

PREMIUM DOMAIN SALES

OBSERVATION REPORT

Q1 2019

GUTA 古塔
.com

Premium Domain Sales & Acquisitions

国际优质域名代购和销售专家

Disclaimer

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The report's preparation involves potential compensation depending on a variety of factors, including, among other things, the quality of work and firm revenue.

Data Sources

The report primarily focuses on domain sales in the following categories: 1-4 Numbers, 1-3 Letters, 2 Characters and dictionary one word English .com domains. For LLL .com domains, we only report on sales from and to the Chinese market.

The domain sales data is compiled from a variety of sources, primarily from domain auction platforms and other public domain media.

We do our best to verify all data, however there might be inconsistencies or errors beyond our control. Domain sale prices are rounded and quoted in USD. When other currencies are involved, the price conversion is based on the exchange rate at the time of sale.

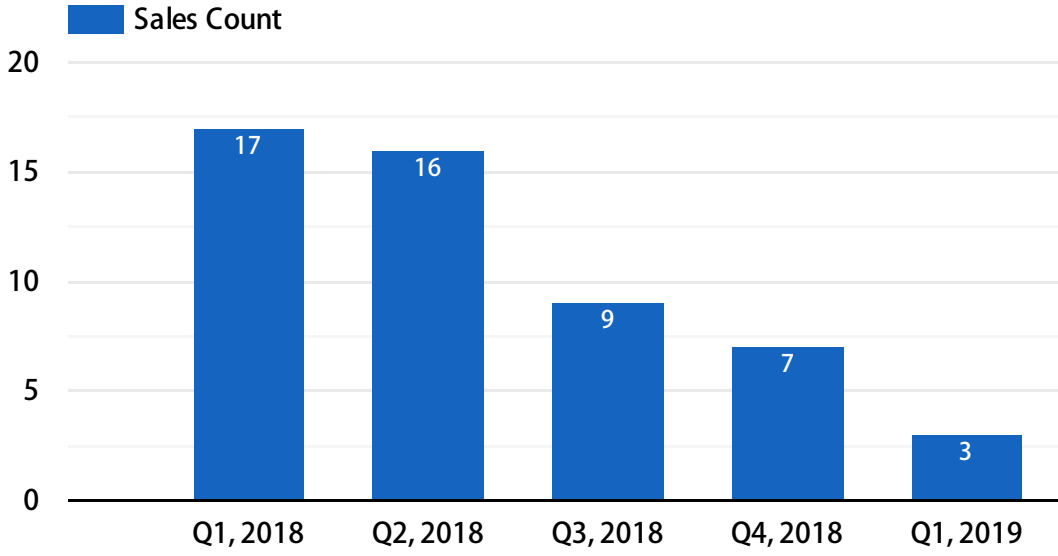
Please note that for some domain sales, the price has not been disclosed. The nationality of the domain buyers or sellers is based on publicly available WHOIS records and other website information.

DOMAIN SALES: LL .COM

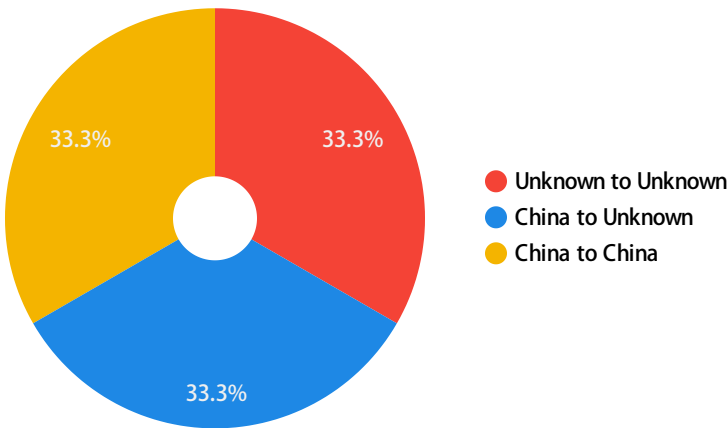
In the following section we examine the sales performance of two letter .com domains (LL .com) along with additional details.

Domain	Note	Seller Country	Buyer Country	Month ▴
CZ.com		Unknown	Unknown	January
OL.com		China	Unknown	January
JK.com	Acquired by Beijing Rongzhi Technology Co., Ltd.	China	China	February

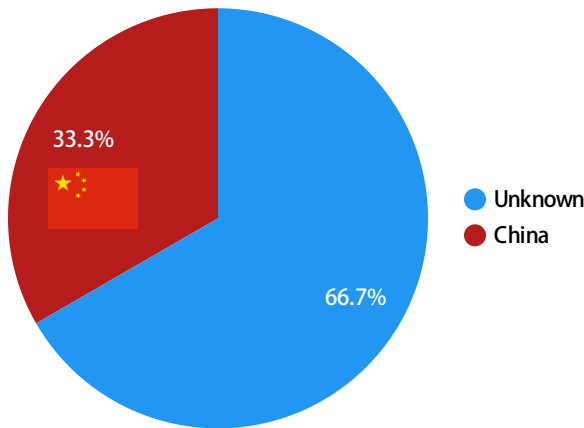
LL .com Sales Drilldown



LL .com Sales by Quarter



Sellers' Country to Buyers' Country



Sales Percentage by Buyers' Country

Seller's Country - BuyerCountry	Sales Count ▾
Unknown to Unknown	1
China to Unknown	1
China to China	1

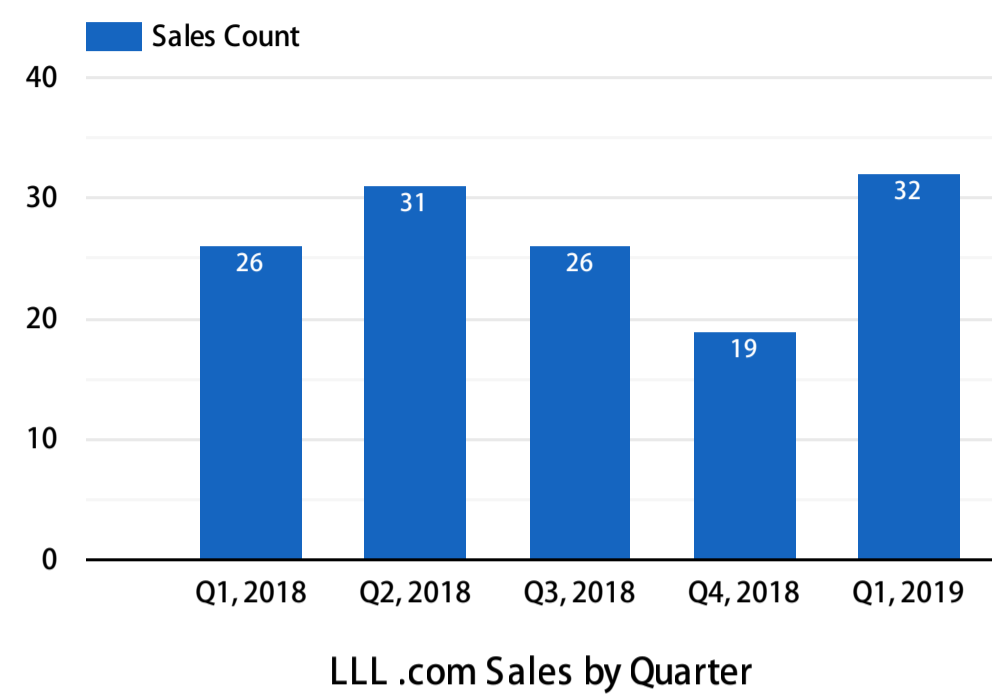
- Total LL .com sales fell to the lowest in five quarters.
- In March 2019. Chinese company XAG Co. Ltd announced the acquisition of XA.com. The deal actually closed in 2018, so we don't list it here.

DOMAIN SALES: LLL .COM

In this section of our report, we examine the sales performance of three letter .com domains (LLL .com) along with additional details. The report focuses on the Chinese domain market only.

Domain	Price	Month ^
XKF.com	\$15,850.00	March
FZJ.com	\$14,000.00	March
GPO.com	\$50,000.00	March
XUW.com	\$10,950.00	March
KAA.com	\$19,999.00	March
PXZ.com	-	January
YGZ.com	-	January
MHK.com	-	January
YDF.com	-	January
FHZ.com	-	January
QCJ.com	-	January
XMK.com	-	January
KCZ.com	-	January
ZMX.com	-	January
ZMS.com	-	January
XQS.com	-	January
PWZ.com	-	January
QJT.com	-	January
YHX.com	-	January
BKJ.com	-	January
YKF.com	-	January
QZF.com	-	January
XGZ.com	-	January
ZHF.com	-	January
KTY.com	-	January
YWM.com	-	January
JXP.com	-	January
XPZ.com	-	January
FDZ.com	-	January
MZY.com	-	January
HJW.com	-	January
ZIC.com	-	March

LLL .com Sales Drilldown



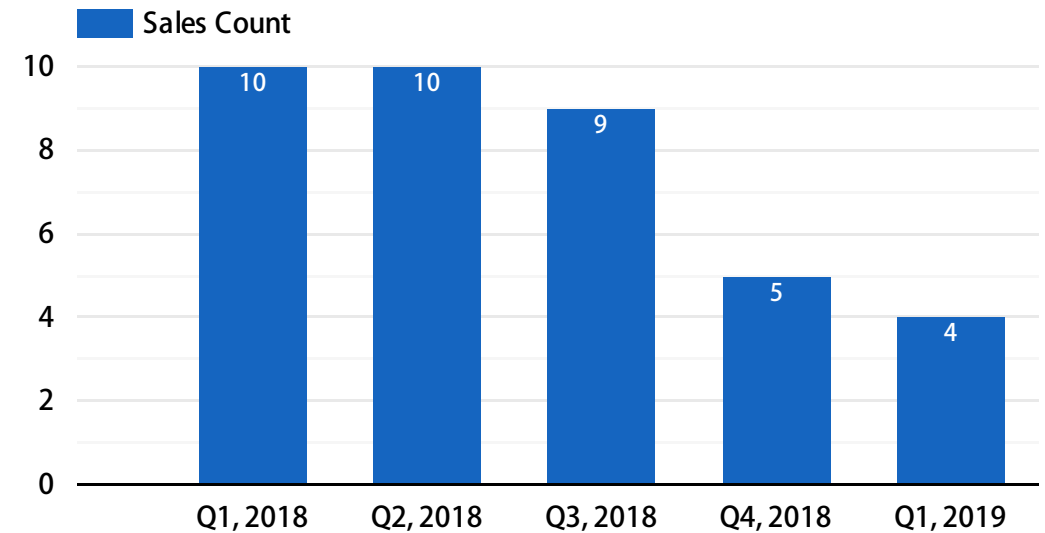
- MHK.com was acquired by Hearst Communications, Inc from a Chinese owner in an effort to rebrand as MedHok.

DOMAIN SALES: NN .COM & NNN .COM

In the following section we examine the sales performance of two digit (NN .com) and three digit (NNN .com) domain names, along with additional details.

Domain	Buyer Country	Month ▾
532.com	China	March
291.com	China	March
379.com	China	January
700.com	China	January

NN .com & NNN .com Sales Drilldown



NN .com & NNN .com Sales by Quarter

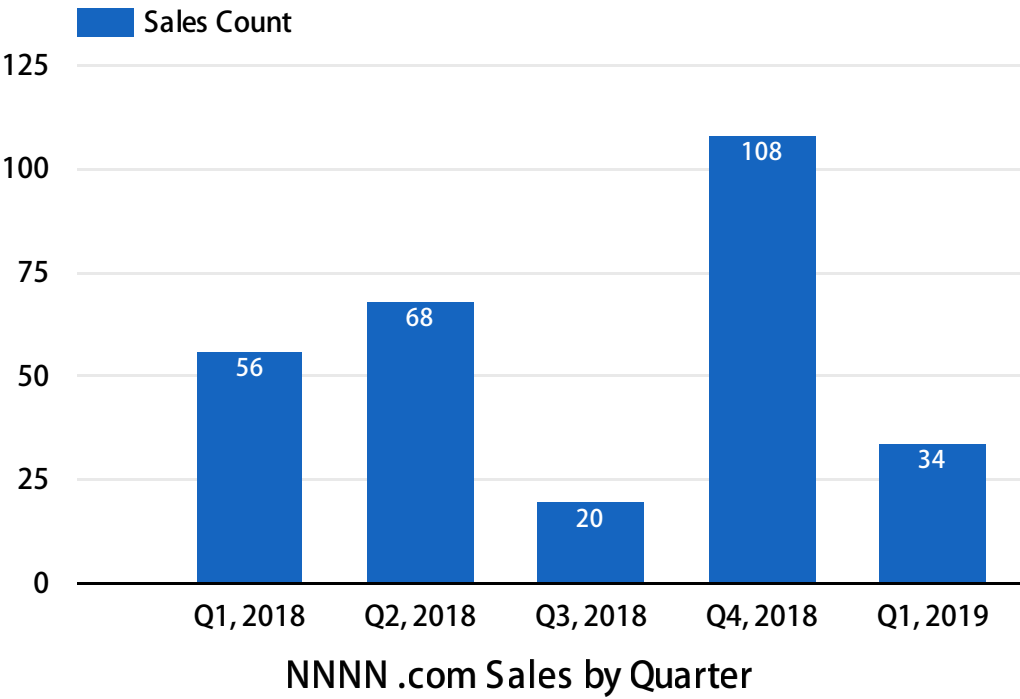
- Total NN .com & NNN .com sales fell to the lowest in five quarters.
- All sold to Chinese buyers.

DOMAIN SALES: NNNN .COM

In the following section we examine the sales performance of four digit (NNNN .com) domain names, along with additional details.

Domain	Price	Buyer Country	Month
7525.com	\$59,999.00	Unknown	January
2190.com	\$19,556.00	Unknown	January
4181.com	\$19,600.00	China	January
0920.com	\$28,300.00	China	January
2301.com	\$24,250.00	China	February
4349.com	\$35,400.00	Unknown	March
1992.com	\$110,000.00	China	March
9656.com	-	China	January
9339.com	-	China	January
8982.com	-	China	January
1494.com	-	China	January
9965.com	-	China	January
4722.com	-	China	January
1660.com	-	China	January
7264.com	-	China	January
4324.com	-	China	January
2336.com	-	China	January
7110.com	-	China	January
4818.com	-	China	February
0588.com	-	China	February
7000.com	-	China	February
8889.com	-	China	February
3376.com	-	China	February
9114.com	-	China	February
1206.com	-	China	March
2880.com	-	China	March
6741.com	-	China	March
1539.com	-	China	March
4201.com	-	China	March
9772.com	-	China	March
7756.com	-	Unknown	March
2608.com	-	China	March

NNNN .com Sales Drilldown



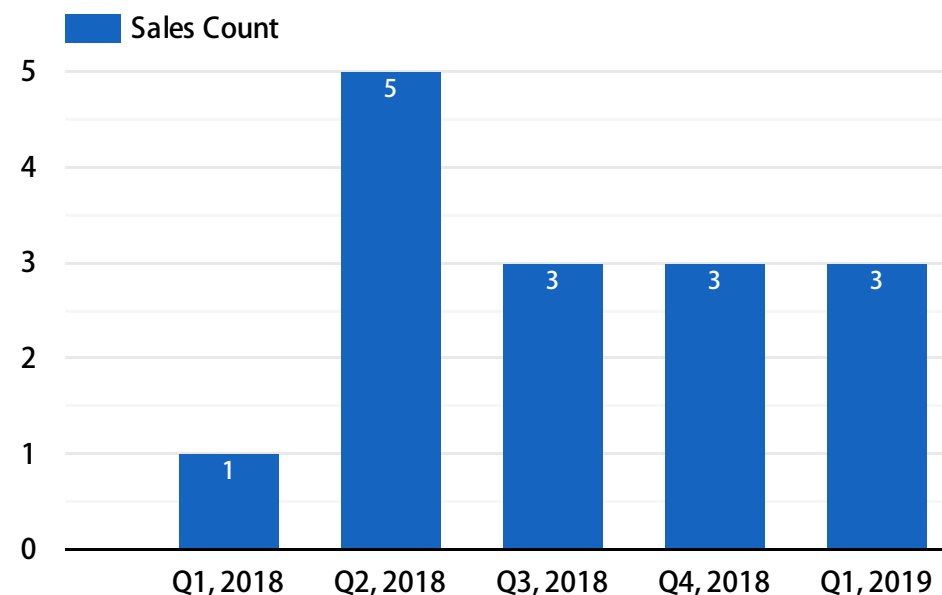
- 30 NNNN .com domains were explicitly sold to Chinese buyers, whose NNNN.com buying power remains strong. The buyer country of the remaining NNNN.com is unknown.
- 1992.com was sold at about \$110,000 USD in an open auction, which highlights another high-priced sale of year numeric domain names.

DOMAIN SALES: NL/LN .COM

In the following section we examine the sales performance of two character (NL/LN .com) domain names, along with additional details.

Domain	Price	Buyer Country	Month ▾
V3.com	-	China	March
P6.com	\$71,000.00	China	February
C5.com	\$135,000.00	China	February

NL/LN .com Sales Drilldown



NL/LN .com Sales by Quarter

- Total two-character .com domain sales count remain the same as in the last two quaters.

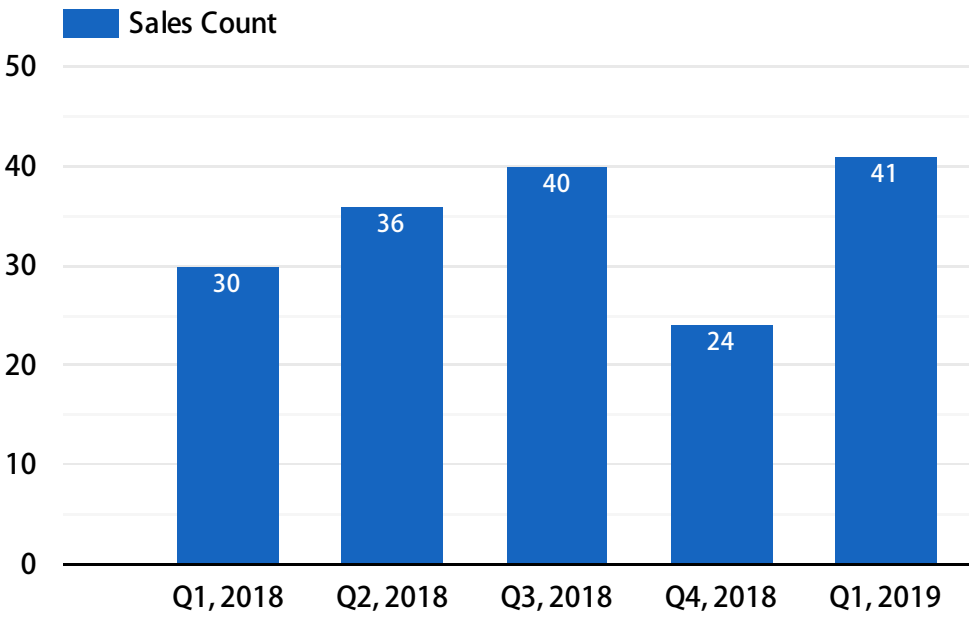
DOMAIN SALES: ONE WORD ENGLISH .COM

In the following section we examine the sales performance of English dictionary one word .com domain names, along with additional details.

Domain	Price	Note	Month	
Fund.com	-		January	
LongIsland.com	-		January	
Loon.com	-		January	
Crete.com	\$105,000.00		January	
Leads.com	\$435,000.00		January	
Entreprise.com	-		January	
Leek.com	-	Acquired by Collinstar Capital	January	
California.com	\$3,000,000.00		January	
Compressor.com	-		January	
Targeted.com	-		January	
Firefly.com	-	Acquired by Firefly Aerospace	January	
ILL.com	\$70,000.00		January	
Extracts.com	\$37,700.00		January	
Arrive.com	-	Acquired by ParkWhiz, now rebranded as Arrive	January	
Taxes.com	\$250,000.00		January	
Skybar.com	-		February	
Mode.com	-		February	
Detect.com	\$57,600.00		February	
Sign.com	-		February	
Lebron.com	-	Acquired by LeBron James	February	
Poly.com	-		February	

Domain	Price	Note	Month	
Peak.com	-	Acquired by Peak	February	
Medicine.com	-	Acquired by Hampstead Trust	February	
Arcus.com	\$18,600.00		February	
Lads.com	\$26,150.00		February	
Merrill.com	-	Acquired by Merrill, a Bank Of America company	February	
Chaos.com	\$350,000.00	Acquired by Chaos Group	February	
Cumberland.com	\$250,000.00	Acquired by Cumberland Group	March	
Citizenships.com	\$40,000.00		March	
Storm.com	-		March	
Alan.com	-		March	
Sketch.com	-	Acquired by Sketch	March	
Blues.com	-	Acquired by Blues Wireless	March	
Close.com	-	Acquired by Close	March	
Prince.com	-	Acquired by Prince Estate	March	
Grew.com	\$10,800.00		March	
Boot.com	\$70,000.00	Acquired by Messe Düsseldorf GmbH	March	
Chocolate.com	-		March	
Amrita.com	\$11,000.00		March	
Streams.com	-		March	
Gem.com	-	Acquired by ZenSourcer	March	

One-word English .com Sales Drilldown



One-word English .com Sales by Quarter

- Total one-word English .com domain sales count reached five-quarter high.
- 15 of 41 one-word English .com domains were acquired by End-users.

REPORT SUMMARY

Summary

Thanks to strong demands from end-users, in particular, those involved with the cryptocurrency market, many LL.com domains were sold for good prices in 2018. However from the last five quarters of data we have collected, we noticed a consistent decline in the sales of LL .com domain. It is not a coincidence that the market conditions for cryptocurrency have changed from bull market to bear market in 2018 and the cryptocurrency winter continues into Q1 2019.

On the contrary, the sales of premium one-word dictionary domains have generally been growing steadily over the last five quarters. More and more global end-users choose to purchase their brand-matched one-word .com domains. Probably encouraged by public reported high price dictionary .com domain sales, increasing numbers of domain investors have been very actively buying one-word dictionary .com domains for investment purposes.

ABOUT GUTA

Guta is an industry leading domain brokerage firm, with a proven success record. Our company is recognized as one of the most trusted bridges between the Chinese and the global domain communities.

Guta specializes in premium domain name sales and acquisitions, having successfully brokered tens of LL .com, hundreds of LLL .com and 2-4 number .com domains, along with some of the world's most valuable domains, such as Beijing.com and Bank.com.

Guta focuses on assisting our global customers and partners with the acquisitions and sales of premium domains worldwide, especially between the Chinese and US markets.

Contact Guta

For questions, concerns and suggestions about this report, please contact us:

Email: sales@guta.com

Phone: (USA) +1 6789019388

GUTA 古塔.com

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