



The following prepared remarks are an excerpt from the 2014 Third 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 opportunities, our investment priorities, our financial guidance for fiscal year 2014, 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 November 4, 2014, 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 Third Quarter 2014 earnings release and presentation, each dated November 4, 2014, 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 third quarter 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-K filed with the SEC on February 28, 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 5) Thanks Angela, hello everyone and welcome to our third quarter earnings call. For those of you new to Endurance, please refer to the back section of our presentation, available on the IR website, which provides a brief overview of our company.

We are very pleased to report results that came in above our guidance on our key financial metrics which continue to demonstrate the financial and operational strength of our business model. Adjusted revenue was \$164.9 million, representing year over year growth of 23 percent. Adjusted EBITDA was \$58.0 million, and unlevered free cash flow was \$50.1 million. Our free cash flow grew 72% year over year to \$35.8 million.

As in prior quarters, our two key organic growth drivers were our ability to add high quality subscribers and sell our subscribers more products and services. During Q3, our number of paying subscribers increased by approximately 94,000, bringing our total paying subscribers on platform to over 3.8 million. Our average revenue per subscriber (ARPS) was \$14.49, an increase of \$1.35 or 10% over Q3 2013.

(Slide 6) In addition to the financial and operating results in the third quarter, we continued to execute in other areas of the business.

- We expanded our Google partnership by entering into an agreement with Google to help small and

- medium businesses in Africa and Southeast Asia get online. This is in addition to the existing *Get Your Business Online* programs in the United States and India. Given the increasing depth of our Google partnership, we expect the partnership to add to our base of paying subscribers over time.
- In addition to helping grow our subscribers, our Google partnership has also expanded to helping grow our ARPS. We launched the Google Apps product suite at the end of the quarter and have begun offering it to our subscriber base across our major brands.
  - During the quarter, we also started testing a beta version of our mobile app, *Business on Tapp*. We expect *Business on Tapp* to drive engagement with our subscriber base and assist with product upsells. During Q4, we plan to experiment with *Business on Tapp* to drive downloads and create a highly engaged set of communities amongst our subscriber base.
  - Our international expansion remains on track with HostGator now in Brazil, India, China, Singapore, Russia, and Turkey; Bluehost in Brazil, Russia, India, China and Turkey; and Domain.com in China. While the revenue and cash flow contributions from these geographies remain modest as we refine our business model and fortify our initial beach heads in a deliberate, step-by-step manner the growth rates we are experiencing in some of these markets are quite high and very encouraging. In Brazil for example, we are seeing year over year revenue growth of over 50%.
  - Finally, we continue to make improvements to our technology platform. We launched a new version of our proprietary data analytics platform to utilize all of the data we gather from our 3.8 million subscriber relationships to better find, engage and upsell subscribers. We monitor tens of millions of subscriber events including cash billings, subscriber adds and losses, product take-up rates and marketing spend on a daily basis. Consequently, we are improving our ability to intervene and drive sales and marketing campaigns on a real time basis, thereby maximizing the ROI on our sales, support and marketing investments. We believe that our use of this large pool of SMB data plays a significant role in enabling us to improve on the operational excellence we strive for every day. We also believe our ability to use this data and analytics to monitor the business gives us a predictable and profitable business model.

Next, I would like to spend a few minutes discussing the dynamics in our market and how they drive the operating principles of our company. Our business is about helping small businesses establish a digital presence with products like domains, web site builders, web hosting, email marketing, SEO and SEM services, and a variety of other tools and technologies small businesses need to get on the internet. Our focus on operational excellence while servicing this large and fragmented market allows us to drive increasingly profitable growth with great free cash flow generation. Executing on this strategy at scale can establish a long term winner. As we think about increasing our scale, given the opportunities in the market we operate in, we think about growing our subscriber base and our ARPS by both organic growth and growth through M&A.

We have a long history of successfully on-boarding acquisitions and migrating subscribers on to our technology platform. Along with our organic growth, acquisitions have allowed us to double our revenue and cash flows twice over the past six years, and have been focused on adding to our base of subscribers and growing our ARPS. Assuming that we can find opportunities that meet our return on investment thresholds, we plan to selectively continue to use M&A to grow our subscriber base by expanding our sales acquisition funnel and entering new geographies, and to grow our ARPS by adding to our portfolio of

products and expanding revenues. Over the last few months, we made three acquisitions that fit nicely within this framework of growing subscribers and ARPS while providing our subscribers with compelling new products that enhance their ability to get online and grow their business.

- First, we closed the acquisition of Israel based **Webzai**. The company creates a simple to use web site builder as well as a robust mobile web builder. We will deploy the Webzai web builder and the mobile builder products across more market segments and geographies, especially in emerging markets. We plan to continue to distribute Weebly with whom we have a product distribution arrangement and deploy the Webzai offering in a complementary manner.
- Second, we closed the acquisition of **BuyDomains**, a Waltham, MA based provider of premium domain products and services, in the second half of September. BuyDomains allows us to address our subscribers' needs for premium domains. BuyDomains also provides us with certain rights to valuable intellectual property. We feel this acquisition rounds out our domain product offering, but does not change our go to market approach of leading with a web presence bundle.
- Finally, subsequent to the quarter end, we acquired **Arvix**, a California-based web presence provider with a robust subscriber base. Arvix subscribers have a similar profile to subscribers of some of our existing brands. The company also deploys a go-to-market strategy similar to ours. We expect to move the Arvix subscriber base to our platform and leverage our reach and scale to generate better economics. The transaction closed late last week.

We have committed to pay approximately \$77 million in total purchase consideration for these acquisitions and expect them to be accretive. Assuming we are successful in realizing anticipated synergies, we expect to have paid mid-to-high single digit EBITDA multiples for these acquisitions.

With that, I will turn the call over to Tiv Ellawala, our CFO, who will review the financial and operating metrics in more detail, as well as provide color on expectations for the remainder of the fiscal year.

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

Thanks, Hari. As we celebrate our first year as a public company and report our fifth quarter of results, our business continues to deliver strong top and bottom line performance in a steady, predictable manner. Our large, stable subscriber base and recurring revenue business model provide strong visibility into future results allowing us to forecast our business reliably. Consequently, we are able to make prudent capital deployment decisions early in a particular investment cycle with significant line of sight and predictability on returns.

(Slide 7) Beginning with our operating metrics, during Q3 the number of paying subscribers increased by approximately 94,000, bringing the total number of paying subscribers on platform to over 3.8 million. Excluding Directi, the number of paying subscribers increased by approximately 93,000 during Q3. Excluding Directi, through the end of Q3, the number of paying subscribers has increased by approximately 286,000, which is higher than the increase in paying subscribers in all of 2013. We are

particularly pleased with this performance as it shows the continuing strength of our on-boarding funnel and the effectiveness of improvements we have made to our marketing program. We are also seeing strong secular tailwinds in our markets as online penetration grows, the number of businesses going online increases, and the demand for online products and services increases as a result of changes in purchasing behavior and patterns. The US still remains our largest market.

Our ARPS grew to \$14.49, an increase of \$1.35 from \$13.14 in Q3 2013. Excluding Directi, our ARPS grew to \$13.54, a \$0.40 or 3% increase from Q3 2013. In addition, product attachment rates for our major brands increased, growing to an average of 4.6 products per subscriber in addition to an initial web presence subscription, up from 3.9 products per subscriber in Q3 2013. The approximate number of subscribers of our major brands who spend more than \$500 per year with us increased to 121,000, or 7,000 more than last quarter and 21,000 more than the end of last year. Some of our most popular products driving our attach rates include security, back-up and storage, SEO/SEM and additional domains. In addition, rollout of services such as managed WordPress, VPS hosting and dedicated hosting are contributing to higher cart values and ARPS. Our MRR retention rate was stable at 99%. Finally, our subscriber acquisition costs remained consistent with prior quarters.

(Slide 8) Moving to our financial metrics, our adjusted revenue was \$164.9 million vs. our guidance range of \$161-\$164 million. This represents year over year adjusted revenue growth of 23%. Excluding the impact of Directi, adjusted revenue grew over 13%. Adjusted EBITDA grew over 16% year over year and came in at \$58.0 million vs. our guidance range of \$55-\$57 million. Our unlevered free cash flow (“uFCF”) grew over 17% year over year and came in at \$50.1 million vs. our guidance range of \$42-\$44 million. Our free cash flow for the quarter was \$35.8 million, growing 72% 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.

(Slide 9) Turning now to year to date financial information for the nine month period ending September 30, 2014, adjusted revenue was \$476.7 million, reflecting 22% growth over the same period a year ago. Excluding the impact of Directi, adjusted revenue was \$441.5 million, reflecting 13% year over year growth. Adjusted EBITDA was \$173.7 million, and UFCF was \$142.7 million.

As we noted in our Q1 and Q2 calls, we are increasing marketing investments this year in an effort to add subscribers and drive revenue as we have completed integration of past acquisitions. As previously noted, we expect these marketing investments to drive revenue growth this year while contributing positively to cash flow in 2015. Based on the favorable marketing yields we are currently experiencing, we plan to continue with our marketing investments to on-board subscribers throughout Q4. Our plans to rationalize our data centers, support locations and associated staff are going well and are on target. Additionally, the Directi integration is also going well and is ahead of schedule. Given the pace and level of integration, it is increasingly difficult to break-out Directi results as we have done during the last three quarters as they integrate with our core business. As a result, beginning in Q4, we will no longer report Directi’s contribution separately.

(Slide 10) Moving on to capital structure, our net debt stands at \$1,123 million an increase of \$46 million

vs. Q2 2014. The increase in net debt was driven by payments for acquisitions as we funded the payments from operating cash flows and draw downs against our revolving credit facility of \$125 million. The balance on our revolver at the end of Q3 was \$61.0 million and our cash balance was \$24 million. 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.

(Slide 11) Finally, let's move to guidance. We expect the following for FY 2014 results:

- Adjusted revenue of \$648 - \$650 million
- Adjusted EBITDA of \$230 - \$235 million
- Unlevered Free Cash Flow of \$180 - \$190 million

We continue to expect full year 2014 adjusted revenue growth excluding Directi and the newly announced acquisitions to continue to be between 13% and 14%.

In Q4, we expect integration and restructuring expense to decline to \$3.5 - \$4.0 million as we wind down the integration of Directi and complete the restructuring of our data centers, support locations and associated staff.

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

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

Thanks Tiv. The solid financial and operating performance we just discussed is a result of our focus on operational excellence and profitable growth as measured through growth in cash flows. We are excited to now be able to use both organic growth and M&A to scale up the business. We expect that our acquisitions will mostly be smaller sized tuck-in type deals or deals that help bootstrap our product offerings. We have doubled the size of our company twice in the past six years. If we can find the right deals at the right price and if we can continue our success with operational excellence to drive our organic growth, we would love to see this type of success repeated.

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.