

# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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subject to Section 16. Form 4 or  
Form 5 obligations may  
continue. See Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or  
Section 30(h) of the Investment Company Act of 1940

|   |  |  |   |  |  |   |  |  |
|---|--|--|---|--|--|---|--|--|
| 1. Name and Address of Reporting Person *                       |  |  | 2. Issuer Name and Ticker or Trading Symbol       |  |  | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)  |  |  |
| <b>HOAG JAY C</b>   |  |  | <b>GoDaddy Inc. [ GDDY ]</b>                      |  |  | <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner<br><input type="checkbox"/> Officer (give title below) <input checked="" type="checkbox"/> Other (specify below)<br><b>May be part of a 13(d) group</b> |  |  |
| (Last) (First) (Middle)   |  |  | 3. Date of Earliest Transaction (MM/DD/YYYY)      |  |  |   |  |  |
| <b>C/O TECHNOLOGY CROSSOVER<br/>VENTURES, 528 RAMONA STREET</b> |  |  | <b>4/12/2016</b>                                  |  |  |   |  |  |
| (Street)  |  |  | 4. If Amendment, Date Original Filed (MM/DD/YYYY) |  |  | 6. Individual or Joint/Group Filing (Check Applicable Line)   |  |  |
| <b>PALO ALTO, CA 94301</b>                                      |  |  |   |  |  | <input type="checkbox"/> Form filed by One Reporting Person<br><input checked="" type="checkbox"/> Form filed by More than One Reporting Person   |  |  |
| (City) (State) (Zip)  |  |  |   |  |  |   |  |  |

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security<br>(Instr. 3) | 2. Trans. Date | 2A. Deemed<br>Execution<br>Date, if any | 3. Trans. Code<br>(Instr. 8) |   | 4. Securities Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) |               |               | 5. Amount of Securities Beneficially Owned<br>Following Reported Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr.<br>4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|------------------------------------|----------------|---|------------------------------|---|---|---------------|---------------|---|---|---|
|                                    |                |   | Code                         | V | Amount  | (A) or<br>(D) | Price         |   |   |   |
| Class A Common Stock               | 4/12/2016      |   | C (1)                        |   | 1231626   | A             | (1)           | 1444324   | I   | TCV VII,<br>L.P. (2)  |
| Class A Common Stock               | 4/12/2016      |   | S                            |   | 1444324   | D             | \$29.2669 (3) | 0   | I   | TCV VII,<br>L.P. (2)  |
| Class A Common Stock               | 4/12/2016      |   | S                            |   | 750072  | D             | \$29.2669 (3) | 4849007   | I   | TCV VII<br>(A), L.P.<br>(4)                                       |
| Class A Common Stock               | 4/12/2016      |   | C (1)                        |   | 10673   | A             | (1)           | 12516   | I   | TCV<br>Member<br>Fund,<br>L.P. (5)                                |
| Class A Common Stock               | 4/12/2016      |   | S                            |   | 12516   | D             | \$29.2669 (3) | 0   | I   | TCV<br>Member<br>Fund,<br>L.P. (5)                                |

**Table II - Derivative Securities Beneficially Owned ( e.g. , puts, calls, warrants, options, convertible securities)**

| 1. Title of<br>Derivate Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Trans.<br>Date | 3A. Deemed<br>Execution<br>Date, if any | 4. Trans.<br>Code<br>(Instr. 8) |   | 5. Number of<br>Derivative Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) |     | 6. Date Exercisable and<br>Expiration Date |                    | 7. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 3 and 4) |                                  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10. Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I) (Instr.<br>4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|--|--|-------------------|---|---------------------------------|---|--|-----|--|--------------------|--|----------------------------------|---|--|---|--|
|  |  |                   |   | Code                            | V | (A)  | (D) | Date<br>Exercisable                        | Expiration<br>Date | Title  | Amount or<br>Number of<br>Shares |   |  |   |  |
| Units of Desert<br>Newco, LLC                  | (6)  | 4/12/2016         |   | C (1)                           |   | 1231626  |     | (6)  | (6)                | Class A<br>Common<br>Stock   | 1231626                          | \$0   | 9337160  | I   | TCV VII,<br>L.P. (2)   |
| Units of Desert<br>Newco, LLC                  | (6)  | 4/12/2016         |   | C (1)                           |   | 10673  |     | (6)  | (6)                | Class A<br>Common<br>Stock   | 10673                            | \$0   | 80913  | I   | TCV<br>Member<br>Fund,<br>L.P. (5)                                 |

### Explanation of Responses:

- ( Pursuant to the terms of an exchange agreement, "Units of Desert Newco, LLC", which represent limited liability company units of Desert Newco, LLC, and
- 1) an equal number of shares of Class B Common Stock of GoDaddy Inc. (the "Issuer"), were exchanged on a one-for-one basis for shares of Class A Common Stock of the Issuer.
  - ( These securities are directly held by TCV VII, L.P. Richard H. Kimball, Jay C. Hoag, Christopher P. Marshall, Jon Q. Reynolds, Jr., John L. Drew, Robert W. Trudeau, Timothy P. McAdam, John C. Rosenberg and David L. Yuan (collectively, the "TCM VII Directors") are Class A Directors of Technology Crossover Management VII, Ltd. ("Management VII") and limited partners of Technology Crossover Management VII, L.P. ("TCM VII"). Management VII is the general partner of TCM VII, which is the general partner of TCV VII, L.P. The TCM VII Directors, Management VII and TCM VII may be deemed to beneficially own the securities held by TCV VII, L.P., but each of the TCM VII Directors, Management VII and TCM VII disclaim beneficial ownership of such securities except to the extent of their pecuniary interest therein.

- ( This amount represents the \$30.25 secondary public offering price per share of Class A Common Stock of the Issuer less the underwriting discount of 3) \$0.98312 per share.
- ( These securities are directly held by TCV VII (A), L.P. The TCM VII Directors are Class A Directors of Management VII and limited partners of TCM VII.
- 4) Management VII is the general partner of TCM VII, which is the general partner of TCV VII (A), L.P. The TCM VII Directors, Management VII and TCM VII may be deemed to beneficially own the securities held by TCV VII (A), L.P., but each of the TCM VII Directors, Management VII and TCM VII disclaim beneficial ownership of such securities except to the extent of their pecuniary interest therein.
- ( These securities are directly held by TCV Member Fund, L.P. ("TCV MF"). The TCM VII Directors are Class A Directors of Management VII, which is a 5) general partner of TCV MF, and limited partners of TCV MF. The TCM VII Directors and Management VII may be deemed to beneficially own the securities held by TCV MF, but the TCM VII Directors and Management VII each disclaim beneficial ownership of such securities except to the extent of their pecuniary interest therein.
- ( Pursuant to an exchange agreement, Units of Desert Newco, LLC are exchangeable on a one-on-one basis for shares of Class A Common Stock at the 6) discretion of the holder. The exchange rights under this exchange agreement do not expire.

**Remarks:**

This Form 4 is filed by more than one Reporting Person and is a joint filing with the Form 4 filed by Richard H. Kimball, TCV Member Fund, L.P., Technology Crossover Management VII, L.P., and Technology Crossover Management VII, Ltd. on April 14, 2016.

**Reporting Owners**

| Reporting Owner Name / Address  | Relationships |           |         |                              |
|---|---------------|-----------|---------|------------------------------|
|   | Director      | 10% Owner | Officer | Other                        |
| HOAG JAY C<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301             |               | X         |         | May be part of a 13(d) group |
| TCV VII LP<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301             |               | X         |         | May be part of a 13(d) group |
| TCV VII(A) L P<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301         |               | X         |         | May be part of a 13(d) group |
| DREW JOHN<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301              |               | X         |         | May be part of a 13(d) group |
| REYNOLDS JON Q JR<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301      |               | X         |         | May be part of a 13(d) group |
| Yuan David<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301             |               | X         |         | May be part of a 13(d) group |
| Trudeau Robert<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301         |               | X         |         | May be part of a 13(d) group |
| Marshall Christopher P<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301 |               | X         |         | May be part of a 13(d) group |
| McAdam Timothy P<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301       |               | X         |         | May be part of a 13(d) group |
| Rosenberg John C.<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301      |               | X         |         | May be part of a 13(d) group |

**Signatures**

Frederic D. Fenton, Authorized Signatory for Jay C. Hoag

4/14/2016

\*\*Signature of Reporting Person

Date

|   |                  |
|---|------------------|
| <b>Frederic D. Fenton, Authorized Signatory for Jon L. Drew</b>             | <b>4/14/2016</b> |
| <hr/> <b>**</b> Signature of Reporting Person                               | Date             |
| <b>Frederic D. Fenton, Authorized Signatory for John Q. Reynolds, Jr.</b>   | <b>4/14/2016</b> |
| <hr/> <b>**</b> Signature of Reporting Person                               | Date             |
| <b>Frederic D. Fenton, Authorized Signatory for Robert W. Trudeau</b>       | <b>4/14/2016</b> |
| <hr/> <b>**</b> Signature of Reporting Person                               | Date             |
| <b>Frederic D. Fenton, Authorized Signatory for Christopher P. Marshall</b> | <b>4/14/2016</b> |
| <hr/> <b>**</b> Signature of Reporting Person                               | Date             |
| <b>Frederic D. Fenton, Authorized Signatory for Timothy P. McAdam</b>       | <b>4/14/2016</b> |
| <hr/> <b>**</b> Signature of Reporting Person                               | Date             |
| <b>Frederic D. Fenton, Authorized Signatory for David L. Yuan</b>           | <b>4/14/2016</b> |
| <hr/> <b>**</b> Signature of Reporting Person                               | Date             |
| <b>Frederic D. Fenton, Authorized Signatory for John C. Rosenberg</b>       | <b>4/14/2016</b> |
| <hr/> <b>**</b> Signature of Reporting Person                               | Date             |
| <b>Frederic D. Fenton, Authorized Signatory for TCV VII, L.P.</b>           | <b>4/14/2016</b> |
| <hr/> <b>**</b> Signature of Reporting Person                               | Date             |
| <b>Frederic D. Fenton, Authorized Signatory for TCV VII (A), L.P.</b>       | <b>4/14/2016</b> |
| <hr/> <b>**</b> Signature of Reporting Person                               | Date             |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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