FLEXENTIAL®

2024 Momentum Report

BOLD HORIZONS

Accelerating impact through strategic growth and innovation

"The Flexential journey is defined by our commitment to driving customer success, scaling strategically, and persistent operational excellence, positioning us at the forefront of the industry with unmatched flexibility."

As we reflect on an exceptional year in 2024 and look toward the opportunities ahead, I am thrilled to share our progress and the exciting initiatives on our horizon.

This past year has been pivotal, with substantial expansions in our data center capabilities, advancements in our interconnection solutions, and enhancements to our cloud platform. These initiatives underscore our commitment to supporting our customer's IT journey with unparalleled excellence. Notably, the launch of Flexential Fabric, integrated with our FlexAnywhere® Platform, represents a significant leap in delivering scalable and robust network solutions that meet the complex demands of enterprise businesses and AI applications. As we look to 2025, the continued evolution of GPU-intensive technologies like artificial intelligence, machine learning, and big data analytics are reshaping the market, placing the data center industry in a strong position for the year ahead.

Our financial achievements in 2024 set new records, empowering us to make significant investments in our infrastructure. This strong financial foundation enables us to continue leading in the fast-evolving data center industry, paving the way for sustained growth and ongoing innovation.

Our recent partnership with Morgan Stanley Infrastructure Partners (MSIP), alongside continuing foundational capital support from GI Partners, stands out as a strategic milestone. This collaboration will supercharge our capabilities to expand and enhance our services, allowing us to provide customers with even more robust and innovative solutions.

Sustainability remains a core focus, reflected in our leading data center designs and detailed in our second annual Environmental, Social, and Governance (ESG) Report. Our facilities optimize energy and water usage, aiming for minimal environmental impact, while our corporate culture promotes diversity and inclusion—initiatives reflecting our commitment to responsible and impactful growth.

In 2025, we invite you to join us on this journey of continuous innovation, sustainability, and growth. With our strategic initiatives and partnerships, we are not just adapting to changes in the industry; we are actively shaping the future, ensuring that we continue to meet and exceed the demands of the digital age.

Thank you for your continued trust and partnership. Together, we are setting the stage for a future where the possibilities are limitless.

Onward and upward!

Chris Downie, CEO, Flexential

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A strategic, integrated approach

The FlexAnywhere® Platform offers colocation, interconnection, cloud services, data protection, and professional services to support your hybrid IT journey, with a national data center footprint comprising 40+ data centers, 19 markets, and a scalable 100Gbps national network backbone.

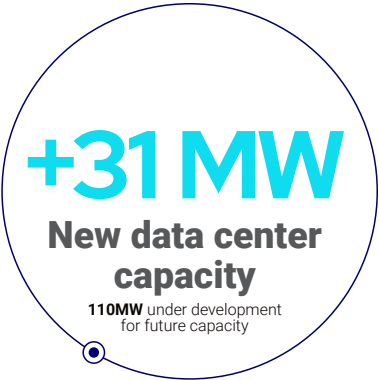## A highly connected ecosystem powered to achieve your infrastructure goals

Standardized and built for scale

The agility and ability to scale in any direction with colocation, cloud, and connectivity options

Interoperable and complementary

Improved performance, reliability, and agility with 3rd-party service and API integration

Aligning costs and growth

Spend only on what you need with commercial flexibility and shift costs as business needs change
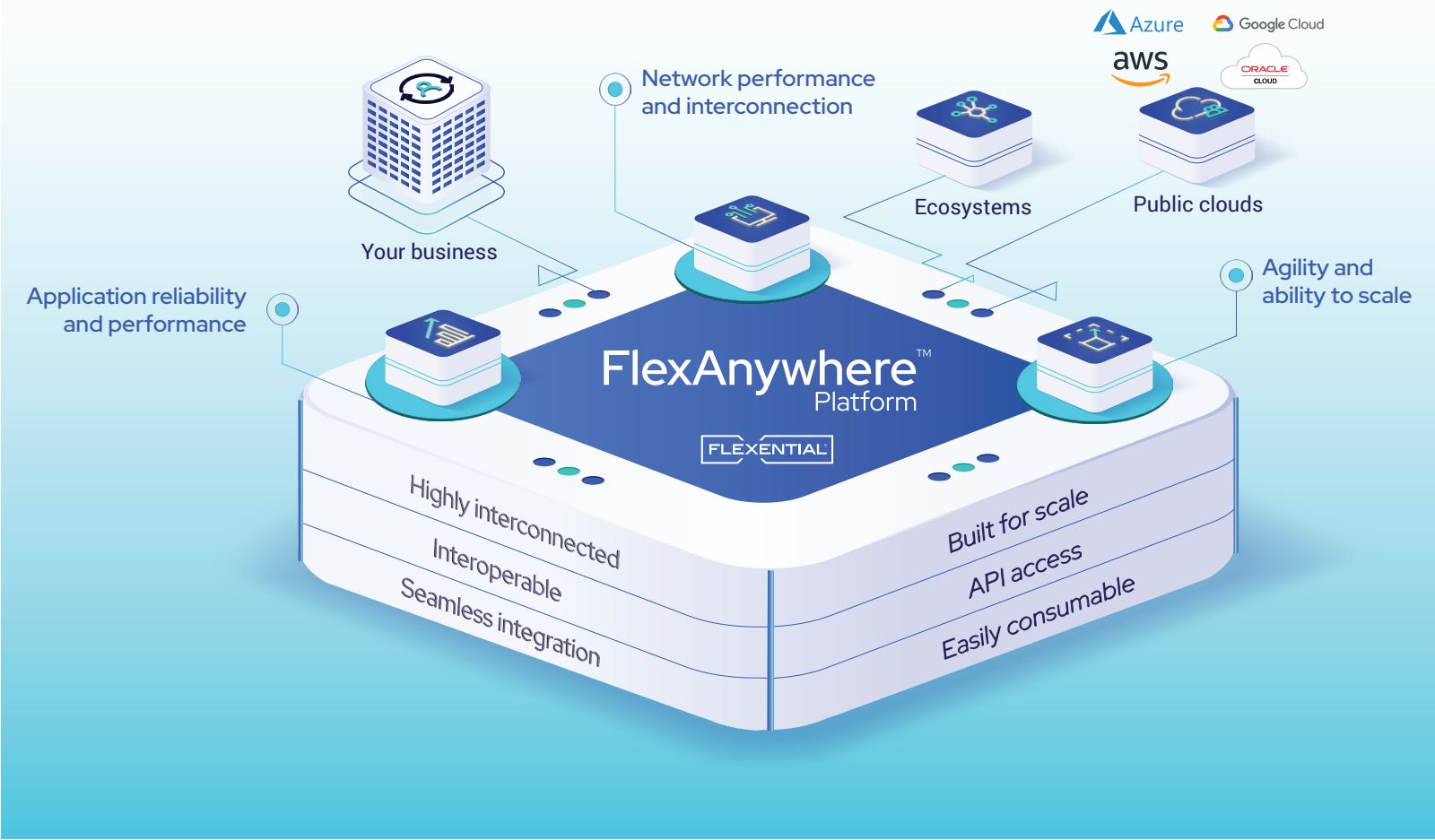
"At Flexential, we actively shape the future of IT with our FlexAnywhere Platform, symbolizing innovation and adaptability in a rapidly advancing technology environment. This platform transcends traditional infrastructure, representing the forefront of hybrid IT—intelligent, interconnected, and indispensable. Our commitment is to deliver forward-thinking solutions that meet today's demands while anticipating and overcoming the challenges of tomorrow."

Ryan Mallory, President & COO, Flexential

The year in numbers

930+
Employees

175+
New customers

15+%
Revenue increase

20+%
EBITDA increase

83
Data Center Net Promoter Score*

95
Customer Effort Score**

+31 MW
New data center capacity
110MW under development for future capacity

*Represents the NPS for Flexential Colocation Services

**Customer Effort Score (CES) is a customer experience metric that measures how easy it is for a customer to do business with a company.

Major milestones at a glance
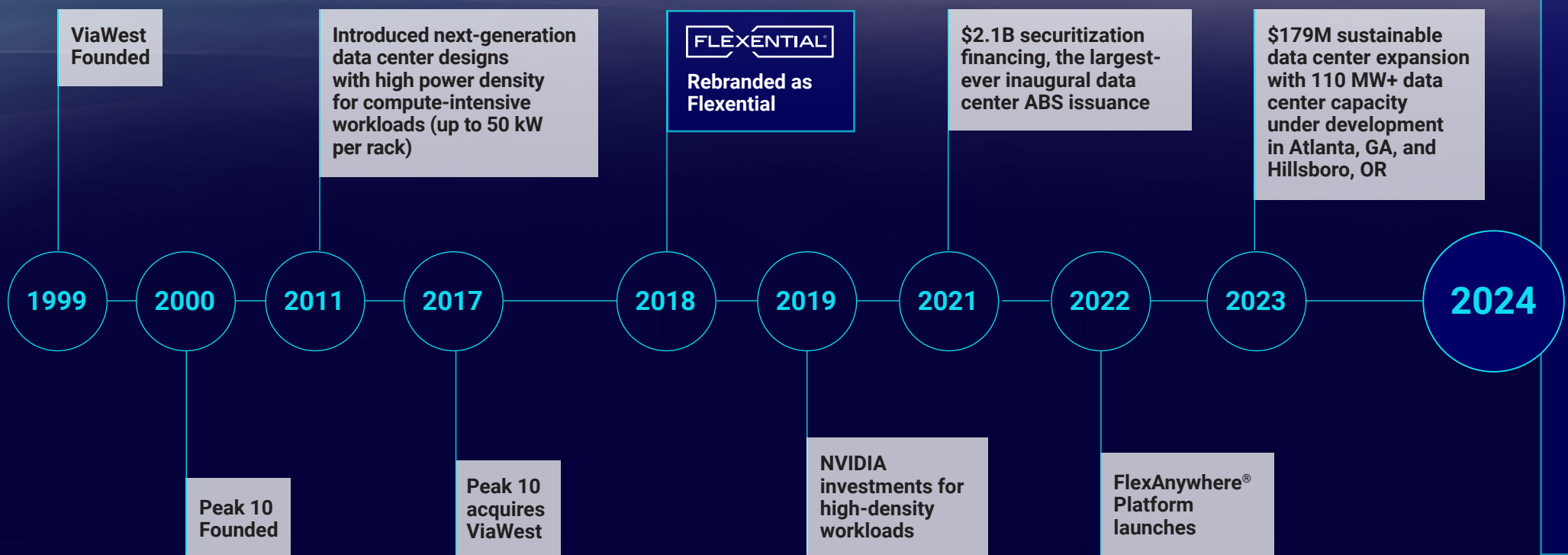
Morgan Stanley Infrastructure Partners (MSIP) investment

Flexential announces strategic investment from Morgan Stanley Infrastructure Partners (MSIP) alongside continuing investor GI Partners, enhancing the capacity to expand and innovate in the data center sector.

Flexential Fabric launch

A cutting-edge, customer-centric interconnection service that seamlessly integrates with the FlexAnywhere® Platform for dynamic, scalable, on-demand provisioning.

Denver-Parker expansion

Broke ground on a new 22.5 MW data center—the largest in the region—designed for high-density and sustainable computing to support growing tech and AI demands.

State of AI Infrastructure Report

Release of the industry's first comprehensive survey signaling an industry-wide need for strategic investments in IT infrastructure to support AI adoption.

Accelerating impact

— Development of 110 MWs in strategic edge markets

— Release of second annual ESG Report

— Recognized as VMware by Broadcom Pinnacle Partner

— Wasabi Managed Service Provider of the Year

— Named to the CRN Data Center 50 and Cloud 100 lists

— 2nd consecutive Charlotte Top Workplaces and inaugural Denver Top Workplaces

— Named Charlotte Business Journal 2024 Fast 50 Award and Largest Private Companies

ViaWest Founded — 1999

Peak 10 Founded — 2000

Introduced next-generation data center designs with high power density for compute-intensive workloads (up to 50 kW per rack) — 2011

Peak 10 acquires ViaWest — 2017

FLEXENTIAL — Rebranded as Flexential — 2018

NVIDIA investments for high-density workloads — 2019

$2.1B securitization financing, the largest-ever inaugural data center ABS issuance — 2021

FlexAnywhere® Platform launches — 2022

$179M sustainable data center expansion with 110 MW+ data center capacity under development in Atlanta, GA, and Hillsboro, OR — 2023

2024

Exceeding customer expectations

Customer-first innovation powered by AI

Flexential has consistently led the charge in adapting to the GPU-centric revolution, anticipating the complex demands of AI applications with strategic foresight. We have expertly designed high-density data centers based on our extensive experience in traditional colocation, connectivity, and data protection. These facilities are meticulously engineered to meet the intensive power, space, and cooling requirements that GPUs demand, seamlessly blending these features with our unwavering commitment to security and reliability.

Our forward-thinking approach guarantees that Flexential not only meets but surpasses the advanced needs of AI and machine learning workloads. This proactive strategy reinforces our role as leaders in delivering secure, efficient, and future-proof data center infrastructure..

" Flexential is leading the charge in the GPU-centric revolution, expertly meeting the intense demands of AI-driven workloads. With our strategic foresight, we've been building high-density data centers designed for the future, balancing power, cooling, and security requirements. Our proactive approach has placed us ahead of the curve, making Flexential a key partner in driving technology forward. Flexential is the standard for what's next."

Patrick Doherty, CRO, Flexential

Brian Venturo, Chief Technology Officer, CoreWeave

"Flexential's expertise and proven track record of delivering high-density capacity on demand made them the prime pick for us. These new data centers will build on the rapid growth that we've seen over the last year, delivering high-wage jobs to the areas while also helping us meet the explosive demand for high-performance cloud infrastructure to power AI workloads."

Joel Sackman, President, Metropolitan Software

"As our business grew, it became clear to me that we needed more than just a reliable and scalable hosting center. We needed a partner with an expertise in data security and business continuity who would take the time to understand our business and develop a durable data security strategy, allowing us to focus on our core business."

Chris Stott, Founder and CEO of Lonestar Data Holdings, Inc.

"Teamwork is everything. As we work to establish the next commercial data center on the Moon, being able to work with key industry partners like Flexential is of critical importance to our customers as we grow our offering. Flexential's expertise in critical infrastructure management aligns perfectly with our goals and its Tampa facility will be instrumental as we work to create new possibilities for data storage and disaster recovery beyond Earth."

Michael Maniscalco, Chief Technology Officer, Applied Digital

"NVIDIA highly recommended Flexential, and as an NVIDIA DGX-Ready Data Center provider, we have confidence in Flexential's ability to support the high-density GPU deployments of today's demanding AI workloads. As we head into the future, data centers that can support high-density demands of HPC clusters will offer the perfect foundation to propel AI and ML applications forward."

Adam Rasner, Vice President, Technology Operations, AutoNation

"Flexential was able to achieve for us what few providers could. A high-density DR environment at one of its newest and most innovative data centers."

# Accelerating digital transformation

Flexential is at the forefront of the evolving data center and cloud services industry, leading advancements in multi-cloud and IT infrastructure solutions, edge computing, and sustainable practices. Our commitment to innovation and efficiency positions us to effectively meet current challenges while also unlocking future opportunities. At Flexential, we set industry standards by consistently pioneering smarter, more sustainable solutions.

Here's how we're different

Consultative approach

We collaborate with your team to gain a deep understanding of your business needs. By doing so, we develop customized solutions that effectively address your specific requirements.
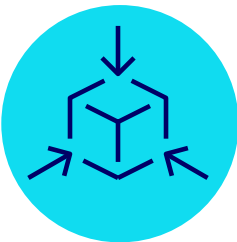
Comprehensive portfolio

From integrated colocation, cloud, connectivity, data protection, and professional services, we provide the tools and capabilities to optimize operations and drive growth.

FlexAnywhere Platform

Built to provide businesses with the flexibility and agility to adapt to ever-changing market conditions. We help organizations seamlessly expand, reach new markets, and deliver exceptional performance.

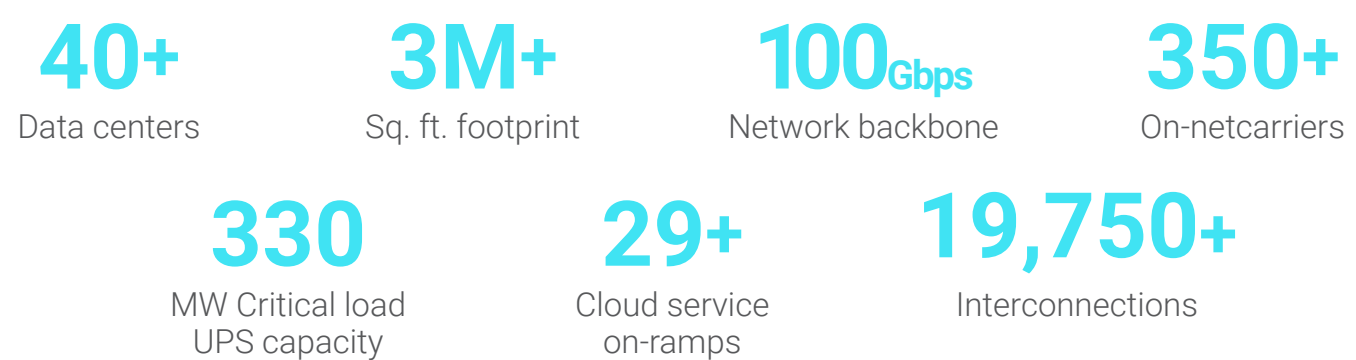## Partnerships for enhanced digital solutions

Flexential continues to lead in digital transformation by strategically collaborating with technology, ecosystem, and channel partners. These vital alliances enhance our offerings with the latest innovations and extensive network solutions, ensuring that our clients receive comprehensive, seamless services tailored to their dynamic requirements. Through these partnerships, we not only extend our market reach but also continuously set new industry standards by integrating cutting-edge technologies and cultivating a collaborative environment that fuels growth and innovation.

Some of our key partners include:

Microsoft

vmware by Broadcom

NVIDIA

NetApp

Zerto
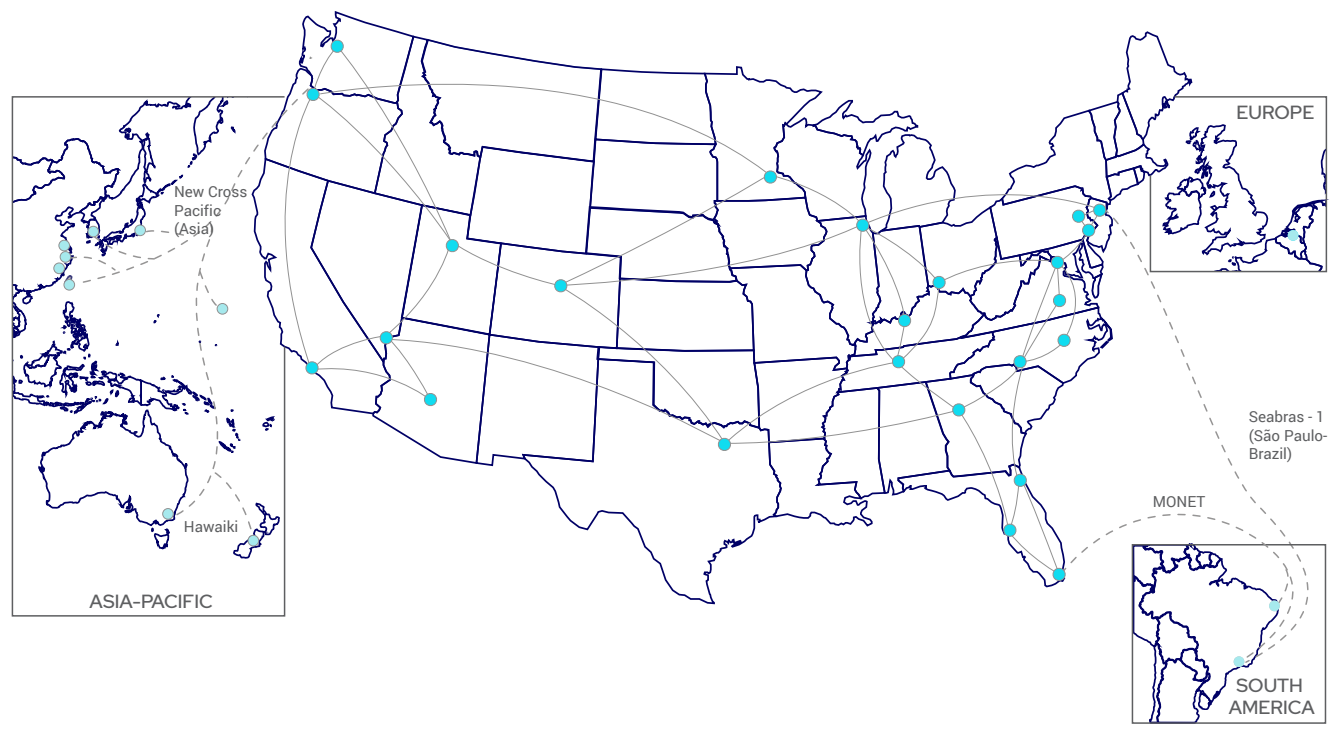a Hewlett Packard
Enterprise company

ARISTA

Accelerating digital transformation continued

Flexential solves challenges for enterprises tasked with meeting the most complex reliability, agility, and performance requirements. With 40+ data centers across 19 markets, the highly connected national Flexential platform offers colocation, interconnection, cloud, data protection, and professional services, empowering our customers' evolving infrastructure requirements.

40+
Data centers

3M+
Sq. ft. footprint

100 Gbps
Network backbone

350+
On-netcarriers

330
MW Critical load
UPS capacity

29+
Cloud service
on-ramps

19,750+
Interconnections

Highly connected national platform

New Cross Pacific (Asia)

EUROPE

Seabras - 1 (São Paulo-Brazil)

MONET

Hawaiki

ASIA-PACIFIC

SOUTH AMERICA

Flexential 2025 State of AI Infrastructure Report

The 2025 State of AI Infrastructure Report breaks down the readiness gaps in infrastructure, skills, and strategy across industries.
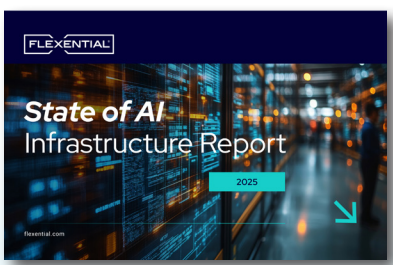
44% say IT infrastructure constraints are the top barrier to expanding AI initiatives.

62% are planning IT infrastructure and data center needs 1-3 years ahead due to rising demand.

86% are worried about acquiring or developing the specialized talent needed to meet AI goals.

"Driving the future at Flexential, we're strategically revolutionizing data center capabilities. By investing in cutting-edge GPUs, liquid cooling, and robust network infrastructures, we're crafting the next wave of AI advancements. As we tackle escalating energy demands with innovative power solutions, our fortified networks are set to power AI and edge computing at scale. This isn't just growth—it's our vision for a smarter, connected world in action."

Chris Downie, CEO, Flexential

Fostering innovation through unity and belonging

Flexential is renowned not only for its advanced technological solutions but also for its dynamic, people-focused culture. Central to our philosophy is a deep commitment to attracting, nurturing, developing, and retaining top-tier talent—the foundation of our unmatched industry expertise. Our work environment is designed to empower our employees to have a significant impact daily while fostering professional and personal growth, thus instilling a strong sense of purpose and fulfillment.

We are proud to have been named in several Top Workplaces awards, validating our commitment to an outstanding work environment.

We are dedicated to DEI&B (diversity, equity, inclusion, and belonging), ensuring that every team member has the necessary tools and support to succeed and make a tangible impact. At Flexential, collaboration, care, commitment, customer focus, and competition are more than values; they are the essence of our identity. They steer us towards technological innovation and cultivate a community where everyone is empowered to reach their full potential.

60%
Employee Engagement Index Score
5th consecutive YoY increase
2024 Flexential Annual Gallup Engagement Survey

#1
Collaborative. Flexible. Inclusive.
Top 3 words employees use to describe the Flexential culture

4.3
Career Opportunities
4.3 rating on Glassdoor
13% YoY increase

TOP WORK PLACES 2024

GLASSDOOR'S BEST PLACES TO WORK 2025

At Flexential, we are more than just a team; we actively cultivate a culture rooted in innovation, collaboration, and inclusivity. We recognize the unique value of each individual. Encouraging and celebrating diverse perspectives, we ensure that every voice is not only heard but also valued. Our environment transcends the typical workplace—it's a flexible and vibrant community where you are empowered to make a real impact. This is the heart of Flexential, where every contribution is pivotal in shaping our shared future."

Veena Bricker, Chief People & Culture Officer, Flexential
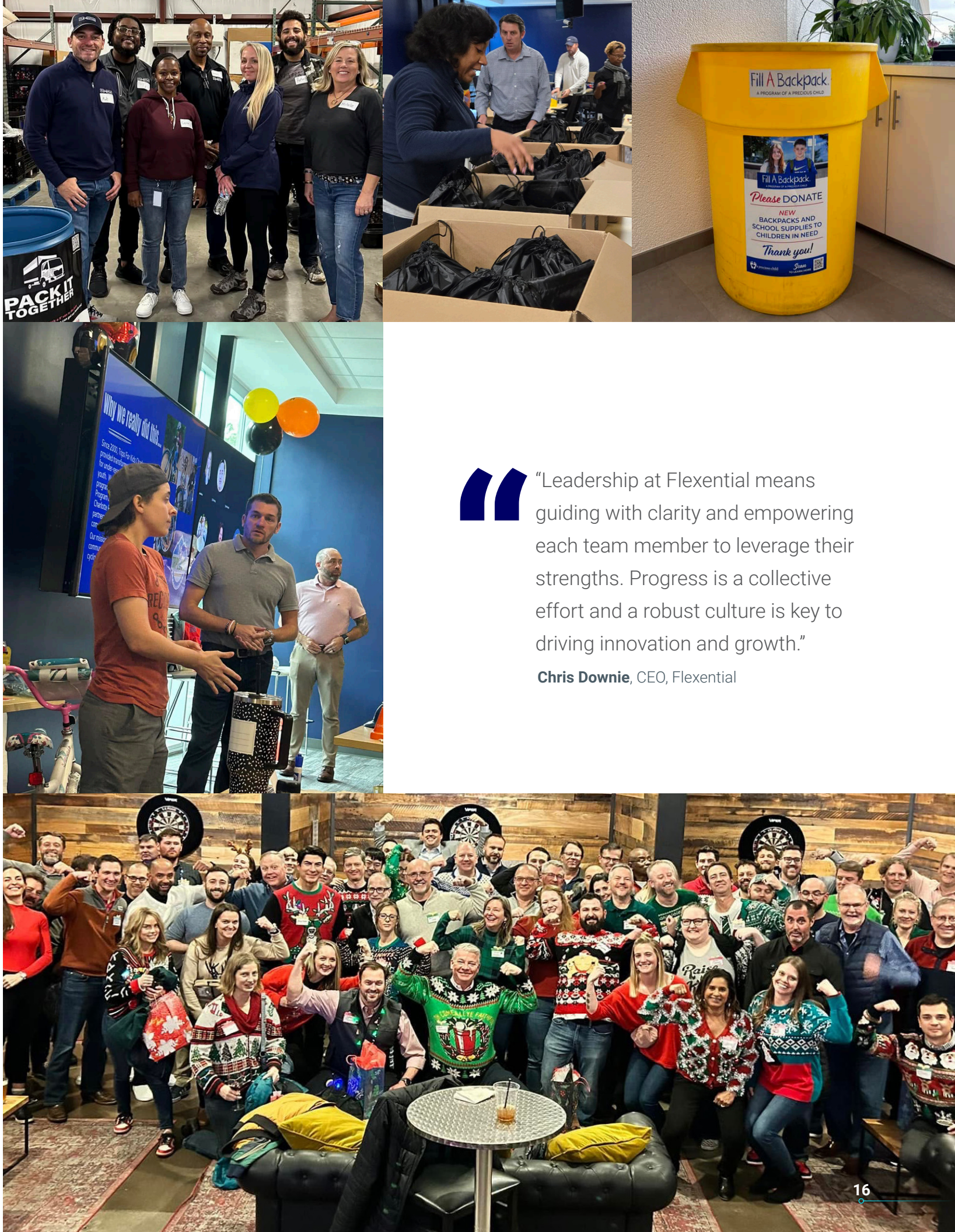
"Leadership at Flexential means guiding with clarity and empowering each team member to leverage their strengths. Progress is a collective effort and a robust culture is key to driving innovation and growth."

Chris Downie, CEO, Flexential

Driving meaningful change

Flexential is deeply committed to sustainability, recognizing the significant impact our operations have on the environment, our employees, and the communities we serve. By embedding Environmental, Social, and Governance (ESG) principles throughout our business and championing corporate responsibility, we aim to create a positive, lasting influence in every area of our operation.

**Read the
ESG Report**

Environmental
Social
Governance
FY 2023

ENVIRONMENTAL

A sustainable approach to data center services

Sustainability is at the core of how we operate, guiding our approach from the ground up in our data center designs and corporate initiatives. Our next-generation data centers are tailored for high-density, compute-intensive workloads, featuring liquid-cooling readiness that significantly reduces our water and energy footprint. Advancing further, our newest facilities achieve efficiency with a standardized modular design, attaining a Power Usage Effectiveness (PUE) of 1.4 and designed for Water Usage Effectiveness (WUE) of zero. With liquid cooling handling up to 50 kW per cabinet for the most demanding AI applications, it's through these innovations that we ensure our operations are both efficient and sustainable, aligning with our Green Finance Program.

SOCIAL

A culture of caring

Flexential's commitment to our employees and communities is engrained in our corporate culture. We foster an environment grounded in diversity, equity, inclusion, and belonging to ensure our people feel respected, valued, and supported. We also provide employees access to resources that support their well-being, professional development, and community engagement.

GOVERNANCE

Promoting corporate integrity

Flexential is dedicated to sound corporate governance to support our employees, customers, and communities. Sound business governance is part of the unique Flexential culture and supports the integrity of our business practices, sustainable data center services, and the growth of our employees.

Leveraging expertise for maximum impact

Flexential is transforming the data center and cloud services industry by setting new standards for innovation and sustainability in the AI-driven era. Our approach to high-performance computing, multi-cloud adoption, and edge computing is reshaping the future of technology. Explore our key insights that are defining IT infrastructure services.

Visit our resource library for more insights

FlexTalk Webinars

Our FlexTalks deliver impactful content that arm listeners with the latest insights and strategies in technology, digital infrastructure, and innovation. Led by Flexential experts and partners, each session dives deep into key trends and solutions, blending in-depth analysis with practical tips. Attendees gain a comprehensive understanding of pivotal technology shifts, from AI advancements and digital connectivity to data center evolution.

Visit the new FlexTalk hub

Ebooks

The AI governance playbook
Whether you're an IT leader, a business executive, or a compliance officer, this playbook provides actionable insights to help you harness AI's potential while safeguarding your organization against privacy, security, and ethical risks.

Guide to finding your ideal colocation provider
Our comprehensive guide walks you through the essential factors to consider—from reliability and scalability to security and compliance. Use this checklist to make an informed decision and ensure your provider meets all your business requirements.

Cloud Migration eGuide
This guide outlines a comprehensive, low-risk approach to helping organizations prepare, plan, test, and execute migrations efficiently, with insights into reducing migration risks, avoiding common pitfalls, and optimizing for long-term success.

Blogs

Energy powers AI, but the network keeps it moving
As AI drives transformative change, the focus has been on energy needs, but the network is equally critical. Learn how data centers like Flexential are planning for the AI revolution with energy and network infrastructure.

Balancing workloads: The shift back to private cloud
Discover why 83% of enterprises are shifting workloads back to private cloud. Learn how balancing private and public cloud environments can optimize performance, meet compliance needs, and enhance data security.
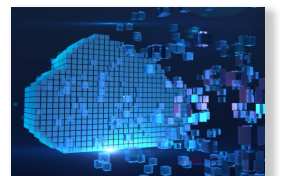
From AI to data privacy: Key trends shaping cybersecurity
Cybersecurity continues to be a critical concern for businesses, especially with the rapid advancement of technology and increasing sophistication of cyber threats. Explore the key trends and get advice on how to enhance your cybersecurity strategies.

Transforming data centers with AI

The data center and cloud services industry are on the cusp of transformative change driven by advancements in AI. As we confront challenges in infrastructure and security, the sector is increasingly adopting multi-cloud solutions and edge computing to meet the demand for high-performance computing. A focused push towards sustainable and strategic operational practices is reshaping the industry, signaling a future where innovation, resilience, and environmental stewardship are paramount. This shift is setting new benchmarks for efficiency and sustainability in technology.
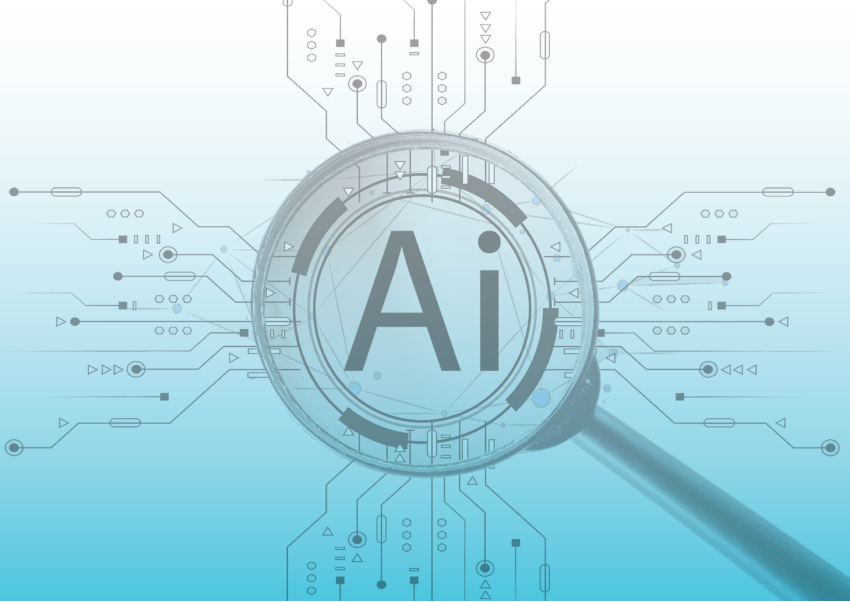
Key trends at a glance

1

The AI surge and evolving enterprise needs

The continued surge in AI is reshaping data center layouts and pushing enterprises to demand infrastructure that can support advanced AI deployments. Flexential is strategically expanding and adapting its multi-tenant data center models to capture significant market share and meet these evolving needs.

2

Enhanced power solutions and energy efficiency

With the soaring energy demands driven by high-density AI workloads, there is a critical need for innovative power solutions that ensure sustainability and efficiency. Emerging technologies, such as advanced modular nuclear energy and the strategic use of renewable sources like solar and wind, are crucial. These developments not only enhance the power efficiency of data centers but also align with global sustainability goals, positioning data centers as leaders in energy-efficient technology deployment.

3

Sustainability and energy partnerships

The industry is vigorously moving towards sustainable solutions, with increased use of natural gas, advanced battery storage, and exploring nuclear energy options for long-term sustainability. Embracing and exploring these initiatives reflects our commitment to environmentally responsible operational practices.

4

Embracing disaster recovery and cybersecurity resilience

With rising environmental and cyber risks, enhancing disaster recovery solutions to protect both physical and digital assets is crucial. Implementing advanced security protocols and ensuring robust response capabilities are essential for maintaining continuity and safeguarding against emerging threats.

FLEXENTIAL

Empowering your IT journey

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flexential.com