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COMP/M.6331- KKR / SILVER LAKE / GODADDY GROUP

SECTION 1.2

Description of the concentration

On July 1, 2011, Gorilla Acquisition LLC, a Delaware limited liability company (“Gorilla”), The Go Daddy Group, Inc., an Arizona corporation (“Holdings”), and Desert Newco, a Delaware limited liability company wholly owned by Holdings (the “Company”) executed a Unit Purchase Agreement (the “Purchase Agreement”) pursuant to which Gorilla has the right to acquire a majority of the issued and outstanding membership units (the “Units”) in the Company, subject to the satisfaction or waiver of certain conditions precedent. Prior to closing, Holdings will contribute to Go Daddy Operating Company, LLC (“Opco”), a Delaware limited liability company wholly owned by Holdings, all of Holdings’ assets and Opco will assume from Holdings all of its liabilities, excluding certain Excluded Assets and Retained Liabilities listed in the Purchase Agreement. Holdings will then contribute all of the limited liability company interests of Opco to the Company and the Company will become Opco’s sole direct owner. Also prior to closing, Gorilla will assign, pursuant to Section 11.4 of the Purchase Agreement, its right to acquire the majority of the Units to KKR, Silver Lake and Technology Crossover Ventures (“TCV”).¹ At close, it is currently anticipated that KKR 2006 Fund L.P., along with other funds and affiliates all ultimately controlled by KKR, will acquire approximately 26.3% of the Units; a to-be-formed limited liability corporation ultimately controlled by Silver Lake will acquire approximately 26.3%; and funds ultimately controlled by TCV will acquire approximately 11.8%. Holdings will continue to hold approximately 26.3% of the Units. Additionally, approximately 8.9% will be subject to options which will be rolled over from Holdings and assumed by the Company and approximately 0.37% of the Units will be owned by other equity investors.²

¹ TCV, founded in 1995, is one of the leading providers of growth capital to technology companies, providing funds to later-stage private and public companies. With US\$7.7 billion in capital under management, TCV has made growth equity, PIPE and recapitalization investments in over 170 companies leading to 47 initial public offerings and more than 30 strategic sales or mergers. Because TCV will not be acquiring decisive influence over Go Daddy, we will not be providing additional information about TCV in this filing.

² Assuming these options are exercised, KKR and Silver Lake will then both hold approximately 23.7% of the Units and TCV will hold approximately 10.6% of the Units. Additionally, Holdings will hold approximately 23.7% of the Units, approximately 8.02% will be subject to options which will be rolled over from Holdings and assumed by the Company and approximately 0.33% of the Units will be owned by other equity investors.