

# GODADDY INC.

Reported by  
**KIMBALL RICK**

## FORM 3

(Initial Statement of Beneficial Ownership)

Filed 04/01/15 for the Period Ending 04/01/15

|             |  |
|-------------|--|
| Address     | 14455 N. HAYDEN ROAD<br>SCOTTSDALE, AZ 85260 |
| Telephone   | (480)505-8800                                |
| CIK         | 0001609711                                   |
| Symbol      | GDDY   |
| Fiscal Year | 12/31  |

# FORM 3

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

OMB APPROVAL  
OMB Number: 3235-0104  
Estimated average burden  
hours per response... 0.5

## INITIAL STATEMENT OF 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 *<br><br><b>KIMBALL RICK</b>                               | 2. Date of Event Requiring Statement<br>(MM/DD/YYYY)<br><b>4/1/2015</b>   | 3. Issuer Name <b>and</b> Ticker or Trading Symbol<br><br><b>GoDaddy Inc. [GDDY]</b>   |
| (Last) (First) (Middle)<br><br><b>C/O TECHNOLOGY<br/>CROSSOVER VENTURES, 528<br/>RAMONA STREET</b> | 4. Relationship of Reporting Person(s) to Issuer (Check all applicable)<br><br><input checked="" type="checkbox"/> Director <span style="margin-left: 150px;"><input checked="" type="checkbox"/> 10% Owner</span><br><input type="checkbox"/> Officer (give title below) <span style="margin-left: 100px;"><input checked="" type="checkbox"/> Other (specify below)</span><br><b>/ May be part of a 13(d) group</b> |  |
| (Street)<br><br><b>PALO ALTO, CA 94301</b>   | 5. If Amendment, Date Original Filed<br>(MM/DD/YYYY)  | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><br><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 Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| <b>Class A Common Stock</b>        | <b>212698</b>  | <b>I</b>  | <b>TCV VII, L.P. (1) (2)</b>                             |
| <b>Class A Common Stock</b>        | <b>5599079</b>   | <b>I</b>  | <b>TCV VII(A), L.P. (1) (3)</b>                          |
| <b>Class A Common Stock</b>        | <b>1843</b>  | <b>I</b>  | <b>TCV Member Fund, L.P. (1) (4)</b>                     |

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

| 1. Title of Derivate Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(MM/DD/YYYY) |                 | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) |                            | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect (I)<br>(Instr. 5) | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|-----------------|--|----------------------------|--|--|--|
|   | Date Exercisable  | Expiration Date | Title  | Amount or Number of Shares |  |  |  |
| <b>Units of Desert Newco, LLC (5)</b>       | (5)   | (5)             | <b>Class A Common Stock</b>  | <b>10568786</b>            | (5)  | <b>I</b>   | <b>TCV VII, L.P. (1) (2)</b>                             |
| <b>Units of Desert Newco, LLC (5)</b>       | (5)   | (5)             | <b>Class A Common Stock</b>  | <b>91586</b>               | (5)  | <b>I</b>   | <b>TCV Member Fund, L.P. (1) (4)</b>                     |

**Explanation of Responses:**

- (1) This Form 3 is filed by more than one Reporting Person and is a joint filing with the Form 3 filed by Christopher P. Marshall, Jay C. Hoag, John L. Drew, Jon Q. Reynolds, Jr., Robert W. Trudeau, Timothy P. McAdam, John C. Rosenberg, David L. Yuan, TCV VII, L.P. and TCV VII (A), L.P.
- (2) These securities are directly held by TCV VII, L.P. Jay C. Hoag, Christopher P. Marshall, Jon Q. Reynolds, Jr., Richard H. Kimball, 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.
- (3) 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. 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.
- (4) 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 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.
- (5) Units of Desert Newco, LLC represent limited liability company units of Desert Newco, LLC and an equal number of shares of Class B Common Stock of GoDaddy Inc. (the "Issuer"), which together are exchangeable on a one-for-one basis for shares of Class A Common Stock of the Issuer pursuant to an exchange agreement.

**Remarks:**

Exhibit List: Exhibit 24 - Statements Appointing Designated Filer and Authorized Signatories (incorporated herein by reference to Exhibit 5 to the Schedule 13D relating to the Class A Common Stock of Green Dot Corporation filed by certain of the Reporting Persons on August 6, 2010, by reference to Exhibit 2 to the Schedule 13D relating to the common stock of Interactive Brokers Group, Inc. filed by certain of the Reporting Persons on July 10, 2009, and by reference to Exhibit 6 to the Schedule 13D relating to the common stock of K12 Inc. filed by certain of the Reporting Persons on May 2, 2011).

**Reporting Owners**

| Reporting Owner Name / Address  | Relationships |           |         |                                     |
|---|---------------|-----------|---------|-------------------------------------|
|   | Director      | 10% Owner | Officer | Other                               |
| <b>KIMBALL RICK<br/>C/O TECHNOLOGY CROSSOVER VENTURES<br/>528 RAMONA STREET<br/>PALO ALTO, CA 94301<br/>TCV Member Fund, L.P.<br/>C/O TECHNOLOGY CROSSOVER VENTURES<br/>528 RAMONA STREET<br/>PALO ALTO, CA 94301</b> | <b>X</b>      | <b>X</b>  |         | <b>May be part of a 13(d) group</b> |
| <b>Technology Crossover Management VII, L.P.<br/>C/O TECHNOLOGY CROSSOVER VENTURES<br/>528 RAMONA STREET<br/>PALO ALTO, CA 94301</b>  |               | <b>X</b>  |         | <b>May be part of a 13(d) group</b> |
| <b>Technology Crossover Management VII, Ltd.<br/>C/O TECHNOLOGY CROSSOVER VENTURES<br/>528 RAMONA STREET<br/>PALO ALTO, CA 94301</b>  |               | <b>X</b>  |         | <b>May be part of a 13(d) group</b> |

**Signatures**

/s/ Frederic D. Fenton, Name: Frederic D. Fenton, Authorized Signatory for Richard H. Kimball

4/1/2015

\*\* Signature of Reporting Person

Date

/s/ Frederic D. Fenton, Name: Frederic D. Fenton, Authorized Signatory for TCV Member Fund, L.P.

4/1/2015

\*\* Signature of Reporting Person

Date

/s/ Frederic D. Fenton, Name: Frederic D. Fenton, Authorized Signatory for Technology Crossover Management

**VII, L.P.**

**4/1/2015**

---

\*\* Signature of Reporting Person

Date

**/s/ Frederic D. Fenton, Name: Frederic D. Fenton, Authorized Signatory for Technology Crossover Management VII, Ltd.**

**4/1/2015**

---

\*\* 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 5(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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.