

PREMIUM DOMAIN SALES OBSERVATION REPORT

YEAR 2021

GUTA 古塔
.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 various 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.

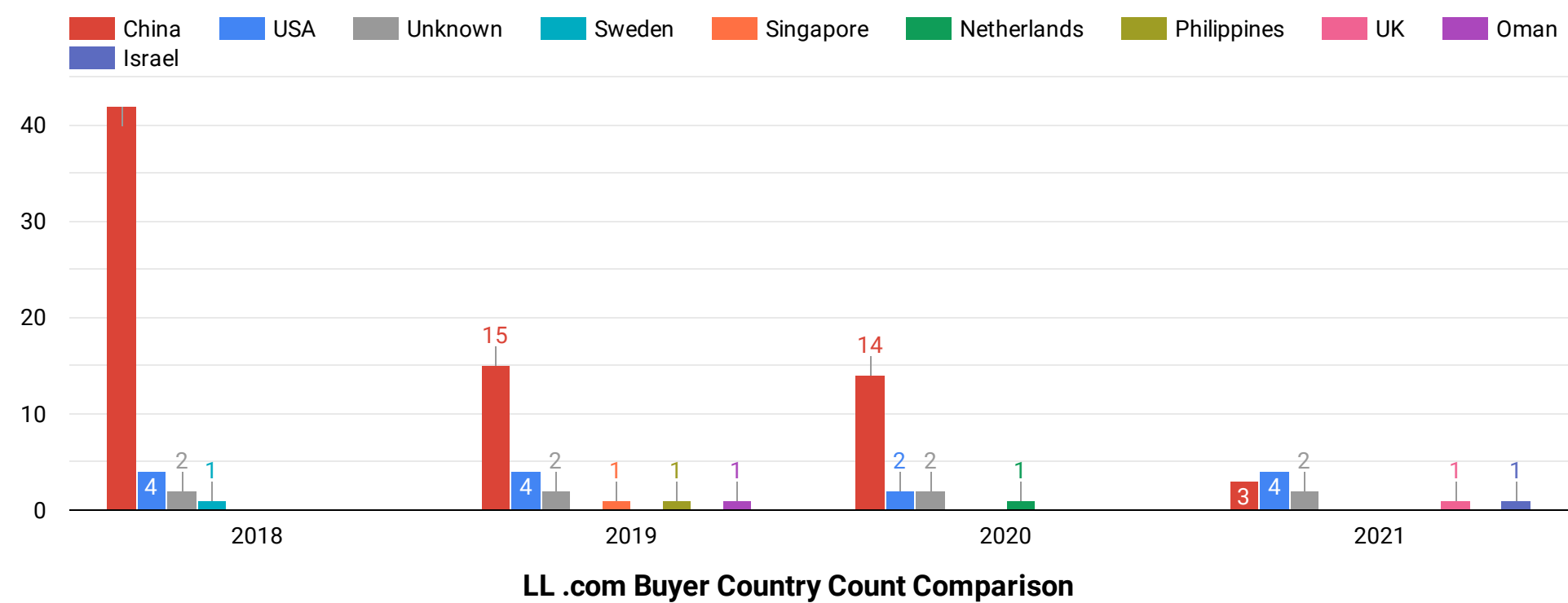
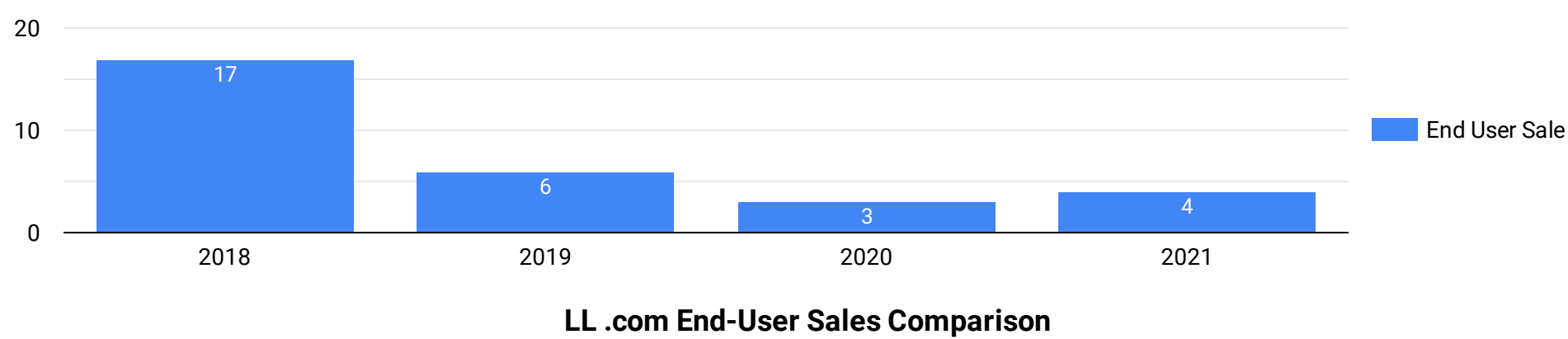
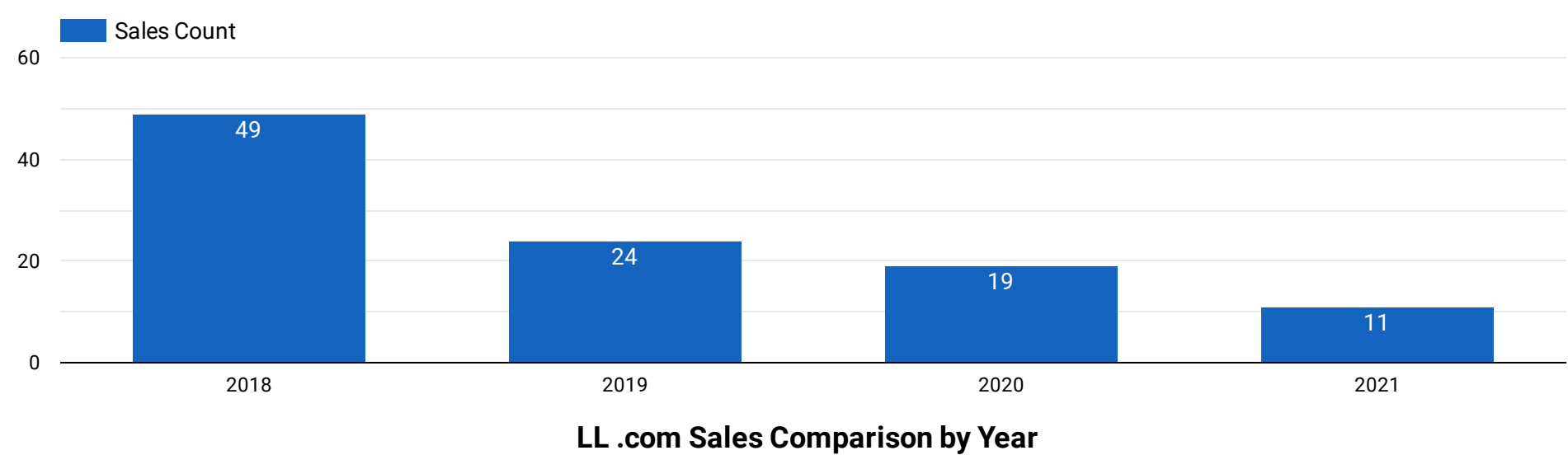
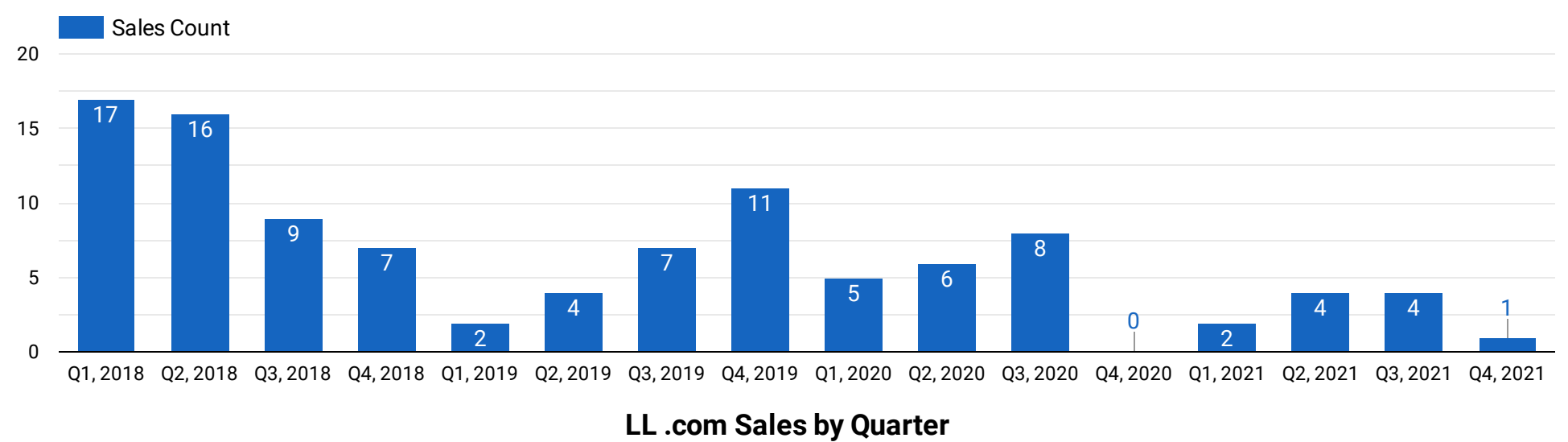
The domain sales that transacted in the past but were later disclosed, whose dates are recorded as the public reporting dates.

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 SALES: LL .COM

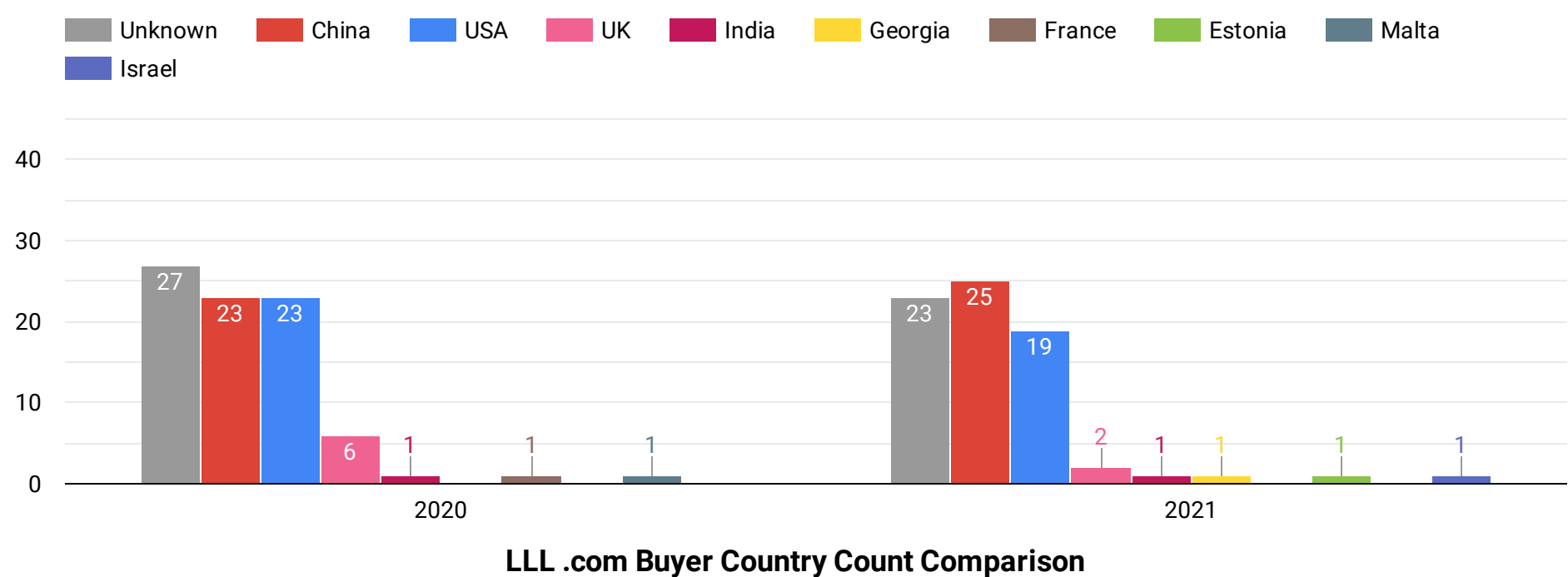
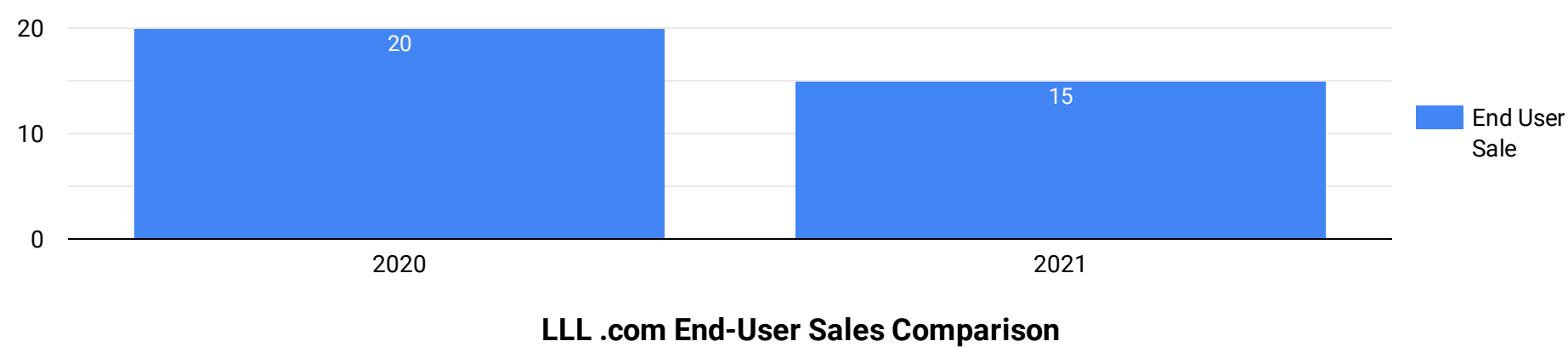
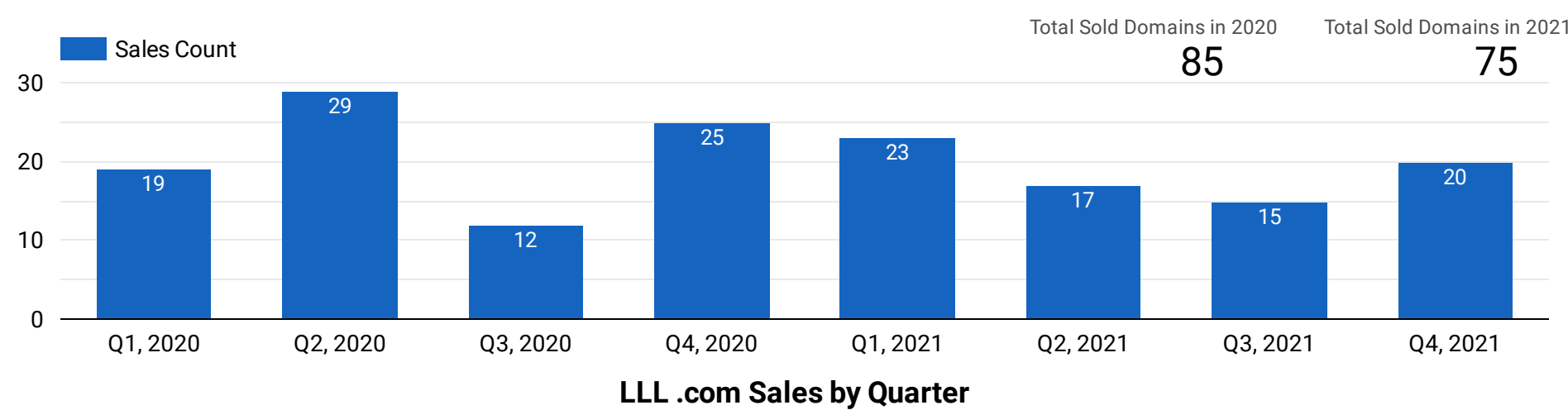
Domain	Price	Note	Seller Country	Buyer Country	Month
IT.com	\$3,800,000.00	Acquired by Intis Telecom	USA	UK	May
IS.com	\$1,950,000.00	Acquired by IronSource	USA	Israel	February
EE.com	\$1,350,000.00		USA	China	July
IZ.com	\$625,000.00	Acquired by Namecheap, Inc.	Unknown	USA	April
AI.com			USA	Unknown	September
DD.com			China	Unknown	August
ZX.com			USA	China	February
GF.com		Acquired by GlobalFoundries	USA	USA	June
IX.com			Unknown	USA	October
OE.com			UK	USA	June
JI.com			China	China	July

LL .com Sales Drilldown

- A total of 11 LL .com sales were completed in 2021.
- End-users purchased 4 out of the 11 LL .com domains. 2 of the 4 end-users are US-based.
- 4 out of the 11 LL .com domains were sold to American buyers.
- 3 out of the 11 LL .com domains were sold to Chinese buyers.
- 7 out of the 11 LL .com domains were sold by Western 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).



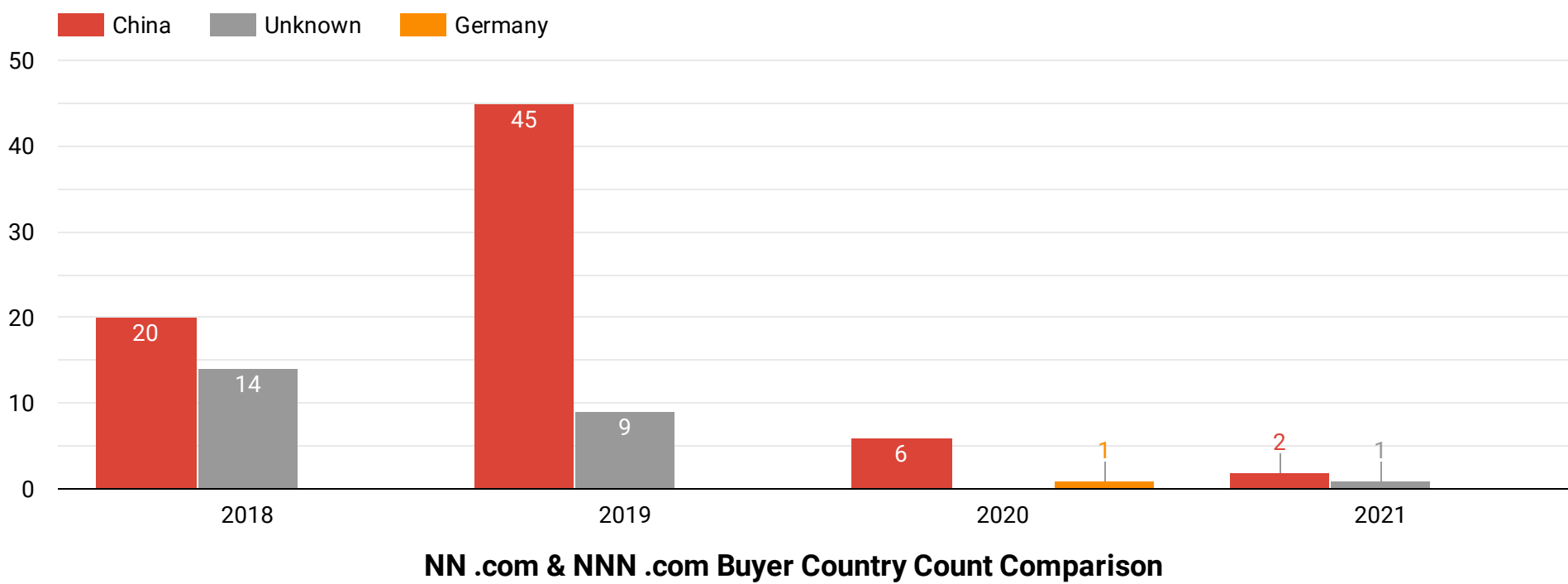
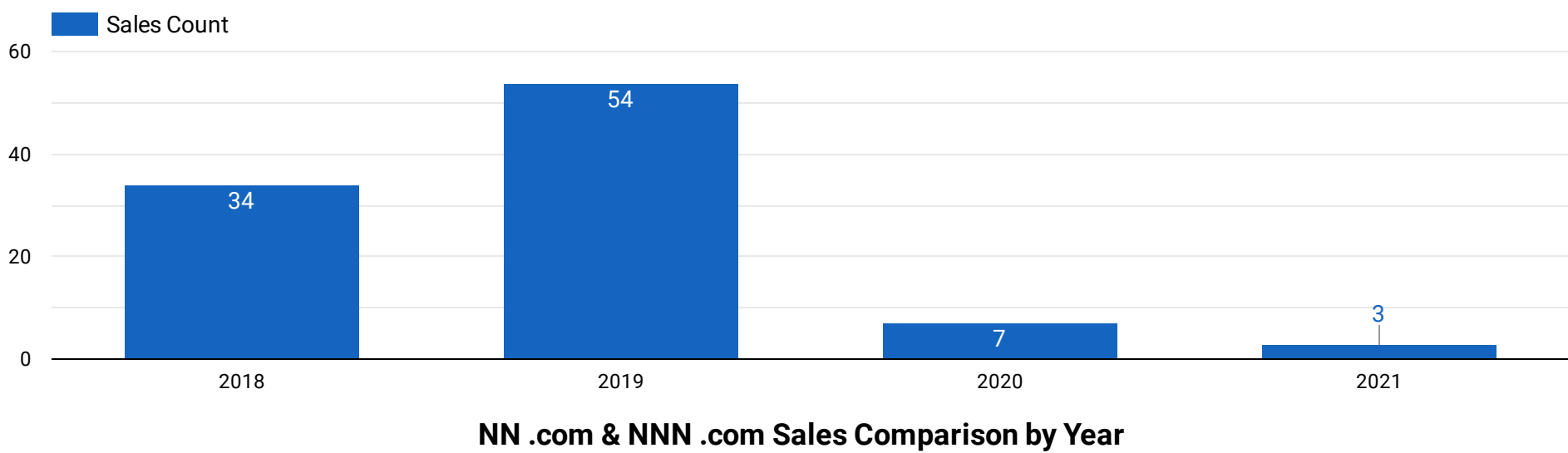
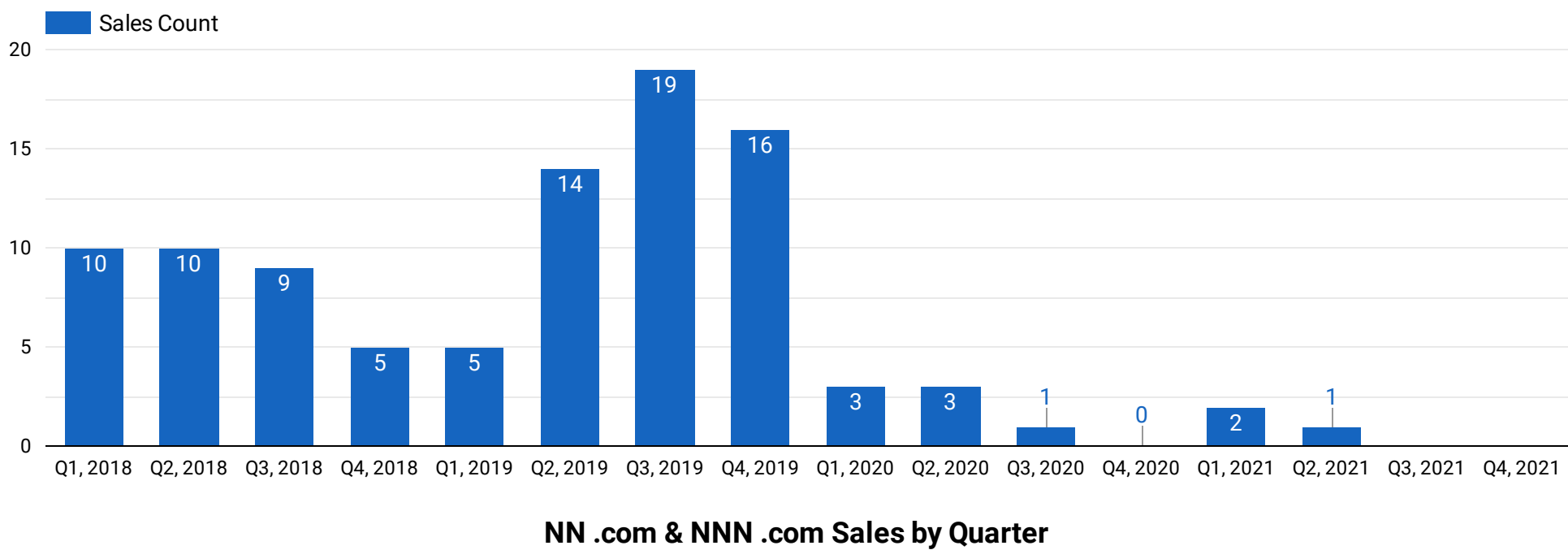
Domain	Price	Note	Seller Country	Buyer Country	Month
AFS.com	\$2,000,000.00	Acquired by Accenture Federal Services	Unknown	USA	October
NFT.com	\$2,000,000.00		USA	USA	February
EGT.com	\$450,000.00	Acquired by Euro Games Technology Ltd	Unknown	UK	August
NIF.com	\$450,000.00		USA	Unknown	October
FTA.com	\$400,000.00		USA	USA	March
TBC.com	\$375,000.00	Acquired by JSC TBC Bank	USA	Georgia	November
FSM.com	\$161,719.00	Acquired by Fort Scott Munitions	USA	USA	April
CGD.com	\$150,000.00		USA	China	March
VIV.com	\$129,375.00		USA	China	June
PLP.com	\$117,500.00	Acquired by Preformed Line Products	Unknown	USA	February
GWI.com	\$105,000.00		USA	Unknown	March
BDC.com	\$92,000.00	Acquired by Business Development Bank of Canada	USA	Canada	September
YCJ.com	\$88,650.00		UK	China	August
GSM.com	\$86,000.00		Unknown	Unknown	September
NUE.com	\$75,500.00		USA	USA	December
PIQ.com	\$71,050.00		USA	Unknown	October
GIC.com	\$69,002.00	Acquired by Grace Instrument	USA	USA	February
GHU.com	\$56,500.00		USA	Unknown	October
DYW.com	\$55,001.00		UK	USA	June
KDX.com	\$50,000.00		USA	Unknown	September
EZG.com	\$50,000.00		China	Unknown	October
WZC.com	\$46,800.00		China	China	November
CTX.com	\$46,000.00		China	Unknown	March
AAF.com	\$45,050.00		Unknown	Unknown	January
JFX.com	\$43,500.00		Cyprus	China	May

LLL .com Sales Drilldown
(Only included the domains that came with publicly reported top 25 highest sales prices)

- A total of 75 LLL .com sales were completed in 2021.
- End-users purchased 15 out of the 75 LLL .com domains. 9 of the 15 end-users are US-based.
- American buyers acquired the two domains with the highest reported price.

DOMAIN SALES: NN .COM & NNN .COM

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



DOMAIN SALES: NN .COM & NNN .COM

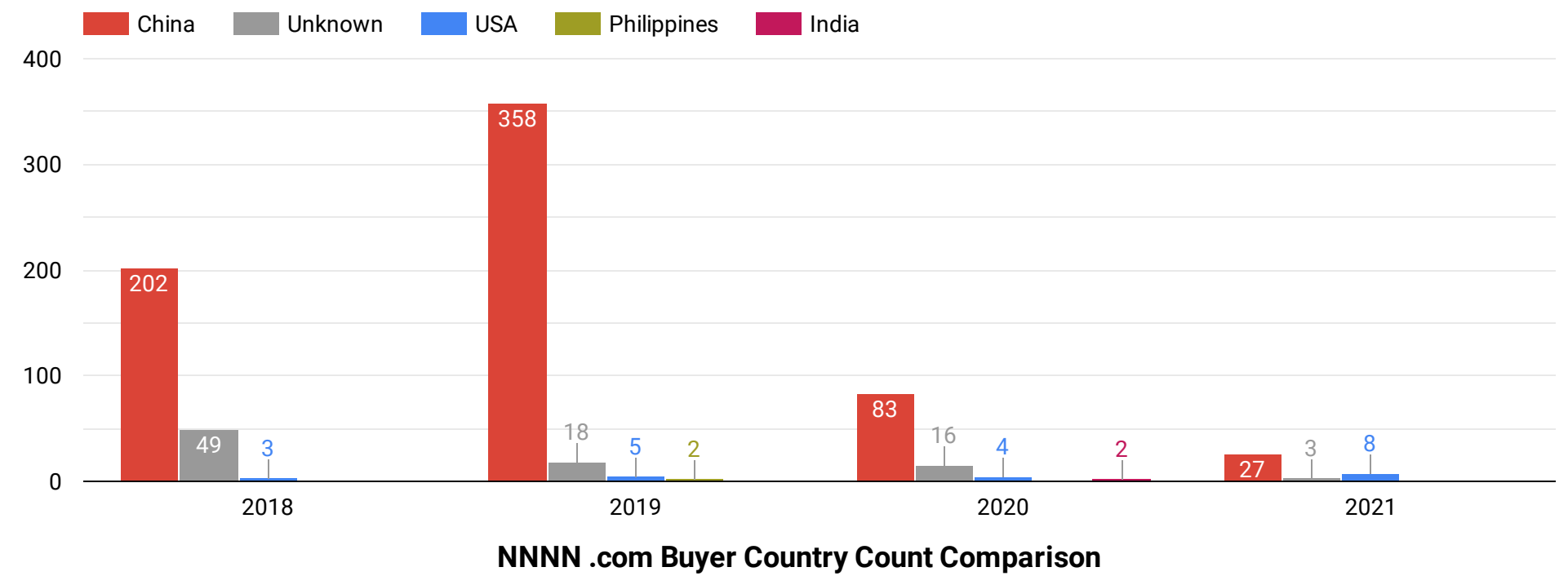
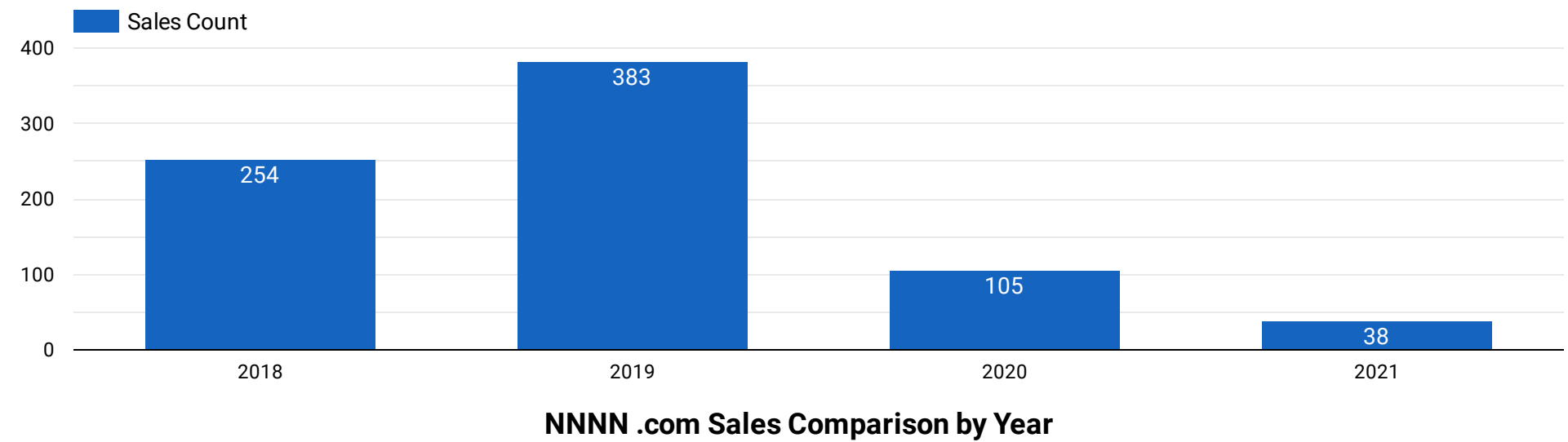
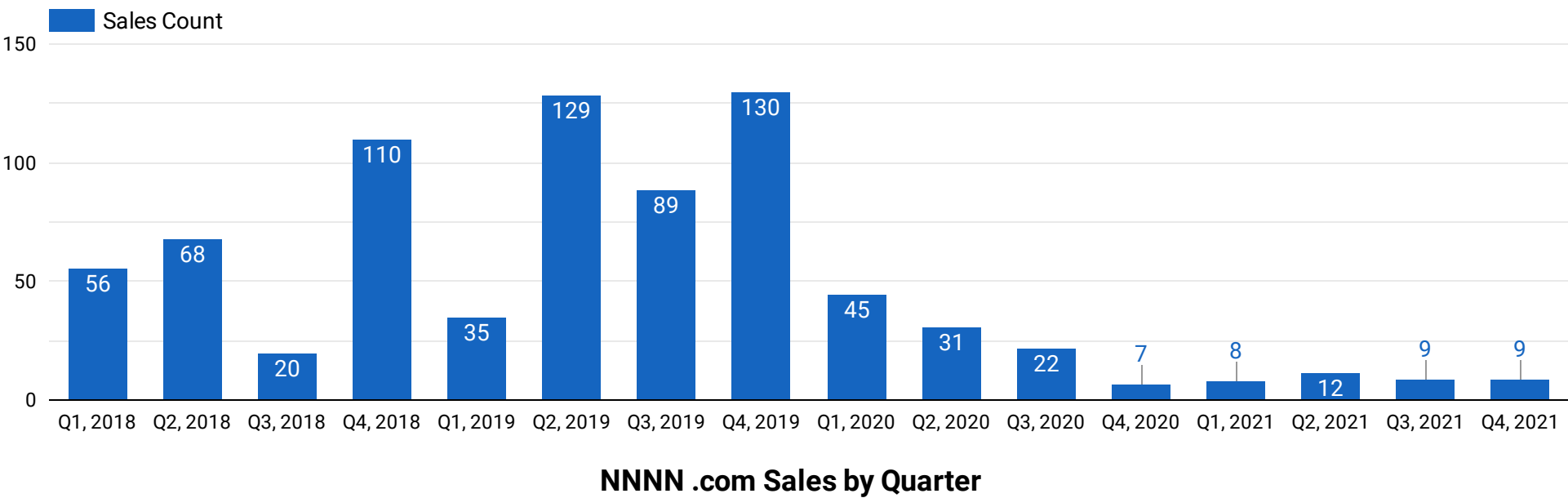
Domain	Price	Note	Seller Country	Buyer Country	Month ▲
509.com	\$106,000.00	-	Unknown	Unknown	February
717.com	\$101,000.00	Acquired by Yin Yu You Yue Hui, an online gambling company	China	China	March
147.com	\$56,555.00	-	China	China	April

NN .com & NNN .com Sales Drilldown

- A total of 3 NNN .com sales were completed in 2021.
- 2 out of the 3 NNN .com domains were traded within the Chinese market.

DOMAIN SALES: NNNN .COM

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



DOMAIN SALES: NNNN .COM

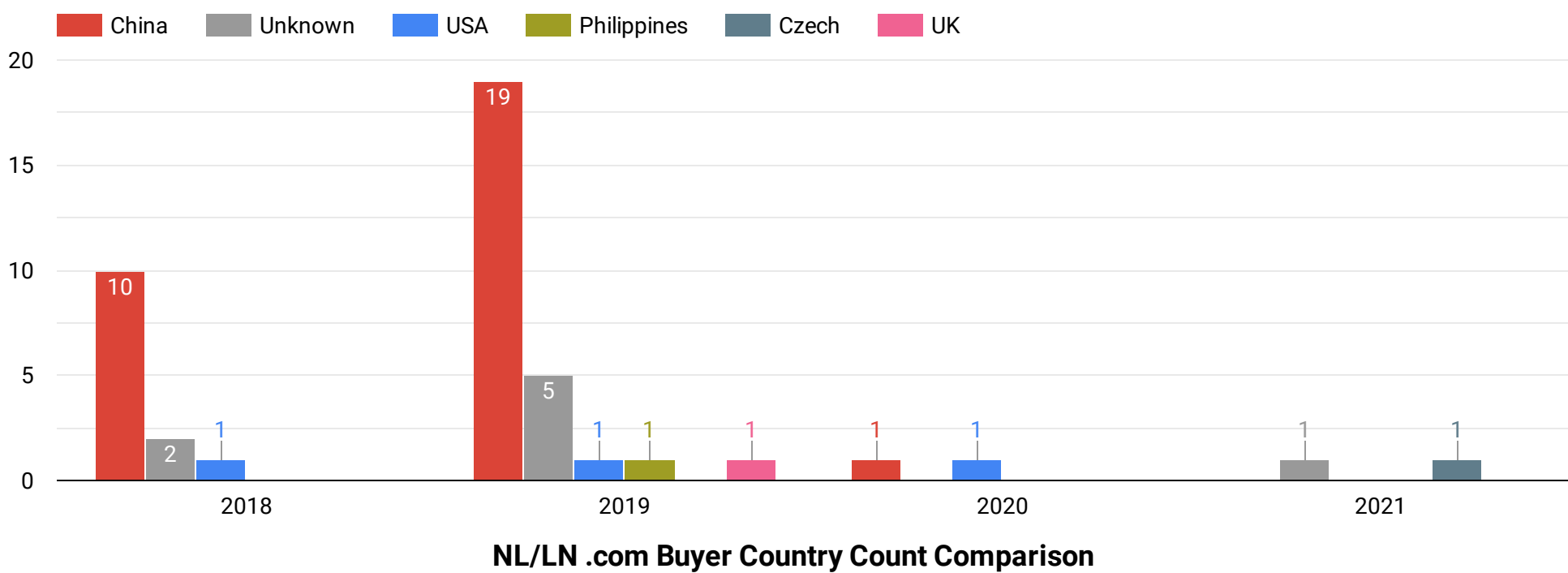
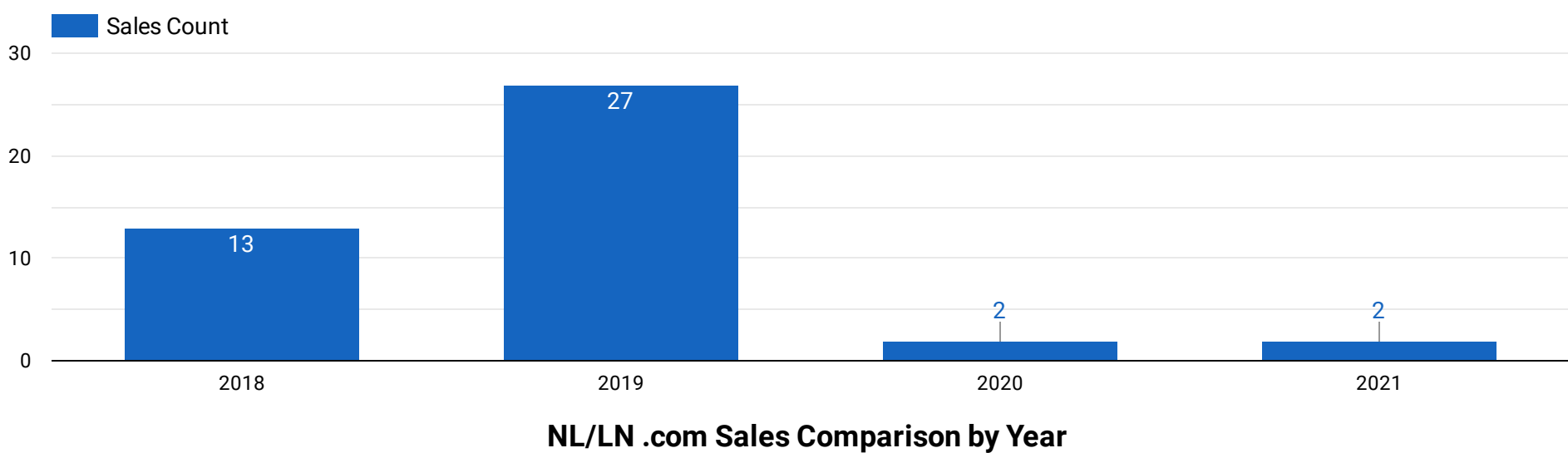
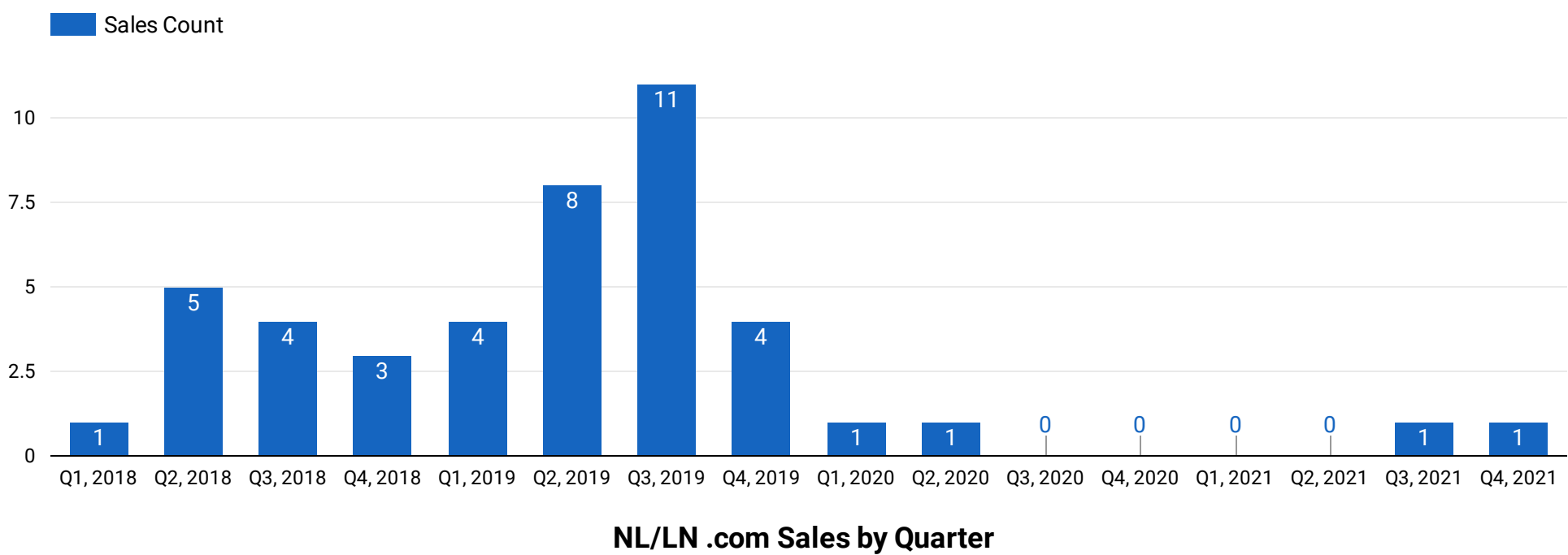
Domain	Price	Seller Country	Buyer Country	Month
2616.com	\$58,000.00	China	China	July
5965.com	\$45,000.00	USA	China	April
0699.com	\$38,549.00	Unknown	China	February
7616.com	\$28,500.00	China	China	July
1588.com	\$25,388.00	Unknown	USA	March
8557.com	\$25,050.00	China	USA	April
6579.com	\$22,250.00	China	China	January
8395.com	\$20,157.00	Unknown	China	April
2742.com	\$19,947.00	China	China	February
5087.com	\$19,000.00	Angola	China	April
2698.com	\$18,656.00	China	China	September
7910.com	\$18,423.00	Unknown	USA	January
0107.com	\$14,048.00	China	China	December
2906.com	\$13,612.00	Unknown	China	November
0906.com	\$12,771.00	Unknown	China	December
4656.com	\$12,362.00	China	China	September
0019.com	\$10,099.00	Unknown	USA	April
6481.com	\$10,099.00	China	China	May
9599.com	\$10,099.00	Unknown	China	July
3478.com	\$9,988.00	Unknown	China	May
6475.com	\$9,600.00	China	China	July
6046.com	\$9,299.00	China	China	September
0907.com	\$9,105.00	China	USA	June
3013.com	\$8,190.00	Unknown	USA	October
9302.com	\$8,160.00	China	China	April

NNNN .com Sales Drilldown (Only included the domains that came with publicly reported sales prices)

- A total of 38 NNNN .com sales were completed in 2021.
- 27 out of the 38 NNNN .com domains were sold to Chinese buyers. 13 out of the 27 NNNN .com domains were traded within the Chinese market.

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 SALES: NL/LN .COM

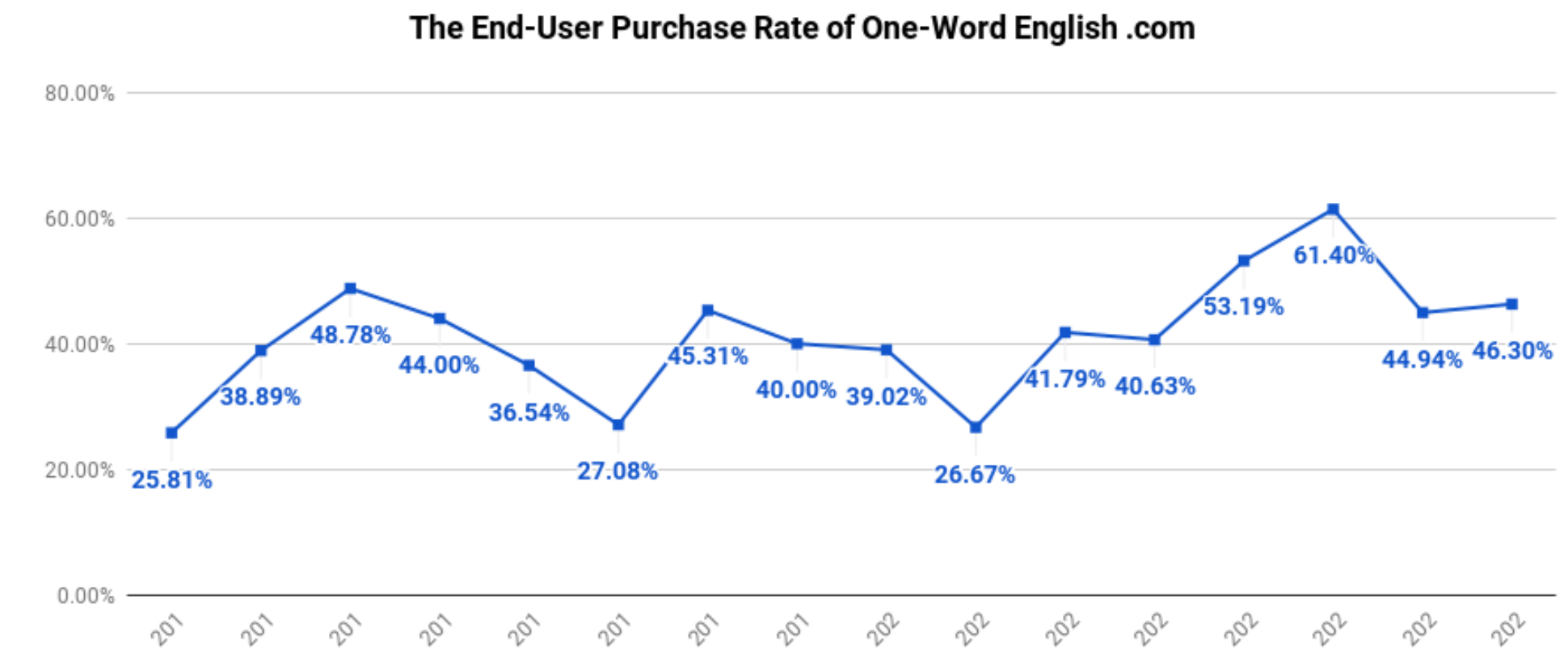
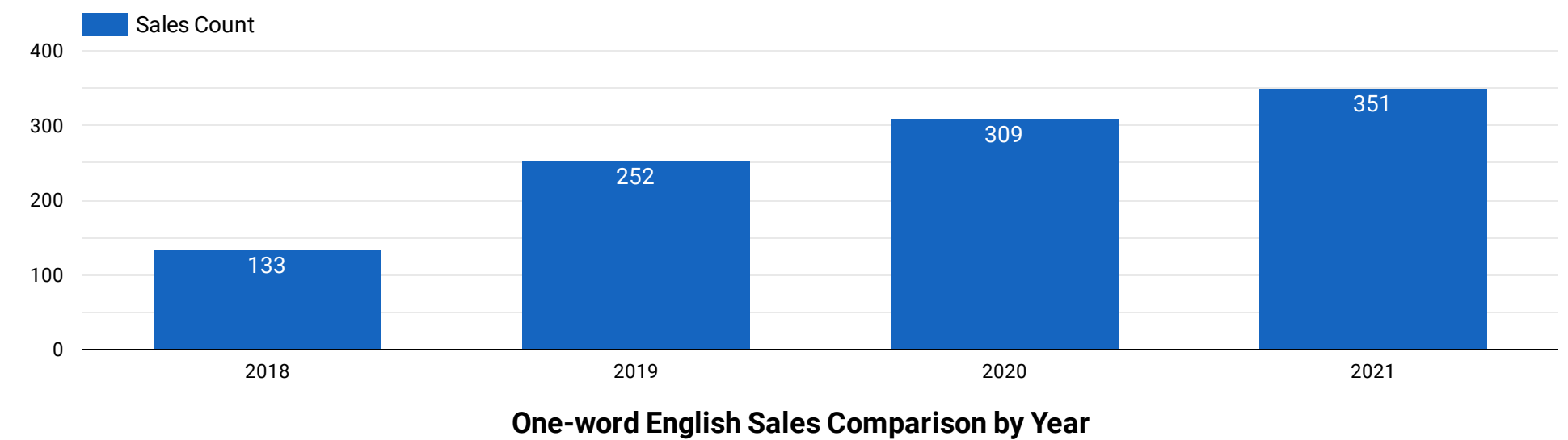
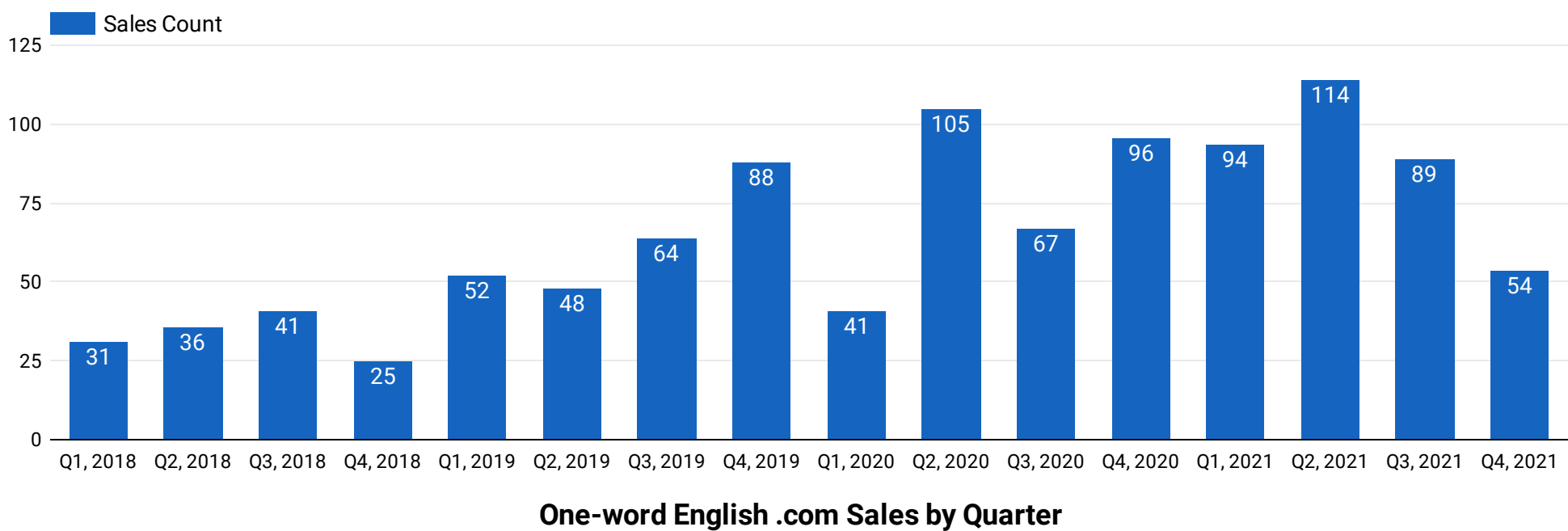
Domain	Price	Seller Country	Buyer Country	Month ^
2N. com	-	China	Czech	August
3L.com	\$99,000.00	USA	Unknown	November

NL/LN .com Sales Drilldown

- A total of 2 two-character .com domain sales were completed in 2021.
- The total sales of this category dropped dramatically in 2020, after a buying spree in 2019, and remained low in 2021.

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
Hippo.com	\$3,300,000.00	Acquired by Hippo Insurance	April
Christmas.com	\$3,150,000.00	Acquired by Gordon Companies Inc.	February
Floor.com	\$3,144,000.00	Acquired by Floorcom LLC.	September
Marketing.com	\$2,500,000.00		August
Forge.com	\$2,202,000.00	Acquired by Forge Securities LLC	December
Angel.com	\$2,000,000.00	Acquired by Angel Studios	April
Exodus.com	\$1,945,000.00	Acquired by Exodus Movement, Inc.	May
Meme.com	\$1,250,000.00	Built into Meme.com	June
Near.com	\$1,150,000.00	Acquired by Near Pte Ltd	August
Recursion.com	\$904,000.00	Acquired by Recursion Pharmaceuticals	February
Tattoo.com	\$812,000.00	Built into Tattoo.com	May
Ava.com	\$792,000.00		February
Lender.com	\$550,000.00		December
Wolf.com	\$550,000.00	Acquired by Namecheap, Inc.	May
Able.com	\$542,500.00	Built into Able	August
Blade.com	\$503,000.00	Acquired by BLADE Urban Air Mobility, Inc.	March
Zag.com	\$450,000.00	Acquired by ZAG America, LLC	February
James.com	\$440,000.00		May
Snappy.com	\$415,000.00	Acquired by Snappy App, Inc.	May
Worldclass.com	\$400,000.00	Built into WorldCalss	August
Overview.com	\$400,000.00		November
Steam.com	\$390,560.00		January
Portugal.com	\$350,000.00	Built into Portugal	October
Velvet.com	\$350,000.00		July
Pays.com	\$350,000.00		December
Arizona.com	\$350,000.00		February
Yachts.com	\$350,000.00	Acquired by Impulse Communications, Inc.	June
Evermore.com	\$300,000.00	Acquired by Evermore Park, LLC	February
Badger.com	\$300,000.00	Acquired by Badger DAO	March
Trainer.com	\$290,000.00	Acquired by CoachTube, Inc.	December

One-word English .com Sales Drilldown
(Only included the domains that came with publicly reported top 30 highest sales prices)

- A total of 351 one-word English .com domain sales were completed in 2021.
- End-users purchased 185 out of the 351 one-word English .com domains. 126 of the 185 end-users are US-based.
- The total sales and the End-user purchase sales of this category reached the highest level since 2018.

REPORT SUMMARY

In 2021, One-word English .com domains remained the most popular category, continuing to record steady growth in annual transaction volume. Its sales count went up from 133 in 2018 to 351 in 2021, an increase of 164%. End-user purchases in this category also caught on the rise, hitting record highs over the past four years.

Following 2020, the annual sales of LL, NN, NNN, NNNN, NL, LN .com domains did not see any bright turn. By contrast, LLL .com domains were relatively stable during 2020 and 2021.

The USA market has shown strong purchasing power in terms of quantity and price in the post-epidemic era. End-user buyers, in particular, showed an unprecedented buying spree.

ABOUT GUTA

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

Guta has 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 domain names, including Beijing.com and Bank.com.

Guta helps 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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