

PREMIUM DOMAIN SALES

OBSERVATION REPORT

Q1 2020

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.com

Premium Domain Sales & Acquisitions

国际优质域名代购和销售专家

STATEMENT

This domain sales observation report has been prepared by Guta.com and is distributed for informational purposes only. No consideration has been given to any specific investment needs, objectives, or financial tolerances of its recipients. It is the property of Guta.com. The views expressed herein are solely those of Guta.com and are subject to change without notice.

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

The report primarily focuses on domain sales in the following categories: 1-4 Numbers, 1-3 Letters, 2 Characters, and English dictionary one-word .com domains.

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.

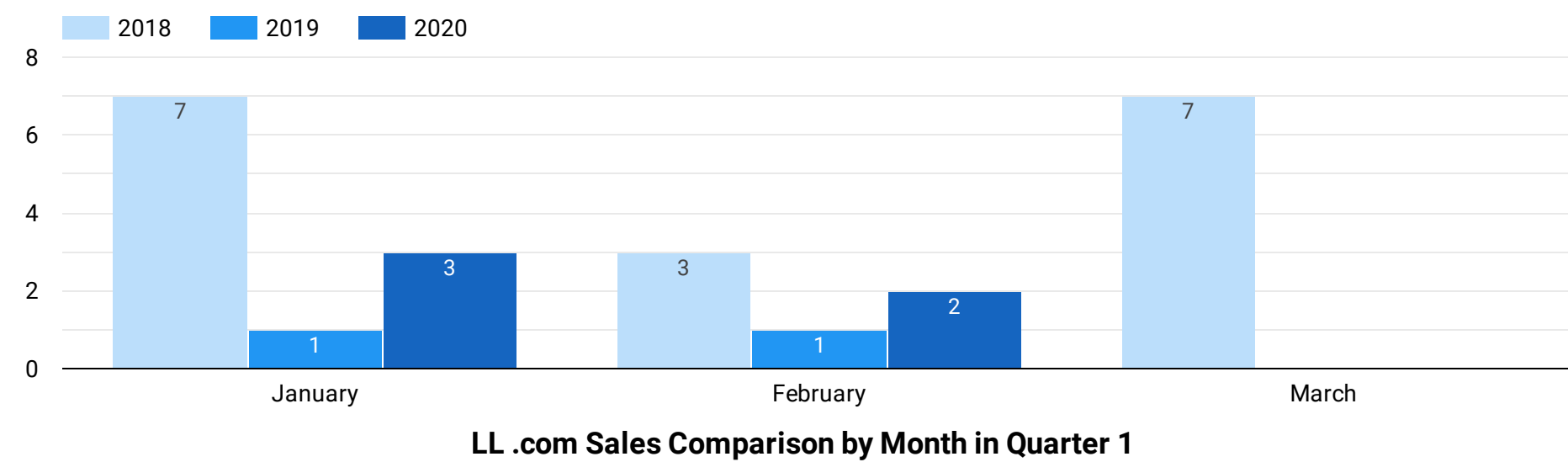
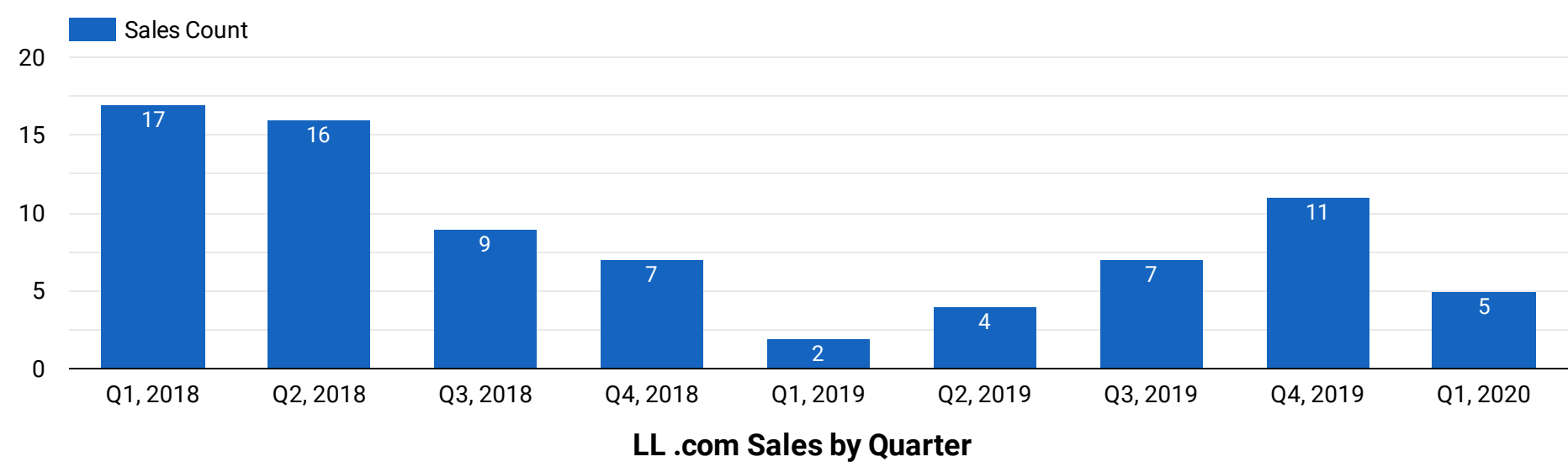
The domain sales that transacted in the past but were later disclosed, whose dates are recorded as the public reporting dates.

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.



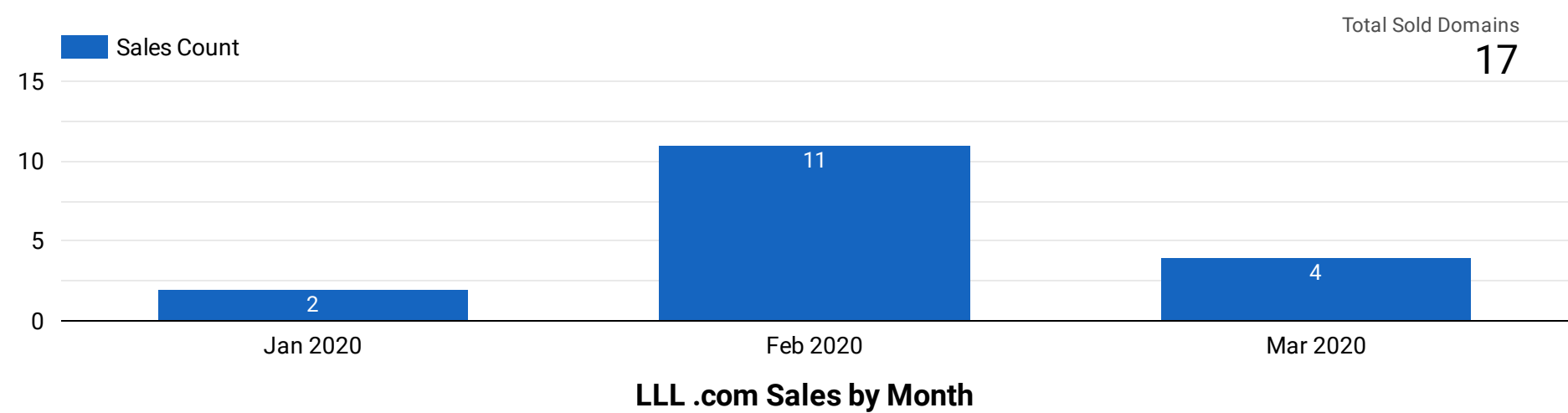
| Domain | Price | Note | Seller Country | Buyer Country | Month ^ |
|--------|--------------|---|----------------|---------------|----------|
| XL.com | - | | France | Unknown | January |
| SU.com | - | | USA | China | January |
| SI.com | - | Acquired by Authentic Brands Group, LLC | USA | USA | January |
| OA.com | \$609,068.00 | | Unknown | Unknown | February |
| IQ.com | - | Acquired by iQIYI, Inc. | USA | China | February |

LL .com Sales Drilldown

- A total of 5 LL .com sales completed in Q1 2020.
- 2 out of the 5 LL .com domains were purchased by end-users.
- 2 out of the 5 LL .com domains were sold to Chinese buyers.
- 3 out of the 5 LL .com domains were sold by American sellers.

DOMAIN SALES: LLL .COM

In the following section, we examine the sales performance of three-letter .com domains (LLL .com) along with additional details. Starting in 2020, this report includes data on global sales (the previous reports only covered sales from or to the Chinese market).



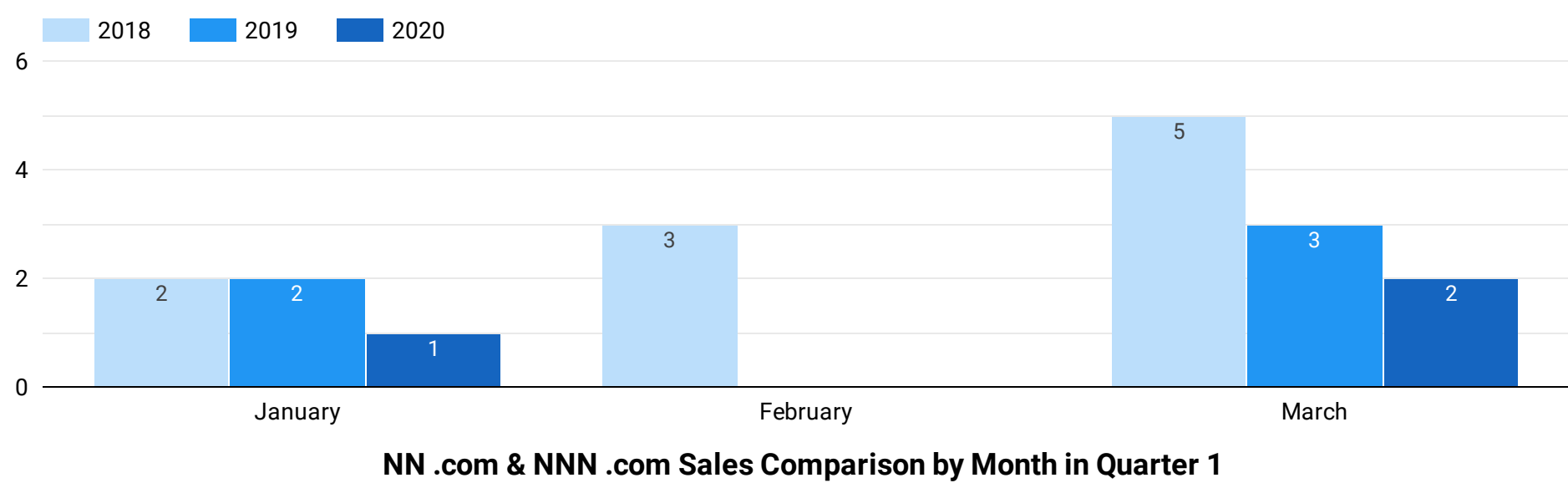
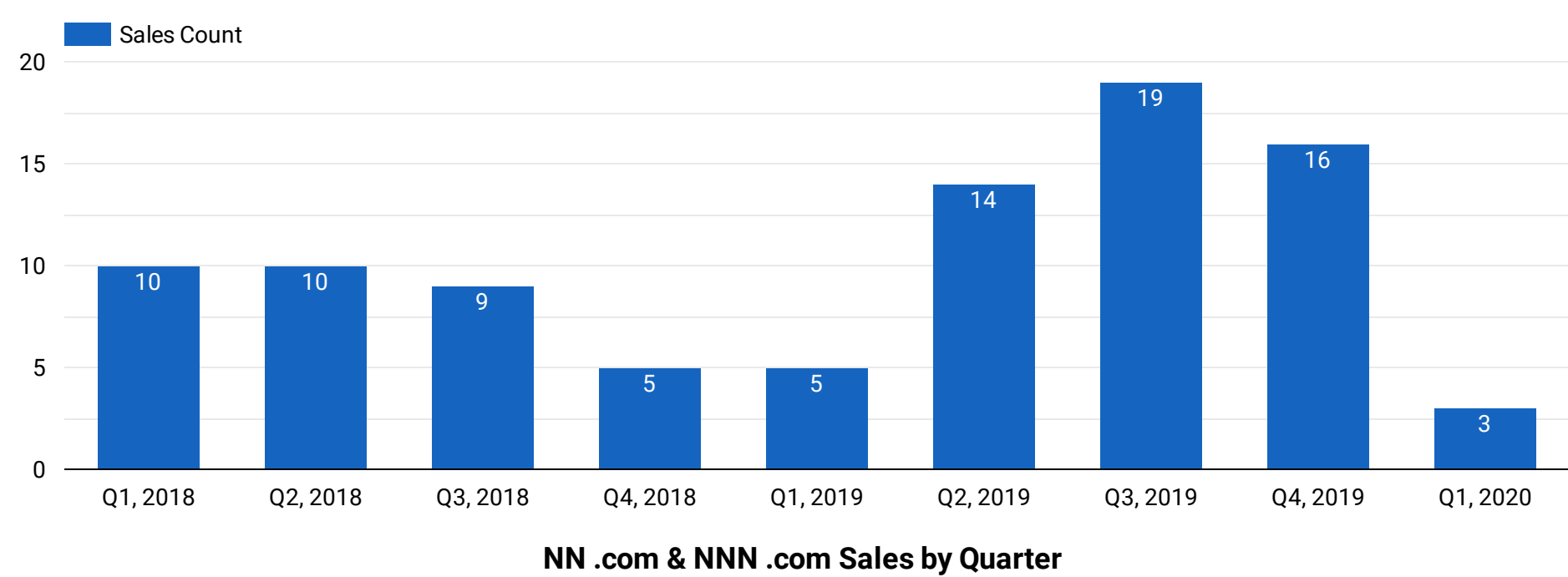
| Domain | Price | Note | Seller Country | Buyer Country | Month |
|---------|--------------|--------------------------------------|----------------|---------------|----------|
| BTI.com | \$100,000.00 | Acquired by Brave Thinking Institute | UK | USA | February |
| VDF.com | \$21,100.00 | - | Spain | Unknown | February |
| QUP.com | \$20,500.00 | - | Unknown | Unknown | February |
| XFK.com | \$17,305.00 | - | Unknown | Unknown | February |
| ZDV.com | \$14,250.00 | - | Unknown | Unknown | February |
| HZE.com | \$14,000.00 | - | Unknown | USA | February |
| NCX.com | - | - | Costa Rica | UK | February |
| UYS.com | - | - | Unknown | Unknown | February |
| KNP.com | - | - | UK | USA | February |
| ACJ.com | - | Acquired by Airbus S.A.S. | UK | France | March |
| BAO.com | - | - | China | China | March |
| MZS.com | - | - | China | China | February |
| RXC.com | - | - | China | China | March |
| YAC.com | - | Acquired by Yac Media Inc. | USA | USA | March |
| MJY.com | - | - | Unknown | China | February |
| DJO.com | - | Acquired by DJO GLOBAL, INC. | USA | USA | January |
| WQO.com | - | - | China | China | January |

LLL .com Sales Drilldown

- A total of 17 LLL .com sales completed in Q1 2020.
- 4 out of the 17 LLL.com domains were purchased by end-users, and 3 of the 4 end-users are US-based.
- 4 out of the 17 LLL .com domains were traded within the Chinese market.
- About 64.7% of sales were closed in February.

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.



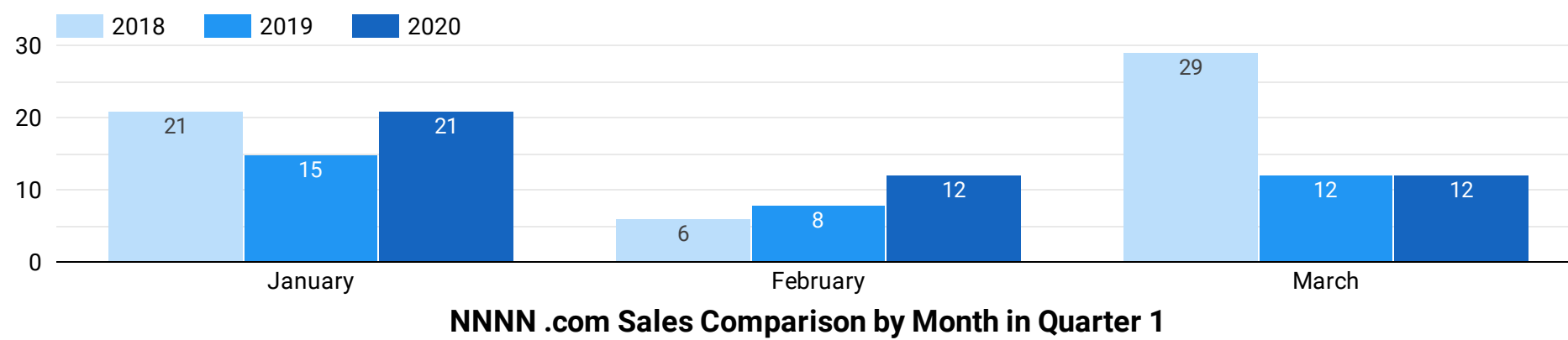
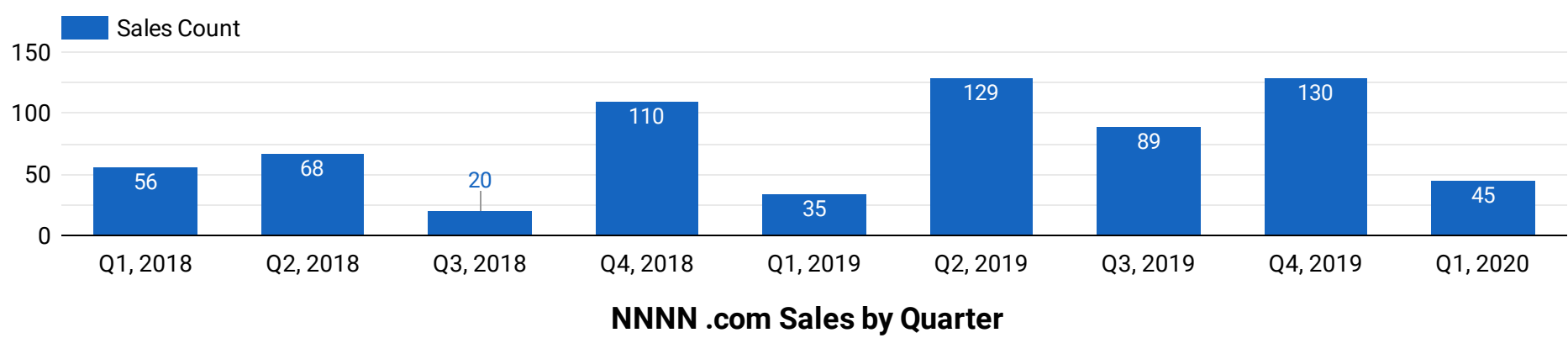
| Domain | Price | Seller Country | Buyer Country | Month |
|---------|--------------|----------------|---------------|---------|
| 908.com | - | USA | China | January |
| 876.com | - | China | China | March |
| 151.com | \$415,000.00 | Unknown | Germany | March |

NN .com & NNN .com Sales Drilldown

- No NN .com transactions were reported this quarter.
- A total of 3 NNN .com sales completed in Q1 2020.
- 2 out of the 3 NNN .com were sold to Chinese buyers.
- Total NN .com & NNN .com domain sales count fell to the lowest level among the nine quarters.

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 | Note | Month |
|----------|-------------|------|----------|
| 5699.com | - | | January |
| 1332.com | - | | January |
| 0568.com | - | | January |
| 0411.com | \$57,400.00 | | January |
| 8403.com | - | | January |
| 8504.com | - | | January |
| 3153.com | - | | January |
| 2932.com | - | | January |
| 5193.com | - | | January |
| 3328.com | - | | January |
| 8776.com | - | | January |
| 1263.com | - | | January |
| 1536.com | - | | January |
| 1573.com | - | | January |
| 2512.com | - | | January |
| 2551.com | - | | January |
| 6875.com | - | | January |
| 8965.com | - | | January |
| 2519.com | - | | January |
| 9829.com | - | | January |
| 8224.com | - | | January |
| 0739.com | - | | February |

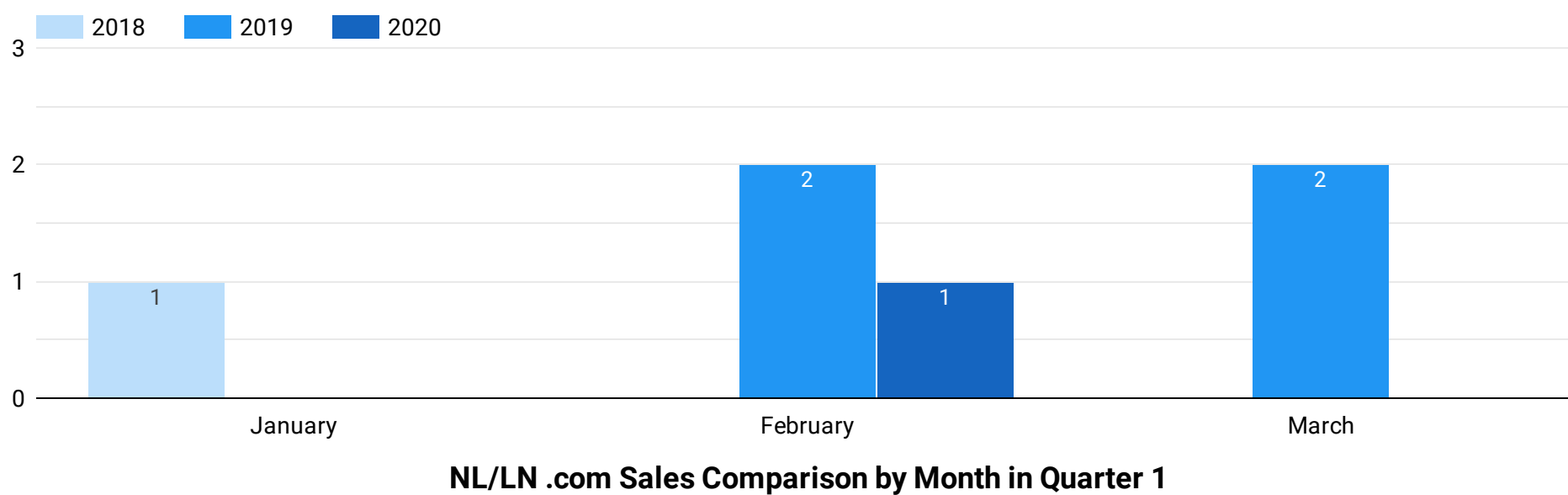
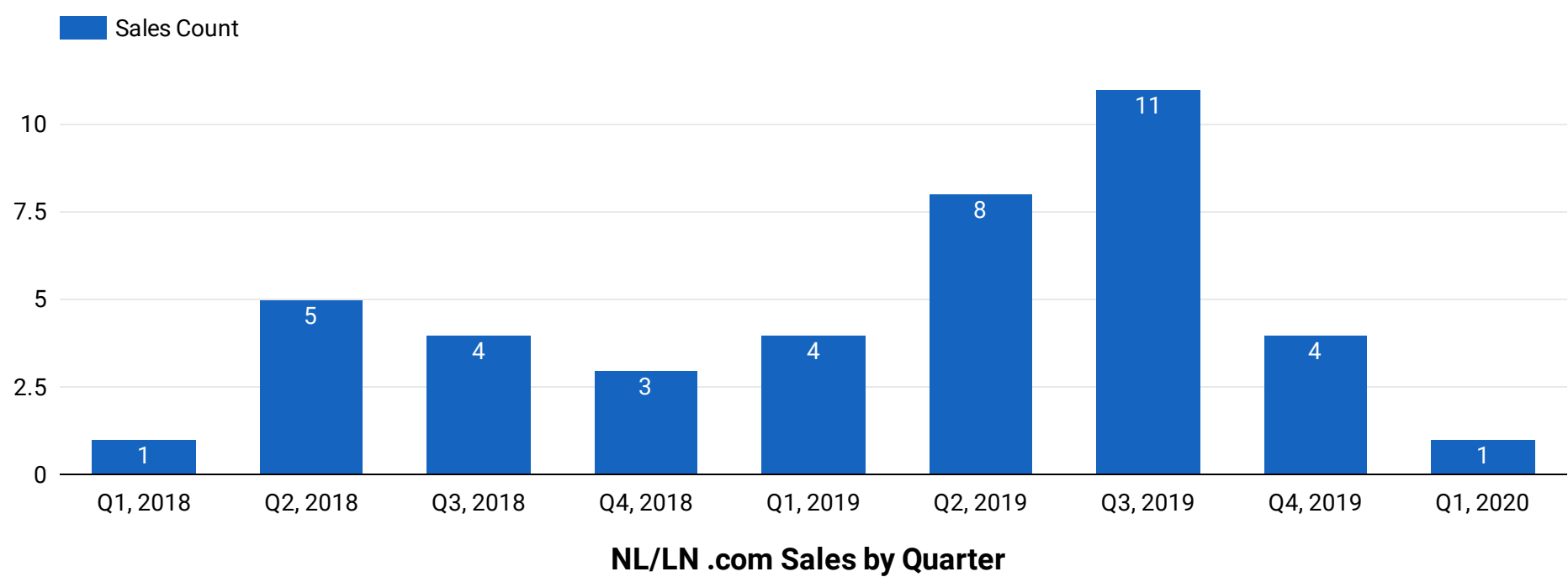
| Domain | Price | Note | Month |
|----------|-------------|--|----------|
| 6439.com | \$25,505.00 | | February |
| 6938.com | - | | February |
| 2097.com | - | 2097.com changed hands twice in February | February |
| 0778.com | \$86,000.00 | | February |
| 8054.com | \$22,700.00 | | February |
| 3557.com | - | | February |
| 2559.com | - | | February |
| 2811.com | - | | February |
| 2097.com | - | | February |
| 6007.com | - | | February |
| 8556.com | - | | February |
| 1740.com | - | | March |
| 4770.com | - | | March |
| 1958.com | - | | March |
| 0515.com | - | | March |
| 0342.com | - | | March |
| 8468.com | - | | March |
| 2259.com | - | | March |
| 2940.com | - | | March |
| 1231.com | - | | March |
| 2097.com | - | | March |
| 9299.com | - | | March |
| 0757.com | - | | March |

NNNN .com Sales Drilldown

- A total of 45 NNNN .com sales completed in Q1 2020.
- 40 out of the 45 NNNN .com domains were sold to Chinese buyers, and 21 of the 40 were sold by Chinese sellers.
- The domain 2097.com changed hands three times in this quarter.

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.



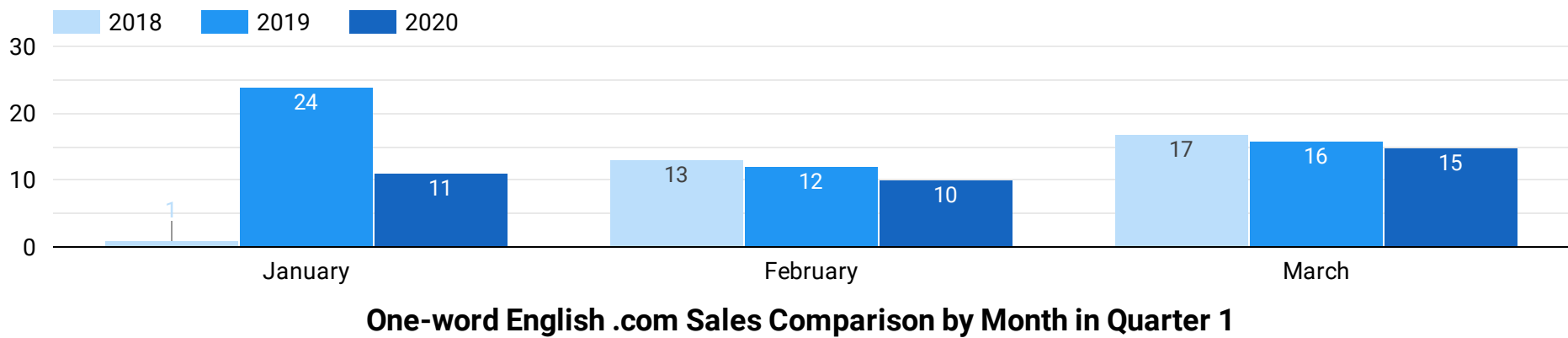
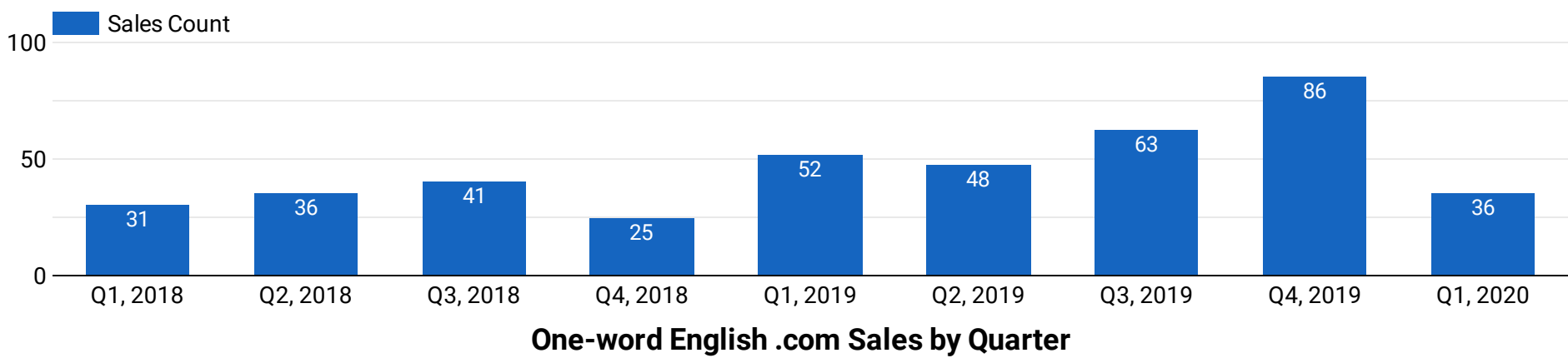
| Domain | Price | Seller Country | Buyer Country | Month |
|--------|-------------|----------------|---------------|----------|
| 3Y.com | \$46,000.00 | China | USA | February |

NL/LN .com Sales Drilldown

- A total of 1 two-character .com domain sales completed in Q1 2020.
- Total two-character .com domain sales count in Q1 2020 was the same as in Q1 2018, both hit rock bottom among the nine quarters.

DOMAIN SALES: ONE WORD ENGLISH .COM

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



| Domain | Price | Note | Month |
|-----------------|--------------|------------------------------|----------|
| Hermit.com | \$9,000.00 | | January |
| Loopy.com | \$15,000.00 | Acquired by LoopyCases | January |
| Scratcher.com | \$35,000.00 | Acquired by Scratcher Sas | January |
| Thyme.com | \$80,000.00 | Acquired by iHerb, LLC | January |
| Renovate.com | \$58,000.00 | | January |
| Citrine.com | \$35,000.00 | | January |
| Results.com | \$264,000.00 | Built into Results.com | January |
| Koles.com | \$73,055.00 | | January |
| Vall.com | \$7,250.00 | | January |
| Gritty.com | - | Acquired by Wbgas LLC | January |
| Though.com | \$10,001.00 | | January |
| Modena.com | \$36,700.00 | Acquired by MODENA | February |
| Fluxon.com | \$36,000.00 | Acquired by Fluxon Apps LLC. | February |
| Profitable.com | \$200,000.00 | | February |
| Cocoon.com | - | Acquired by Glasswing Inc. | February |
| Revise.com | \$22,027.00 | | February |
| lucie.com | \$8,888.00 | | February |
| Unsubscribe.com | \$40,000.00 | | February |

| Domain | Price | Note | Month |
|------------------|--------------|---|----------|
| Acoustic.com | - | Acquired by Acoustic, L.P. | February |
| Palace.com | \$306,000.00 | | February |
| Underline.com | \$17,550.00 | Acquired by Underline Infrastructure Inc. | February |
| Mould.com | \$20,388.00 | | March |
| Installed.com | \$28,500.00 | Acquired by Installed Building Products | March |
| Sniff.com | - | | March |
| Blubber.com | - | | March |
| Lands.com | - | | March |
| Instructions.com | \$58,188.00 | | March |
| Tact.com | - | | March |
| Physical.com | - | | March |
| Coached.com | - | | March |
| Napalm.com | - | Acquired by Napalm Records America, Inc. | March |
| Kenosha.com | - | Acquired by Bone Dry Products, Inc. | March |
| Auden.com | \$31,391.00 | | March |
| Intonation.com | \$7,813.00 | Acquired by Intonation limited. | March |
| Satisfying.com | \$50,000.00 | Acquired by Aftermath Media, Inc. | March |
| Valuate.com | - | | March |

One-word English .com Sales Drilldown

- A total of 36 one-word English .com domain sales completed in Q1 2020.
- 15 out of the 36 one-word English .com domains were purchased by end-users, and 11 of the 15 end-users are US-based.
- Palace.com held the top spot in this quarter with a public sale price of \$306,000 USD.

REPORT SUMMARY

In the first quarter of 2020, we saw relatively low sales volumes across all categories of premium domains. Total sale counts of domains in LL .com, NN .com, NNN .com, NL .com, LN .com categories dived to 9-quarter lows. Total sale counts of domains in NNNN .com and one-word English .com categories fell to 4-quarter lows.

The world is experiencing uncertainty and hardship due to the unprecedented coronavirus pandemic. In Q1 2020, cash was indeed king for many investors, who were selling everything from stocks to bonds to gold to bitcoins aiming to raise cash. Under the circumstance, many premium domain owners were more motivated to sell; however, most premium domain buyers suspended their purchases or lowered their budget substantially. The drop in premium domain sales should not come as a surprise.

The coronavirus shows little sign of slowing down in many areas in the world, so the negative impact on the premium domain aftermarket might last for a while, but there is hope ahead.

A bright spot in the Q1 data: The end-user purchase rate of one-word English .com domains showed year-over-year growth and climbed to 41.67% in Q1 2020 from 25.8% in Q1 2018. End users are still actively buying domain names. Businesses adapt to the pandemic by moving online. There will be a higher demand for premium domains from end-users. The new online businesses probably will start with hand registered domains or low priced aftermarket domains. Some of the companies will choose to upgrade their domain names to premium ones when their online business flourish, and they have money to spend.

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 dozens 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:

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