

November 2, 2017



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**.CLUB Delivers Solid  
Premium Sales of nearly \$400,000 in Q3  
*China Buyers Still Hot for 3 Character Names***

The third quarter of 2017 was another solid one for .CLUB premium names, with a total of **452 names sold**, generating **\$325,743.31** in single payment sales and another \$55,050 in topline value of new “Easy Payment” subscription sales at [www.get.club](http://www.get.club) for a grand total of **\$380,793.31** for the quarter. Sales were made during the quarter by the registrar channel, Sedo, at [www.get.club](http://www.get.club) and directly by the registry. There were no auctions during the quarter.

In January, the registry launched the .CLUB Broker Program and 60-month, no interest, Easy Payment plans for names priced at \$1,000 or more at [Get.club](http://Get.club). 23 new Easy Payment subscriptions were added during the quarter. The tiered premium program through the registrar channel led Q3 sales with 411 names sold for a total of \$163,453.31 while the registry made direct sales totaling \$152,100. In China and other markets, we’ve seen an increase in sales of 3-character names with 44 3-character names sold at an average price of \$606.04. The highest price for a 3-character name was \$7,634 paid for UFO.club, sold by Alibaba in China.

Total topline premium name sales for Q2 2017, from all sources including subscriptions, came to a solid **\$380,793.31**, including buy-it-now sales of **\$325,743.31**.

As of June 30, 2017, total topline cumulative sales of registry reserved premium .CLUB names came to **\$5,686,165.40**. Notable sales in Q3 2017 included porn.club and basketball.club, sold by the registry for a total of \$85,000 for the two names; slots.club, sold by GoDaddy for \$7,999; and UFO.club, sold by Alibaba for \$7,634. With continued interest in “crypto” related names, Coin.club was also sold during the 3<sup>rd</sup> quarter for 5-figures. For all .CLUB premium names, the premium fee is one-time only, and renewals are at the low standard registration fee.

We introduced our tiered premium names to the registrar channel on July 1, 2015 and the registrar channel continues to be an active source of premium name sales for .CLUB. A list of participating registrars is available [here](#). To download lists of the tiered premium names available through the registrar channel on a first come, first served basis, [click here](#). 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, and at [Get.club](http://Get.club).

This report reflects all public registry reserved topline premium name sales that occurred and closed during Q3 2017.

### **Q3 2017 – OVERVIEW**

During the months of July, August and September a total of **452 premium names were sold** by 31 different registrars as well as by Sedo and directly by the registry. There were no auctions during the quarter. Total topline sales for Q3, including subscriptions, were **\$380,793.31**. GoDaddy was the top registrar during the quarter with 154 sales totaling \$57,032.70. Alibaba sold 68 names for a total of \$27,318, NameCheap sold 43 names for \$10,070 and Sedo sold 6 names for a total of \$9,900.

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The .CLUB tiered premium program through the registrar channel continues to be a solid global success, and in Q3 the 411 tiered premium names were sold by 31 different registrars in 15 different countries including the U.S., China, Russia, France, The Netherlands, Ukraine, Germany, Japan and more.

Here are the sales by registrars of \$1,000 or more for Q3 2017:

<b>Name</b>	<b>Registrar</b>	<b>Retail Price</b>
slots.club	GoDaddy.com, LLC	\$7,999.99
ufo.club	Alibaba Cloud Computing	\$7,634.00
films.club	Regtime Ltd.	\$6,372.40
cloud.club	Gandi SAS	\$5,889.02
anime.club	Porkbun	\$3,830.09
tango.club	Dattatec.com SRL	\$3,000.00
biz.club	Network Solutions, LLC	\$2,951.27
alex.club	RU-CENTER	\$2,825.05
mining.club	RU-CENTER	\$2,825.05
show.club	NameCheap, Inc.	\$2,740.47
lit.club	GoDaddy.com, LLC	\$2,399.99
wife.club	GoDaddy.com, LLC	\$2,399.99
peace.club	GoDaddy.com, LLC	\$2,399.99
scuba.club	GoDaddy.com, LLC	\$2,399.99
blog.club	Gandi SAS	\$2,361.02
write.club	Gandi SAS	\$2,361.02
hacker.club	Alibaba Cloud Computing	\$2,296.00
animals.club	PSI-USA, Inc. dba Domain Robot	\$2,000.00
steel.club	Network Solutions, LLC	\$1,971.27
skate.club	GoDaddy.com, LLC	\$1,872.98
kings.club	PDR Ltd. d/b/a PublicDomainRegistry.com	\$1,760.06
cactus.club	Name.com, Inc.	\$1,760.06
lifestyle.club	Name.com, Inc.	\$1,760.06
manga.club	GMO Internet Inc.	\$1,636.43
badminton.club	GMO Internet Inc.	\$1,636.43
celeb.club	Gandi SAS	\$1,577.02
clean.club	Gandi SAS	\$1,577.02
king.club	Alibaba Cloud Computing	\$1,533.00
block.club	Alibaba Cloud Computing	\$1,533.00
korea.club	Alibaba Cloud Computing	\$1,533.00
reserved.club	Alibaba Cloud Computing	\$1,533.00
bon.club	GoDaddy.com, LLC	\$1,499.99
story.club	GoDaddy.com, LLC	\$1,499.99
where.club	GoDaddy.com, LLC	\$1,499.99

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heaven.club	GoDaddy.com, LLC	\$1,499.99
rocket.club	GoDaddy.com, LLC	\$1,499.99
contact.club	GoDaddy.com, LLC	\$1,499.99
est.club	GoDaddy.com, LLC	\$1,147.98
corner.club	Ascio Technologies, Inc.	\$1,000.00

### Get.club and Easy Payment Plans

In Q1 we launched our Easy Payment plan at [www.get.club](http://www.get.club), featuring 60-month, no interest payments for any premium name priced at over \$1,000. During the quarter ending September 30, 2017, 35 names were sold directly by the registry including 25 at get.club. 23 of the names sold are being paid in installments as part of the easy payment program. At the end of Q3, there were **140 active Easy Payment subscriptions** with a total topline value of **\$440,350**. Of the 25 names sold via Get.club, 23 or 92% were sold through the .CLUB broker program. 10 names were sold directly by the registry for a total of \$152,100, including the names basketball.club and porn.club which accounted for \$85,000 of the total.

### China Shows Strong 3-Character Demand

During the quarter, registrars in China sold **93 names**. Demand remains strong for 3-character names and in Q3 there were 44 3-character names sold at an average price of \$606.04. The highest price for a 3-character name was \$7,634 paid for UFO.club at Alibaba. Pinyin names and even certain western domains were also popular with Chinese registrars.

During the quarter .CLUB received approval from the Beijing province for domains to be used by live sites in Beijing, China, so the growing popularity of meaningful premium pinyin names should continue as usage in China continues to grow.

### CONCLUSION

Premium name sales through the registrar channel continue to be a substantial source of revenue for .CLUB. The launch of the Easy Payment plan and broker program at Get.club has also been extremely successful and continues to demonstrate that paying for premium names in installments over time is an attractive model for both domain investors and end-users.

With a number of registrars in China now offering our premium names, we see continued daily demand for numeric, Western and pinyin names coming from the Chinese registrar channel.

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