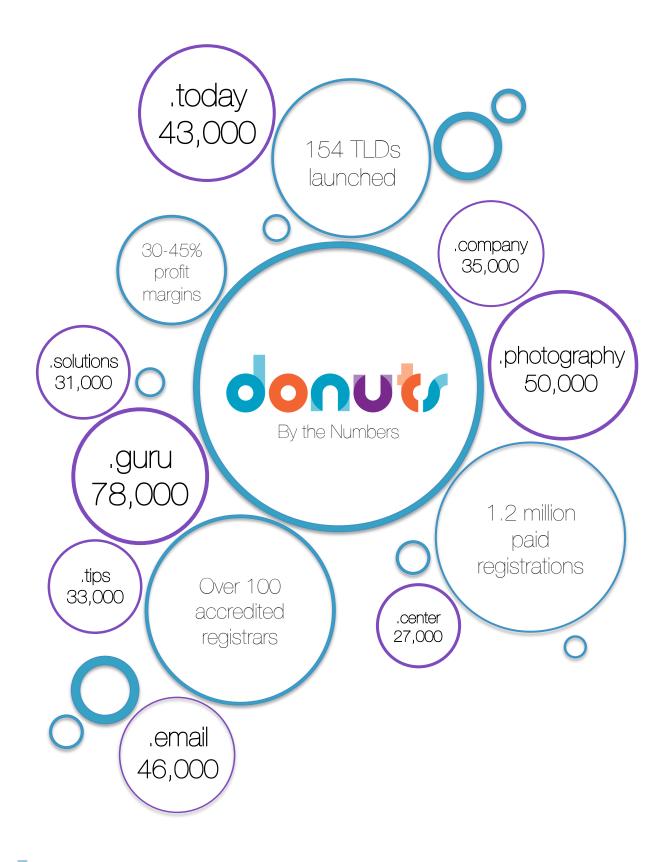


Value Proposition for New TLDs



Improved choice

- Over 200 new TLDs now available, with high availability of short and meaningful domains.
- Your customers are more likely to find a domain name they are happy with and which is relevant to their name or their industry.

Increased awareness

- Donuts about to embark on a multi million dollar **global awareness campaign** and plans to sustain it throughout 2015.
- .Brand TLDs still to launch, bringing awareness to the masses.
- Highly contested and arguably considered the higher volume TLDs still to launch in 2015.

Proven demand

- Over 3 million domains sold in just ten months of the expansion of the gTLD space.
- Over 1.2 million quality, paid for registrations with no discounting from the Donuts portfolio of TLDs.
- Proven demand for new, relevant addressing options.

Quality registrations

If your customer cherishes their purchase they will be more likely to stay with their service provider,
renew year on year, and build out their website using your other products and services – it's the glue!

Higher margins

- Significantly higher margins, of 30-45%, to be made from the sale of each domain name in the new TLD space.
- Still a small price point for any business to pay for global visibility for a year, using the domain name most relevant to them.

High renewal rates expected

 Several key factors present a strong case for high renewal rates including age and size of the TLD, semantic value of registered domains, price and demographic and geographic distribution of registrants.

SEO benefits

- Several recent studies by search experts suggest that the first generation of new TLD addresses are either matching or outperforming legacy TLDs and ccTLDs in search performance.
- New TLD domains are particularly **keyword rich**, before and after the dot, which no doubt plays a pivotal role in their search boost.

An opportunity to re-engage your customers

- Use this opportunity to reach out to your prime customers with **better domains** and value added services.
- Get to know your customers and be better positioned to meet their needs with improved domain inventory and increased choice.

Don't get left behind

- Give your customers more choice and allow them to register the domain name that's right for them. Don't turn them away because you aren't offering what they're looking for.
- Awareness and adoption of new TLDs is increasing by the day.
- High availability of great names still available in this new space and many more still to launch in 2015.