



Q4 2024 Earnings Results

February 13, 2025

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Forward-looking statements and non-GAAP financial measures

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 any statements regarding: our business outlook; launches of new or expansion of existing products or services, including GoDaddy Airo®; any projections of product or service availability, technology developments and innovation, customer growth, or other future events; historical results that may suggest future trends for our business; our plans, strategies or objectives with respect to future operations, partnerships and partner integrations and marketing strategy; future financial results; our ability to achieve desired synergies and vertical integration; the expected impacts of our restructuring efforts; our forecasted levels of future taxable income and ability to realize our deferred tax assets; and 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; our dependence on payment card networks and acquiring processors; cyberattacks or breaches of our security measures; the impact of any previous or future acquisitions or divestitures; our ability to innovate and continue to release, and gain customer acceptance of, our existing and future products and services; our ability to deploy new and evolving technologies, such as artificial intelligence, machine learning, agentic AI, data analytics and similar tools, in our offerings; our ability to manage our growth; our ability to hire, retain and motivate employees; the effects of competition; technological, regulatory and legal developments; litigation and government inquiries; privacy, legislative and regulatory concerns or developments; impacts of our restructuring efforts; macroeconomic conditions and developments in the economy, financial markets and credit markets; continued escalation of geopolitical tensions; the level of interest rates and inflationary pressures; and execution of share repurchases.

Additional risks and uncertainties that could affect GoDaddy's business and financial results are included in the filings we make with the SEC from time to time, including those described in "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our most recently filed period reports on Form 10-K and Form 10-Q, which are available on our 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. Except to the extent required by law, 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 our financial results prepared in accordance with generally accepted accounting principles in the United States ("GAAP"), this presentation includes certain non-GAAP financial measures and other operating and business metrics. We believe that these non-GAAP financial measures and other operating and business 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. In addition, similarly titled measures may be calculated differently by other companies and may not be comparable. A reconciliation between each non-GAAP financial measure and its nearest GAAP equivalent is included at the end of this presentation. We use both GAAP and non-GAAP measures to evaluate and manage our operations. GoDaddy does not provide reconciliations from non-GAAP guidance to GAAP equivalents, because projections of changes in individual balance sheet amounts are not possible without unreasonable effort, and presentation of such reconciliations would imply an inappropriate degree of precision.

Our vision

Radically shift the global economy toward life-fulfilling entrepreneurial ventures

Our mission

Empower entrepreneurs everywhere, making opportunity more inclusive for all

Our strategy

Everyday entrepreneurs trust their ideas with us. We guide them to build their business digitally. Our global solutions seamlessly connect their identity and presence with commerce, leading to profitable growth

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2024 progress towards GoDaddy's North Star

9%

Total bookings
growth

31%

NEBITDA
margin

21%

A&C bookings
growth

~400 bps

NEBITDA
expansion

25%

Free cash flow
growth

\$5B

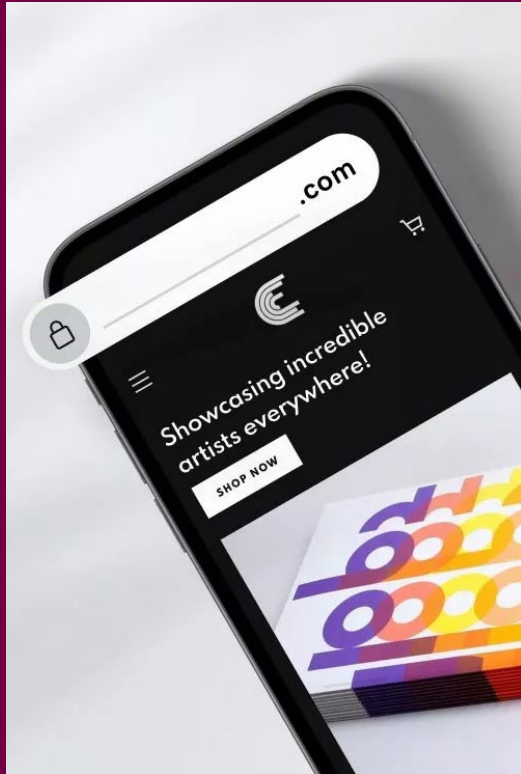
Annual
bookings

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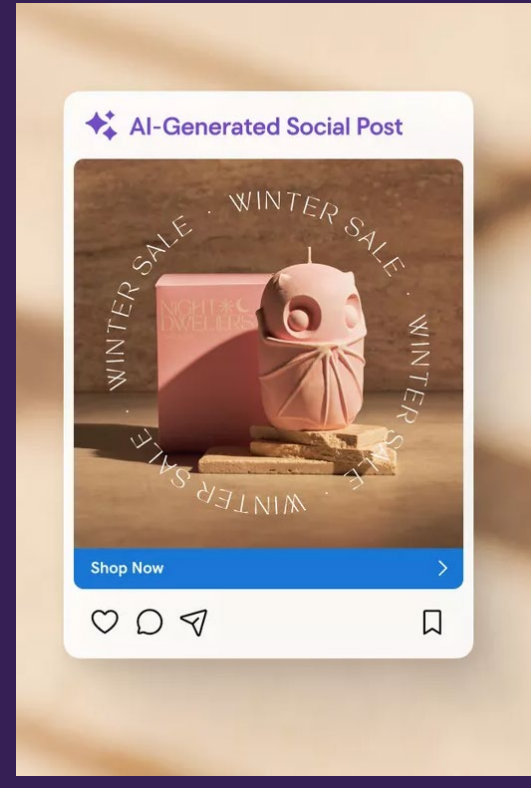
All comparisons are year-over-year.

Key initiatives: growth & margin drivers

Pricing & bundling



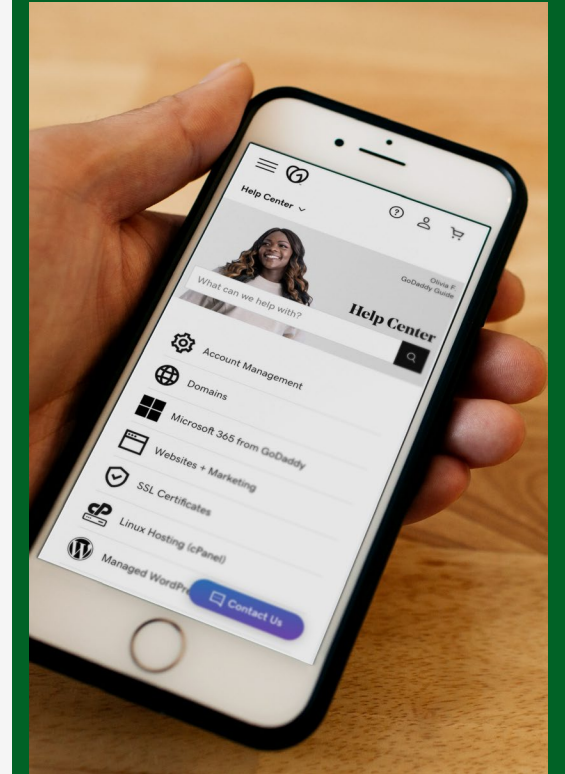
Seamless experience



Commerce



Cost optimization



Key initiatives: growth & margin drivers

Pricing & bundling

2024

Bolstered 21%
A&C bookings growth

2025

Expanding
efforts across
product portfolio

Seamless experience

2024

Improved conversion,
renewal and
engagement

2025

Reducing friction,
enhancing
performance

Commerce

2024

Drove 55%
growth in GPV
to \$2.6B

2025

Launching expanded
payment options

Cost optimization

2024

Drove efficiencies
through global talent
and platform
simplification

2025

Driving leverage with
continued operational
discipline

GoDaddy Airo®

50%+ of Q4 W+M paid subscriptions originated from Airo

Boosting renewal rates, customer spend and product attach

Named best AI website builder for small businesses

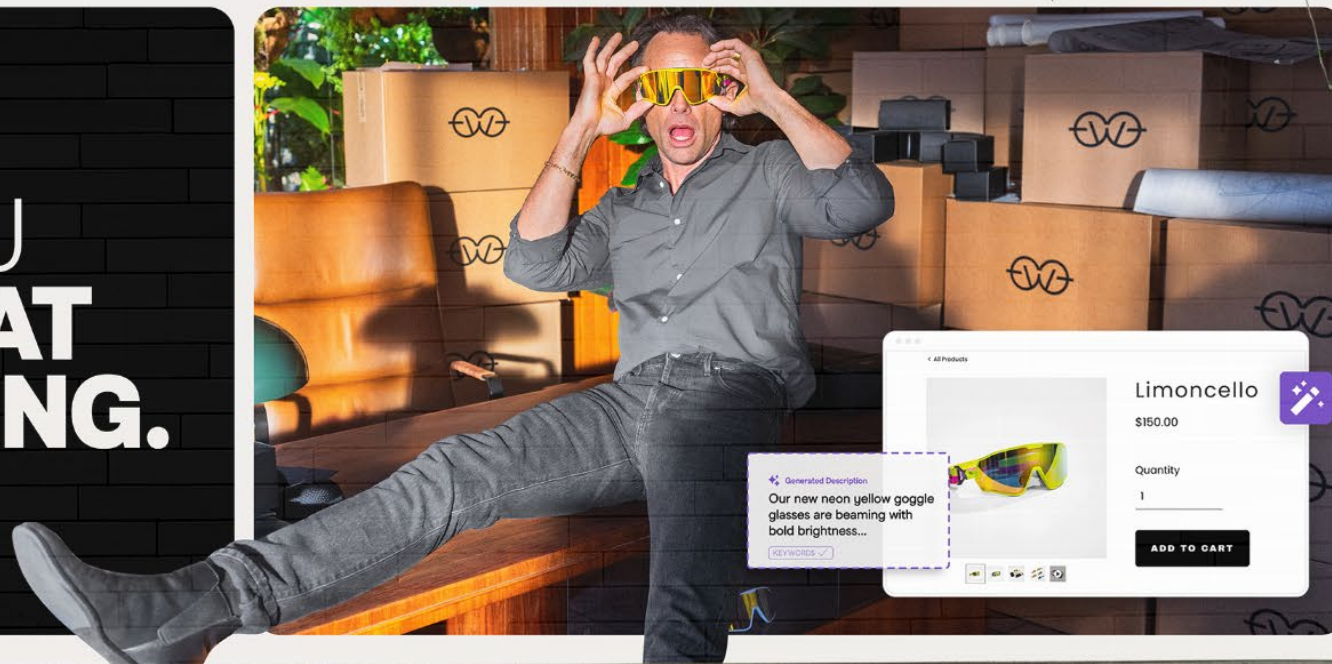


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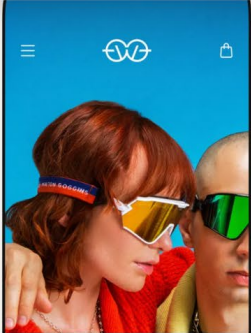

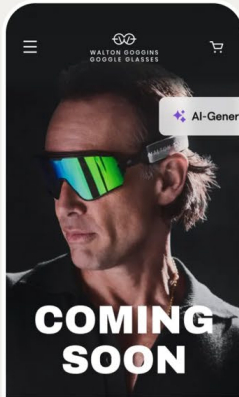
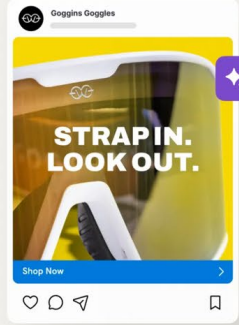
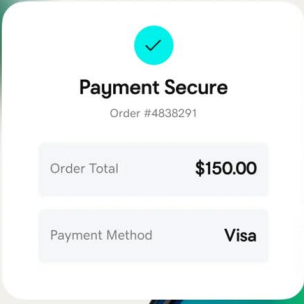

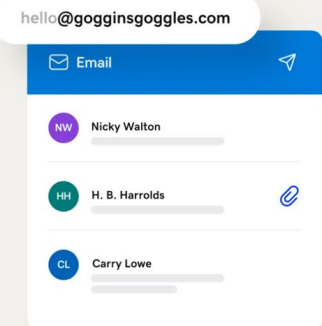
Best AI website builder for small businesses as published in TechRadar Pro following independent review of more than 30 AI website builders.



IT'S LIKE YOU
**KNOW WHAT
YOU'RE DOING.**



Expanding the Airo experience across the GoDaddy ecosystem

Domain	Logo	Website	Marketing
			
Standout domain and business name that'll wow customers <small>Provide some quick info about your business or idea, and we'll serve up great options that'll get you rolling.</small>	AI-generated logo that embodies your business <small>Tell us a little about your business and the magic of AI does the rest. Then, revise as you see fit.</small>	Personalized Coming Soon site, delivered instantly <small>We'll make you a stunning Coming Soon site you can easily customize. No tech experience needed.*</small>	Social media marketing that gets (and keeps) their attention <small>Our AI tools quickly create powerful marketing campaigns, then analyze the results and provide insights.*</small>
Payments	LLC	Email	
			
Take payments with the lowest fees in the industry <small>Easily accept payments and save — thanks to the lowest transaction fees compared to other leading providers.*</small>	Free LLC setup <small>Setting up your LLC just got a whole lot faster, easier, and free-er, plus get discounts on additional setup fees.*</small>	Domain-based Professional Email that shows you mean business <small>With Airo™, you get a custom-branded email that matches your domain and helps build your online brand.*</small>	

Strong 2024 financial performance

9%

Bookings growth

8%

Revenue growth

31%

NEBITDA margin
~400 bps expansion

\$1.4B

Free cash flow

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All comparisons are year-over-year.

Key strategic focus

Enhancing our pricing & bundling capabilities

Removing friction through seamless experiences

Driving better conversion, attach and retention



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GoDaddy investment thesis

Delivering long-term shareholder value

Sustaining strong growth
in our A&C segment

Driving margin expansion with our
seamless technology platform

Delivering compounding
free cash flow

Executing a disciplined
capital allocation framework

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Q4 progression towards GoDaddy's North Star

\$342M free cash flow

145M fully diluted shares outstanding

8%

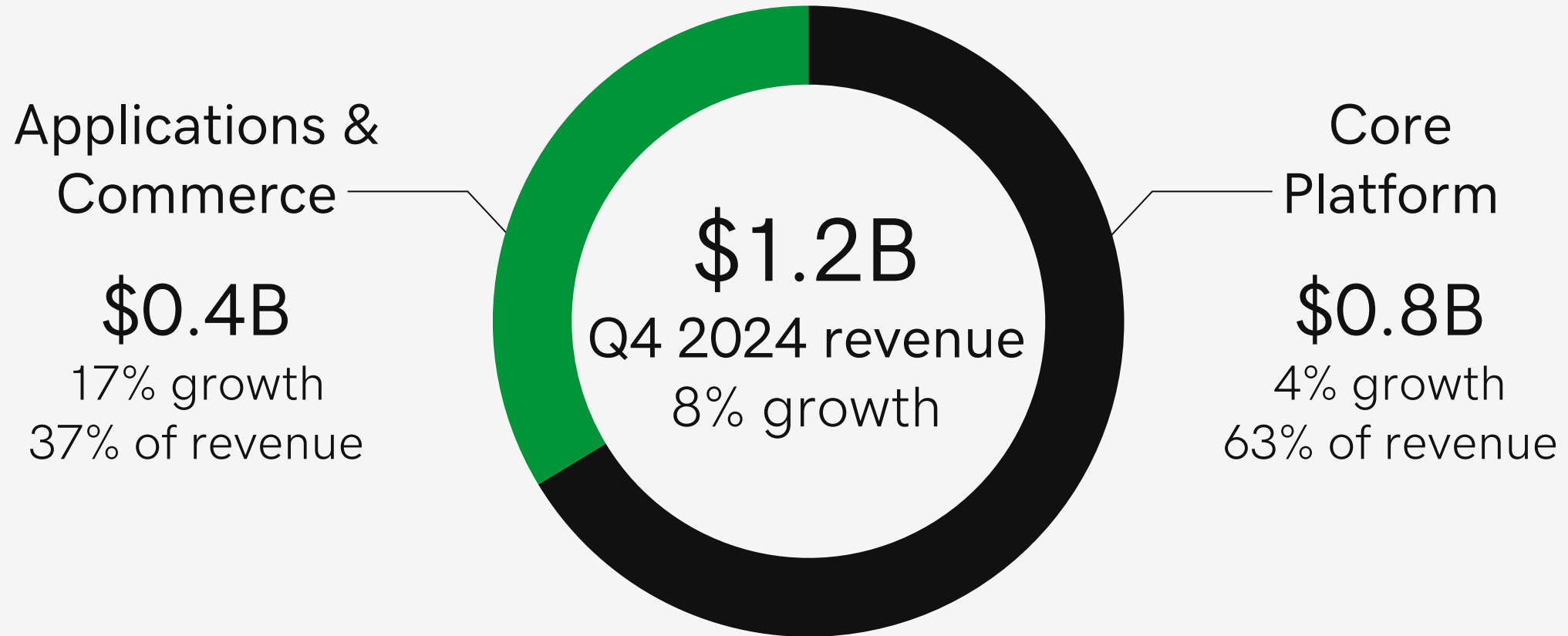
Revenue growth

32%

NEBITDA margin

Q4 Revenue

8% revenue growth with a ~300 bps mix shift trending towards increasing A&C revenue



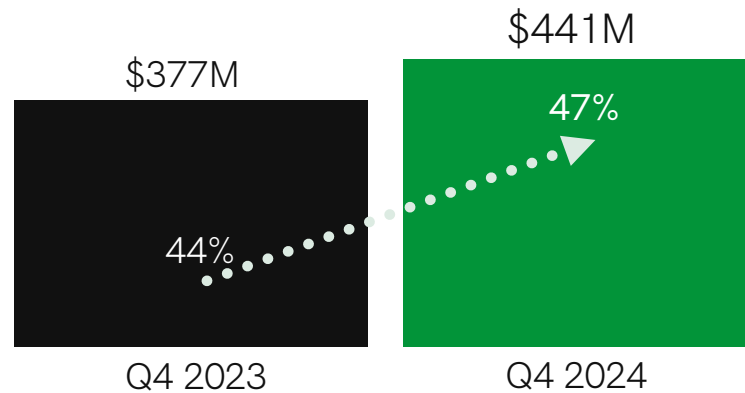
Q4 revenue segment growth

Impressive growth in high-margin A&C alongside stability in Core Platform

Applications and Commerce

17% increase

300 bps+ of segment EBITDA margin improvement

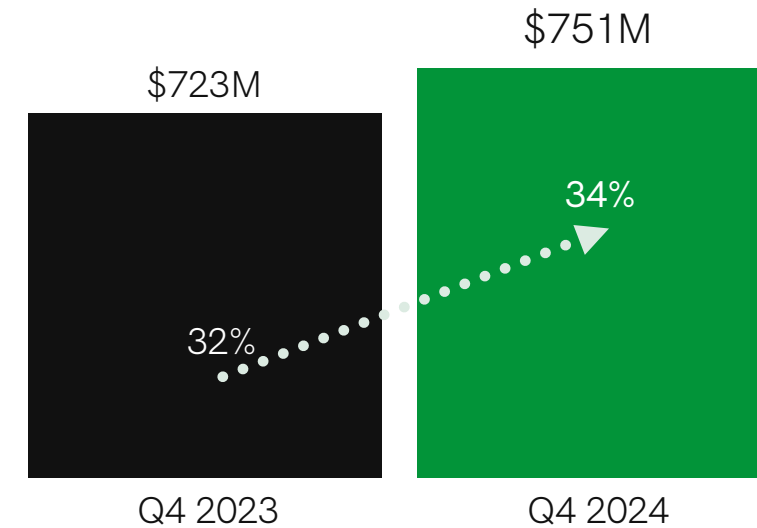


Websites | Productivity | Commerce

Core Platform

4% increase

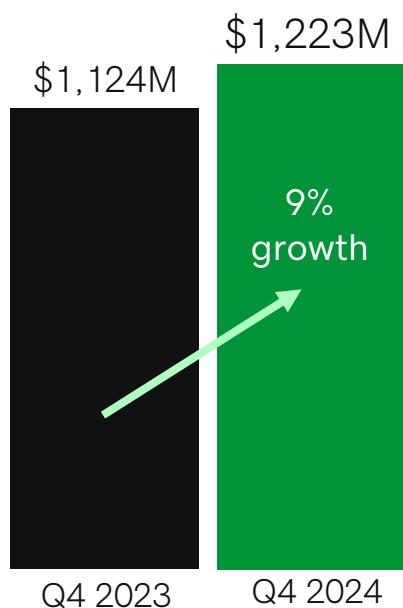
200 bps+ of segment EBITDA margin improvement



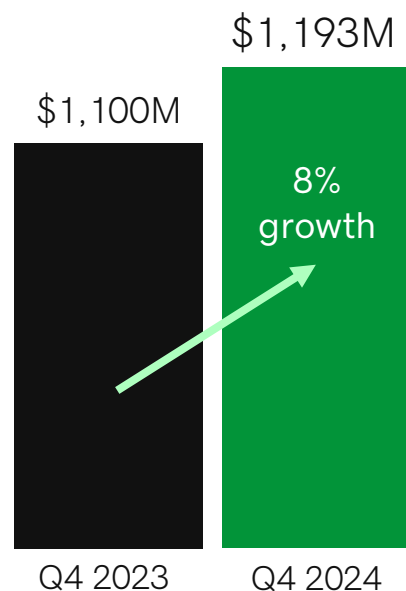
Domains | Aftermarket | Hosting | Security

Q4 financial results

Bookings

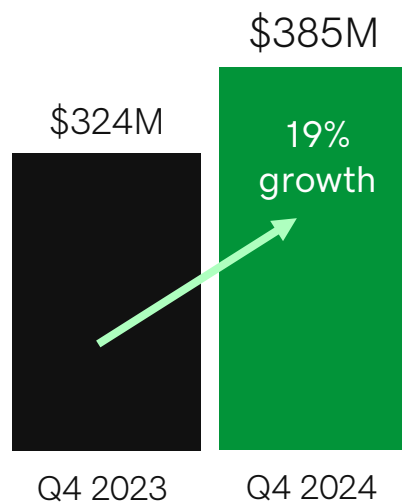


Revenue

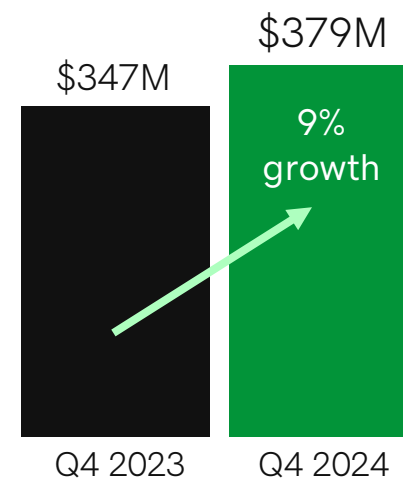


NEBITDA

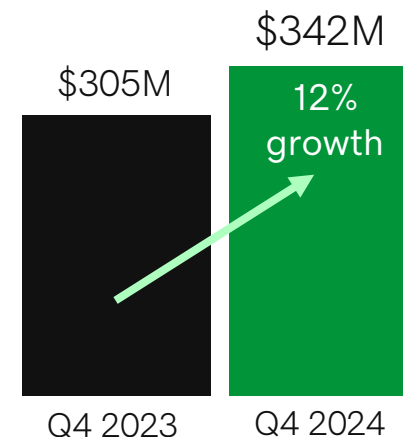
~300 bps margin expansion to 32%



Unlevered free cash flow

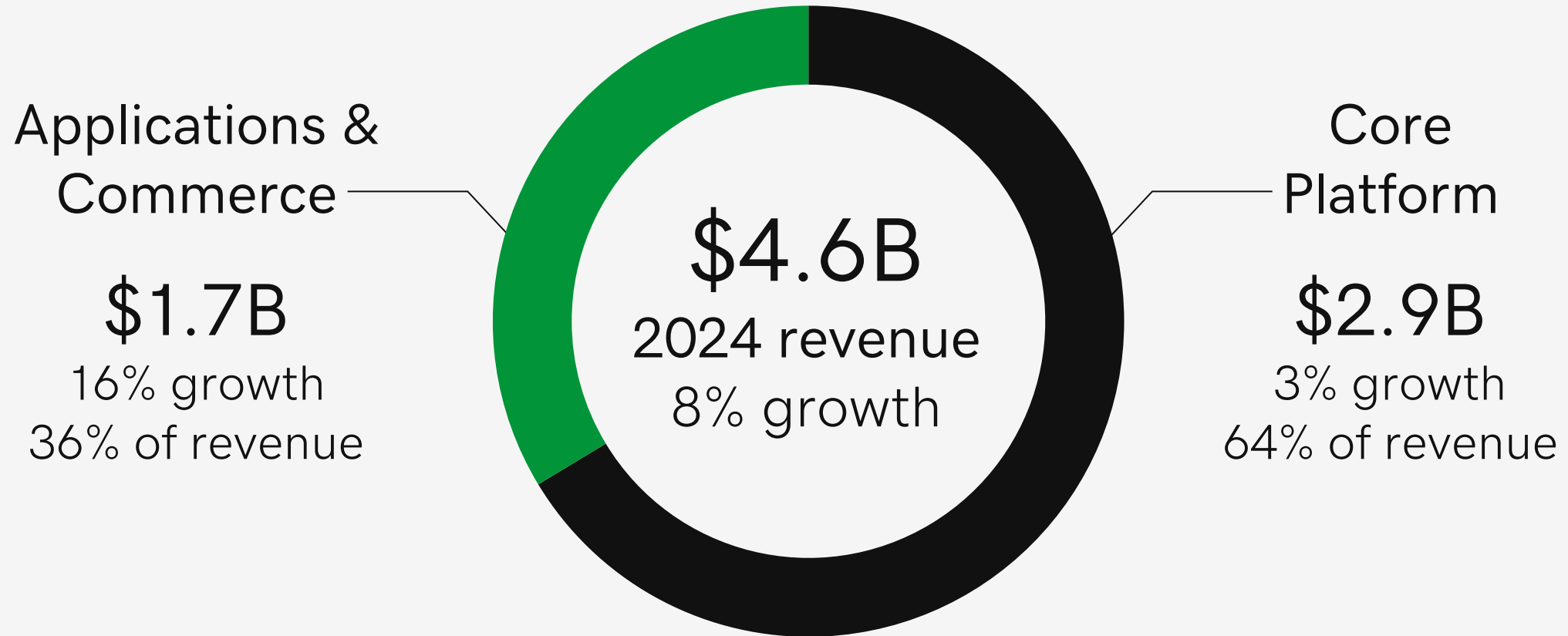


Free cash flow



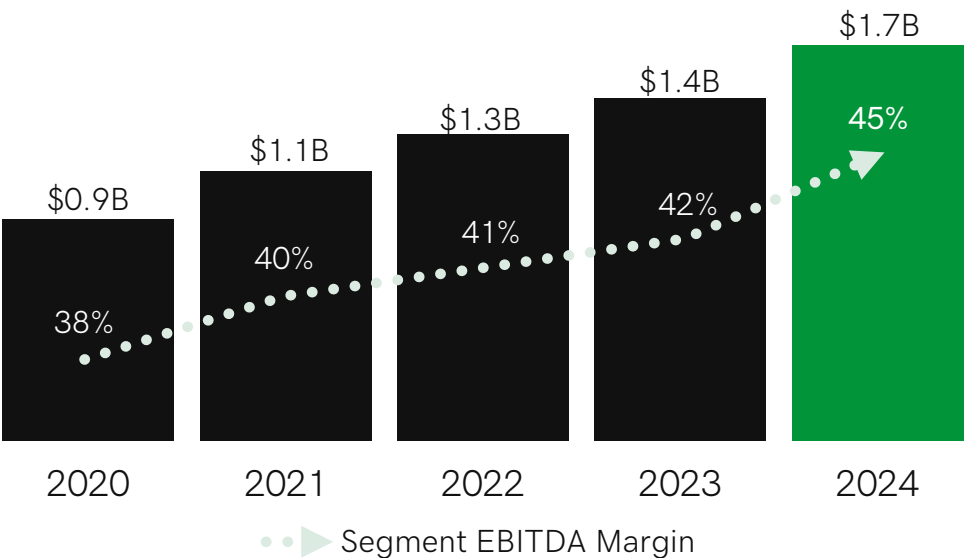
2024 Revenue

8% revenue growth with a ~250 bps mix shift trending towards increasing A&C revenue

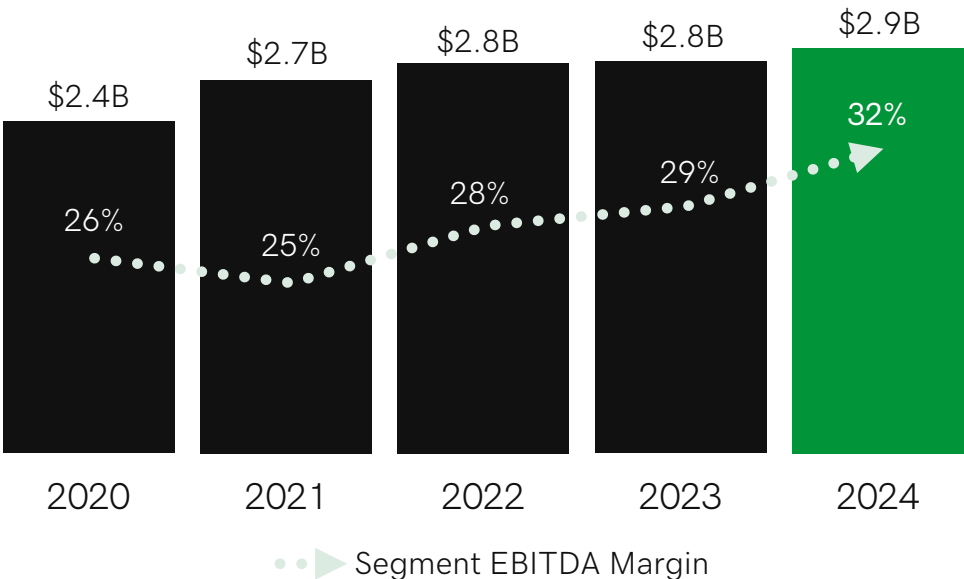


2024 revenue growth by segment

Applications and Commerce ~700 bps cumulative margin expansion



Core Platform ~600 bps cumulative margin expansion



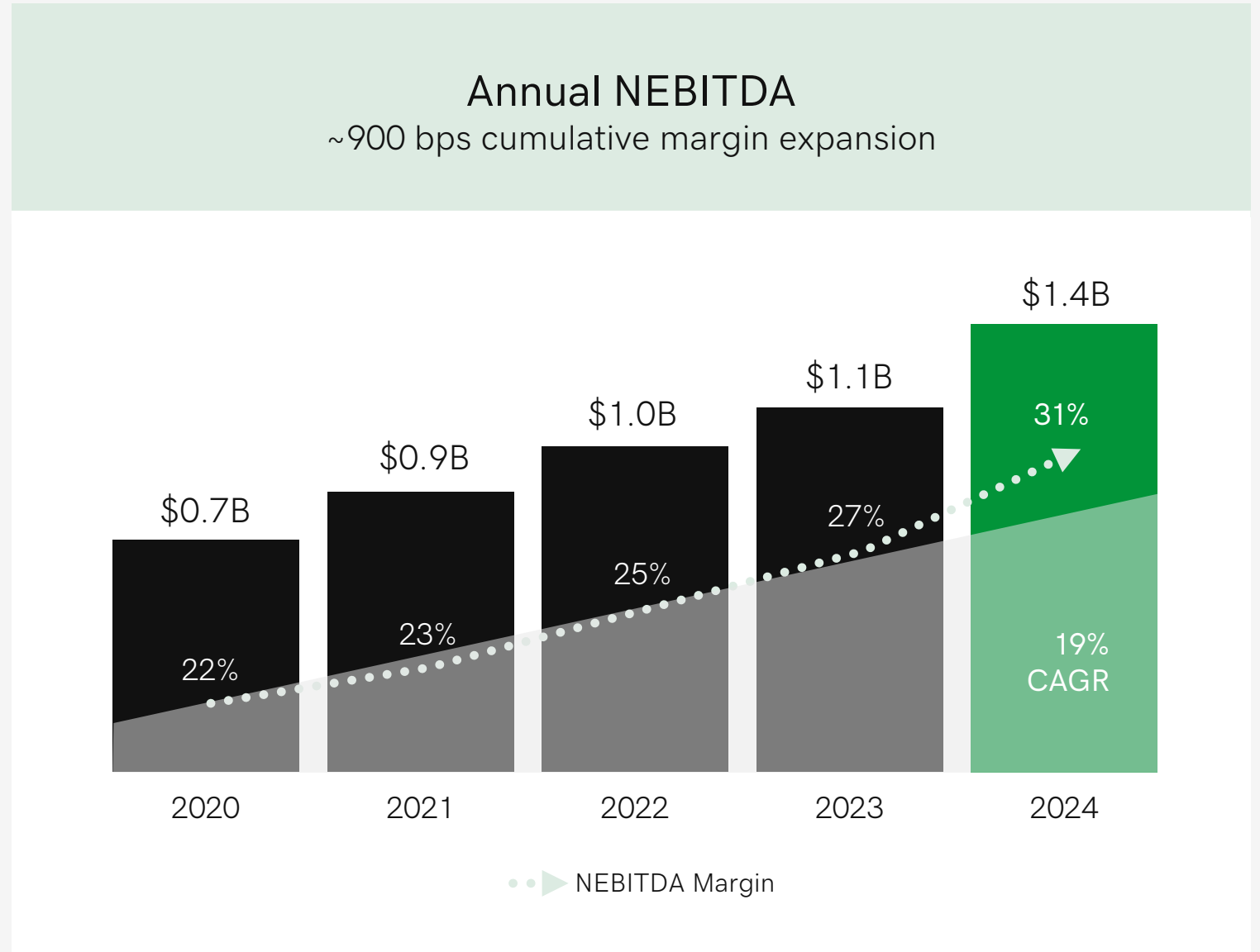
Cumulative margin expansion from 2020 through 2024.

Accelerating margin expansion and improved profitability

A&C tailwind

Infrastructure simplification

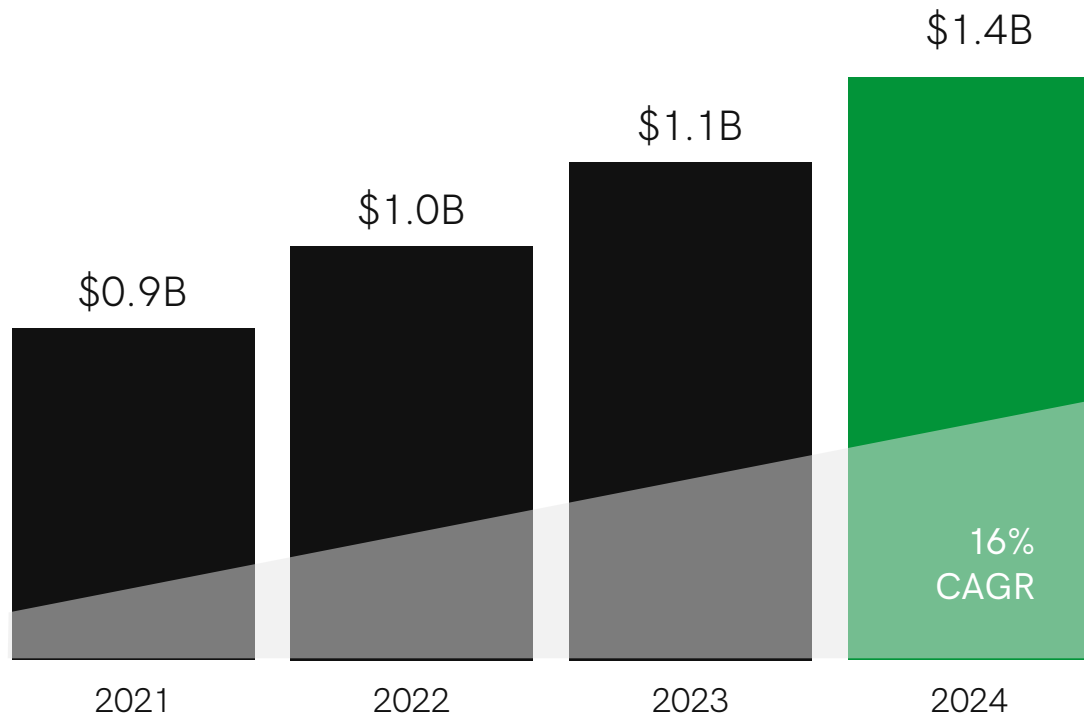
Global talent recruitment



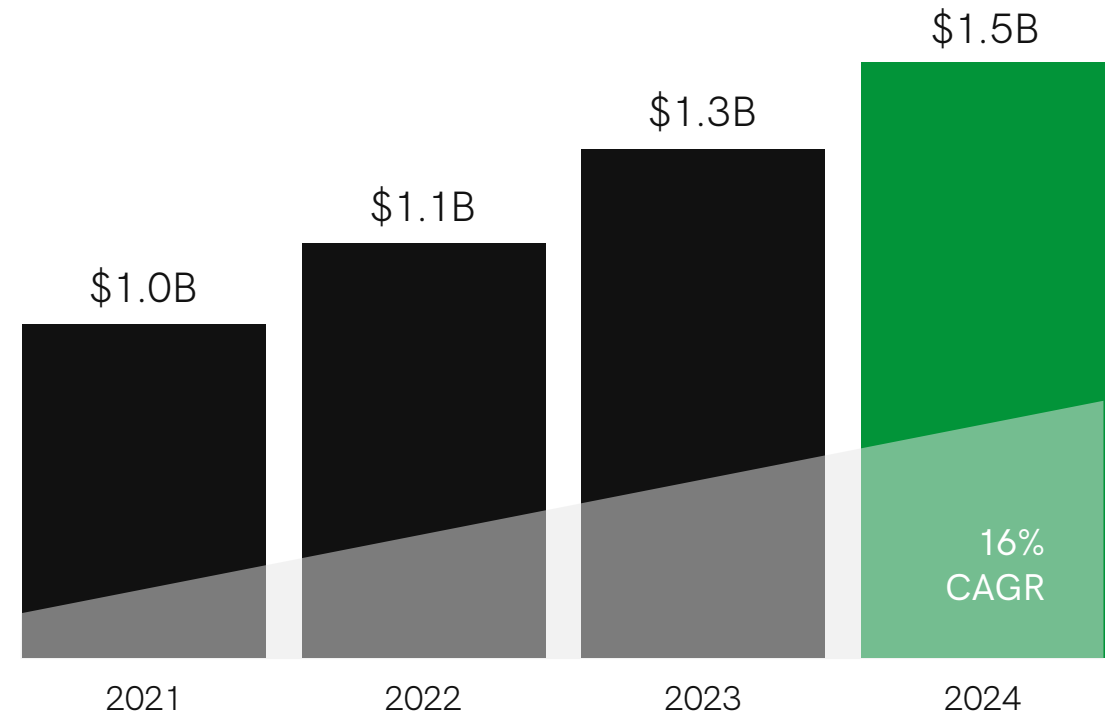
Cumulative margin expansion from 2020 through 2024.
Represents four-year NEBITDA CAGR.

Multi-year track record of strong cash flow growth

Annual free cash flow



Annual unlevered free cash flow



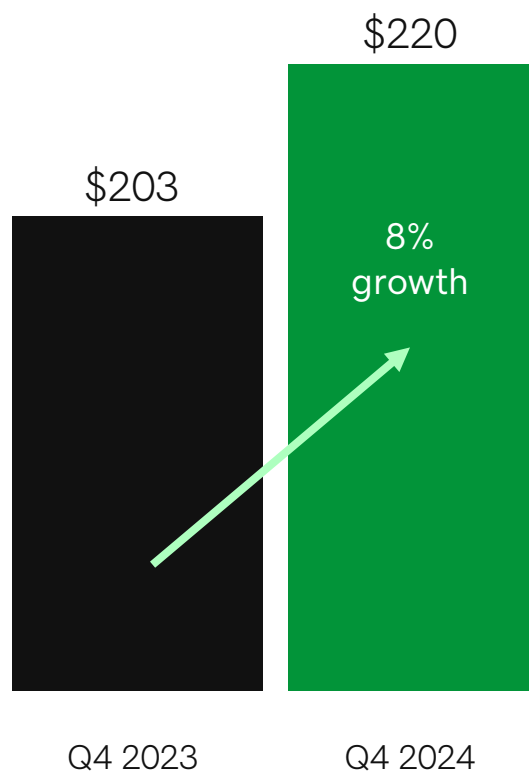
ARPU & Customers

Targeted approach in attracting high-value customers

16% increase in average initial bookings vs. previous years' cohort

Upward trend of customers purchasing 2+ products

ARPU



Customers



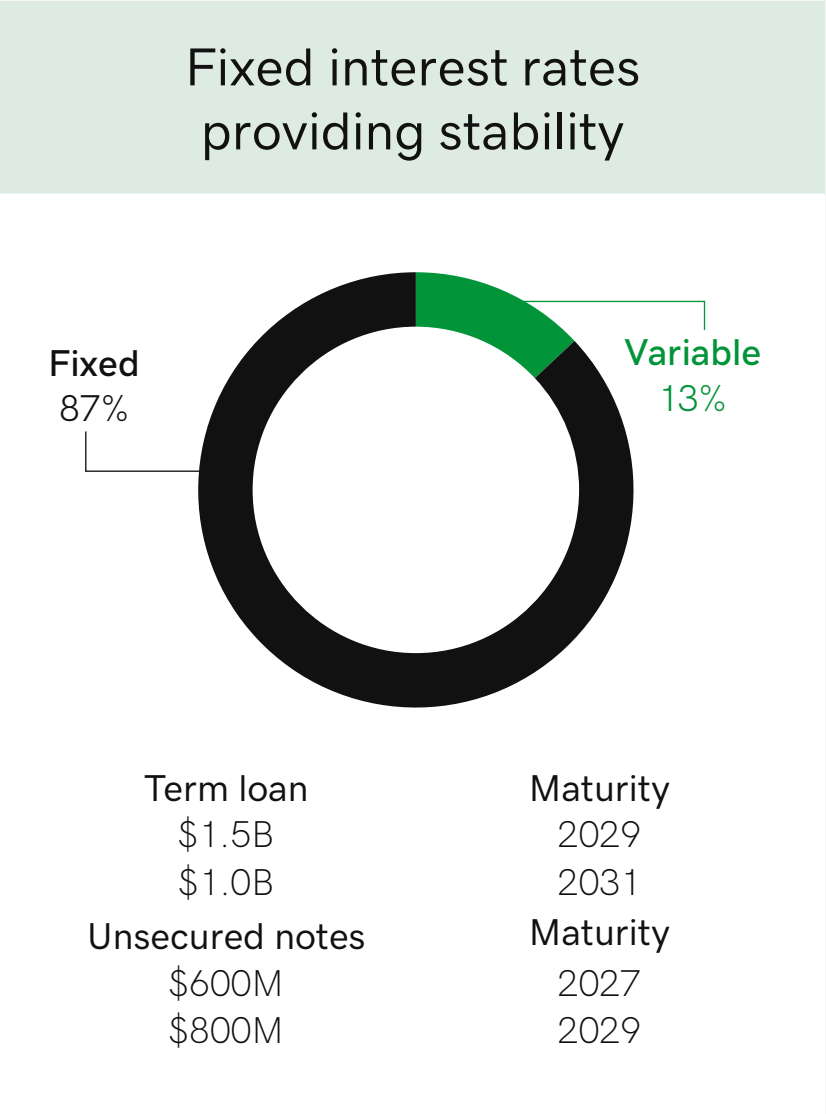
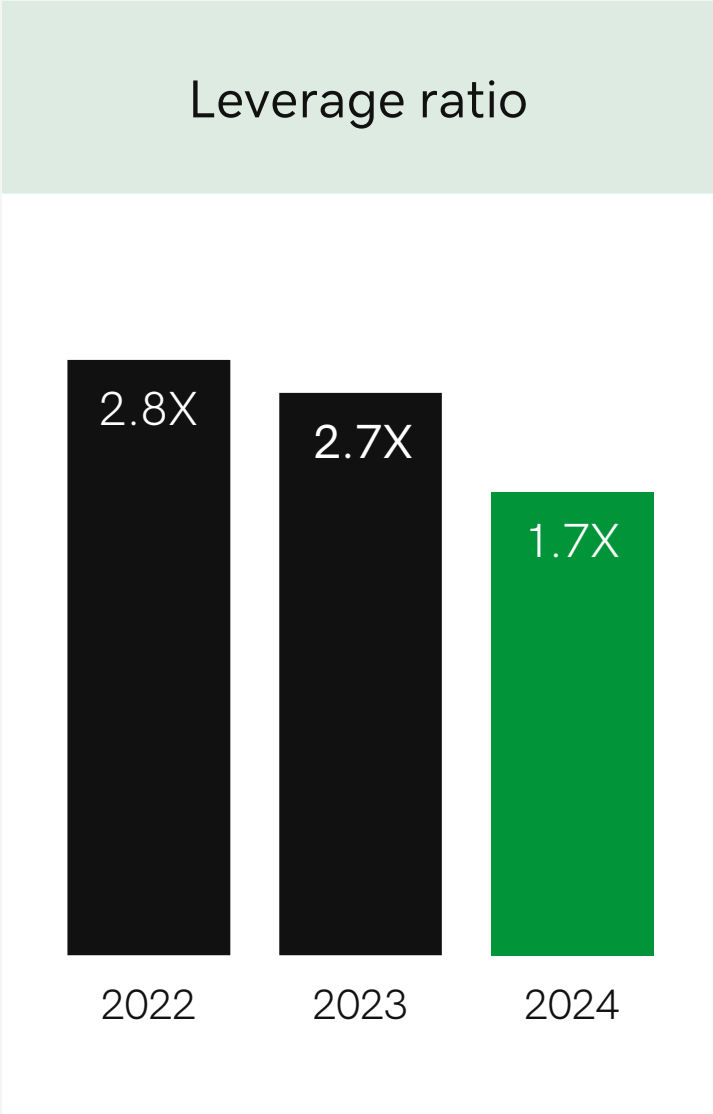
Strong balance sheet and liquidity

\$1.1B cash

\$2.1B total liquidity

\$2.8B in net debt

25 bps reduction on \$1.5B of outstanding principal

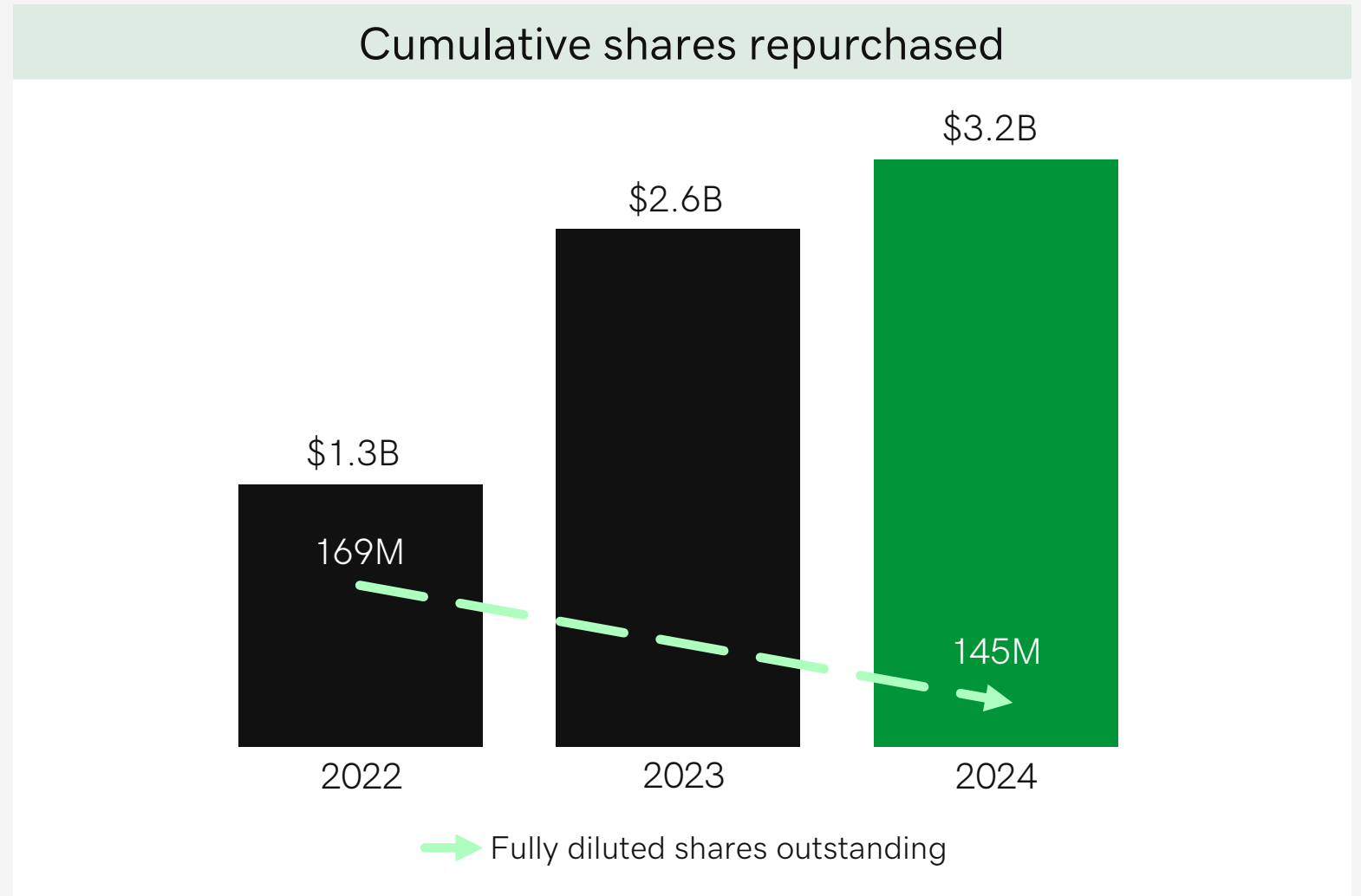


Disciplined capital allocation strategy to drive shareholder returns

\$3.2B share buybacks completed under current authorizations, \$0.8B remaining

39.4M shares repurchased

23% reduction in gross shares outstanding since January 2022





Driving durable growth & expanding margins, generating attractive cash flow

Outlook	Q1 2025	2025
Revenue	\$1.175B - \$1.195B	\$4.860B - \$4.940B
Segment growth rates:		
Applications & Commerce	Mid-teens	
Core Platform	Low single-digits	
NEBITDA margin	~30%	+100 bps
Free cash flow		\$1.5B+

3-year path towards GoDaddy's North Star

Maximizing free cash flow over the long term

6%-8%

Annual revenue growth
2024 -2026

~33%

2026 full year
NEBITDA margin

\$4.5B+

Cumulative free cash flow
through 2026

Delivered at or ahead of all 2024 targets

Key metrics		FY 2024	FY 2023	Growth/ Expansion	2024 Guidance
Revenue	✓	\$4.57B	\$4.25B	8%	\$4.545B - \$4.565B
Applications & Commerce revenue	✓	\$1.65B	\$1.43B	16%	Mid-teens
Core Platform revenue	✓	\$2.92B	\$2.82M	3%	Low single-digits
Normalized EBITDA margin	✓	30.5%	26.7%	380 bps	~30%
Unlevered free cash flow	✓	\$1.51B	\$1.25B	20%	\$1.475B+
Free cash flow	✓	\$1.36B	\$1.08B	25%	\$1.325B+
Fully diluted shares outstanding	✓	145M	145M		

Reflects guidance given during Q3 2024 Earnings Call



Q4 2024 Earnings Results — Appendix

February 2025

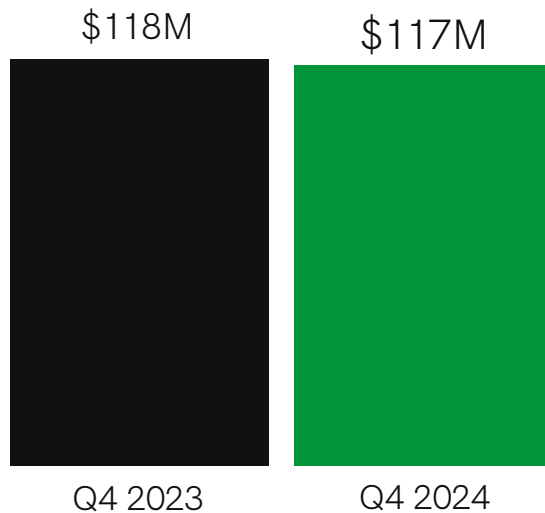


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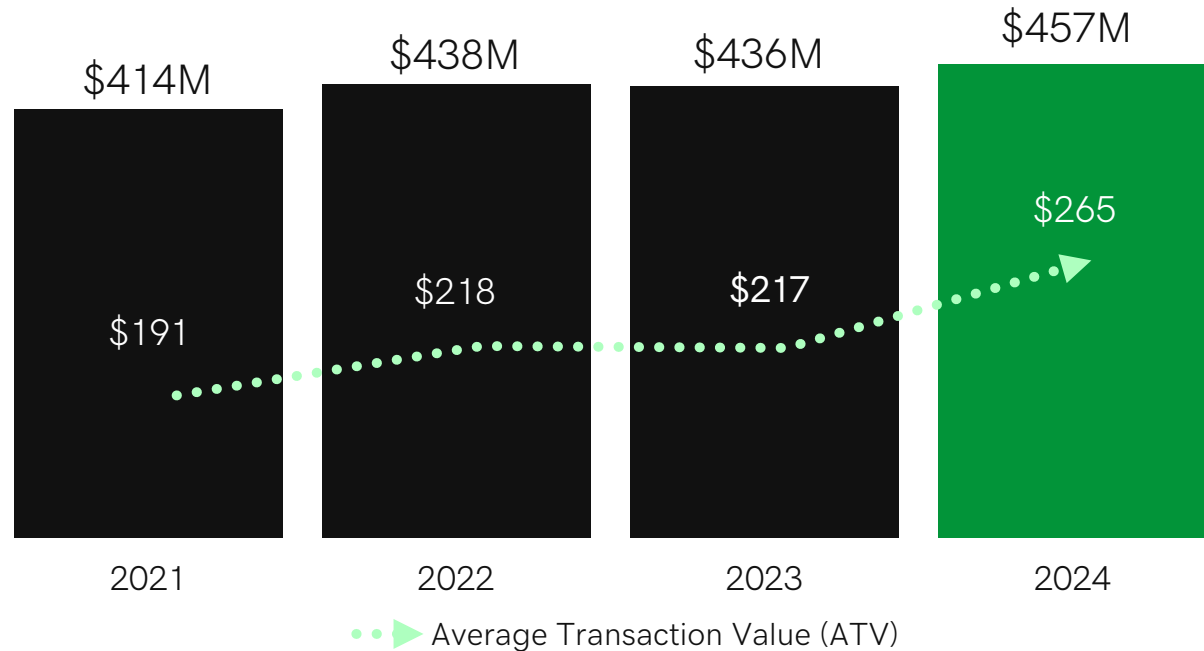
Aftermarket revenue

Transactional business subject to global macro-economic conditions

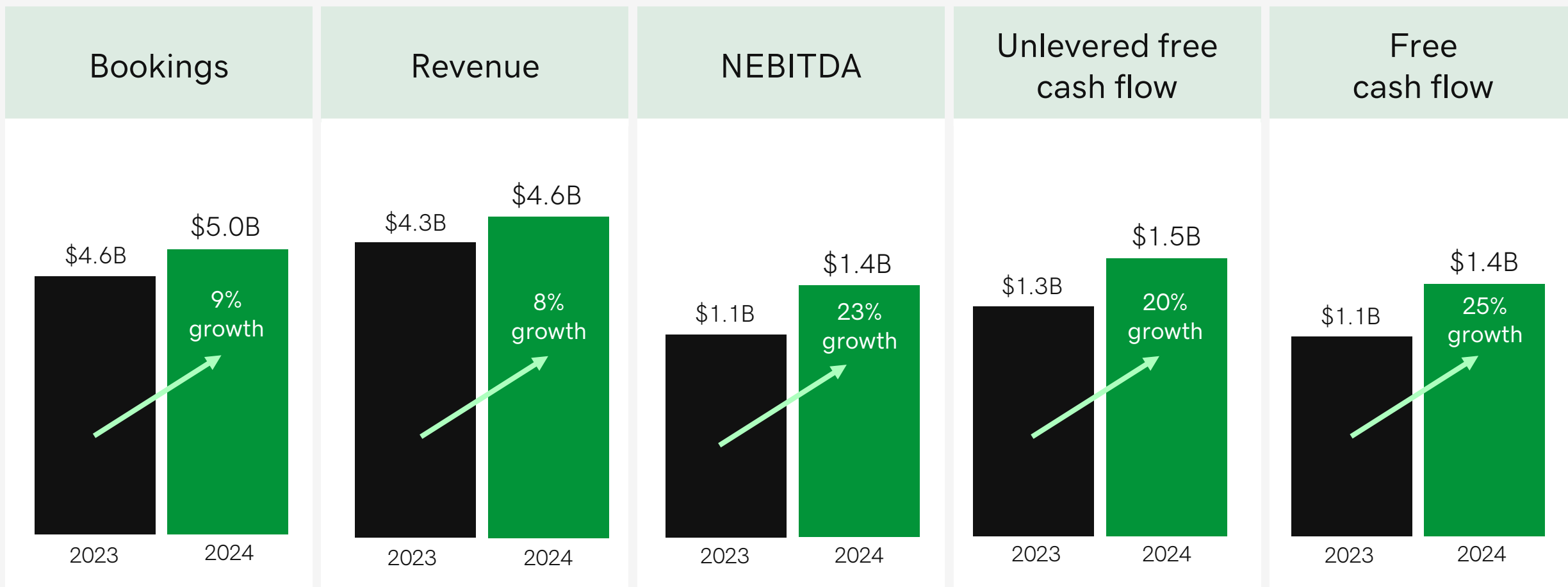
Q4 aftermarket revenue
1% decrease



Annual aftermarket revenue
5% increase



2024 financial results



Delivered at or ahead of all Q4 2024 targets

Key metrics		Q4 2024	Q4 2023	Growth/ Expansion	Q4 Guidance
Revenue	✓	\$1.19B	\$1.10B	8%	\$1.165B - \$1.185B
Applications & Commerce revenue	✓	\$441M	\$377M	17%	Mid-teens
Core Platform revenue	✓	\$751M	\$723M	4%	Low single-digits
Normalized EBITDA margin	✓	32.3%	29.5%	270 bps+	~31%
Unlevered free cash flow	✓	\$379M	\$347M	9%	
Free cash flow	✓	\$342M	\$305M	12%	
Fully diluted shares outstanding	✓	145M	145M		

Reflects guidance given during Q3 2024 Earnings Call

Non-GAAP reconciliation:

NEBITDA & NEBITDA Margin

Reconciliation of NEBITDA (\$M)	Three months ended December 31,		Year ended December 31,	
	2024	2023	2024	2023
Net income	\$198.6	\$1,114.1	\$936.9	\$1,375.6
Depreciation and amortization	32.2	38.7	135.3	171.3
Equity-based compensation expense ¹	77.5	68.7	299.1	294.0
Interest expense, net of interest income	28.0	40.2	130.4	155.4
Acquisition-related expenses, net of reimbursements	—	4.9	0.2	12.1
Restructuring and other ²	20.7	24.2	65.5	97.9
Provision (benefit) for income taxes	27.7	(966.6)	(171.5)	(971.8)
NEBITDA	\$384.7	\$342.2	\$1,395.9	\$1,134.5
Net income margin	16.7%	101.3%	20.5%	32.3%
NEBITDA margin	32.3%	29.5%	30.5%	26.7%

¹ The years ended December 31, 2024 and 2023 excludes \$0.8 million and \$2.3 million, respectively, of equity-based compensation expense associated with our restructuring plan, which is included within restructuring and other.

² In addition to the restructuring and other in our statements of operations, other charges included are primarily composed of lease-related expenses associated with closed facilities, charges related to certain legal matters, adjustments to the fair value of our equity investments, expenses incurred in relation to the refinancing of our long-term debt and incremental expenses associated with professional services.

Non-GAAP reconciliation:

NEBITDA & NEBITDA Margin

Reconciliation of NEBITDA (\$M)	Year ended December 31,			
	2021	2022	2023	2024
Net income	\$242.8	\$352.9	\$1,375.6	\$936.9
Depreciation and amortization	199.6	194.6	171.3	135.3
Equity-based compensation expense ¹	207.9	264.4	294.0	299.1
Interest expense, net of interest income	124.9	135.0	155.4	130.4
Acquisition-related expenses, net of reimbursements	78.2	35.1	12.1	0.2
Restructuring and other ²	8.0	27.4	97.9	65.5
Provision (benefit) for income taxes	10.8	3.6	(971.8)	(171.5)
NEBITDA	\$872.2	\$1,013.0	\$1,134.5	\$1,395.9
Net income margin	6.4%	8.6%	32.3%	20.5%
NEBITDA margin	22.9%	24.8%	26.7%	30.5%

¹ The years ended December 31, 2024 and 2023 excludes \$0.8 million and \$2.3 million, respectively, of equity-based compensation expense associated with our restructuring plan, which is included within restructuring and other.

² In addition to the restructuring and other in our statements of operations, other charges included are primarily composed of lease-related expenses associated with closed facilities, charges related to certain legal matters, adjustments to the fair value of our equity investments, expenses incurred in relation to the refinancing of our long-term debt and incremental expenses associated with professional services.

Non-GAAP reconciliation:

Free Cash Flow & Unlevered Free Cash Flow

Reconciliation of free cash flow & unlevered free cash flow (\$M)	Three months ended December 31,		Year ended December 31,	
	2024	2023	2024	2023
Net cash provided by operating activities	\$340.5	\$297.7	\$1,287.7	\$1,047.6
Capital expenditures	(14.4)	(4.0)	(26.6)	(42.0)
Cash paid for acquisition-related costs	0.1	0.8	16.2	11.2
Cash paid for restructuring and other charges ¹	15.8	10.6	78.2	67.6
Free cash flow	\$342.0	\$305.1	\$1,355.5	\$1,084.4
Cash paid for interest on long-term debt	37.0	41.5	150.2	169.8
Unlevered free cash flow	\$379.0	\$346.6	\$1,505.7	\$1,254.2

¹ In addition to payments made pursuant to our restructuring activities, cash paid for restructuring and other charges includes lease-related payments associated with closed facilities, payments related to certain legal matters, incremental payments associated with professional services and third party payments incurred in relation to the refinancing of our long-term debt. For the year ended December 31, 2023, it also includes a payment related to the termination of a revenue sharing agreement.

Non-GAAP reconciliation:

Free Cash Flow

Reconciliation of free cash flow (\$M)	Year ended December 31,			
	2021	2022	2023	2024
Net cash provided by operating activities	\$829.3	\$979.7	\$1,047.6	\$1,287.7
Capital expenditures	(51.1)	(59.7)	(42.0)	(26.6)
Cash paid for acquisition-related costs ¹	64.9	37.9	11.2	16.2
Cash paid for restructuring charges ²	12.7	10.7	67.6	78.2
Free cash flow	\$855.8	\$968.6	\$1,084.4	\$1,355.5

¹ Cash paid for acquisition-related costs in 2021 includes \$29.4 million in compensatory payments expensed in connection with our acquisition of Poynt.

² Cash paid for restructuring and other charges includes payments pursuant to our restructuring activities, a payment related to the termination of a revenue sharing agreement, lease-related payments associated with closed facilities and lease abandonments, payments related to certain legal matters, third party payments incurred in relation to the refinancing of our long-term debt and incremental payments associated with professional services.

Non-GAAP reconciliation:

Net Debt

Reconciliation of net debt (\$M)	December 31, 2024
Current portion of long-term debt	15.9
Long-term debt	3,779.1
Unamortized original issue discount and debt issuance costs	58.9
Total debt	\$3,853.8
Less: cash and cash equivalents	(1,089.0)
Net debt	\$2,764.9

Reconciliation:

Constant Currency

Reconciliation of constant currency (\$M)	Three months ended December 31, 2024	Year ended December 31, 2024
Revenue	\$1,192.6	\$4,573.2
Constant currency adjustment	1.2	1.1
Constant currency revenue	\$1,193.8	\$4,574.3
Bookings	\$1,222.5	\$5,038.8
Constant currency adjustment	1.7	11.0
Constant currency bookings	\$1,224.2	\$5,049.8

Non-GAAP financial measures and other operating and business metrics

Total bookings is an operating metric representing the total value of customer contracts entered into during the period, excluding refunds. We believe total bookings provides additional insight into the performance of our business and the effectiveness of our marketing efforts since we typically collect payment at the inception of a customer contract but recognize revenue ratably over the term of the contract.

Constant currency is calculated by translating bookings and revenue for each month in the current period using the foreign currency exchange rates for the corresponding month in the prior period, excluding any hedging gains or losses realized during the period. We believe constant currency information is useful in analyzing underlying trends in our business by eliminating the impact of fluctuations in foreign currency exchange rates and allows for period-to-period comparisons of our performance.

Normalized EBITDA (NEBITDA) is a supplemental measure of our operating performance used by management to evaluate our business. We calculate NEBITDA as net income excluding depreciation and amortization, interest expense (net), provision or benefit for income taxes, equity-based compensation expense, acquisition-related costs, restructuring-related expenses and certain other items. We believe that the inclusion or exclusion of certain recurring and non-recurring items provides a supplementary measure of our core operating results and permits useful alternative period-over-period comparisons of our operations. NEBITDA should not be viewed as a substitute for comparable GAAP measures.

NEBITDA margin is used by management as a supplemental measure of our operating performance and refers to the ratio of NEBITDA to revenue, expressed as a percentage.

Unlevered free cash flow is a measure of our liquidity used by management to evaluate our business prior to the impact of our capital structure and restructuring and after purchases of property and equipment. Such liquidity can be used by us for strategic opportunities and strengthening our balance sheet. However, given our debt obligations, unlevered free cash flow does not represent residual cash flow available for discretionary expenses.

Non-GAAP financial measures and other operating and business metrics

Free cash flow is defined as our unlevered free cash flow less interest payments for the period. We use free cash flow as a supplemental measure of our liquidity, including our ability to generate cash flow in excess of capital requirements and return cash to shareholders, though it should not be considered as an alternative to, or more meaningful than, comparable GAAP measures.

Net debt is defined as total debt less cash and cash equivalents and short-term investments. Total debt consists of the current portion of long-term debt plus long-term debt and unamortized original issue discount and debt issuance costs. Our management reviews net debt as part of its management of our overall liquidity, financial flexibility, capital structure and leverage and we believe such information is useful to investors. Furthermore, certain analysts and debt rating agencies monitor our net debt as part of their assessments of our business.

Gross payments volume (GPV) is an operating metric calculated by annualizing the total quarterly dollar value of transactions processed through our payments platform. GPV is representative of the volume of transactions in which we record transaction revenue based on our payment processing rate.

Annualized recurring revenue (ARR) is an operating metric defined as annualized quarterly recurring GAAP revenue, net of refunds, from new and renewed subscription-based services. ARR is exclusive of any revenue that is non-recurring, including, without limitation, domain aftermarket, domain transfers, one-time set-up or migration fees and non-recurring professional website services fees. We believe ARR helps illustrate the scale of certain of our products and facilitates comparisons to other companies in our industry.

Average revenue per user (ARPU) is calculated as total revenue during the preceding 12 month period divided by the average of the number of total customers at the beginning and end of the period. ARPU is one measure that provides insight into our ability to sell additional products to our customers.

Total customers is defined as an individual or entity, each with a unique account and paid transactions in the trailing twelve months or with paid subscriptions as of the end of the period. Total customers is one way we measure the scale of our business and can be a contributing factor to our ability to increase our revenue base.



Q4 2024 Earnings Results

February 13, 2025

