# Sedo MLS: Agenda

## Introduction
- Sedo Introduction and Industry Recognition
- Current Market Conditions Primary/Secondary
- Domain Prices
- Sedo MLS Introduction

## Sedo MLS
- Sedo MLS Advantages
- Sedo MLS Implementation
- Buying domains with Sedo MLS
- Handling a transfer with Sedo MLS
- Advantages for the registrar
- Advantages for the buyer
- Advantages for the seller
- Buying a domain
- Handling Transfer

## Conclusion
- Conclusion and Contact Info
Sedo – Introduction and Industry Recognition

✓ **Buy, Park, Sell** at Sedo
✓ Established 2001
✓ Offices in UK, US & Germany
✓ World’s largest domain marketplace
✓ **15 Million** domains for sale at Sedo
✓ **6 Million** domains parked at Sedo
✓ **1 Million** clients worldwide at Sedo
✓ **77 Million $** domain sales revenue
✓ In House Secure Transfer/Escrow Team
✓ Nominet Member
✓ Licensee of the TRUSTe Privacy Program
Current Market Conditions – Primary Market

Domain Availability on Primary Level
- Falling
- Renewal rates dropping
- Consolidation in the market

Hypercompetitive Market
- New TLDs
- Registrants seeking domains on secondary market
- Domain buyers spending on average $3600 on domains
- Registrant engagement in domain trade strengthening
- Convergence of primary and secondary markets
- Unique opportunity to increase ancillary revenue

SEDO MLS
- Fixed price
- Instant transfer
- Commission
- Revenue
- Renewals

Registrants seeking domains
Domain buyers spending on average $3600
Registrant engagement in domain trade strengthening
Convergence of primary and secondary markets
Unique opportunity to increase ancillary revenue
Sedo MLS: Domain Prices on Secondary Market

- Average Sales Prices on Secondary Market are high
- Currently, registrants cannot find their ideal domain at their registrar
- They navigate independently to Sedo, where they spend on average £1,031.17
- MLS allows you to capture that demand for secondary market domains on YOUR website with fixed price, inexpensive domains, which are instantly transferable
- You earn commission for every domain sale!

<table>
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<tr>
<th>TLD</th>
<th>Average sales price 2007 in £</th>
<th>Average sales price 2008 in £</th>
<th>Average sales price Q1/2009 in £</th>
<th>Average sales price Q2/2009 in £</th>
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Fixed prices, does it help?

First (!) time setting prices on ALL DC domains!

First priced domains + some fixed priced domains!
Sedo MLS: Introduction

Huge name inventory word-class search

You

Immediate Transfer

Easy monthly invoicing. Sedo handles seller payments

Registrar

Maintain trusted Relationship with registrants

Registrants
Sedo MLS: Advantages for Registrars

**WHITE LABEL**
- Your customers stay your customers
- No interruption of service for your customers
- All domains bought go on your accreditation
- Your brand benefits from positive reinforcement

**REGISTRANT SATISFACTION**
- Registrants have access to their “ideal” domains
- Domains are reasonably priced and instantly available
- Registrants choose your platform over competitors
- Higher renewal rates

**RENEWAL RATE INCREASE**
- Registrants view domains as assets; more likely to renew
- Perceived value of domains increases; more likely to renew
- Bound to your brand; more likely to renew with you

**REVENUE INCREASE**
- Commission on every sale
- Freedom to add additional fee of up to 15%
- Fully scaleable
- Revenue paid monthly with API access to balance and stats
Benefits for Buyers

- The typical buyer who purchases a domain via SedoMLS is an individual/small business (end user) willing to spend between $100-$3,000 for premium secondary market domain.

- SedoMLS makes purchasing a domain easy for that customer segment because a buyer can simply purchase the domain at his Registrar for a fixed price and the domain is put into his Registrar account within minutes or hours.

- Buyer does not get in touch with Sedo, no customer relationship with Sedo, no Sedo account

- Buyer pays Registrar when purchasing the domain
Benefits for Sellers

- Additional exposure of their inventory throughout Sedo’s Registrar sales network means higher chances to make a sale and higher liquidity

- Sedo provides sellers with a free Auto-Appraisal tool to help fix pricing their inventory for SedoMLS

- Instant transfer protocol requires no seller involvement during the transfer. The transfer itself is fast, the seller gets his money quicker.

- Sellers still always need to have a Sedo Account, they always become Sedo customers as well

- Sellers are being paid by Sedo.

- Sellers need to be willing to accept a higher 20% commission (because of the Registrars), but they can simply add this into their sales price
Sedo MLS: Buying a domain

- No hassle! Sedo takes care of payments to sellers
- Flexible commission! You decide how much to charge per sale
- Great benefit for your registrants! Huge domain inventory and best-in-class search technology
- You maintain relationship with your registrants

**Flowchart:**
- Registrant Search
- Send Query to Sedo MLS
- Display domain results
- Registrant Purchase (Price + Your Fee)
- Get Invoice less Sedo commission
Sedo MLS: Handling Transfer

3 easy steps:
1. Integrate SedoMLS optimized search technology to your website, using a simple yet powerful API
2. Send cart and buyer data to SedoMLS upon checkout
3. Enable backend inter-account domain transfer
**Sedo MLS Conclusion**

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<thead>
<tr>
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<tbody>
<tr>
<td><strong>SedoMLS provides registrars and their customers access to fixed price domains from Sedo’s MLS network.</strong></td>
<td><strong>By connecting with registrars, Sedo MLS offers registrars valuable revenue generation opportunities through sales commission on SedoMLS</strong></td>
<td><strong>Joining SedoMLS results in higher sales, higher renewal rates, greater customer satisfaction and more revenue!</strong></td>
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SEDO MLS

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