

PREMIUM DOMAIN SALES

OBSERVATION REPORT

Q1 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.

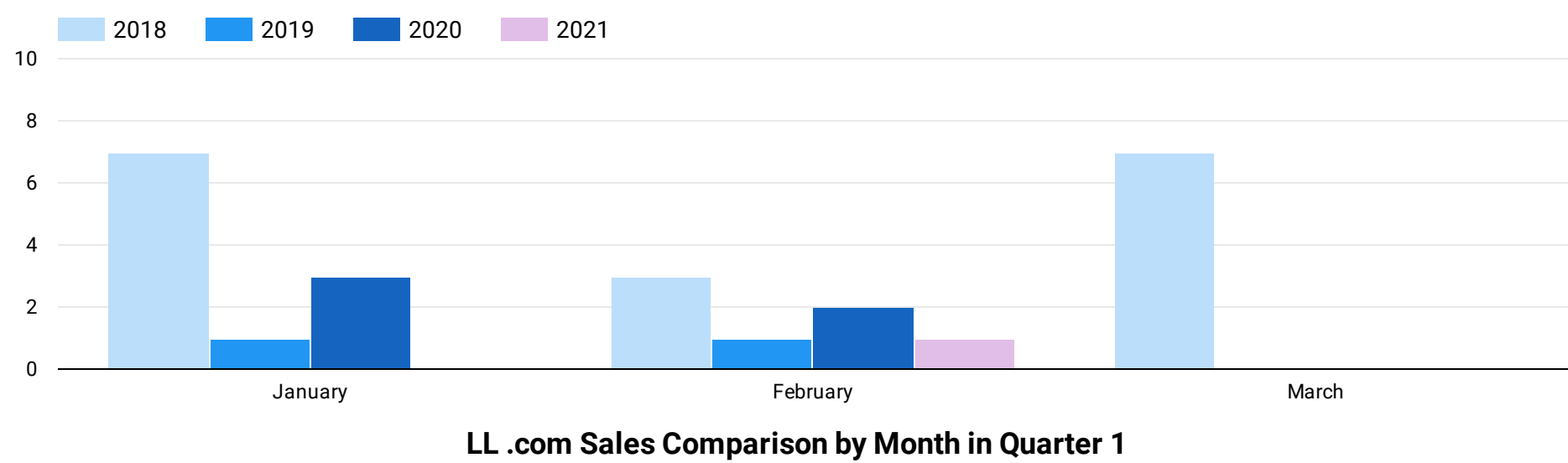
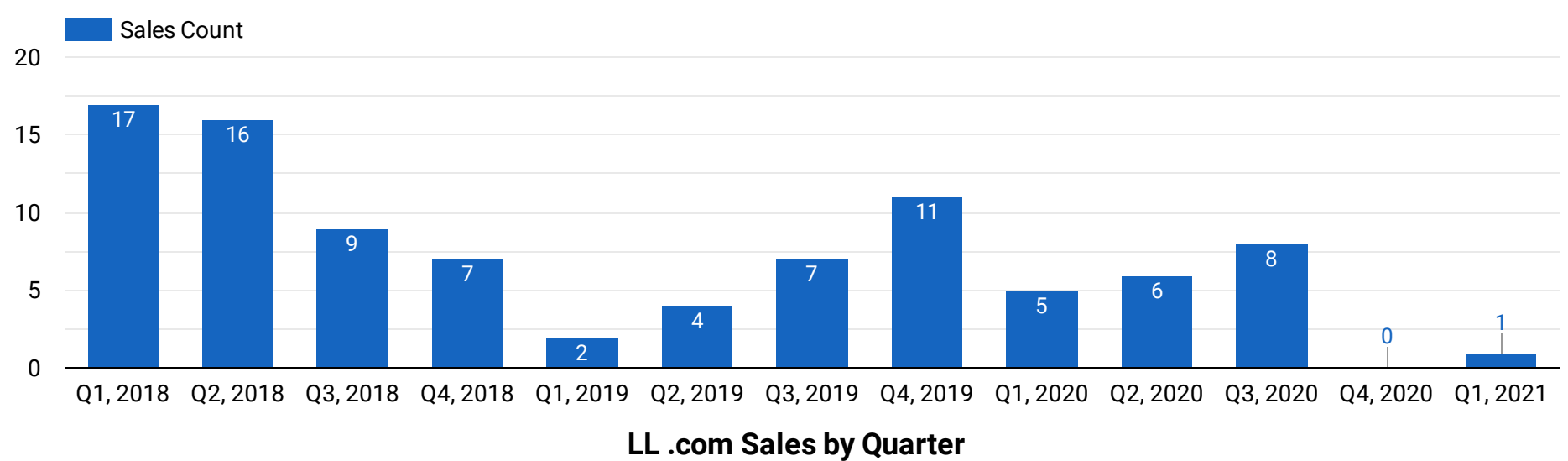
The domain sales that transacted in the past but were later disclosed, whose dates are recorded as the public reporting dates.

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

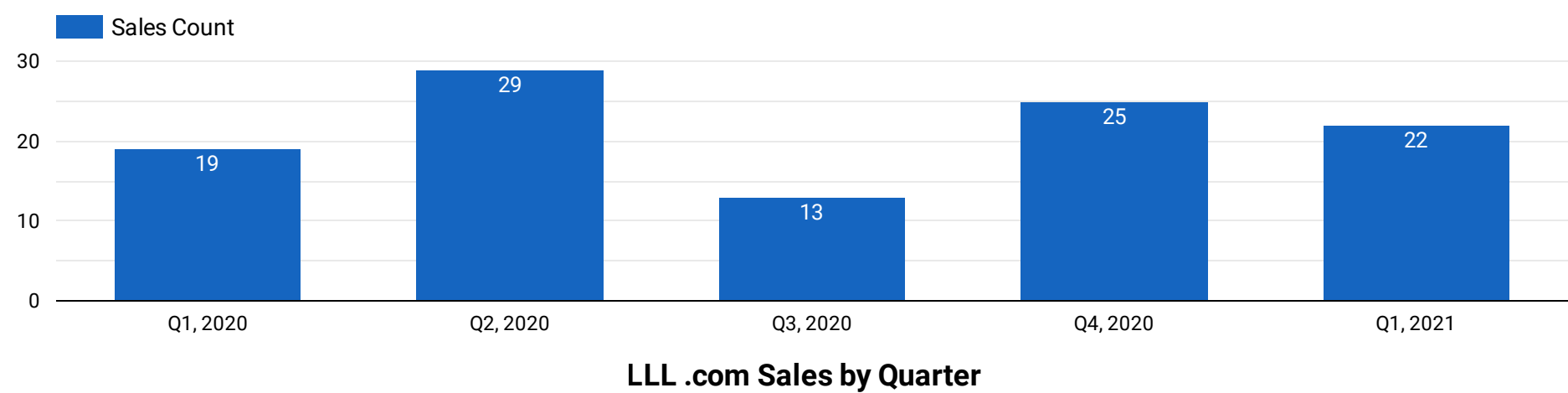
In the following section, we examine the sales performance of two-letter .com domains (LL .com) along with additional details.



- ZX.com changed its hand to a Chinese buyer in February 2021.

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).



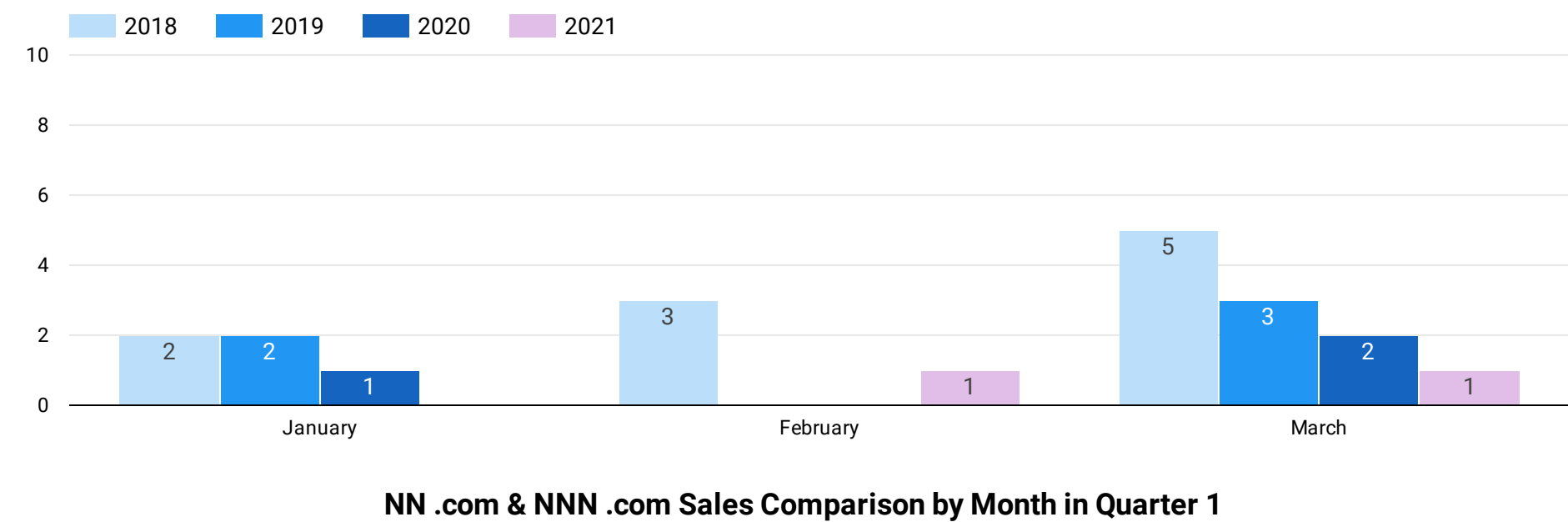
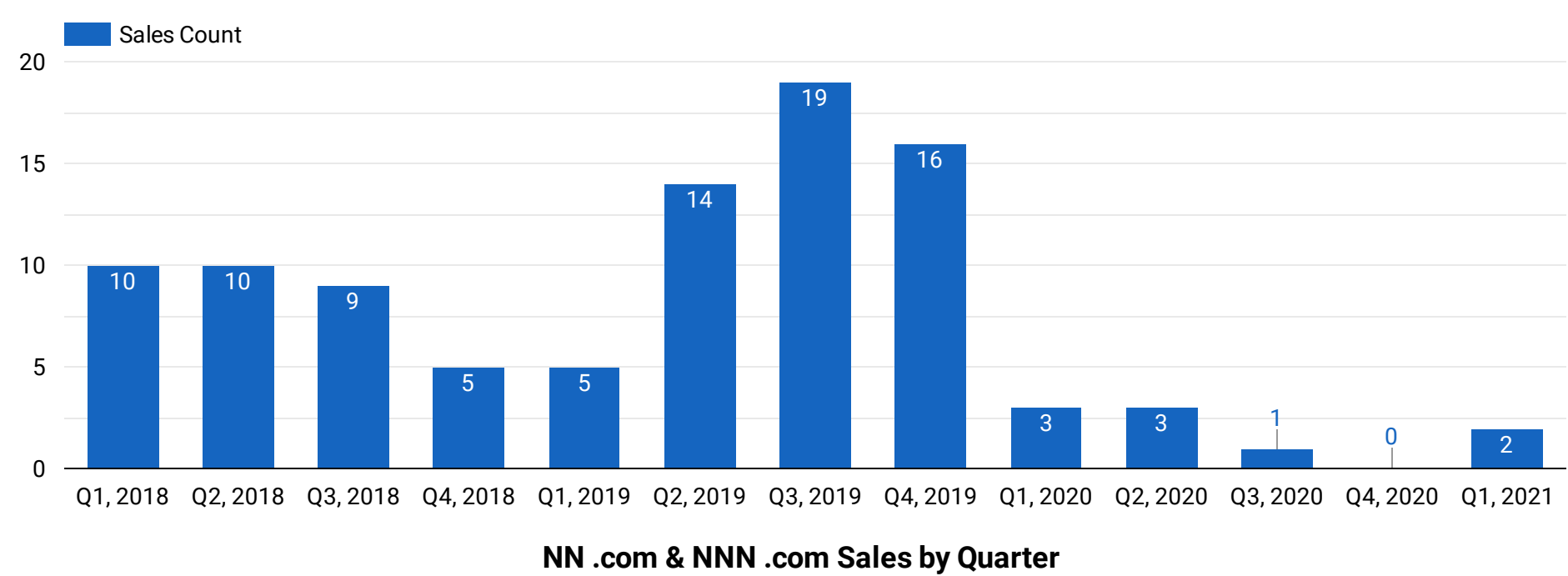
| Domain | Price | Note | Seller Country | Buyer Country | Month |
|---------|--------------|--------------------------------------|----------------|---------------|----------|
| FTA.com | \$400,000.00 | | USA | USA | March |
| CGD.com | \$150,000.00 | | USA | China | March |
| PLP.com | \$117,500.00 | Acquired by Preformed Line Products | Unknown | USA | February |
| GWI.com | \$105,000.00 | | USA | Unknown | March |
| CTX.com | \$46,000.00 | | China | Unknown | March |
| AAF.com | \$45,050.00 | | Unknown | Unknown | January |
| AQS.com | \$31,387.00 | | Unknown | USA | February |
| VVY.com | \$27,080.00 | | China | China | February |
| LGW.com | \$26,500.00 | | USA | China | January |
| XOW.com | | | China | China | February |
| IFG.com | | Acquired by Idaho Forest Group, LLC. | USA | USA | January |
| GGG.com | | | China | China | January |
| EQW.com | | | China | China | February |
| PZT.com | | | China | China | February |
| NFT.com | | | USA | USA | February |
| UJW.com | | | China | China | February |
| KBX.com | | Acquired by Koch Industries, Inc. | China | USA | March |
| CFY.com | | | China | China | February |
| FQW.com | | | China | China | January |
| JHJ.com | | | China | China | February |
| PZL.com | | | China | China | February |
| LXJ.com | | | USA | China | February |

LLL .com Sales Drilldown

- A total of 22 LLL .com sales were completed in Q1 2021.
- End-users purchased 3 out of the 22 LLL .com domains.
- Chinese buyers purchased 13 out of the 22 LLL .com domains.

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.



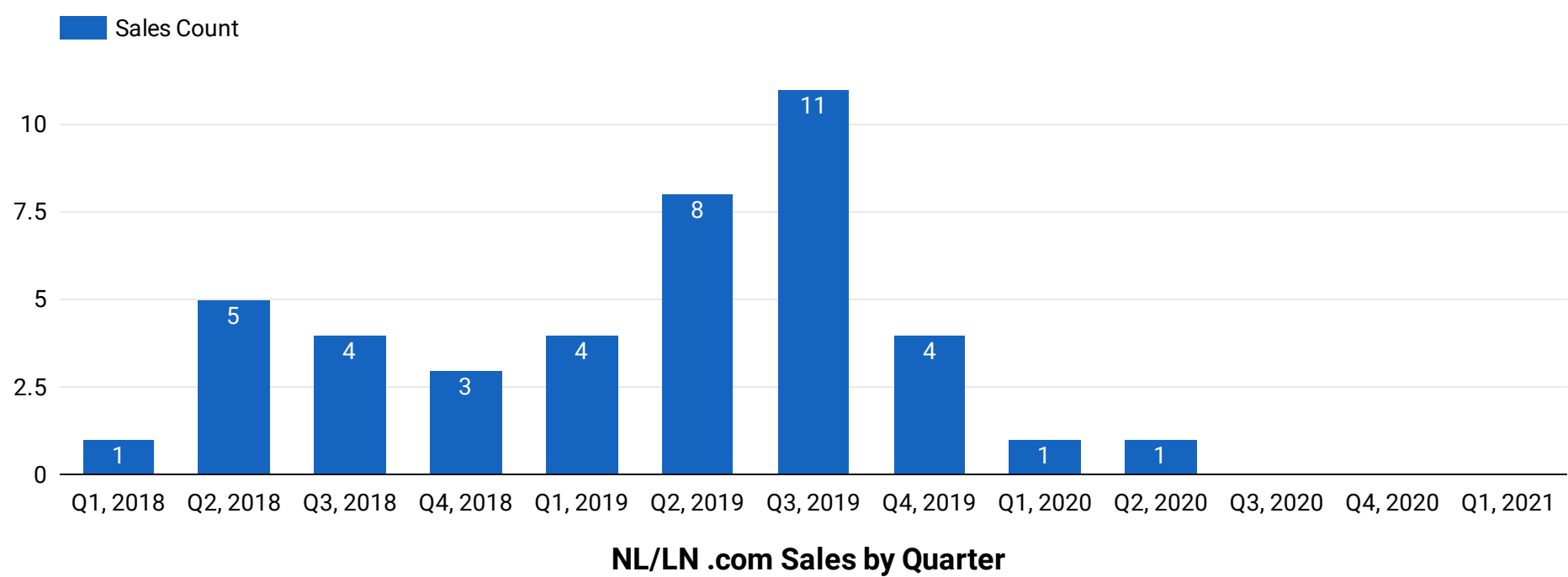
| Domain | Price | Note | Seller Country | Buyer Country | Month |
|---------|--------------|--|----------------|---------------|----------|
| 509.com | \$106,000.00 | | Unknown | Unknown | February |
| 717.com | \$101,000.00 | Acquired by Yin Yu You Yue Hui, an online gambling company | China | China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

NN .com & NNN .com Sales Drilldown

- Both 509.com and 717.com were sold via auction.

DOMAIN SALES: NL/LN .COM

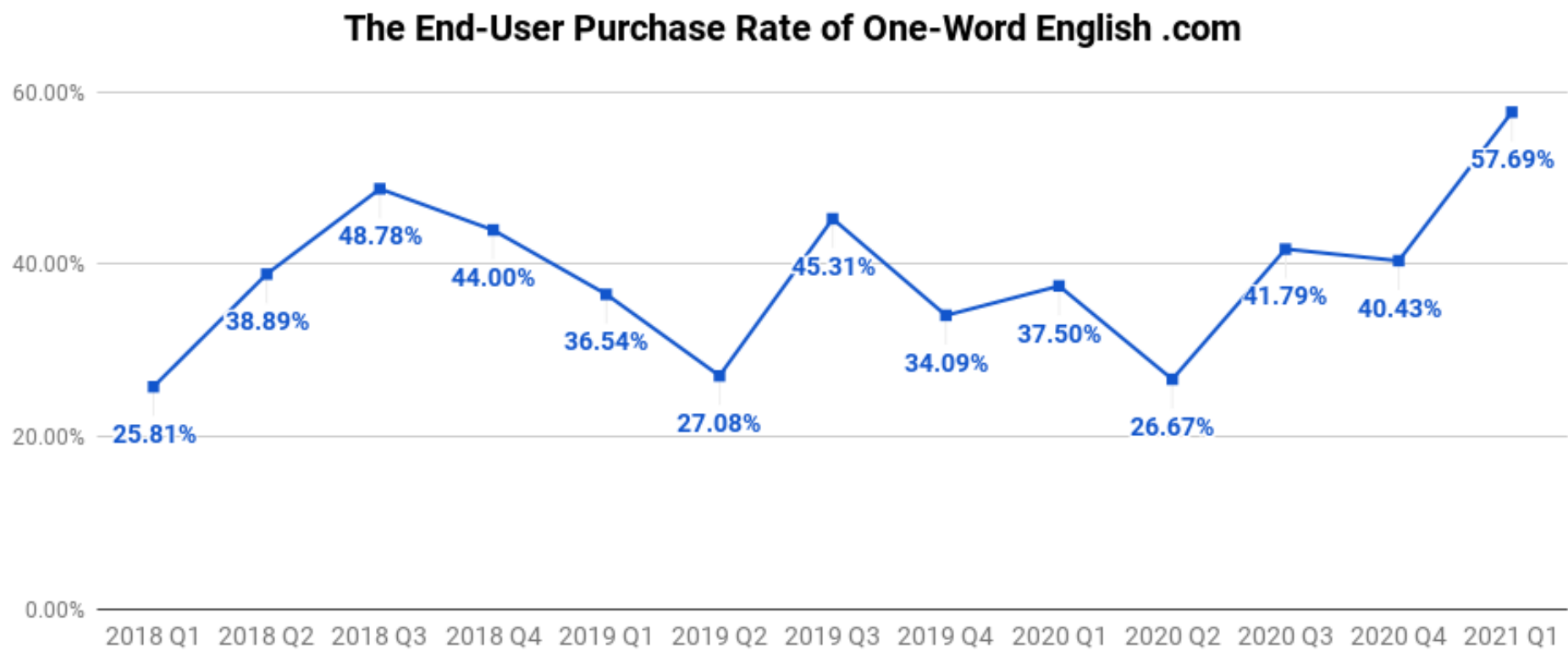
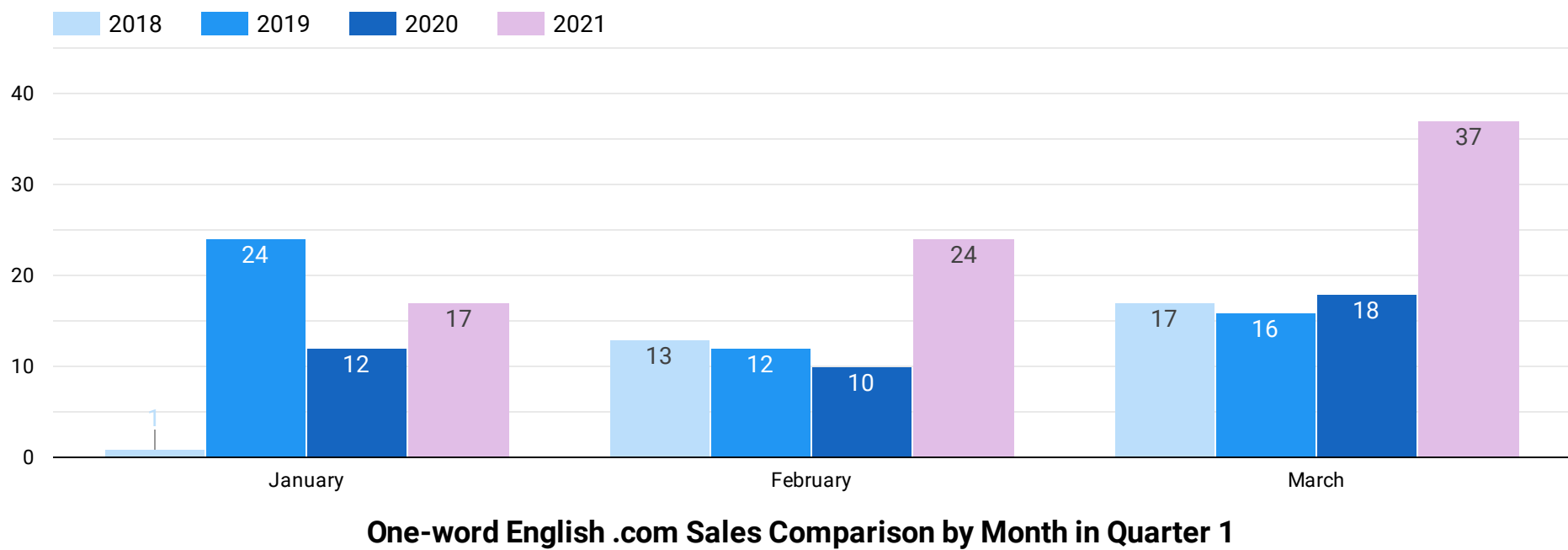
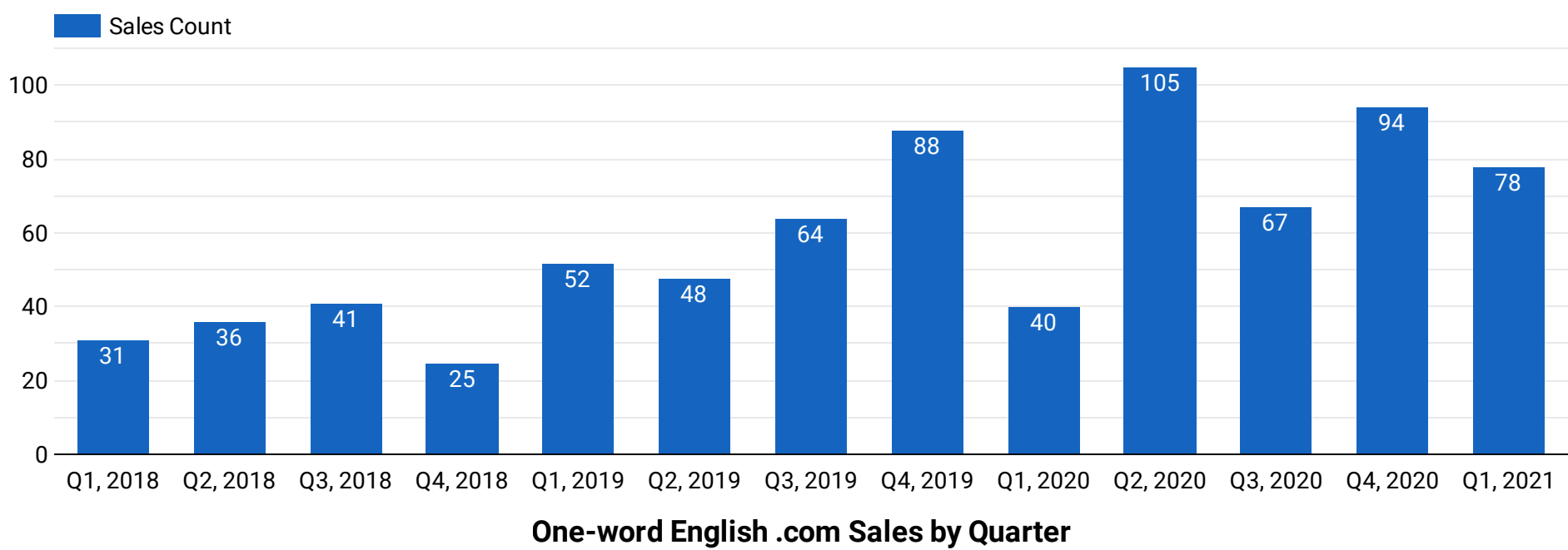
In the following section, we examine the sales performance of two-character (NL/LN .com) domain names, along with additional details.



- No publicly reported transaction of NL .com or LN .com domain in Q1 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 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 |
|-----------------|----------------|--|----------|
| Christmas.com | \$3,150,000.00 | Acquired by Gordon Companies Inc. | February |
| Recursion.com | \$904,000.00 | Acquired by Recursion Pharmaceuticals | February |
| Zag.com | \$450,000.00 | Acquired by ZAG America, LLC | February |
| Arizona.com | \$350,000.00 | | February |
| Badger.com | \$300,000.00 | Acquired by Badger DAO | March |
| Evermore.com | \$300,000.00 | Acquired by Evermore Park, LLC | February |
| Triple.com | \$220,000.00 | Acquired by AgentHire | February |
| Let.com | \$200,000.00 | | March |
| Listing.com | \$180,000.00 | | March |
| Mules.com | \$150,000.00 | Acquired by Sticker Mule | March |
| Cluster.com | \$150,000.00 | Acquired by Namecheap, Inc. | March |
| Cope.com | \$138,000.00 | Acquired by CopeCart GmbH | March |
| Rows.com | \$100,000.00 | Acquired by DashDash GmbH, now rebranded as Rows | February |
| Speechify.com | \$75,000.00 | Acquired by Speechify, Inc. | January |
| Felt.com | \$74,750.00 | Built into Felt | March |
| Explanation.com | \$70,000.00 | Acquired by The Explanation Company, LLC | February |
| Triangular.com | \$55,000.00 | | March |
| Germanium.com | \$45,000.00 | Acquired by Osmium Institut GmbH | March |
| Defendable.com | \$30,000.00 | Acquired by Defendable AS | February |
| Levo.com | \$28,500.00 | | January |
| Mutation.com | \$26,555.00 | | March |
| Amusing.com | \$15,514.00 | | March |
| Curbing.com | \$9,756.00 | | January |
| Marbled.com | \$8,000.00 | | January |
| Worse.com | \$5,700.00 | | January |

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

- A total of 78 one-word English .com domain sales were completed in Q1 2021.
- End-users purchased 45 out of the 78 one-word English .com domains. The end-user purchase rate (around 58%) and the end-user sales count set record high since 2018. 32 out of the 45 end-users are US-based.

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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