

November 1, 2018



21 NW 5th Street  
Fort Lauderdale, FL 33301, USA  
[www.get.club](http://www.get.club)  
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**Easy Payments & Registrar Channel Lead Solid 6-month 2018**  
**.CLUB Premium Sales of \$500,000**  
*Names.club Inventory Grows with the Addition of Names from Radix*

As we roll in toward the end of 2018, we took a look at our premium name sales for the first half of the year and the historical impact of our Names.club “Easy Payments” financing platform.

**Q1 & Q2 2018**

The registrar channel and our Tiered Premium program continue to thrive with **2,072 premium names sold** via registrars during the first six months of 2018, for a total of **\$379,972.93**. Sales of .CLUB domains from Names.club for the six months had a topline value (buy it now plus financed names) of **\$119,441.34** bringing total .CLUB premium name sales for Q1 & Q2 combined to **\$499,414.27**.

In the registrar channel we’ve continued to grow our inventory and in particular have had much activity and success with our lowest priced tier, the \$20 suggested retail tier. That said, we saw activity in all tiers including the \$10,000 suggested retail tier, which saw the sale of names such as Social.club (GoDaddy, \$7999.99), Market.club (NameCheap, \$9,110.47) and Candy.club (GoDaddy, \$9,999.99) among others. In all cases, renewals of .CLUB premium names are at the standard fee of \$10 to \$15 per year.

The depth of registrars actively selling premium names has continued to grow on a global basis. During Q1 2018 premium sales were made by 39 different registrars, and in Q2 2018 56 different registrars completed premium name sales. The leading registrars for the six months were:

GoDaddy	542 names	\$118,115.58
Alibaba	755 names	\$ 81,625.33
NameCheap	240 names	\$ 51,075.60
Google	50 names	\$ 23,356.00

As of June 30, 2018, total cumulative sales of registry reserved premium .CLUB names came to **\$6,539,645**.

The highest sale during the first six months of 2018 was **Deals.club, sold for \$34,425** via the Names.club Easy Payment program.

At the end of this report is a list of Tiered Premium names sold through the registrar channel for \$1,000 or more during the first 6-months of 2018.

**Names.club and Easy Payment Plans: Financing Works!**

At the NamesCon conference in January of this year, we announced the re-branding of our Get.club sales platform to Names.club, and the expansion of our inventory at Names.club to include names from other registries in addition to .CLUB. We are very pleased to announce that we have just added names from **Radix**, along with additional inventory from MMX and GMO.

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We currently offer premium names from 31 different extensions at Names.club and have over 50,000 names priced \$1,000 or more available under our Easy Payments financing plan. Names registered at Names.club using Easy Payments pay a 15% down payment, with the balance paid in 60 monthly installments. There is no interest and buyers can cancel at any time, at which point the name reverts to the original owner. All of the premium names offered at Names.club, from all extensions, feature standard renewal fees, and no renewals are charged during the 60-month Easy Payment finance period. During the first half of the year, we sold a .SHOP name in addition to .CLUB names as awareness of the variety of extensions offered continues to grow.

In addition to offering financing at Names.club, we have opened up our platform to power Easy Payments at other registrars. In May we announced Namecheap as our first registrar partner to offer “Namecheap Easy Payments” powered by Names.club. To date, we have sold four names via Namecheap Easy Payments, one name priced at \$6,835, two names priced at \$9,110, and one name priced at \$20,000. These are price points not typically sold by the registrar, another indication that financing premium names is a model that can drive additional premium name sales.

To date, we have sold 296 names via the platform, and 250 of them (85.5%) chose the Easy Payment finance option, clearly indicating a preference for the subscription model over buy-it-now. The total value of all sales made through the platform is **\$1,145,396.35**. There are currently 162 active subscriptions valued at **\$748,511.45**. See the infographic below for additional details.

# FINANCING PREMIUM DOMAINS WORKS!

names.club is the first premium domain marketplace dedicated to great, brandable names, available for **easy monthly payments**.  
No long-term obligation – cancel anytime.

## TOTAL INVENTORY

Above \$1000\*

**50K+**  
NAMES



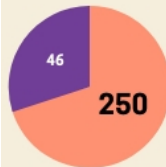
\*All names have standard renewal fees

## NAMES FROM 31 EXTENSIONS



**296** TOTAL NAMES SOLD

**\$1.1M** VALUE OF NAMES SOLD



### SUBSCRIPTIONS SALES

### ONE TIME PAYMENT

About **84.5%** of Names.club buyers preferred the subscription/easy payments method

**\$748K** VALUE OF 162 CURRENT SUBSCRIPTIONS

HIGHEST PRICE SUBSCRIPTION

**\$ 67,500**  
\$1,125 MONTHLY

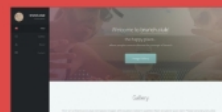
## FEATURED LIVE SITES IN CURRENT SUBSCRIPTIONS



HOTELS.CLUB



SNEAKER.CLUB



BRUNCH.CLUB



LOAN.CLUB

GREAT NAMES. EASY PAYMENTS.

names.club  
www.names.club

OCTOBER 2018

## CONCLUSION

Premium name sales through the registrar channel continue to be a substantial source of revenue for .CLUB, and the continued expansion of our tiered premium program to include new inventory and new Registrars have made strong contributions.

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The introduction of Names.club and the Easy Payment program has been a clear success and demonstrates growing demand by end-users, businesses, and entrepreneurs who want to leverage brandable keyword names while paying a reasonable monthly fee. We look forward to adding additional inventory from registries as well as third-party listings in the very near future. In addition, we will soon be powering “Easy Payments” for other registrars and marketplaces.

\* \* \* \* \*

Below is the list of .CLUB Tiered Premium names sold through registrars for \$1,000 or more during the first 6 months of 2018:

Domain	Registrar	Retail Price
candy.club	GoDaddy.com, Inc.	\$9,999.99
fix.club	NameCheap, Inc.	\$9,110.47
market.club	NameCheap, Inc.	\$9,110.47
social.club	GoDaddy.com, LLC	\$7,999.99
jockey.club	GoDaddy.com, LLC	\$7,999.99
swingers.club	GoDaddy.com, LLC	\$7,999.99
paw.club	GoDaddy.com, LLC	\$7,999.99
ue.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$7,901.11
angel.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$7,898.79
world.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$7,898.79
dream.club	Chengdu Fly-Digital Technology Co., Ltd	\$7,675.34
lunch.club	Google LLC	\$7,580.00
gem.club	TLD Registrar Solutions Ltd.	\$5,000.00
founders.club	NameCheap, Inc.	\$4,560.47
stars.club	eNom, Inc.	\$4,211.00
pink.club	Google LLC	\$4,000.00
house.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$3,953.95
afterhours.club	Gandi SAS	\$3,929.02
broker.club	eNom, LLC	\$3,859.00
pin.club	Google LLC	\$3,800.00
dope.club	GoDaddy.com, Inc.	\$2,999.99
omega.club	NameCheap, Inc.	\$2,740.47
safety.club	NameCheap, Inc.	\$2,740.47
camgirl.club	Name.com, Inc.	\$2,635.06
event.club	Name.com, Inc.	\$2,635.06
vibe.club	GoDaddy.com, LLC	\$2,399.99
woody.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$2,376.79
parts.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$2,375.92
stone.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$2,375.92
mit.club	NameSilo, LLC	\$2,191.29
welcome.club	RU-CENTER	\$2,100.00
river.club	RU-CENTER	\$2,100.00

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yume.club	GMO Internet Inc.	\$2,000.00
buch.club	united-domains AG	\$2,000.00
vips.club	URL Solutions, Inc.	\$2,000.00
digi.club	CSL Computer Service (d.b.a. Joker.com)	\$2,000.00
nite.club	Hosting Concepts B.V. d/b/a Openprovider	\$2,000.00
inside.club	Nameshield SAS	\$2,000.00
max.club	GoDaddy.com, Inc.	\$1,999.99
direct.club	GoDaddy.com, Inc.	\$1,999.99
cycle.club	GoDaddy.com, Inc.	\$1,999.99
excite.club	GoDaddy.com, Inc.	\$1,999.99
dreamers.club	GoDaddy.com, Inc.	\$1,999.99
sunflower.club	GoDaddy.com, Inc.	\$1,999.99
phoenix.club	united-domains AG	\$1,999.99
reise.club	united-domains AG	\$1,999.99
alien.club	NameCheap, Inc.	\$1,830.47
matrix.club	NameCheap, Inc.	\$1,830.47
thinking.club	Dynadot, LLC	\$1,689.66
portal.club	Dynadot, LLC	\$1,689.66
zeus.club	Shanghai Meicheng Technology	\$1,658.59
class.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$1,587.60
etc.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$1,587.60
view.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$1,587.60
data.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$1,586.98
redhat.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$1,586.98
euro.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$1,586.98
toys.club	Alibaba Cloud Computing Ltd. d/b/a HiChina	\$1,586.98
hamburg.club	Uniregistrar Corp	\$1,548.85
mac.club	Google LLC	\$1,540.00
meditation.club	Google LLC	\$1,540.00
fame.club	GoDaddy.com, LLC	\$1,499.99
cabana.club	GoDaddy.com, LLC	\$1,499.99
profile.club	GoDaddy.com, LLC	\$1,499.99
bus.club	GoDaddy.com, LLC	\$1,499.99
alp.club	RU-CENTER	\$1,100.00
suo.club	RU-CENTER	\$1,100.00
aqua.club	GMO Internet Inc.	\$1,000.00
welfare.club	GMO Internet Inc.	\$1,000.00
seaman.club	Megazone Corp., dba HOSTING.KR	\$1,000.00
fft.club	Nameshield SAS	\$1,000.00
cube.club	Ascio Technologies, Inc.	\$1,000.00
index.club	Zhengzhou Century Connect	\$1,000.00
mor.club	GoDaddy.com, Inc.	\$999.99
beyond.club	GoDaddy.com, Inc.	\$999.99

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giant.club	GoDaddy.com, Inc.	\$999.99
bom.club	GoDaddy.com, Inc.	\$999.99
copy.club	GoDaddy.com, Inc.	\$999.99
juggling.club	GoDaddy.com, Inc.	\$999.99
skill.club	GoDaddy.com, Inc.	\$999.99
computing.club	GoDaddy.com, Inc.	\$999.99
just.club	GoDaddy.com, Inc.	\$999.99
mcn.club	GoDaddy.com, Inc.	\$999.99
vibes.club	united-domains AG	\$999.99

For more information visit [www.get.club](http://www.get.club) or email [jeff@get.club](mailto:jeff@get.club).