



The following prepared remarks are an excerpt from the 2015 Second Quarter Earnings Conference Call of Endurance International Group Holdings, Inc. To review the contents of the entire call, please refer to the official webcast, which is available in the investor relations section of Endurance’s website at [www.endurance.com](http://www.endurance.com).

*Statements in these prepared remarks which are not statements of historical fact, including but not limited to statements concerning our expected future growth and growth opportunities, the timing and success of anticipated product introductions, the timing and success of anticipated investments in marketing and their impact on total subscribers, ARPS and subscriber retention, our ability to drive future growth through mergers and acquisitions, our expectations concerning the financial performance of acquired businesses, future trends in ARPS and total subscribers, the anticipated impact of changes in subscriber term mix, our future integration and restructuring expenses, our investment priorities and anticipated uses of cash, our financial guidance and expectations for fiscal year 2015 (including the third quarter of fiscal year 2015), our long term growth rate expectations and our expectations regarding our future financial and operating performance, are “forward-looking statements” (as defined in the U.S. Private Securities Litigation Reform Act of 1995). These forward-looking statements are based on our current expectations and beliefs, as well as a number of assumptions concerning future events. These statements are subject to risks, uncertainties, assumptions and other important factors set forth in our SEC filings, many of which are outside of our control, that could cause actual results to differ materially from the results discussed in the forward-looking statements. Some of the key factors that could cause actual results to differ from our expectations include: the rate of growth of the Small and Medium Business (“SMB”) market for our solutions; our inability to maintain a high level of subscriber satisfaction; our inability to continue to add new subscribers and increase sales to our existing subscribers; our inability to continue to drive growth through mergers or acquisitions, whether due to unavailability of target companies at prices and on terms we are willing or able to pay, difficulties in obtaining debt or equity funding for mergers and acquisitions, regulatory constraints, our inability to integrate acquired businesses and/or realize the expected cost savings and other synergies from our acquisitions; system or Internet failures; our dependence on establishing and maintaining strong brands; our inability to maintain or improve our competitive position or market share; the loss of strategic relationships or alliances with third parties; the business risks of international operations; the loss or unavailability of any of our co-located data centers; our recognition of revenue for subscription based services over the term of the applicable agreement; the occurrence of security or privacy breaches; and adverse consequences of our substantial indebtedness.*

*You are cautioned to not place undue reliance on such forward-looking statements because actual results may vary materially from those expressed or implied. All forward-looking statements are based on information available to us on August 4, 2015, the date of the Earnings Conference Call, and we assume no obligation to, and expressly disclaim any obligation to, update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.*

*These prepared remarks also contain non-GAAP financial measures as defined by the Securities and Exchange Commission in Regulation G. Reconciliations of the non-GAAP financial measures to their comparable GAAP measures are included in the 2015 Second Quarter earnings release and presentation, each dated August 4, 2015, and available in the investor relations section of our website at [www.endurance.com](http://www.endurance.com).*

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**Angela White – Director, Investor Relations**

Hi this is Angela White, Director of Investor Relations at Endurance International Group. It is my pleasure to welcome you to our second quarter 2015 earnings call. First, we will go through some prepared remarks after which we will turn to Q&A. We have prepared a presentation to accompany our comments which is available at the investor relations section of our website at [ir.endurance.com](http://ir.endurance.com). While not necessary to follow along, we recommend referencing the presentation slides alongside our prepared remarks. As is customary, let me now read the safe harbor statement.

Statements made on today's call will include forward-looking statements about Endurance's future expectations, plans and prospects. All such forward-looking statements are subject to risks and uncertainties. Please refer to the cautionary language in today's earnings release and to our Form 10-Q filed with the SEC on May 11, 2015 for discussion of the risks and uncertainties that could cause our actual results to be materially different from those contemplated in these forward-looking statements. Endurance does not assume any obligation to update any forward-looking statements.

During this call, we will present several non-GAAP financial measures, including adjusted EBITDA, unlevered free cash flow (uFCF), uFCF (as reported), free cash flow (FCF), free cash flow per share (FCF per share), adjusted revenue and average revenue per subscriber (ARPS). A reconciliation of these non-GAAP financial measures to the most directly comparable GAAP measures is available in the presentation located in the investor relations section of our website.

With that, I will turn you over to Hari Ravichandran, our founder, President and CEO.

**Hari Ravichandran – Founder, President and CEO**

(Slide 4) Thanks Angela, good morning everyone, and welcome to our second quarter 2015 earnings call.

Before I review this quarter's financial results, I'd like to take the opportunity to address the separate announcement we made last night. Tiv Ellawala, our CFO, will be resigning his position and taking on a new role driving our e-commerce strategy. As part of that change, Tiv will move back to the West Coast where his family is based. As many of you know, Tiv has played a key role in the company, having prepared us for the IPO, built out our finance function and processes, led us through Sarbanes Oxley compliance requirements, and created a world class finance function in the process. His broad experience, leadership, and commitment to the Endurance team as well as his dedication to the CFO role have been invaluable over the last few years as we have grown our business rapidly and evolved to operating as a public company. I am excited to have Tiv take on this new role and continue to drive value for our company. Tiv will continue to serve as CFO until Marc Montagner, our new CFO, takes over next month.

As I said in the announcement, we are very pleased that Marc has decided to join our team, and believe that his broad experience working with subscription businesses, managing complex capital structures and M&A will be a great asset to the company and our management team. We have a strong bench of leaders

who are well set-up to carry the company to the next stage of growth and we see Marc being a valuable contributor to our management team as we scale the business. He will be starting with the company next month, and we are looking forward to introducing him to you all.

Turning now to results, we are pleased to report strong second quarter results, exceeding the top end of our adjusted revenue guidance by \$0.3 million, reflecting year over year growth of 15%. We also met the high end of our second quarter adjusted EBITDA expectations, at \$61.6 million, reflecting growth of 9% year over year. Unlevered free cash flow (as reported) for Q2 2015 was \$55.3 million, growing 27% year over year, and free cash flow per share was \$0.29, growing 81% year over year.

At the end of Q2 2015, our total subscribers on platform were 4.4 million, including approximately 86,000 subscribers contributed by the acquisitions of Verio and Site5. Average revenue per subscriber (“ARPS”) in Q2 remained robust at \$14.30, a decrease of \$0.03 over Q2 2014. As a reminder, ARPS growth rates can be impacted by factors such as introductory pricing for new subscribers, our ability to migrate and increase product attach rates for subscribers acquired through M&A, and our ability to upsell existing subscribers. Given the opportunity to increase the number of subscribers on our platform and our proven formula for significant cash on cash returns once they are on-boarded, we will continue to focus on building our subscriber base in the medium term which we expect will compress ARPS growth in favor of subscriber growth. The number of subscribers in our major brands spending over \$500 per year with us increased 32% to 150,000 from 114,000 in Q2 2014. The average number of additional products per subscriber we sold over and above the base solution bundle for our major brands reached 5.0, an increase from 4.5 in Q2 2014. The increase in high value subscribers and the increase in product attach rate give us confidence in our underlying ability to monetize our base of subscribers and grow ARPS over time.

(Slide 5) Our vision is to be the ubiquitous web presence platform for SMBs, enabling them to create a web presence through simple-to-use solutions, in a reliable and affordable manner. As we work towards our vision, consistent with our presentation during Investor Day in June, we are enhancing opportunities for subscribers to join our platform through a variety of gateway products and services. We expect these new gateway products to result in more robust subscriber growth as we make more relevant onboarding solutions available to potential subscribers seeking a wide variety of web presence solutions.

(Slide 6) As we work toward expanding our onboarding funnel with new gateway products, and meeting our longer-term goals for future growth, we remain focused on the five key growth drivers we previously identified for increasing subscribers and growing ARPS.

- First, we continue to focus on building a flexible and reliable technology platform. This quarter we completed the beta launch of our cloud-based hosting product on Bluehost, and we expect to rollout this cloud product to other brands in the second half of 2015. Also during Q2, we launched Optimized WordPress on Bluehost and we expect to launch it with our HostGator brand in Q3, giving Content Management Services (“CMS”) users a superior alternative to the existing WordPress product.
- Second, we remain focused on domains as an important element of online presence. We attract subscribers to our web presence solutions and use domains as an additional upsell opportunity rather than as a lead-in or gateway product. During the quarter we continued to extend the availability of

new top level domains (nTLDs) across our portfolio of brands, making it easier for subscribers to select nTLDs as part of their web presence purchases.

- Third, we are focused on mobile. Our mobile engagement app, *Business on Tapp*, became a top ranked app in Q2 for the categories of small business, marketing ideas and entrepreneurs in both Apple Store and Google Play. Additionally, we expect our mobile app builder, Appmachine, to launch in the second half of the year following extensive testing.
- Fourth, our international expansion is moving ahead very well. In Q2 2015, GAAP revenue from international geographies was approximately 38% of revenue, up from approximately 34% of revenue in Q2 2014. In H1 2015, GAAP revenue from international geographies was approximately 38%, versus approximately 33% of revenue in H1 2014. During the quarter we remained focused on our three key non-U.S. geographies, India, Brazil, and China. Our Brazil business continues to expand, growing at a faster rate than our overall revenues. Our business in India continues to perform well with solid growth across both domains and hosting, and we continue to make progress on the launch of our operations in China. Additionally, last quarter we launched HostGator Mexico which is growing nicely and providing us with a very useful starting point for Spanish language sites as we consider further opportunities in Latin America.
- Finally, let's turn to distribution, our fifth initiative. Our data management platform rollout continues to provide us valuable information as we extend our reach through multiple channels and touchpoints. We track millions of subscriber records, activities, and preferences in order to support efforts in user experience, upsell, testing and analysis via actionable data points. We also added new and improved Facebook integration tools to our iPage brand during the quarter.

(Slide 7) Turning to other activity during the quarter, we continued to execute on M&A as part of our overall strategy of growing subscribers and ARPS. In Q2, we acquired two hosting businesses. The first, which closed in late May, was the U.S. retail hosting business of Verio, for total cash consideration of \$13 million. The second, World Wide Web Hosting, which reaches subscribers via the Site5 brand, closed in late June for a total cash consideration of \$23 million. Combined, these acquisitions added approximately 86,000 subscribers. We expect to manage these businesses at break-even to marginally profitable for the rest of the year as we migrate their subscriber bases to our back end platform. Once on platform, we expect to reach favorable economics and adjusted EBITDA contribution consistent with our previous framework for realizing synergies from acquisitions.

Even as we ramp our M&A activity, we continue to believe in the opportunity to grow the existing business. As we have said, as long as the cash on cash returns profile meets our criteria, we are fairly agnostic as to whether returns are achieved from investment through the income statement or through use of our balance sheet. Given the capital deployment opportunities we see, we plan to ramp our investment in testing new product offerings and on experimental marketing program spend throughout the rest of the year.

We are very excited about opportunities we see to grow our subscriber base through multiple gateways, outside of the core hosting product. We have seen significant demand for these additional products from our initial testing over the last two quarters. Based on these initial proof points, we plan to continue to invest in experimenting with new marketing programs and begin new engineering work streams to

participate in these new and growing segments of web presence creation for SMBs. We expect to focus on the templated web builder segment, the WordPress-based content management segment, and finally, mobile with Appmachine-based mobile apps and mobile website solutions. We have launched several new brands for the web builder segment through our WZ UK joint venture, including websitebuilder.com, sitebuilder.com and sitey.com, and have begun making initial marketing investments behind channels driving web builder activities. Our web builder brands are running off a common back end developed on the Webzai technology we acquired in Q3 2014.

As is normal for us when we invest behind onboarding subscribers, we will launch with introductory pricing in order to attract subscribers, which compresses ARPS and margins in the first year. In addition, we may introduce offers with shorter terms which could affect our growth in deferred revenue in H2. However, based on our initial testing throughout the first half of this year, we still expect the cash on cash returns associated with these new monthly subscribers to be broadly similar to those of our current subscribers as we engage these new subscribers with our proven ability to upsell and manage churn over their life cycle.

(Slide 8) Our longer-term growth will be driven by our success in executing toward our initiatives in both the existing business and through M&A, and we see continued opportunity in the SMB market. We are very keen to capture market share by onboarding new subscribers with the introduction of new gateway products, and utilizing our proven upsell model which we expect will drive better ARPS and subscriber retention over time. We believe that executing to this framework will lead to continued scale in the business and growth in FCF per share. This year, we continue to expect to grow FCF per share by over 30% year over year. With that, I will turn the call over to Tiv Ellawala, our CFO, who will review the financial and operating metrics in more detail.

#### **Tiv Ellawala - CFO**

Thanks, Hari. The business continues to deliver strong top and bottom line performance in a steady, predictable manner.

(Slide 9) At the end of the quarter, our total subscribers on platform were 4.4 million, including the impact of the acquisitions of Verio and Site5, which contributed approximately 86,000 subscribers. We continue to remain highly focused on the quality of subscribers and improving marketing yields across our portfolio of brands and gateway products. In Q2, as in Q1, we saw cash billings collected from new subscribers grow on a year over year basis. These trends reflect better subscriber economics as we collect more cash from new subscribers, concurrent with lower overall program marketing spend. During Q2 our ARPS was \$14.30 compared to \$14.33 in Q2 2014. As Hari noted, ARPS can be impacted by multiple variables such as introductory pricing and monetization level of subscribers acquired through acquisitions. However, we expect ARPS growth to normalize over time as we complete the integration of acquired subscribers and drive our upsell and cross sell opportunities as we have done in the past. Finally, our MRR retention rate was stable at 99%.

(Slide 10) Moving to our financial metrics, our adjusted revenue for the quarter was \$183.3 million,

representing year over year growth of 15%. Adjusted EBITDA was \$61.6 million, and reflected year over year growth of 9%. During the quarter lower marketing spend was offset by continued investment in our support and server functions on a year over year basis and an increase in G&A expense. Our unlevered free cash flow as reported was \$55.3 million, growing 27% year over year. Also for the quarter, we generated \$46.0 million in cash flow from operations as defined by GAAP, up from \$28.4 million in Q2 2014 reflecting 62% year over year growth. Our free cash flow per share for Q2 was \$0.29, growing 81% versus Q2 2014.

Our adjusted EBITDA and uFCF as reported results include the add-back of certain items such as integration and restructuring costs and transaction expenses and charges. During the quarter, integration and restructuring costs totaled \$2.3 million while transaction expenses and charges totaled \$1.6 million. These costs were primarily driven by the acquisitions of Arvix, Verio, and Site5. In addition, we incurred approximately \$1.1 million in legal advisory expenses. Our net income for Q2 was favorably impacted by approximately \$5.4 million related to marking to market our previous equity interest in Site5. This gain did not impact our adjusted revenue, adjusted EBITDA, uFCF or FCF results.

(Slide 11) Turning now to year to date financial information for the six month period ending June 30, 2015, adjusted revenue was \$362.0 million, reflecting 16% growth over the same period a year ago. Adjusted EBITDA was \$129.1 million, uFCF as reported was \$115.3 million, growing 24% versus H1 2014, and FCF per share was \$0.61, growing 49% vs. H1 2014. In addition, we grew our ARPS to \$14.35 in H1 2015 vs. \$14.26 in H1 2014.

(Slide 12) Moving on to capital structure, our net debt stands at \$1,069 million. Our revolver balance at the end of Q2 was \$35 million vs. \$21 million at the end of Q1 2015 as we used our revolver facility to help fund our acquisitions of Verio and Site5 and paid down deferred consideration from previous transactions. Our cash balance at the end of Q2 2015 was \$37 million including restricted cash. Depending on deal flow and acquisition close timing, we expect our revolver balance to fluctuate throughout the rest of the year as we use debt and cash from operations to fund our acquisitions.

(Slide 13) Let's move to guidance.

Including the contributions from announced acquisitions, we expect the following for FY 2015 results:

- Adjusted Revenue of \$745 - \$755 million, or 14% to 16% year over year growth.
- Adjusted EBITDA of \$275 - \$285 million, or 17% to 21% year over year growth
- Unlevered Free Cash Flow (as reported) of approximately \$220 - \$230 million, or 14% to 19% year over year growth

Our guidance assumes the new acquisitions will contribute approximately \$5 million to H2 adjusted revenue. We also expect to report integration and restructuring costs in each of Q3 and Q4. We continue to expect our FCF per share for FY 2015 to be approx. \$1.19 as discussed during our Investor Day presentation.

For the period ending September 30, 2015, including the contribution from announced acquisitions, we

expect the following:

- Adjusted Revenue of \$189 - \$193 million, or 15% to 17% year over year growth
- Adjusted EBITDA of approximately \$66 - \$69 million, or 14% to 19% year over year growth

(Slide 14) We are excited by the investment opportunities ahead of us and our ability to capitalize on them in the near term and drive sustained growth in the business and long-term shareholder value. As discussed during our Investor Day, our capital deployment strategies will be determined by not only our ability to generate solid top line and bottom line growth but also by shareholder returns based on cash ROIC (CROIC). In the trailing twelve month period ended June 30, CROIC was 25.1%, reflecting continued healthy capital deployment decisions. With that I will turn the call over to the operator to begin Q&A. We thank you for your time today, and your continued support.