

GODADDY

OVERVIEW

AUGUST 2015

FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are based on estimates and information available to us at the time of this presentation and are not guarantees of future performance. Statements in this presentation involve risks, uncertainties and assumptions. If the risks or uncertainties ever materialize or the assumptions prove incorrect, our results may differ materially from those expressed or implied by such forward-looking statements. All statements other than statements of historical fact could be deemed forward-looking statements, including, but not limited to: any projections of product or service availability, technology developments, customer growth, addressable market size or other future events; any statements about historical results that may suggest future trends for our business; any statements regarding our plans, strategies or objectives with respect to future operations; any statements regarding future economic conditions; and any statements of assumptions underlying any of the foregoing.

Actual results could differ materially from our current expectations as a result of many factors, including, but not limited to: the unpredictable nature of our rapidly evolving market; fluctuations in our financial and operating results; our rate of growth; interruptions or delays in our service or our web hosting; breaches of our security measures; the impact of any previous or future acquisitions; our ability to continue to release, and gain customer acceptance of, our existing and future products and services; our ability to manage our growth; our ability to hire, retain and motivate employees; the effects of competition; technological, regulatory and legal developments; intellectual property litigation; and developments in the economy, financial markets and credit markets.

Additional risks and uncertainties that could affect GoDaddy's financial results are included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in the Company's most recent filings with the SEC, which are available on the Company's website at <https://investors.godaddy.net> and on the SEC's website at www.sec.gov. All forward-looking statements in this presentation are based on information available to the company as of the date hereof, and GoDaddy does not assume any obligation to update the forward-looking statements provided to reflect events that occur or circumstances that exist after the date on which they were made.

In addition to financial measures prepared in accordance with generally accepted accounting principles in the United States ("GAAP"), this presentation includes certain non-GAAP financial measures, including but not limited to adjusted EBITDA, average revenue per customer ("ARPU"), bookings, unlevered free cash flow ("uFCF") and net debt. We believe that these non-GAAP financial measures are useful as a supplement in evaluating our ongoing operational performance and enhancing an overall understanding of our past financial performance. The non-GAAP financial measures included in this presentation should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. A reconciliation between each non-GAAP financial measure and its nearest GAAP equivalent is included on slides 15 through 17 of this presentation.

GODADDY: HIGHLIGHTS

- TRUSTED PARTNER AND CHAMPION OF OUR CUSTOMERS
- LARGE, HIGH GROWTH BUSINESS WITH ATTRACTIVE UNIT ECONOMICS
- MASSIVE, UNDERSERVED GLOBAL MARKET
- COMPELLING CUSTOMER VALUE PROPOSITION
- INDUSTRY LEADING PRODUCTS BUILT ON A SINGLE CLOUD PLATFORM & DISTINCTIVE CUSTOMER CARE
- PROVEN GROWTH STRATEGY WITH TEAM PURPOSE BUILT TO EXECUTE

Chelle Stafford
recipeforfitness.com

GODADDY: **VISION**

OUR VISION IS TO RADICALLY
SHIFT THE GLOBAL ECONOMY
TOWARD SMALL BUSINESS BY
EMPOWERING PEOPLE TO EASILY
START, CONFIDENTLY GROW
AND SUCCESSFULLY RUN THEIR
OWN VENTURES.

Kathy Fang
fangrestaurant.com

GODADDY: WHAT WE DO

1 Get a great name \$763mm | 55% of revenue

2 Bring your name to life \$508mm | 37% of revenue

3 Grow your business \$116mm | 8% of revenue

* All built on a global, high-performance infrastructure and wrapped in world-class customer care

Revenue and % of revenue as of FY 2014.

Dave Cox
digitalcoconut.com



GODADDY: UNIQUE ADVANTAGES

CUSTOMER SCALE

13 Million

Paid customers

#1 IN KEY "ONRAMP"

59 Million

Domains under mgmt, 21% of global total*

BRAND AWARENESS

81 %

Aided—US Region

Source: Brand Outlook

CLOUD PLATFORM SCALE

11.6 Billion

DNS queries per day on average in 2014

CUSTOMER CARE PROS

3,400+

**Technology
at our core**

Marc Rosenblum
santacruzaleworks.com

Figures as of FY 2014. *Source: Verisign Domain Name Industry Report, January 2015.

GODADDY: THE ON-RAMP FOR DIGITAL IDENTITIES

Every modern business needs an 'owned' online presence. A domain is the first step in establishing an online digital identity.

GODADDY

GLOBAL gTLD% MARKET SHARE
VS. NEXT 3 COMPETITORS

35.9

ENOM

7.6

WEB.COM*

6.0

TUCOWS

5.2

As of July, 2015 Source: Verisign, Afiliis, Neustar, PIR and other registry zone files.
Web.com includes Network Solutions and Register.com.
TLDs include .COM, .NET, .ORG, .INFO, .BIZ, .US, .MOBI, .ME, .CO.

Candis Jones
thejonesmarket.com

A MASSIVE AND UNDERSERVED MARKET

We serve millions of customers who are determined to transform their ideas into something truly meaningful.



MARKET DYNAMICS

75%+ are non-employer firms

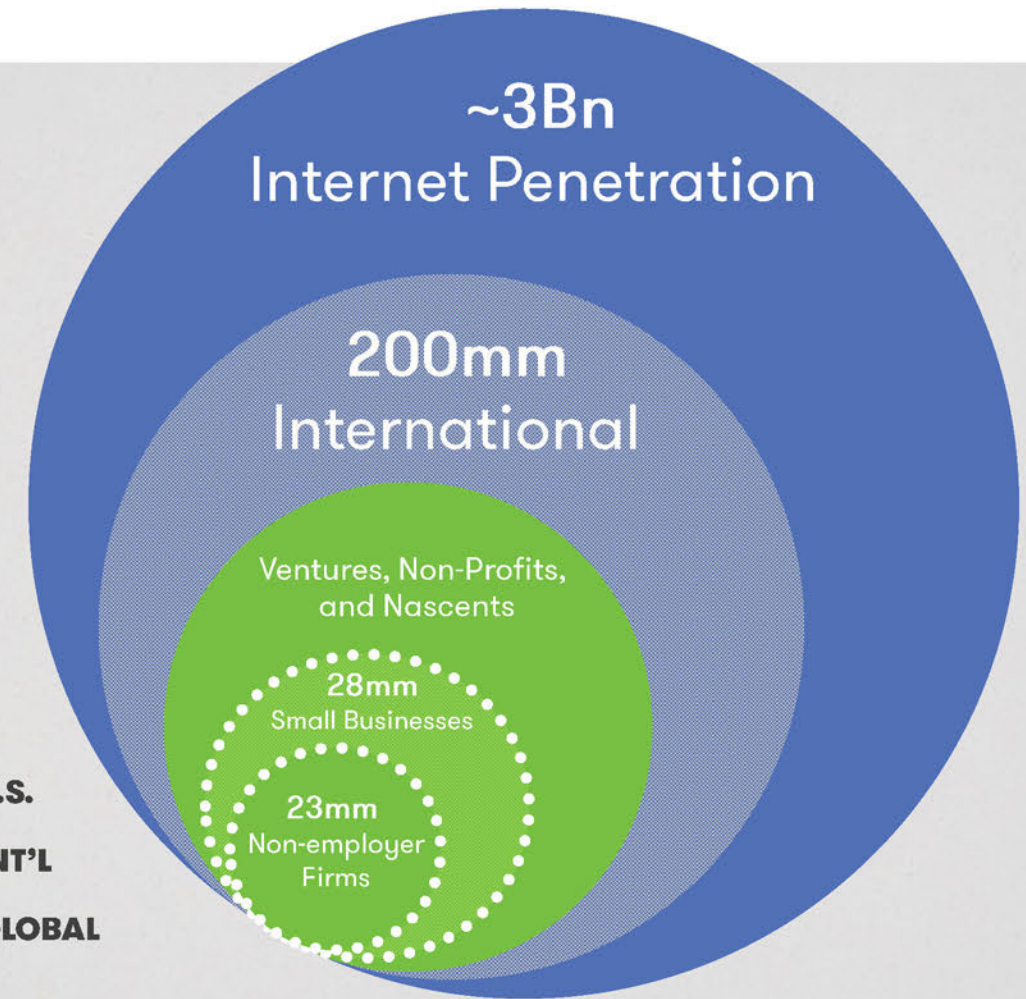
85% < 5 employees

80% > 3 years old

80%+ are service-based

Sources: US Census Bureau, US SBA, 2012.

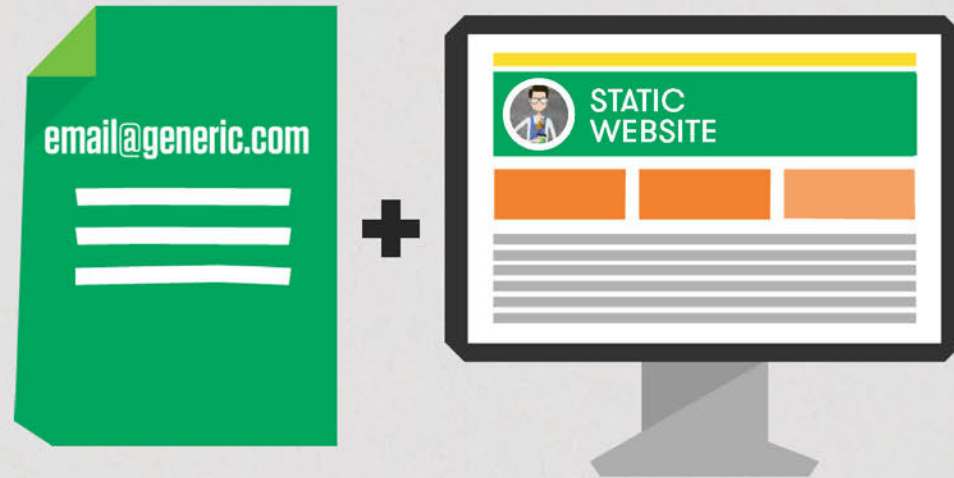
Source: GD-commissioned study from Beall Research, January 2013.



Sources: US Census Bureau, US SBA, Int'l Labor Organization Statistics Database. GD proprietary research.

THE CHALLENGE OF DIGITAL IDENTITIES

A FEW YEARS AGO...



Digital Identities were simple, but optional and static

TODAY...



Digital Identities are critical and complex

SOLVING THE CHALLENGE OF DIGITAL IDENTITIES

- SUITE OF CLOUD-BASED **PRODUCTS**
- INTEGRATED GLOBAL **TECHNOLOGY** PLATFORM
- WORLD-CLASS **CUSTOMER CARE** ORGANIZATION



GoDaddy is making Digital Identities
simple and easy to manage

THE **NATURAL ONRAMP** FOR MODERN BUSINESS

GoDaddy is the natural onramp for people to get their business online - and our suite of products grows with them over time as their needs evolve.



DOMAINS



For any modern venture, getting the right domain is the first step they take to start their business.

HOSTING & PRESENCE



Next, they typically get a dynamic web presence, SEO and tools to get found online...

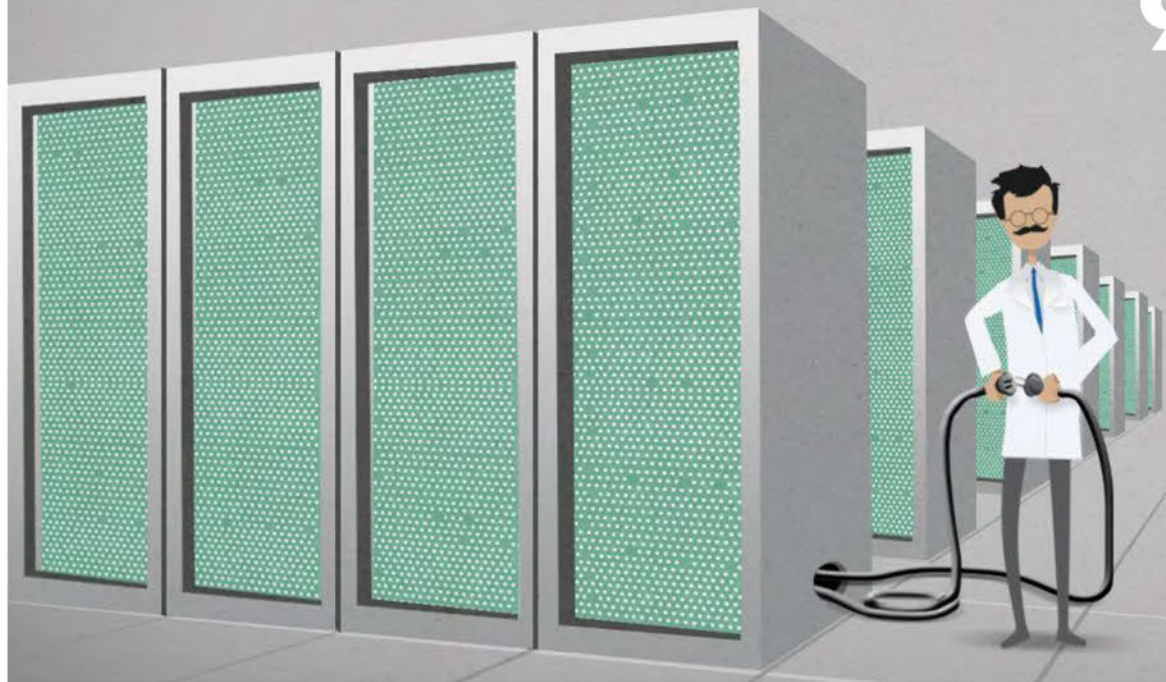
BUSINESS APPLICATIONS



...and as they grow and thrive: domain-specific email, productivity tools, email marketing, online payments & bookkeeping.

SCIENCE & TECHNOLOGY: **AT OUR CORE**

Our services are built on a powerfully integrated cloud platform that is fueled by world-class data science.



35 PETABYTES OF CAPACITY

9.3mm WEBSITES HOSTED

40k SERVERS

144 PATENTS

9 GLOBAL DATA CENTERS

Data as of FY 2014.

GODADDY CARE: OUR SECRET WEAPON

3,400+
PROFESSIONALS
US | Belfast | India

- ▶ ~1mm Interactions / mo
- ▶ Customer Intimacy
- ▶ NPS-based Goals

- ▶ Referral Business
- ▶ 23% of 2014 Bookings
- ▶ Profit Center

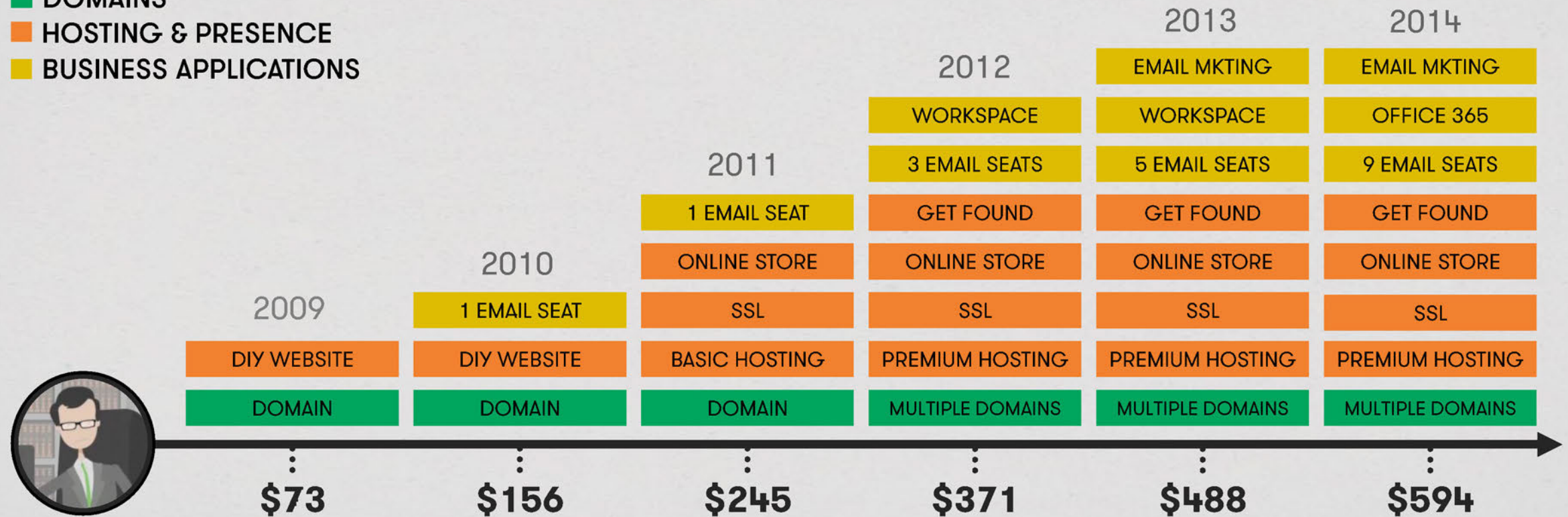
Data as of FY 2014.



VALUE PROP GROWS WITH CUSTOMER NEEDS

Illustrative Example of Spend over Time for Top Customers

- DOMAINS
- HOSTING & PRESENCE
- BUSINESS APPLICATIONS



ATTRACTIVE UNIT ECONOMICS

LIFETIME VALUE
OVER \$550

CUSTOMER ACQUISITION COST
\$50-\$60 EACH

CUSTOMER RETENTION
OVER 85% ANNUALLY

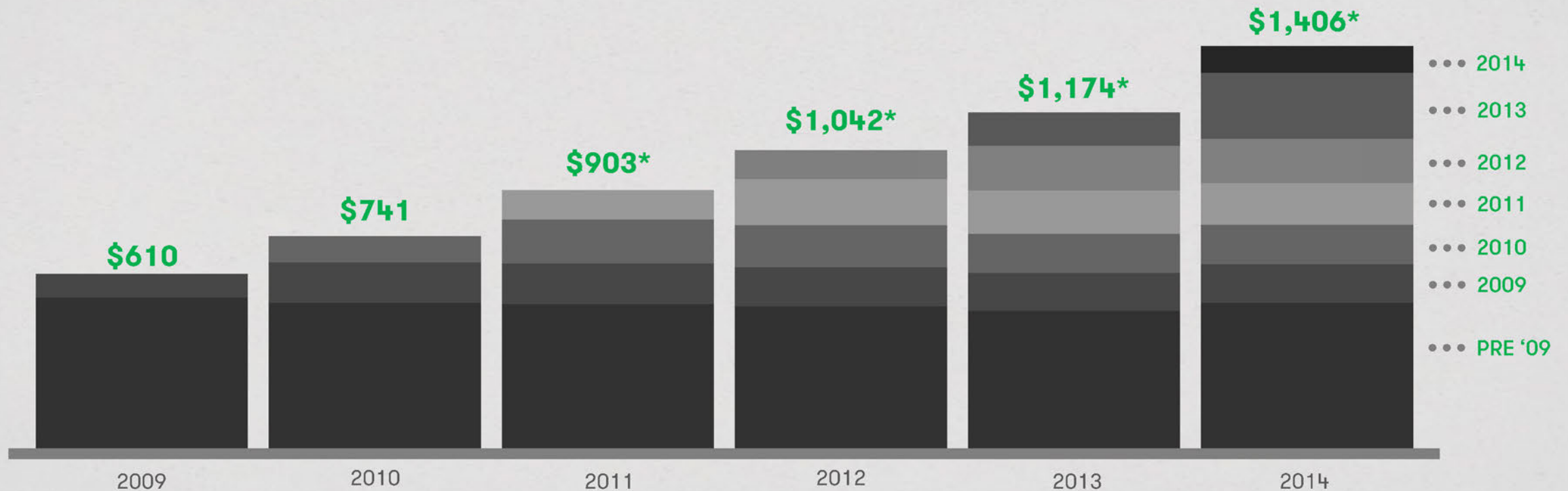
REVENUE RETENTION
OVER 90% PER COHORT

LTV vs. CAC: ~10x

Ray "Ben" Hodges
charlestonhalfmoancharters.com

CONSISTENT & STABLE COHORT SPENDING

90%+ Revenue from Customers Already in the Base (\$ Millions)



*Revenue excluding purchase accounting adjustment. GAAP Revenue in 2011, 2012, 2013, and 2014 was \$894 million, \$911 million, \$1,131 million, and \$1,387 million respectively, including purchase accounting adjustment. See slide 30 for a reconciliation.

CUSTOMER & ARPU **GROWTH STRATEGY**

1

GROW CUSTOMERS

Expand to new markets



CONTINUED
INTERNATIONAL EXPANSION



WIN THE WEB PRO

2

DRIVE ARPU



Enhance our value proposition with an expanding suite of elegantly simple products

DOMAINS

55% OF REVENUE

Find and manage
the perfect
online name.

HOSTING & PRESENCE

37% OF REVENUE

Power digital
identities.

BUSINESS APPS

8% OF REVENUE

Make connecting
to customers and
managing business
easy.

API Powered Platform Delivering an End-To-End Experience

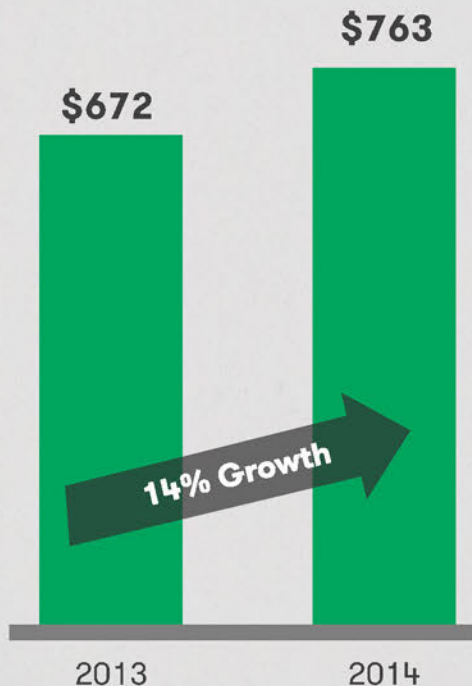
World-Class Customer Care

Data as of FY 2014.

STRONG REVENUE GROWTH IN ALL AREAS

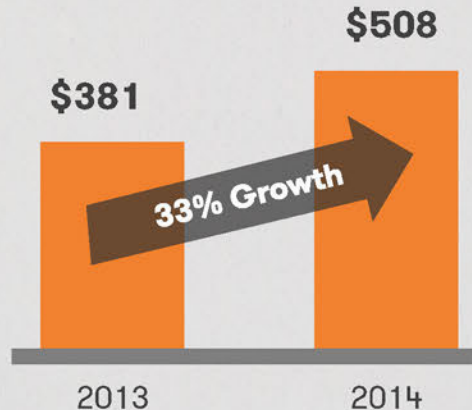
DOMAINS

\$ Millions



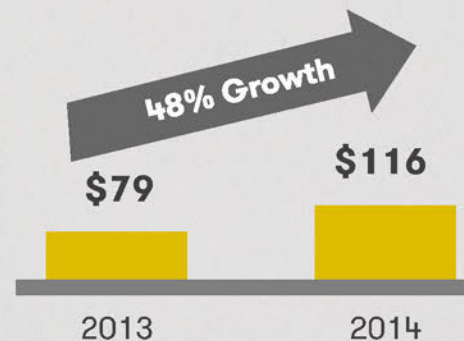
HOSTING & PRESENCE

\$ Millions



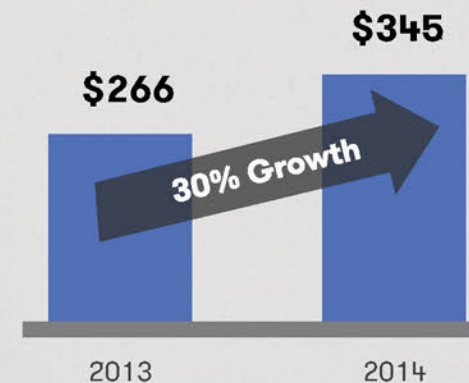
BUSINESS APPLICATIONS

\$ Millions



INTERNATIONAL

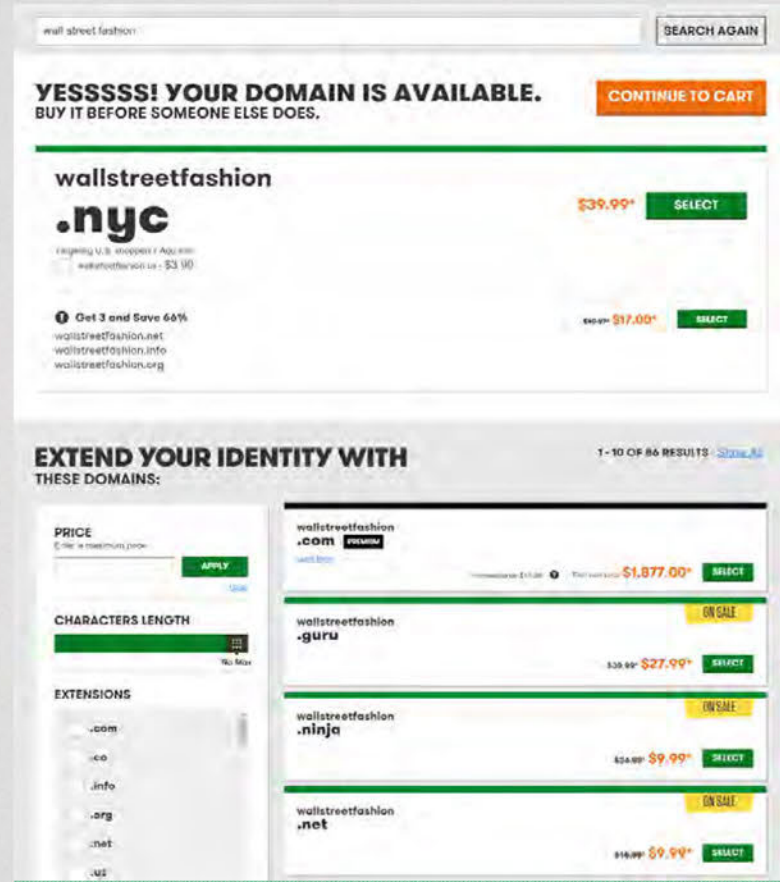
\$ Millions



DOMAINS GROWING ON SECULAR BASIS

DOMAINS REVENUE

\$ Millions



MORE INVENTORY

375+ gTLDs AND ccTLDs

850K+ NEW gTLD REGISTRATIONS IN ~18 MOS.

IMPROVING DOMAIN SEARCH

SPEED AND COMPREHENSIVENESS IN SEARCH

MACHINE LEARNING TO TUNE INTERNATIONAL SEARCH

AFTERMARKET

GROWING LIQUIDITY

FASTER GROWTH IN **HOSTING & PRESENCE**

HOSTING & PRESENCE
REVENUE
\$ Millions



PRESENCE
STRONG WEBSITE
BUILDER RENEWALS
NEW ONLINE STORE
WELL-RECEIVED

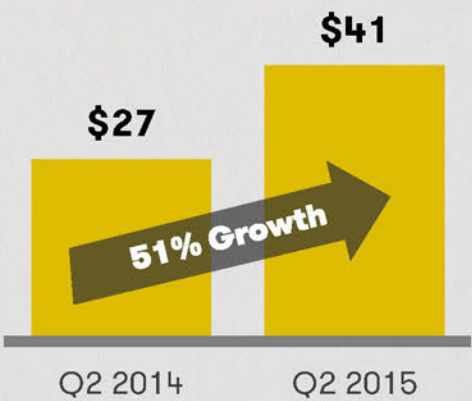
GODADDY PRO
NEW SUITE OF TOOLS
FOR WEB DESIGNERS & DEVELOPERS

HOSTING
INDUSTRY-LEADING
MANAGED WORDPRESS



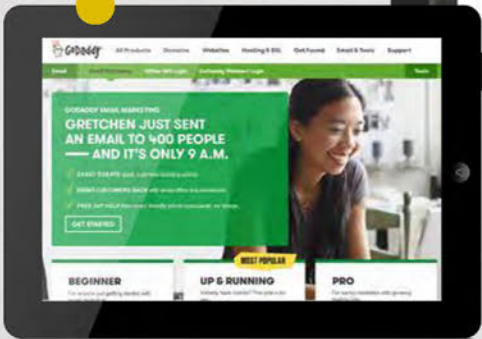
HUGE POTENTIAL IN BUSINESS APPLICATIONS

BUSINESS APPS REVENUE \$ Millions

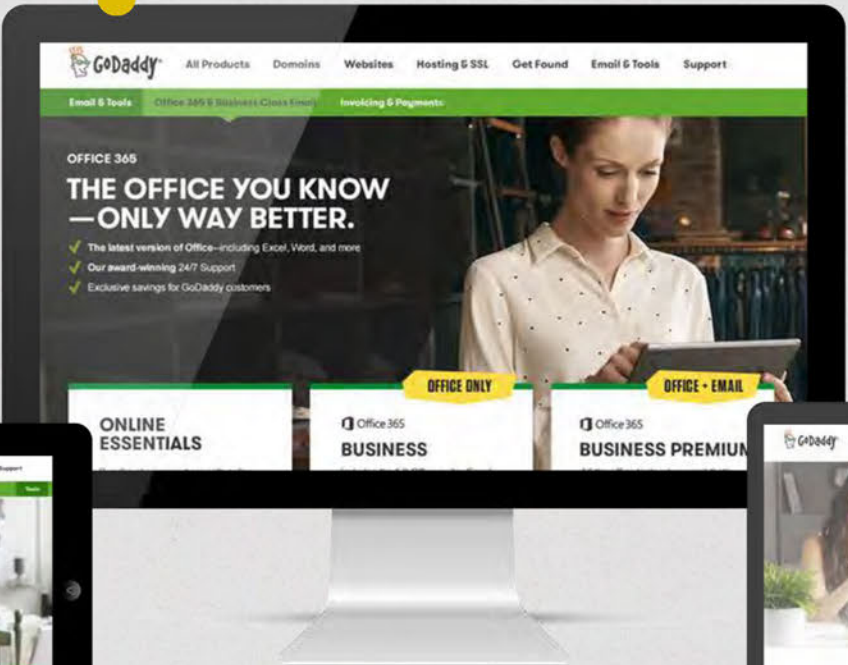


GODADDY EMAIL MARKETING (GEM) NOW INTEGRATED WITH WEBSITE BUILDER

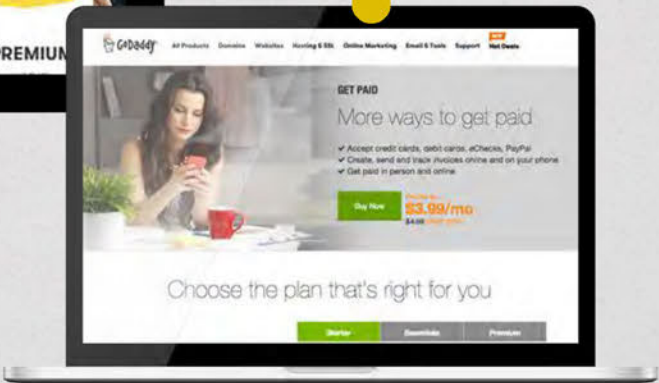
NOW OFFERED THROUGH
GODADDY PRO



MICROSOFT OFFICE 365 CONTINUED STRONG ADOPTION NOW BUNDLED WITH WEBSITE BUILDER

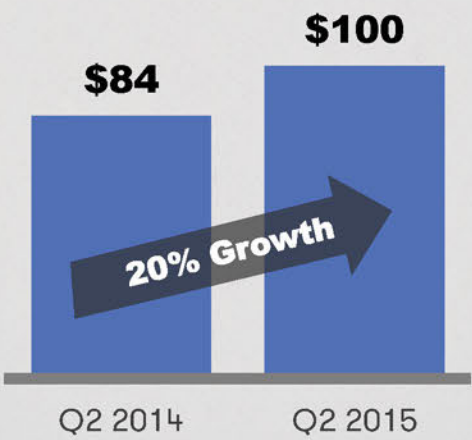


WORKSPACE IMPROVEMENTS BOOSTING ARPU



RAPID EXPANSION **GLOBALLY**

INTERNATIONAL REVENUE \$ Millions



TARGETING 60 COUNTRIES BY 2016

ADDED EUROPE IN 2014

ASIA BEGINS IN LATE 2015

LAST 18-MONTH ROLLOUT
17 LANGUAGES
37 COUNTRIES



2013

United Kingdom, India, Canada, Australia & Other English

2014

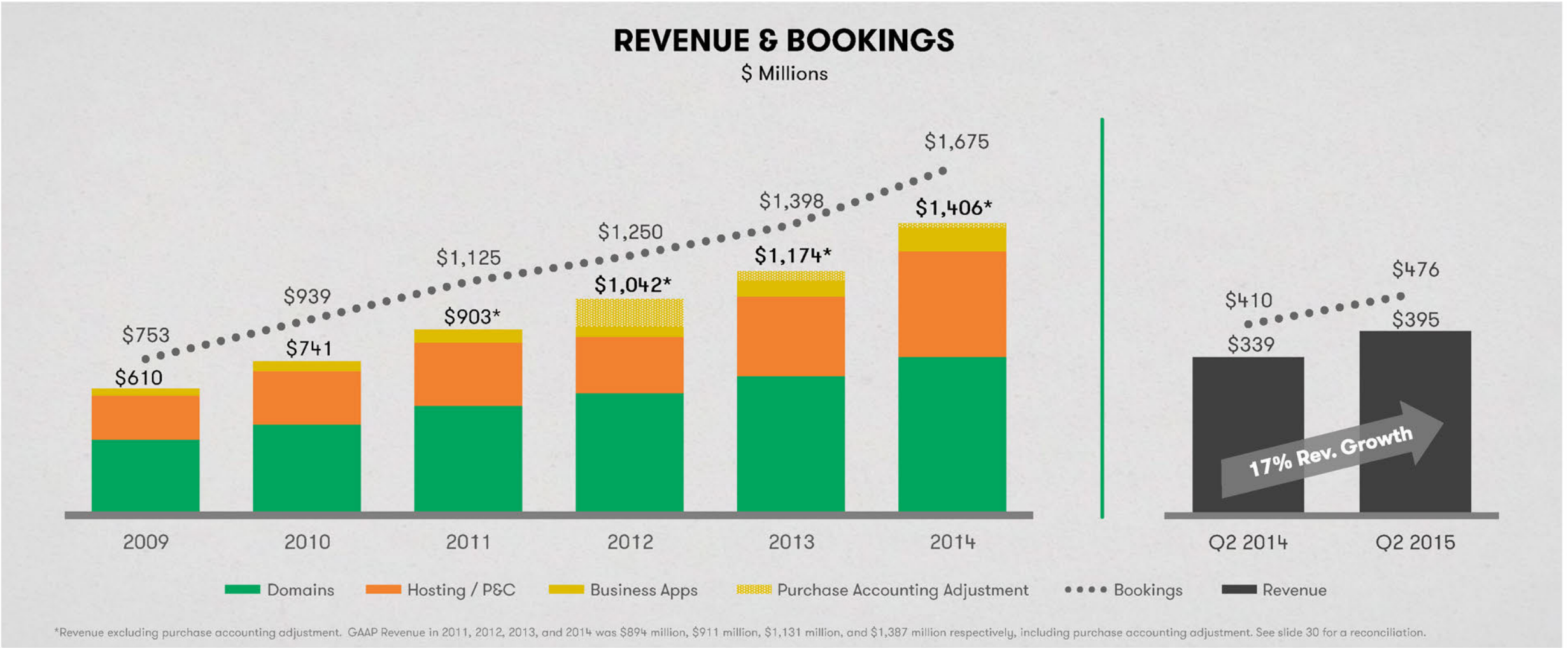
Latin America, Brazil, Spain, Austria, Belgium, Canada(fr), Denmark, Finland, France, Germany, Greece, Italy, Netherlands, Norway, Poland, Portugal, Russia, Sweden, Switzerland, Turkey & Ukraine

2015-2016

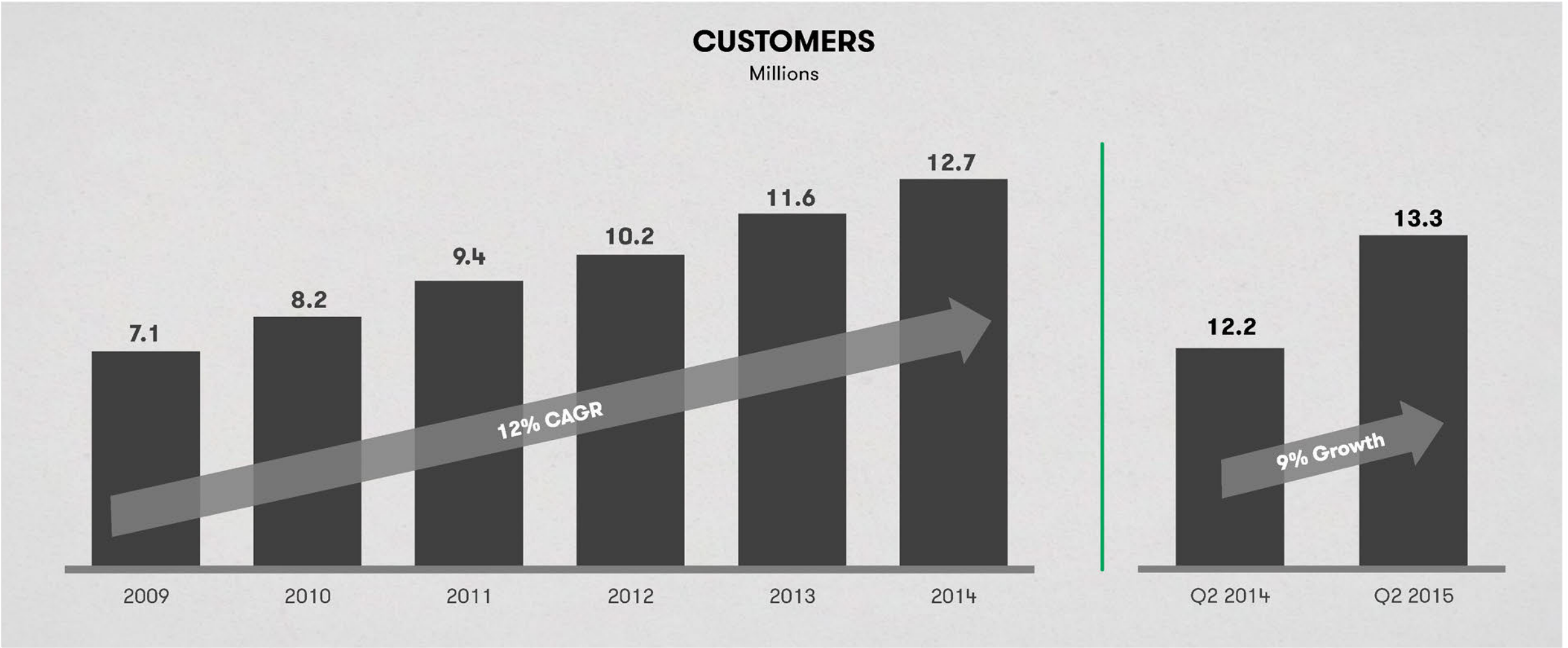
Targeting 60 Countries by 2016

International revenue represents the portion of our total revenue attributable to customers outside of the United States, and includes Domains, Hosting and Presence and Business Applications revenue from such customers.

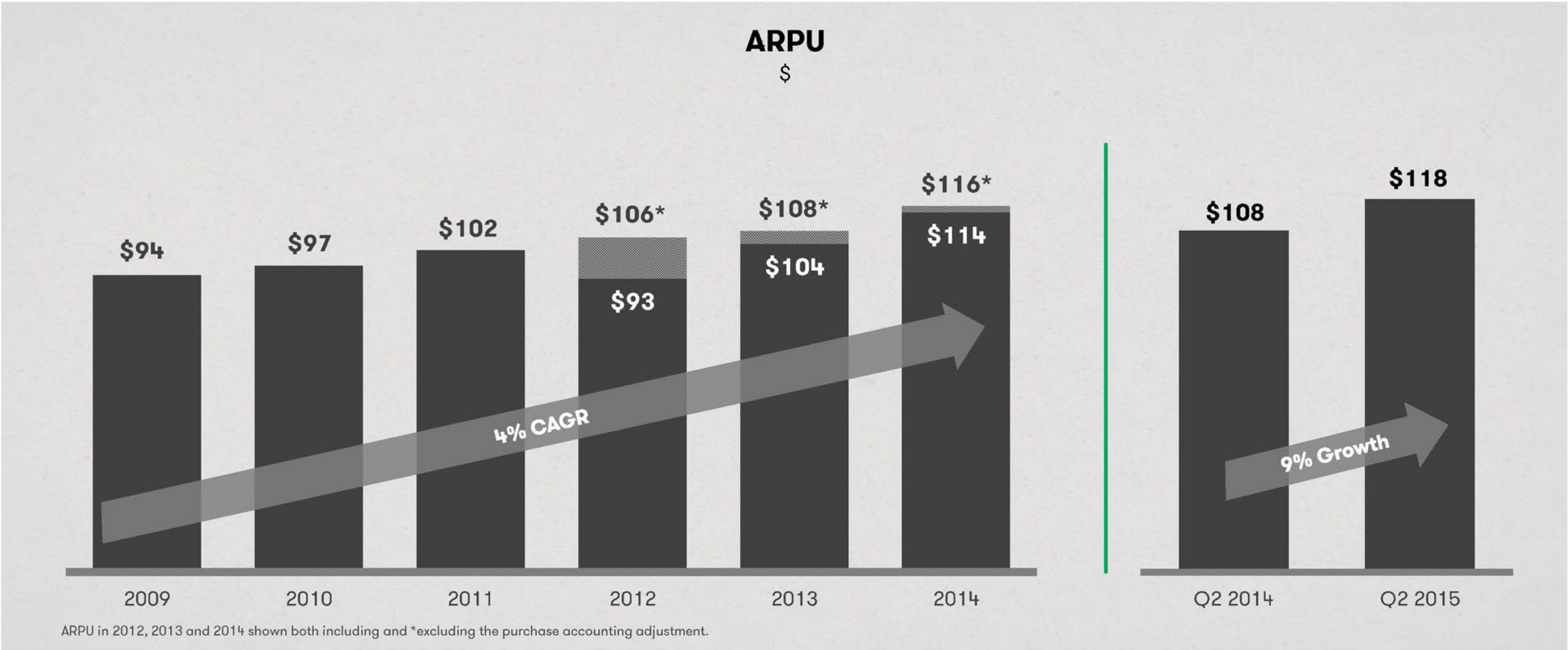
REVENUE GROWTH AT SCALE CONTINUING



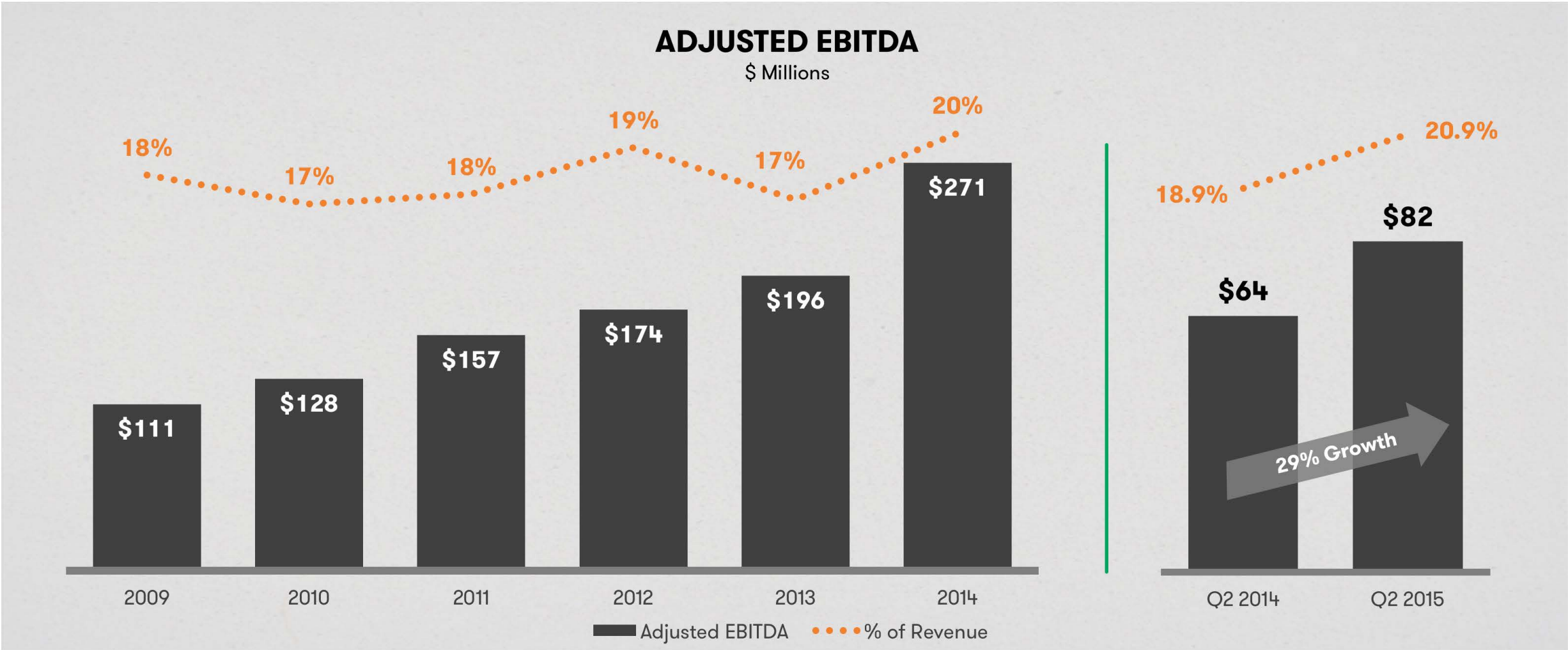
STRONG GROWTH IN CUSTOMERS



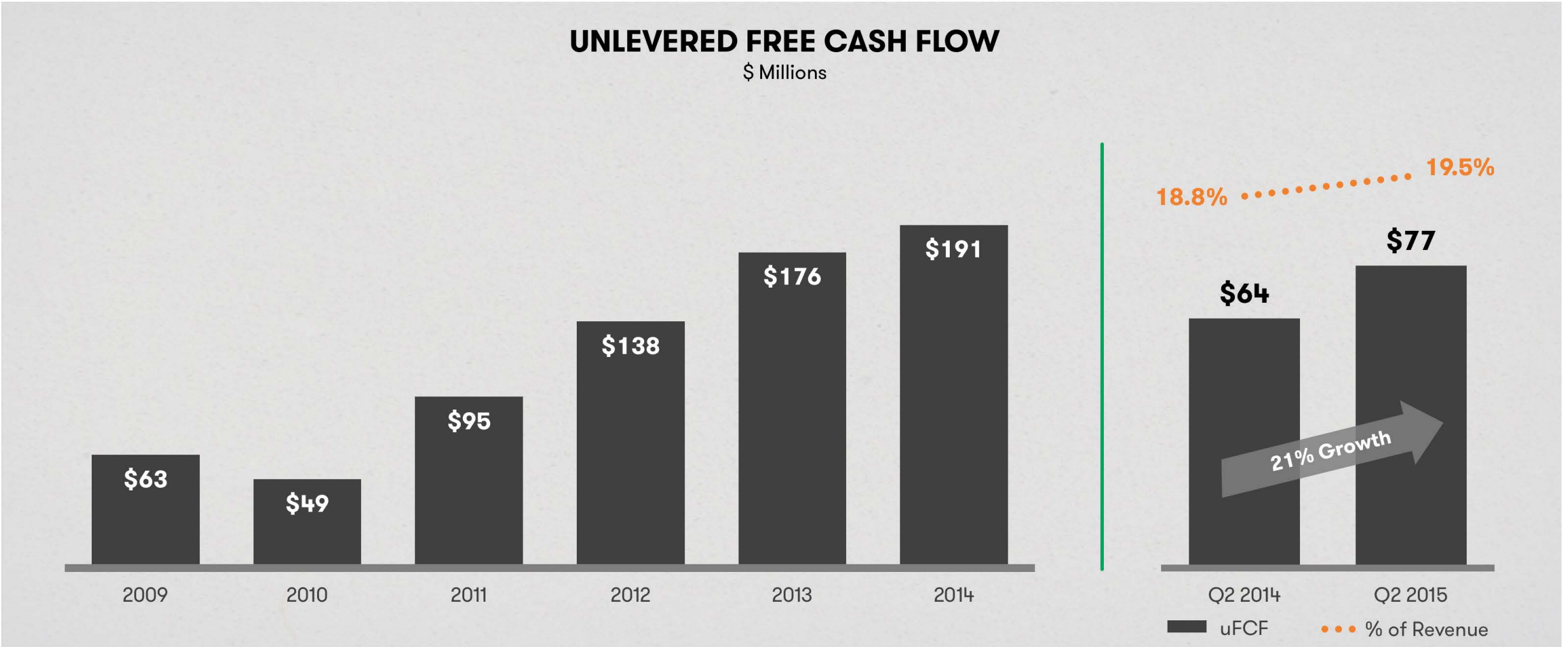
CONSISTENT GROWTH IN **ARPU**



HEALTHY AND GROWING ADJUSTED EBITDA



STRONG CONVERSION TO **FREE CASH FLOW**



NON-GAAP RECONCILIATIONS **BOOKINGS & REVENUE**

Reconciliation of Bookings (\$M)	Q2 2014	Q2 2015	6 Months Ended 2014	6 Months Ended 2015
Total Revenue	\$338.5	\$394.5	\$658.7	\$770.8
Change in Deferred Revenue	42.7	45.1	129.4	132.1
Net Refunds	29.3	35.4	58.4	70.5
Other	(0.2)	0.9	2.3	1.2
Total Bookings	\$410.3	\$475.9	\$848.8	\$974.6
Impact of Purchase Accounting on Revenue (\$M)	Q2 2014	Q2 2015	6 Months Ended 2014	6 Months Ended 2015
Total Revenue	\$338.5	\$394.5	\$658.7	\$770.8
Impact of Purchase Accounting on Revenue	5.1	2.3	11.3	4.8
Total Revenue (excluding impact of purchase accounting)	\$343.6	\$396.8	\$670.0	\$775.6

NON-GAAP RECONCILIATIONS **ADJUSTED EBITDA & uFCF**

Reconciliation of Adjusted EBITDA	Q2 2014	Q2 2015	6 Months Ended 2014	6 Months Ended 2015
Net loss ¹	(\$37.6)	(\$71.3)	(\$88.9)	(\$114.7)
Interest expense, net of interest income	20.5	16.4	38.1	39.9
Benefit for income taxes and adjustments to the TRA liability	(0.8)	0.2	(2.0)	(0.2)
Depreciation and amortization	37.8	38.4	74.5	75.8
Equity-based compensation expense	6.0	9.8	12.8	18.5
Change in deferred revenue	42.7	45.1	129.4	132.1
Change in prepaid and accrued registry costs	(3.4)	(8.2)	(22.3)	(28.8)
Acquisition and sponsor-related costs	1.0	51.9	2.5	53.6
Sales tax accrual	(2.4)	—	(0.6)	—
Adjusted EBITDA	\$63.8	\$82.3	\$143.5	\$176.2
Reconciliation of Unlevered Free Cash Flow	Q2 2014	Q2 2015	6 Months Ended 2014	6 Months Ended 2015
Net cash provided by operating activities	\$62.1	\$47.3	\$104.6	\$119.4
Cash paid for interest	10.9	14.8	26.0	35.4
Cash paid for acquisition & sponsor-related costs	0.7	29.7	1.4	30.3
Capital expenditures	(10.2)	(14.8)	(18.6)	(23.0)
Unlevered Free Cash Flow	\$63.5	\$77.0	\$113.4	\$162.1

¹Includes \$29.7 million of additional general administrative expenses related to certain termination payments made in connection with the completion of the IPO and \$21.4 million of costs incurred in connection with the repayment of debt following the IPO, including \$13.5 million of prepayment premiums, the write-off of \$7.1 million of unamortized original issue discount and \$0.8 million of deferred financing costs.

SENIOR LEADERSHIP TEAM WITH **DEEP EXPERTISE**

BLAKE IRVING
CHIEF EXECUTIVE OFFICER

YAHOO!
Microsoft COMPAQ



SCOTT WAGNER
CHIEF FINANCIAL &
OPERATING OFFICER

KKR



BARB RECHTERMAN
EVP, CHIEF CUSTOMER OFFICER

GoDaddy®
15+ YEARS



ELISSA MURPHY
EVP, CHIEF TECHNOLOGY
OFFICER

Microsoft
YAHOO! Symantec



PHIL BIENERT
EVP, CHIEF MARKETING OFFICER

at&t Ford



JAMES CARROLL
EVP, INTERNATIONAL

Apple Microsoft
YAHOO!



NIMA KELLY
EVP, GENERAL COUNSEL

GoDaddy®
10+ YEARS




ARNE JOSEFSBERG
EVP, CHIEF INFORMATION &
INFRASTRUCTURE OFFICER

servicenow
Microsoft



MIKE MCLAUGHLIN
SVP, NAMING SOLUTIONS

ebay



LAUREN ANTONOFF
SVP, DIGITAL IDENTITIES

Microsoft Symantec Apple




JEFF KING
SVP, HOSTING & SECURITY

ebay



STEVEN ALDRICH
SVP, BUSINESS APPS

intuit



KAREN TILLMAN
SVP, CHIEF COMMS OFFICER

CISCO
ORACLE



KEVIN PIGMAN
SVP, SALES & CARE

DELL



DAVID POPOWITZ
SVP, CORPORATE
DEVELOPMENT

CREDIT SUISSE
Morgan Stanley



AUGUSTE GOLDMAN
SVP, CHIEF PEOPLE OFFICER

GoDaddy®
5+ YEARS



It's Go Time™



GODADDY 2015

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