

GoDaddy®

Q4 Earnings Results

February 22, 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 press release and are not guarantees of future performance. Statements in this release 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; any statements regarding integration of recent or planned acquisitions, any statements regarding our future financial results; statements concerning the proposed acquisition of Main Street Hub, including the time frame in which this will occur and the expected benefits to GoDaddy from completing the acquisition, statements concerning GoDaddy's ability to continue to integrate its acquisition of HEG, and the projected impact of the acquisition on GoDaddy's 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 the GoDaddy's Annual Report on Form 10-K for the year ended December 31, 2016 and the risk factors described in the Company's Current Report on Form 8-K filed May 3, 2017, which are available on GoDaddy's website at <https://investors.godaddy.net> and on the SEC's website at www.sec.gov. Risks related to HEG include retention of customers and, GoDaddy's ability to integrate. 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 press release 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 13-15 of this presentation.

Vision

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

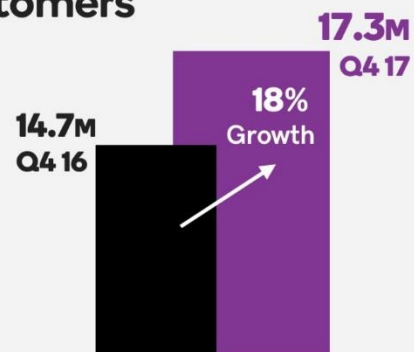
Mission

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.

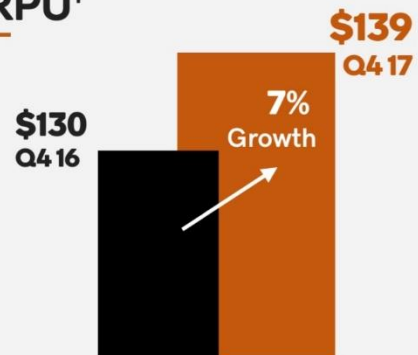


Q4 2017 Top Line

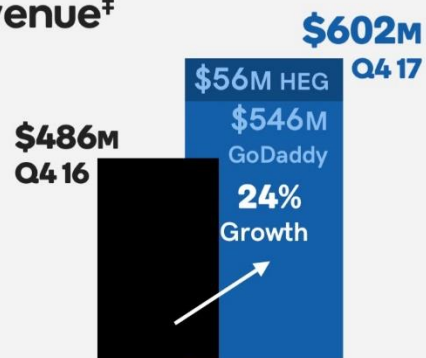
Customers



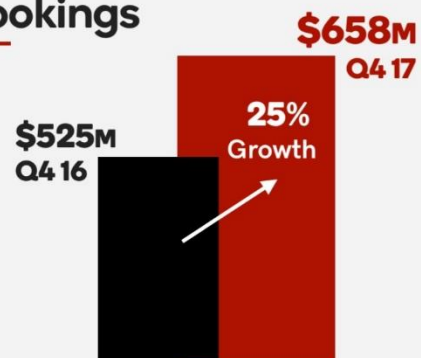
ARPU[†]



Revenue[‡]



Bookings



[†]Consolidated ARPU includes four quarters of GoDaddy revenue and three quarters of HEG revenue.

[‡]Q417 YOY organic revenue growth was ~12% and includes an approximately \$5.2M purchase accounting adjustment related to HEG. Unless otherwise noted, all numbers are as of December 31, 2017.



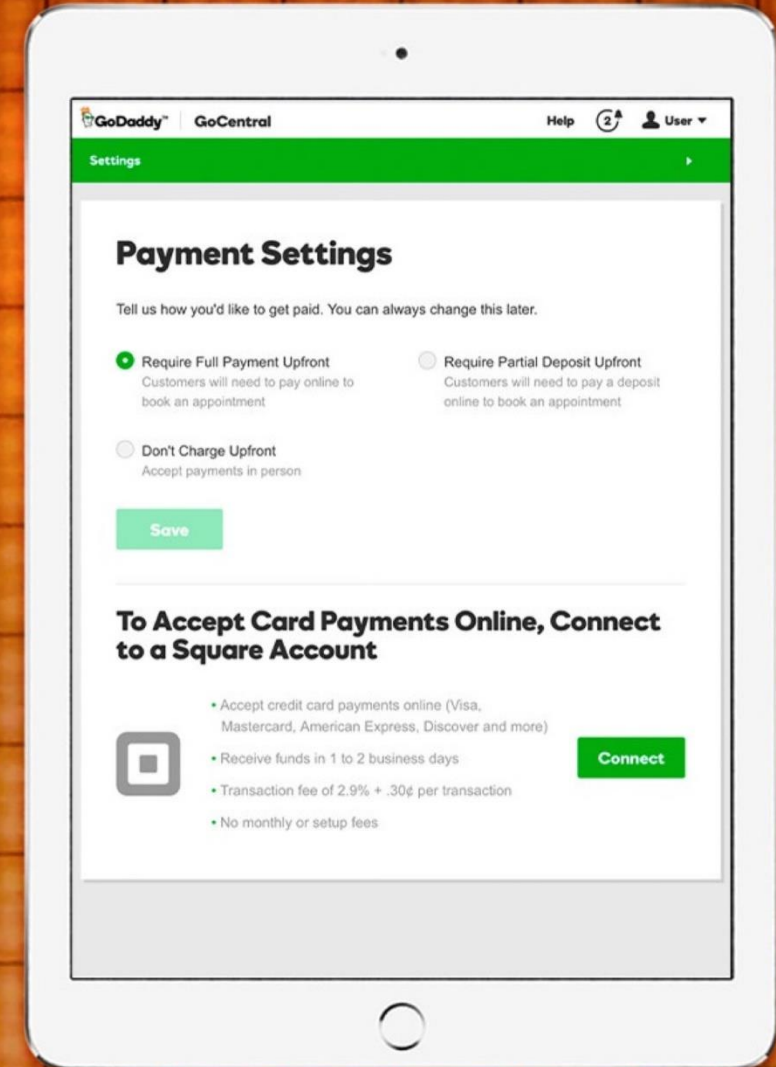
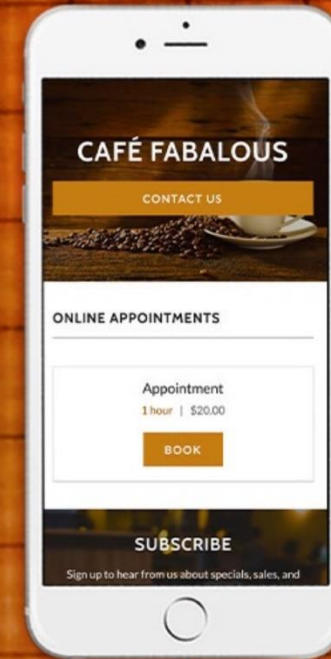
Evolution of Online Presence

Content must go way beyond the website.

- Manage Facebook Small Business Pages and Google My Business content from the GoCentral editor
- Engage Main Street Hub to manage multiple social media points of presence for your venture

Integrated solutions far superior to point solutions.

- Over 80% of GoCentral customers now have vertically tailored experience
- New GoCentral features include Online Appointment scheduling with calendar syncing and SMS/email notifications, Square payments, blogs and more



Go-to-Market Evolution

Continued international expansion.

Evolving and expanding our brand story.

Increased direct-customer marketing.

Make your idea real.

Build a better website in under an hour.

[Start for Free](#)

Build your site for free – then make it even better with .co.uk

[Start for Free](#)

No credit card required.

Your fans are waiting.

[Start for Free](#)

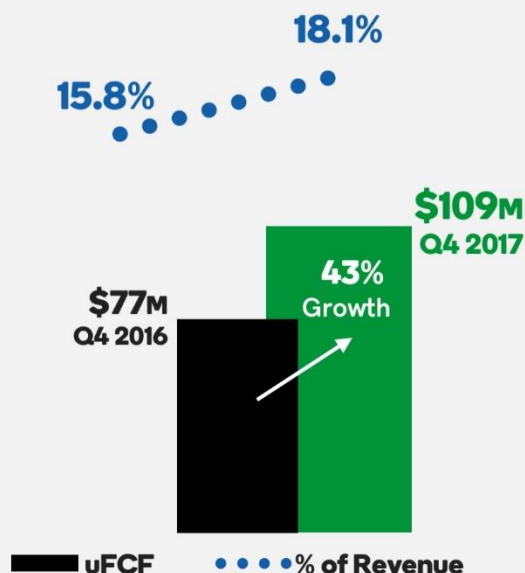
Give your web address a local flavor with .com.au

As low as **\$11.45/yr.**

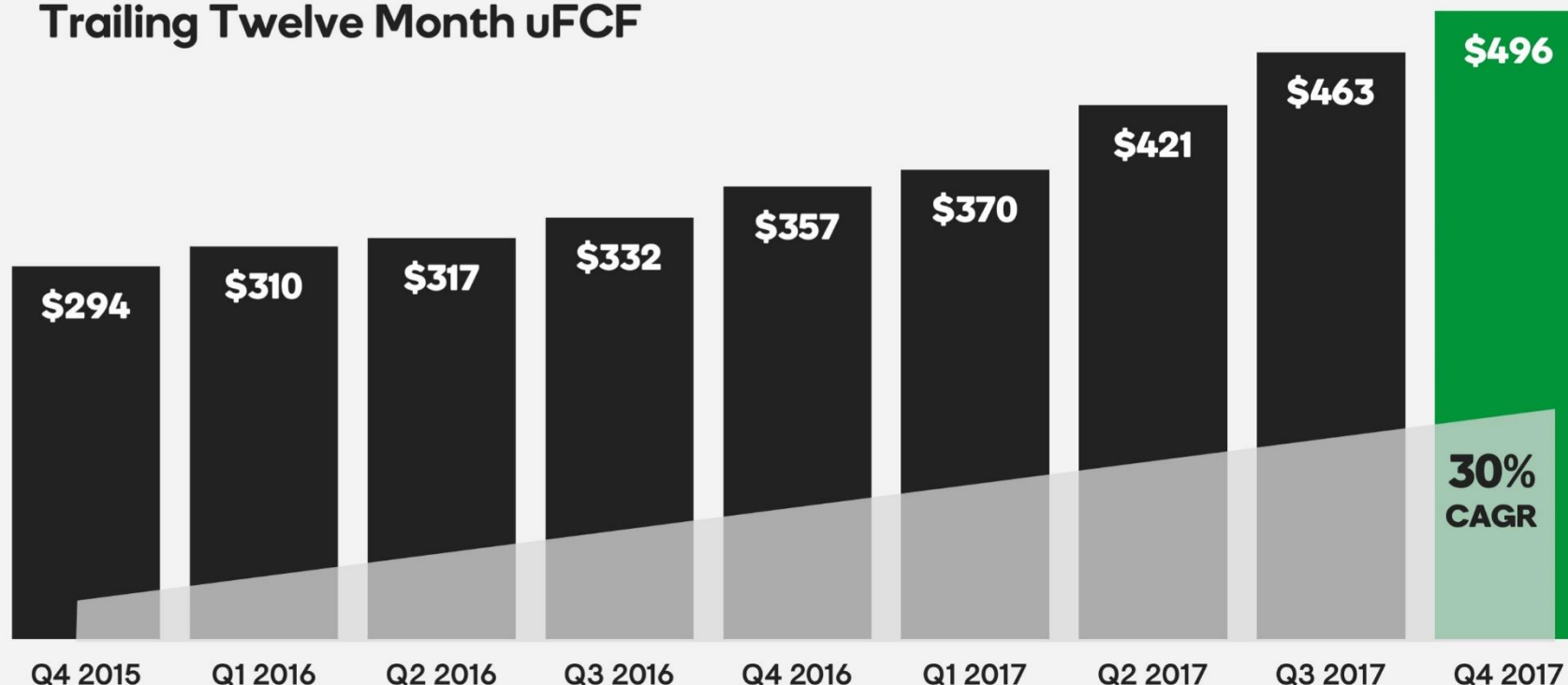
[Find Your .com.au](#)

Exceptional Unlevered Free Cash Flow (uFCF)

uFCF
43% Growth

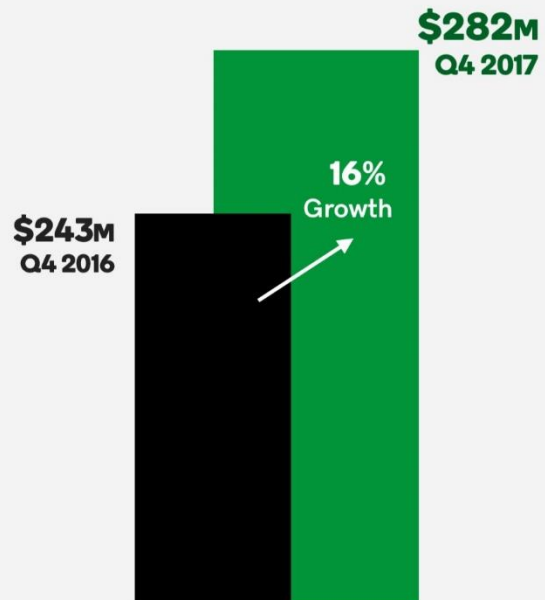


Trailing Twelve Month uFCF



Domains Outgrowing Industry

Revenue
16% Growth

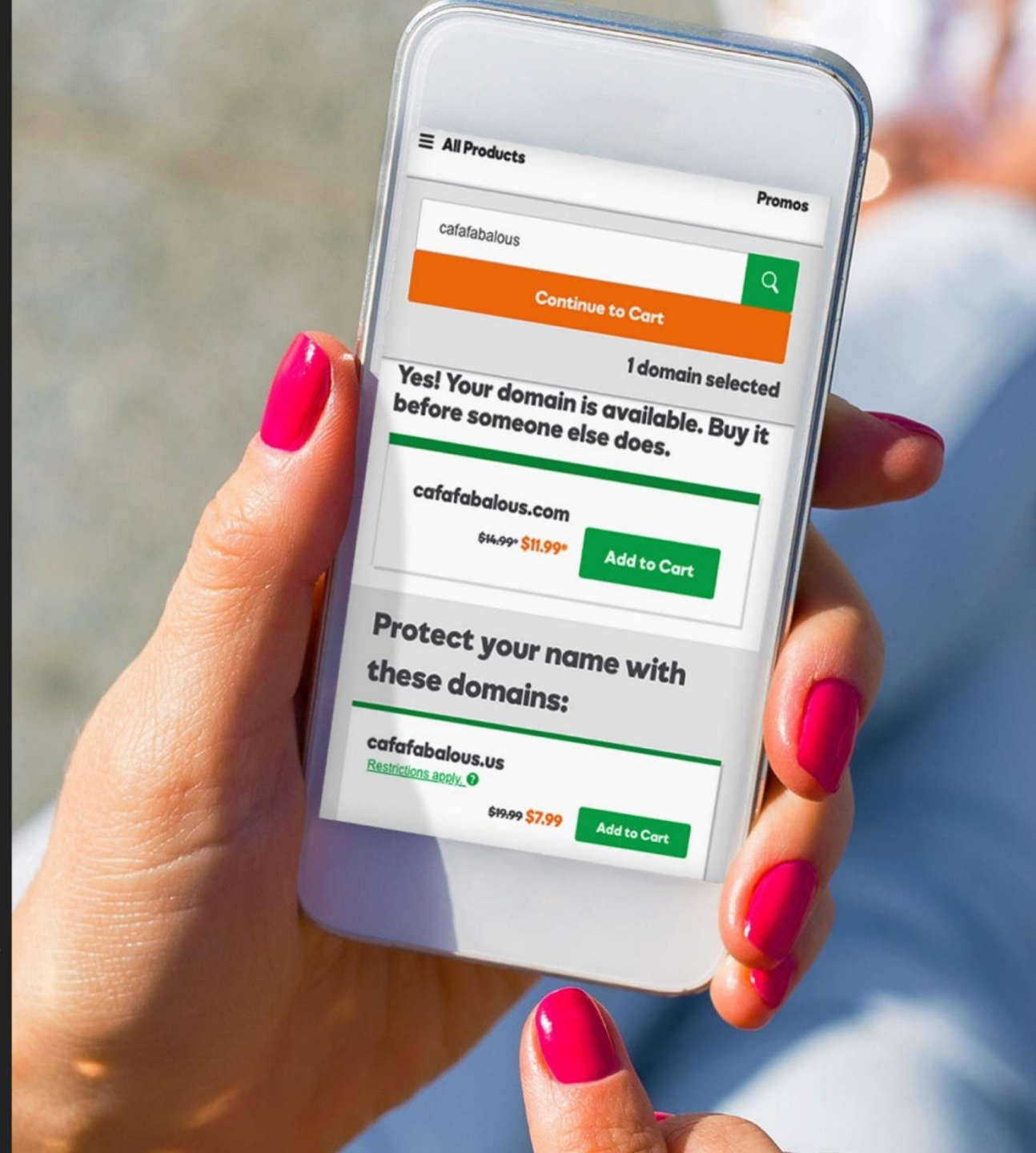


Better and differentiated search across the desktop and mobile devices.

Continued strong renewals.

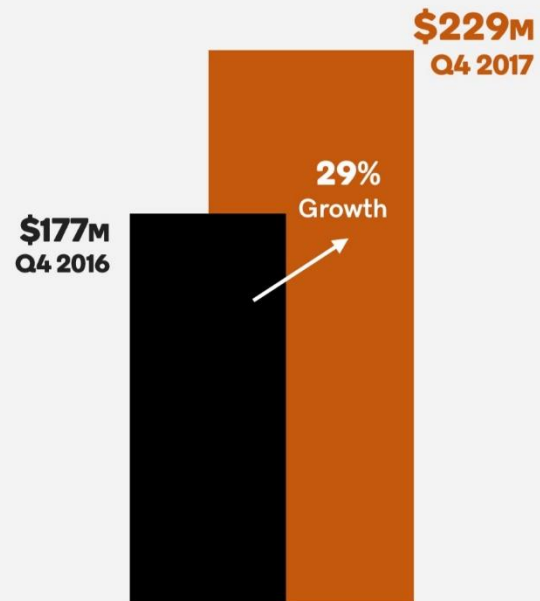
Broader domain secondary market bringing liquidity to a growing aftermarket.

More inventory with hundreds of TLDs with 75M domains under management.



Faster Growth in Hosting & Presence

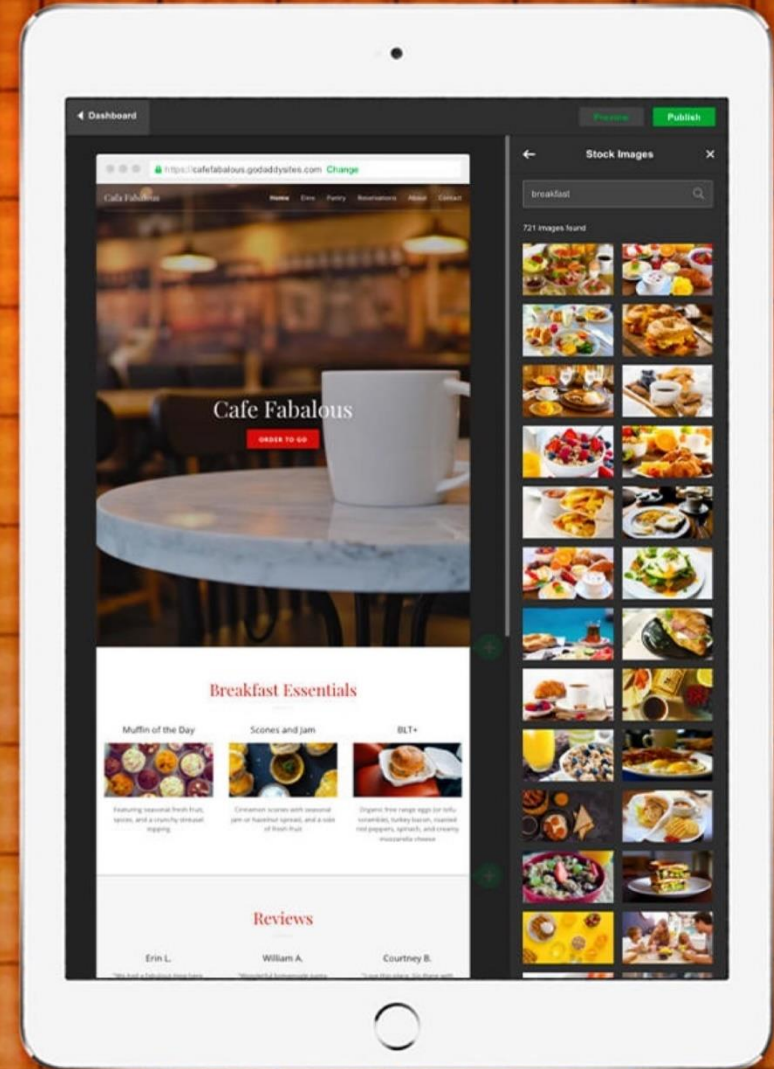
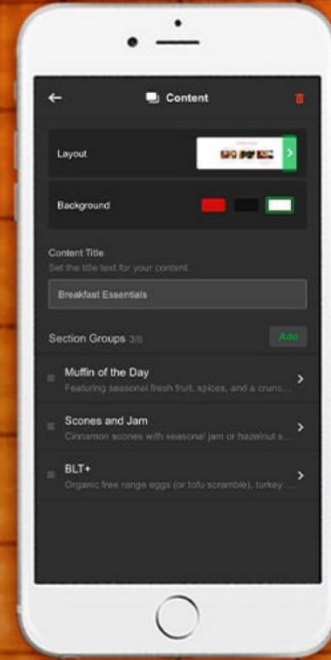
Revenue
29% Growth



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

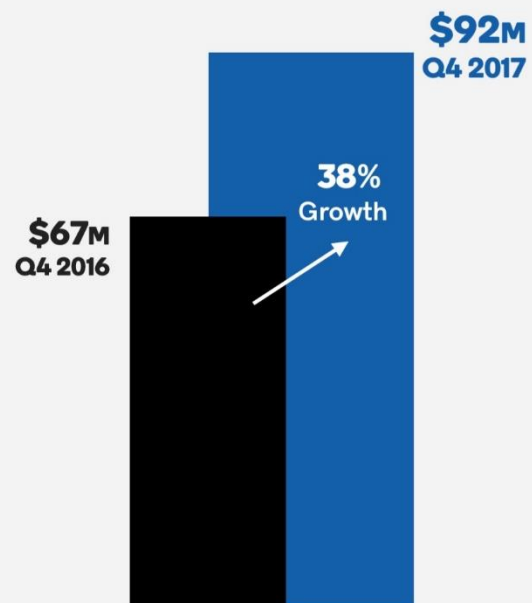
Integrated marketing and eCommerce.

Easy and elegant site-building.



Strong Growth in Business Applications

Revenue 38% Growth



Email Marketing
integrated with
GoCentral.

Microsoft O365
Continued strong
adoption bundled
with domains.

Workspace
renewals remain
strong.



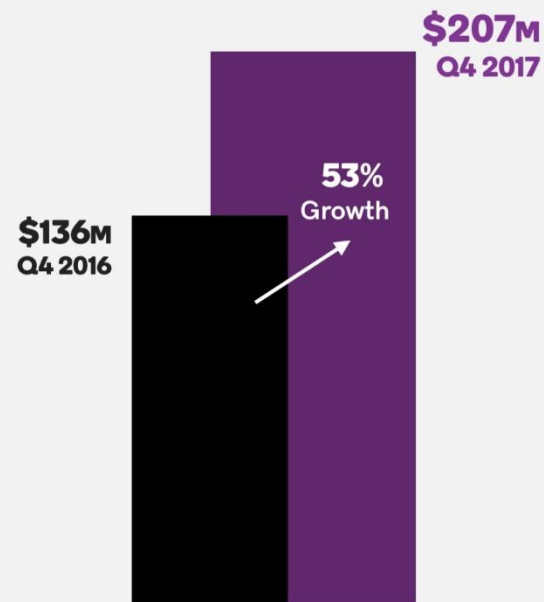
Microsoft Office 365



Bold Expansion Globally

International Revenue

53% Growth



50+ Markets & 100+ Countries

Q1 & Full Year 2018 Outlook

Q1 2018

Full Year 2018

Revenue

\$620M-\$625M
~27% growth

\$2,580M-\$2,610M
~16% growth

Unlevered Free Cash Flow

\$605M-\$625M
~24% growth

Non-GAAP Reconciliation: Bookings & uFCF

Reconciliation of Bookings (\$M)	Three Months Ended Dec 31		Twelve Months Ended Dec 31	
	2016	2017	2016	2017
Total revenue	\$485.9	\$602.2	\$1,847.9	\$2,231.9
Change in deferred revenue	5.2	10.1	163.5	214.4
Net refunds	33.1	44.9	141.9	170.0
Other	0.6	0.7	2.2	1.9
Total Bookings	\$524.8	\$657.9	\$2,155.5	\$2,618.2

Reconciliation of Unlevered Free Cash Flow (\$M)	Three Months Ended Dec 31		Twelve Months Ended Dec 31	
	2016	2017	2016	2017
Net cash provided by operating activities	\$89.1	\$104.3	\$386.5	\$475.6
Impact of discontinued operations	—	—	—	(3.5)
Cash paid for interest	11.5	21.5	46.5	80.8
Cash paid for acquisition and costs	2.7	6.4	3.5	35.8
Capital expenditures	(18.7)	(23.0)	(61.5)	(83.2)
Cash paid for tax-related distributions	(8.0)	—	(18.3)	(10.0)
Unlevered Free Cash Flow	\$76.6	\$109.2	\$356.7	\$495.5

Non-GAAP Reconciliation: Net Debt

Reconciliation of Net Debt (in millions)	December 31, 2017
Current portion of long-term debt	16.7
Long-term debt	2,410.8
Unamortized original issue discount on long-term debt	33.0
Unamortized debt issuance costs	21.8
Total debt	2,482.3
Less: Cash and cash equivalents	(582.7)
Less: Short-term investments	(12.3)
Net Debt	1,887.3

Non-GAAP Reconciliation: Trailing Twelve Months & uFCF

Reconciliation of uFCF (\$M)	Q4-15	Q1-16	Q2-16	Q3-16	Q4-16	Q1-17	Q2-17	Q3-17	Q4-17
Net cash provided by operating activities	\$259.2	\$292.4	\$337.5	\$358.5	\$386.5	\$407.8	\$428.7	\$460.4	\$475.6
Impact of discontinued operations	—	—	—	—	—	—	(3.0)	(3.5)	(3.5)
Cash paid for interest	59.1	50.1	47.0	46.8	46.5	43.7	57.9	70.8	80.8
Cash paid for acquisition-related costs	31.9	31.6	2.0	2.0	3.5	8.7	27.1	32.1	35.8
Capital expenditures	(55.8)	(59.6)	(59.4)	(64.3)	(61.5)	(69.3)	(71.4)	(78.9)	(83.2)
Cash paid for tax-related distributions	(0.3)	(4.9)	(10.6)	(10.6)	(18.3)	(20.7)	(18.0)	(18.0)	(10.0)
Unlevered Free Cash Flow	\$294.1	\$309.6	\$316.5	\$332.4	\$356.7	\$370.2	\$421.3	\$462.9	\$495.5

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