Web: Post-Acquisition Plan

100 Day Plan

Organizational

- Align business along Siris Bond / Call strategy and establish GMs with P&L responsibility
- Establish core team with responsibility for driving performance and data-driven decision making in core Retail segment
- Recruit and hire new CEO

Operational

- Reporting: Institute product line P&Ls and KPI reporting
- IT: Accelerate technology integration projects that seek to enable better data and reduce costs
- HR: Adjust and harmonize annual bonus and commission plans and establish Long-Term Incentive Plan (LTIP)

Cost Savings

- Execute Phase I (at close) and Phase II (within 90 days of close) cost savings:
  - Savings from public company costs
  - Eliminating field sales force and ~20 associated offices
  - Discontinuing use of Corporate jet
  - Terminating sports marketing sponsorships
  - Downscaling of Leadstream telesales force
  - Consolidation of call center facilities

Portfolio Optimization

- Initiate divestiture process of Lighthouse dental patient engagement software business

Business Line Strategy

Retail Business "Bond"

- Transform to portfolio of brands characterized by:
  - Optimized storefronts, communications and experience to address the needs of targeted customer segments
  - Enabled to sell the entire spectrum of Web.com's product offerings
  - Offering a competitive catalogue of internally-developed and third-party solutions
  - Powered by customer segmentation and marketing analytics
  - Differentiated by ability to offer spectrum of self-service and full-service solutions
  - Leveraging low-cost shared technology and operations infrastructure (customer service, billing, BI, fulfilment)
- Acquire complementary assets leveraging Web.com's platform

Growth Assets "Call"

- Pursue profitable growth in non-core product lines and opportunistically exit:
  - Lighthouse: initiate sale immediately post-close
  - Web for Enterprise: stabilize and separate
  - TorchX: restructure and sell

Leadstream (Premium Services)

- Seek to optimize customer lifetime value by exiting high-cost sales channels and low-value customer segments

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