

.CLUB Hits Record Breaking \$1,622,164.13 In November Premium Name Sales

November was a record breaking month for both regular .CLUB registrations and premium name sales. It was our first month with **more than \$1 million** in Premium Name sales, with strong deals coming from two auctions, our registrar channel, registry direct deals (including several portfolio deals) as well as through brokers and the aftermarket. We began the month with the auction of twenty-five 2-letter names and one 1-letter name (C.club) on EJEE's EachNic.com platform in China. The fully bi-lingual (English and Chinese) auction was a great success, with all 26 names selling. Results of the auction, as well as a second successful auction on Sedo.com, are presented within this report below.

Total premium name sales for November, from all sources came to a record blasting **\$1,622,164.13**.

As of November 30, 2015, total cumulative sales of registry reserved premium .CLUB names came to **\$2,890,363.40**. The highest single sale remains Wine.club at \$140,000.00, however November's blockbuster sales include a 7-figure package deal to a single Chinese Investor.

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 a list 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, Right of the Dot, and at Startup.club. On December 16th, 2015 we will be releasing an additional 13,000 registry reserved names into the registrar channel as tiered premiums, including many never before available names.

This report presents all public registry reserved premium name sales that occurred during the month of November 2015, including when possible, the domain name, retail price, and registrar or marketplace where the name was registered. In the case of large portfolio deals we are not listing all individual names and prices in this report but we do include the aggregate price paid for the total package(s). We have also included in the total numbers \$4,397 from names that have sold on SnapNames in November as part of our dropping domains program.

NOVEMBER 2015 – OVERVIEW

In November, we ended the month with 30 registrars participating in our tiered premium names program via EPP.

During the month of November, 326 premium .Club domains were sold. On the registrar side, GoDaddy led the month with 6 sales, followed by RU Center with 2 sales. Uniregistrar, eNom and OVH each had 1 sale during the month.

The retail prices paid for the registrar sales ranged from \$349.00 to \$5,759.68. Prices in the portfolio deals included many names in the mid 4 and mid 5-figure range. The average price paid for the registrar sold names was \$1,518.01. The average price paid across all 326 names sold was \$4,962.48, an increase of nearly 4% over last month's average (which was across only 24 names vs. 326 names in November). Total premium name sales for the month, excluding SnapNames sales, were \$1,617,767.13, an increase of 1,311% over October.

Included in above numbers were three names sold directly by the registry, including the sale of Bowling.club for \$9,500. In addition, the names QQ.club, LV.club and HM.club were sold by Corporate Registrars CSC and Mark Monitor to their brand clients.

PORTFOLIO DEALS

During the month of November a total of 246 names were sold directly to buyers as package deals, including one package that sold for 7-figures to an individual investor in China. Package sizes ranged from five domains to several hundred domains. The package deals included some keyword names, as well as N, NN, NNN, L and LL names.

AUCTIONS

In November two auctions were held, the first on EJEE's Eachnic.com Platform in China. The bi-lingual auction featured 25 two-letter domains and one single letter domain, C.club. All names were sold, for a total of \$189,454. The highest price paid in the auction was \$50,000 for C.club. The highest price for a two-letter name was \$9,750 for PC.club. The lowest price in the auction was \$4,800 for MH.club. The average price paid including C.club was \$7,286.69. The average price paid just for the 25 two-letter names was \$5,578.16.

The second auction of 37 3-number .CLUB names was held on the Sedo.com platform. All 37 names were sold for a total of \$44,727. The highest price paid in the auction was \$5,755 for 555.club. The lowest price in the auction was \$169 for 544.club. The average price paid for the names in the Sedo auction was \$1,208.84.

CONCLUSION

While premium name sales through the registrar channel continue to be solid, the driver for November's enormous growth has been the strong demand for .CLUB names in China. All but a very few of the names in the two auctions were sold to buyers in China, and all of the portfolio deals were to buyers in China.

Below is the complete list of registry reserved .CLUB names sold through the registrar tiered premium channel during the month of November 2015.

NOVEMBER 2015 – REGISTRY RESERVED TIERED PREMIUM SALES

Name	Retail Price	Registrar
TRUNK.CLUB	\$1,999.99	GoDaddy.com

November, 2015



100 SE Third Avenue, Suite 1310
 Fort Lauderdale, FL 33394
 www.get.club
 P: 1-877-833-0000
 F: 1-888-886-0462

TAI.CLUB	\$349.99	GoDaddy.com
CASE.CLUB	\$5,759.68	RU-CENTER
1234.CLUB	\$1,548.86	Uniregistrar
MEM.CLUB	\$349.99	GoDaddy.com
MIR.CLUB	\$459.65	RU-CENTER
FUT.CLUB	\$999.99	GoDaddy.com
SHUN.CLUB	\$349.99	GoDaddy.com
JUN.CLUB	\$349.99	GoDaddy.com
MAKER.CLUB	\$2,531.00	eNom, Inc.
GREY.CLUB	\$1,999.00	OVH SARL

\$16,698.13

Below is the list of names and prices sold in the Eachnic.com Auction:

EACHNIC.COM AUCTION NAMES

Name	Price
pc.club	\$9,750.00
c.club	\$50,000.00
CG.club	\$5,000.00
DK.club	\$5,000.00
DS.club	\$5,751.00
GW.club	\$5,000.00
GZ.club	\$5,000.00
HJ.club	\$5,000.00
JC.club	\$5,500.00
JD.club	\$5,250.00
JS.club	\$5,750.00
KF.club	\$5,000.00
LY.club	\$7,751.00
MH.club	\$4,800.00
PJ.club	\$5,000.00
PK.club	\$5,500.00
QC.club	\$6,050.00
SQ.club	\$5,251.00
TB.club	\$5,000.00
YC.club	\$5,000.00
YM.club	\$5,250.00
YQ.club	\$5,000.00

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YX.club	\$5,250.00
ZJ.club	\$6,001.00
ZQ.club	\$6,600.00
ZS.club	\$5,000.00
\$189,454.00	

Below is the list of names and prices sold in the Sedo.com Auction:

SEDO.COM AUCTION NAMES

Name	Price
131.club	\$310.00
711.club	\$320.00
166.club	\$412.00
171.club	\$339.00
200.club	\$510.00
251.club	\$229.00
988.club	\$1,300.00
544.club	\$169.00
800.club	\$1,451.00
211.club	\$450.00
878.club	\$726.00
255.club	\$360.00
120.club	\$700.00
122.club	\$329.00
882.club	\$656.00
181.club	\$751.00
151.club	\$1,001.00
177.club	\$1,310.00
555.club	\$5,755.00
688.club	\$3,220.00
112.club	\$269.00
788.club	\$1,250.00
806.club	\$300.00
815.club	\$300.00
816.club	\$390.00
864.club	\$179.00
869.club	\$385.00
898.club	\$700.00
666.club	\$3,600.00
333.club	\$1,801.00

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868.club	\$1,250.00
858.club	\$1,105.00
288.club	\$2,060.00
818.club	\$2,010.00
121.club	\$1,250.00
118.club	\$2,260.00
111.club	\$5,320.00
	\$44,727.00

For more information visit www.get.club or email jeff@get.club.