# GoDaddy Inc.

**GDDY**

NYSE; business equipment; SIC 7373, Services-Computer Integrated Systems Design; CIK 0001609711

# D/E

**on the D/E boundary of 494 graded peers in business equipm...**

rank 391 of 494; percentile 79.1; sampling error 2.2 points; lower is stronger

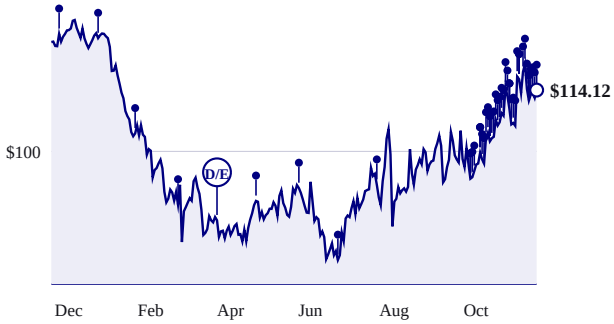
A B C D E

**D/E, the sloth**



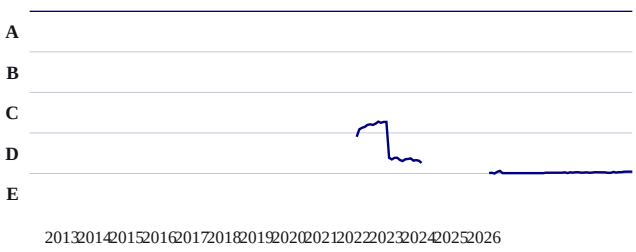
| Scoreboard | |
|---|---|
| **Profitability** | C<br>percentile 46.1 |
| **Solvency** | E<br>percentile 91.9 |
| **Growth and financing** | C<br>percentile 44.6 |
| **Reliability** | 0.94 AUC<br>filers with over $2.67B assets; 95% interval 0.88 to 0.97; 61 events, 2020 to 2025 |
| **Peer failure rate** | 0.52% a year<br>Item 1.03 bankruptcies, same asset band, 2012 to 2025 |
| **Size band** | over $2.67B assets<br>total assets $8.0B |
| **Standard universe** | inside<br>revenue above $1M and assets above $10M |
| **Warnings** | none triggered<br>not computable: short runway, distress, fortress balance sheet |
| **Inputs computable** | 7 of 14 |
| **Graded from** | filings received through Feb 25, 2026<br>264 days before the rescan; latest periodic filing 10-Q received Oct 30, 2026 |
| **Last close** | $114.14<br>2026-11-13; market equity $13.8B; no price enters the letter |

**Share price, twelve months to the rescan**




*Split-adjusted close. Each lollipop is a rescan and carries the letter held then.*

**Letter at every rescan, 2012 to 2026**




*Sector percentile at each rescan, stronger toward the top; facts filed by each date only.*

## Business, in the company's words

*opening of Item 1 of the 10-K received Feb 25, 2026*

GoDaddy is a global leader serving a large market of entrepreneurs, developing and delivering easy-to-use solutions as a one-stop shop provider, backed by proactive, informed and personalized guidance. We serve small businesses, individuals, organizations, developers, designers and domain investors. Our vision is to radically shift the global economy toward life-fulfilling entrepreneurial ventures. Our mission is to empower entrepreneurs everywhere, making opportunity more inclusive for all. We are passionate about our mission and honored that entrepreneurs trust us with their ideas. Our 20.4 million customers are passionate and determined to transform their ideas into something meaningful.

## The fourteen inputs

*lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight*

| Input | Value | Peer median | Percentile, 0 to 100 | Pct | Peers | Period end |
|---|---|---|---|---|---|---|
| **Profitability, sleeve percentile 46.1** | | | | | | |
| Gross profitability | not computable | 28.7% | | | | |
| *one or more required annual facts are missing* | | | | | | |

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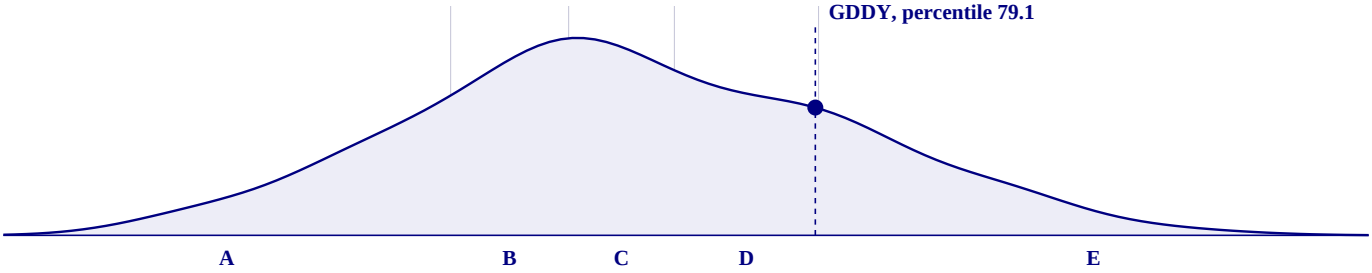
| | | | | | |
|---|---|---|---|---|---|
| Return on invested capital | not computable | 11.2% | | | |
| *one or more required annual facts are missing* | | | | | |
| Accruals ratio | (8.9%) | (7.3%) | 46.1 | 613 | 2025-12-31 |
| Gross margin stability, five years | not computable | 2.3 pts | | | |
| *five annual gross margins are required; found 0* | | | | | |
| **Solvency, sleeve percentile 91.9** | | | | | |
| Twelve-month failure probability | not computable | 0.05% | | | |
| *liabilities and a nearby cover-page share count are required at 2026-09-30* | | | | | |
| Altman Z double-prime | not computable | 2.21 | | | |
| *one or more required annual facts are missing* | | | | | |
| Net debt to EBITDA | not computable | 1.09x | | | |
| *one or more required annual facts are missing* | | | | | |
| Interest coverage | not computable | 3.77x | | | |
| *latest aligned inputs end 2023-12-31; latest annual assets end 2025-12-31* | | | | | |
| Current ratio | 0.61x | 2.01x | 91.9 | 658 | 2025-12-31 |
| **Growth and financing, sleeve percentile 44.6** | | | | | |
| Revenue growth, three-year compound | 6.6% | 6.4% | 49.6 | 531 | 2025-12-31 |
| Free cash flow growth, three-year compound | 19.6% | 17.7% | 47.1 | 264 | 2025-12-31 |
| Reinvestment rate | (51.8%) | 15.1% | 70.3 | 223 | 2025-12-31 |
| Asset growth, three years | 4.8% | 5.2% | 49.5 | 555 | 2025-12-31 |
| Net share issuance, one year | (5.7%) | 0.5% | 6.4 | 406 | 2026-02-20 |

## Among 494 peers

*business equipment; letters are fifths of this list*




*Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.*

| Rank | Company | Percentile | Letter | Warnings |
|---|---|---|---|---|
| 386 | Spectrum Brands Holdings, Inc. (SPB) | 78.1 | D/E | |
| 387 | Asure Software Inc. (ASUR) | 78.3 | D/E | |
| 388 | SmartRent, Inc. (SMRT) | 78.5 | D/E | |
| 389 | Thermo Fisher Scientific Inc. (TMO) | 78.7 | D/E | |
| 390 | Clarivate plc (CLVT) | 78.9 | D/E | |
| 391 | GoDaddy Inc. (GDDY) | 79.1 | D/E | |
| 392 | ZoomInfo Technologies Inc. (GTM) | 79.3 | D/E | |
| 393 | Maxlinear, Inc. (MXL) | 79.5 | D/E | |
| 394 | Definitive Healthcare Corp. (DH) | 79.7 | D/E | fortress balance sheet |
| 395 | Creative Realities, Inc. (CREX) | 79.9 | D/E | late filer |
| 396 | Progress Software Corp. (PRGS) | 80.1 | D/E | |

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## What the price implies

*at the 2026-11-13 close; none of these enters the grade*

| Measure | Value | Peer median | Percentile |
|---|---|---|---|
| Twelve-month price change, skipping the latest month | (28.3%) | (2.0%) | 29 |
| Distance from 52-week high | (12.9%) | (35.0%) | 76 |
| EBIT to enterprise value | not computable | 1.7% | |
| Free cash flow yield | 11.4% | 2.8% | 88 |
| Book value to price | (0.01) | 0.27 | 6 |
| Sales to price | 0.36 | 0.32 | 54 |
| Composite equity issuance, five years | not computable | 4.4% | |
| Relative strength against the sector, log excess return | (0.60) | (0.29) | 29 |

## Diagnostics

*shown on every report; none enters the grade*

| Measure | Value |
|---|---|
| **Piotroski F-score None of 9, period end 2025-12-31** | |
| Return on assets above zero | pass |
| Operating cash flow above zero | pass |
| Return on assets improved | fail |
| Operating cash flow exceeds net income | pass |
| Long-term leverage fell | pass |
| Current ratio improved | fail |
| No new shares issued | pass |
| Gross margin improved | fail |
| Asset turnover improved | fail |
| **Cash, filings, liquidity** | |
| Cash and equivalents | n/a |
| Operating cash flow, four quarters | n/a |
| Months of runway | not finite |
| Days since last periodic filing | 17 (10-Q received Oct 30, 2026) |
| Median daily dollar volume, 63 sessions | $168.4M |

## Sources

*every fact behind the inputs; each row links to its filing index on sec.gov*

| # | Concept | XBRL tag | Value | Period end | Received | Form | Accession |
|---|---|---|---|---|---|---|---|
| 1 | net income | us-gaap:NetIncomeLoss | $875.0M | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 2 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | $1.6B | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 3 | assets | us-gaap:Assets | $8.0B | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 4 | assets | us-gaap:Assets | $8.2B | 2024-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 5 | operating income | us-gaap:OperatingIncomeLoss | $547.4M | 2023-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 6 | interest expense | us-gaap:InterestExpense | $179.0M | 2023-12-31 | 2024-02-29 | 10-K | 24-000022 |
| 7 | current assets | us-gaap:AssetsCurrent | $1.8B | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 8 | current liabilities | us-gaap:LiabilitiesCurrent | $3.0B | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 9 | revenue | us-gaap:RevenueFromContractWithCustomerExcludingA... | $5.0B | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 10 | revenue | us-gaap:RevenueFromContractWithCustomerExcludingA... | $4.6B | 2024-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 11 | revenue | us-gaap:RevenueFromContractWithCustomerExcludingA... | $4.3B | 2023-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 12 | revenue | us-gaap:RevenueFromContractWithCustomerExcludingA... | $4.1B | 2022-12-31 | 2025-02-20 | 10-K | 25-000023 |
| 13 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $23.9M | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 14 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | $1.3B | 2024-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 15 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $26.6M | 2024-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 16 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | $1.0B | 2023-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 17 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $42.0M | 2023-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 18 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | $979.7M | 2022-12-31 | 2025-02-20 | 10-K | 25-000023 |

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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 19 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $59.7M | 2022-12-31 | 2025-02-20 | 10-K | 25-000023 |
| 20 | depreciation amortization | us-gaap:DepreciationDepletionAndAmortization | $116.6M | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 21 | operating income | us-gaap:OperatingIncomeLoss | $1.1B | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 22 | pretax income | us-gaap:IncomeLossFromContinuingOperationsBeforeInc... | $1.0B | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 23 | income tax | us-gaap:IncomeTaxExpenseBenefit | $145.0M | 2025-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 24 | current assets | us-gaap:AssetsCurrent | $2.0B | 2024-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 25 | current liabilities | us-gaap:LiabilitiesCurrent | $2.7B | 2024-12-31 | 2026-02-25 | 10-K | 26-000010 |
| 26 | assets | us-gaap:Assets | $7.6B | 2023-12-31 | 2025-02-20 | 10-K | 25-000023 |
| 27 | assets | us-gaap:Assets | $7.0B | 2022-12-31 | 2024-02-29 | 10-K | 24-000022 |
| 28 | shares outstanding | dei:EntityCommonStockSharesOutstanding | 133,354,117 | 2026-02-20 | 2026-02-25 | 10-K | 26-000010 |
| 29 | shares outstanding | dei:EntityCommonStockSharesOutstanding | 141,355,906 | 2025-02-14 | 2025-02-20 | 10-K | 25-000023 |

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