹

Internet factory

Unified product platforms | Joint group developments | Technology stack with >100,000 servers in 30 data centers²



Broad portfolio



Open-source



Future-oriented design



State-of-the-art



Scalable

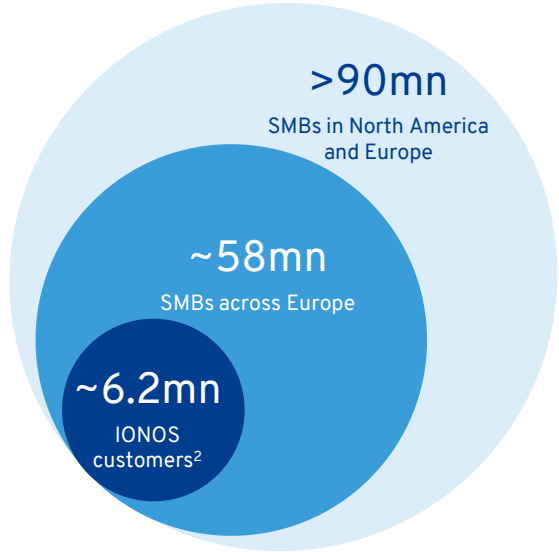
Source: Company information

¹ Refers to revenue from contracts with customers; ² o/w 9 fully owned and 21 co-location data centers, several of them geo-redundant

IONOS Equity Story

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

Large and untapped SMB core target group¹



96%+

of SMBs in Europe are micro SMBs and solo-preneurs

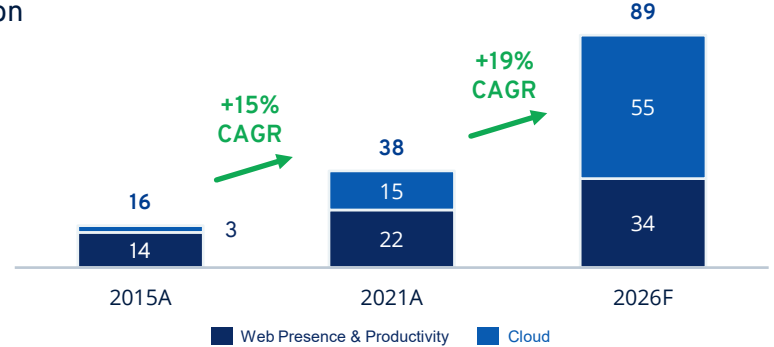
Only **~50%**

of solo-preneurs and micro SMBs have a website

Only **~27%**

of SMBs with websites use an e-commerce solution

IONOS addressable market '15-26³
€bn



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

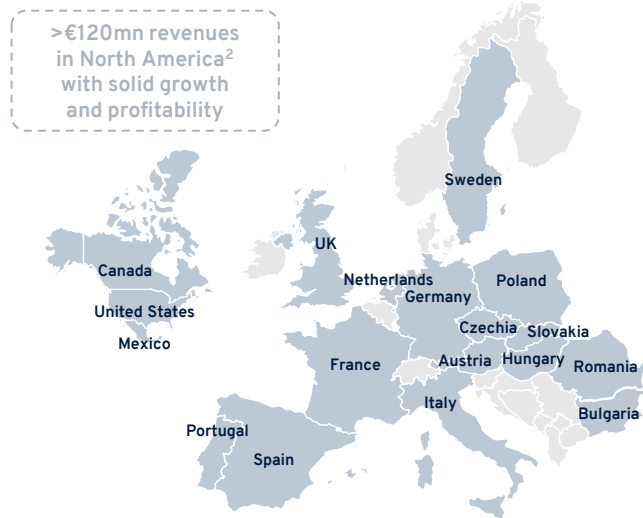
Sources: Company Data Analysis, company information, McKinsey: The SMB Market for Digitization and Cloud Solutions, ¹ SMB core target group shown in the chart includes companies with <250 FTE in 2020; ² Total number of IONOS customers (mostly SMBs), as of December 31, 2023; ³ McKinsey: The SMB Market for Digitization and Cloud Solutions, Cloud North America and server hosting North America deducted from total McKinsey figures to align with IONOS current addressability

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

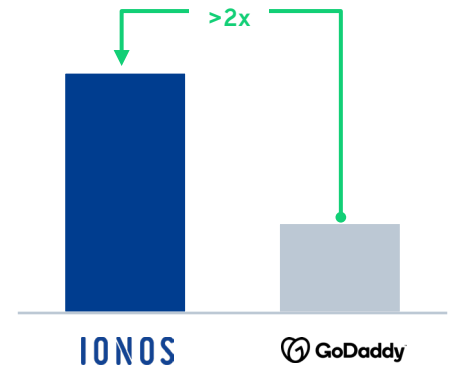
IONOS 1st in Europe overall¹

			Market share
GERMANY		1 st	51%
SPAIN		1 st	21%
AUSTRIA		1 st	19%
UK		2 nd	13%
POLAND		2 nd	11%
FRANCE		2 nd	10%

Footprint in 18 markets



Webhosting market share in Europe (%)¹



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 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. ² excl. Aftermarket

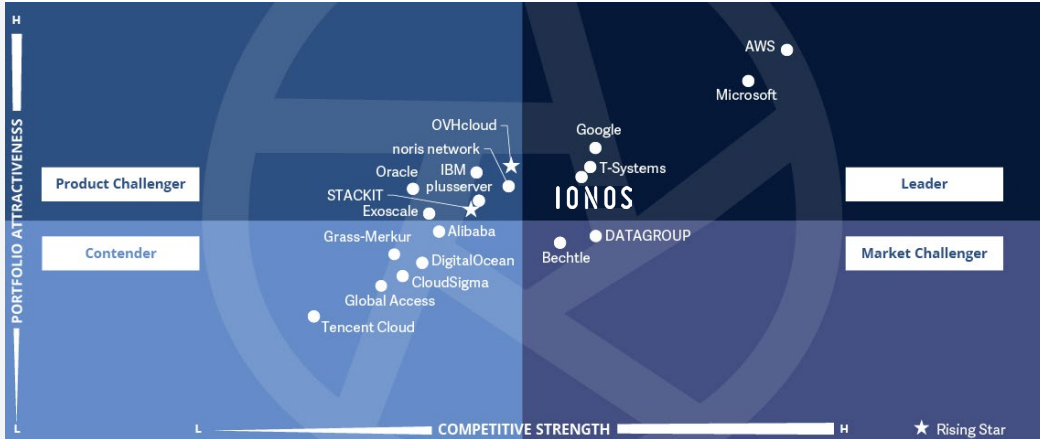
IONOS sees competitive advantages against its competitors in the Web Presence & Productivity market

<p>Why IONOS sees competitive advantages</p> <p>vs</p> <p>digital platform providers</p> <p>GoDaddy team.blue newfold digital</p>	<p>Why IONOS sees competitive advantages</p> <p>vs</p> <p>use case focus players</p> <p>SQUARESPACE JIMDO WIX</p>		
<p>1</p> <p>Scale</p>	<p>Highly focused product portfolio with an extensive footprint across Europe and strong network effects</p>	<p>1</p> <p>One-stop shop</p>	<p>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</p>
<p>2</p> <p>Service</p>	<p>Outstanding award winning personal support as trusted partner</p>		
<p>3</p> <p>Security</p>	<p>Track record of high data privacy and security standards combined with strong reliability across the last 25 years</p>		
<p>4</p> <p>Efficiency</p>	<p>Efficient marketing, leveraging intra-group synergies</p>		

Our leading IONOS Cloud offering...

Public Cloud – Services and Solution
Hyperscale Infrastructure and Platform Services

2023
Germany¹



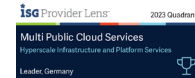
2023 ISG Provider Lens Leader

- ✓ IONOS is **Leader** in the area of Hyperscale Infrastructure and Platform Services
- ✓ IONOS offers powerful, broadly diversified, secure and cost-effective cloud services for customers from all industries.
- ✓ The offering is constantly being further developed and adapted to market conditions.
- ✓ Sovereign cloud offering that includes a broad security package and guarantees that the data is processed GDPR-compliant and in a highly secure storage system

Awards



Preferred Vendor
Cloud Solutions



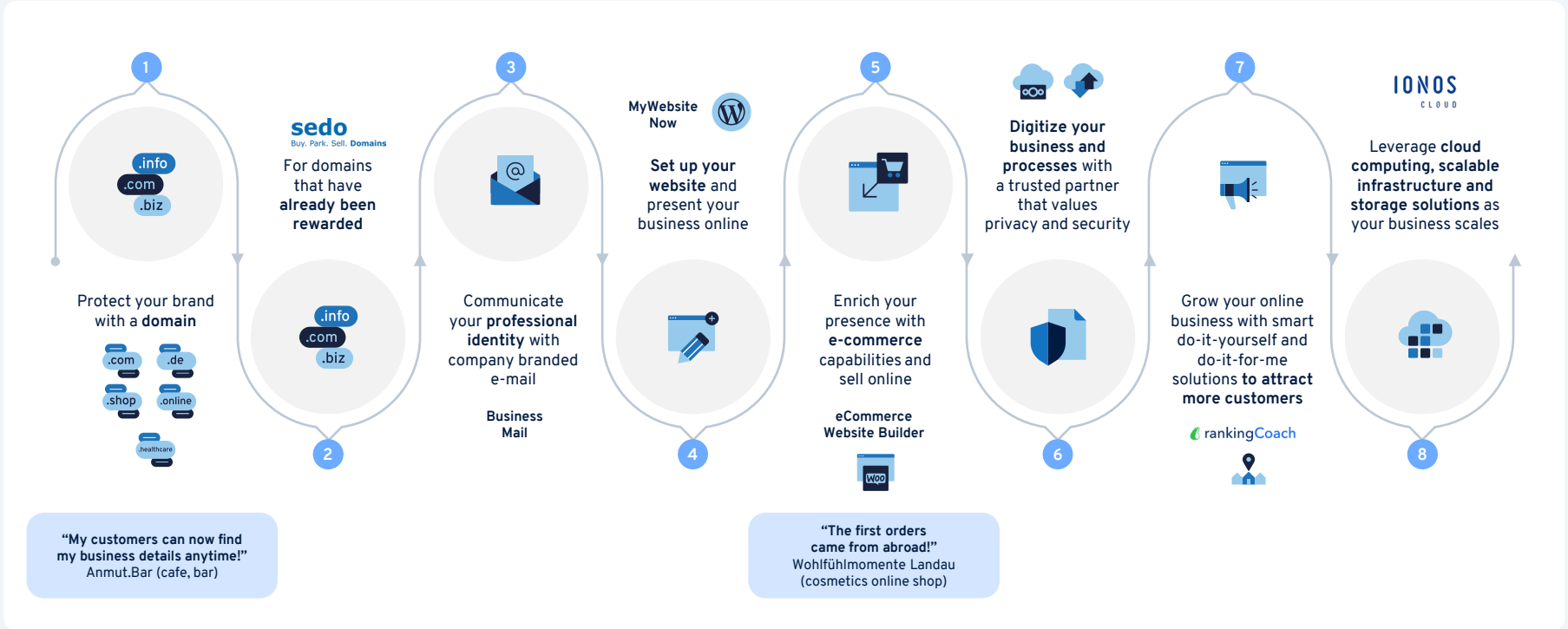
Leader 2023
Germany



Platinum Award Cloud
service provider

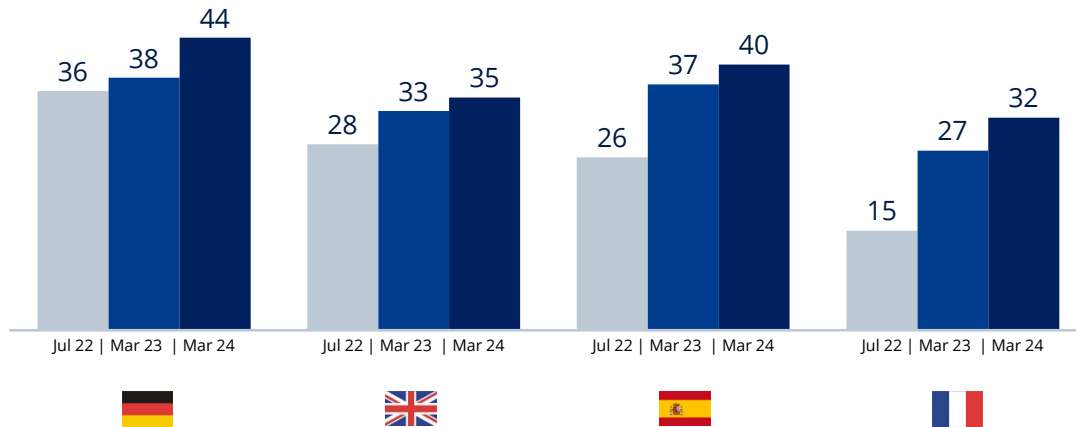
¹ISG Provider Lens: Public Cloud –Services & Solutions, Hyperscale Infrastructure & Platform Services, Germany 2023

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



Brand investment has already started to pay off

Brand awareness¹



- Brand investments further contributing to brand awareness
- Positive impact on all sales channels
- Brand investments of €67mn in FY 2023 (prev. year: €54mn), decreasing as % of total revenue going forward
- Investments will continue to crystalize value in the coming years

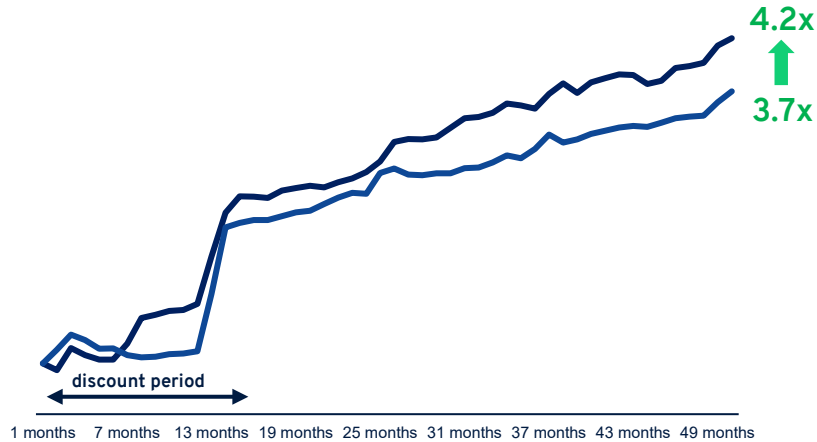


¹ Brand awareness (aided) for the IONOS brand, based on Interrogare survey - brand awareness data for self-employed/SMBs

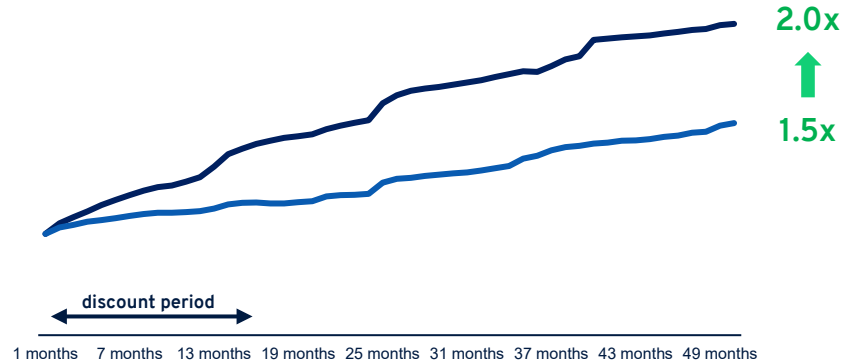
Proven track record of up-selling and cross-selling across cohorts

ARPU development and number of services of cohorts

ARPU evolution per cohort



Evolution of average number of services used, per cohort

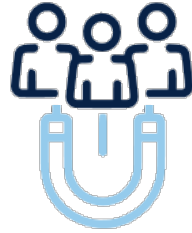


● January 2020 cohort ● January 2018 cohort

People, culture and sustainability – Key takeaways



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



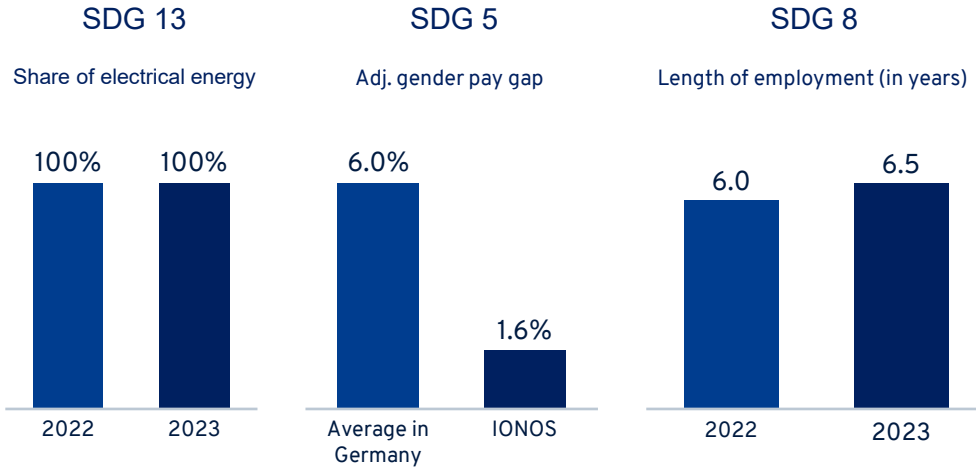
**Strong employer brand
with the ability to attract
and retain high-quality
talent**



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

We are committed – UN Global Compact

Sustainable Development Goals (SDGs)



¹ Source: Destatis (Statistisches Bundesamt)

Our new Climate Strategy 2030 - we are highly committed to environmental sustainability

Data centers

- ✓ 100% renewable electricity sourced long-term
- ✓ >55% reduction in emissions by 2030 relative to 2019
- ✓ 50% data centers with low-carbon energy generation onsite (photovoltaics)
- ✓ Offset 100% unavoidable emissions annually whilst committing to reduce further over longer-term
- ✓ Commit to measuring our carbon footprint and reducing indirect carbon emissions in areas of most significant impact (Scope 3)
- ✓ 90% data center suppliers by spend commit to climate targets by 2030 (Scope 3)

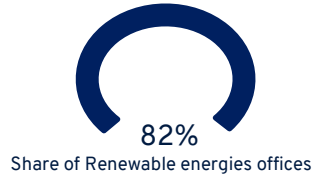
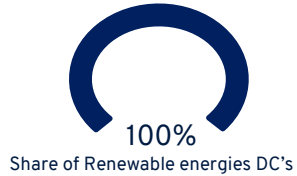
Offices

- ✓ 100% renewable electricity in offices by 2030
- ✓ 100% electric vehicles in company carpool by 2030

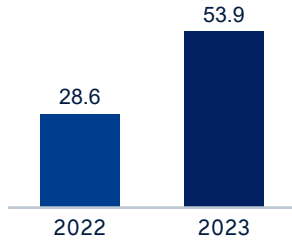


Environment @ IONOS

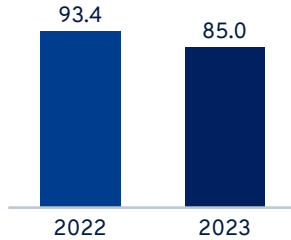
Environmental KPIs



Recycled IT devices (in tonnes)



Energy intensity (MWh/revenue €mn)

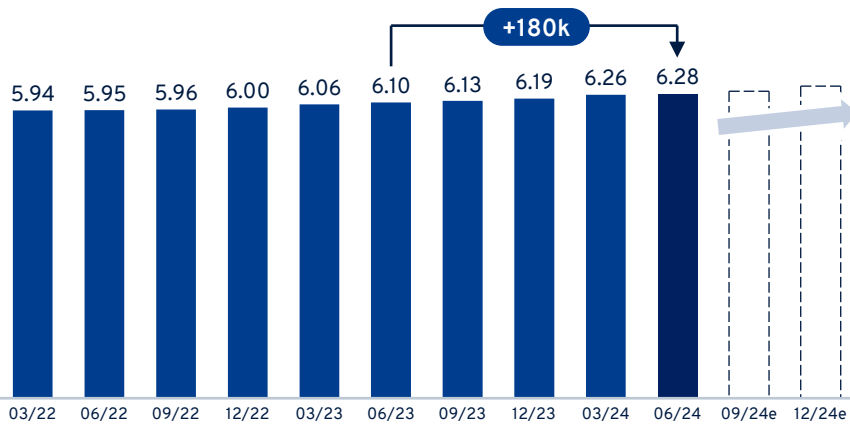


Financials & guidance

Operational performance of the core business is fully in-line with expectations

Customers

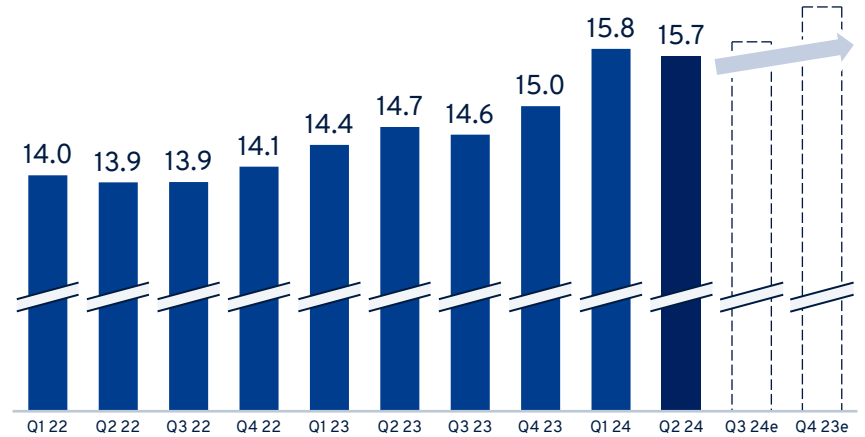
in million (unless otherwise stated)



Churn remains at best-in-class level of ~1% per month

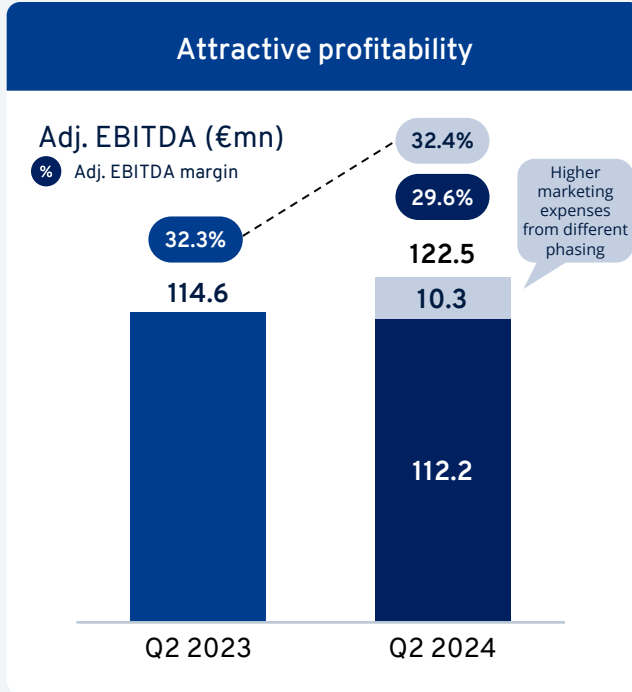
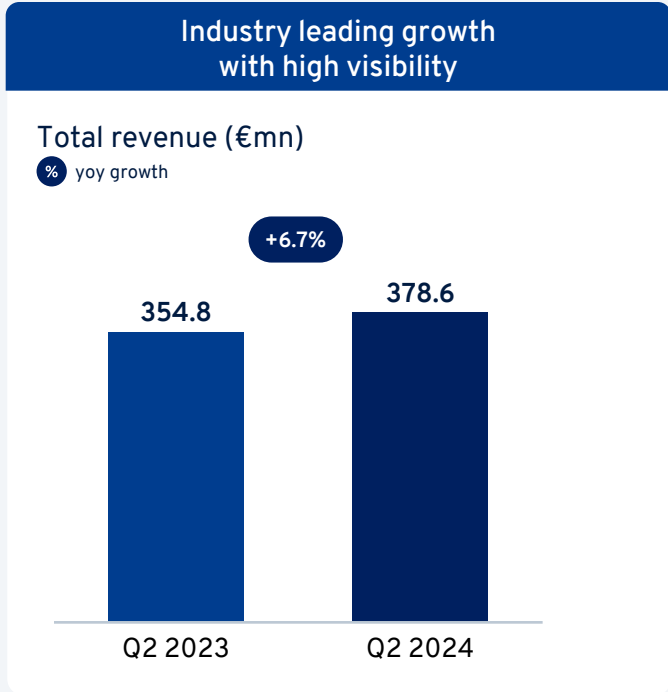
ARPU

in € per month



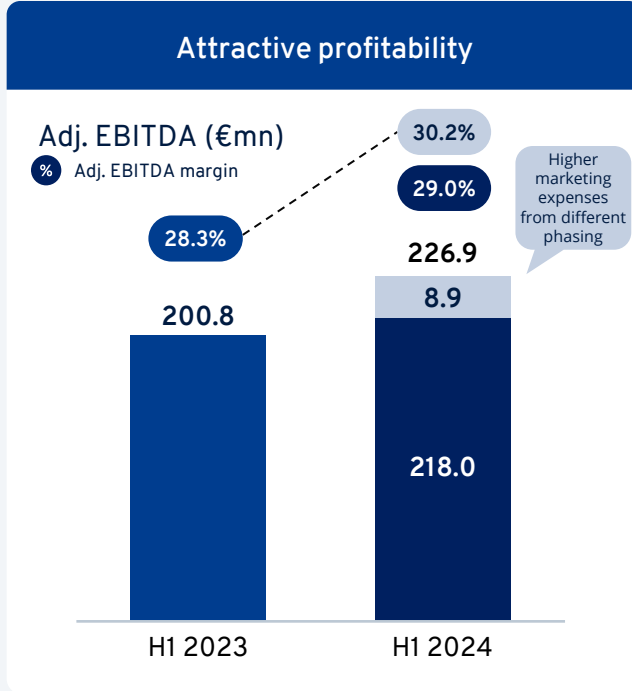
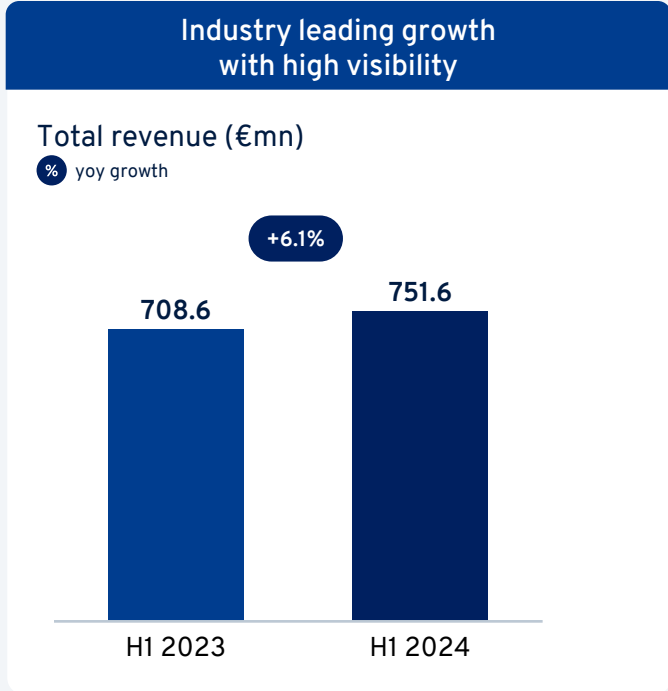
Successful up- & cross selling and pricing power

Q2 2024 performance with high profitability



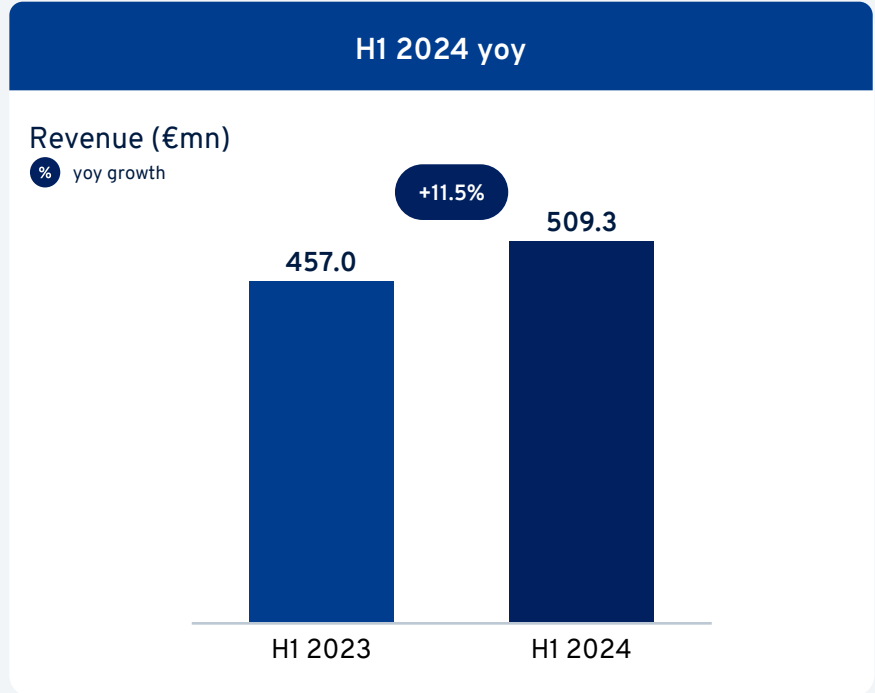
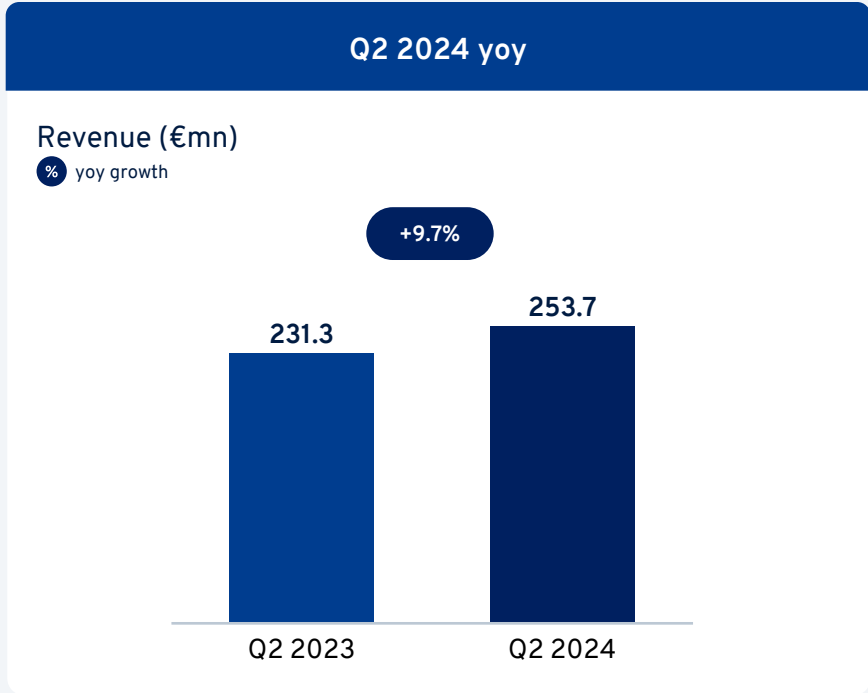
- Revenue growth of +6.7% yoy (revenue growth excl. Aftermarket at +9.6% yoy)
- Adj. EBITDA is slightly below prev. year, due to different phasing of marketing expenses (-€10.3mn) and higher license cost VMware (-€5mn)
- Adj. EBITDA margin at 29.6%, due to the different phasing of marketing expenses – adjusted for the higher marketing expenses, adj. EBITDA margin is at 32.4%

Leading into a solid H1 2024 performance of the core business



- Revenue growth of +6.1% yoy (revenue growth excl. Aftermarket at +11.2% yoy)
- Adj. EBITDA growth of 8.5% yoy, despite higher marketing expenses from different phasing (-€8.9mn) and higher license cost VMware (-€5mn)
- Adj. EBITDA margin increasing to 29.0% (adjusted for the higher marketing expenses, adj. EBITDA margin is 30.2%)

Strong growth in high margin Web Presence & Productivity (excluding Aftermarket)

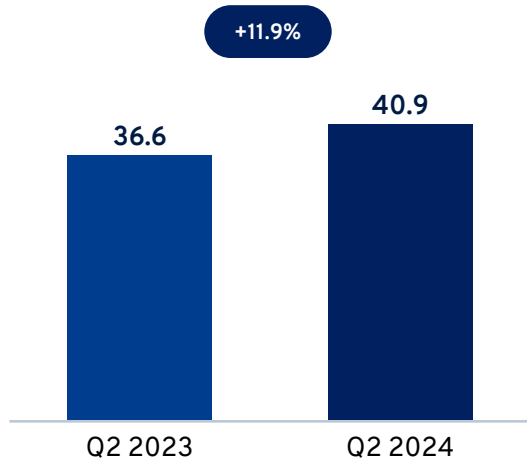


Ongoing expansion in the Cloud Solutions business

Q2 2024 yoy

Revenue (€mn)

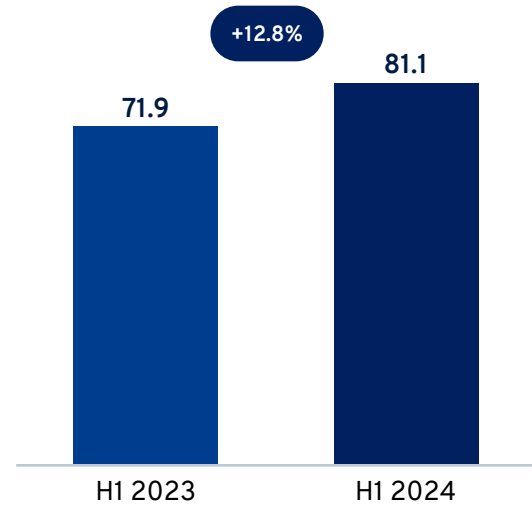
% yoy growth



H1 2024 yoy

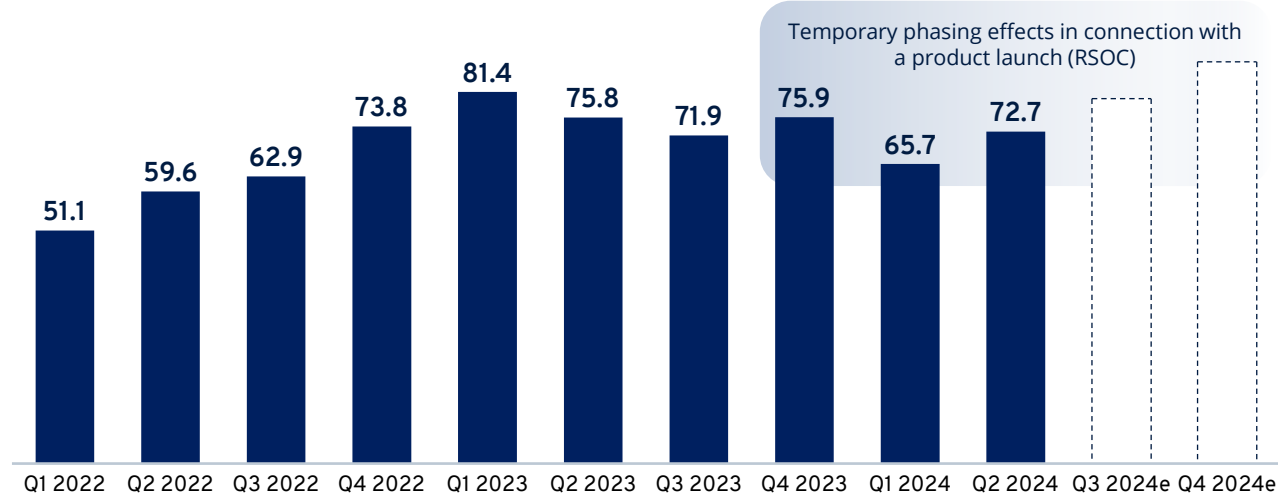
Revenue (€mn)

% yoy growth



Aftermarket business going through a transition

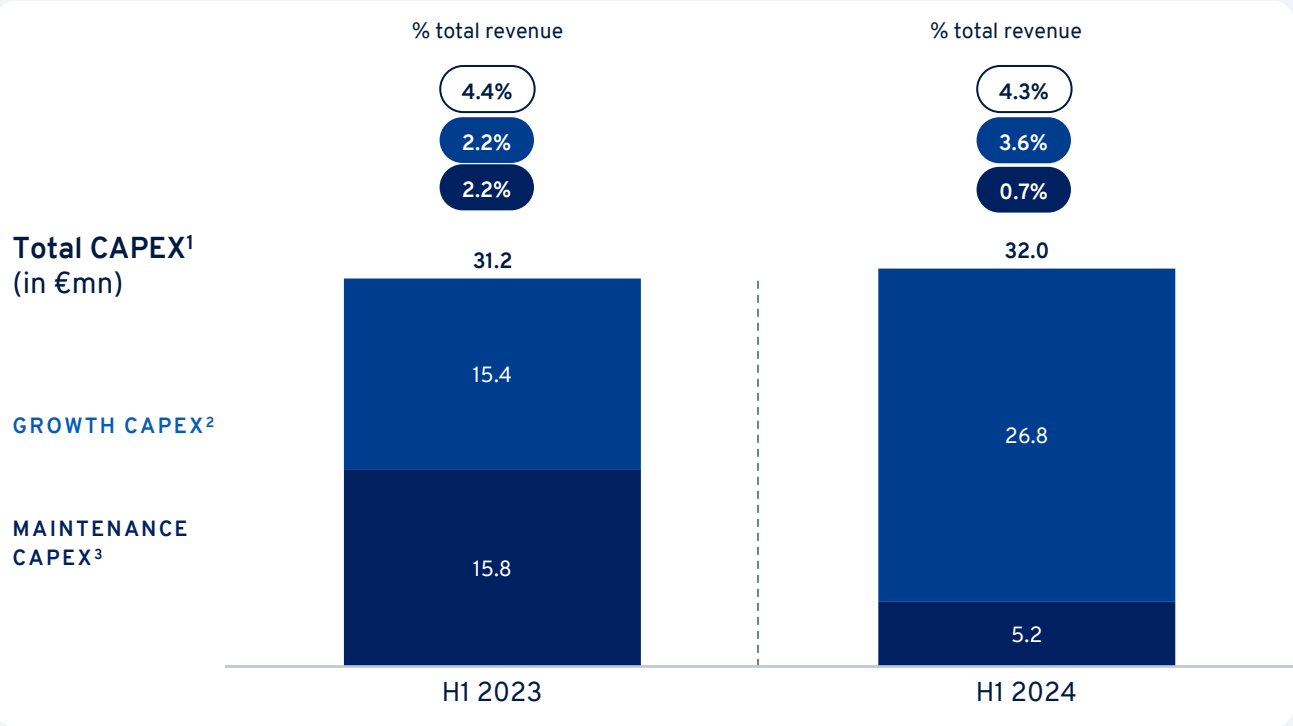
Revenue (€mn)



- Revenue -12.0% yoy in H1 2024
- Revenue -4.0% yoy in Q2 2024, recovering from Q1 2024 (-19.4% yoy)
- Google introduced a new product/contract called RSOC (Related Search For Content), on top of their Google AdSense for Domains product, providing additional revenue potential going forward
- For FY 2024, we expect revenue to reach the previous year's level
- Average EBITDA margin of ~15%¹

¹ Average EBITDA margin LTM

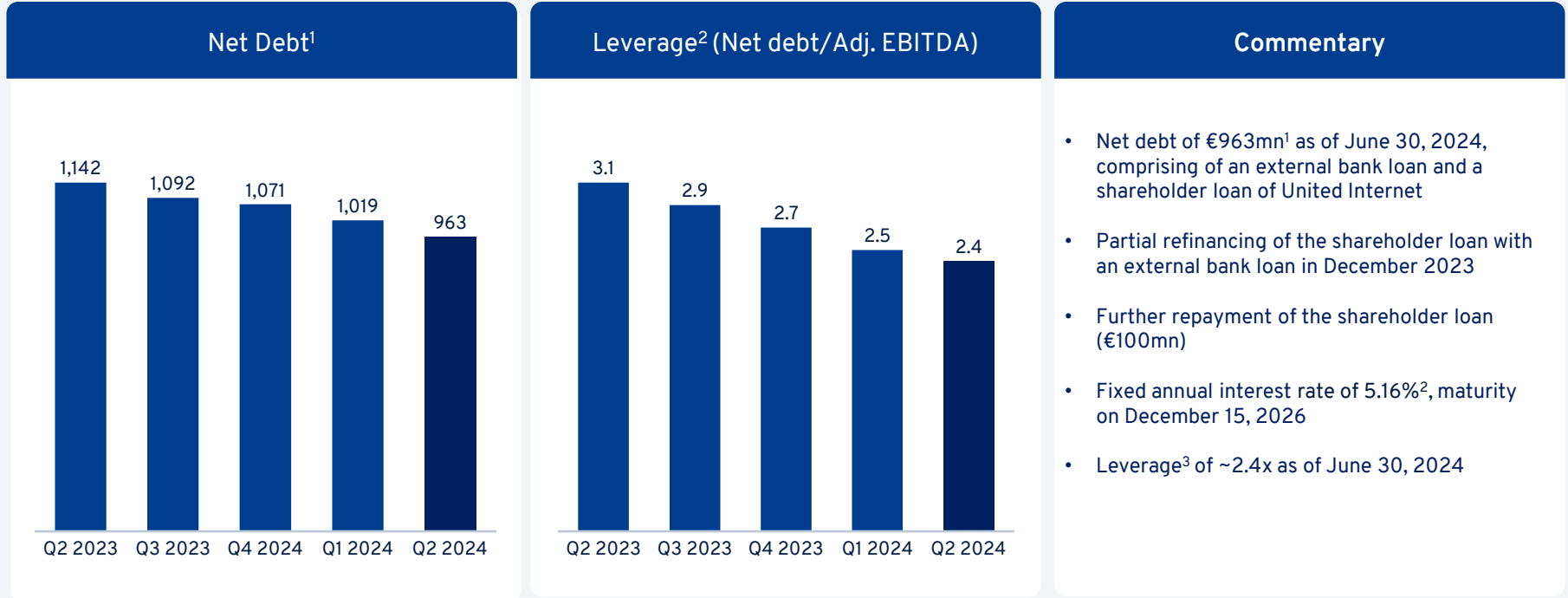
Well invested asset base with low and predictable maintenance capex requirements



- Total CAPEX as % of total revenue at 4.3% (prev. year: 4.4%)
- Low and predictable maintenance CAPEX requirements
- Majority of growth capex is related to Cloud Solutions
- Expected CAPEX for FY 2024E: ~€100mn (CAPEX/total revenue of ~6-7%)

CAPEX figures refer to CAPEX excl. leasing
¹ Maintenance capital expenditures (excl. additions to right-of-use assets) include capital expenditures for replacements in the ordinary course of business;
² Growth capital expenditures defined as total CAPEX, excluding maintenance CAPEX

Debt at fixed interest rates without refinancing risk



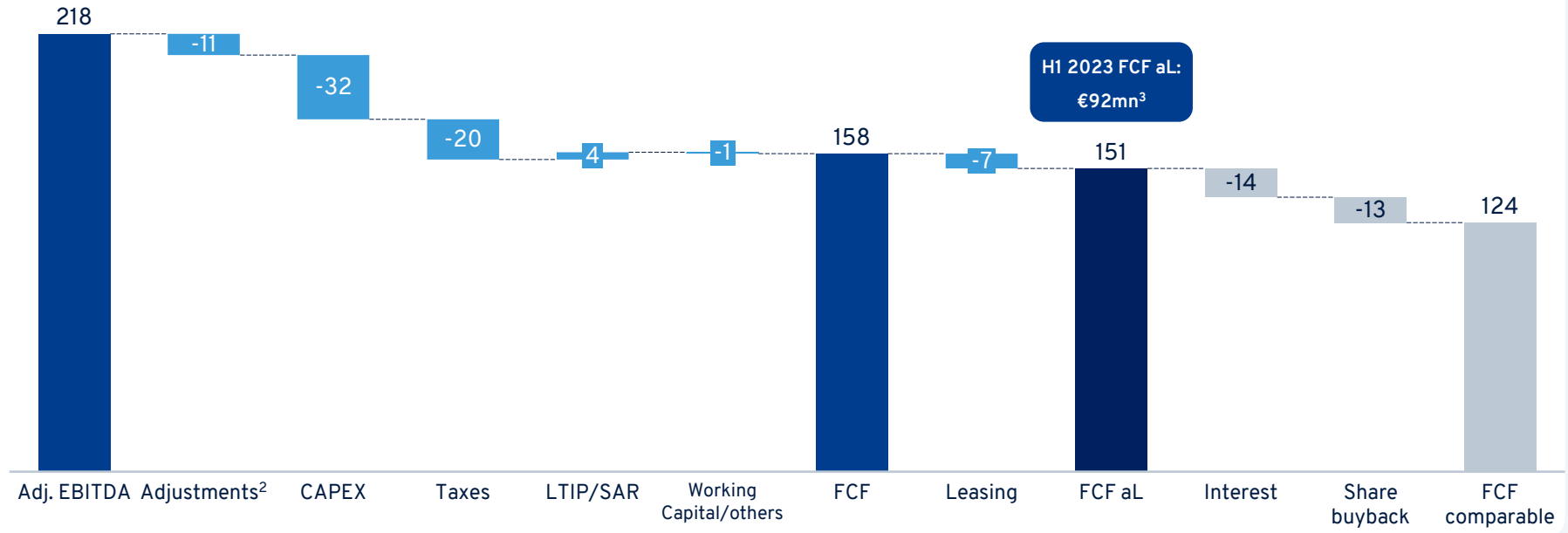
¹ Net Debt is the sum of liabilities to banks (30.06.2024: €800mn), non-current liabilities to related parties (30.06.2024: €250mn), current liabilities to related parties (30.06.2024: €6mn) and current liabilities to banks (30.06.2024: €19mn), less receivables from related parties (30.06.2024: €81mn), less cash and cash equivalents (30.06.2024: €31mn) at the end of the period;

² as of 30.06.2024, calculated as weighted average interest rate of gross debt

³ Calculated as Net Debt / Adj. EBITDA LTM

Strong and highly predictable Free Cash Flow generation

H1 2024 adjusted EBITDA to (adjusted) Free Cash Flow¹ (FCF) bridge (in €mn)



¹ The cash flow statement was changed: Interest payments were reclassified from cash flows from operating activities to cash flows from financing activities. The changes are explained in more detail in the Group Annual Report 2023;

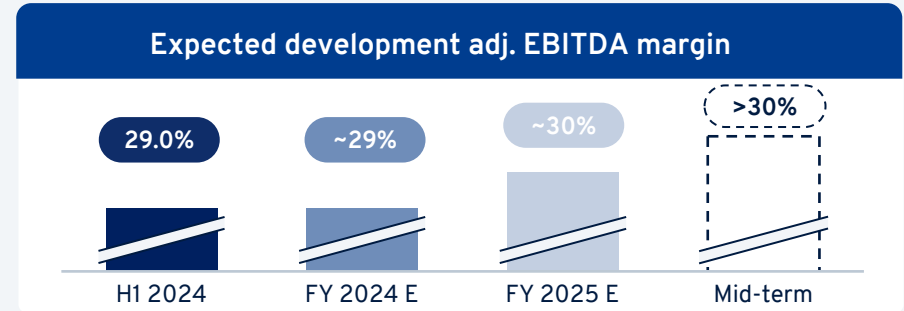
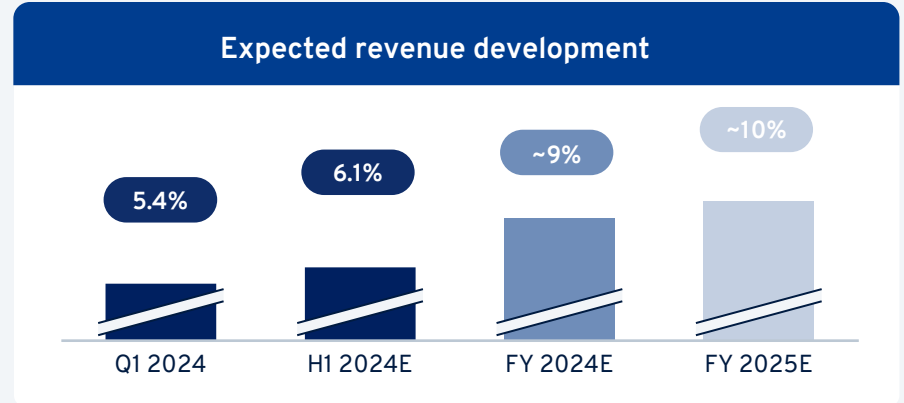
² Free cash flow (FCF) is defined as cash flow from operating activities, less capital expenditures, plus payments from disposals of intangible assets and property, plant and equipment;

³ Adjustments for either non-recurring items or non-operating items (i.e. LTIP, stand-alone costs)

³ including €13.6 million LTIP pay-out in H1 2023

Our guidance for 2024 and 2025

	H1 2024	FY 2024E ¹
Total Revenue	6.1%	~9%
Web Presence & Productivity ex Aftermarket	11.5%	~11 - 12%
Aftermarket	-12.0%	~0%
Cloud Solutions	12.8%	~15 - 17%
Adjusted EBITDA margin	29.0%	~29%

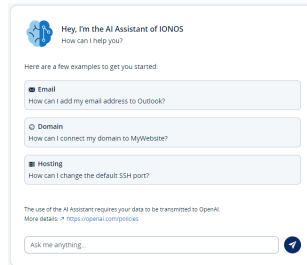
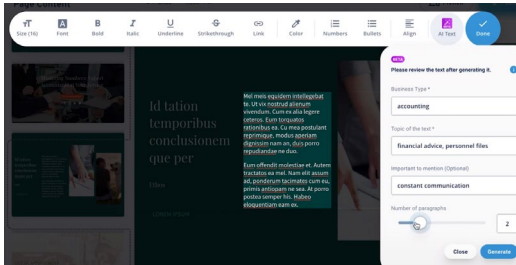


¹ Guidance for revenue is based on constant currency

AI @IONOS – pioneering the future

Customer facing AI products & features

- AI-powered MyWebsite ✔
- AI assisted newsletter tool ✔
- AI-powered website creation ✔
- AI Model Hosting ✔
- AI based domain search ✔
- AI based features ✔
- Up- and cross selling ✔
- Customer interaction ✔



Internal use of AI

- Github Copilot ✔
- Text & image generation ✔
- Fraud Detection ✔
- Translation services ✔
- Financial modelling ✔

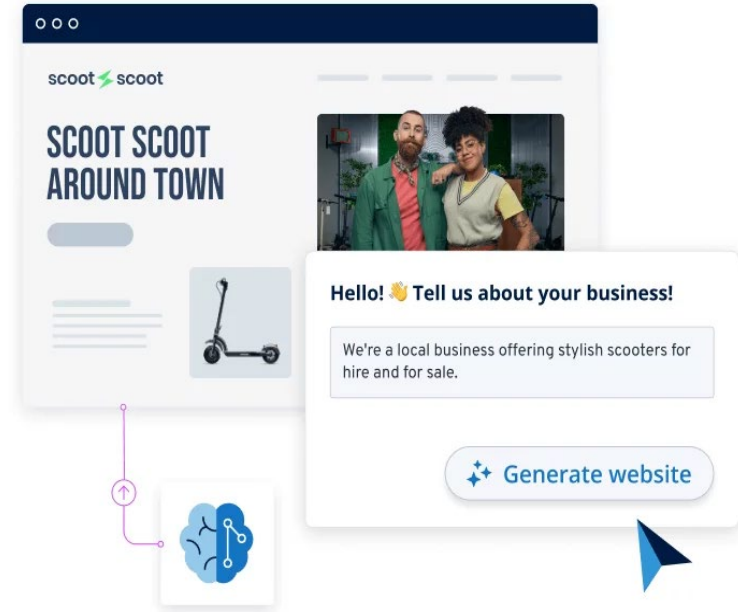


Website Builder - AI is unleashing limitless possibilities of website creation

- SMBs struggle building a website on their own - limited time, lack of knowledge, finite creativity
- Users face problems to craft adequate texts and to create reach
- AI-powered website builder was kicked-off in May 2023 and we are perpetually upgrading and enriching the available features (i.e. AI Image Generator, AI Page Generator, AI SEO tool)

Positive adoption of AI features

- 64% of customers choose AI over classic onboarding
- Time to publish is ~25% faster
- First week activation increased by ~ 30%
- Quality of content increased significantly with AI



Elevating Customer Care with AI

IONOS AI Digital Assistant

- Our newly launched IONOS AI Digital Assistant improves customer interactions by resolving >60% of incoming customer queries
- Huge potential for further improvements and streamlined operations
- The new AI Digital Assistant, combined with our Personal Consultant - available 24/7, 365 days a year – further enhances our capabilities to deliver superior customer experience as well as up- and cross-selling
- Available internally for customer support and externally for customers
- This unique offering is unmatched in the market

Hey, I'm the AI Assistant of IONOS
How can I help you?

Here are a few examples to get you started:

- Email**
How can I add my email address to Outlook?
- Domain**
How can I connect my domain to MyWebsite?
- Hosting**
How can I change the default SSH port?

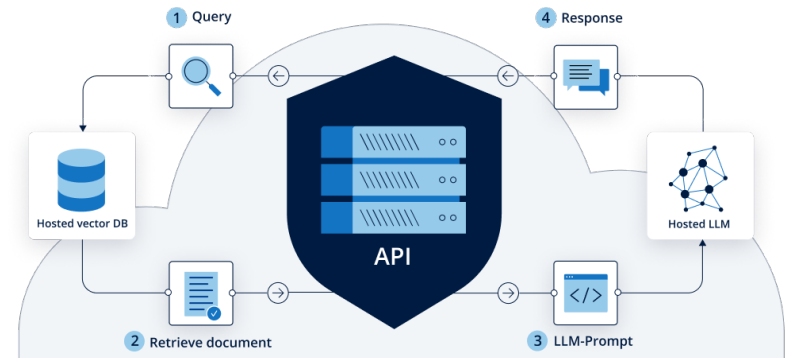
The use of the AI Assistant requires your data to be processed. More details: <https://openai.com/policies>

Ask me anything...



Making AI accessible to SMBs with European Data Protection

- Launch of AI Model Hub
- Closed beta available for selected cloud customers since Q3 2023
- Hosting of multiple open-source AI Models as a Service, enabling customers to use open-source LLMs, text-to-image and text-to-speech models
- Use of AI Models with own data (data and documents are stored in vector DB) in a safe environment (German/European Data Centers and compliant with EU data protection regulations & trade secret-aware)
- RAG support: additional out-of-the box Retrieval Augmented Generation (RAG) solution available as additional feature
- We expect a significant boost in awareness for our Cloud Solutions products and additional customer growth
- Pay-per-use monetization, based on inbound and outbound tokens



Moving Germany to the cloud - lighthouse project for ITZBund

- IONOS sets up a completely self-contained enterprise cloud environment in ITZBund data centers (“air-gapped” Cloud)
- According to current planning, trial operations are set to start by the end of 2024 and initial use is expected
- The project volume is completely variable and depends on the volumes taken up by ITZBund over the next 5 years
- This lighthouse project underlines the positioning of IONOS as a leading provider in Europe as well as the quality and competitiveness of our products
- Further use cases for IT.NRW, Dataport, HPI-School Cloud



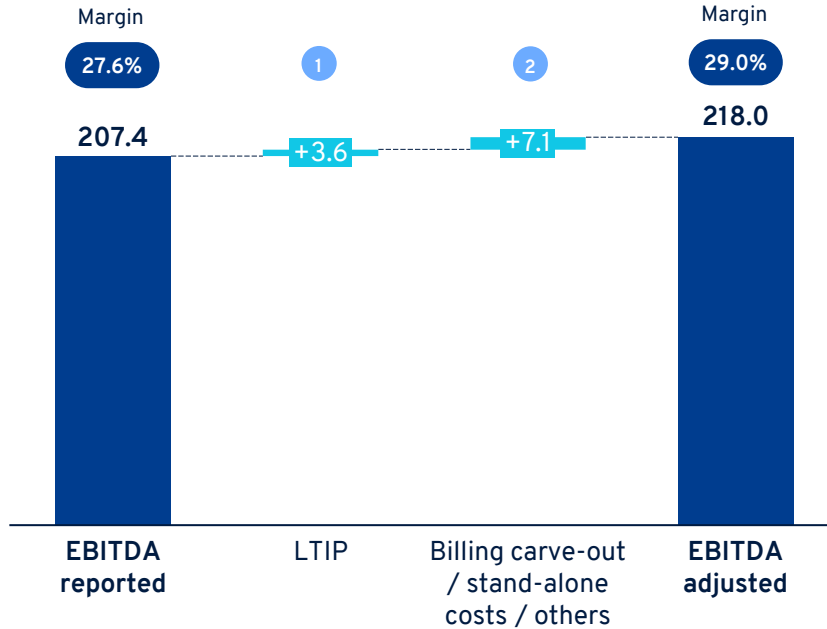
Summary & conclusion



Appendix

EBITDA to adj. EBITDA bridge

H1 2024 EBITDA, adjustments and adj. EBITDA (in €mn)



1
Employee stock ownership program

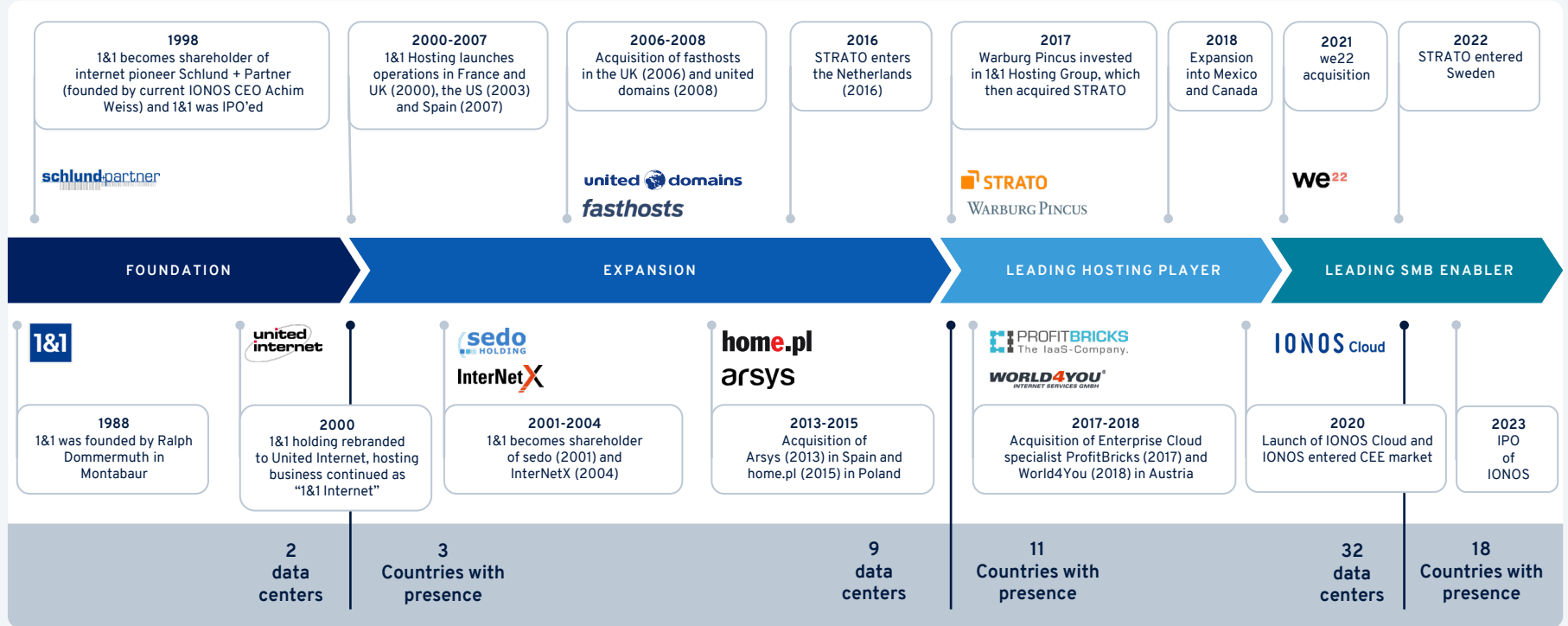
2
Cost of the billing curve-out from United Internet Group, cost for the establishment of IONOS as an independent group and others

Financial Overview

in €mn	Q2 2023	Q2 2024	Change yoy	H1 2023	H1 2024	Change yoy
Total Revenue	354.8	378.6	+6.7%	708.6	751.6	+6.1%
Adj. gross profit ¹	231.2	249.4	+7.9%	455.3	503.6	+10.6%
Adj. EBITDA	114.6	112.2	-2.1%	200.8	218.0	+8.6%
EBIT	84.5	78.7	-6.9%	150.4	152.8	+1.6%
Adjusted EBT (excl. non-cash valuation effects from a contingent purchase price liability)	67.0	57.7	-13.9%	107.1	121.5	+13.5%
Adjusted EPS in €/share (excl. non-cash valuation effects from a contingent purchase price liability)	0.35	0.33	-6.5%	0.56	0.63	+12.7%

¹ Adjusted gross profit is calculated as revenue less cost of sales (excl. T&D and D&A)

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



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