

# Three. Two. Online



# We're Hostinger, nice to meet you!



# About us

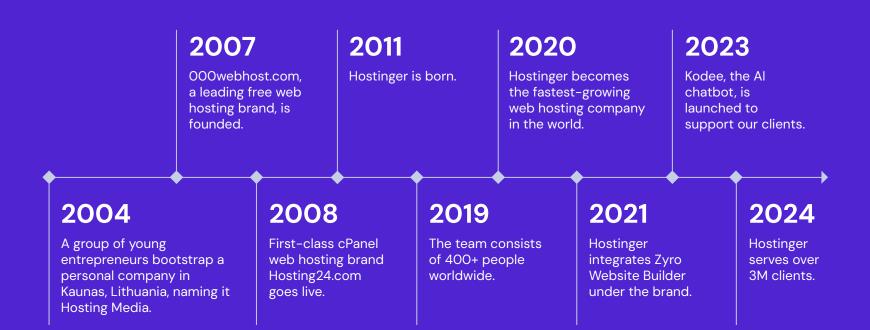


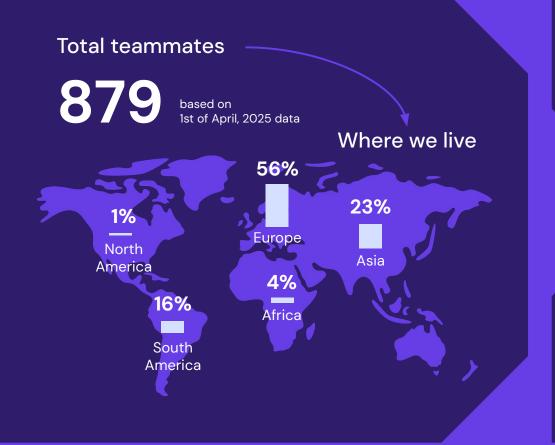
### Our mission

Provide tools that help individuals and small businesses succeed online faster and easier.

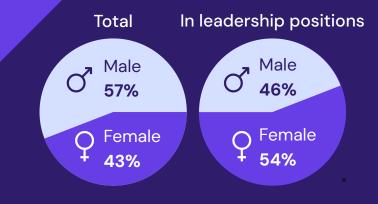


# History wall









HOSTINGER

Business & culture deck

About

# Hostinger structure

Executive Team led by Daugirdas Jankus



Finance Team
led by <u>Domantas Beržanskis</u>



Customer Success Team
led by <u>Darius Grigorievas</u>



People Team led by <u>Gabrielė Zakaitienė</u>



Product Team
led by Giedrius Zakaitis



Data & Revenue Team

led by Monika Bartkevičė



Marketing Team
led by Kristina Strimaitė



Business Operations Team led by <u>Aivaras Šimkus</u>



2025

### Our offices

Three offices fuel teamwork and innovation, while our flexible remote work culture ensures you can thrive from anywhere.



Kaunas, Lithuania



Vilnius, Lithuania



Yogyakarta, Indonesia



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### What's next?

#### We aim for 20x growth over 10 years



The number of freelancers, solopreneurs, and small businesses is growing worldwide.



This will drive the demand for easy-to-use solutions that help businesses not only get online but also grow using marketing and lead generation tools, ads, direct emails, and other solutions.



However, as more people and businesses get online, competition intensifies, making it more important to **help them stand out from the crowd**.

#### That's where we come in.





# Products



Products

# Our products and services



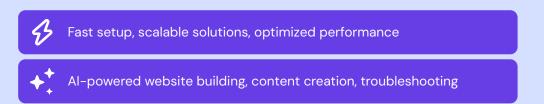


**Products** 

### Managed hosting for WordPress

# Optimized for the world's most popular CMS

Recommended by WordPress.org, our Managed hosting for WordPress offers a quick and easy way to launch and run a WordPress website.

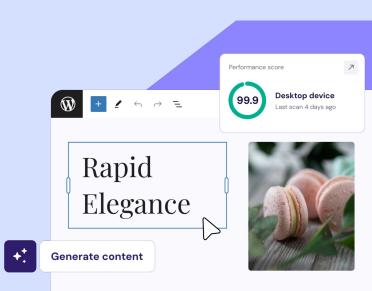


4.7

4.5M+

TrustPilot rating

WordPress websites hosted



Recommended by WORDPRESS.ORG



### Website builder

### Create a website in 4 easy steps

Anyone can launch a unique website in minutes. Designed for beginners looking for a professional, quick, and budget-friendly way to go online.

500K+ 85%

websites published of the websites generated with Al

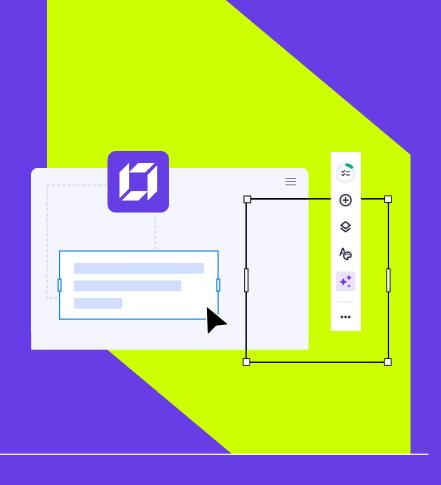
24/7

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Al-driven design



ecommerce tools



support

# Try our Al Website Builder!

- 1. Go to: <u>hostinger.com/ai-website-builder</u>
- 2. Click **Try now** and sign up
- 3. Create a unique website or online store with Al. Just describe your site in a few sentences and let Al handle the rest.

  Customize the result using the drag-and-drop editor
- 4. Publish once ready all in a matter of minutes



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### **VPS** hosting

#### More power. More control

Built for developers and businesses who need dedicated resources. VPS hosting provides full control, making it perfect for advanced projects.



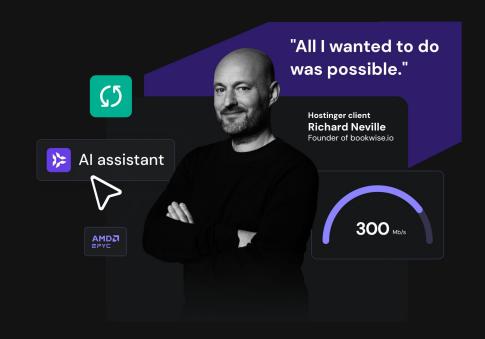
Trusted by thousands worldwide



99.9% uptime guarantee



Full root access, multiple operating systems, scalable resources, and 24/7 support



### **Domains**

#### Your name. Your brand. Your identity

Tailored for entrepreneurs, businesses, and individuals looking to establish a unique online presence. Easily find and secure the perfect domain name for your business with one of 300+ TLDs.

% First year free with 12-month and longer plans

Privacy protection

NS Free migration and full DNS control



### **Business** email

# Build brands with professional email addresses

Optimized for small-to-medium businesses seeking branded email addresses. Comes with calendar and contacts integration, anti-spam protection, and 24/7 expert support.



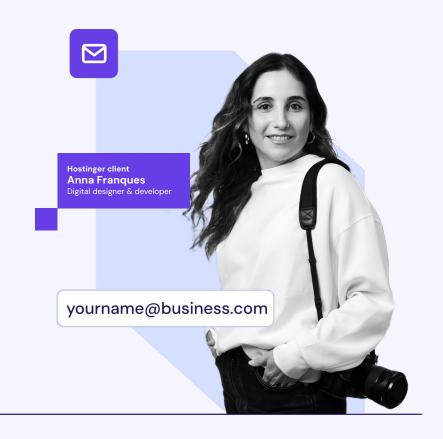
Trusted by professionals across diverse industries



Seamless integration with Hostinger hosting



Secure, private, professional emails





# Hostinger Horizons

Hostinger Horizons is an AI app builder that lets you build web apps with no coding. It's an AI software engineer at your fingertips.



Go live with one click



Create in one of 80+ languages

0+

Everything in one place: hosting, domain, email, and more



# Turn your idea into reality with Hostinger Horizons!

- 1. Go to: <a href="https://www.hostinger.com/horizons">https://www.hostinger.com/horizons</a>
- 2. Click **Start for free** and register an account
- 3. Describe what you want to create
- 4. Improve and edit with prompts
- 5. Go live publish with one click



# Principles



# 10 Hostinger principles serve as a guide for all business decisions

Whether we're deciding on the best approach to solving a problem or discussing performance reviews, our principles lead the way toward our goals and mission.



# Hostinger principles



Customer obsession



Ownership



Learn and be curious



Hire and develop the best



Highest standards



Freedom and responsibility



Focus



Bias towards action

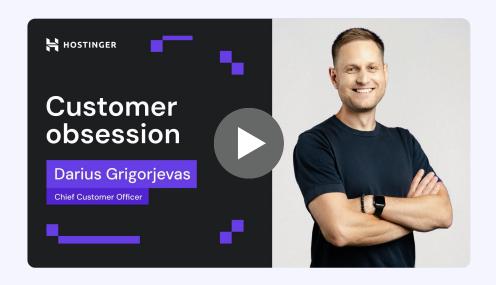


Courage and candidness



Deliver results

### Customer obsession



You **start with the customer** and work backwards

You labor to earn and maintain customer trust

You extensively research and strive to understand our customers better

Read more:

Ten principles of Hostinger: The drive behind Customer obsession

Trusted by 3 million clients

Meeting Our Clients: Trying Their Services and Celebrating Success Stories





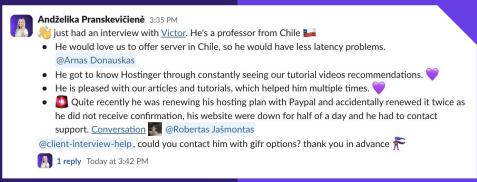
#### Client interviews

Every Hostinger employee is encouraged to have <u>client</u> interviews. We conduct around 1,000 of them each year.

We turn client feedback into actionable steps on how to improve our services.

Check out what Kristina Strimaitė, our Chief Marketing Officer, has to say about the impact of client interviews.



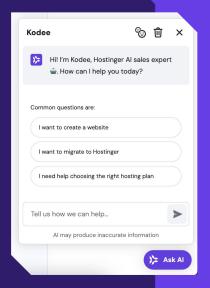


Business & culture deck

### **Customer connection**

Our work always starts with the customer. Every day, we have hundreds of live interactions with customers.

At Hostinger, everyone can experience this firsthand by shadowing a Customer Success agent and observing how they handle real-time conversations.







### Meet the client

Interviews and observations are great, but nothing beats meeting our clients in person.

Whether it's puppy yoga, a degustation, or an escape room, these real-life interactions let us connect beyond just names on a screen. We get to know our clients in a more relaxed setting, understand their needs better, and strengthen our team along the way.

And we don't just do this in Lithuania or Indonesia. **We try to meet our clients wherever we go**, whether it's a business trip or a workation.





# Product testing sessions

Each day, we work to make things smoother for our customers, always looking for ways to improve.

To bring this vision to life, we encourage all Hostinger team members to join product testing sessions.

These sessions are a chance to experience our products firsthand, share valuable feedback, and work closely with our product team to make meaningful improvements.





Business & culture deck

# Ownership



You care deeply about our customers and Hostinger's success You are passionate: committed in heart and mind

You make decisions based on the long term

You never say "that's not my job"

You act on behalf of the entire company, beyond just your own team

Read more:

Ten principles of Hostinger: Taking responsibility with ownership



### Learn and be curious



You constantly learn and always seek to improve yourself

You are curious about new possibilities and explore them

It is in your nature to innovate

Read more:

Learning in action: How Hostinger fosters a culture of curiosity

**Curiosity in Customer-Obsessed Business** 

Al: A catalyst for professional growth in Customer Success

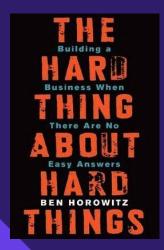
Ten principles of Hostinger: Empowering curiosity and accelerating growth

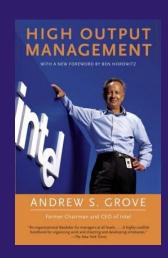


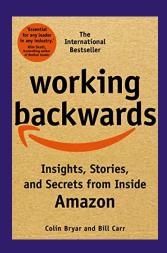
10 principles Business & culture deck 2025

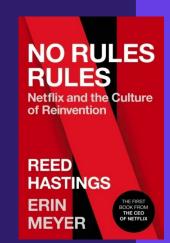
### We read a lot

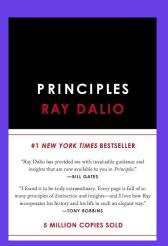
Every year, we order more than 1,000 books to fuel our passion for learning. Here are the top 5 books in our library.



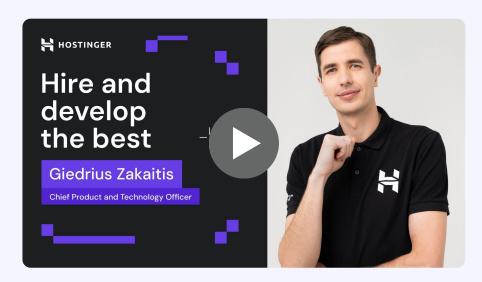








# Hire and develop the best



You always hire people better than yourself

You help people scale within the organization

Leaders develop leaders and take their role in coaching others seriously You keep only highly effective people

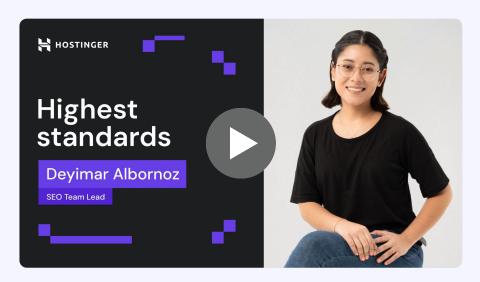
Read more:

Hiring the Best and Raising the Bar

The Science of High Performance: What Unites Top Talent Ten principles of Hostinger: Why you shouldn't be afraid to hire better than yourself



# Highest standards



You strive for the highest standards to such a degree that others might find it excessive

You continually raise the bar and drive your team to deliver high quality services

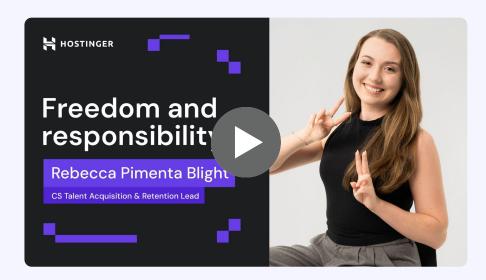
You inspire others with your thirst for excellence

Read more:

Ten principles of Hostinger: Can standards ever be too high?

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# Freedom and responsibility



You are self-motivated, self-aware, self-disciplined, and self-improving You don't wait or want to be told what to do

You love freedom and you definitely deserve it

Read more:

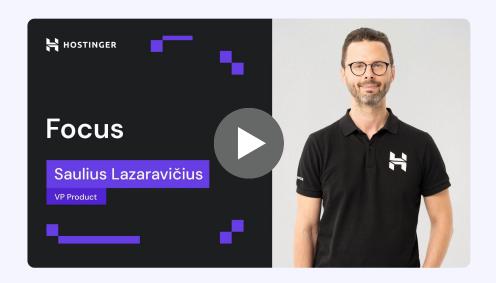
How to Cross the Atlantic Ocean While Working Full-Time: Luz Celeste's Story

Tackling the pitch: How football chants inspired Andy Lawn's book

Ten principles of Hostinger: Freedom to act, responsibility to deliver



#### Focus



You constantly ask yourself: "What is the best thing I can do today that will contribute to the long-term success?"

You think strategically and can articulate what you are or are not trying to do

You are good at using

data to support your intuition and make decisions

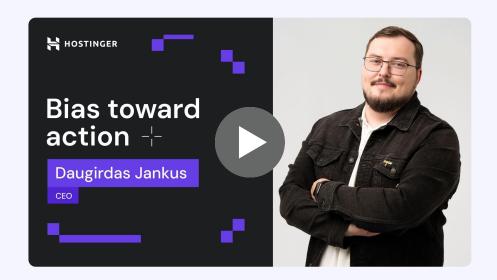
Read more:

**Decoding OKRs: The Hostinger Way** 

The Great Recharge: Employee Impressions on Month-Long Rest Ten principles of Hostinger: How to keep your focus in a dynamic environment?



### Bias toward action



Speed matters in business

Many decisions and actions are reversible and do not need extensive study

You promote actionoriented behavior, rather than discussion based work You do the smallest things possible and get them out as quickly as you can

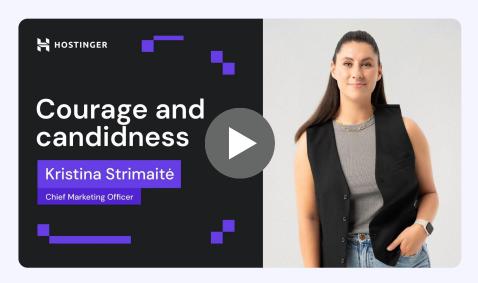
Read more:

How we built one of the most advanced LLM-based chat assistants: Lessons learned and tips

Ten principles of Hostinger: What's the antidote to stagnation?



# Courage and candidness



You say what you think even if it is uncomfortable

You readily share radically candid feedback and never wait to do so

You make tough decisions without agonizing

You question actions inconsistent with our Principles

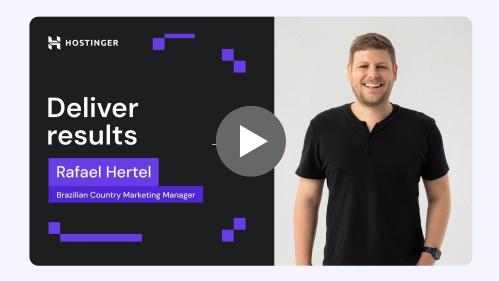
Read more:

Reaching your peak: Lessons of building our performance management system for the self-motivated

Ten principles of Hostinger: Why courage matters more than comfort?



### **Deliver results**



You deliver results with the highest quality in a timely fashion

You recognize and celebrate achievements

Read more:

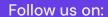
6th year in a row: Hostinger among the FT 1000 ranking of Europe's fastest-growing companies

Task Relevant Maturity (TRM) —
The Search for Success

10 principles of Hostinger: The key to building a result-driven mindset



# Join us and we'll grow fast!













P.S.

Don't forget to rock'n'roll!



Hostinger WinterFest'25