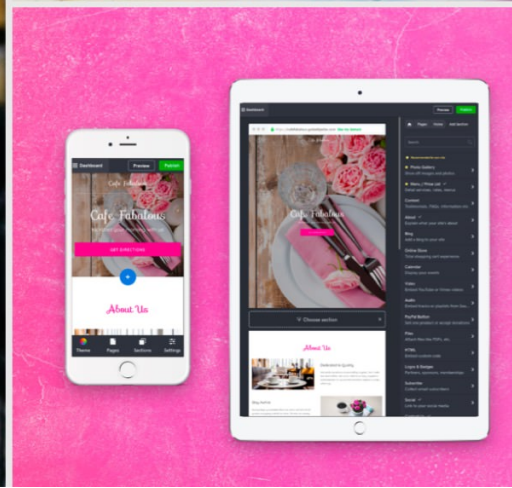
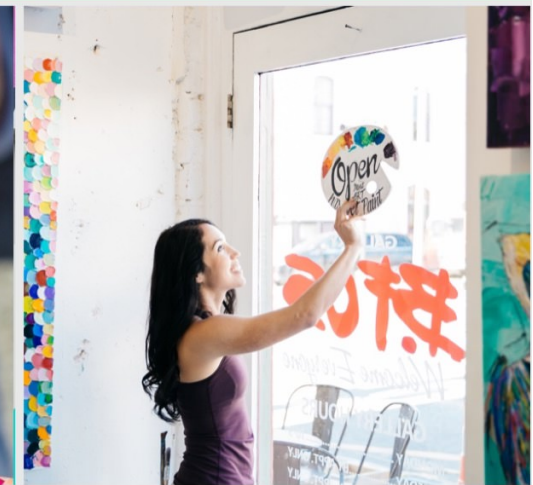
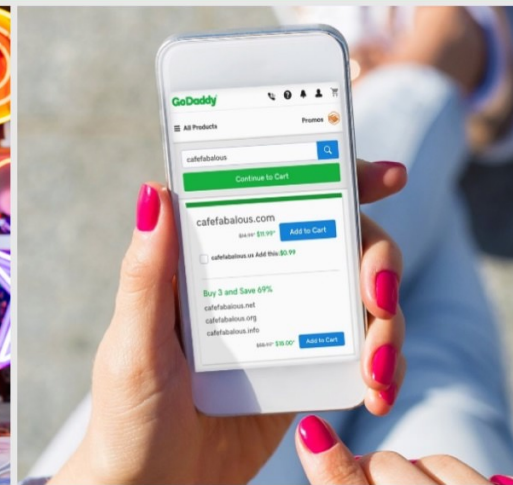


GoDaddy® | Q2 Earnings Results

August 2, 2018

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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 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: launches of new or expansion of existing products or services, any projections of product or service availability, technology developments and innovation, customer growth, 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, including international expansion plans and marketing strategy; any statements regarding integration of recent or planned acquisitions, any statements regarding our future financial results; statements concerning our acquisitions of HEG and Main Street Hub, and the projected impact of the acquisitions on our business and results of operations; 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 in the other filings we make with the SEC from time to time, including under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in GoDaddy's Annual Report on Form 10-K for the year ended December 31, 2017, which is available on GoDaddy's website at <https://investors.godaddy.net> and on the SEC's website at www.sec.gov. Additional information will also be set forth in other filings that GoDaddy makes with the SEC from time to time. All forward-looking statements in this presentation are based on information available to GoDaddy as of the date hereof. 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.

Non-GAAP Financial Measures

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 and other operating metrics. We believe that these non-GAAP financial measures and other operating metrics 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 15-17 of this presentation.

Vision

Our vision is to radically shift the global economy toward life-fulfilling independent ventures.

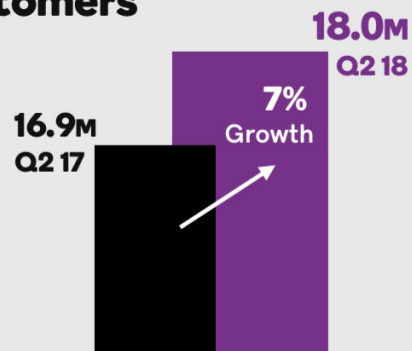
Mission

Our mission is to help our customers kick ass by giving them the tools, insights and people to transform their idea and personal initiative into success, however they measure it.

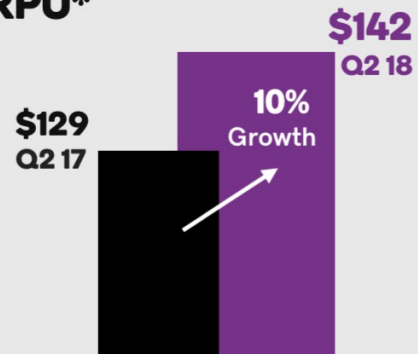


Q2 2018 Top Line

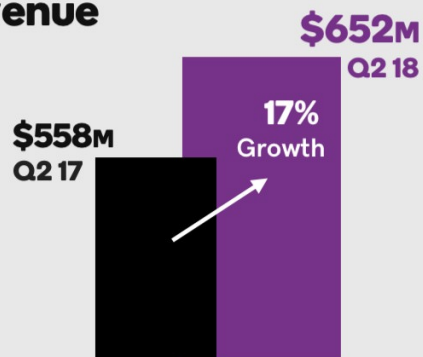
Customers



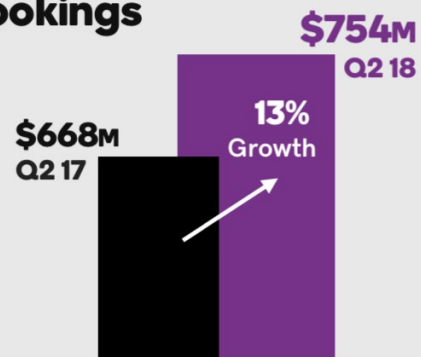
ARPU*



Revenue



Bookings



*Q2 2017 ARPU was muted by the impact of the acquisition of HEG as our trailing twelve month revenue for the period included only three months of HEG's results as well as purchase accounting adjustments for this annual measure.





Improve Customer Experience

- Expanding presence capabilities
- Accelerating offerings of do-it-for-me branding and social media engagement tools
- Branding experts and workflow technology
 - Helps customers manage activity on popular social media platforms
 - End-to-end solutions for online presence
- Increasing value proposition to customers



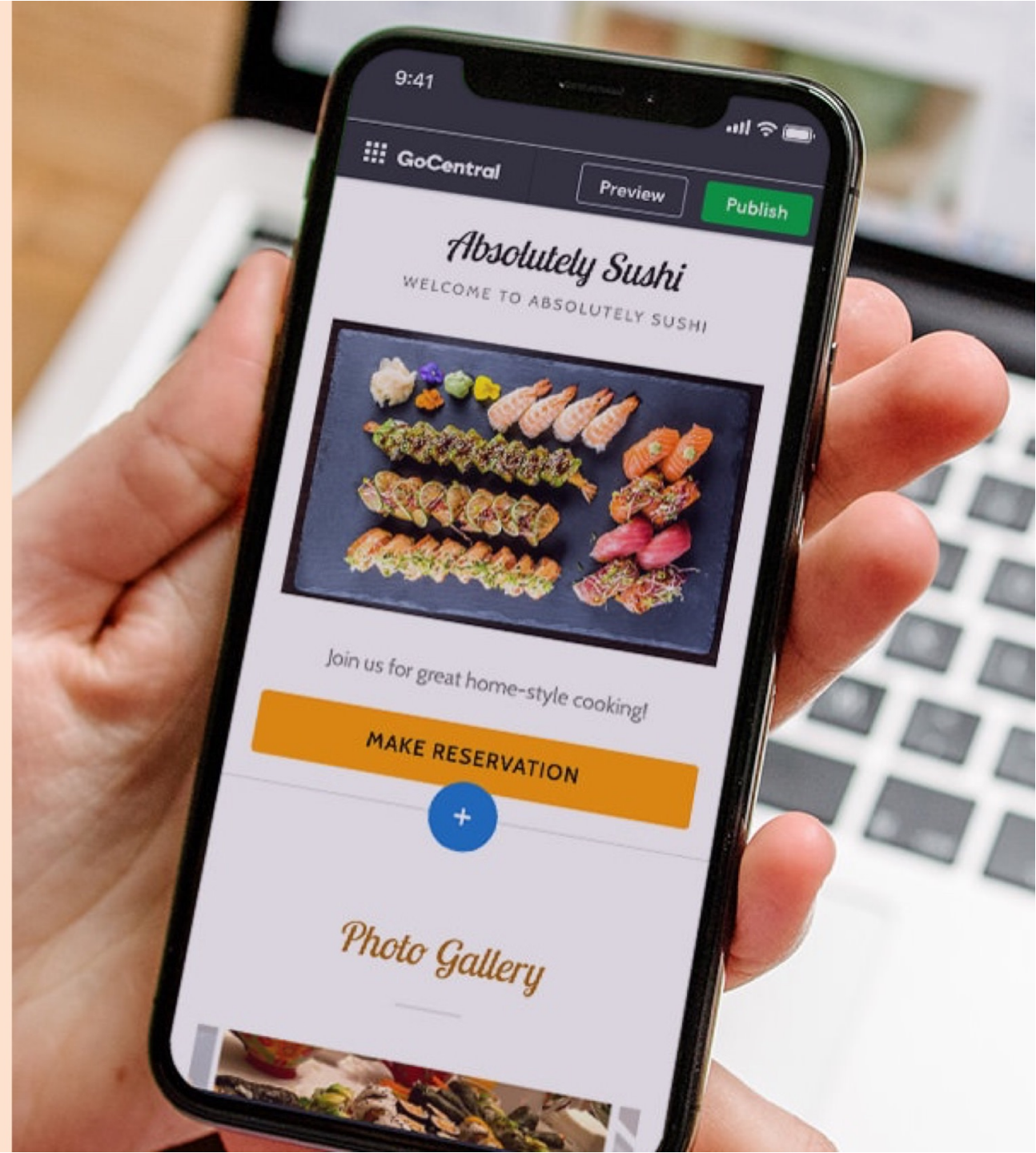
GoCentral Website Builder

Strong Momentum

- Continued solid adoption rates
- Increasing free-to-pay conversion
- Improving cohort retention
- Rising Net Promoter Scores
- Positive customer feedback

Rapid Product Iteration

- Simplicity and ease of use remains core
- Square inventory management
- Robust class and staff scheduling tools
- Facebook integrations for sharing products via social media
- Dynamic recommendations helping customers drive more traffic and bookings
- Deepening vertical capabilities



Strategy

Customer Experience

Invest in **how** customers engage with us through various touch points.

Product Excellence

Continue to innovate **what** our customers currently do, and will do with us.

Global Go-to-Market

Where both new and existing customers will see us, extending our distinction by meeting our customers where they are in their journey.

Technology and Platform

Single global technology platform built around effective applications that collectively provide a highly performant, secure infrastructure and environment.



Global Go-to-Market

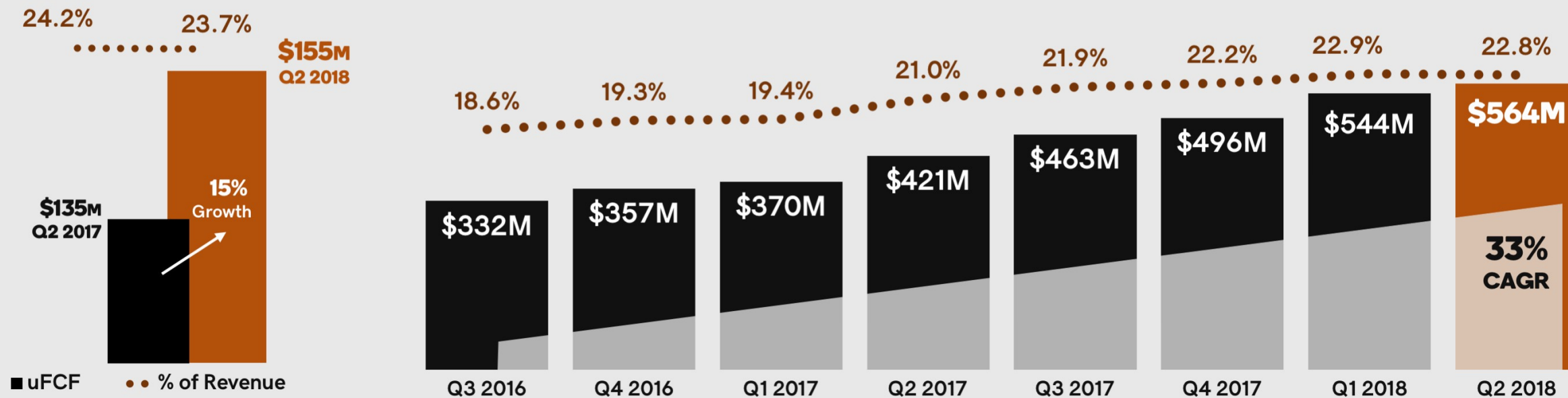
- Re-engaging existing customers through conversational marketing
- Micro campaigns
 - SSL Everywhere Campaign
- Intensified customer experience focus
- Simple, elegant, seamless experiences for customers



Exceptional Unlevered Free Cash Flow (uFCF)

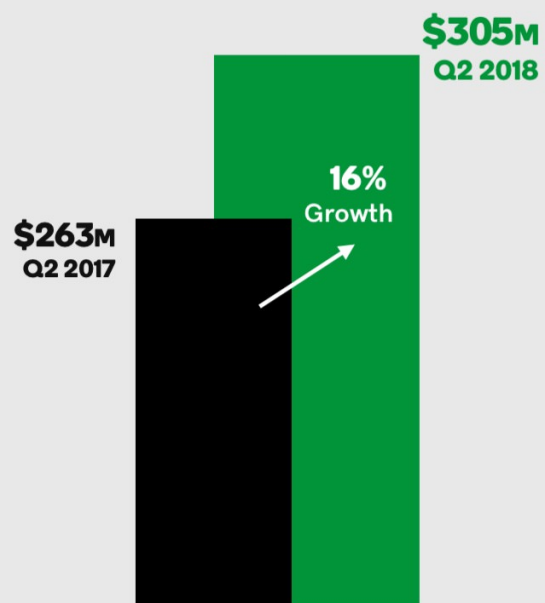
uFCF
15% Growth

Trailing Twelve Month uFCF



Domains Outgrowing Industry

Revenue
16% Growth

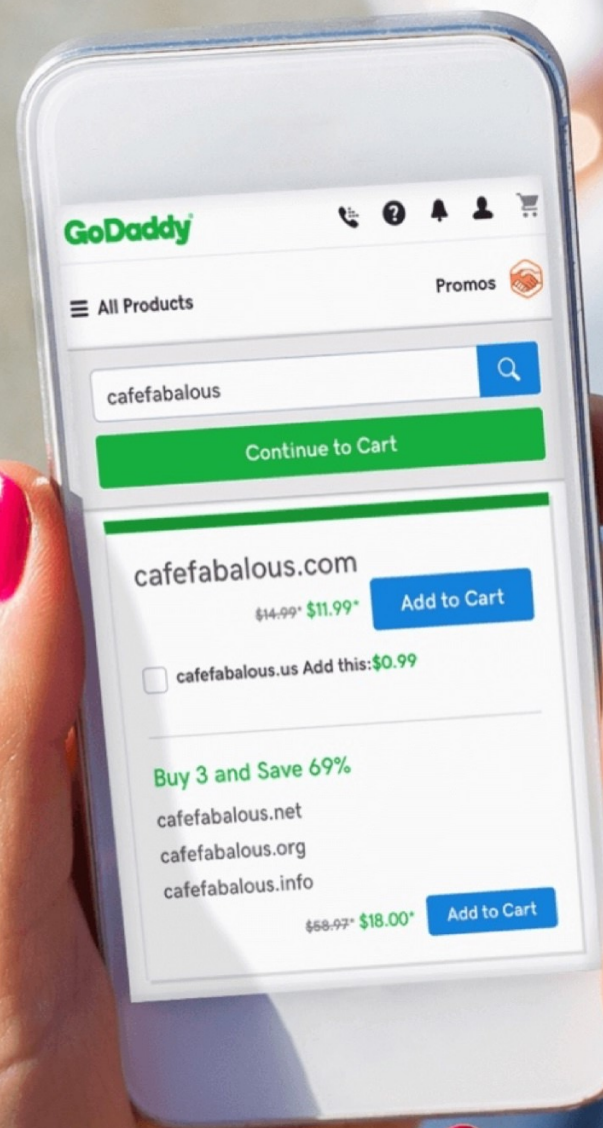


Better and differentiated search across the desktop and mobile devices.

Continued strong renewals.

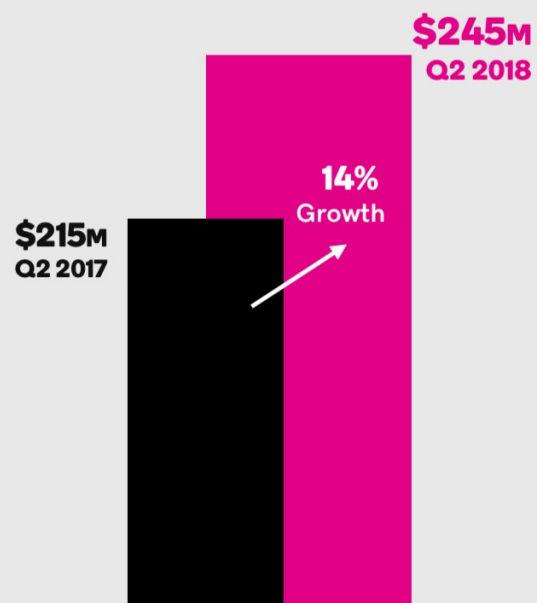
Broader and more liquid domain aftermarket contributed incremental growth in Q2.

More inventory with hundreds of TLDs and 77M domains under management.



Faster Growth in Hosting & Presence

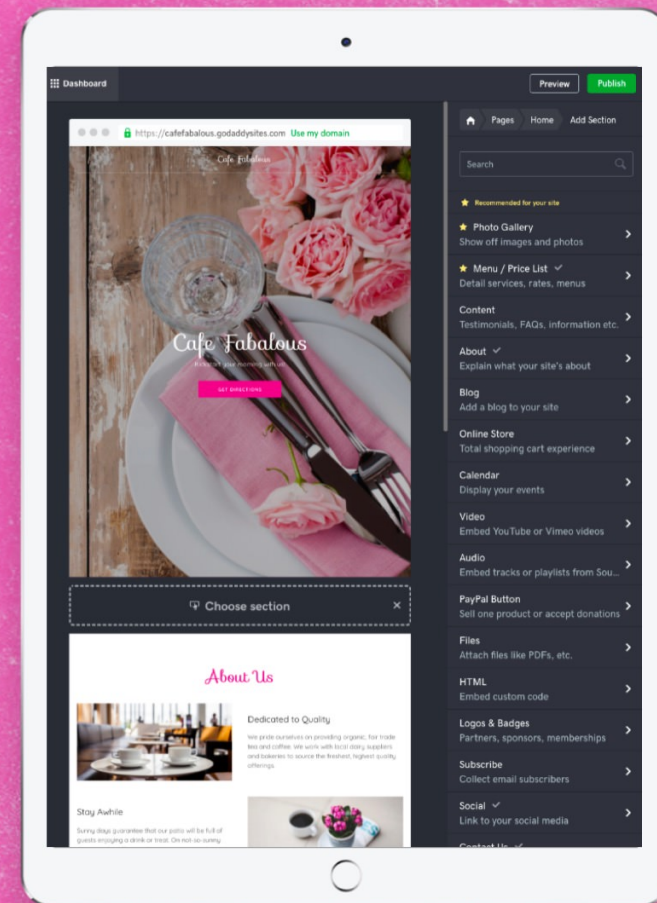
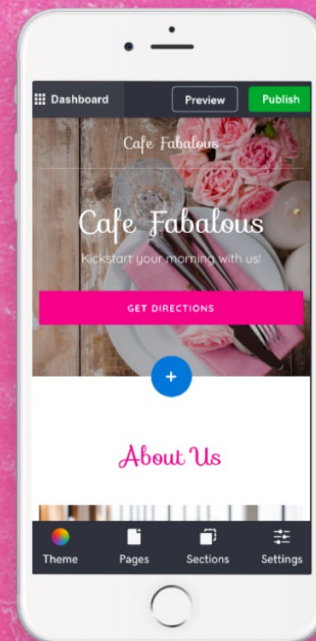
Revenue
14% Growth



Build, customize, or update your fully mobile-responsive site on-the-go entirely from a phone or tablet.

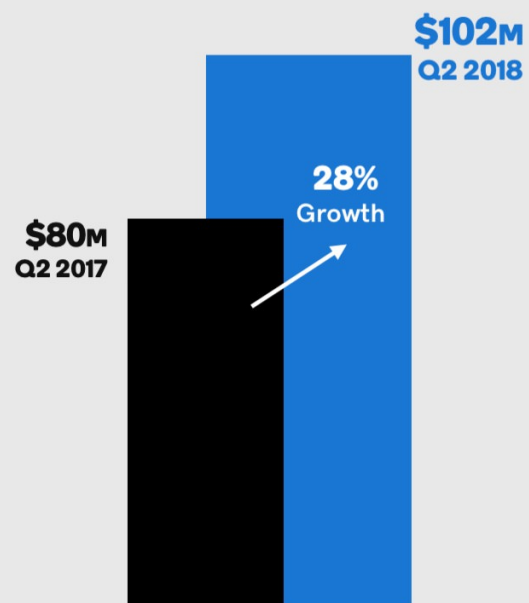
Integrated marketing and eCommerce.

Facebook, Google My Business, Square, Apple Pay, and OpenTable integrations.



Strong Growth in Business Applications

Revenue
28% Growth



Microsoft O365
Continued strong adoption.

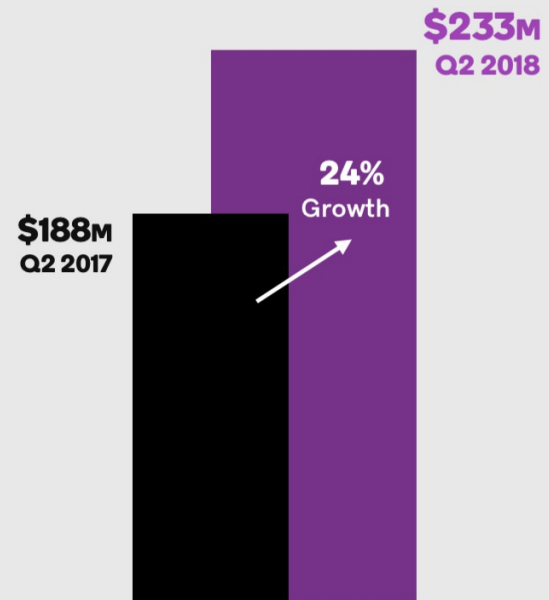
Workspace
renewals remain strong.

Email Marketing
integrated with GoCentral.



Bold Expansion Globally

International Revenue 24% Growth



50+ Markets & 100+ Countries

Q3 & Full Year 2018 Outlook

Q3 2018

Full Year 2018

Revenue

\$670M-\$675M
~16% growth

\$2,645M-\$2,655M
~19% growth

Unlevered Free Cash Flow

\$615M-\$625M
~25% growth

Non-GAAP Reconciliation: Bookings & uFCF

Reconciliation of Bookings (\$M)	Three Months Ended June 30		Six Months Ended June 30	
	2017	2018	2017	2018
Total revenue	\$557.8	\$651.6	\$1,047.5	\$1,284.8
Change in deferred revenue	66.1	52.2	159.8	154.5
Net refunds	41.8	50.0	81.7	99.9
Other	1.8	0.4	3.3	(1.9)
Total Bookings	\$667.5	\$754.2	\$1,292.3	\$1,537.3

Reconciliation of Unlevered Free Cash Flow (\$M)	Three Months Ended June 30		Six Months Ended June 30	
	2017	2018	2017	2018
Net cash provided by operating activities	\$113.3	\$128.9	\$239.9	\$277.3
Impact of discontinued operations	(3.0)	21.4	(3.0)	21.4
Cash paid for interest	25.9	20.0	34.7	40.5
Cash paid for acquisition and costs	18.5	4.2	24.0	13.8
Capital expenditures	(16.7)	(19.8)	(36.5)	(35.9)
Cash paid for tax-related distributions	(3.0)	—	(10.0)	—
Unlevered Free Cash Flow	\$135.0	\$154.7	\$249.1	\$317.1

Non-GAAP Reconciliation: Net Debt

Reconciliation of Net Debt (in millions)

June 30, 2018

Current portion of long-term debt	\$16.7
Long-term debt	2,402.5
Unamortized original issue discount on long-term debt	30.4
Unamortized debt issuance costs	20.2
Total debt	\$2,469.8
Less: Cash and cash equivalents	(809.7)
Less: Short-term investments	(18.8)
Net Debt	\$1,641.3

Non-GAAP Reconciliation: Trailing Twelve Months uFCF

Reconciliation of uFCF (\$M)	Q3-16	Q4-16	Q1-17	Q2-17	Q3-17	Q4-17	Q1-18	Q2-18
Net cash provided by operating activities	\$358.5	\$386.5	\$407.8	\$428.7	\$460.4	\$475.6	\$497.4	\$513.0
Impact of discontinued operations	—	—	—	(3.0)	(3.5)	(3.5)	(3.5)	20.9
Cash paid for interest	46.8	46.5	43.7	57.9	70.8	80.8	92.5	86.6
Cash paid for acquisition-related costs	2.0	3.5	8.7	27.1	32.1	35.8	39.9	25.6
Capital expenditures	(64.3)	(61.5)	(69.3)	(71.4)	(78.9)	(83.2)	(79.5)	(82.6)
Cash paid for tax-related distributions	(10.6)	(18.3)	(20.7)	(18.0)	(18.0)	(10.0)	(3.0)	—
Unlevered Free Cash Flow	\$332.4	\$356.7	\$370.2	\$421.3	\$462.9	\$495.5	\$543.8	\$563.5

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2018

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