

Company Analysis - Group and Company Overview

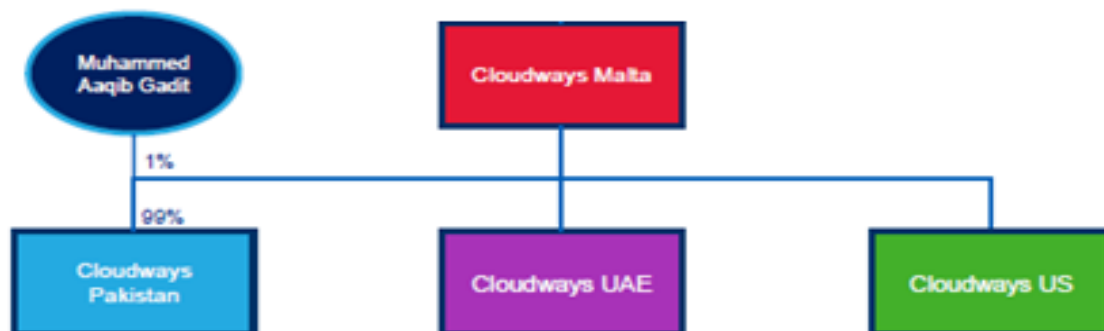
Cloudways was founded in 2012 and operates as a managed cloud hosting platform that provides simple onboarding and day-to-day management and purpose-built solutions to Small and Medium-Sized Businesses (“SMBs”) who are looking to outsource their on-ramp to the internet. Cloudways help these SMBs offload the general complexities associated with cloud-based infrastructure.

Cloudways Limited (“Cloudways Malta”), having its registered office at 1st Floor Sqaq Lourdes St. Julians STJ3334, Malta, is the parent entity of the Cloudways Group, and is responsible for overall activities of the group as the software and domain IP owner. Cloudways Malta is the contracting and negotiating party with the customers.

The cloud hosting platforms that Cloudways provides allows customers to host websites and applications on a cloud vendor of their choice (i.e. Digital Ocean, Vultr, Linode, AWS, or Google Cloud) without having to worry about the DevOps complexities that come with self-managed infrastructure.

Effective from 5 April 2022, Cloudways Malta, became the Parent Company by virtue of 99% shareholding in Cloudways Platform (Private) Limited. (“Cloudways PK”) through purchase of 2,970 ordinary shares.

Figure 1: Cloudways Legal Ownership Structure as at 30 June 2022



Subsequent to the year ended 30 June 2022, DigitalOcean Holdings, Inc., having its registered office at 101 6th Avenue New York, United States, became the ultimate parent of Cloudways PK pursuant to acquisition of Cloudways Malta by DigitalOcean, LLC. Nevertheless, there have not been any material changes to Cloudways PK’s business operations as a result of the acquisition through 31 December 2022.

DigitalOcean – Introduction, History and Shareholding Structure

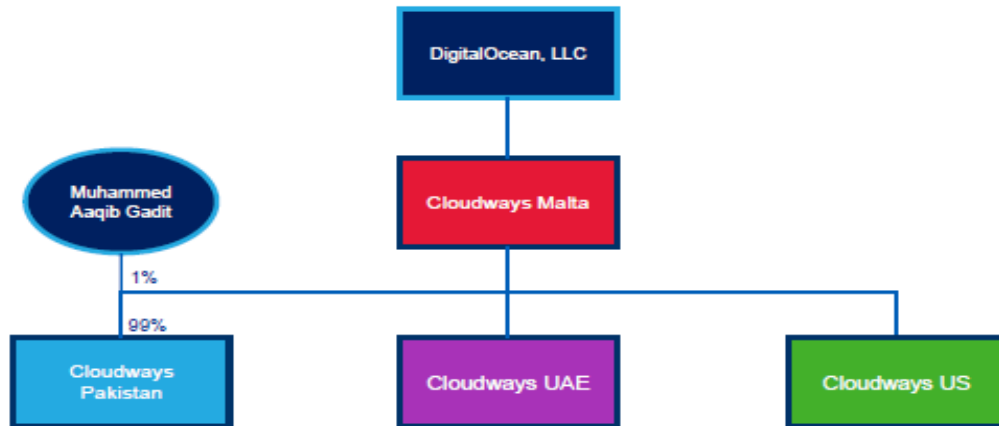
DigitalOcean LLC (“DigitalOcean” / “DO US”), is a cloud infrastructure as a service (“IaaS”) provider headquartered in New York City with data centers worldwide. Founded in 2011, DigitalOcean offers a cloud platform that helps software developers to quickly deploy, resize, and scale production environments. Its cloud infrastructure helps developers to develop and control an infrastructure with a variety of features such as:

- application program interfaces and shared private networking.
- solid state disk-based block storage to their droplet; and
- an interface to control virtual servers.

DigitalOcean maintains a comprehensive portfolio of quality products and provides consumers with a platform to easily build, run and manage their software, applications, etc. As an IaaS provider,

DigitalOcean's services are tools that are used to assist clients with managing their systems and monitor performance.

Figure 2: Cloudways Legal Ownership Structure as at 31 December 2022



Company overview – Cloudways PK

Cloudways Platform (Private) Limited was incorporated as a private limited company on 06 December 2021 under the Companies Act, 2017. The principal activity of the Company is to provide IT support services to its Parent.

Effective from 1 April 2022, Cloudways PK implemented Intercompany Master Services Agreement (“the IMSA”). Under this agreement, Cloudways PK having facilities, equipment and employees, permits to provide IT support services to Cloudways Malta.

Main Activity

The main activities of the Company is to deliver IT support services to Cloudways Malta, such as maintenance of existing software and web-hosting. The Company performs quality assurance tests and ad-hoc trouble shooting functions.

- The Cloudways platform features >99.9% uptime, super fast page load time, pro-active app monitoring, dedicated workflows, leading security including add ons from Cloudflare and 24/7 premium support.
- Host websites with the simplest cloud hosting platform
- Build web apps or API backends on robust infrastructure
- Deploy container based apps with managed Kubernetes
- Speed up development with intuitive API, developer tools and CI/CD add-ons

Products & Solutions

Products & Solutions offered by Cloudways are listed below:

- WordPress Hosting
- WordPress Multisite Hosting
- WooCommerce Hosting
- Magento Hosting
- PHP Hosting
- Laravel Hosting
- Ecommerce Hosting
- Reseller Hosting
- Affiliate Program
- Agency Partnership Program

Features of Product

Features of these products are as follows:

- High-Speed Performance
- Expert problem solving for everyone.
- Proactive security practices to keep servers safe and secure.
- Collaborative workflow
- Easy-to-use user interface (UI) to control application and server
- Integration and add-ons
- Around the clock server monitoring

Competitors

Cloudways faces competition from various international and local entities listed below:

- Scala Hosting
- Ultra host
- Host Armada
- Chemicloud
- VerpexCloud
- Abacus Consulting
- Verge System
- Red Rack X
- WateenTechwards
- Cloudservers
- Tech Access

Growth Strategies

Cloudways Platform is engaged in providing IT support services to Cloudways Malta and driving growth by implementing following strategies:

- Enhancing and improving the quality of services
- Growing existing customer base through excellence
- Innovation throughout the Organization

Cloudways PK provides IT support services to Cloudways Malta. The workflow of international transaction performed by Cloudways PK during the period ended 30 June 2022 and 30 June 2023 is illustrated below:



Cloudways PK has implemented IMSA and under this agreement, Cloudways PK having facilities, equipment and employees permits it to provide IT support services to Cloudways Malta