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2Q 2017 FINANCIAL RESULTS

August 3, 2017

Welcome to Web.com's Quarterly Earnings Call

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Some of the measures in this presentation, including adjusted EBITDA, are non-GAAP financial measures within the meaning of the SEC Regulation G. Web.com believes presenting non-GAAP financial measures is useful to investors, because they describe the operating performance of the company, in ways that management views, or uses to assess, the performance of the company. Company management uses these non-GAAP measures as important indicators of the company's past performance and in planning and forecasting performance in future periods. The non-GAAP financial information Web.com presents may not be comparable to similarly-titled financial measures used by other companies, and investors should not consider non-GAAP financial measures in isolation from, or in substitution for, financial information presented in compliance with GAAP. You are encouraged to review the reconciliation of non-GAAP financial measures to GAAP financial measures included in this presentation and in Web.com's press release on August 3, 2017, and filings it makes with the Securities and Exchange Commission, which are available at www.sec.gov as well as in this presentation.

Agenda

Corporate Overview

- Business Highlights
- 2017 Objectives Update
- Quarterly Financial Summary
- Operating Highlights

Financial Review

- 2Q 2017 Financial Performance
- 3Q & Full Year 2017 Financial Guidance

Q&A

2Q 2017 Business Highlights

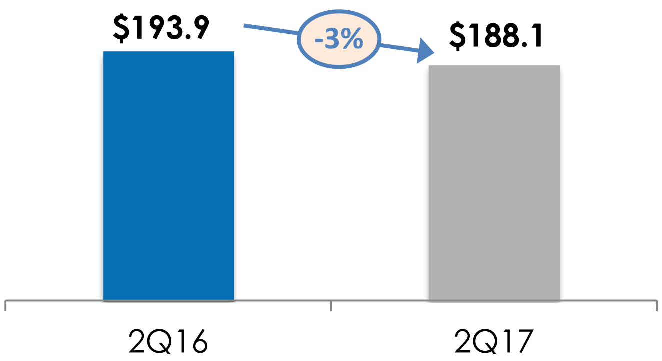
- **On target with strategic goals**
- **Paid down $32 million of debt**
- **Increased liquidity and financial flexibility with refinancing**
- **Launched *Fill-in*, a product enhancement for Dental Vertical**
- **Started marketing tests in Premium Services (Lead Stream)**

2017 Objectives Update

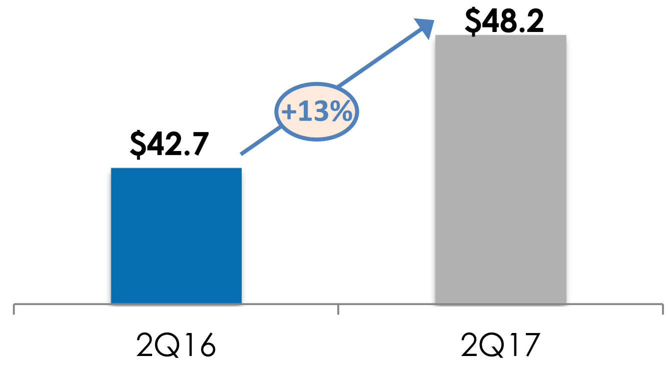
- **Stabilize and Optimize**
- **Integrate**
- **Invest & Grow**
- **International Expansion**

2Q 2017 Financial Highlights

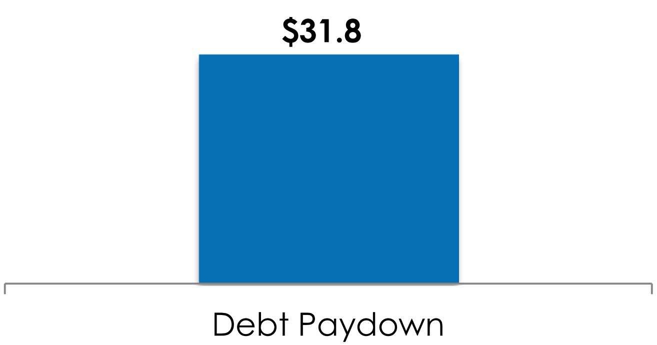
Non-GAAP Revenue ($mm)



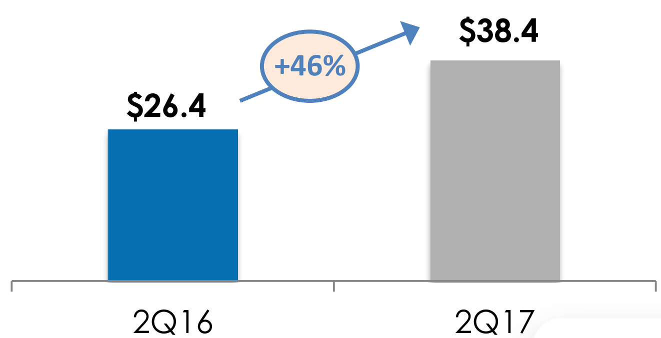
Adjusted EBITDA ($mm)



Capital Deployment ($mm)



Free Cash Flow



Strategy Results in Near-term Changing Metrics

- **Investing in Value Added Services (VAS) versus Domains**
  - ✓ VAS products are higher return and higher ARPU compared to Domains
  - ✓ VAS subscribers are acquired in lower numbers than Domain subscribers
  - ✓ VAS subscribers have good retention, but not as high as Domain subscribers

- **This mix shift means**
  - ✓ Better returns, revenue growth, and free cash flow
  - ✓ Improving ARPU
  - ✓ Lower net subscribers
  - ✓ Decrease in retention

2Q 2017 Operating Highlights

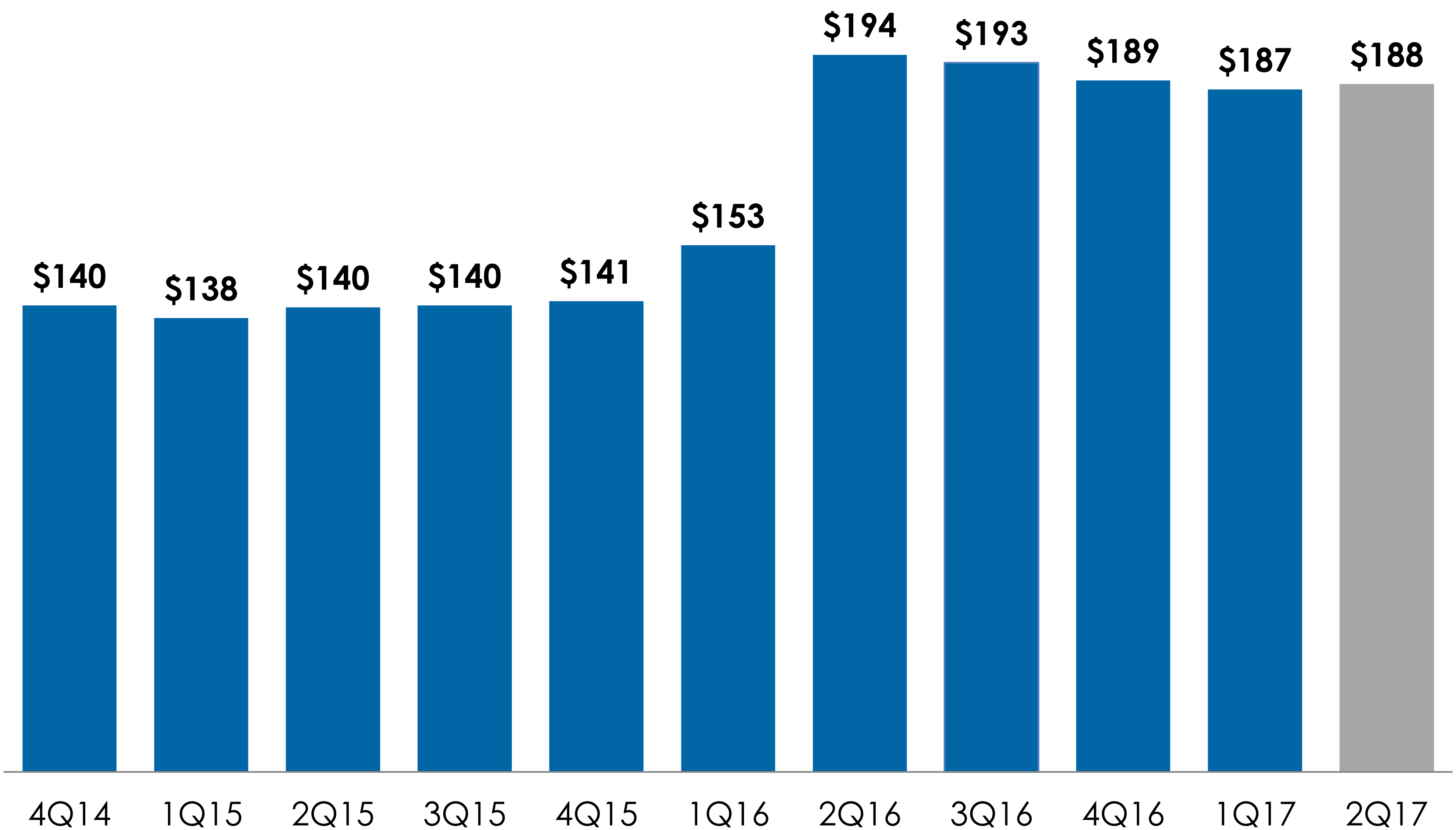
12,000 Reduction In Subscribers

3,490,000 Total Subscribers

84.4% LTM Retention

Notes: LTM Retention is a trailing twelve month retention metric calculated as subscribers at the end of the period less acquired subscribers divided by the sum of subscribers at the beginning of the period and the new subscribers added during the last twelve months.

Non-GAAP Revenue ($mm)



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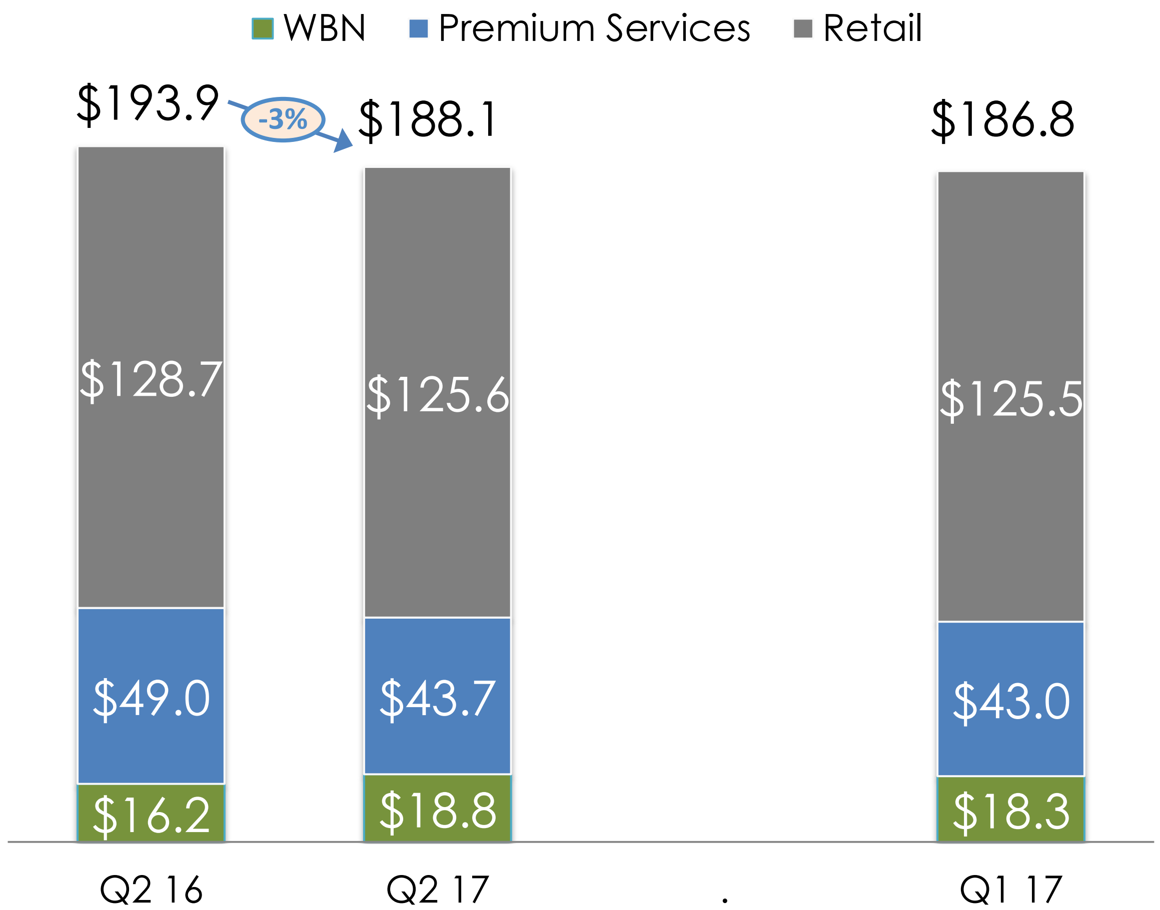
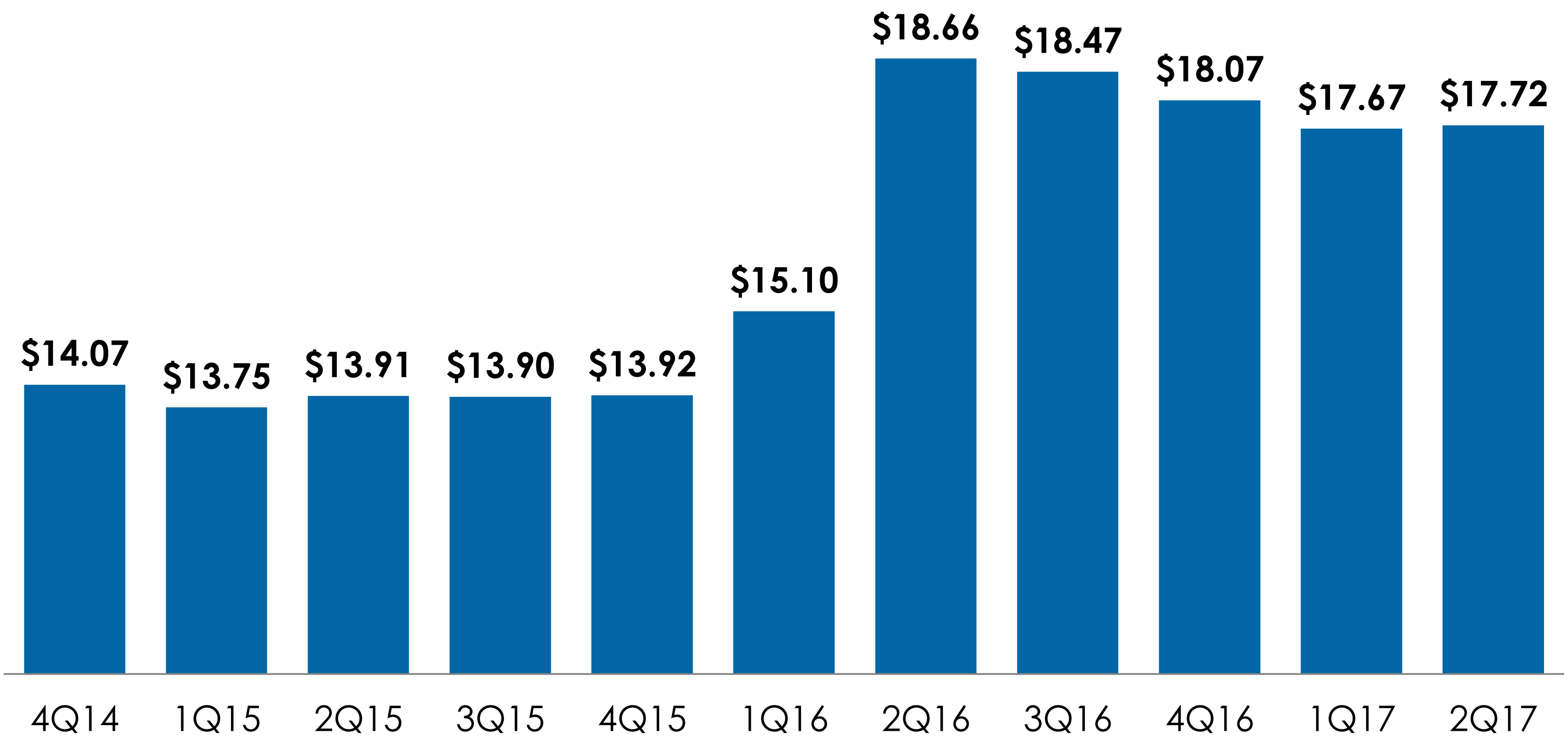
Non-GAAP Revenue Detail ($mm)



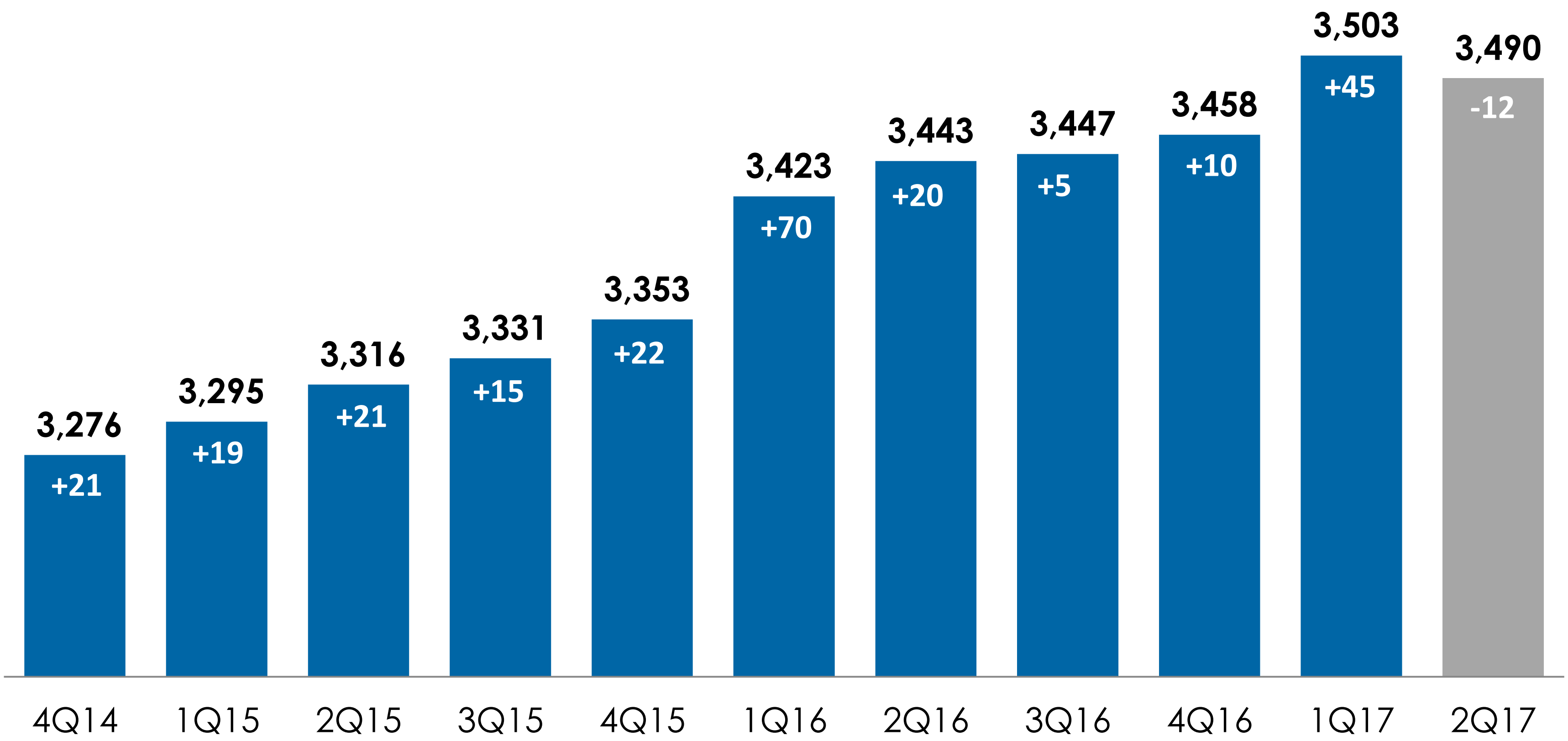
Note: Numbers may not add due to rounding.

ARPU



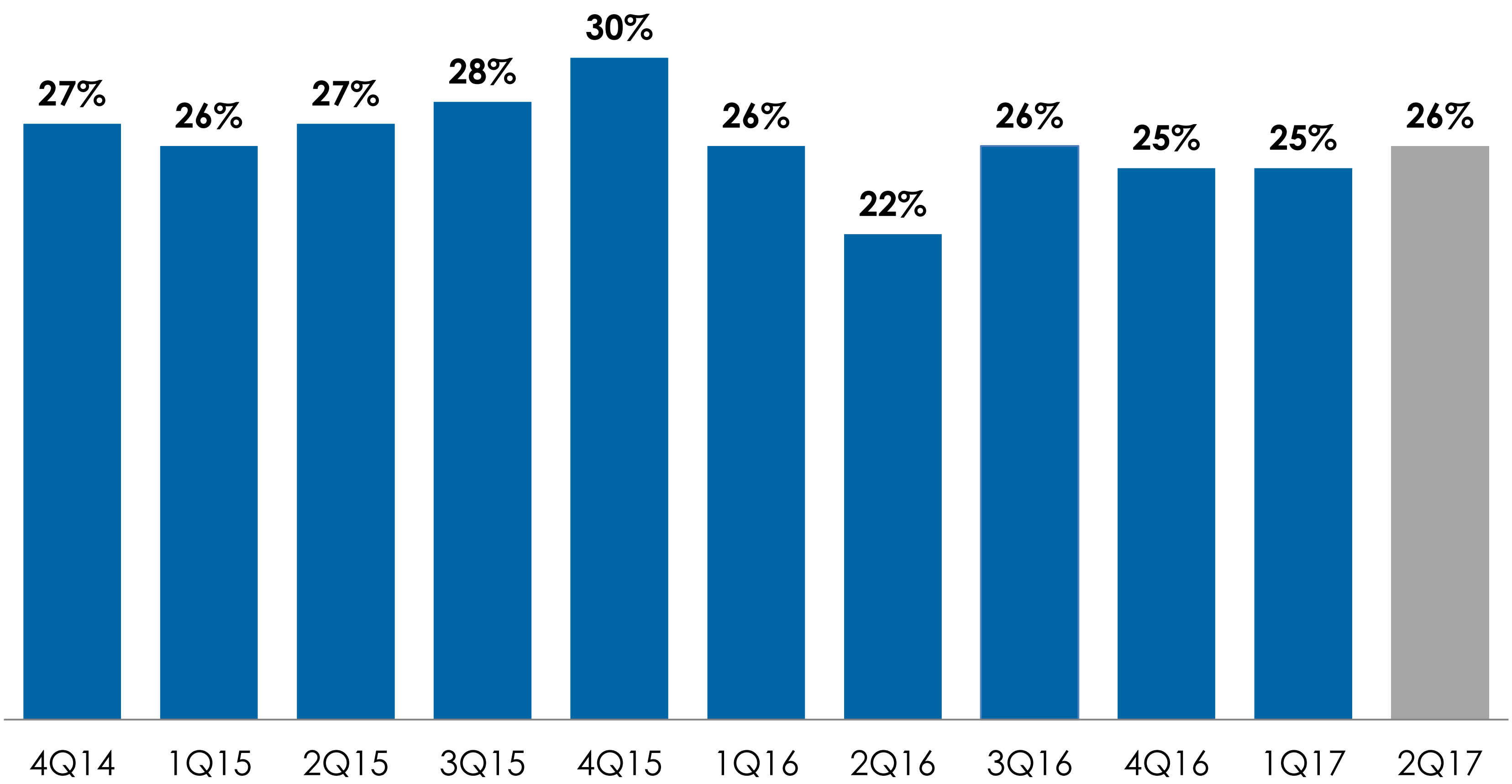
Note: ARPU is calculated as Non-GAAP subscription revenue divided by the average number of subscribers for the period divided into a monthly average. 1Q16 ARPU includes 23 days of Yodle activity in the quarter. Yodle acquisition closed on March 9, 2016. 1Q17 ARPU includes 59 days of DonWeb.com activity in the quarter. DonWeb.com acquisition closed on January 31, 2017.

Net Subscriber Growth



Note: 3Q14 net subscriber adds includes approximately 11,000 customers acquired as part of the Scoot acquisition. 1Q16 net subscriber adds includes approximately 53,000 customers acquired as part of the Yodle acquisition. 1Q17 net subscriber adds includes approximately 74,000 customers acquired as part of the DonWeb com acquisition. Numbers may not add due to rounding

Adjusted EBITDA Margin

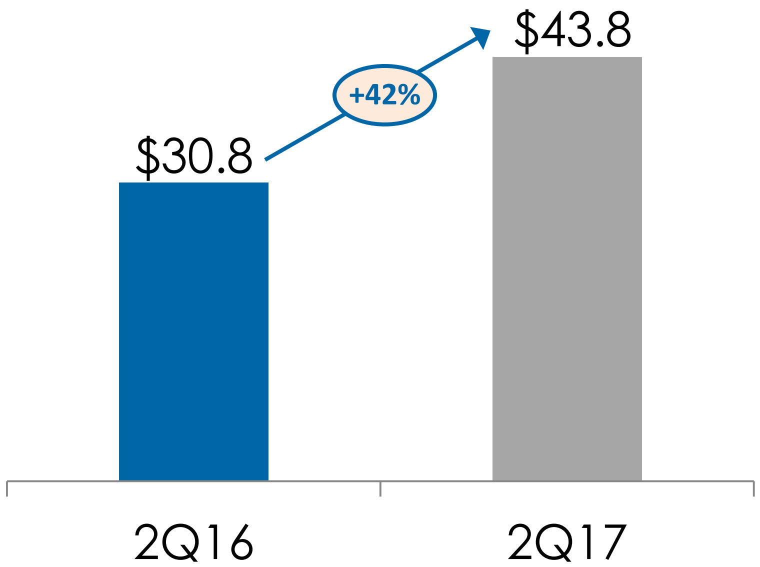


2Q 2017 GAAP Results

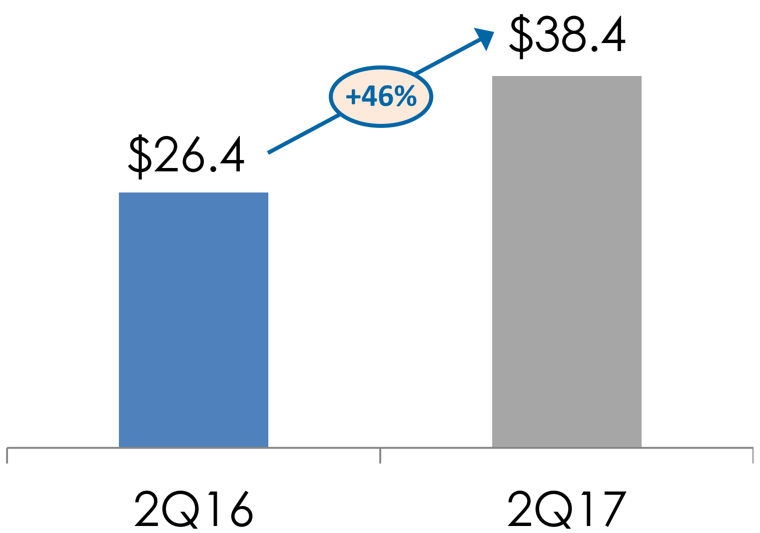
($ mm)	
Revenue	$186.7
Cost of revenue (excluding depreciation & amortization)	$58.5
Income from operations	$23.0
Net Income	$8.0
Diluted net income per share	$0.16

Cash Flow Generation

Cash from Operations ($mm)



Free Cash Flow ($mm)



Summary Balance Sheet

	6/30/16	9/30/16	12/31/16	3/31/17	6/30/17
Cash	$9.0	$21.8	$20.4	$24.5	$33.4
Accounts Receivable, net	$19.4	$20.1	$20.6	$18.3	$20.3
Deferred Expenses	$112.1	$110.5	$109.3	$111.6	$111.6
Debt (current & long-term)					
Term Loan	$387.6	$385.1	$382.7	$380.3	$404.7
Revolver	$92.4	$71.9	$49.3	$56.3	$0.0
Convertible Debt	$258.8	$258.8	$258.8	$258.8	$258.8
Total Debt (Gross)	$738.8	$715.8	$690.8	$695.3	$663.5
Less: Debt Discount (OID)	($33.2)	($29.9)	($26.6)	($23.3)	($18.5)
Total Debt (Net)	$705.6	$685.8	$664.1	$672.0	$645.0
Deferred Revenue	$434.8	$432.1	$426.1	$436.6	$434.3
Stockholders' Equity	$229.3	$238.5	$235.5	$275.1	$293.0

APPENDIX

Reconciliation of GAAP to Non-GAAP Results

(in thousands except ARPU, unaudited)

Reconciliation of GAAP revenue to non-GAAP revenue and non-GAAP subscription revenue used in ARPU	Q4/14	Q1/15	Q2/15	Q3/15	Q4/15	Q1/16	Q2/16	Q3/16	Q4/16	Q1/17	Q2/17
GAAP revenue	$ 134,511	$ 132,600	$ 135,719	$ 136,821	$ 138,320	$ 144,798	$ 187,818	$ 190,686	$ 187,203	$ 185,118	$ 186,731
Fair value adjustment to deferred revenue	5,855	5,093	4,252	3,547	3,017	8,558	6,038	2,108	1,658	1,710	1,328
Non-GAAP revenue	$ 140,366	$ 137,693	$ 139,971	$ 140,368	$ 141,337	$ 153,356	$ 193,856	$ 192,794	$ 188,861	$ 186,828	$ 188,059
Professional services and other revenue	$ (2,510)	$ (2,139)	$ (2,034)	$ (1,801)	$ (1,780)	$ (1,606)	$ (1,697)	$ (1,915)	$ (1,724)	$ (1,771)	$ (2,220)
Non-GAAP subscription revenue used in ARPU	$ 137,856	$ 135,554	$ 137,937	$ 138,567	$ 139,557	$ 151,750	$ 192,159	$ 190,879	$ 187,137	$ 185,057	$ 185,839
Average Subscribers during period	3,266	3,286	3,305	3,323	3,342	3,350	3,433	3,445	3,452	3,490	3,497
ARPU	$ 14.07	$ 13.75	$ 13.91	$ 13.90	$ 13.92	$ 15.10	$ 18.66	$ 18.47	$ 18.07	$ 17.67	$ 17.72

Reconciliation of GAAP to Non-GAAP Results

(in thousands except percentages, unaudited)

Reconciliation of GAAP net (loss) income to adjusted EBITDA	Q4/14	Q1/15	Q2/15	Q3/15	Q4/15	Q1/16	Q2/16	Q3/16	Q4/16	Q1/17	Q2/17
GAAP net (loss) income	$ (8,734)	$ 2,339	$ 4,550	$ 6,094	$ 76,977	$ 337	$ (1,606)	$ 3,346	$ 1,914	$ 6,518	$ 8,046
Depreciation and amortization	15,398	13,744	13,849	13,846	14,906	15,913	22,273	21,165	18,697	18,433	17,401
Loss on sale of assets	-	-	-	-	-	-	-	-	7	-	-
Asset impairment	2,040	-	-	-	-	-	-	1,979	7,111	143	-
Stock based compensation	5,040	5,047	5,137	5,067	4,813	4,808	5,392	5,008	5,506	5,557	6,102
Restructuring expense	166	313	22	-	224	136	778	1,133	1,570	322	-
Corporate development	-	597	-	-	2	3,340	529	57	706	417	340
Fair value adjustment to deferred revenue	5,855	5,093	4,252	3,547	3,017	8,558	6,038	2,108	1,658	1,710	1,328
Fair value adjustment to deferred expense	215	191	167	147	128	58	94	80	68	57	46
Interest expense, net	5,355	5,249	5,182	4,966	4,616	5,598	8,662	8,270	7,932	7,891	8,146
Income tax expense (benefit)	11,885	3,561	5,203	5,673	(62,697)	977	522	6,477	2,276	6,134	6,806
Loss from debt extinguishment	-	-	-	-	-	-	-	-	-	-	-
Adjusted EBITDA	$ 37,220	$ 36,134	$ 38,362	$ 39,340	$ 41,986	$ 39,725	$ 42,682	$ 49,623	$ 47,445	$ 47,182	$ 48,215

Reconciliation of GAAP net (loss) income margin to adjusted EBITDA margin	Q4/14	Q1/15	Q2/15	Q3/15	Q4/15	Q1/16	Q2/16	Q3/16	Q4/16	Q1/17	Q2/17
GAAP net (loss) income margin	-6%	2%	3%	4%	56%	0%	-1%	2%	1%	4%	4%
Depreciation and amortization	12	10	9	9	11	10	12	10	10	9	8
Loss on sale of assets	-	-	-	-	-	-	-	-	-	-	-
Asset impairment	1	-	-	-	-	-	-	1	4	-	-
Stock based compensation	4	4	4	4	3	3	3	3	3	3	3
Restructuring expense	-	-	-	-	-	-	-	1	1	-	-
Corporate development	-	-	-	-	-	2	-	-	-	-	1
Fair value adjustment to deferred revenue	4	4	3	3	2	6	3	1	1	1	1
Fair value adjustment to deferred expense	-	-	-	-	-	-	-	-	-	-	-
Interest expense, net	4	4	4	4	3	5	5	5	4	5	5
Income tax expense	8	2	4	4	(45)	-	-	3	1	3	4
Loss from debt extinguishment	-	-	-	-	-	-	-	-	-	-	-
Adjusted EBITDA margin	27%	26%	27%	28%	30%	26%	22%	26%	25%	25%	26%

Reconciliation of GAAP to Non-GAAP Results

(in thousands except percentages, unaudited)

Reconciliation of GAAP operating income to non-GAAP operating income	Three months ended June 30, 2017	2016
GAAP operating income	$ 22,998	$ 7,578
Amortization of intangibles	12,085	16,844
Loss on sale of assets	—	—
Asset impairment	—	—
Stock based compensation	6,102	5,392
Restructuring expense	—	778
Corporate development	340	529
Fair value adjustment to deferred revenue	1,328	6,038
Fair value adjustment to deferred expense	46	94
Non-GAAP operating income	$ 42,899	$ 37,253

Reconciliation of GAAP operating margin to non-GAAP operating margin	Three months ended June 30, 2017	2016
GAAP operating margin	12 %	4 %
Amortization of intangibles	6 %	9 %
Loss on sale of assets	-	-
Asset impairment	-	-
Stock based compensation	3 %	3 %
Restructuring expense	-	-
Corporate development	1 %	-
Fair value adjustment to deferred revenue	1 %	3 %
Fair value adjustment to deferred expense	-	-
Non-GAAP operating margin	23 %	19 %

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Reconciliation of GAAP to Non-GAAP Results

(in thousands, unaudited)

Reconciliation of net cash provided by operating activities to free cash flow	**Three months ended June 30,**	
	2017	**2016**
Net cash provided by operating activities	$ 43,778	$ 30,813
Capital expenditures	(5,394)	(4,451)
Free cash flow	$ 38,384	$ 26,362
Net cash used in investing activities	$ (5,394)	$ (8,726)
Net cash (used in) provided by financing activities	$ (29,393)	$ (25,106)

Reconciliation of GAAP to Non-GAAP Results

(in millions, unaudited)

Reconciliation of GAAP revenue to non-GAAP revenue	Guidance As of 8/3/17 Q3/17	 FY/17
GAAP revenue	$185,800 to $188,800	$744,700 to $752,700
Fair value adjustment to deferred revenue	~ $1,200	~ $5,300
Non-GAAP revenue	$187,000 to $190,000	$750,000 to $758,000

Reconciliation of net cash provided by operating activities to free cash flow	Guidance As of 8/3/17 FY/17
Net cash provided by operating activities	$160,000 to $167,000
Capital expenditures	~($27,000)
Free cash flow	$133,000 to $140,000

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