

Exhibit B

Management

The officers of GoDaddy.com, LLC are as follows:

Blake J. Irving – CEO: Blake brings passion and vision—along with serious tech credentials—to the role of CEO. Before coming to GoDaddy in 2013, Blake was EVP and Chief Product Officer at Yahoo!, where he expanded monthly users to nearly one billion, launched 180 new Yahoo! websites worldwide and rolled out products in 23 languages and 30 new markets.

Prior to Yahoo!, Blake spent 15 years at Microsoft creating world-changing consumer products like NetMeeting, MSN Messenger and growing Hotmail to the largest mail service in the world. As Corporate Vice President of the Windows Live Platform, Blake led the company’s global Internet development and operations, managing a \$1 billion global R&D budget and overseeing development teams in the US, India, China and Europe.

Blake began his career at Xerox and Compaq and has been a professor at Pepperdine’s School of Business. Blake earned an M.B.A. from Pepperdine University and a B.A. from San Diego State University

Scott W. Wagner - COO, CFO: As GoDaddy's COO/CFO, Scott manages the company's business operations as well as all financial reporting, budgeting and forecasting. Prior to Blake Irving’s appointment as CEO in January 2013, Scott spent six months working on several strategic growth initiatives as GoDaddy's interim CEO—including the company's expansion into India. Before joining GoDaddy, Scott spent 13 years with global investment firm KKR, where he served as a KKR Capstone Member and the long-time leader of its Portfolio Operations team. Scott holds a B.A. from Yale University and an M.B.A. from Harvard University.

Nima Jacobs-Kelly - EVP, GC, CSEC: Nima is General Counsel for GoDaddy, responsible for mergers & acquisitions, governance, corporate and patent litigation, and intellectual property matters, as well as customer-facing and third-party transactional agreements.

Since joining GoDaddy in 2002, Nima has served as project manager, Vice President of Wild West Domains (the company's reseller affiliate), Public Relations and Corporate Administration, and Deputy General Counsel. She also grew the company’s philanthropic efforts with GoDaddy Cares and developed the company's legendary holiday parties. In her life before GoDaddy, Nima worked for Business Edge Solutions and Beechwood Data Solutions. She also practiced labor and employment law in New York City. Nima earned her J.D. from the University of Pennsylvania Law School and a B.A., summa cum laude, from Gettysburg College where she was elected to Phi Beta Kappa.

Barbara J. Rechterman – SEVP: As Chief Marketing Officer and Chief Customer Officer, Barb oversees all facets of corporate marketing and strategic end-to-end customer relationships. Barb creates programs and promotes consumer-related functions with a unified vision to provide a consistent customer experience and value. All while including strategic planning and business development for Marketing, Global Branding and Product Management. She has teamed with GoDaddy founder Bob Parsons for more than two decades, having previously served as Vice President of Application Development for Parsons Technology and as President during the company's acquisition by Intuit, Inc. Barb earned a B.A. in Accounting from the University of Dubuque and is a Certified Public Accountant.

Matthew Kelpy - Chief Accounting Officer and Executive Officer: Matthew B. Kelpy has served as our Chief Accounting Officer since November 2014. Prior to joining our company, he served in various accounting roles at AOL Inc. from July 2005 to November 2014, most recently as Chief Accounting Officer. Mr. Kelpy holds a BBA degree in Accounting and a Master of Accounting degree from the University of Michigan and is a Certified Public Accountant.

Michael Holt – VP, Tax: Michael Holt joined GoDaddy in June 2013. Mr. Holt had been a tax partner at public accounting firm BDO in Arizona and prior to this was Global Director, Tax Accounting Automation at Jefferson Wells. He was educated at Brigham Young University.

Other management includes:

Barrett Saik – SVP, Telephony, Product Development: Barrett Saik has served as our Senior Vice President and General Manager of GoDaddy's telephony products group since April 2016. Prior to joining our company, Barry worked in a number of roles ensuring consumer satisfaction with mass-market products at Intuit from 2001 to 2015, including Head of Intuit's consumer finance products: Mint, Mint Bills and Quicken. Barry also served as general manager of the company's Intuit Websites Division and led Product Management for TurboTax for many years. Saik also previously served as Director of Product Management for Vayusphere. Saik earned an MBA from UCLA, and bachelor's degrees in General Engineering, Product Design and in Communications from Stanford University.