

Sedo and New gTLD

MARKETING EXPERIENCE AT

THE SECONDARY MARKET

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Baku, 10th of Sept 2014



NEW gTLDs AVAILABLE NOW!

.ski .news
.中文网 .loan .men
.sport .asia .de
.online .music
.berlin .شبكة .app
.club .win .web
.uno .bio .com .jetzt .bid .shop .deti

MORE DOMAINS MEANS MORE BUSINESS

**Sedo offers for sale
over 450 TLDs and
220 New-gTLDs *(incl. IDNs)***

What is Sedo?



Sedo is a **one-stop shop domain solution provider**, offering buying and selling, auctioning and monetizing domains, appraisals and valuation, transfer and escrow services and domain brokerage



Offices in **Germany**, the **US** and the **UK** and over **18** million domains for sale and more than **4** million domains parked. Over **3,500** domain transactions per month



Sedo **connects buyers and sellers**, making it simple for individuals and companies alike **to acquire the domains** they need **for** their online **success**



An Inventory of Over 18 Million Domains

including exclusive premium new gTLD names

2 Million Clients

180 Buyer Countries

95% Auction Closure Rate

Over 650 Sales Partners Worldwide

including leading registrars on every continent

40 Account Managers

23 Languages natively spoken

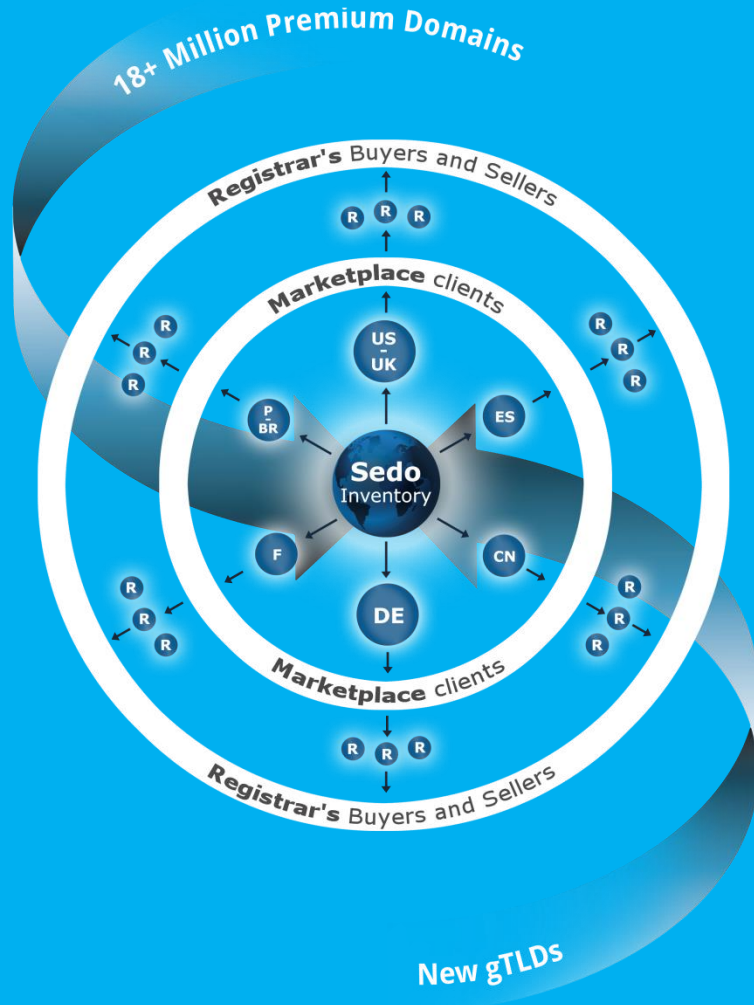
6 Interacting Marketplaces in English, German, French, Spanish, Portuguese, Chinese

Listing and Transfer Support for more than 450 TLDs currently - new gTLDs as soon as they are available

\$1.5 Million in Domain Sales per Week

\$1,900 Average Sales Price

13 Years of Experience



In 2013-2014 SEDO started to offer sale of New-gTLDs on the marketplace

Domains kaufen Domains verkaufen Domains parken Neue gTLDs Service Wissen Über uns Mein Sedo

sedo®

Begriff oder Domain eingeben .com Finden Einloggen Registrieren

Deutsch

Hilfe & Support

ALLES ÜBER DIE neuen Domains

HIER INFORMIEREN!

...koeln

.asia .club .bio .uno .web .中文网 .shop .ski .news .deti .fun .app .jetzt .hotel .moda .sport .chat .online

Showcase	Top-Domains	Verkaufte Domains
scottishreferendum.c... Gebot	christmas.club Gebot	tiga.de 630 EUR
ebanking.tips Gebot	gems.org 95.000 USD	gardens.ch 1.000 USD
ecopop.info 5.600 EUR	insider.com Gebot	snapsale.com 6.410 USD
mater.net 2.980 USD	panacea.com Gebot	tommy.com.br 5.000 USD
find.supplies 1.499 EUR	turksandcaicos.com Gebot	lawyer.me 6.600 USD
leasing.xyz Gebot	psychologist.com Gebot	gethospitized.com 5.000 USD

Main page:

Advertizing of New gTLD

SEDO WORKS WITH: LARGEST REGISTRIES OF NEW GTLDS



What do we offer to Registries of New gTLDs



Platform for **Landrush** and **Sunrise auctions**.



Access to more than 2 million audience via marketplace and multi-listing network (**SedoMLS network**)



All the **new gTLD domains** can be part of our Premium promotion inventory at the moment the New gTLD becomes available.

HOW TO GENERATE CASH FROM NEW GTLD

STEP #1 UNDERSTAND AND

STEP #2 EDUCATE THE CLIENT





gTLD AWARENESS REPORT - General

Research brief conducted by Sedo's Marketing and Developing Team



gTLD AWARENESS REPORT – Industry specific

Advertising and marketing industry



Personal promotion of New gTLDs at the international events, conferences and public meetings



Internet (E-mail) promotion of new gTLD to more than 2 million active users of Sedo



Special web-promotion pages for New gTLDs

Each new gTLD has its own branded page, e.g. sedo.com/club



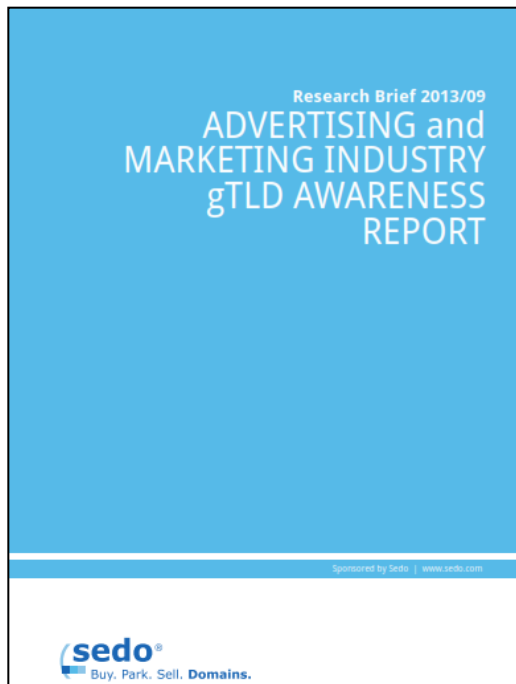
Landrush, Sunrise and Premium Auction

accompanied with strong marketing promotion to end-users

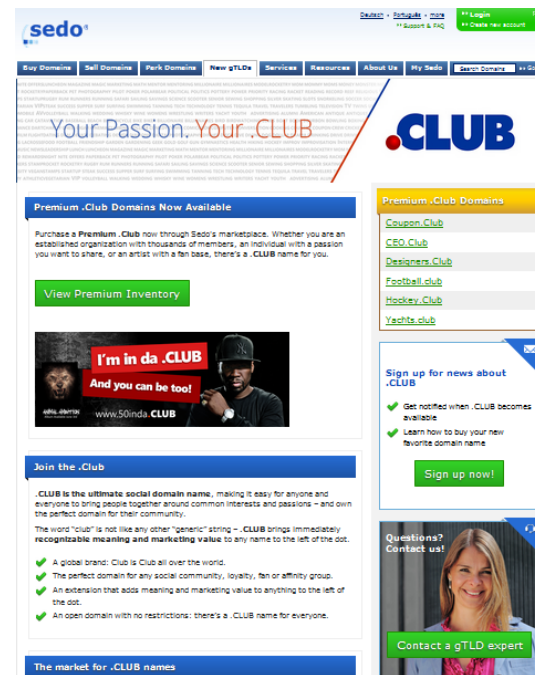
Understand & Educate the client



General research



Industry specific research



Targeted web-page



63% of small to mid-sized business owners **are unaware** of new gTLDs and do not understand the value of these new addresses



50% of respondents feel that new gTLDs will make the internet **more confusing**



More than **40%** of respondents were **unsure what the advantage** of a new gTLD would be.



94% of respondents said they were **not currently planning to purchase** a new gTLD

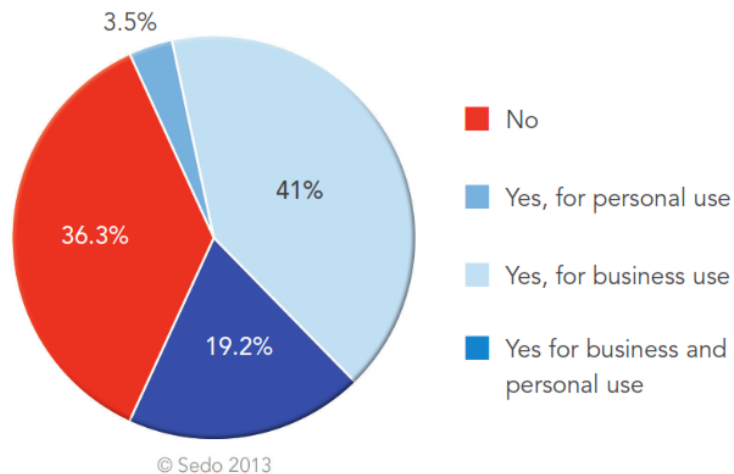


\$1,900 Average Sales Price

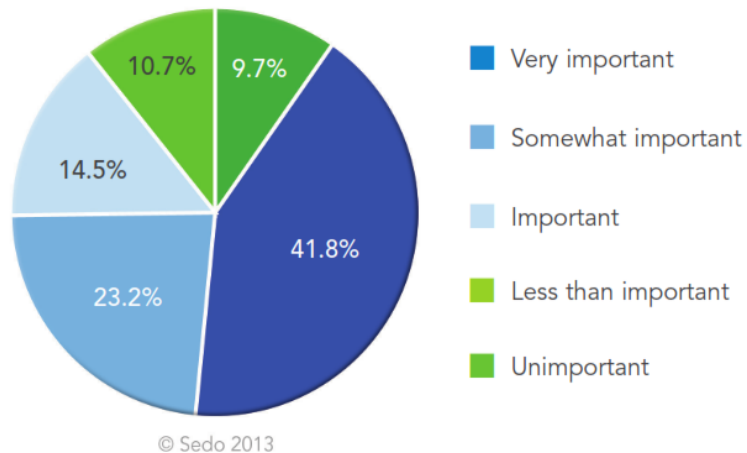


13 Years of Experience

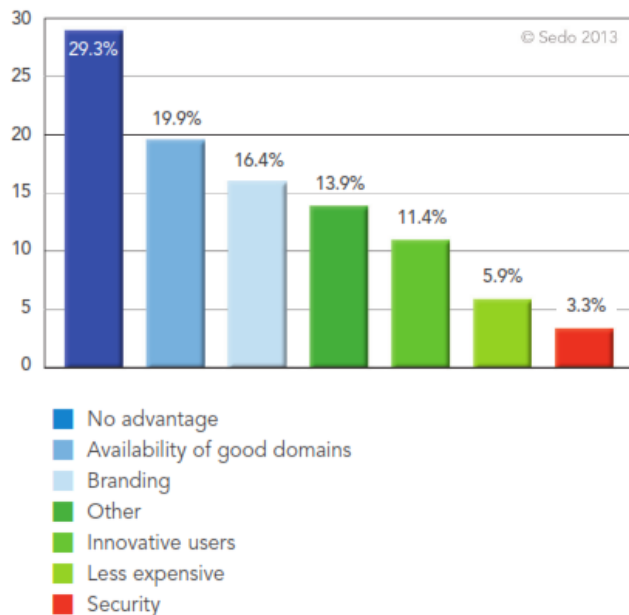
Have you ever purchased a domain name?



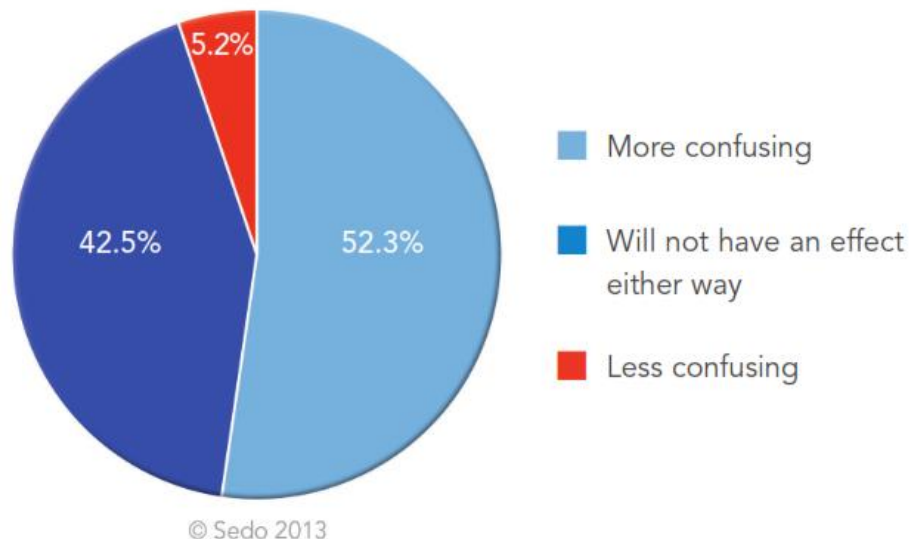
How important is your company's domain name to the business?



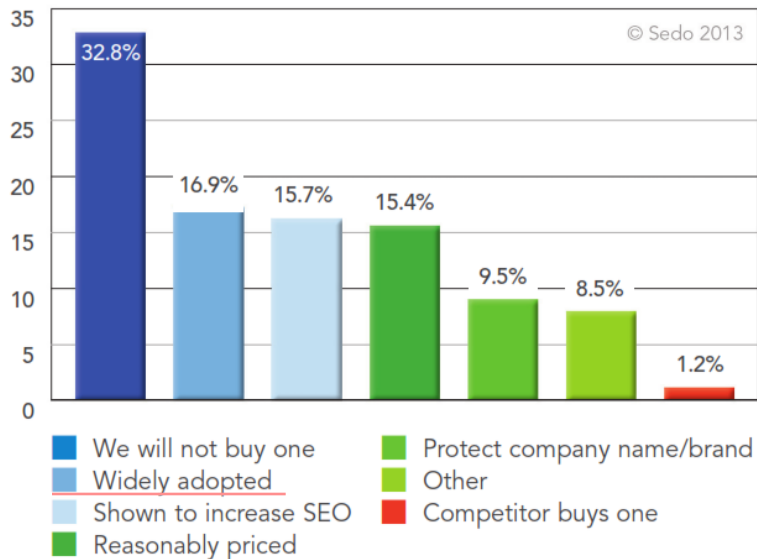
What is the main advantage of new gTLDs?



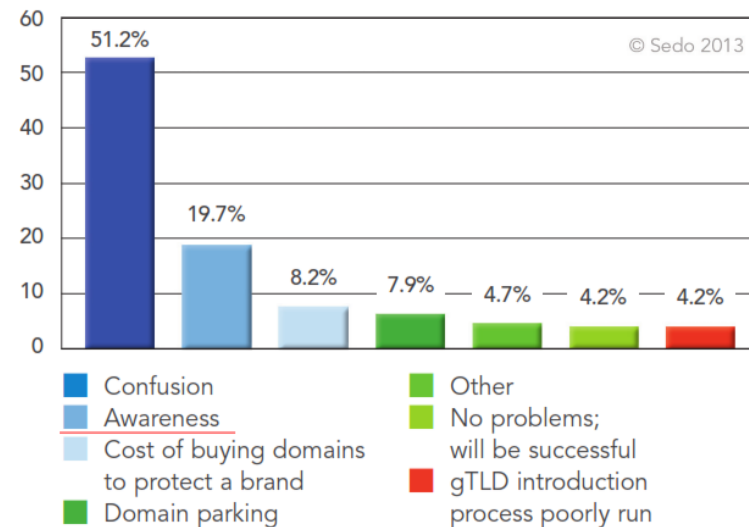
Do you think the new gTLDs will make the internet more or less confusing to navigate?



What would persuade you to purchase a new gTLD?

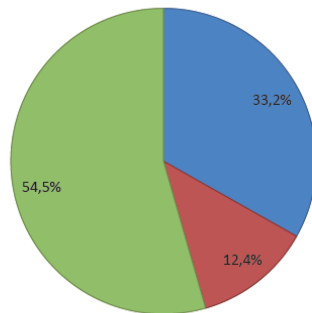


What is the biggest problem facing the launch of new gTLDs?

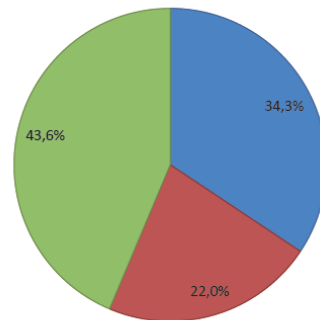


Are you aware that
hundreds of new gTLDs
have started to join the
ones that we've become
accustomed to?

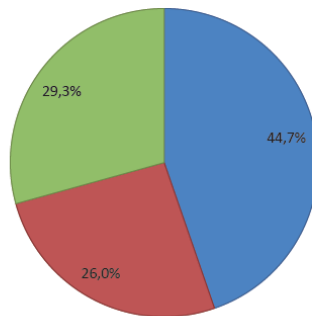
USA



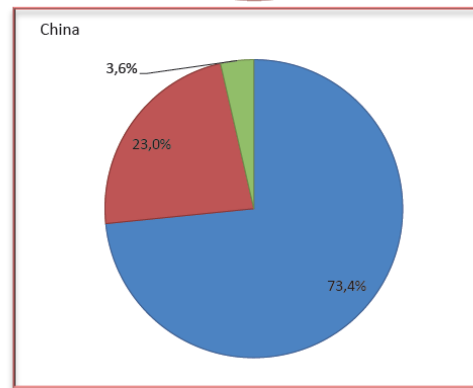
England



Germany



China

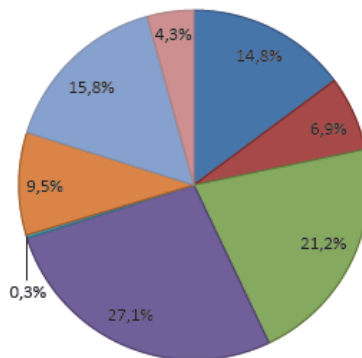


- Yes, I'm aware
- No, I haven't heard anything about it

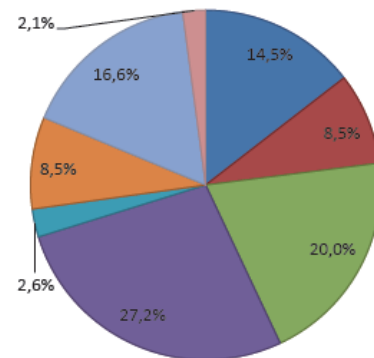
- It sounds familiar, but I'm not sure

What do you think the main advantage of a new Internet domain name ending is?

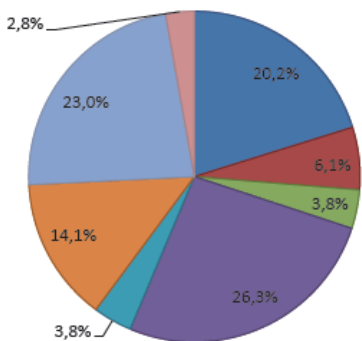
USA



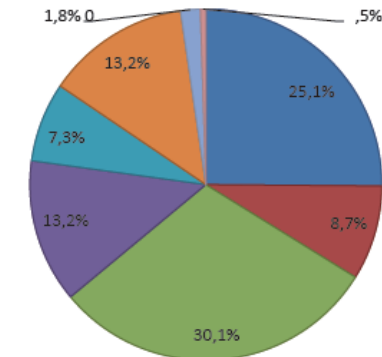
England



Germany



China



- Availability of good domains
- Branding
- Security
- There Is no advantage

- Less expensive to purchase
- Ability to better describe the content of a site
- Opportunity for innovative users
- Other

**MORE REVENUE IF WE
EDUCATE THE CLIENT
AND FURTHER
PROMOTE THE TLD**

Awareness, attention and acceptance!

Matching the opinions from different markets and promote the TLDs to the right target audience



Using of smart search-engines modules, complex and adoptive search-results on the webpage



Analyze the domains and fix-price them. Identify most valuable domain names



Old-school domainers vs new-school domainers

Hear different opinions, understand the needs

4

Work together with **big companies, cities and countries** to promote the awareness of New gTLDs to the end-users on different levels

5

Work together **with Marketing and SEO** companies to promote New gTLD

6

Distribute domain names of New gTLDs through SedoMLS and marketplace, and **make them easily available to the end-users**

7

**MARKETPLACE ACTIVITY:
NEW GTLDS ARE BEING
SOLD MORE AND MORE**

Top 10 Public Sales

gTLDs

Domain	Price
mm.com*	\$ 1,200,000
true.com*	€ 350,000
mall.com*	\$ 320,000
gab.com	€ 200,002
cornerstonehomes.com*	\$ 150,000
kaffee.de*	€ 100,000
vitaminc.com*	€ 104,000
jct.com	\$ 98,000
teamshirts.com	\$ 89,000
jamrock.com	\$ 68,750

* Sold by Sedo brokerage team

New gTLDs

Domain	Price
eat.club*	\$ 20,000
jobboerse.berlin	€ 8,000
print.club	\$ 3,750
finde.singles	€ 2,000
mobile.contractors	\$ 2,499
whatsup.today*	€ 1,500
vienna.estate	€ 1,499
living.company	\$ 1,999
beard.club*	\$ 1,500
chicago.directory	\$ 1,000

* Sold by Sedo brokerage team

We have Regional Head Offices in Cologne (Germany), Boston (USA) and London (England).

We have 650 global sales partners, reaching 35 million unique users.

We have traded premium domains in 180 countries and territories:

Afghanistan, Albania, Algeria, Andorra, Angola, Anguilla, Antigua and Barbuda, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Barbados, Belarus, Belgium, Belize, Benin, Bermuda, Bhutan, Bolivia, Bosnia and Herzegovina, Brazil, British Indian Ocean, Brunei, Bulgaria, Burundi, Cambodia, Cameroon, Canada, Canary Island, Cape Verde, Cayman Islands, Chad, Channel Islands Guernsey, Channel Islands Jersey, Chile, China, Colombia, Comoros, Cook Islands, Costa Rica, Cote d'Ivoire, Croatia, Cyprus, Czech Republic, Denmark, Djibuti, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Eritrea, Estonia, Ethiopia, Finland, Fiji, France, French Guiana, Gabun, Georgia, Germany, Ghana, Gibraltar, Greece, Grenada, Guadeloupe, Guatemala, Guyana, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Iraq, Ireland, Isle of Man, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Kiribati, Kosovo, Kuwait, Latvia, Lebanon, Lesotho, Libya, Liechtenstein, Lithuania, Luxembourg, Macao, Macedonia, Malaysia, Malta, Mauritius, Mauritania, Mexico, Moldova, Monaco, Montenegro, Montserrat, Morocco, Mozambique, Nauru, Namibia, Nepal, Netherlands, Netherlands Antilles, New Zealand, Nicaragua, Nigeria, Norway, Oman, Pakistan, Palestine, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Reunion, Romania, Russia, Rwanda, Saint Kitts and Nevis, Saint Lucia, San Marino, Saudi Arabia, Senegal, Serbia and Montenegro, Seychelles, Singapore, Slovakia, Slovenia, Somalia, South Africa, South Korea, Spain, Sri Lanka, Sudan, Surinam, Swaziland, Sweden, Switzerland, Syria, Taiwan, Thailand, Togo, Tokelau, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, United States Minor Outlying Islands, Uruguay, Uzbekistan, Vanuatu, Venezuela, Vietnam, Virgin Islands (British), Virgin Islands (US), Yemen, Zambia, Zimbabwe.

DISCLAIMER

CONTACT OUR TEAM FOR ANY FURTHER QUESTIONS:

EUROPE / CIS/ ASIA PACIFIC

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