

GODADDY INC.
AUDIT AND FINANCE COMMITTEE CHARTER

Adopted February 10, 2016

PURPOSE

The purpose of the Audit and Finance Committee (the “**Committee**”) is to assist the Board of Directors (the “**Board**”) of GoDaddy Inc. (the “**Company**”) in fulfilling its responsibilities for generally overseeing:

- The Company’s accounting and financial reporting processes and internal controls as well as the audit and integrity of the Company’s financial statements.
- The qualifications, independence and performance of the Company’s independent registered public accounting firm (the “**independent auditor**”).
- The Company’s compliance with applicable law (including U.S. federal securities laws and other legal and regulatory requirements).
- Risk assessment and risk management pertaining to the financial, accounting, treasury and tax matters of the Company.

The Committee is also responsible for preparing the report required by Securities and Exchange Commission (“**SEC**”) rules to be included in the Company’s proxy statement for the annual meeting of stockholders, and for performing such other duties and responsibilities as are enumerated in or consistent with this charter.

COMPOSITION

1. Membership and Appointment. The Committee shall consist of at least three (3) members of the Board. Members of the Committee shall be appointed by the Board and may be removed by the Board in its discretion.
2. Qualifications.
 - Each member of the Committee shall meet the independence standards established by the SEC and the New York Stock Exchange (“**NYSE**”); provided however, that the Company may avail itself of any phase-in rules applicable to newly-listed companies in connection with an initial public offering.
 - Each member of the Committee must be financially literate, as determined by the Board in accordance with applicable rules and regulations of the NYSE.
 - At least one member of the Committee shall be a “financial expert,” as determined by the Board in accordance with SEC rules.
 - At least one member of the Committee must have accounting or related financial management expertise, as determined by the Board. A person who satisfies the definition of “financial expert” will also be presumed to have the requisite accounting or related financial management expertise.
 - No Member of the Audit Committee shall simultaneously serve on the Audit Committee of more than three (3) other public companies, unless the Board determines that such simultaneous service would not impair the ability of such member to effectively serve on the Committee and the Company discloses such determination in its annual proxy statement.

- Each member of the Committee shall have such other qualifications as are established by the Board from time to time, or as required by applicable law or the rules and regulations of the SEC or the NYSE.
3. Chairperson. The Board may designate a chairperson of the Committee. In the absence of that designation, the Committee may designate a chairperson by majority vote of the Committee members.

RESPONSIBILITIES

The following are the principal recurring responsibilities of the Committee. The Committee may perform such other functions as are consistent with its purpose and applicable law, rules and regulations and as the Board or the Committee deem appropriate. In carrying out its responsibilities, the Committee believes its policies and procedures should remain flexible, in order to best react to changing conditions and circumstances.

1. Select and Hire the Independent Auditor. The Committee shall be responsible for appointing, compensating, retaining, overseeing and, where appropriate, replacing the independent auditor. The independent auditor will report directly to the Committee. The Committee shall have authority to approve the hiring and discharging of the independent auditor, audit engagement fees and terms and permissible non-audit engagements with the independent auditor.
2. Supervise and Evaluate the Independent Auditor. The Committee shall:
 - Oversee and evaluate the work of any independent auditor engaged for the purpose of preparing or issuing an audit report or performing other audit, review or attest services for the Company, which evaluation shall include a review and evaluation of the lead partner of the independent auditor. The Committee shall review, in consultation with the independent auditor, the annual audit plan and scope of audit activities and monitor such plan's progress.
 - Review and resolve any disagreements that may arise between management and the independent auditor regarding internal controls or financial reporting.
 - At least annually, obtain and review a report by the independent auditor that describes **(i)** the independent auditor's internal quality control procedures and **(ii)** any material issues raised by the most recent internal quality-control review, or peer review, of the independent auditor or by any inquiry or investigation by governmental or professional authorities, within the preceding five years (or such other period as may be requested by the Committee), regarding any independent audit performed by the independent auditor, and any steps taken to deal with any such issues.
3. Evaluate the Independence of the Independent Auditor. The Committee shall:
 - Review and discuss with the independent auditor the written independence disclosures required by the applicable requirements of the Public Company Accounting Oversight Board.
 - Review and discuss with the independent auditor on a periodic basis any other relationships or services (including permissible non-audit services) that may affect its objectivity and independence.
 - Oversee the rotation of the independent auditor's lead audit and concurring partners and the rotation of other audit partners, with applicable time-out periods, in accordance with applicable laws.
 - Take, or recommend to the Board that it take appropriate action to oversee the independence of the independent auditor.
4. Approve Audit and Non-Audit Services and Fees. The Committee shall **(i)** review and approve, in advance, the

scope and plans for the audits and the audit fees and **(ii)** approve in advance (or, where permitted under the rules and regulations of the SEC, subsequently) all non-audit and tax services to be performed by the independent auditor that are not otherwise prohibited by law or regulation and any associated fees. The Committee chairperson may pre-approve audit and permissible non-audit services and any associated fees, as long as this pre-approval is presented to the full Committee at scheduled meetings. The Committee may, in accordance with applicable law, establish pre-approval policies and procedures for the engagement of independent accountants to render services to the Company.

5. Review Financial Statements. The Committee shall review and discuss the following with management and the independent auditor, as applicable:

- The Company's annual audited and quarterly financial statements and annual and quarterly reports on Form 10-K and 10-Q (when the Company is required to comply with such reporting obligations), including the disclosures in "Management's Discussion and Analysis of Financial Condition and Results of Operations", and recommend to the Board whether the audited financial statements and "Management's Discussion and Analysis of Financial Condition and Results of Operations" should be included in the Company's Form 10-K.
- The scope and timing of the annual audit of the Company's financial statements.
- The results of the independent audit and the quarterly reviews of the Company's financial statements, and the independent auditor's opinion on the annual financial statements.
- The reports and certifications regarding internal control over financial reporting and disclosure controls and procedures.
- Major issues regarding accounting principles and financial statement presentations, including any significant changes in the Company's selection or application of accounting principles.
- Analyses prepared by management or the independent auditor setting forth significant financial reporting issues and judgments made in connection with the preparation of the financial statements.
- The effect of regulatory and accounting initiatives on the Company's financial statements.
- Any significant changes required or taken in the audit plan as a result of any material control deficiency.
- Any problems or difficulties the independent auditor encountered in the course of its audit work, including any restrictions on the scope of the independent auditor's activities or on access to requested information, and management's response.
- Any significant disagreements between management and the independent auditor.

6. Reports and Communications from the Independent Auditor. The Committee shall review and discuss reports from the independent auditor concerning the following:

- All critical accounting policies and practices to be used by the Company.
- All alternative treatments of financial information within GAAP that the independent auditor has discussed with management, ramifications of the use of these alternative disclosures and treatments, and the treatment preferred by the independent auditor if different from that used by management.
- Other material written communications between the independent auditor and management, such as any management letter or schedule of unadjusted differences.

- Other matters required to be communicated to the Audit Committee under generally accepted auditing standards and other legal or regulatory requirements.
7. Committee Report. The Committee shall prepare the report of the Audit Committee that SEC rules require to be included in the Company's annual proxy statement.
 8. Earnings Press Releases and Earnings Guidance. The Committee shall review and discuss with management and the independent auditors policies with respect to earnings press releases (with particular attention to any use of "pro forma" or "adjusted" non-GAAP information), as well as financial information and earnings guidance provided to debt holders, the public, analysts and ratings agencies. To the extent practical, the Committee will review in advance the script for any earnings or finance-related conference calls to be held for the benefit of debt holders, the public, analysts and ratings agencies.
 9. Internal Controls. The Committee shall review and discuss with management, the internal auditor and the independent auditor the adequacy and effectiveness of the Company's internal controls, including any changes, significant deficiencies or material weaknesses in those controls reported by the independent auditor or management and any special audit steps adopted in light of significant control deficiencies, and any fraud, whether or not material, that involves management or other Company employees who have a significant role in the Company's internal controls.
 10. Disclosure Controls and Procedures. The Committee shall review and discuss the adequacy and effectiveness of the Company's disclosure controls and procedures.
 11. Internal Audit Function. The Committee shall:
 - Review and participate in the selection of the internal auditor and periodically review the activities, organizational structure and qualifications of the internal audit function;
 - Review and approve the annual internal audit project plan and any proposed changes and review periodic reports summarizing results of the internal audit projects including any significant findings; and
 - Periodically review with the internal auditor any issues encountered in the course of the internal audit function's work.
 12. Legal and Regulatory Compliance. The Committee shall review and discuss with management, the internal auditor and the independent auditor (i) the overall adequacy and effectiveness of the Company's legal, regulatory and ethical compliance programs, including the Company's Code of Business Conduct and Ethics, compliance with the Foreign Corrupt Practices Act, and compliance with export control regulations and (ii) reports regarding compliance with applicable laws, regulations and internal compliance programs in each case to the extent pertaining to financial, accounting and/or tax matters. The Committee shall discuss with management and the independent auditor any correspondence with regulators or governmental agencies and any published reports that raise material issues regarding the Company's financial statements or accounting policies. The Committee shall discuss with the Company's general counsel legal matters that may have a material impact on the financial statements or the Company's compliance procedures that pertain to financial, accounting or tax matters of the Company.
 13. Complaints. The Committee shall oversee procedures established for the receipt, retention and treatment of complaints on accounting, internal accounting controls or audit matters, as well as for confidential and anonymous submissions by the Company's employees concerning questionable accounting, auditing or ethical matters.
 14. Risks. The Committee shall provide oversight and review at least annually and discuss with management and the

independent auditor the Company's major financial risk exposures and the steps management has taken to monitor and control those exposures, including the Company's guidelines and policies with respect to risk assessment and risk management pertaining to financial, accounting, insurance coverage, investment and tax matters, as well as any other enterprise risk management or business continuity matters that the Board may delegate. The Committee shall review the Company's treasury investment policy, debt covenant compliance, and derivatives policy and transactions.

15. Related Party Transactions. The Committee shall review the Company's related party transaction policy and review and oversee all transactions between the Company and a related person for which review or oversight is required by applicable law or that are required to be disclosed in the Company's financial statements or SEC filings.
16. Hiring of Auditor Personnel. The Committee shall set hiring policies for the Company with regard to employees and former employees of the Company's independent auditor.

The function of the Committee is primarily one of oversight. The Company's management is responsible for preparing the Company's financial statements, and the independent auditor is responsible for auditing and reviewing those financial statements. The Committee is responsible for assisting the Board in overseeing the conduct of these activities by management and the independent auditor. The Committee is not responsible for providing any expert or special assurance as to the financial statements or the independent auditor's work. It is recognized that the members of the Committee are not full-time employees of the Company, that it is not the duty or responsibility of the Committee or its members to conduct "field work" or other types of auditing or accounting reviews or procedures or to set auditor independence standards, and that each member of the Committee shall be entitled to rely on **(i)** the integrity of those persons and organizations within and outside the Company from which the Committee receives information and **(ii)** the accuracy of the financial and other information provided to the Committee, in either instance absent actual knowledge to the contrary.

MEETINGS AND PROCEDURES

1. Meetings.

- The Committee will meet at least four (4) times each year (with additional meetings as it deems necessary or appropriate) at such times and places as the Committee determines. The chairperson of the Committee shall preside at each meeting. If a chairperson is not designated or present, an acting chair may be designated by the Committee members present. The Committee may act by written consent (which may include electronic consent), which shall constitute a valid action of the Committee if it has been approved by each Committee member and shows the date of approval. Any written consent will be effective on the date of the last signature and will be filed with the minutes of the meetings of the Board.
- The Committee shall cause to be kept written minutes of its proceedings, which minutes will be filed with the minutes of the meetings of the Board.
- The Committee shall meet periodically with members of management as deemed appropriate, the internal auditor and the independent auditor in separate executive sessions.
- The Committee may invite to its meetings any director, officer or employee of the Company and such other persons as it deems appropriate in order to carry out its responsibilities. The Committee may also exclude from its meetings any persons it deems appropriate in order to carry out its responsibilities, including non-management directors who are not members of the Committee

2. Reporting to the Board of Directors. The Committee shall report regularly to the Board with respect to the Committee's activities, including any significant issues that arise with respect to the quality or integrity of the

Company's financial statements, the Company's compliance with legal or regulatory requirements, the performance of the internal audit function or the performance and independence of the Company's independent auditor, as applicable.

3. Authority to Retain Advisors. The Committee shall have the authority to engage independent counsel or other advisors as it deems necessary or appropriate to carry out its duties. The Company will provide appropriate funding, as determined by the Committee, to pay the independent auditor, any outside advisors hired by the Committee and any administrative expenses of the Committee that are necessary or appropriate in carrying out its activities.
4. Subcommittees. The Committee may form subcommittees for any purpose that the Committee deems appropriate and may delegate to such subcommittees such power and authority as the Committee deems appropriate. If designated, each such subcommittee will establish its own schedule and maintain written minutes of its meetings, which minutes will be filed with the minutes of the meetings of the Board. The Committee shall not delegate to a subcommittee any power or authority required by law, regulation or listing standard to be exercised by the Committee as a whole.
5. Committee Charter Review. The Committee shall review and reassess the adequacy of this charter annually and shall submit any recommended changes to the charter to the Board for approval.
6. Performance Review. The Committee shall review and assess the performance of the Committee on an annual basis.
7. Authority to Investigate. In the course of its duties, the Committee shall have authority, at the Company's expense, to investigate any matter brought to its attention.
8. Attorneys' Reports. The Committee shall receive and, if appropriate, respond to attorneys' reports of evidence of material violations of securities laws and breaches of fiduciary duty and similar violations of foreign, U.S., state or local law. The Committee shall establish procedures for the confidential receipt, retention and consideration of any attorney report.
9. Access. The Committee shall be given full access to the chairperson of the Board, management and the independent auditor and the internal auditor, as well as the Company's books, records, facilities and other personnel.

Adopted February 10, 2016