

GODADDY INC.

**POLICIES AND PROCEDURES FOR
STOCKHOLDER COMMUNICATIONS TO INDEPENDENT DIRECTORS**

Adopted December 10, 2014

The Board of Directors believes that management speaks for the Company. Individual Board members may, from time to time, communicate with various constituencies that are involved with the Company, but it is expected that Board members would do this with knowledge of management and, in most instances, only at the request of management.

In cases where stockholders wish to communicate directly with our non-management directors, messages can be sent to our General Counsel at GoDaddy Inc., 14455 N. Hayden Road, Scottsdale, Arizona, 85260, Attn: General Counsel or Legal Department. Our General Counsel or Legal Department shall review all incoming stockholder communications (except for mass mailings, product complaints or inquiries, job inquiries, business solicitations and patently offensive or otherwise inappropriate material) and, if appropriate, route such communications to the appropriate member(s) of the Board.

Our General Counsel or Legal Department shall notify the Lead Director, if any, or the Nominating and Governance Committee of any stockholder communications received that he/she deems significant (e.g., requests for removal of directors, requests for compensation information, requests for information related to the Board's fiduciary obligations, or any other matters outlined in the various Board committee charters or code of conduct) and prior to responding to the inquiry. All other stockholder communications deemed not to be significant will be reviewed under the direction and oversight of the General Counsel, who will involve such other parties as deemed appropriate, and the General Counsel shall report on a quarterly basis to the Lead Director, if any, or the Nominating and Governance Committee for which the General Counsel or Legal Department responded.

This procedure for stockholder communications with the non-management directors is administered by the Company's Nominating and Governance Committee. This procedure does not apply to (a) communications to non-management directors from officers or directors of the Company who are stockholders, or (b) stockholder proposals submitted pursuant to Rule 14a-8 under the Securities and Exchange Act of 1934, as amended.

Please note: Requests for investor relations materials should be made to GoDaddy Inc., 14455 N. Hayden Road, Scottsdale, Arizona, 85260, Attn: Investor Relations.