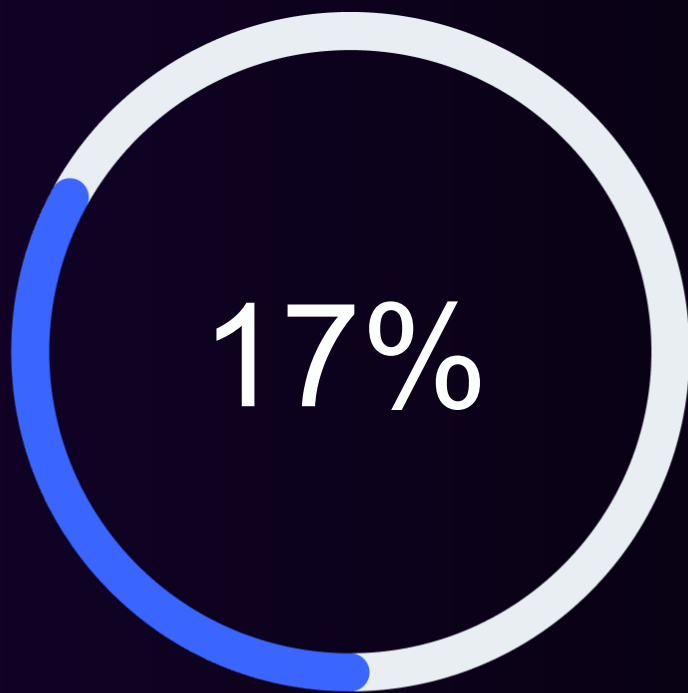


CLOUD WITHOUT COMPROMISE

OCTOBER 2027

CLOUD REPATRIATION IN MID-MARKET IS A GROWING TREND



Average mid-market cloud budget overrun

Headache for CFO's

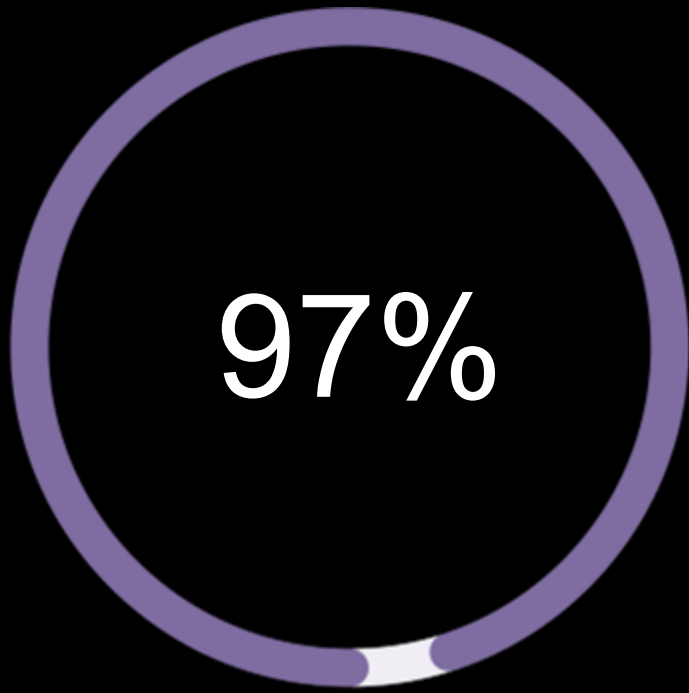
Flexera 2025 State of the Cloud Report



Wasted cloud spend on unused or over-provisioned resources

Challenging for CIOs to manage with in-house skills

Gartner/Industry Analysts



Mid-market companies plan to repatriate some workloads – highest on record

Current complexity outweighs the benefits

Node4 survey of 601 mid-market executives (June 2025).

GUIDED BY MULTIPLE FACTORS, A STRATEGIC RE-EVALUATION IS UNDERWAY

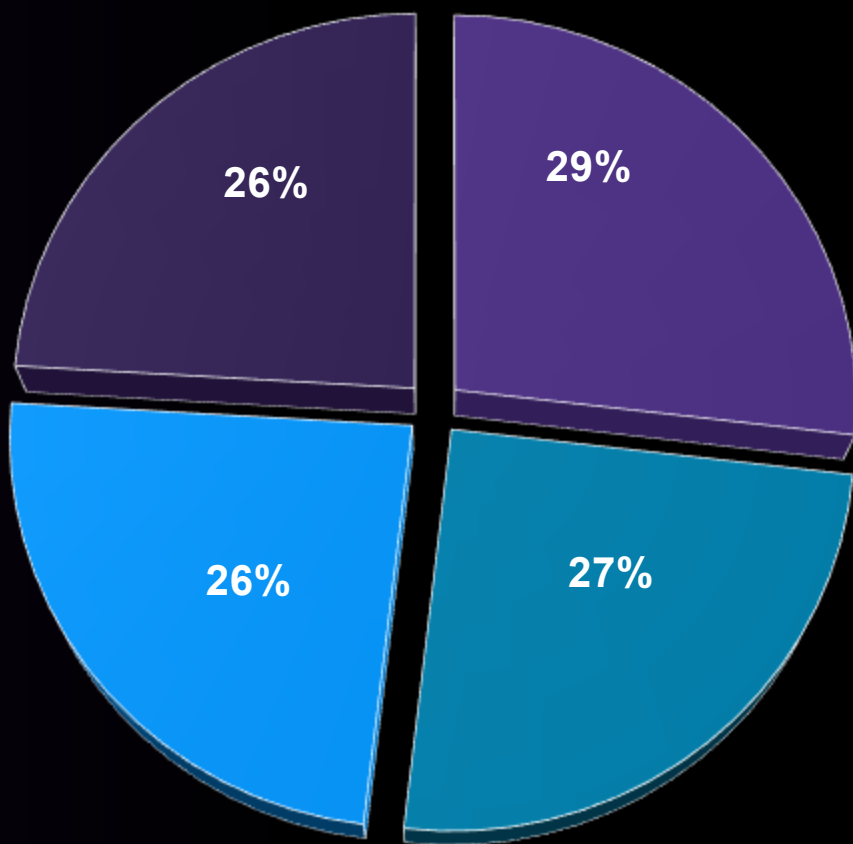
Cost Control

Frustrated with unexpected cloud expenses and lack of in-house skills

Security & Compliance

Isolation & Sovereignty in private cloud simplifies security & regulatory support

Primary Drivers



Operational Risk

Lack of environmental control, incident management and unclear support channels

Enterprise Class Technology

Performance sensitive workloads benefit from enterprise scaled footprint and workload support

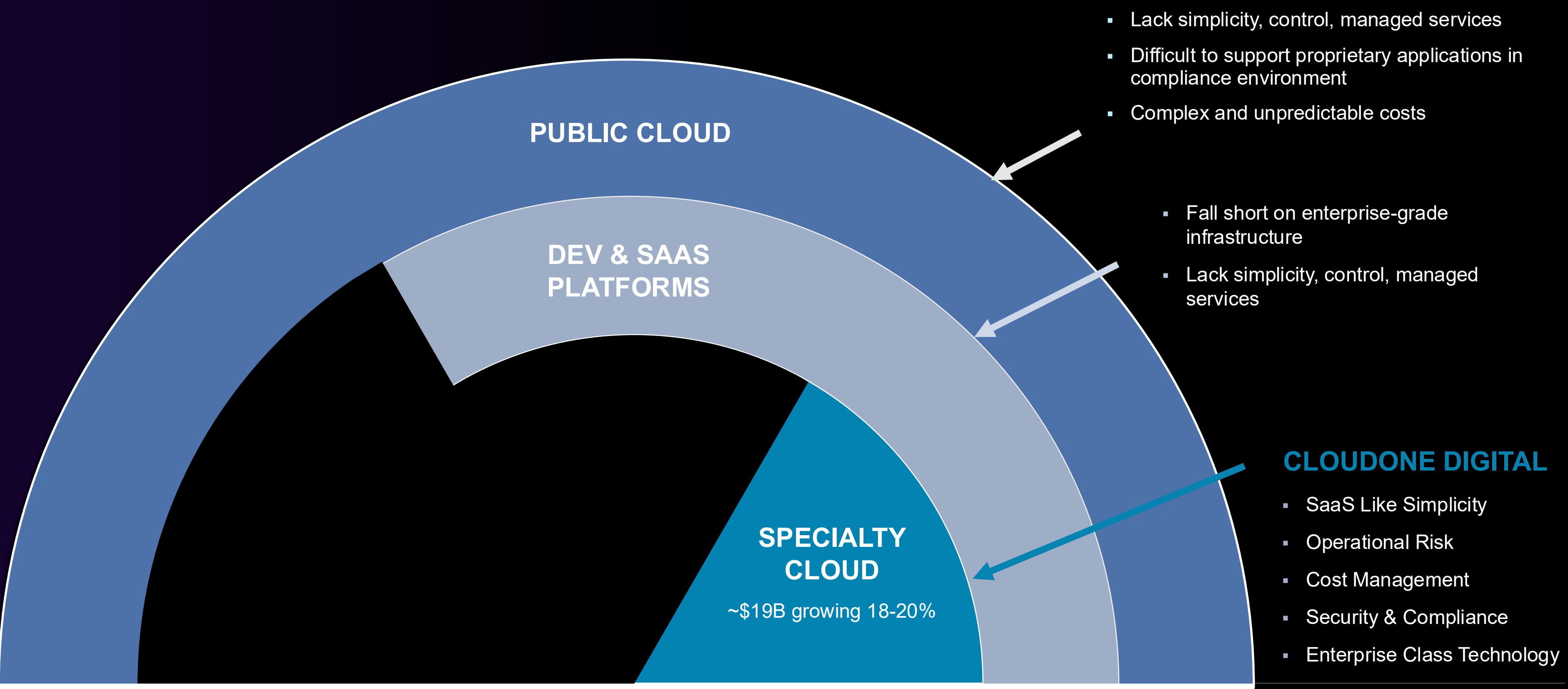
Node4 survey (June 2025)

ELIMINATING CLOUD COMPLEXITY UNLOCKS GROWTH

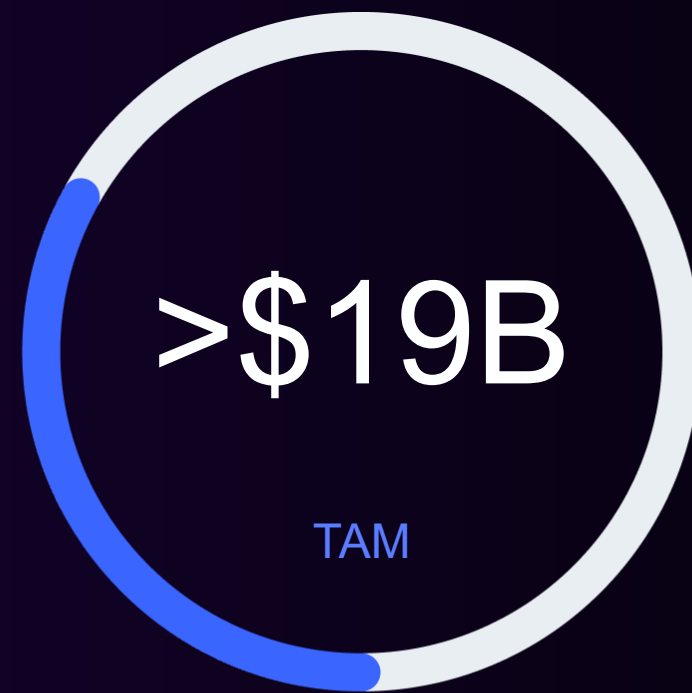
Buyer Drivers	Operational Risk	Cost-Control	Security & Compliance	Enterprise Class Technology
Job To Be Done	Highly available & low latency performance at scale	Minimize support and infrastructure costs with predictable billing	Secure, regulated and resilient – mission critical workloads	Reduce complexity and accelerate outcomes
Focus	▪ Points of Presence near consumers ▪ Load balancing and auto scaling, serverless functions, ▪ High availability design ▪ Flexibility in compute types & Bundles ▪ DDoS	▪ Managed skilled support ▪ Subscription based infrastructure costs - predictable billing ▪ Bundles with low-cost composable add-ons	▪ Regulatory adherence, audit trails, secure data storage. ▪ Compliance-ready infrastructure ▪ Encryption & Data Sovereignty ▪ WAF, BOT & API Protection ▪ MDR	▪ Domain relevant API's and integrations ▪ Pre-configured solution bundles ▪ Professional Services ▪ Vertical expertise in sales & account teams ▪ Reporting & Analytics
Competitors	▪ Kamatera, ScalaHosting ▪ ForexVPS.net – 4x ARR ▪ Beeks @ 26%, 22x EBITDA ▪ Latitude.sh, >13x EBITDA ▪ Webscale @ ~30%, 5x ARR ▪ Platform.sh @ 30%, 5x ARR ▪ Beeks @ 26%, 22x EBITDA			

Strong growth and a rapidly expanding opportunity – with no clear leader – are yielding superior valuations

THE EMERGENCE OF SPECIALTY CLOUD

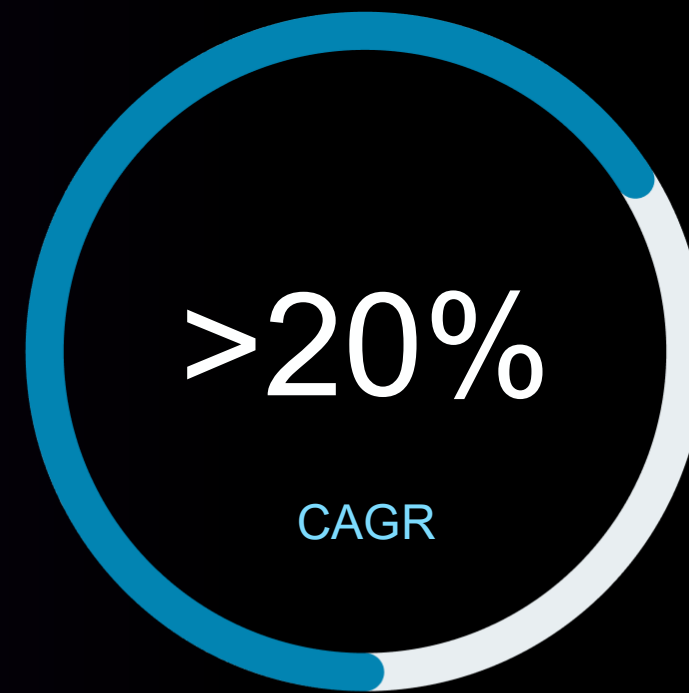


A MEANINGFUL OPPORTUNITY FOR CLOUDONE DIGITAL



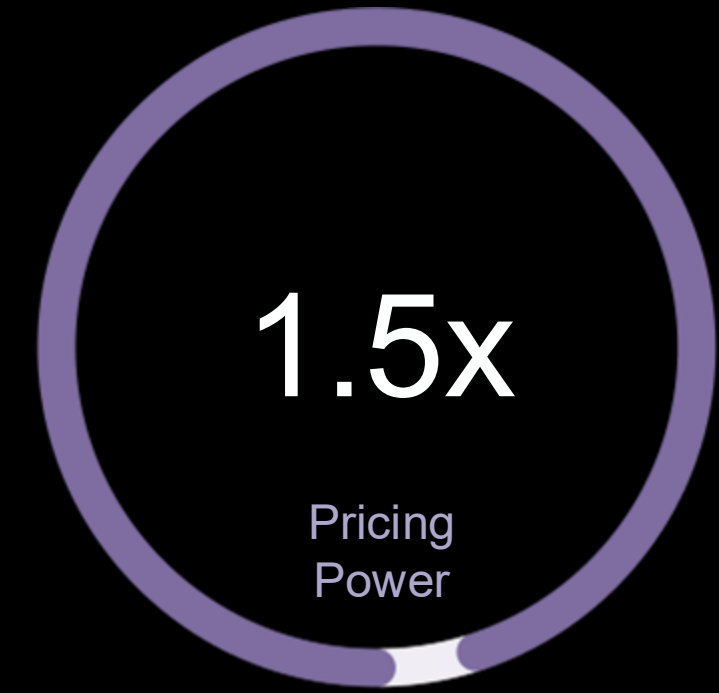
Large Opportunity

A large and unsaturated market largely served by emerging / sub-scale providers



Market Momentum

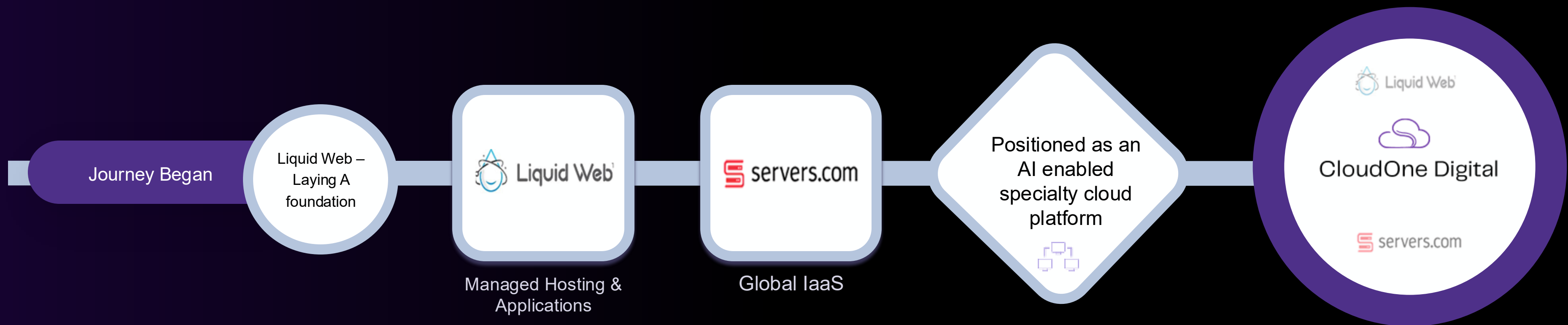
High growth with AI and Regulatory demand tailwinds



Value Based Pricing Premium

Customers wish to pay for business outcomes, not infrastructure consumption.

OUR UNIQUE PORTFOLIO OF ASSETS POSITIONS US TO WIN



1997 - 2014

- Becomes a leading hosting company
- Introduces core managed services

April 2023

- Cloud for applications
- SaaS-y WordPress solutions
- Digital commerce platform

July 2023

- Geographic expansion
- Scaled and performant IaaS
- Full Stack Cloud capabilities

2025+

- Full Stack Private Cloud
- Globally integrated and scaled IaaS
- AI enabled

Specialty Cloud

WHY CLOUDONE DIGITAL?

Operational Risk

- A cloud platform designed and curated specifically for specialty cloud requirements – Improved SLA's and a trusted partner

Cost Control

- Simplified pricing with DIFY packages and native platform capabilities – providing lower TCO and predictable costs

Security & Compliance

- Isolation & native compliance support - simplifies security & regulatory support from months to hours

Enterprise Class Technology

- Globally located Data Centers designed for performance, connected with a high-speed private network – Enterprise class IaaS performance

...We simplify what public cloud complicates

POWERED BY OUR GLOBALLY SCALED ENTERPRISE CLASS TECHNOLOGY PLATFORM



+3.2MM
Total Customers
(Includes Freemium customers)

185K
Paid Customers

101%
LTM Monthly Customer Net
Retention

500K+
Hosted Sites, Stores and
Applications

~52K
Servers Under Management

195
Countries Served

- High Performance & Low Latency
- Elasticity & On-Demand Scalability
- Enhanced Security & Compliance
- Resilience & Business Continuity
- Operational Efficiency & Simplified Management
- Global Reach with Local Presence

Connected with a high-speed private network

THE INTERSECTION OF OPPORTUNITY AND CAPABILITY

Cloud Repatriation



Distinctive suite of capabilities

Growing ARR

Increasing Unit Economics

Strong Moat

Strong Balance Sheet



A cloud platform, purpose built for complex workloads, where risk, cost, security, performance and simplicity matter.

Unlike hyperscalers, our cloud is highly performant, has a modern SaaS like experience, predictable costs and always comes with expert support

Simply put – **we are cloud without compromise**

AND OPERATED THROUGH THREE CORE REVENUE ENGINES

Web Cloud

For buyers that require simple, cost friendly hosting and applications tools

- **Buy Motion:** B2C Shopping cart motion with reliable on demand support
- **Avg. ARR:** \$150 - \$1,000
- **NRR Drivers:** Churn, price management and up-sell

Specialty Cloud Hosting

For buyers that require Enterprise grade cloud hosting, have regulatory requirements and that require access to DIFY managed support

- **Buy Motion:** Vertically knowledgeable sales hunters with shared account teams
- **Avg. ARR:** \$25k - \$100k
- **NRR Drivers:** Churn, x-sell & up-sell

Bare Metal Cloud

For buyers of proprietary workloads that are resource intensive and require a high degree of performance, control and isolation

- **Buy Motion:** Dedicated account teams with deep vertical expertise
- **Avg. ARR:** >\$150k
- **NRR Drivers:** Churn, expanded wallet share and new logo growth

A GO-TO-MARKET PLAYBOOK PURPOSE-BUILT TO ACCELERATE GROWTH

1

Target high-value & High-fit ICP's (*string of pearls*)

- Communities of practice that highly value our 'Specialty' capabilities
- Deep ICP understanding of the customer pains and desired gains
- Map 'proof points' points that span customer journey

TAM: \$X – YB

CAGR: 16-18%



TAM: \$X – YB

CAGR: 16-18%



TAM: \$X – YB

CAGR: 16-18%



TAM: \$X – YB

CAGR: 16-18%



TAM: \$X – YB

CAGR: 16-18%

2

Establish ICP 'Product Market Fit'

- Configured bundles with packaged support
- Simplified pricing: Transparent, predictable pricing designed to eliminate complexity and give customers full control over costs
- Agentic AI marketplace for solutions that deliver step change improvements to operational risk, cost & performance
- A catalog of 'composable' capabilities that extends our value deeper into customer workflows

3

Precision Go-To-Market Engine That Leverages AI To Hyper Personalize The Customer Journey

- Signal aggregation to identify 'in market' customers with adaptive content that is hyper-personalized
- Trusted advisors that translate complex cloud capabilities (operational risk, cost, compliance, technology) into customer value narratives
- Coordinated partner ecosystem designed to unlock positive synergies
- 24/7 AI-enabled support that anticipates, responds, and connects with a human touch

2 ESTABLISH ICP PRODUCT MARKET FIT

Four product fit pillars support a cohesive strategy to minimizes operating risk, simplifies cost management, reduce total cost of ownership, and delivers enterprise-grade scale

Curated Bundles & Support

What we're doing: Packages designed to meet the most common and pressing needs of our ICPs.

Why it matters: Buyers in specialty cloud markets face complexity barriers. Bundles reduce friction, accelerate adoption, and ensure customers have what they need from day one.

Outcome: Faster time-to-value, reduced operating complexity, and confidence that they're backed by expert support.

Simplified Pricing & Packaging

What we're doing: Transparent, easy-to-understand pricing models and streamlined packaging that eliminate hidden costs and reduce over-run fatigue.

Why it matters: Complexity in pricing is a major barrier to adoption in cloud infrastructure. Simplification builds trust, improves conversion, and makes scaling predictable.

Outcome: Customers gain clarity and control over spend, enabling them to scale confidently without compromise.

Agentic Marketplace

What we're doing: A marketplace of intelligent, agent-driven solutions that automate tasks, optimize workflows, and extend the value of our platform.

Why it matters: Buyers increasingly want options to reduce risk, embedded insight, and automation to reduce costs. Agentic solutions automate manual activities, create better experiences, and unlock new performance levels.

Outcome: Customers can leverage our ecosystem of plug-and-play solution, when hosted on our Inference enabled Cloud platform - turning their complexity into our competitive advantage.

Add-Ons

What we're doing: Modular add-on capabilities -security, compliance, monitoring, analytics-that customers can layer on as their needs evolve.

Why it matters: Specialty cloud buyers demand flexibility and the ability to tailor solutions to their unique regulatory, performance, or growth requirements.

Outcome: Customers can start simple and expand over time, ensuring long-term fit and reducing churn by evolving with their business.

AI Offers A Strategic Inflection Point

An asymmetric value creation opportunity that step changes our ability to remove complexity barriers – operations, cost, risk, performance,

- Improved Operating Leverage
- Exponential leverage on existing infrastructure
- Expansion of revenue streams and margin profile
- Differentiation in a saturated market
- Network effects with a strong moat
- Strategic control of the customers cloud ecosystem

AI Powered Customer Journey Engine

AI powered customer journey orchestration that adapts in real time to customer signals, optimizing every touch point for acquisition, retention and advocacy

- Hyper personalization at Scale
- Real-Time Adaption
- Predictive Insight
- Omni Channel Journey Orchestration
- Reduced CAC while increasing Win Rate