

Rightside™



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This presentation contains certain forward-looking statements. All statements other than statements of historical facts contained in this presentation, including statements regarding Rightside Group, Ltd.'s ("Rightside" or the "Company") future results of operations and financial position, business strategy, plans and objectives for future operations, are forward-looking statements. The Company has based these forward-looking statements largely on its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described under the heading "Risk Factors" in the Company's registration statement on Form 10 filed with the Securities and Exchange Commission (the "SEC"), which is incorporated herein by reference. Moreover, the Company operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for Company management to predict all risks, nor can the Company assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements the Company may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.

You should not rely upon forward-looking statements as predictions of future events or results. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, the Company cannot guarantee that the future results, execution of its business strategy, including its proposed separation from Demand Media, Inc., as well as short-term and long-term business operations, plans and objectives, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither the Company nor any other person assumes responsibility for the accuracy and completeness of such forward-looking statements. Except as required by law, the Company undertakes no obligation to update any forward-looking statements for any reason after the date of this presentation, to conform these statements to actual results or to changes in the Company's expectations.

The Company is a registrant under the rules and regulations promulgated by the SEC. Before evaluating whether you should consider an investment in the Company's securities, you should read the Company's registration statement on form 10 filed with the SEC, including all of the disclosures set forth therein, including under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations." The Company's SEC filings can be found at www.sec.gov and ir.demandmedia.com.

Introducing Rightside

Demand Media has announced the planned spin-off of its wholly owned subsidiary, Rightside Group, Ltd. (“Rightside”). Upon the effective date of the spin-off, Rightside will become a separate public company.

- » Rightside is a **LEADING PROVIDER OF DOMAIN NAME SERVICES** that enable businesses to find, establish and maintain their digital address.
- » Wholesale and retail registrar channels through eNom and Name.com
- » Premium domain name services through NameJet⁽¹⁾
- » Planned registry services through United TLD
- » Headquartered in Kirkland, WA



(1) Rightside owns 50% of NameJet through a joint venture with Web.com

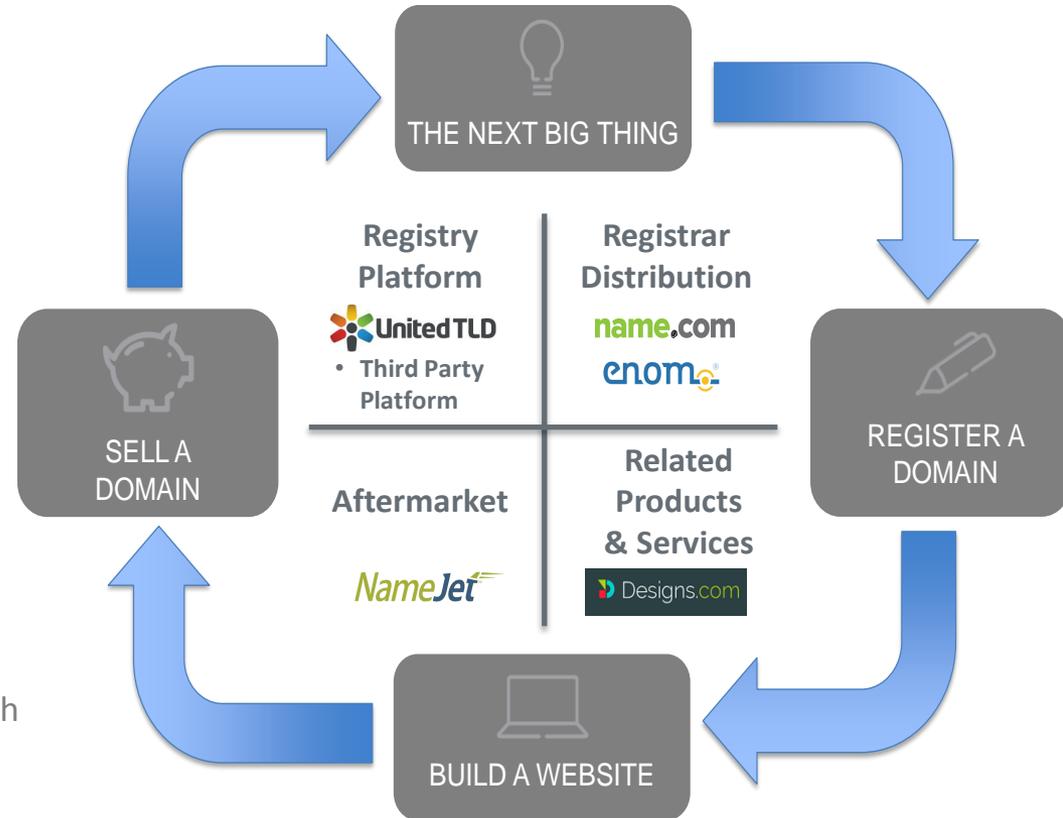
Our Mission

- » **Our mission is to advance the way businesses and consumers define and present themselves online**

Our Company

Our comprehensive domain name services platform touches the entire life cycle of a domain name.

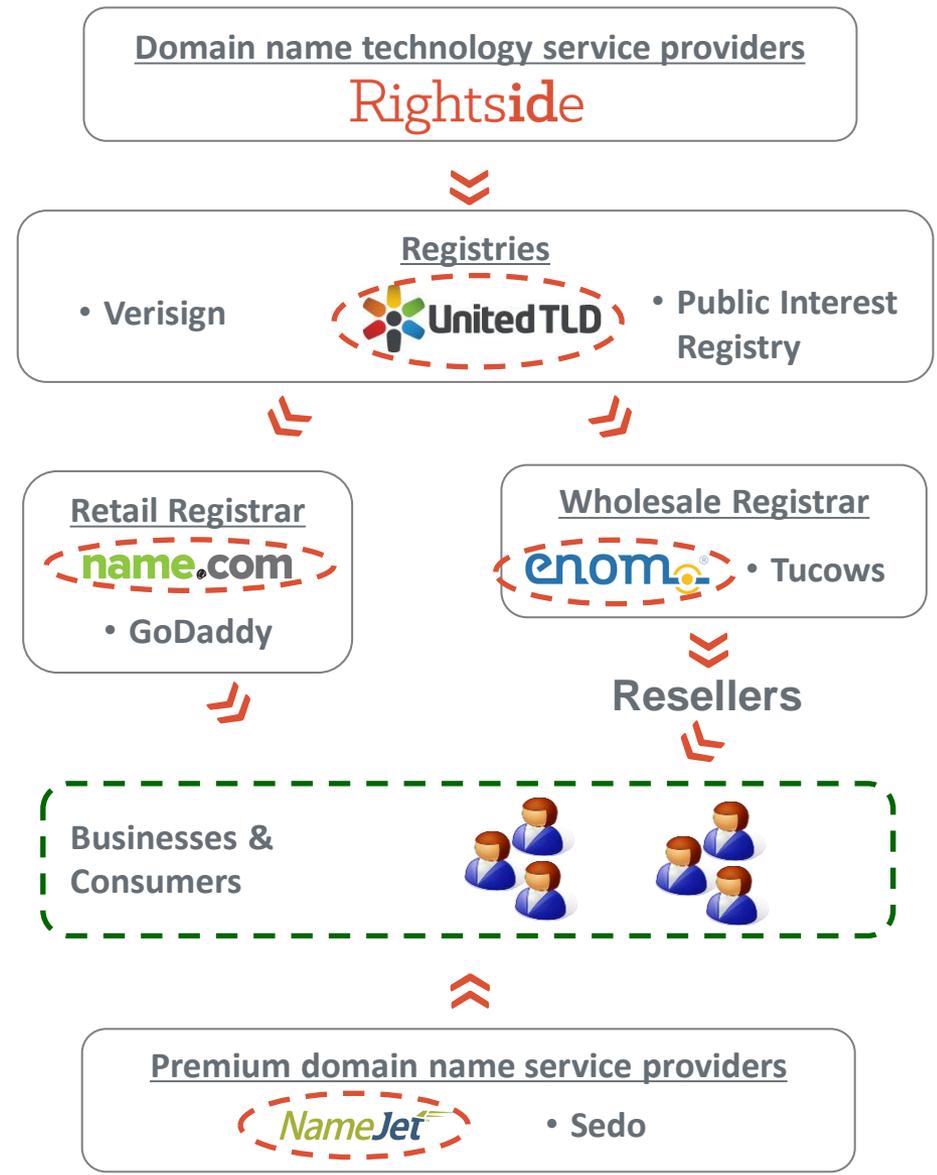
- » Registrar Services
 - » #1 wholesale registrar worldwide
 - » #2 registrar worldwide
 - » ~15MM domain names under management
 - » More than 20K active resellers and 225K retail customers
- » Planned Registry Services
 - » 11 registry operator agreements for new gTLDs with ICANN
 - » Equal rights in over 100 registry operator agreements or applications for new gTLDs through our strategic agreement with Donuts Inc.
 - » Provide registry back-end infrastructure services to the largest new gTLD applicant, Donuts Inc.
- » Aftermarket services to help customers buy, sell and monetize high value domain names



- » 2012: Revenue of \$173.0MM, Adjusted EBITDA of \$22.8MM
- » 9 mos. 2013: Revenue of \$139.6MM, Adjusted EBITDA of \$8.9MM

Our Industry

- » Domain name services is a multi-billion dollar industry that enables businesses and consumers to register a unique domain name, the starting point for their online presence
- » As of September 30, 2013, more than 265 million domain names were registered worldwide ⁽¹⁾
- » Businesses and consumers are served by four distinct industry segments that cover the entire lifecycle of a domain name
 - » Domain name technology service providers
 - » Registries
 - » Registrars (retail and wholesale)
 - » Premium domain name service providers



 Denotes Rightside brands

(1) Source: Q3 2013 Verisign Domain Name Industry Brief

Investment Highlights

- » We are an established industry leader
- » We serve a large global market that is benefiting from multiple growth drivers
- » We are positioned to capitalize on ICANN's new gTLD Program
- » We have a highly visible and predictable financial model
- » We have significant growth opportunities
- » We have an experienced management team proven in the industry

We are an Established Industry Leader

Registrar business operating since 1997

Wholesale Solutions



Enterprise class
APIs



Instant Reseller

White label hosted
storefront

Direct to Consumer Platform



Comprehensive Suite of Products & Services

Domain Names

- » Offering over 100 existing gTLDs and ccTLDs
- » Plans to offer one of the largest portfolios of new gTLDs

Value Added Services

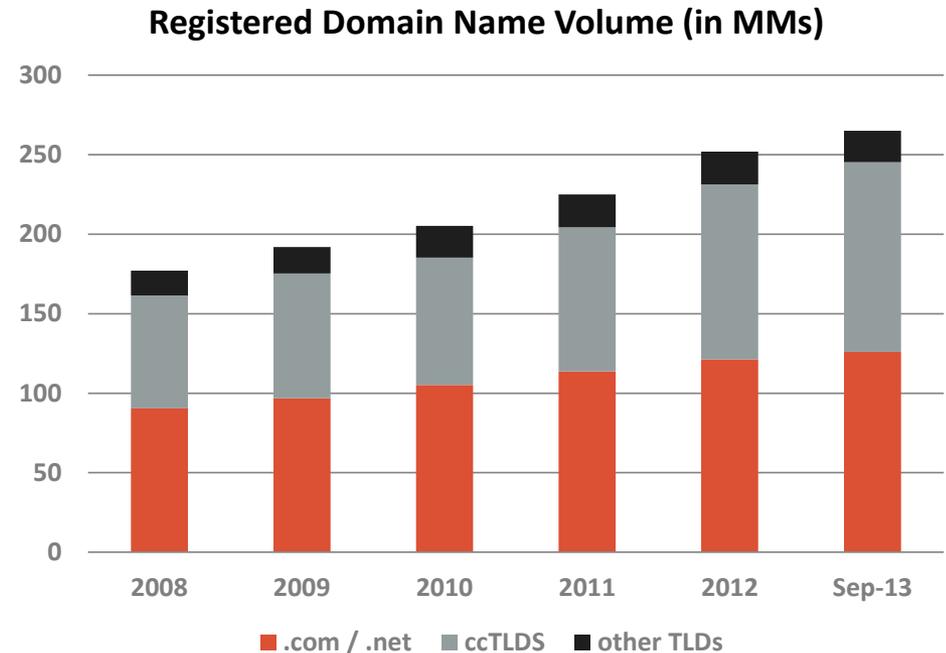
- » Domain privacy protection
- » Website builder tools
- » Website hosting
- » Email hosting

Aftermarket

- » Premium domain names
- » Auction services
- » Monetization services

We Serve a Large Global Market

- » Over 265MM domain names registered as of September 30, 2013
- » 8% increase YoY
- » 9% CAGR since 2008
- » Nearly 120MM ccTLD domain names registered as of September 30, 2013
- » 14% YoY growth (nearly 3x the growth of .com & .net)
- » During 2012, we estimate that customers registered over 80 million new domain names
- » 19% increase YoY



Source: Verisign Domain Name Industry Briefs and management estimates

ICANN's New gTLD Program

A Top Level Domain, or TLD, are the characters to the right of the last dot in a domain address (eg., “.com” is a TLD). In 2011, ICANN unveiled the New gTLD Program, significantly expanding the universe of gTLDs businesses and consumers are able to register as part of a domain name.

The expanded namespace provides a number of benefits to both the domain name registrant and its target audience:

- » Descriptive suffixes, such as .engineer and .dance, create a more natural categorization scheme that allows websites to better connect with their target audience
- » As the inventory of high quality domain names dramatically increases, registrants will find it easier to register a domain name best suited to their needs
- » The introduction of Internationalized Domain Names will enable registrants to register domain names in other languages
- » The expanded namespace creates the opportunity for new business models that capitalize on the enhanced online identity and navigation capabilities presented by new gTLDs

Initial Program Stats

\$350MM

Invested by applicants

1,400+

New gTLD Applications

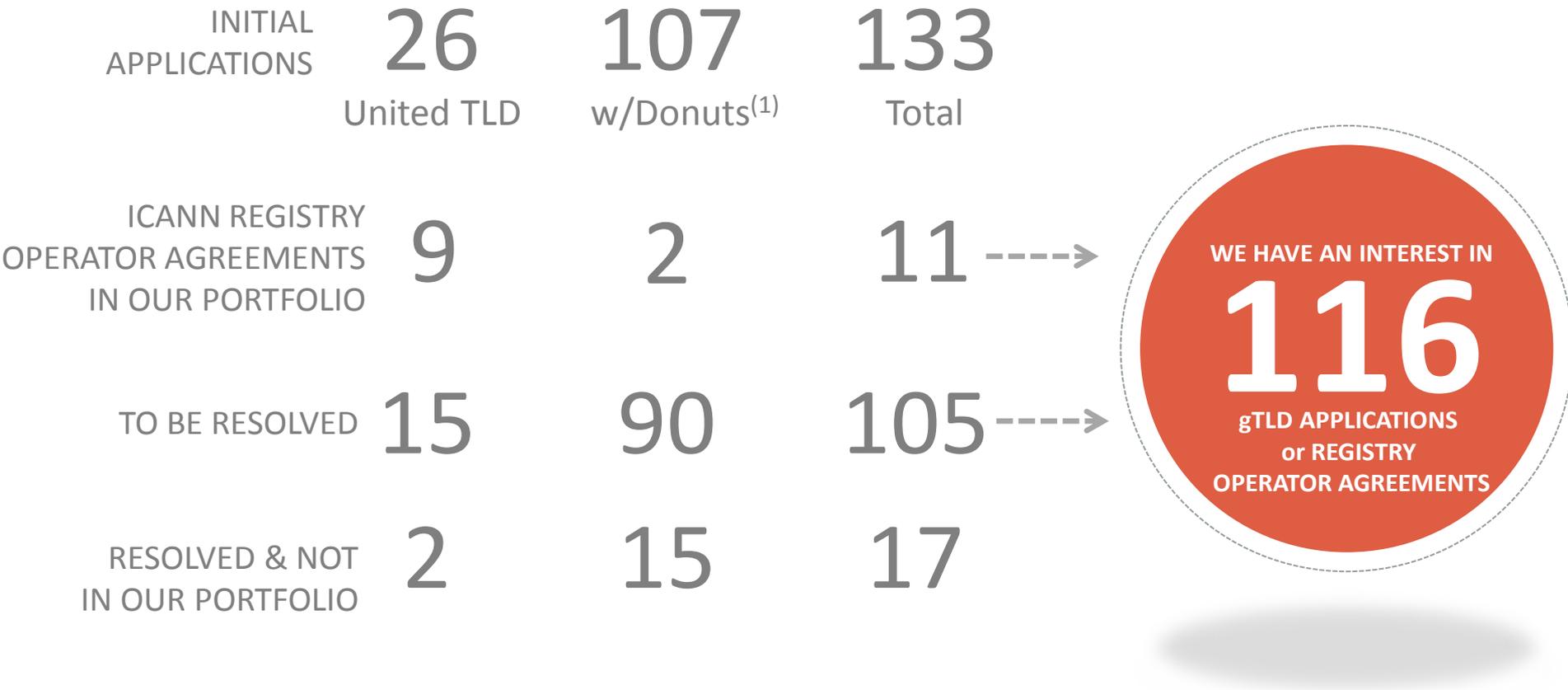
1,900+

Applicants

We are Positioned To Capitalize on ICANN's New gTLD Program

- » We are building a broad portfolio of exclusively operated new gTLDs
- » We have a large and diverse distribution network to offer new gTLDs through
- » Our vertical gTLD offering could create new customer opportunities by targeting specific audiences affiliated with vertical industry organizations
- » We offer value added services that complement the registration of a new gTLD domain name
- » We have developed proprietary editorial and algorithmic processes to identify high-value domain names associated with our gTLD initiative
- » Our long operating history and industry expertise has enabled strong relationships with ICANN and other industry partners

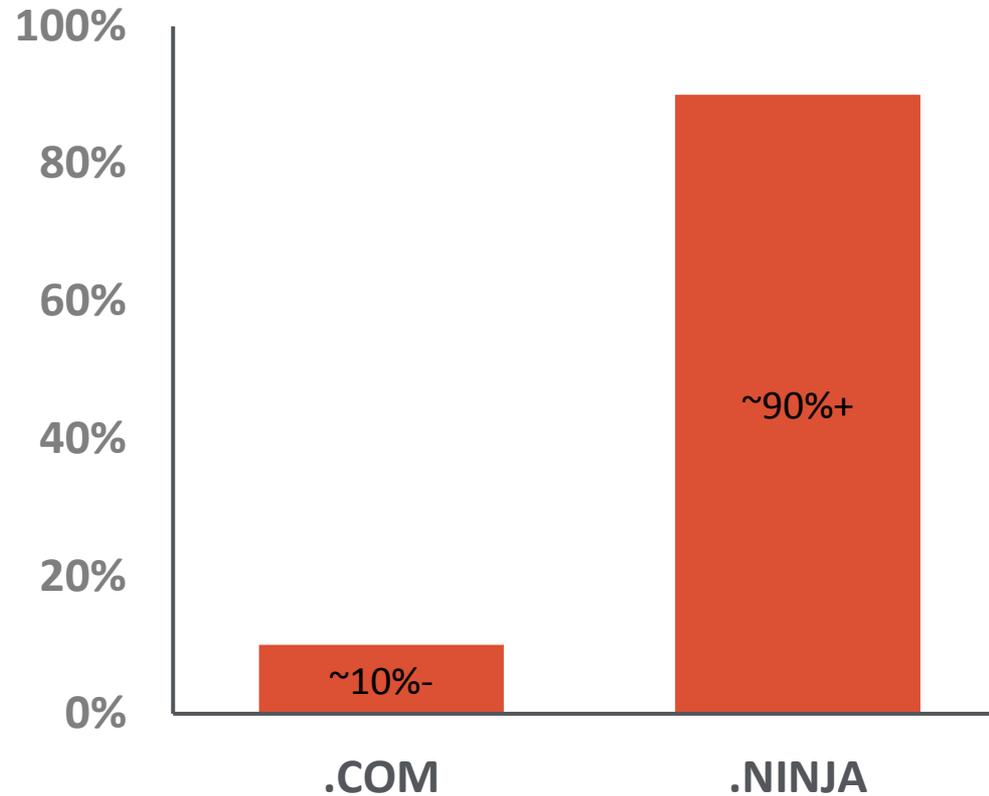
We are Building a Broad Portfolio of Exclusively Operated gTLDs



(1) We have a strategic agreement with Donuts Inc. ("Donuts"), the largest new gTLD applicant, through which we have acquired rights in over 100 registry operator agreements or applications.

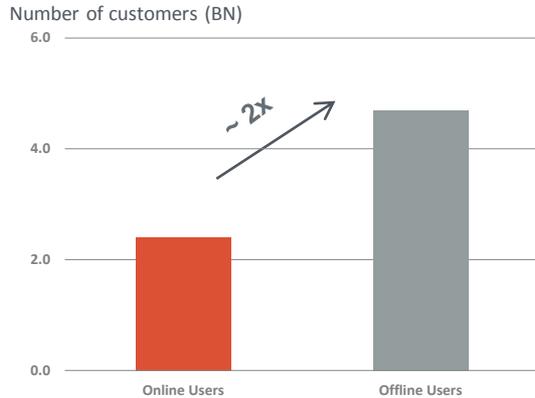
Illustrative Unit Economics

Direct Margins on our Exclusively Operated gTLDs could be Game Changing

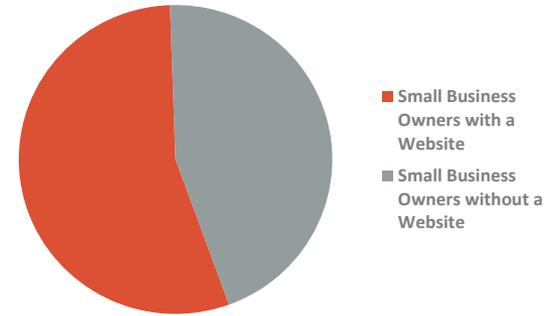


The Domain Name Market and New gTLD Program are Benefiting from Multiple Growth Drivers

1 Global Internet growth⁽¹⁾ ...

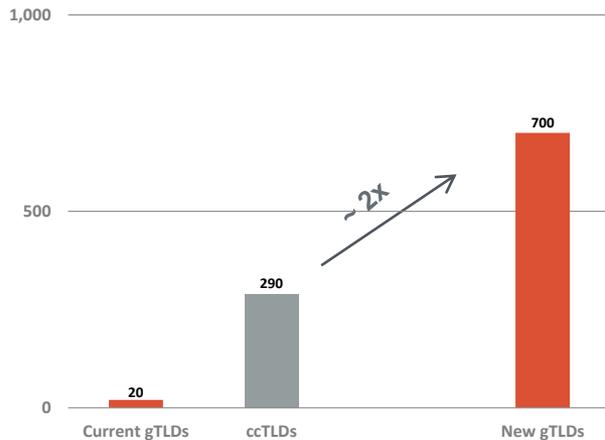


2 Migration of small businesses online⁽²⁾ ...



3

New gTLDs enable consumers and businesses to have a personalized presence that is simple and easy to find



Kell's Irish Pub
 Tablet Reviews 2014
 Erie County Democratic Committee
 Alvin Ailey American Dance Theatre
 Fans Futbol
 LinuxExpert Community

Existing Domains

kellsirish.com
 Tabletreviews2014.org
 Ecdems.com
 Alvinailey.org
 Fansfutbol.com.mx
 LinuxExpert.org

New gTLD Opportunities

Kellsirish.pub
 Tablet.reviews
 Eriecounty.democrat
 Alvinailey.dance
 Fans.futbol
 Linux.ninja

Sources:

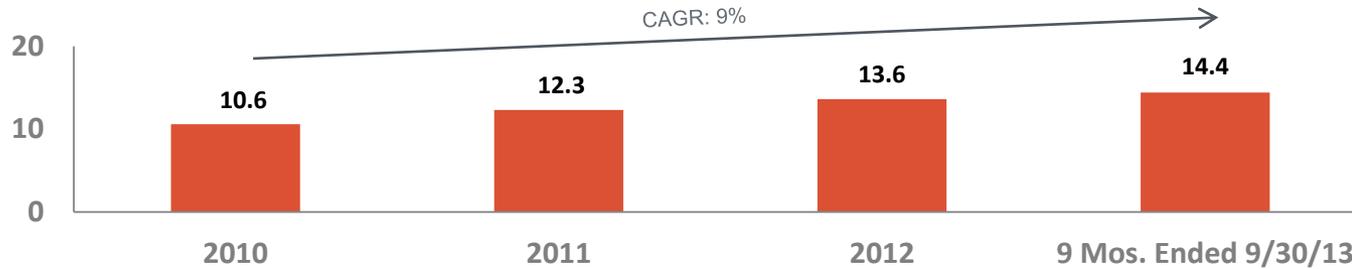
- (1) KPCB 2013 Internet Trends, Mary Meeker, May 29th 2013
- (2) Wakefield Research report dated April 2013

We Have a Highly Visible and Predictable Financial Model

Domain Services

Large Customer Base

Number of EoP Domains (MM)



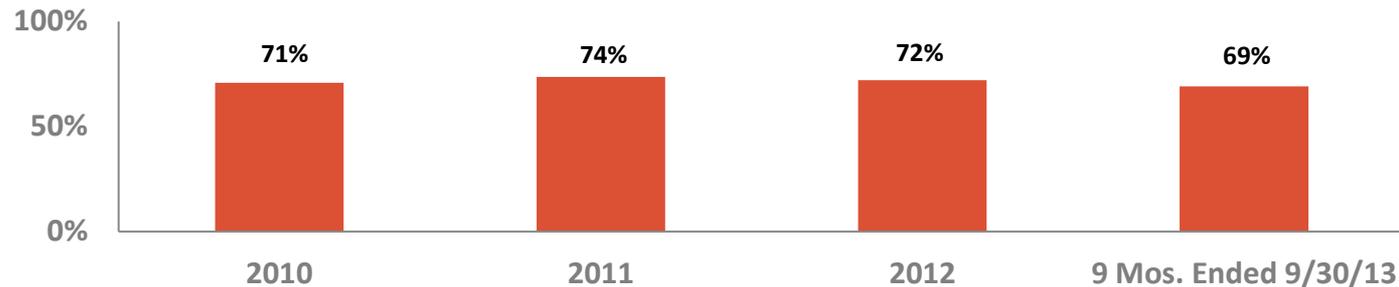
Steady Unit Economics

Annual Revenue per Domain (\$)



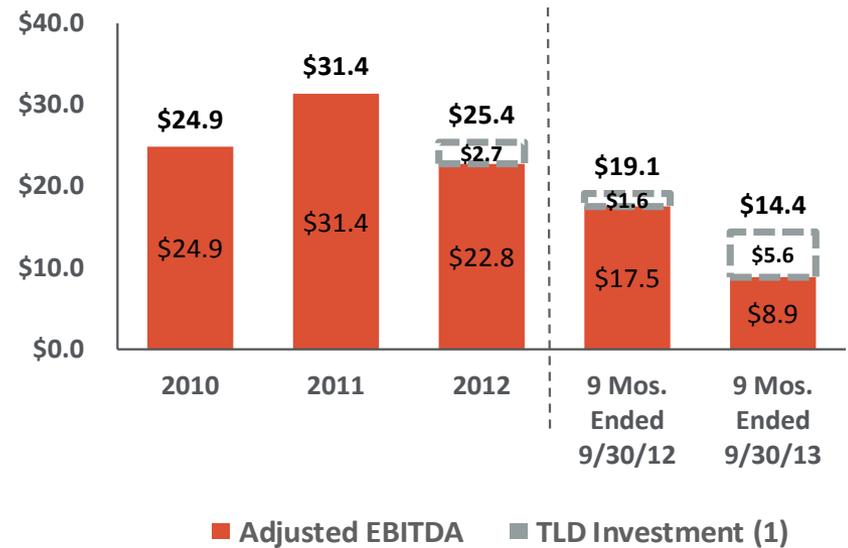
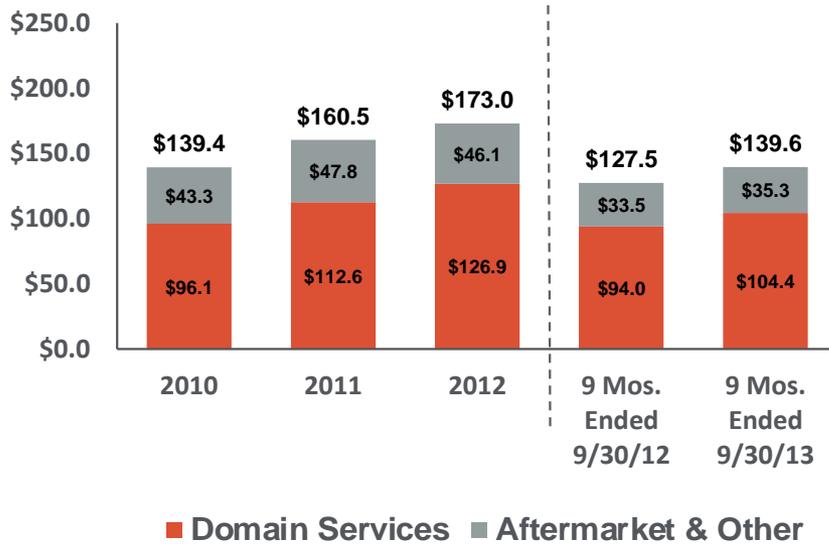
Upfront, Renewal Driven Revenues

Renewal Rates



Key Financial Highlights

Revenue & Adjusted EBITDA (\$MM)



(1) TLD investment per Demand Media Q4 2012 and Q3 2013 results.

We Have Significant Growth Opportunities

New gTLDs

- Offer the broadest selection of new gTLDs through our registrars
- Acquire and offer a broad portfolio of exclusively operated gTLDs through our registry

Distribution Channels

- Extend our large and diverse distribution network

Provide Complementary Solutions

- Develop and offer value-added services that make it easy for customers to establish and maintain their online presence
- Offer extensive aftermarket services for premium domain names

Expand Internationally

- Develop exclusively operated portfolio of international gTLDs
- Expand international distribution through third party registrars and resellers

We Have an Experienced Management Team

Dave Panos	Chairman	<ul style="list-style-type: none">• 20+ years of start-up experience, helping define new markets across a range of Internet and enterprise software sectors• Between 2008 and 2013, Mr. Panos served in several senior roles with Demand Media, including Executive Vice President, Emerging Markets, Chief Strategy Officer and Chief Marketing Officer.• Mr. Panos co-founded and previously served as CEO of Pluck Corporation, a white label social media integrated community platform, which was acquired by Demand Media in 2008.
Taryn Naidu	CEO	<ul style="list-style-type: none">• Currently serving as Executive Vice President, Domain Services, leading Demand Media's registrar business, which includes eNom and Name.com. Since early 2011, Mr. Naidu has also led the registry team, establishing our strategy for acquiring gTLD registry operator rights in ICANN's new gTLD program, as well as the technology platform and business operations to support our registry business.• Prior to joining Demand Media, Mr. Naidu worked at Momentous Corporation, a Canadian domain name marketing services group, where he held various roles, including CEO and President of Pool.com, a leading domain name auction company.
Tracy Knox	CFO	<ul style="list-style-type: none">• Nearly 20 years of extensive experience in global finance across diverse industries including software development and ecommerce.• Most recently, Ms. Knox was CFO of A Place for Mom, Inc., a private equity backed venture, directing all finance, accounting, human resources and training activities. She also previously served as CFO of Drugstore.com, leading the financial operations, business development and investor relations divisions of the company.
Wayne McLaurin	CTO	<ul style="list-style-type: none">• Currently serving as Senior Vice President, Technology for Demand Media's registry group where he is responsible for managing both the technology roadmap as well as day-to-day operations of the registry systems.• Prior to joining Demand Media, Mr. MacLaurin served as CTO at Sedari, a consulting firm focused on ICANN's new gTLD Program, and as the Executive Director of the Domain Name System Operations, Analysis and Research Center, a non-profit organization seeking to improve the Internet's domain name system infrastructure.
Rick Danis	General Counsel	<ul style="list-style-type: none">• Currently serving as Demand Media's Senior Vice President, Assistant General Counsel and managing all legal issues related to its domain name services business since joining in 2009.• Prior to joining Demand Media, Mr. Danis held senior positions in the legal departments of Nokia Corporation, a global leader in mobile communications, Yahoo! Inc., a leading Internet portal and online media company and broadcast.com, an Internet streaming media company.
David Ryan	GM, Registry	<ul style="list-style-type: none">• Joined Demand Media in 2013, serving as VP, Domain Name Services and GM, United TLD over that period• Has extensive experience at start-ups and multinationals, and most recently led global customer support efforts at Electronic Arts, a Fortune 500 company
Steve Banfield	GM, Registrar	<ul style="list-style-type: none">• Joined Demand Media in 2013 as SVP and GM, Registrar Services• 20+ years of experience in the tech and start-up space, including VP & GM at Real Networks and SVP & GM at Sony Pictures Digital Networks and Sony Connect

APPENDIX

Non-GAAP Financial Measures

To provide investors, analysts and others with additional information regarding the Company's financial results, this presentation includes adjusted earnings before interest, income taxes, depreciation and amortization, or "Adjusted EBITDA", a non-GAAP financial measure. A reconciliation of this non-GAAP financial measure to the most directly comparable GAAP financial measure has been included in the Appendix to this presentation. The Company's non-GAAP Adjusted EBITDA financial measure differs from GAAP net income (loss) in that it excludes certain expenses such as taxes, gain on other assets, net, depreciation, amortization, stock-based compensation, and the financial impact of acquisition costs.

The Company uses this non-GAAP financial measure to understand and evaluate its financial performance and operating trends, including period to period comparisons, to prepare and approve its annual budget and to develop short and long term operational plans. The exclusion of certain expenses in calculating Adjusted EBITDA can provide a useful measure for period to period comparisons of the Company's underlying recurring revenue and operating costs which is focused more closely on the current costs necessary to utilize previously acquired long-lived assets. In addition, management believes that it can be useful to exclude certain non-cash charges because the amount of such expenses is the result of long-term investment decisions in previous periods rather than day-to-day operating decisions.

Accordingly, the Company believes that this non-GAAP financial measure provides useful information to investors and others in understanding and evaluating the Company's operating results in the same manner as the Company's management and in comparing financial results across accounting periods and to those of peer companies.

The use of this non-GAAP financial measure has certain limitations because it does not reflect all items of income and expense that affect the Company's operations. The Company compensates for these limitations by reconciling the non-GAAP financial measure to the most comparable GAAP financial measure as set forth in the Appendix to this presentation. This non-GAAP financial measure should be considered in addition to, not as a substitute for, measures prepared in accordance with GAAP. Further, this non-GAAP measure may differ from the non-GAAP information used by other companies, including peer companies, and therefore financial comparability may be limited. The Company encourages investors and others to review the Company's financial information in its entirety and not rely on a single financial measure.

GAAP to Non-GAAP Reconciliation

	Nine Months Ended September 30,		Year Ended December 31,		
	2013	2012	2012	2011	2010
Net Income (loss)	\$(4,973)	\$(359)	\$(989)	\$3,818	\$2,717
Add (deduct):					
Income tax expense (benefit)	(1,930)	(93)	(162)	2,557	2,004
Gain on other asset, net ⁽¹⁾	(2,566)	--	--	--	--
Depreciation and amortization ⁽²⁾	11,054	10,304	13,494	15,250	17,417
Stock-based compensation ⁽³⁾	7,271	7,685	10,112	9,738	2,739
Acquisition costs ⁽⁴⁾	31	--	295	--	--
Adjusted EBITDA	\$8,887	\$17,537	\$22,750	\$31,363	\$24,877

(1) Net gains on sales and withdrawals of interest in gTLD applications included in gain on other assets, net.

(2) Represents depreciation expense of our long-lived tangible assets and amortization expense of our finite-lived intangible assets.

(3) Represents the fair value of stock-based awards and certain warrants to purchase our stock included in our GAAP results of operations.

(4) Acquisition costs include legal, accounting and other professional fees directly attributable to acquisition activity.