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"Investment in staff and systems produces record organic growth."

CentralNic

Building a better global digital economy

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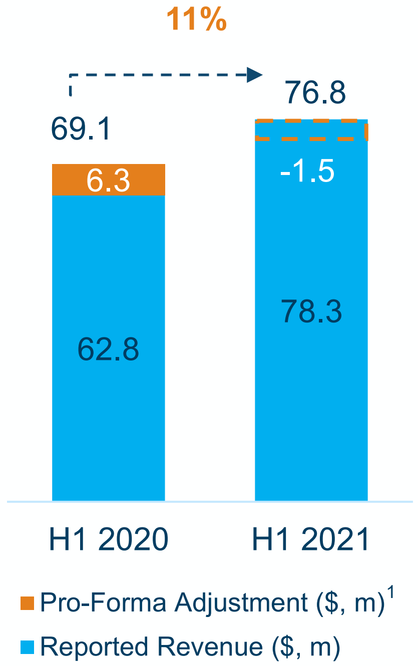
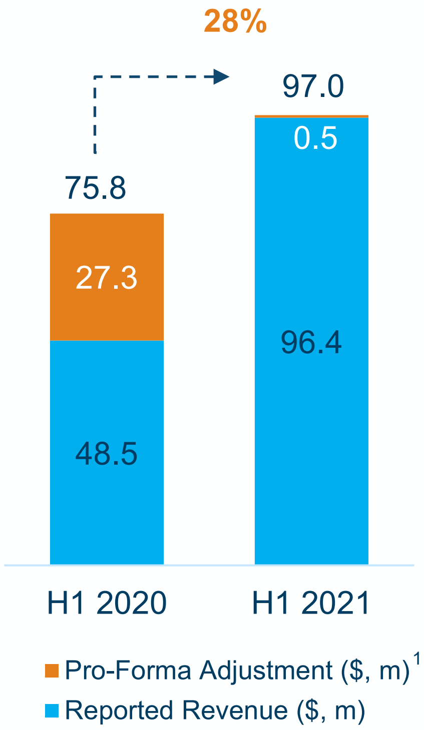
Record 20% organic growth

Providing the tools businesses need to succeed online



Online Presence

Web addresses / Websites



Online Marketing

Customer acquisition / Revenue generation

Notes: (1) Pro-forma adjustment for acquired revenue, constant currency FX impact and non-recurring revenues

Online Presence = web addresses, websites, email, etc. (includes acquired company SafeBrands)

Online Marketing = online customer acquisition and revenue generation (includes acquired companies Codewise and Wando)

Double digit growth across both segments: Organic growth of 11% and 28% respectively

CentralNic Group PLC

CentralNic H1 ‘21 Highlights

Strategy of investing to drive organic growth is delivering results

c.$9m annualised investment made in staff and systems

Result: $29m YoY organic revenue growth in H1 2021

Growth has accelerated as we exit COVID

New internet privacy measures support our growth

Additional Operational highlights

Data and AI group established

Experienced non-executive directors added to the board

New customer wins for the Registry business include JISC and Dot London

Successful bond tap issue of EUR 15m at 104.5% of nominal value

Acquisition of SafeBrands in January 2021 and Wando Internet Solutions in February 2021

Final deferred consideration payments made for Team Internet and SafeBrands

Currency exposure on the bond hedged at 3.3% below the level at 31 December 2020

H1 '21 Financial Highlights

Achieving record growth

Gross Revenue	Net Revenue	Adjusted EBITDA
$174.7m	$55.2m	$20.5m
+57%	+57%	+36%
H1 '20: $111.3m	H1 '20: $35.2m	H1 '20: $15.1m

Adjusted EPS	Operating Profit	Adjusted Cashflow
¢ 5.74	$4.7m	$25.8m
+29%	+68%	+128%
H1 '20: ¢ 4.45	H1 '20: $2.8m	H1 '20: $11.3m

Income Statement

($, m)	FY '20	H1 '21	H1 '20	% Change
Revenue	241.2	174.7	111.3	**57%**
Cost of Sales	-164.9	-119.5	-76.1	
Net Revenue (Gross Profit)	76.3	55.2	35.2	**57%**
Gross Margin %	32%	32%	32%	
Administrative Expenses	-70.8	-48.8	-29.7	**64%**
Share Based Payment Expenses	-5.1	-1.7	-2.7	
Operating Profit / (Loss)	0.4	4.7	2.8	
Adjusted EBITDA	**30.6**	**20.5**	**15.1**	**36%**
Depreciation	-2.1	-1.7	-1	
Amortisation of intangible assets	-12.5	-8.3	-5.4	
Non-core operating expenses**	-8.2	-5.1	-2.8	
Foreign Exchange Loss	-2.1	1	-0.4	
Share of associate EBITDA	-0.2	0	0	
Share Based Payment Expenses	-5.1	-1.7	-2.7	
Operating Profit or (Loss)	**0.4**	**4.7**	**2.8**	

* Subsidiary and Associate Earnings before interest, tax, depreciation, amortisation, non-cash charges and non-core operating expenses

Revenue and Gross Profit up by 57%

Stable Gross Margin YoY despite product mix shifting to Online Marketing

Balance Sheet

($, m)	FY '20	H1 '21	H1 '20	% Change
Non-Current Assets	271.8	277.6	209.8	32%
Current Assets	77.6	108.4	66.7	63%
Total Assets	**349.4**	**386.0**	**276.5**	**40%**
Non-Current Liabilities	137.9	153.0	128.4	19%
Current Liabilities	94.4	114.1	74.9	52%
Total Liabilities	232.3	267.1	203.3	31%
Total Equity	117.1	118.9	73.2	62%
Total Equity and Liabilities	**349.4**	**386.0**	**276.5**	**40%**

($, m)	FY '20	H1 '21	H1 '20	% Change
Gross interest bearing debt	113.6	123.3	104.0	19%
Cash	28.6	39.5	27.6	43%
Net debt*	**85.0**	**83.8**	**76.4**	**10%**

* Includes gross cash, debt and prepaid finance costs

Equity and Cash position improved over 31 December 2020

Net Debt reduced despite two acquisitions for USD 11m plus earnout

Cashflow Statement

($, m)	FY '20	H1 '21	H1 '20	% Change
(Loss)/Profit before taxation	**-9.4**	**-0.6**	**-1.8**	**-67%**
Adjustments for:				
Depreciation of PPE	2.1	1.7	1	70%
Amortisation of intangible assets	12.5	8.3	5.4	54%
Share of associate income	-0.2	0	0	-
Gain on sale of associate	-0.3	0	0	-
Finance cost (net)	9.9	5.3	4.6	15%
Share based payments	5.1	1.7	2.7	-37%
Decrease in trade and other receivables	-9.3	-20.1	2.3	-974%
Increase in trade and other payables and accruals	12.3	20.3	-8.7	-333%
Decrease in inventories	-	-	-	-
Cash flow from operations	**22.7**	**16.6**	**5.5**	**202%**

Unadjusted cashflow from operations tripled in H1 '21

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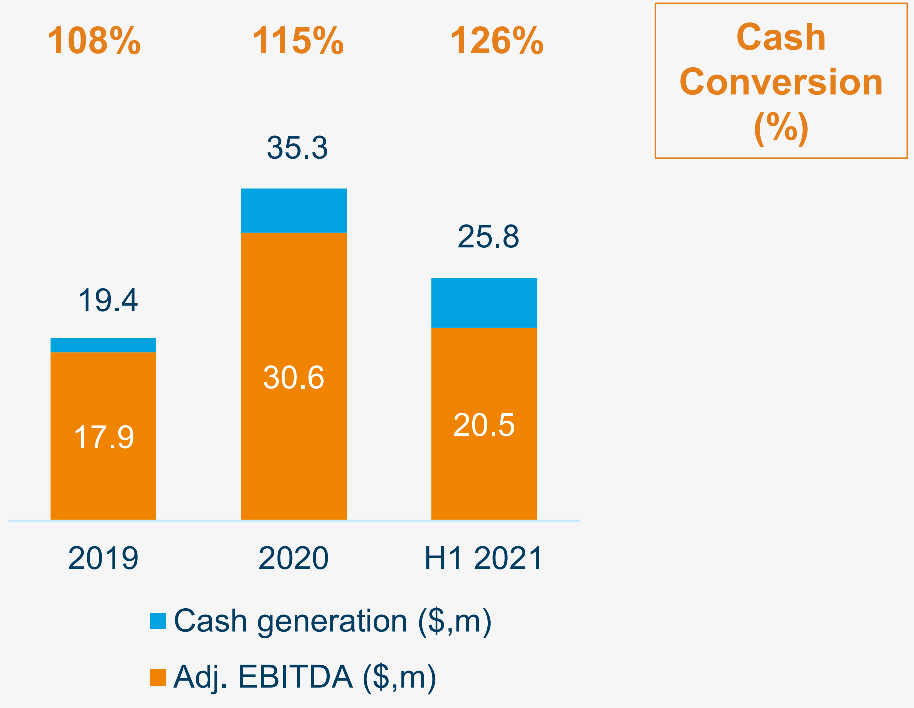
A cash generation machine with great organic growth



Notes: Sourced from audited financial statements, cash generation is defined as Adj. EBITDA x Cash Conversion

Cash generation from operations = 126% of Adjusted EBITDA (2020: 115%)

Testament to accelerating growth accelerating cash conversion

Adjusted Cashflow Bridge:

Cash Conversion Analysis ($, m)	FY '20	H1 '21	H1 '20
Cashflow from operations	22.7	16.6	5.5
Exceptional costs	7.5	7.1	2.8
Settlement of working capital items	5.1	2.1	3.0
Adj. cashflow from operations	**35.3**	**25.8**	**11.3**
Adjusted EBITDA*	**30.6**	**20.5**	**15.1**
Adjusted Cash Conversion %	**115%**	**126%**	**75%**

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Profits expected to improve with scale in future years

	($,m)	H1 '21	H1 '20	Δ H1 '21 - H1 '20
1	*Net revenue (gross profit)*	*55.2*	*35.2*	*20.0*
	OPEX	(34.7)	(20.1)	(14.6)
	Adj. EBITDA	*20.5*	*15.1*	*5.4*
2	*Amortisation of intangible assets*	(8.3)	(5.4)	(2.9)
	Depreciation of PPE	(1.7)	(1.0)	(0.7)
	Foreign exchange gain/(loss)	1.0	(0.4)	1.4
3	*Non-core operating expenses*	(5.1)	(2.8)	(2.3)
	Share-based payments expense	(1.7)	(2.7)	1.0
	Operating profit	*4.7*	*2.8*	*1.9*
4	*Finance costs*	(5.3)	(4.6)	(0.7)
	Profit before taxation	**(0.6)**	**(1.8)**	1.2

1. **Overhead to plateau** – staff cost increased due to 3 acquisitions after 30 June 2020 and new hires to accelerate organic growth. Growth in staff has already slowed down as we approach the optimal team size

2. **Amortisation relates to M&A** – these are non-cash costs. When we make acquisitions, IFRS requires us to allocate part of the purchase price to intangibles that are then written down through the P&L each year

3. **Non-core expenses to reduce over time** – contingent costs related to acquisitions and integrations. Reduces over time and as outside advisers replaced with in-house staff

4. **Finance Costs (Interest on bond) will decrease** – tap issue in February 2021 indicates lower interest rate may be obtainable when refinancing the bond during window from H2 2022 to H1 2023

CentralNic Group PLC

M&A, Growth and Integration

Acquisition criteria:

- Earnings accretive
- Recurring revenue
- Achievable synergies
- Entrenched customers
- Access to growth markets

Integration priorities:

- Switch to group suppliers/back office functions
- Ramp up growth with cross-selling
- Achieve identified synergies
- Redeploy staff on accelerating growth

Team Internet case study: continuous double-digit growth under CentralNic's ownership

INTERNAL

Acquired Dec '19
Annual Rev: $75m [1]

CentralNic investing in staff and development

Current Annual
Revenue: $123m [2]

EXTERNAL

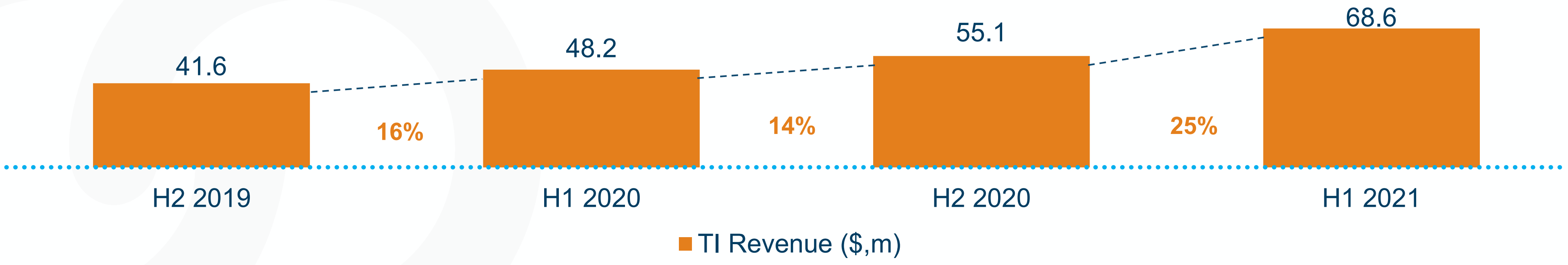
Acquired by CNIC

Safari blocks 3rd party cookies by default

Apple's iOS 14 enables Tracking Prevention in all browsers and apps

Apple's iOS 15 includes Mail Privacy Protection

Google announced ban on use of third party cookies



Notes: (1) FY revenue in year ended Dec 31, 2019, (2) 12 months to June 30, 2021

Leader in ESG

Inclusivity

CentralNic's Mission is "Making the internet everybody's domain," and it supplies tools to people in almost every country in the world to succeed in their online projects

Tree Plantation Program

In late 2020, CentralNic began a program to plant a tree for every domain name under its management through the Eden Reforestation Project

Diversity

CentralNic has a very diverse global workforce and operates a policy of considering diversity priorities in all hiring and promotions

Carbon Reduction/Offset

CentralNic considers carbon emissions in its strategic plan and practices Streamlined Energy and |Carbon Reporting (SECR). The company has offset its identified 2020 GHG emissions by investing in Verified Carbon Standard certified clean energy projects

Grants for worthy projects

Through its SK-NIC Fund, CentralNic, has donated over €500,000 in grants to initiatives supporting education, cyber-security and accessibility

Strategic Priorities

Organic Growth

New customer wins, supporting existing customers, and cross-selling our services

Launching new products and contracting with new suppliers

Focused M&A

Website and e-commerce targets matching our own recurring revenue, cash generation profile

Strong pipeline of attractively priced deals

Operating Leverage

Achieve cost savings in future periods by continuing our integrations

We expect operational gearing to enhance margins as the group scales

Sustainable Debt

Reduce interest rate on historic debt (latest effective interest rate <5%)

Retain Net Debt / EBITDA ratio of < 2.5 and interest coverage of > 4x

Appendix

Overview of CentralNic's German operations

German Board Members

Michael Riedl, Group Financial Director

Michael Riedl joined CentralNic as CFO in 2019. Prior to that, he was Executive Vice President and CFO of KeyDrive S.A. He has previous experience from managing positions in the private equity and ICT industries.

Thomas Rickert, Non-Executive Director

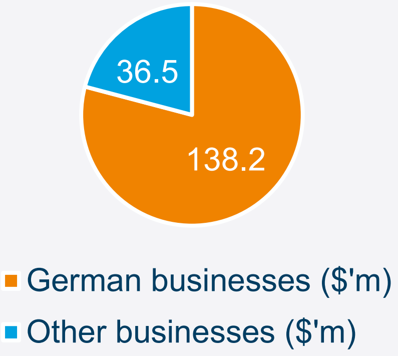
Thomas Rickert is an attorney-at-law in Bonn. He previously served on the Council of the Generic Names Supporting Organisation and has extensive experience in the domain industry working on disputes.

Horst Siffrin, Non-Executive Director

Horst Siffrin is a partner of inter.services holding/investments in Berlin. He was Chairman of the Supervisory Board of KeyDrive SA, Luxemburg and member of the Advisory Board of the Key-Systems Group up till August 2018.

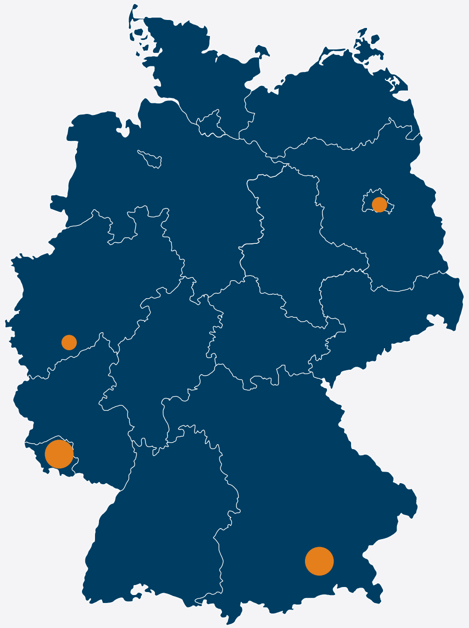
Revenues

Revenues from German businesses contributed 79% to total Group revenue in H1 '21



Locations

222 staff in Germany; with offices in Berlin, Bonn, Munich and Saarbrucken



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What does CentralNic do?

We sell the tools companies need to do business online

FOUNDATION:	WEB ADDRESSES	$5B MARKET, GROWING AT AROUND 3% PER YEAR ON AVERAGE
ONLINE PRESENCE:	EMAIL, WEBSITES, ETC.	$25B MARKET, GROWING AT AROUND 6% PER YEAR
ONLINE MARKETING:	ONLINE CUSTOMER ACQUISITION AND WEBSITE REVENUE GENERATION	$400B MARKET GROWTH 21.6% PA

A hugely resilient recurring revenue business

Recurring revenues

- Online presence services sold as annual subscriptions
- Online marketing services billed continually on utility style rolling contracts

High customer stickiness

- Less than 2% of Online Presence customers change supplier each year
- Average Online Marketing customer has been using our service for c.5 years

Proven resilience

- Continued growth despite 20 years of competition from Amazon stores, Facebook, apps, etc.

Future proof – an ESG leader with no exposure to changes in algorithms or internet policy

- No reliance on rankings in Google Search (or any other search engine)
- No cookies used or private user data collected as part of the Online Marketing business

CentralNic's Unique Market Position

Products and Services

- **Most comprehensive rights to web address inventory** secured over 20 years
- **100+ suppliers globally depend exclusively on our technology, billing, cash collection and other services**
- **Exclusive revenue-generation rights to 20 million websites**

Global recurring revenue customers

- **300+ enterprise clients directly, including 10 from the Global 1000**
- **4,500 online marketers/media buying platforms use our customer acquisition tools**
- **20,000 reseller customers**, including all the world's largest (Alphabet, Amazon, Alibaba, etc.)
- **300,000+ direct SMB customers**
- **WE ALREADY DO BUSINESS WITH OUR ACQUISITION TARGETS**

Market description
Online marketing services

HOW ONLINE MARKETING SERVICES WORK

Massive underlying growth

- Over 4 billion people access the internet
- E-commerce generated $4.3 trillion in 2020, growing at 27% pa

Online Customer Acquisition

- Over $400b was spent in 2020 (growing at 21%) on online marketing, by ecommerce operators and others to acquire customer

Online Revenue Generation

- Websites with “traffic” (= people surfing the internet) are able to generate revenue through placing advertisements on their websites.

CentralNic’s Business Characteristics

CentralNic accesses tens of millions of websites and domains with traffic, including traffic from 20 million domains on an exclusive basis.

CentralNic uses AI and enormous processing power to identify potential customers for its clients using contextual advertising (analysing domain names and website content)

Recurring revenues – Rolling contracts and “programmatic advertising” tools for clients to automate a continuous stream of new customers to the websites deliver utility-style predictable revenues

Future proof – CentralNic’s online marketing businesses have **no exposure to:**

- Google Search
- Cookies
- Private user data

Hence, we are at the forefront of ESG friendly online advertising and immune to changes in search algorithms, cookie regulation and privacy policies

CentralNic has achieved impressive growth since 2013

($, m)

…Through a combination of organic growth and highly accretive acquisitions

Since its IPO in 2013, CentralNic has achieved a CAGR of 79% through a combination of new client wins, sales of new services and the successful execution of an ambitious acquisition strategy

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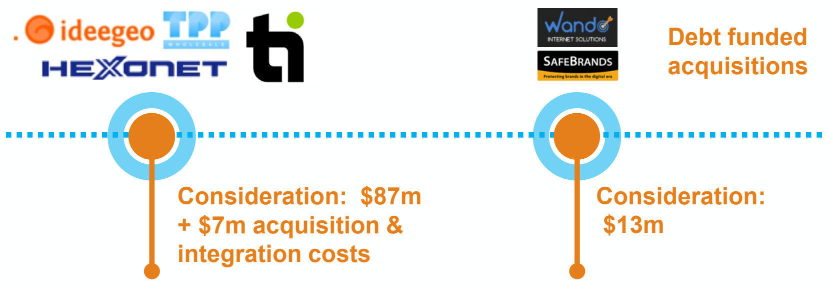
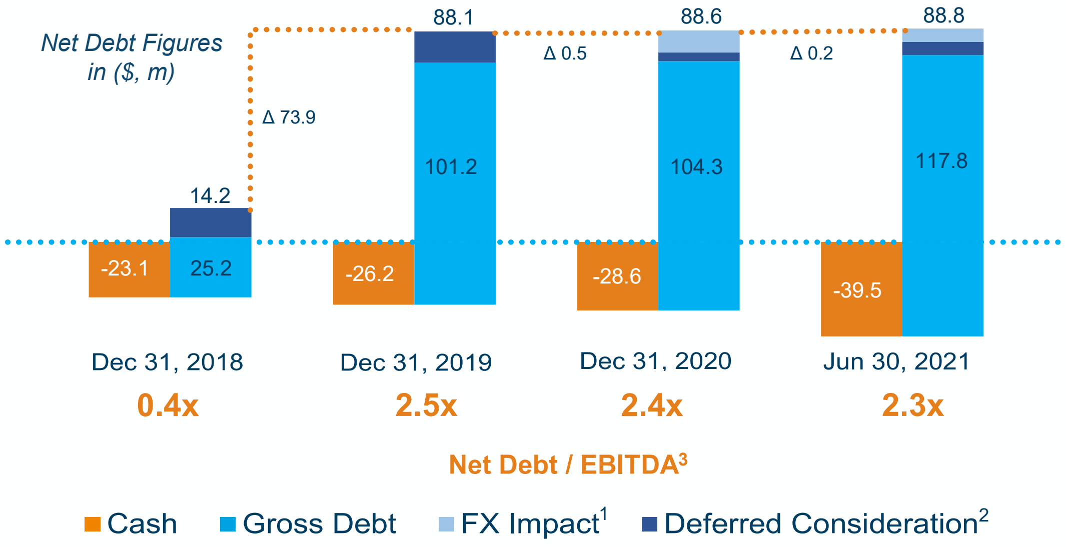
Debt used only to finance acquisitions





Notes: (1) The bond is denominated in EUR, the fluctuations in EUR/USD FX rate in FY20 resulted in $9m increase in Total Debt (2) Total Debt includes deferred consideration balances (3) Net Debt/EBITDA ratio is calculated as Total Debt – Cash Balance divided by annualized PF Adj. EBITDA

No increase in Net Debt in H1 2020 despite USD 13m of acquisitions including deferred consideration

Deferred consideration always paid from operating cashflow

EUR hedge protects the company against future EUR appreciation or USD devaluation

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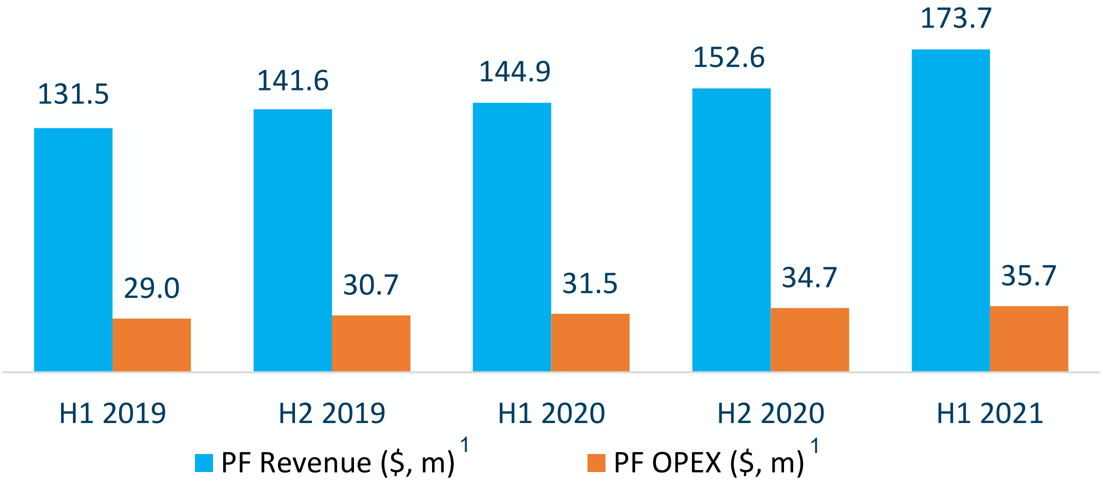
A cash generation machine with great organic growth
(cont.)

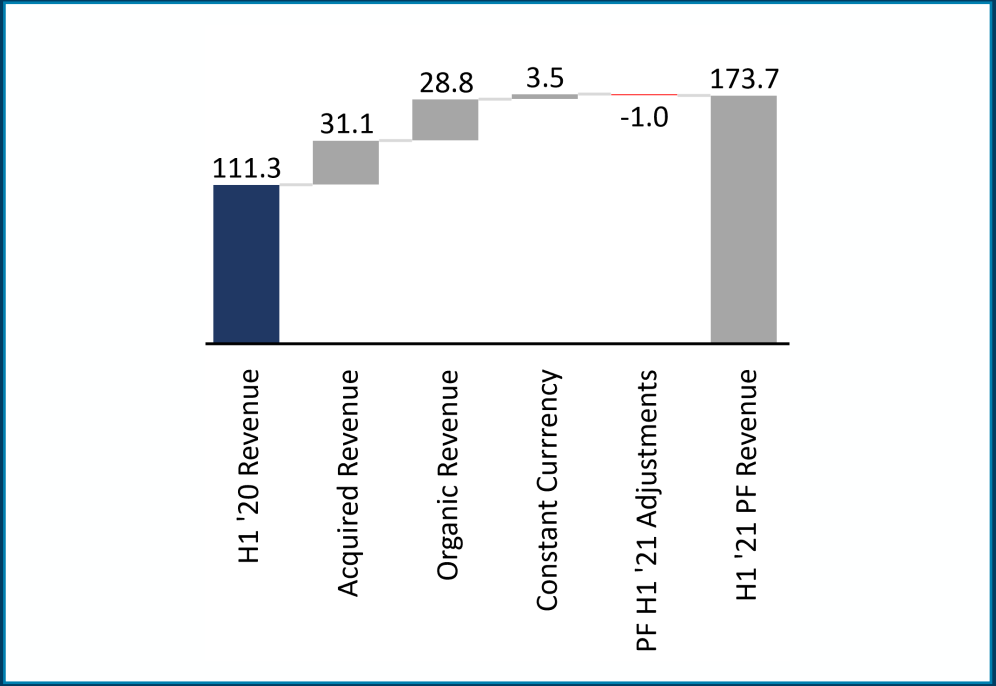


	H1 2020	H2 2020	H1 2021
Δ Revenue (y-o-y) ($, m)	13.4	11.0	28.8
Revenue Growth (y-o-y) %	*10.2%*	*7.8%*	*19.9%*
Δ OPEX (y-o-y) ($, m)	2.5	4.0	4.2

Notes: (1) Pro-Forma Revenue and OPEX

Organic growth has jumped from 10% in H1'20 to 20% in H1 '21 following a $10 million investment in restructuring and new hires in 2020

Reported H1 '20 Revenue to PF H1 '21 Revenue Bridge



Figures in ($, m)

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