



The following prepared remarks are an excerpt from the 2014 Fourth Quarter and Full Year 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 proportion of our growth that we expect to come from organic growth versus mergers and acquisitions, our investment priorities and anticipated uses of cash, our financial guidance for fiscal year 2015 (including the first quarter of fiscal year 2015), our long term annual 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 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 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; 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; our inability to integrate recent or potential future acquisitions; 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 February 23, 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 2014 Fourth Quarter and Full Year earnings release and presentation, each dated February 23, 2015, and available in the investor relations section of our website at [www.endurance.com](http://www.endurance.com).*

\*\*\*\*\*

**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 fourth quarter and full year 2014 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 November 7, 2014 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), free cash flow (FCF), 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 at 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 evening everyone, and welcome to our fourth quarter and full year 2014 earnings call.

We are very pleased to report our sixth consecutive quarter of better than expected financial results that we believe reflect a healthy core business and our ability to successfully integrate our acquisitions. This year we delivered record adjusted revenue of \$652 million, reflecting 23% year over year growth. Our adjusted EBITDA for the year was \$236 million, reflecting 13% year over year growth and an adjusted EBITDA margin of 36%. Unlevered free cash flow for the year was \$193 million, reflecting 16% year over year growth.

We continue to focus on our two key growth drivers of adding more subscribers to our platform and increasing our average revenue per subscriber ("ARPS"). During the year, our subscriber base increased by 380,000 paying subscribers. We also added 200,000 subscribers to our base through acquisitions, resulting in a total increase of 580,000 subs for the year. We now have 4.1 million paying subscribers on our platform. Our success on-boarding paying subscribers while managing our profitability reflects the strength of our multi-pronged on-boarding funnel, our multi-brand approach to capturing various segments of the fragmented SMB space, as well as our focus on subscriber acquisition costs. In addition, we saw our average revenue per subscriber ("ARPS") for 2014 grow over 11% year over year to \$14.48.

Our ARPS growth reflects the benefits from our improved analytics and CRM, which helps with identifying and targeting upsell opportunities, and our focus on expanding distribution through new initiatives like mobile applications, growth of our applications marketplace, updates to our PC based control panel, and training our support agents to initiate upsells.

(Slide 5) Our business is about helping small businesses establish a digital presence through a variety of products and services. Our vision is to provide SMBs a platform to get online regardless of how they want to create their web presence. Today, we on-board SMBs with hosting solutions, web builders, content management solutions, mobile solutions and a myriad of other entry points, and we have enabled a set of products and services that help SMBs grow their businesses. We aim to be the ubiquitous web presence platform for SMBs.

The market for web presence solutions for SMBs is far from saturated, and the highly fragmented competitive environment is characterized by many small providers addressing a diverse set of SMBs across a wide range of requirements. In such an environment, we believe that if we can provide simple, yet complete solutions, in a reliable and affordable manner, we can continue to build on our success.

Now let's discuss some of the highlights from last year:

- We enhanced our network reliability, rationalized our data center footprint, and created new IP to improve our server density. Consequently, we expect to realize improvements in our marginal cost to serve and our subscriber economics.
- We launched 245 new top level domains (nTLDs) across our major brands and began offering premium domains to our subscribers. We believe we now have one of the largest bases of domains under management in the world with over 12 million domains managed through our infrastructure.
- We embraced the opportunity in mobile. We launched a mobile web builder across our major brands, and created a mobile application, *Business on Tapp*, to help create an active social community amongst our subscriber base to help distribute our products. We also initiated an investment behind a mobile app company, AppMachine BV, which allows our subscribers to build a mobile app to supplement their web solutions.
- We expanded internationally, leveraging the Directi platform. We launched our Bluehost and Hostgator brands in Brazil, Russia, India, China and Turkey with localized offerings and local language support.
- We made significant progress with new partnerships. We expanded our on-boarding program with Google from the US and India programs to new programs in Southeast Asia and Africa, solidified our partnership with Wordpress.com, the largest online content management platform in the world, and entered into a new agreement with Constant Contact to distribute email marketing solutions.
- We also successfully completed four acquisitions – Directi, Arvixe, BuyDomains and Webzai – with better than expected financial results. At the time of acquisition, we had expected Directi to add approx. \$30 million - \$35 million of adjusted revenue. We ended the year with Directi adjusted revenue of \$48 million. We were particularly pleased with how quickly we were able derive synergies from these acquisitions.

During the course of last year, we identified five key areas to focus on building upon our success to date.

We intend to focus on these five areas going into 2015.

- First let's discuss our technology platform. In the coming year, we plan to continue to invest in the platform by developing cloud-based bandwidth provisioning and billing and converting key products to be fully cloud enabled and available across screen sizes from PCs to tablets to smartphones. We also plan to create a new data management platform and continue to improve our analytics capabilities and enhance product distribution and upsell.
- Second, we remain focused on the domain opportunity. We plan to invest in improving our domain management tools, enabling easier domain transfers for our subscribers, which we expect will help us to generate more competitive wins from other providers by making it easier for subscribers to switch to our solutions. We also plan to invest behind premium domains by enhancing our portfolio of premium domains and improving distribution amongst our subscriber base. Overall, we expect to grow our domain business in line with the rest of our web presence business.
- Third, we will continue our strong push into mobile. We launched our mobile engagement app called *Business on Tapp* formally on the Apple Appstore and on Google Play in January and received 15,000 downloads on the first day. We will continue to promote *Business on Tapp* during the year and further experiment with product distribution with this new subscriber engagement avenue. We also made an investment in a mobile app builder developer, AppMachine, and expect to continue to invest behind this initiative. As SMBs increasingly "appify" their online presence and drive higher levels of engagement with their customers, we believe there is significant opportunity for a successful product offer in the mobile app space.
- Fourth, we will continue our international expansion. Our focus in 2015 will be on India, Brazil and China, our three largest international markets. Additionally, we expect to launch a Spanish language site targeted at Mexico during H1. This year we will work on refining our business models in these markets as we fortify our initial beachheads.
- Finally, let's discuss our fifth initiative - enhancing our distribution. We are committed to being the best technology platform for third parties to access one of the largest databases of paying SMB subscribers. We also want to offer our large and growing base of subscribers the best platform from which to access best of breed, world class products and services to grow their business. We plan to continue to invest behind our Mojo application marketplace, train our support agents to upsell, make improvements to our PC based control panel and offer leading products and services through a combination of our own and third party products.

During 2015, we will also continue to build upon our diverse and robust subscriber on-boarding funnel. We have begun scaling up our support organization in some of our brands as demand increases from subscribers seeking personal assistance with their online presence. Our investments in support are also expected to improve NPS for our brands and complement our other word-of-mouth efforts. We also plan to invest in additional headcount and program marketing to build-out and support our network of partners referring subscribers to us. We don't expect a material change in the bounty payments or in our subscriber acquisition costs as a result of these initiatives.

(Slide 6) Given the fragmented nature of our market, the favorable valuations we are seeing, and our proven ability to successfully integrate and derive synergies from acquisitions, we believe a combination

of strong organic growth and prudent M&A at reasonable ROI is the fastest way to achieve scale in our business. We believe scale will enable us to gather more data and apply our analytics more effectively, and that this will result in better ROI on subscriber acquisition, enabling improvement in per-subscriber economics. Scale will also provide us with the financial muscle to invest in areas designed to fuel incremental growth. Our focus is on creating scale and operational excellence to drive increasingly profitable growth with strong free cash flow generation.

Going forward, we expect to execute to our framework of high teens to low 20s top line growth, with two-thirds of our topline growth coming from organic efforts and one-third from M&A. We have doubled our business twice in the last six years through a combination of organic growth and M&A, and we expect to double our business again in the future given our proven, successful approach to our market.

(Slide 7) The completion of a strong 2014 puts us on track to deliver against this goal. Our free cash flow generation is strong and growing. Combined with our revolver credit facility, our free cash flow should provide us substantial dry powder to invest in M&A provided we can execute deals at acceptable ROI hurdle rates. We have identified a robust pipeline for 2015 and remain positive on our ability to consolidate smaller players. We expect to be able to deploy our capital at favorable ROI rates on organic growth initiatives or M&A for the foreseeable future given the opportunities ahead of us.

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

(Slide 8) During Q4, our paying subscribers increased by 91,000. Excluding Directi, our paying subscribers increased by 88,000. Combined with increases in our subscriber base due to acquisitions, we now have a base of 4.1 million paying subscribers. As a reminder, our Q4 subscriber adds are typically down sequentially from other quarters due to end of year seasonality. We added 26,000 more subs in Q4 2014 than we did in Q4 2013 in the core business.

Our ARPS grew to \$14.78 in Q4, an increase of \$1.63 or 12% from \$13.15 in Q4 2013. Excluding Directi, our ARPS grew to \$13.86, a \$0.71 or 5% increase from Q4 2013. In addition, product attachment rates for our major brands increased, growing to an average of 4.7 products per subscriber in addition to an initial web presence subscription, up from 4.1 products per subscriber in Q4 2013. The approximate number of subscribers of our major brands who spend more than \$500 per year with us increased to 131,000, or 10,000 more than last quarter and 32,000 more than the end of last year. The increase was driven by security, back-up, storage, and SEO/SEM products. In addition, the rollout of solutions such as optimized WordPress, VPS platform hosting and dedicated hosting has contributed to higher cart values and ARPS. Our MRR retention rate was stable at 99%. Finally, our average subscriber acquisition costs remained consistent with prior quarters.

(Slide 9) Moving to our financial metrics, our adjusted revenue for the quarter was \$175.2 million vs. our implied guidance range of \$171-\$173 million. This represents year over year adjusted revenue growth of 28%. Excluding the impact of Directi, adjusted revenue grew 18% to \$162.0 million. Adjusted EBITDA grew over 34% year over year and came in at \$62.0 million vs. our implied guidance range of \$56-\$61 million. Our unlevered free cash flow (“uFCF”) grew over 35% year over year and came in at \$50.7 million vs. our implied guidance range of \$37-\$47 million. Our free cash flow for the quarter was \$36 million, growing 90% year over year. Our adjusted EBITDA, uFCF and free cash flow results include the add-back of certain items such as integration and restructuring costs, consistent with the methodology used in past results. Integration and restructuring costs came in at \$3.6 million for the quarter which was towards the bottom end of our expectation of \$3.5 million to \$4.0 million. While we don’t expect to continue to separately track the performance of BuyDomains, Arvix and Webzai as they are rapidly integrated into our operations, we estimate their combined performance for Q4 to have been ahead of our previously stated expectations of \$4 million to \$5 million in adjusted revenue.

(Slide 10) Turning now to full year financial information, for the twelve month period ending December 31, 2014, adjusted revenue was \$652 million, reflecting 23% year over year growth. Excluding the impact of Directi, adjusted revenue grew over 14% to \$603 million. Adjusted EBITDA grew 13% year over year to \$236 million, and uFCF grew 16% year over year to \$193 million.

On a normalized basis our gross margin improved marginally but was offset by the impact of Directi, which has higher COGS and lower gross margin. As we noted throughout the fiscal year, we increased marketing investment in order to add subs and drive revenue, which we expect to contribute positively to cash flow in 2015. Our E&D and G&A lines improved as a percentage of revenue as we realized synergies from acquisitions and no longer bore IPO related G&A costs.

(Slide 11) Moving on to capital structure, our net debt stands at \$1,086 million. The balance on our revolver at the end of Q4 was \$50 million and our cash balance was \$34 million. During the quarter we received \$41 million in net proceeds from our follow-on offering and invested \$15 million into AppMachine BV in addition to making deferred consideration payments related to our M&A activity. While we expect to continue to use a mix of cash flow from operations and debt to fund our acquisitions, we are still committed to a medium term target leverage ratio of 4.0X. 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 12) Let’s move to guidance.

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 of \$220 - \$230 million, or 14% to 19% year over year growth

As Hari noted, our goal is to continue to grow revenue in the high teens to low 20s percentage points

range through approximately 2/3 organic growth contribution and 1/3 acquired revenue growth contribution. Our guidance expectations of 14% to 16% top line growth incorporate our current book of business, which is inclusive of the acquisitions made last fiscal year. We plan to update guidance for new deals as they come to fruition over the course of the year. Additionally, during fiscal 2015, we expect cap ex spend of approximately 5% of adjusted revenue.

For the period ending March 31, 2015, we expect the following:

- Adjusted revenue of \$175 - \$178 million, or 15% to 17% year over year growth
- Adjusted EBITDA of \$65 - \$66 million, or 10% to 12% year over year growth

As we have stated previously, our Q1 is seasonally heavy for SMB onboarding and related marketing spend. Consistent with last year, we expect these investments to contribute positively to cash flow later in the year. As a result, we expect to see lower adjusted EBITDA in Q1 relative to subsequent quarters. Additionally, we expect to have integration and restructuring charges of \$1.5 million to \$2.5 million in Q1 related to integrating and synergizing prior acquisitions. Finally, going forward, we will provide uFCF guidance on an annual basis only given the fluctuations that can occur quarterly.

With that, I will turn it over to Hari for some closing comments.

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

Thanks Tiv. Our fiscal 2014 financial and operational performance provided a solid footing on which to base our 2015 targets and sets us up nicely to continue to execute toward our longer-term goal of half a billion in EBITDA through our framework of organic and M&A contributions. We continue to focus on balancing growth investment and free cash flow generation as we strive for optimal returns on cash allocation for our investors. We are excited about the road ahead and the opportunities in front of us.

Thank you all for listening today and for your interest in the company, and I'll now turn the call over to the operator for Q&A.