GoDaddy Overview November 2018















Forward-Looking Statements

This presentation contains forward-looking statements which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are based on estimates and information available to us at the time of this presentation and are not guarantees of future performance. Statements in this presentation involve risks, uncertainties and assumptions. If the risks or uncertainties materialize or the assumptions prove incorrect, our results may differ materially from those expressed or implied by such forward-looking statements. All statements other than statements of historical fact could be deemed forward-looking statements, including, but not limited to: launches of new or expansion of existing products or services, any projections of product or service availability, technology developments and innovation, customer growth, or other future events; any statements about historical results that may suggest future trends for our business; any statements regarding our plans, strategies or objectives with respect to future operations, including international expansion plans and marketing strategy; any statements regarding integration of recent or planned acquisitions, any statements regarding our future financial results; statements concerning our acquisitions of HEG and Main Street Hub, and the projected impact of the acquisitions on our business and results of operations; and any statements of assumptions underlying any of the foregoing.

Actual results could differ materially from our current expectations as a result of many factors, including, but not limited to: the unpredictable nature of our rapidly evolving market; fluctuations in our financial and operating results; our rate of growth; interruptions or delays in our service or our web hosting; breaches of our security measures; the impact of any previous or future acquisitions; our ability to continue to release, and gain customer acceptance of, our existing and future products and services; our ability to manage our growth; our ability to hire, retain and motivate employees; the effects of competition; technological, regulatory and legal developments; intellectual property litigation; and developments in the economy, financial markets and credit markets.

Additional risks and uncertainties that could affect GoDaddy's financial results are included in the other filings we make with the SEC from time to time, including under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the GoDaddy's Annual Report on Form 10-K for the year ended December 31, 2017, which is available on GoDaddy's website at https://investors.godaddy.net and on the SEC's website at www.sec.gov. Additional information will also be set forth in other filings that GoDaddy makes with the SEC from time to time. All forward-looking statements in this presentation are based on information available to GoDaddy as of the date hereof. GoDaddy does not assume any obligation to update the forward-looking statements provided to reflect events that occur or circumstances that exist after the date on which they were made.

Non-GAAP Financial Measures

In addition to financial measures prepared in accordance with generally accepted accounting principles in the United States ("GAAP"), this presentation includes certain non-GAAP financial measures and other operating metrics. We believe that these non-GAAP financial measures and other operating metrics are useful as a supplement in evaluating our ongoing operational performance and enhancing an overall understanding of our past financial performance. The non-GAAP financial measures included in this presentation should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. A reconciliation between each non-GAAP financial measure and its nearest GAAP equivalent is included at the end of this presentation.



GoDaddy

Our Vision is to radically shift the global economy toward life-fulfilling independent ventures.

Our Mission

is to help our customers kick ass by giving them the tools, insights and people to transform their idea and personal initiative into success, however they measure it.



Values

Be Extraordinary.

Talent got us here. Extraordinary achievement is how we make a difference. Working at GoDaddy is a life-changing experience that offers people an environment to learn, grow and do the best work of their career. We create the opportunity for an exceptional tomorrow by being extraordinary today.

Own Outcomes.

Every line of code, every pixel, every interaction with a teammate, customer or vendor is a chance to change the world. Our actions and results speak for themselves. We work toward the best possible sustainable outcome because we care for our customers like no other company can. We bring humanity to technology that helps our customers achieve their dreams. We labor tirelessly to transform the complexity of business in the digital age into simplicity for our customers—the greatest of all our achievements.

Join Forces.

As a team, we move the company toward its vision. When I can help others, I do. Great teams multiply individual talents. Great teammates make others better without taking credit. We win together and lose together. Together, we celebrate our successes and learn from our failures.

Work Fearlessly.

We innovate and take risks to achieve uncommon outcomes. We are curious and not afraid of experimentation or failure. We take risks and try new ways of doing things. There are valuable discoveries and lessons to be learned everywhere. We ask questions, we seek to understand and challenge the status quo. We measure the results of our experiments and use missed objectives as an opportunity to quickly learn, grow and improve.

Live Passionately.

A healthy life fueled by fun and passion for a better world shows in our work. To truly take care of our customers, we begin by taking care of each other and ourselves. Finding meaning and personal fulfillment enables us to be at the top of our game. Our health and time away from the office are as important to us as being extraordinary.

Our Strategic Priorities Technology and Go-to-Market **Product Platform** Customer Infrastructure Experience Excellence **Engine** Creating unique Developing market-Deepening our Running a powerful A secure, highly leading products that international presence, yet flexible technology customer experiences, performant, always-on deliver a complete while fulfilling the platform that delivers infrastructure utilizing serving the more than 500 million 'ideas-to-reality' brand promise and speed, quality and our existing footprint independent ventures tool kit. delivering an integrated and the public cloud. consistency. around the world. go-to-market machine. GoDaddy

GoDaddy

Highlights

Trusted partner and champion of our customers.

Large, high growth business with attractive unit economics.

Massive, underserved global market.

Industry-leading products built on a single cloud platform & distinctive customer care.

Compelling customer value proposition.

Proven growth strategy with team purpose built to execute.

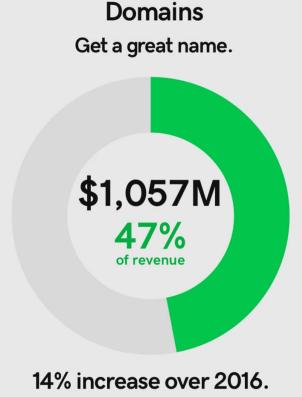








What We Do







25% increase over 2016.

35% increase over 2016.

All built on a global, high-performance infrastructure and wrapped in world-class customer care.

GoDaddy

How We Engage



What We Do Well

Brand: Consonant with vision and mission

Product set: Grows with customer need state

Platform: Scaled and global

Care: Wrap experiences with consultative support

Customer Care: Our Secret Recipe

6,200+

Customer Care Pros around the world.

Focused on customer intimacy.

Localized customer experience.

1.7M interactions per month.

20% of 2017 bookings.

NPS-based goals.



Unless otherwise noted, all numbers are as of December 31, 2017. Customer Care Pros are as of September 30, 2018.

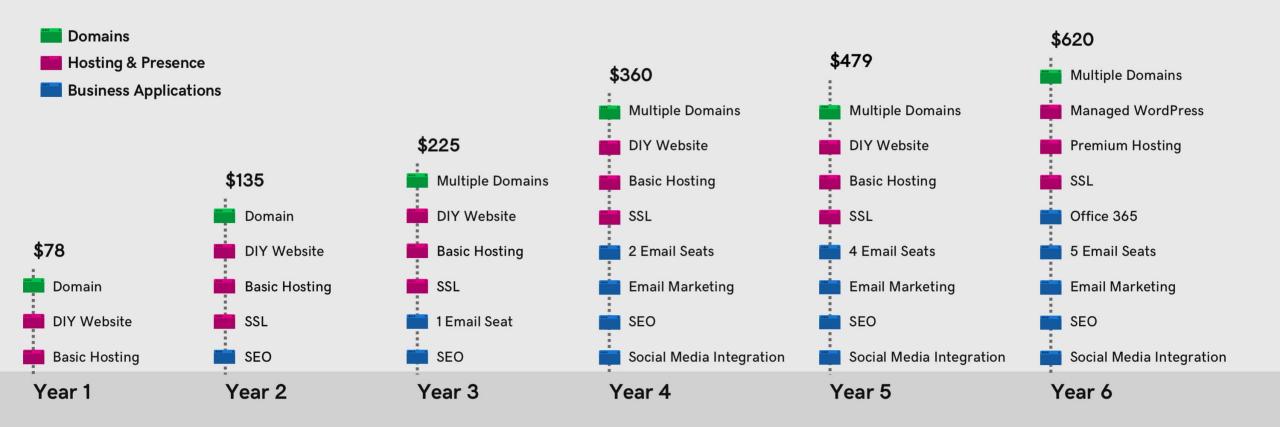
Exceptional Unit Economics

Avg Bookings per Customer	\$163
Gross Profit Contribution	63%
Annual Gross Profit	\$103
Annual Churn	< 15%
Estimated Lifetime Annual Gross Profit	~\$700
Avg Cost to Acquire a Customer	~\$70
Lifetime Value / Cost to Acquire a Customer	~10x



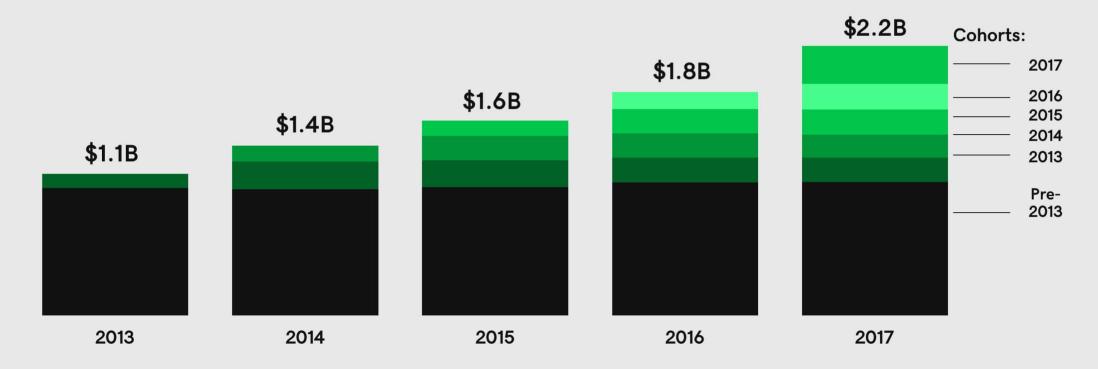
Value Prop Grows With Customer Needs

(Illustrative example of spend over time for top customers)



Consistent and Stable Cohort Spending

90%+ Revenue from Customers in the Base from Prior Cohorts



Our Distinct Competitive Advantages

Brand
80%
Aided Brand
Awareness

Scale
77M+ 18M+

Domains Under
Management
23% of global total

Customers
As of September 30, 2018

Economics
10x
LTV/CAC

Cloud Platform Scale
21 Billion

DNS queries per day

Global
50+
Markets

Employees
-9,000
Globally

As of September 30, 2018

Sources

Brand Awareness: Brand Outlook December 2017.

Domains under management market share: Verisign Domain Name Industry Brief dated September 30, 2018. Unless otherwise noted, all numbers are as of December 31, 2017.

Building on Our Success

Help our customers start.

Domains, marketing / brand awareness, and customer care.

54M Domains

10M Customers

\$0.9B Revenue



Help our customers grow.

Big investments in product, platform and international.

75M Domains

17M Customers

\$2.2B Revenue

Help our customers thrive.

Deepen presence globally, invest in brand in more places, market expansion, ideas-to-reality toolkit, and a true customer platform.

50M+ Active ideas

w/GoDaddy

 $N^{\mathcal{U}_{\mathcal{V}}}$

2017

25M+ Customers

\$5B+ Revenue



2012

Long-term future

1997

GoDaddy

International Business is a Core Growth Driver

Strong Organic Trajectory

- From US-centric to truly global
- Aggressive and a disciplined growth
- Strategic M&A to accelerate

7M+ Customers \$800M+

Revenue Run Rate

100+ Countries









James Cordoroi Club Vancouver

Huge Global Addressable Market



500M+
Independent ventures

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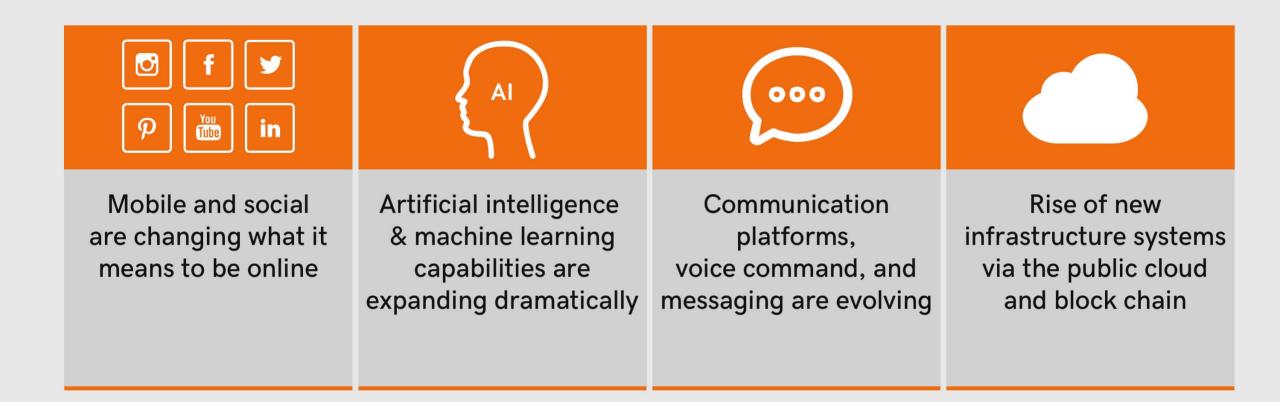
We are here

Average SMB spends roughly \$1,000-2,000 annually on cloud services. Our customers average ~\$145 in annual revenue with us. This is a huge opportunity.



Source: www.internet worldstats.com/stats.htm and GoDaddy. Unless otherwise noted, all numbers are as of September 30, 2018.

What's Changing in Our Market



Growth Opportunities Exist Within the Ecosystem

CRM

Salesforce. Swiftpage, Insightly

Voice and Messaging

RingCentral, Vonage, Grasshopper, Sideline

Operations

Facilities DocuSign, Stamps.com, Ruby Receptionist, WeWork. ZenDesk. Regus, **Postmates** Starbucks

Productivity

Geek Squad, Boomtown, LogMeIn

IT Support

Microsoft Office **G** Suite **Open Xchange** Zoho

Accounting

Intuit, Xero. MYOB, Conta Azul, FreshBooks

HR

ADP, Paychex, Gusto, Zenefits, Namely, ZipRecruiter

Finance/ **Payment**

PayPal, Square, iZettle, Invoice2Go. Bill.com, OnDeck, Kabbage

Insurance

Coverwallet. SimplyInsured, Next-Insurance

Legal

LegalZoom, RocketLawyer MyCorp, CSC

Advice

Bplans, Alignable, TownSquared, SBDC's, Chamber of Commerce

Branding

VistaPrint, 99Design, DesignCrowd

Platform Companies: Google, Microsoft, Facebook, Amazon, Alibaba, Tencent, Adobe

Pro Tools

ManageWP Beaver Builder. Pagely, Webflow, Plesk, cPanel

Aftermarket

Naming

Registries

Neustar, Afilias.

Donuts, Radix,

CentralNic.

Nominet

Verisign,

Registrars

Endurance, Tucows,

NameCheap, 1&1,

CrazyDomains

Vertical

Apps

MindBody, ZocDoc,

Clio, HomeAdvisor

Web.com.

GMO.

Sedo Rook 4.cn

GoDaddy

Security

Start Grow Thrive

Comodo, McAfee, CloudFlare. Carbonite, LastPass

Presence

Websites Commerce Shopify, Amazon, Wix, Weebly, WooCommerce, Big WordPress. Commerce, ePages, Web.com. Volusion, Schedulicity, SquareSpace, ChowNow DexYP. Hibu

Hosting

AWS, Google, Rackspace, Endurance, OVH. Liquid Web, SiteGround, Digital Ocean, Acquia

Marketing

MailChimp, AdRoll, InfusionSoft, FiveStars, HubSpot,

Paid Media

Yelp, Groupon, Wedding Wire, Manta, Kenshoo, WordStream

Marketplaces

UpWork. Freelancer, Fiverr, Thumbtack, StyleSear, Etsy. Avvo. Envato

SEO

Searchmetrics Boostability

Social

Hootsuite. Birdeye, Reputation.co Yext

GoDaddy

Future Roadmap Starts with Our Customer's "Jobs to be Done"

Start



Get advice.

Idea research and validation.

Create a unique identity, offline and online.

- Domain
- Phone number
- · Basic online presence
- Naming
- Logo

Get capital.

- Savings
- · Credit card/bank loans/financing
- Crowd-funding

Get legal help, e.g., setup the company.

Create and deliver my product / service.

Reflects where GoDaddy has products that address customer needs.

Grow





Get advice.

Help me find new customers.

- · Advanced online presence
- Product ECommerce
- Service commerce
- Social presence
- Tracking/attribution/campaign creation
- · Offline advertising
- Online advertising
- Click to call
- Listing/directory service

Bring my customers back.

- Email marketing
- Advanced online presence
- Social presence
- Loyalty / Coupons

Help me obtain growth financing/get a loan.

Deliver my product/service.

Expand the business - new location, product / service

Thrive



Get advice.

Communicate with customers, employees, vendors, etc.

- · Customer management
- · Email, Phone, Text, Fax, Chat
- · Receptionist/assistant services

Protect me, my data, customers, and devices

- · Protect my site and data from hackers
- · Keep my site up and back-up my info
- · Get me up and running after a problem
- · Prevent identity fraud

Understand and comply with applicable rules/laws.

Deliver my product/service.

Make back-office easy / "planning and executing".

- · Scheduling appointments
- · Support customers
- · Hire and manage staff
- · Managing inventory and logistics
- Getting paid
- Doing taxes, bookkeeping and accounting

Purchase, manage, fix my IT services, apps.

Customer & ARPU Growth Strategy

Grow Customers

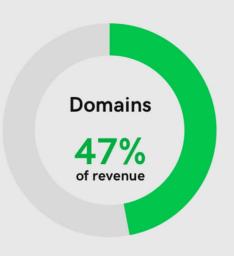
Expand to new markets.

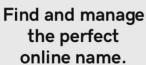
Continued international expansion.

Broaden brand appeal.

Drive ARPU

Enhance our value proposition with an expanding suite of elegantly simple products and conversational marketing engine.









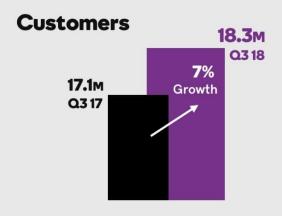


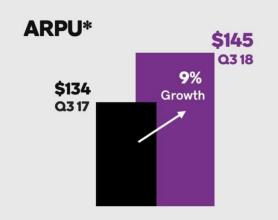
Make connecting to customers and managing business easy.

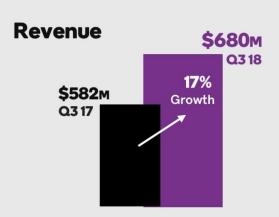
API powered platform delivering an end-to-end experience.

World-class customer care.

Q3 2018 Top Line







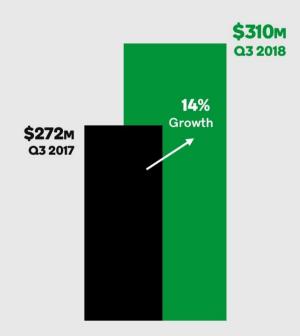




^{*}Q3 2017 ARPU was muted by the impact of the acquisition of HEG as our trailing twelve month revenue for the period included only six months of HEG's results as well as purchase accounting adjustments for this annual measure.

DomainsOutgrowing Industry

Revenue 14% Growth



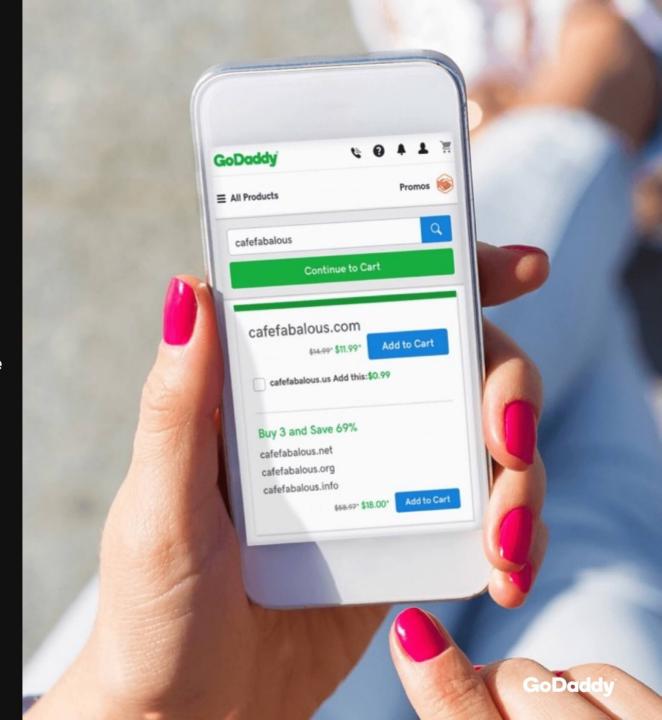
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Better and differentiated search across desktop and mobile devices.

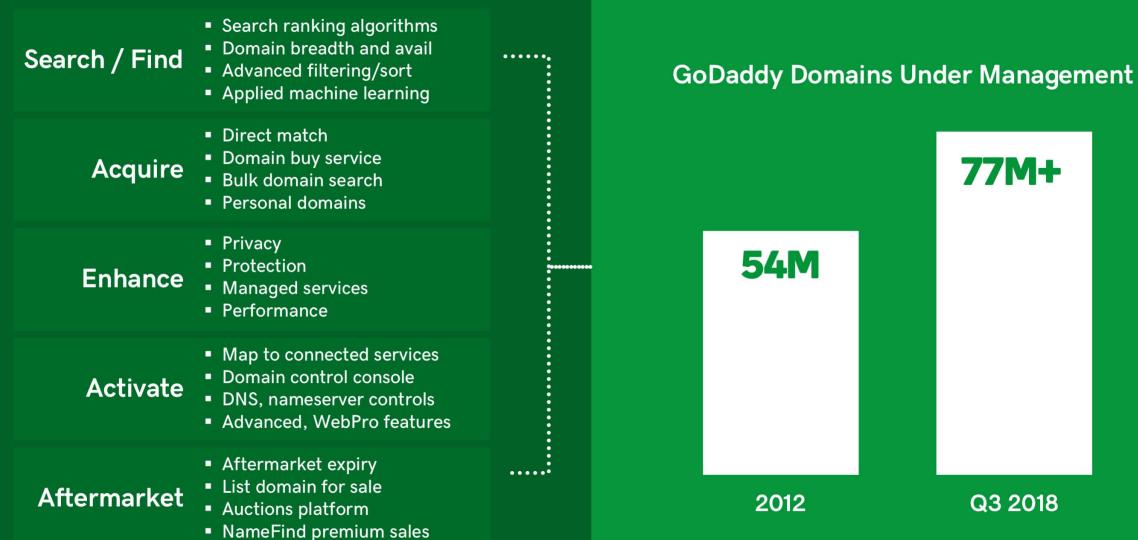
Continued strong renewals.

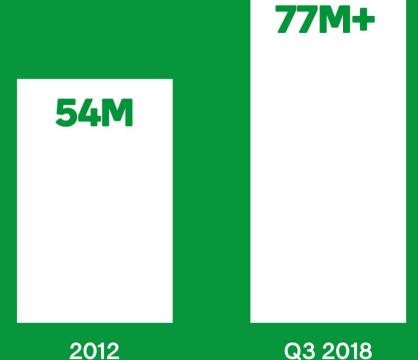
Broader and more liquid domain aftermarket contributed incremental growth in Q3.

More inventory with hundreds of TLDs and 77M+ domains under management.



Leadership in Domains Drives Faster Than Market Growth

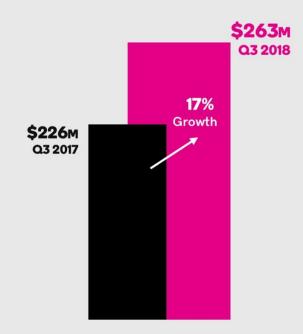




Faster Growth in Hosting & Presence

Revenue

17% Growth



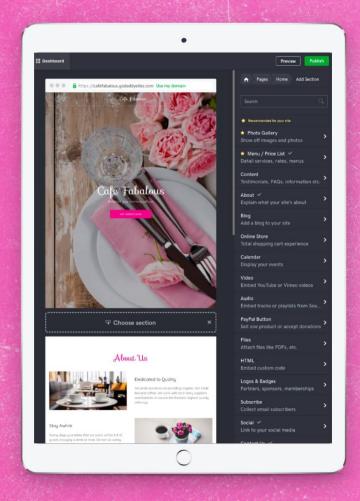
Build, customize, or update your fully mobileresponsive site on-the-go entirely from a phone or tablet.

Effortless

marketing and eCommerce.

Amazon, eBay, Etsy, Yelp, Square, Facebook, Google My Business, Apple Pay, and OpenTable integrations.





The Definition and Purpose of Online Presence Has Shifted

FROM ●------ TO

Awareness

Static website and domain was the primary presence tool for ventures.



Broadcast

Static content with limited updates (1-2 per year).



Funnel

Lead generation channeling customers towards a human interaction.



Identity

Integrated collection of digital platforms and tools to drive awareness, engagement and commerce.



Engagement and communication

Dynamic and interactive short-form content that is updated frequently. Many modes of interaction: voice & messaging, 1-to-1 and 1-to-many.



Commerce

Initiation and completion of transactions online for both services and products.





GoCentral Website Builder

Strong Momentum

- Continued solid adoption rates
- Increasing free-to-pay conversion
- Improving cohort retention
- Rising Net Promoter Scores
- Positive customer feedback

Rapid Product Iteration

- Simplicity and ease of use remains core
- Deepening vertical capabilities
- Marketplace syndications added for product commerce ventures to manage presence across Amazon, eBay, Etsy and more
- Yelp integration, making it simpler for businesses to create their profile and get found in the local community





Expanding Our Presence Suite

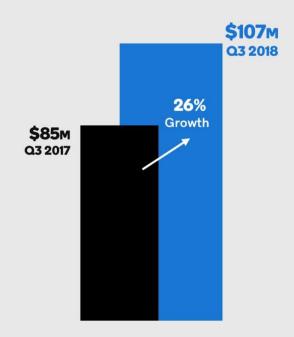
- Accelerating offerings of do-it-for-me branding and social media engagement tools
- Branding experts and workflow technology
 - Helps customers manage activity on popular social media platforms
 - End-to-end solutions for online presence
- Increasing value proposition to customers
- Integration underway
 - Optimizing customer development experience
 - Blending leaders and expertise to yield long-term product vision



Strong Growth in **Business Applications**

Revenue

26% Growth



Microsoft 0365 continued strong adoption.

Workspace renewals remain strong.

Email Marketing integrated with GoCentral.



Unless otherwise noted, all numbers are as of September 30, 2018.

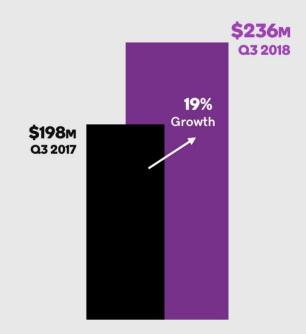
Multiple Levers for Growth in Business Applications

Productivity Apps and Services **Attach Enhanced** More Mailboxes Per Customer **Email** Migrate More Storage - Add Employees Capability Growth Customers

Bold Expansion Globally

International Revenue

19% Growth



50+ Markets & 100+ Countries

Public Cloud Partnership



Accelerate time to market

Velocity and flexibility drives more agility

Leading-edge capabilities, including machine learning

Transition workloads over multi-year period



New Partnership

- Rich potential to offer complementary GoDaddy/Amazon products and services to millions of small businesses (Managed WordPress, GoCentral and Pro Tools).
- Operate a significant portion of Amazon's domain registration services.

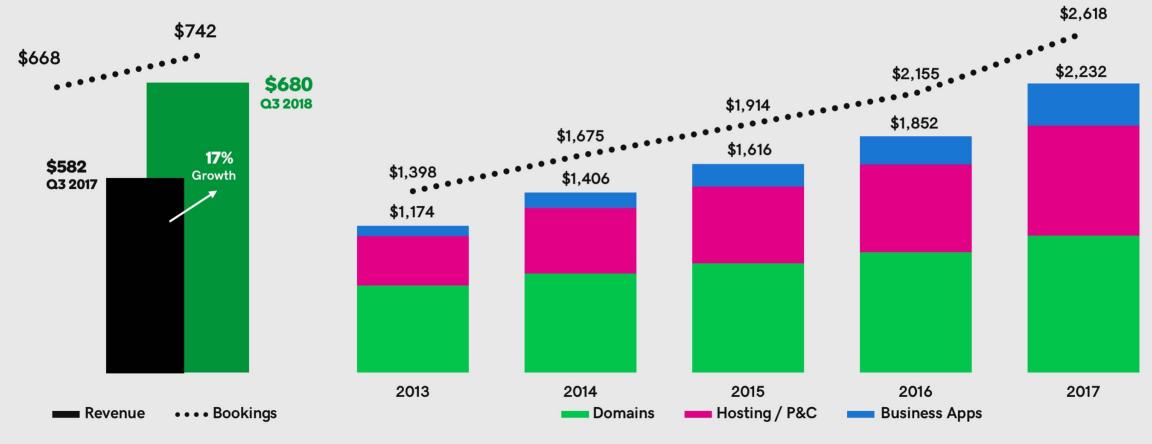
Differentiating Characteristics

- Superior cloud infrastructure, high performance global scale
- Obsessive focus on the customer
- Diversifies our strategic partner base, as a complement to Microsoft

Revenue Growth at Scale Continuing

Revenue & Bookings

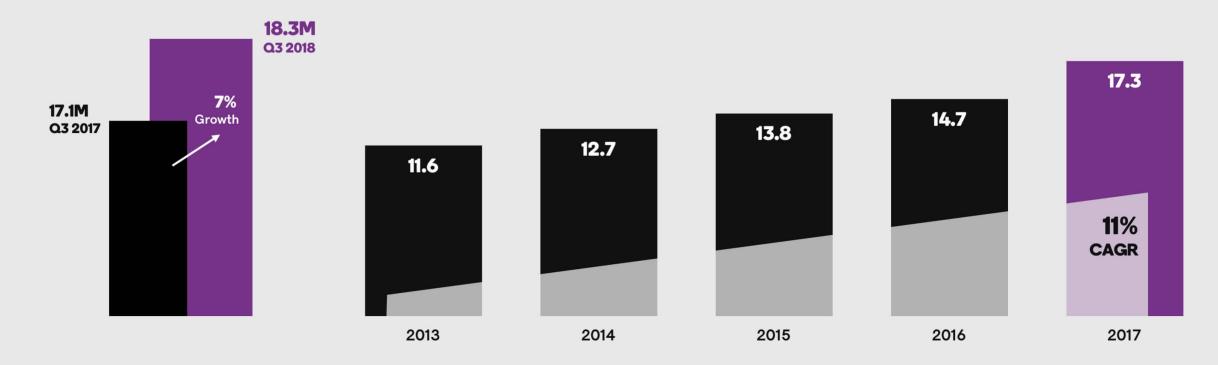
\$ Millions



Continued Strong Growth in Customers

Customers

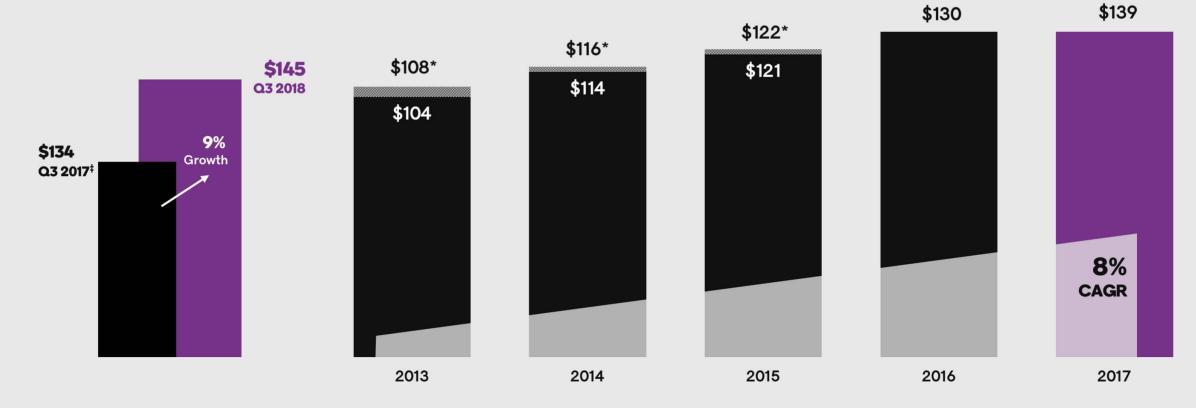
Millions



The HEG acquisition added 1.6 million customers in April 2017.

Consistent Growth in ARPU

ARPU \$



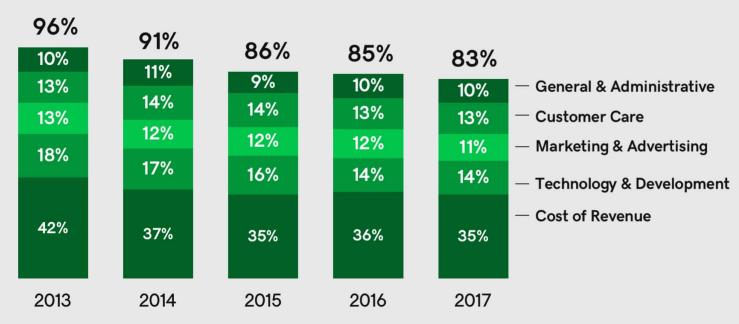
[‡] Q3 2017 ARPU was muted by the impact of the acquisition of HEG as our trailing twelve month revenue for the period included only six months of HEG's results as well as purchase accounting adjustments for this annual measure.

*ARPU in 2013-2015 shown both including and *excluding the purchase accounting adjustment.



Growth Model — Operating Leverage

Operating Expenses — % of Revenue



Invest for future growth and deliver margin accretion Focus: top line growth + cash flow margin

Drivers of Operating Leverage:

- Product mix shift
- Economies of scale (fixed vs. variable cost mix)
- Productivity and purchasing savings

Offset By:

- Wage and expense inflation
- Investments in new capabilities

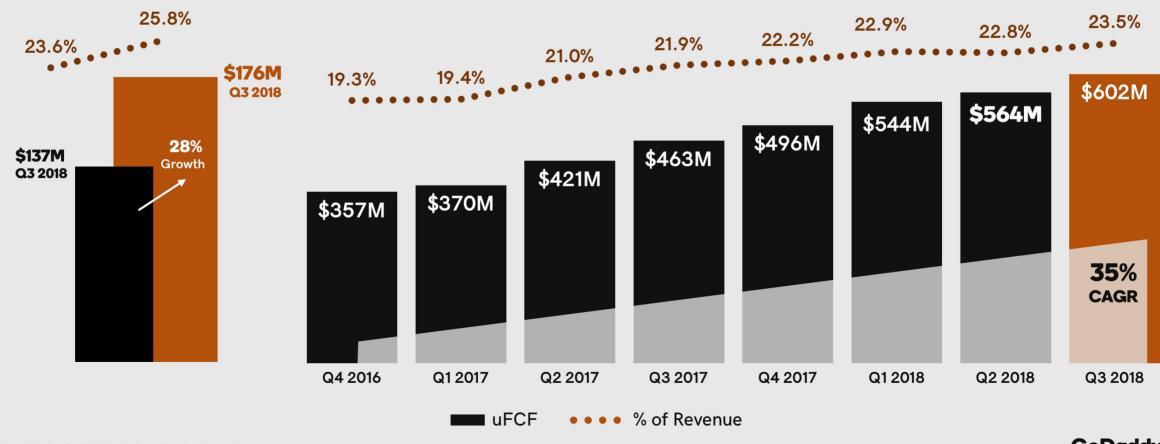
Excludes stock based compensation, depreciation / amortization, and other certain items (e.g., integration costs).

Non-GAAP financial measures. For the most-directly comparable financial measure presented in accordance with GAAP, and a reconciliation of the non-GAAP measure to the most-directly comparable GAAP financial measure, please see Appendix.

Exceptional Unlevered Free Cash Flow (uFCF)



Trailing Twelve Month uFCF



Taxes

Up-C Structure / TRA

- Pre-IPO unit exchanges create step-up in tax basis
- Basis step-up generates tax shield
- Tax Receivable Agreement (TRA) requires tax savings to be shared with pre-IPO holders

Impacts of Tax Reform

- Rate reduction lowers TRA liability
- Other provisions not expected to have material impact

Cash Tax-Related Payments

- TRA Payments + Required Tax
 Distributions + Corporate Taxes
- 2018 expected total: \$25M to \$30M
- Through 2020: Grow at same rate as uFCF

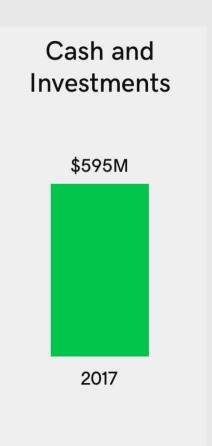
Capital Structure and Allocation Priorities

Manage capital structure for flexibility to sustain growth

- Target leverage ratio:2X to 4X (LTM)
- 2017 average interest rate of 3.3%







Full Year 2018 Outlook

Revenue

Unlevered Free Cash Flow

Full Year 2018

\$2,655M-\$2,660M ~19% growth

~\$620M ~25% growth

Multi-Year Trajectory

Revenue

Double-digit growth

Multiple of **Customer Growth**

Domains 1X

Hosting and Presence 1-2X

Business Applications 3-4X

uFCF

~18% to 20% growth

Long-term uFCF margin target of ~30%



GoDaddy Appendix November 2018 Overview

Non-GAAP Reconciliation: Bookings & uFCF

	Three Months Ended September 30			Nine Months Ended September 30			
Reconciliation of Bookings (\$M)	2017	2018	2017	2018			
Total revenue	\$582.2	\$679.5	\$1,629.7	\$1,964.3			
Change in deferred revenue	44.5	16.6	204.3	171.1			
Net refunds	43.4	45.9	125.1	145.8			
Other	(2.1)	(0.2)	1.2	(2.1)			
Total Bookings	\$668.0	\$741.8	\$1,960.3	\$2,279.1			

	Three Months End	ded September 30	Nine Months Ended September 30		
Reconciliation of Unlevered Free Cash Flow (\$M) Net cash provided by operating activities	2017 \$131.4	2018 \$154.0	2017 \$371.3	2018 \$431.3	
Impact of discontinued operations	(0.5)	2.4	(3.5)	23.8	
Cash paid for interest	24.6	21.3	59.3	61.8	
Cash paid for acquisition and costs	5.4	5.5	29.4	19.3	
Capital expenditures	(23.7)	(13.6)	(60.2)	(49.5)	
Cash paid for tax-related items	_	_	(10.0)	_	
Cash paid for indirect taxes	—	6.0	_	6.0	
Unlevered Free Cash Flow	\$137.2	\$175.6	\$386.3	\$492.7	

Non-GAAP Reconciliation: Net Debt

Reconciliation of Net Debt (in millions)	September 30, 2018
Current portion of long-term debt	\$16.7
Long-term debt	\$2,398.4
Unamortized original issue discount on long-term debt	29.1
Unamortized debt issuance costs	19.4
Total debt	\$2,463.6
Less: Cash and cash equivalents	(851.2)
Less: Short-term investments	(1.0)
Net Debt	\$1,611.4

Non-GAAP Reconciliation: Trailing Twelve Months uFCF

Reconciliation of uFCF (\$M)	Q4-16	Q1-17	Q2-17	Q3-17	Q4-17	Q1-18	Q2-18	Q3-18
Net cash provided by operating activities	\$386.5	\$407.8	\$428.7	\$460.4	\$475.6	\$497.4	\$513.0	\$535.6
Impact of discontinued operations	-	_	(3.0)	(3.5)	(3.5)	(3.5)	20.9	23.8
Cash paid for interest	46.5	43.7	57.9	70.8	80.8	(92.5)	86.6	83.3
Cash paid for acquisition-related costs	3.5	8.7	27.1	32.1	35.8	39.9	25.6	25.7
Capital expenditures	(61.5)	(69.3)	(71.4)	(78.9)	(83.2)	(79.5)	(82.6)	(72.5)
Cash paid for tax-related distributions	(18.3)	(20.7)	(18.0)	(18.0)	(10.0)	(3.0)	_	_
Cash paid for indirect taxes	_	_	_	_	_	_	_	6.0
Unlevered Free Cash Flow	\$356.7	\$370.2	\$421.3	\$462.9	\$495.5	\$543.8	\$563.5	\$601.9

Non-GAAP Reconciliation: Operating Expenses

Operating Expenses (\$M)	2013	2014	2015	2016	2017
Cost of revenue	\$473.9	\$518.4	\$565.9	\$657.8	\$775.5
Technology and development Equity-based compensation: technology and development Technology and development, net of equity-based compensation	\$206.0	\$250.8	\$270.2	\$287.8	\$355.8
	(4.7)	(10.4)	(18.2)	(23.2)	(37.1)
	\$201.3	\$240.4	\$252.0	\$264.6	\$318.7
Marketing and advertising Equity-based compensation: marketing and advertising Marketing and advertising, net of equity-based compensation	\$145.5	\$164.7	\$202.2	\$228.8	\$253.2
	(2.6)	(6.1)	(6.1)	(8.1)	(7.3)
	\$142.9	\$158.6	\$196.1	\$220.7	\$245.9
Customer care Equity-based compensation: customer care Customer care, net of equity-based compensation	\$150.9	\$190.5	\$221.5	\$242.1	\$292.3
	(0.6)	(0.8)	(2.9)	(3.9)	(3.6)
	\$150.3	\$189.7	\$218.6	\$238.2	\$288.7
General and administrative Equity-based compensation: general and administrative Acquisition-related costs Indirect tax expense General and administrative, net of equity-based compensation, acquisition costs and indirect taxes	\$145.8	\$172.0	\$219.7	\$221.2	\$282.4
	(8.5)	(12.8)	(13.2)	(21.6)	(28.4)
	(9.3)	(5.0)	(55.3)	(13.1)	(27.0)
	(14.4)	0.6	—	—	(11.7)
	\$113.6	\$154.8	\$151.2	\$186.5	\$215.3
Depreciation and amortization	\$205.8	\$160.1	\$158.8	\$152.8	\$140.6

Senior Leadership Team with Deep Expertise



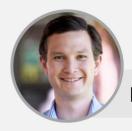
Scott Wagner Chief Executive Officer

KKR



Ray Winborne Chief Financial Officer

First Data. SAT&T **▲** DELTA



Andrew Low Ah Kee Chief Revenue Officer

KKR



Steven Aldrich **Chief Product Officer**

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Mike Mclaughlin **Chief Customer Officer**

ebay



Arne Josefsberg Chief Infrastructure Officer & Chief Info Officer

servicenow

Microsoft



James Carroll EVP, Global Platform Development



Microsoft YAHOO!



Charles Beadnall Chief Technology Officer

YAHOO!





Auguste Goldman SVP, Customer Care

GoDaddy 5+ YEARS



Patrick Pulvermüller SVP, Global Hosting

HEG



Kevin Doerr SVP, Domains

YAHOO!



Lauren Antonoff SVP. Presence & Commerce

Microsoft ,





Karen Tillman **Chief Communications Officer**

- 4|14|14



Nima Kelly EVP, Chief Legal Officer

GoDaddy 15 YEARS



Betsy Rafael Chief Transformation Officer



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