

PREMIUM DOMAIN SALES

OBSERVATION REPORT

Q3 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.

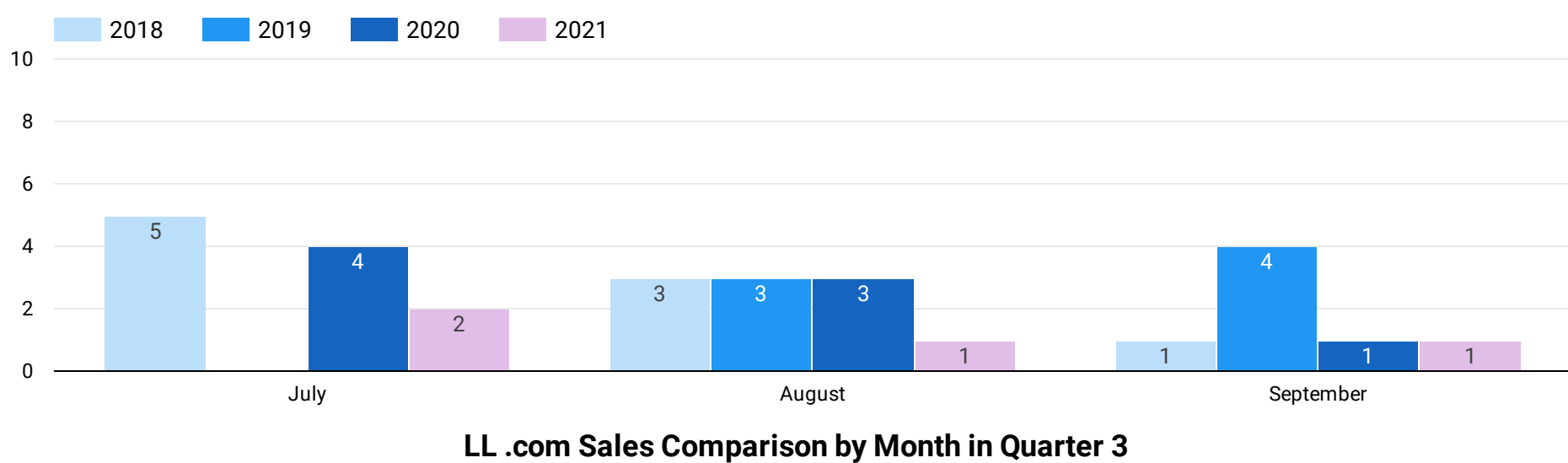
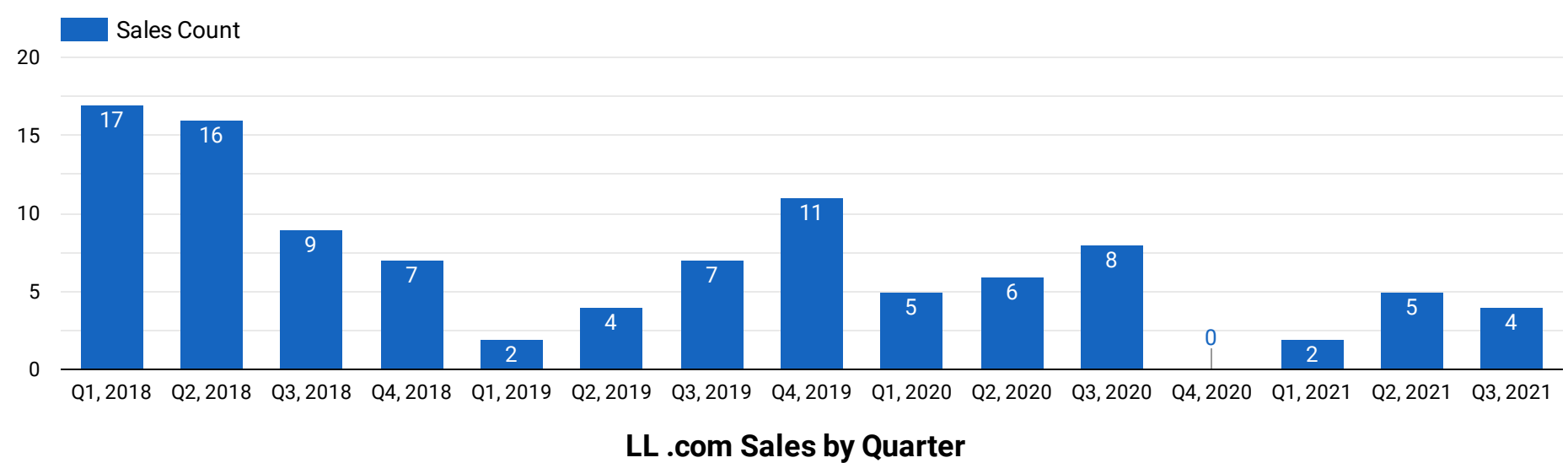
The domain sales that transacted in the past but were later disclosed, whose dates are recorded as the public reporting dates.

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.



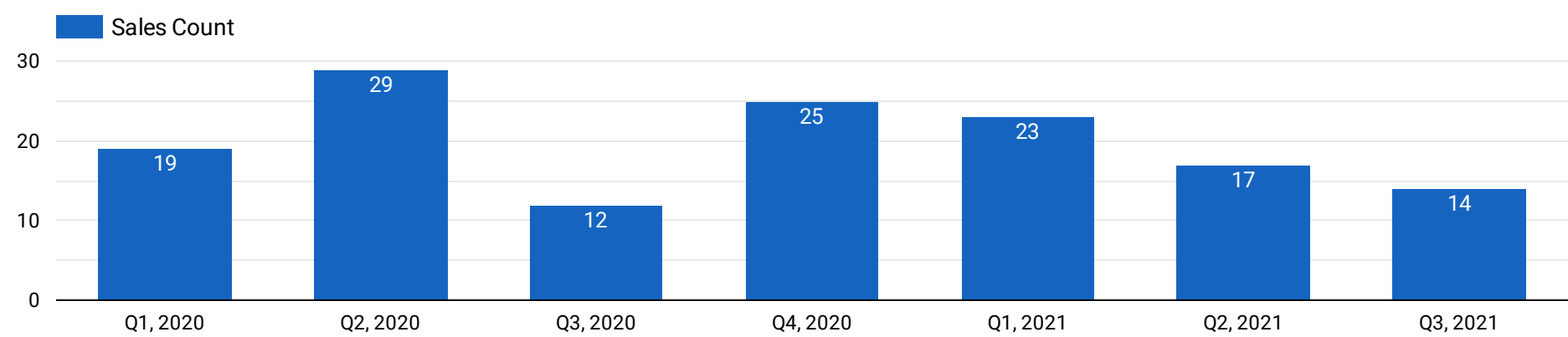
Domain	Price	Note	Seller Country	Buyer Country	Month
EE.com	\$1,350,000.00		USA	China	July
Jl.com			China	China	July
DD.com			China	Unknown	August
Al.com			USA	Unknown	September

LL .com Sales Drilldown

- A total of 4 LL .com sales were completed in Q3 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).



LLL .com Sales by Quarter

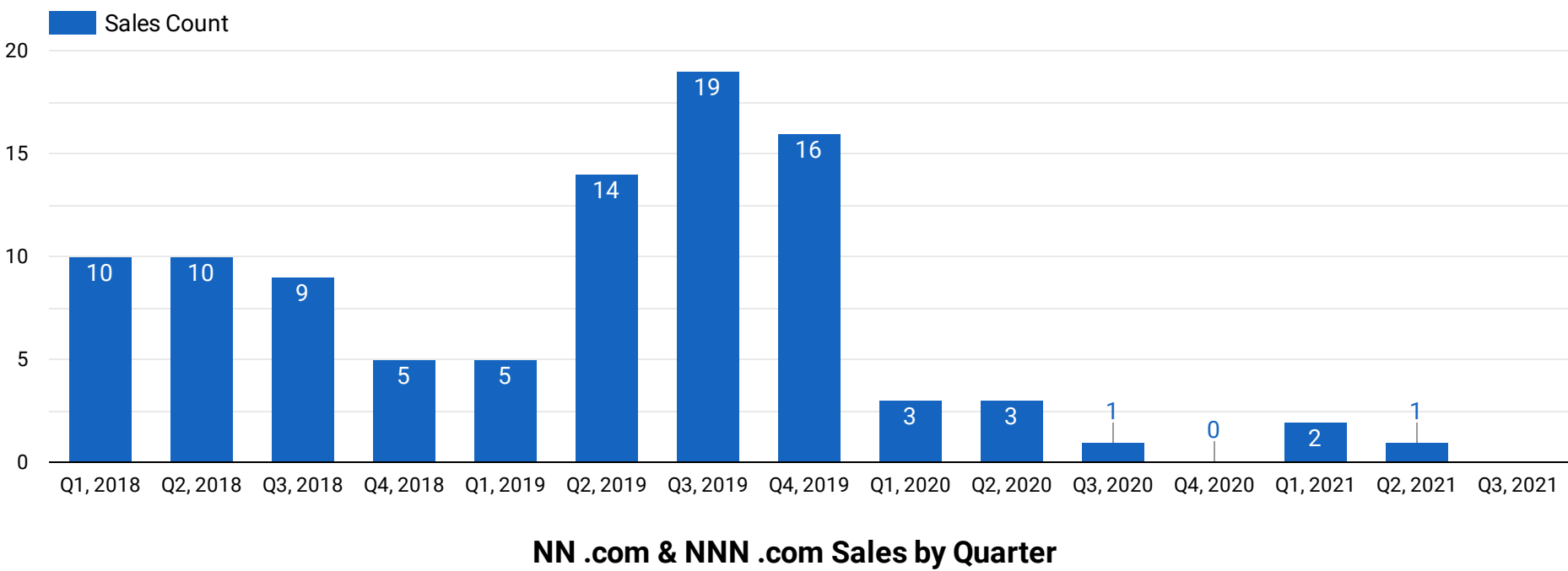
Domain	Price	Note	Seller Country	Buyer Country	Month
EGT.com	\$450,000.00	Acquired by Euro Games Technology Ltd	Unknown	UK	August
BDC.com	\$92,000.00	Acquired by Business Development Bank of Canada	USA	Canada	September
YCJ.com	\$88,650.00		UK	China	August
GSM.com	\$86,000.00		Unknown	Unknown	September
KDX.com	\$50,000.00		USA	Unknown	September
LTP.com	\$42,550.00		Unknown	Unknown	July
DYW.com	\$41,000.00		Unknown	Unknown	August
ZUF.com	\$40,000.00		USA	Unknown	August
QUD.com	\$29,000.00		Unknown	Unknown	September
EZR.com	\$22,000.00		Unknown	USA	September
HCO.com			USA	Unknown	July
WUD.com			USA	Unknown	July
NLC.com		Acquired by No Limit Creatives LLC	USA	USA	July
EEE.com			China	China	August

LLL .com Sales Drilldown

- A total of 14 LLL .com sales were completed in Q3 2021.
- End-users purchased 3 out of the 14 LLL .com domains.

DOMAIN SALES: NN .COM & NNN .COM

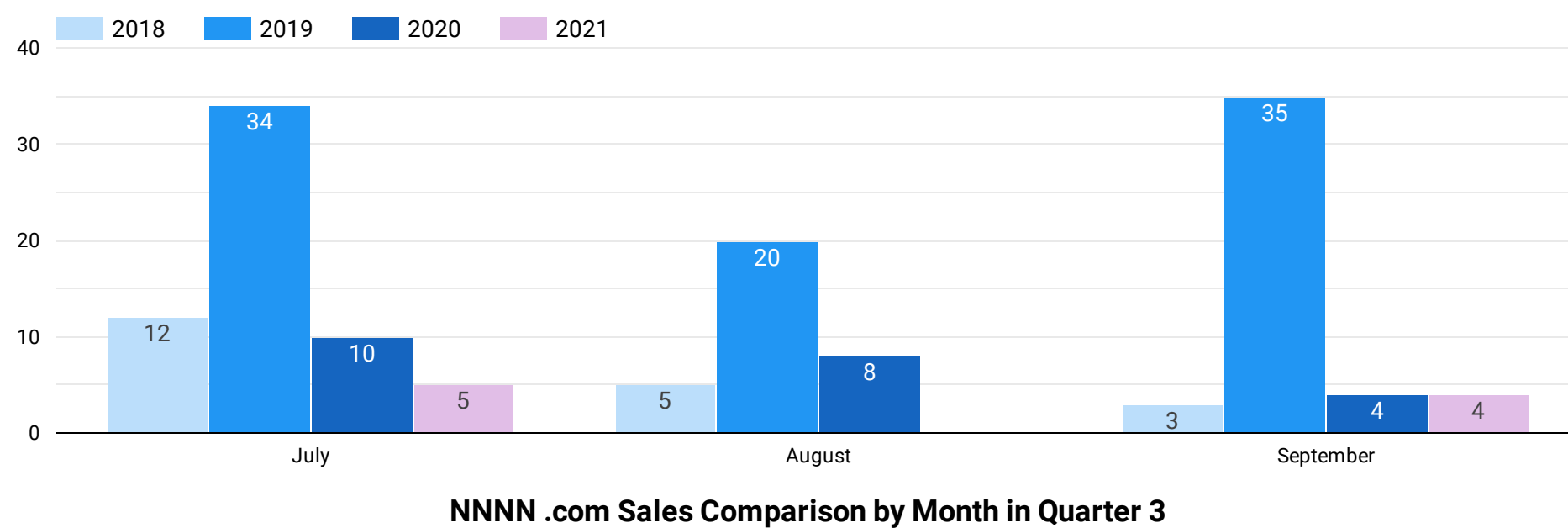
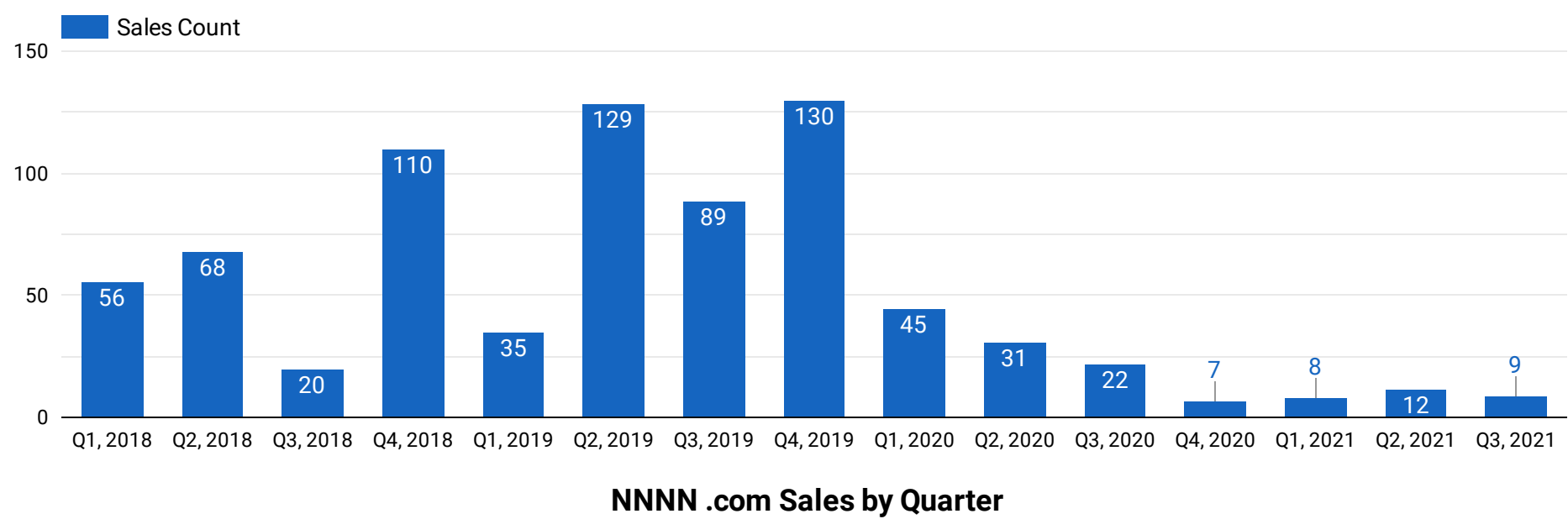
In the following section, we examine the sales performance of two-number (NN .com) and three-number (NNN .com) domain names, along with additional details.



- No publicly reported transaction of NN .com or NNN .com domain in Q3 2021.

DOMAIN SALES: NNNN .COM

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



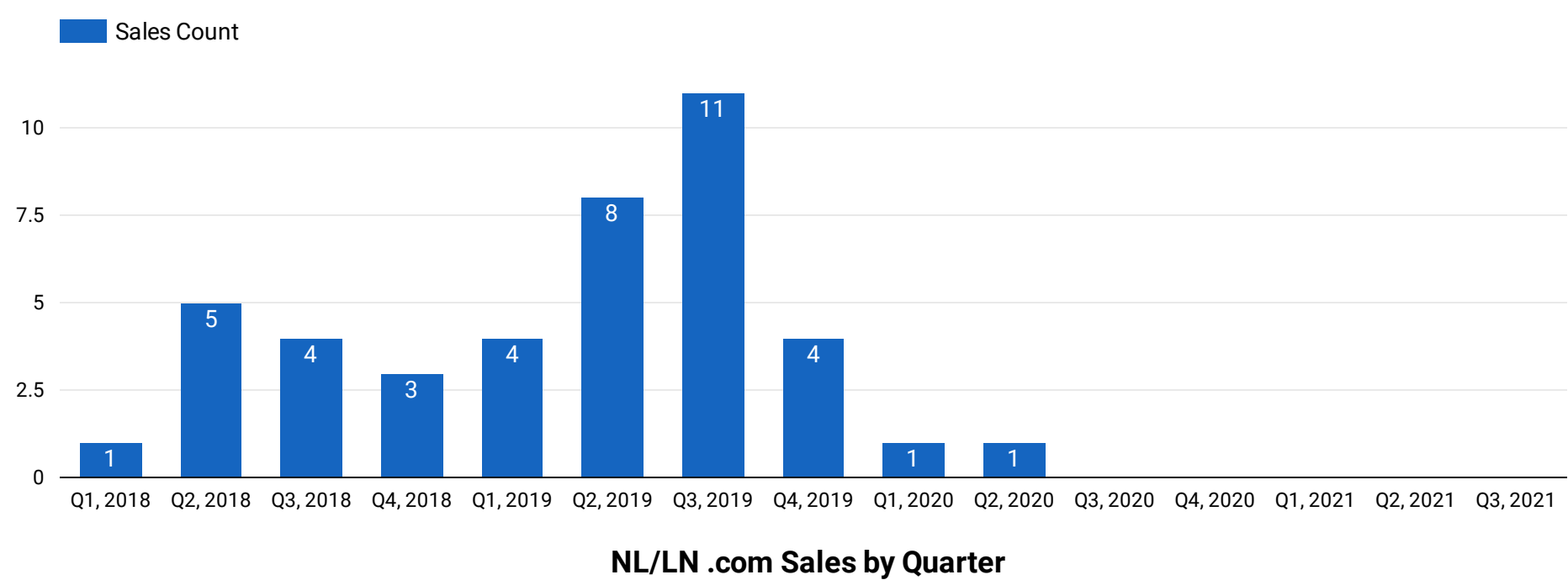
Domain	Price	Seller Country	Buyer Country	Month
2616.com	\$58,000.00	China	China	July
7616.com	\$28,500.00	China	China	July
2698.com	\$18,656.00	China	China	September
4656.com	\$12,362.00	China	China	September
9599.com	\$10,099.00	Unknown	China	July
6475.com	\$9,600.00	China	China	July
6046.com	\$9,299.00	China	China	September
8499.com	\$8,100.00	China	Unknown	September
0264.com		China	China	July

NNNN .com Sales Drilldown

- A total of 9 NNNN .com sales were completed in Q3 2021.
- Chinese buyers purchased 8 out of the 9 NNNN .com domains.

DOMAIN SALES: NL/LN .COM

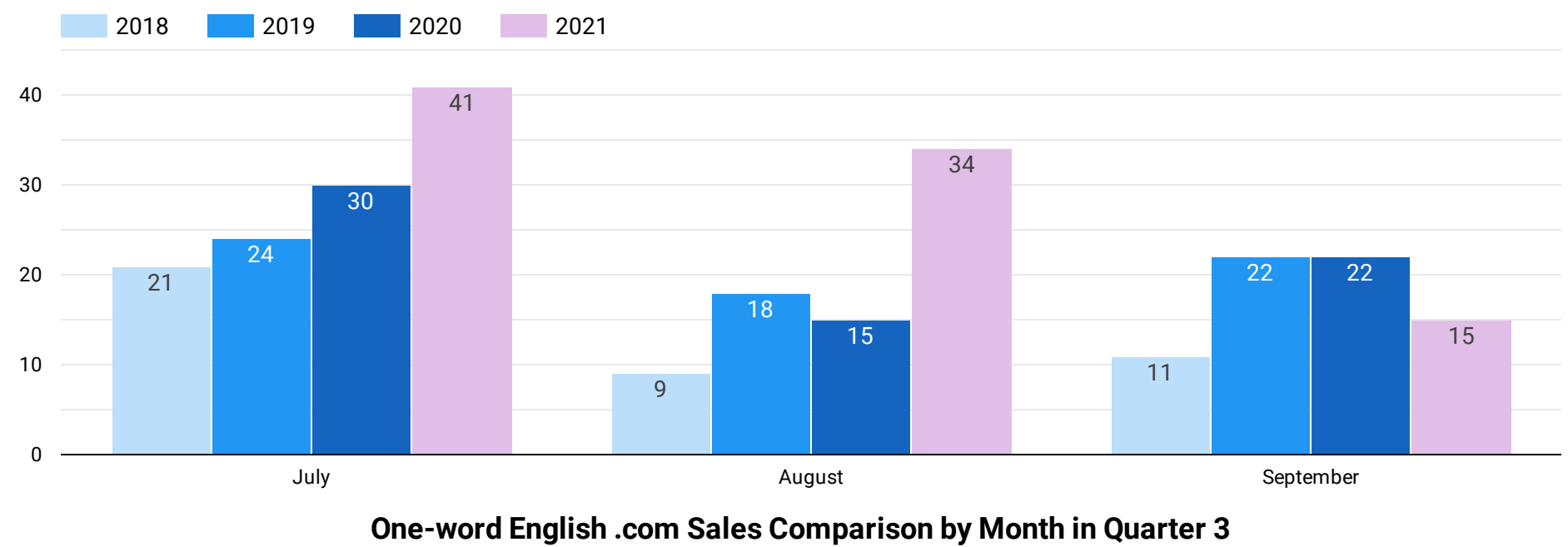
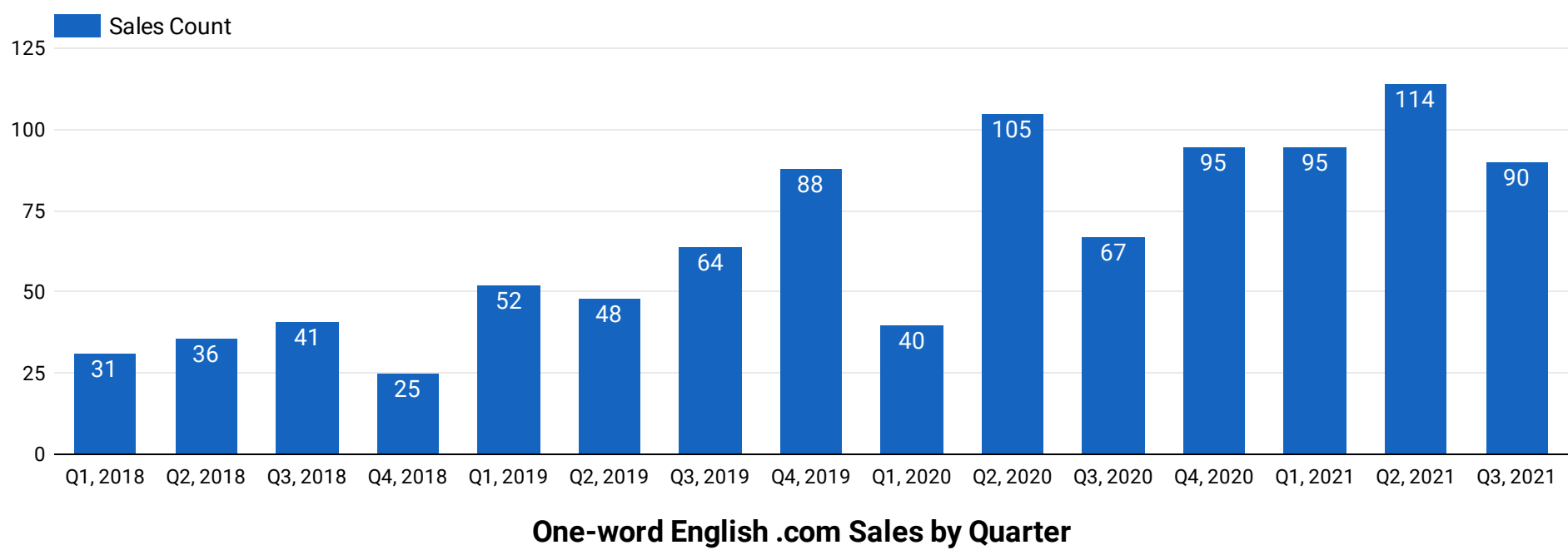
In the following section, we examine the sales performance of two-character (NL/LN .com) domain names, along with additional details.



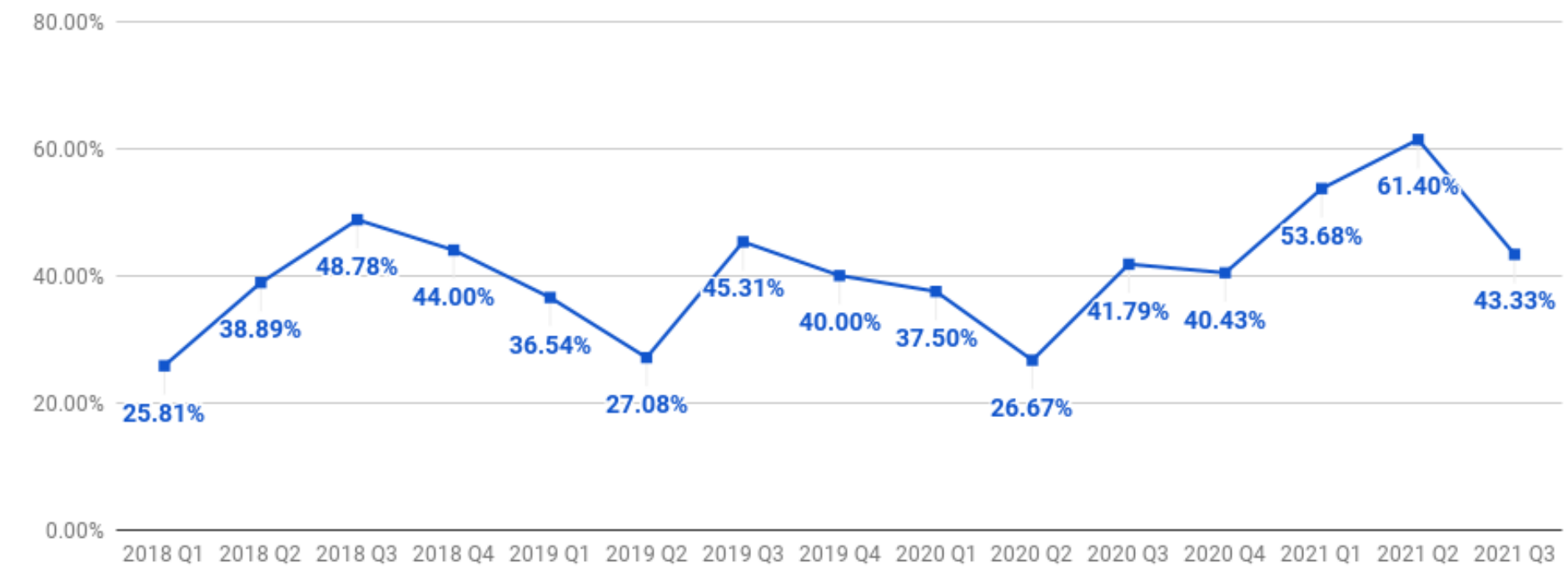
- No publicly reported transaction of NL .com or LN .com domain in Q3 2021.

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.



The End-User Purchase Rate of One-Word English .com



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
Floor.com	\$3,144,000.00	Acquired by Floorcom LLC.	September
Marketing.com	\$2,500,000.00		August
Near.com	\$1,150,000.00	Acquired by Near Pte Ltd	August
Able.com	\$542,500.00	Built into Able	August
Worldclass.com	\$400,000.00		August
Velvet.com	\$350,000.00		July
Bowman.com	\$281,000.00	Acquired by Bowman Consulting Group, Ltd.	August
Dealmaker.com	\$168,000.00	Built into Dealmaker	July
Fume.com	\$160,000.00	Acquired by FUME, LLC. U.S.	September
Collecting.com	\$70,000.00	Acquired by Collecting Cars UK Ltd	September
Fastfood.com	\$65,000.00	Acquired by Pareto Holdings LLC.	August
Deity.com	\$60,000.00	Acquired by DEITY B.V.	September
Hoody.com	\$50,000.00		September
Officially.com	\$43,000.00	Acquired by Officially Inc.	July
Polity.com	\$36,000.00		August
Naturel.com	\$28,970.00		July
Torus.com	\$28,500.00		August
Workup.com	\$20,150.00		August
Skaters.com	\$20,000.00		September
Commanders.com	\$20,000.00		July
Alga.com	\$17,500.00		July
Weiser.com	\$14,142.00		July
Lollies.com	\$10,000.00		August
Vanson.com	\$5,813.00		August
Repricing.com	\$5,343.00	Acquired by emarketing AG	August

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

- A total of 90 one-word English .com domain sales were completed in Q3 2021.
- End-users purchased 39 out of the 90 one-word English .com domains. 25 out of the 39 end-users are US-based.
- The end-user purchase rate of Q3 (43.33%) was down relative to the rate of Q1 2021 and Q2 2021, but higher than the average quarterly end-user purchase rate from 2018 to 2020 (37.73%).

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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