

**Steady Q4 Caps Off Solid Year of Nearly \$1 Million in 2016
Premium Name Sales
*NEW Broker Program & Financing Plans Introduced for 2017***

Premium Name sales continued at a steady pace for .CLUB in Q4 2016 and throughout the year just ended. During 2016 nearly 2,000 premium .CLUB names were sold, via auctions, through the registrar channel and aftermarket platforms, and directly by the Registry, generating nearly \$1 million in total premium name sales for the year. The .CLUB tiered premium program continues to be a great success, and on December 13th we released an additional 9,000 new premium names to the registrar channel, including many names that had not been available through Registrars before.

Total premium name sales for Q4 2016, from all sources, came to a solid **\$112,180.39**.

Total premium name sales for the full year of 2016 came to **\$941,121,78**.

As of December 31, 2016, total cumulative sales of registry reserved premium .CLUB names came to **\$4,339,289.05**. Notable sales in 2016 included \$37,894 for the name S.club, sold in the Aliyun auction in China, and \$25,000 for the name Lending.club, sold by the Registry to the company Lending Club. For all .CLUB premium names, the premium fee is one-time only, and renewals are at the low standard registration fee.

NEW FOR 2017: Broker Program and Interest-Free Financing Plans

As we enter a new year, .CLUB continues to innovate new ways to make our brandable premium names accessible to entrepreneurs and small businesses. We were the first to offer financing to select registrants under our Startup Club program, which successfully incubated businesses such as Coffee.club and Soap.club. Now we are expanding the opportunity by offering Registry-backed financing for all premium names sold directly by the Registry and priced at \$1,000 or more. With 60-month, interest free financing, that \$1,000 name can be had for less than \$17/month. For businesses and entrepreneurs, great 5 and 6-figure premium names become much more attainable when payments are spread out over 5 years. You can search for and purchase premium .CLUB names, with a one-time payment or with 60-month financing, at www.get.club.

In conjunction with launch of our new premium financing plan, we are introducing the [.CLUB BROKER PROGRAM](#). This program makes it very easy for domain investors and brokers to offer discounts to their customers and earn commissions on the sale of .CLUB premium names, including names that are financed. Approved brokers are issued a unique code they can pass along to their customers. The code will automatically offer a 10% discount to the purchaser and earn commission for the broker the code is assigned to. Interested brokers can get more details and apply for their unique code at www.get.club/broker.

Q4 and the 2016 Year in Review

We introduced our tiered premium names to the registrar channel on July 1, 2015 and throughout 2016 the registrar channel continued to be an active source of premium name sales for .CLUB. A list of participating registrars is available [here](#). As noted above, in December we added 9,000 additional names to our tiered premium inventory. To download lists of the tiered premium names available through the registrar channel on a first come, first served basis, [click here](#). As in the past, the top premium tiers available through the registrar channel are names priced up to \$10,000. Higher value names are available through Sedo.com, Afternic.com, Right of the Dot, and at get.club.

This report reflects all public registry reserved premium name sales that occurred and closed during Q4 2016 and the full year of 2016.

Q4 2016 - OVERVIEW

During the months of October, November and December, a total of 212 premium names were sold by 30 different registrars as well as Sedo and direct by the Registry. There were no auctions held during the quarter. Total sales for Q4 were \$112,180.39. GoDaddy was the top registrar during the quarter with 78 sales. Chengdu West in China was next with 27 premium name sales, followed by NameCheap with 19 sales. Reinforcing .CLUB’s global appeal, premium name sales were made by registrars in 13 different countries, including the U.S., China, Russia, France, The Netherlands, Japan, Germany and more. During the quarter 2 names were sold by Sedo and 4 names were sold direct by the Registry. Retail prices during the quarter ranged from \$41.92 to \$8,760.06 (for K8.club, sold by Name.com.)

Also in Q4 China’s [Ministry of Industry and Information Technology granted a license](#) to .CLUB’s Beijing based wholly foreign-owned entity (WFOE) company, making .CLUB among the very first foreign registries of a new gTLD to be formally [approved by the Chinese government](#). We expect this approval to have a very positive impact on the continued growth of .CLUB in the Chinese market in 2017.

Here are the top 25 sales for Q4 2016:

Name	Retail Price	Channel
k8.club	\$ 8,760.06	Name.com, Inc.
vegetarian.Club	\$ 8,500.00	Direct
trump.club	\$ 7,098.37	Crazy Domains FZ-LLC
winning.club	\$ 4,250.00	Direct
jade.club	\$ 4,209.66	Dynadot, LLC
hunter.club	\$ 3,999.99	GoDaddy.com, LLC
arts.club	\$ 3,999.99	GoDaddy.com, LLC
coconut.club	\$ 3,700.99	URL Solutions, Inc.
beef.club	\$ 3,490.00	united-domains AG
plus.club	\$ 3,000.00	Sedo

arte.club	\$ 2,399.99	GoDaddy.com, LLC
software.club	\$ 2,399.99	GoDaddy.com, LLC
solar.club	\$ 2,399.99	GoDaddy.com, LLC
atlas.club	\$ 2,318.85	Uniregistrar Corp
organic.club	\$ 2,191.29	Namesilo
hyper.club	\$ 2,000.00	Openprovider
good.club	\$ 2,000.00	PSI USA
404.club	\$ 1,900.87	Crazy Domains FZ-LLC
chaos.club	\$ 1,830.47	NameCheap, Inc.
bali.club	\$ 1,691.00	eNom, Inc.
impact.club	\$ 1,499.99	GoDaddy.com, LLC
soft.club	\$ 1,499.99	GoDaddy.com, LLC
evolution.club	\$ 1,499.99	GoDaddy.com, LLC
202.club	\$ 955.87	Crazy Domains FZ-LLC
yyx.club	\$ 955.87	Crazy Domains FZ-LLC

2016 OVERVIEW

2016 represented another tremendous year of growth for .CLUB. Registrations grew by 64% from 557,783 at year-end 2015 to 914,208 at December 31, 2016, according to data from ntlstats.com.



Figure 1. 2016 Registration Data from NTLSTATS.COM

In 2016 we held 7 different auctions, starting with the NamesCon/RightoftheDot auction in January and including 4 auctions specifically targeting the Chinese market. Total auction revenue for 2016 was **\$283,374.94**, or 30% of the annual total premium name sales.

A total of 45 different Registrars made sales of .CLUB premium names in 2016, as well as Sedo and the Registry itself. The top three performing registrars in terms of volume (excluding auctions) were EJEE, which sold 946 premium names, GoDaddy, which sold 309 premium names, and Chengdu West, which sold 239 names. In terms of revenue, the top three (excluding auction revenue) were GoDaddy, which sold \$168,996.41, EJEE, which sold \$126,251.55, and Chengdu West, which sold \$33,611.50. The Registry directly sold 18 names for a total of \$110,125.55.

Total premium name sales for 2015 came to **\$941,121.78**.

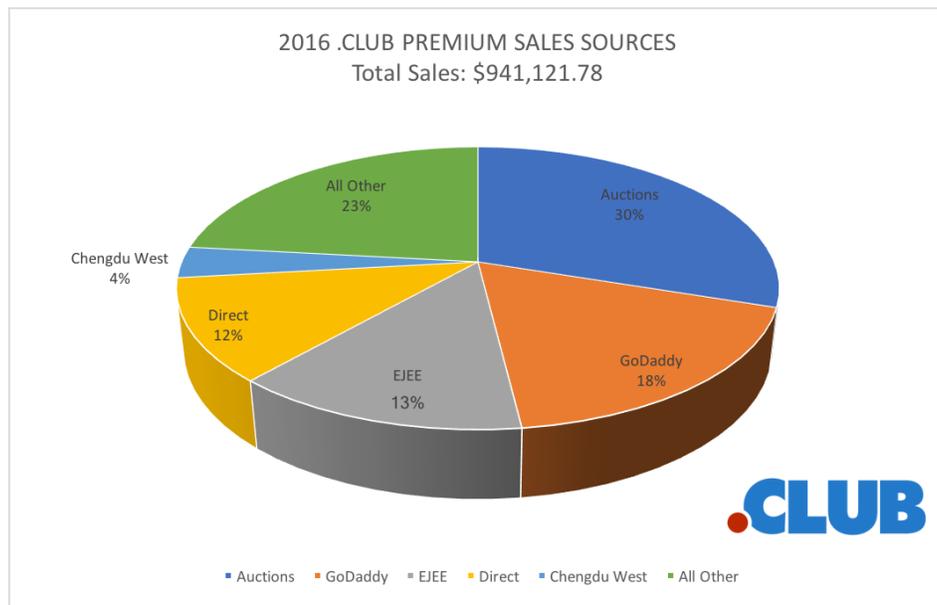


Figure 2. 2016 .CLUB Premium Name Sales Sources

CONCLUSION

Premium name sales through the registrar channel continue to be a substantial source of revenue for .CLUB names, and the expansion of our tiered premium program to include registrars in China, such as Chengdu West and EJEE have made strong contributions. China premium revenue should continue to grow, with new registrars being onboarded for our tiered premium names, supported by our new approved status, opening the door to more end-user buyers in China. Lists of all available tiered premium names is updated regularly [here](#).

Auctions continued to play an important role in premium name sales for .CLUB, from the NamesCon Auction in January, to auctions on Aliyun, Sedo, West.cn and at WHD. Total auction revenue for the year was \$283,374.94, accounting for approximately 30% of all premium sales.

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We expect continued growth in premium name sales for 2017, and we are looking forward to welcoming many more businesses and entrepreneurs leveraging brandable .CLUB names through our new Broker Program and Registry Direct financing programs. In 2016 we saw a number of brands purchase premium names and premium names used to launch new brands. In addition to the sale of Lending.club to Lending Club, the premium names Prime.club, Alexa.club and Fire.club were all purchased by Amazon. Opera.club was purchased by the company behind the Opera Browser, and we saw premium names like Gear.club and Chaos.club launch attention getting brands, with the Gear.club racing game reaching [the top of the app store charts](#), and Chaos.club being featured in [VOGUE](#).

We thank all of our registrars and registrants for their support in 2016 and look forward to many more joining the .CLUB in 2017.

For more information visit www.get.club or email jeff@get.club.