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### LETTER FROM THE XYZ TEAM

Whether you've followed .xyz since our launch, kept up with our blog, followed us on social media, or interacted with our marketing at all, you'll know that we're very proud to say .xyz is the domain for the next generation of internet users. This isn't just a claim that we make because it sounds nice. We've reaffirmed our commitment to that mission every day since launching .xyz just over 4 years ago, and our celebratory birthday donation to the <u>Electronic Frontier Foundation</u> and <u>Tsinghua x-lab</u> this past June was just one of many ways.

We support the generation of internet users coming online now for the first time through special partnerships, like our integration with the national high school entrepreneurship program, <u>Junior Achievement</u>. In JA's <u>Company Program</u>, XYZ has integrated a website building component to allow the students to build their first ever websites specifically for the businesses they create in the program. We support the generation of local young developers in Los Angeles through our partnership with <u>Urban TXT</u>, where we've provided equipment for the students to use, domains for them to build websites, and support for Urban TXT's <u>annual hackathons</u>. Speaking of hackathons, XYZ is a sponsor of more than 10 hackathons this year alone (and counting) where members of generations X, Y and Z come together to collaborate and code things they love.

In addition to this support through events and partnerships, we are one of the only domain registries that makes a point of actively promoting its end users. Using our platform to highlight and celebrate .xyz adopters from around the world has been a major part of our marketing for as long as .xyz has been available, and we plan to keep increasing the ways we use our reach to magnify those in the #GenXYZ community.

It has been truly heartwarming for our team to see the community of .xyz adopters we've worked to help foster now connecting with each other and living the brand of .xyz not only on their sites, but in their lives. Each time we see proud .xyz adopters showing off their sites to the world on their social media or talk with internet users coming online for the first time that already know they want a .xyz domain, it proves what we've always believed to be true and worked so hard to make a reality; .XYZ is THE domain for the next generation of internet users.

We couldn't do it without you #GenXYZ, so from the bottom of our hearts, thank you.

**EXYZ** (23)

The X1/Z Team

# Q3 BY THE NUMBERS

80%

of North and South American countries where .xyz is a top 3 nTLD<sup>1</sup>

284,260

New registrations across all XYZ TLDs<sup>2</sup>

New features added to XYZ Anti-Abuse efforts to proactively monitor the .xyz zone<sup>2</sup>

72

Countries and territories where .xyz is the most popular new domain<sup>1</sup>

#1

Fastest growing in usage among all new TLDs<sup>4</sup>

1.8 MILLION

Impressions on social media<sup>3</sup>

4

New registrar and reseller partners added<sup>2</sup>

A lot

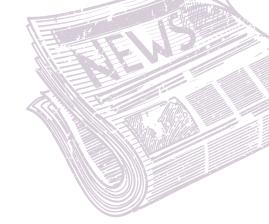
of XYZ pups snuggled<sup>5</sup>

#### Sources:

- <sup>1</sup> Source: nTLDStats.com
- <sup>2</sup> Source: Internal XYZ Registry Statistics
- <sup>3</sup> Source: Instagram analytics, Facebook analytics, Twitter analytics, and internal analytics
- <sup>4</sup> Source: Namestat.org
- <sup>5</sup> Source: Instagram.com/XYZ







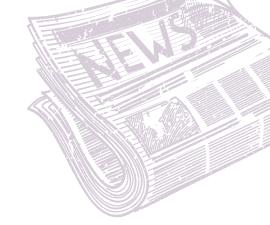
### XYZ's birthday donation arrives at EFF HQ

The last, and maybe the most exciting phase of our <u>4th birthday</u> celebration took place when our donation of \$10,000 to the <u>Electronic Frontier Foundation</u> arrived via commemorative giant check at their headquarters in San Francisco. EFF sent a very nice thank you from their team on Twitter, and they were smiling just as much as our team was when signing it! Our birthday celebration may be wrapped up now, but thanks to the hard work EFF is doing, the impact of our celebratory gift will stretch far into the future and help keep the internet an open and free place for #GenXYZ.









# XYZ's new "Buy It Now" premium price tiers officially launch

August 1st marked the launch of XYZ's three newest premium price tiers, which feature a "buy it now" premium price structure and, for the first time in .xyz's history, standard renewal prices. The three new premium tiers have first year registration MSRPs of \$3,000, \$700, and \$350 respectively, and \$10 MSRP for renewals and transfers. Domains from these new tiers were flying off the shelf from the moment they were launched, but many great names are still available.

The full lists can be viewed at www.gen.xyz/premiums.

# Juggling Josh wows the XYZ team and takes over @XYZ

In August, Instagram sensation and juggler extraordinaire Jugglin' Josh Horton, along with his friend and fellow juggling master Taylor Glenn, paid our team a visit at XYZ HQ in Santa Monica. Josh and Taylor chopped it up (literally!) with the #XYZsquad and a few members of the XYZ team, and also did a takeover of the @XYZ Instagram story to entertain the thousands of XYZ supporters who follow us.









# XYZ supports coding education as Wordcamp LAX sponsor

XYZ was a <u>sponsor</u> of this year's Wordpress <u>Wordcamp LAX</u> event, where developers and Wordpress users from the Southern California area gathered to share knowledge and teach best practices for coding. The event featured presentations about solving specific problems, trainings on project management strategy, and a talk by 11-year-old developer <u>Jansen Henschel</u>. The attendees also enjoyed learning about .xyz and getting to walk home with some sweet .xyz swag.

### Tech pros get to know XYZ at TechDay LA

2018 marked our third year in a row attending <u>TechDay LA</u>, a place where startups, industry leaders, job seekers, and entrepreneurs come together to learn about each other's work and make lasting partnerships. The entrepreneurs and startups our team spoke with were as excited to get their own .xyz domains as we were to connect with them about .xyz domains, and proudly wore their new .xyz shirts. The #XYZsquad was also back in action at the event, and quickly became the hit of the show!









# China's top tech companies chat with XYZ at the China Internet Conference

Our Beijing XYZ Team was also out and about this quarter, attending the 2018 China Internet Conference. Our team helped attendees register their .xyz domains, and also got to speak with industry leaders like Teleinfo, Tencent, and the Internet Society of China about .xyz and potential future partnerships.



The cast of #XYZsquad characters gets down

at Anime Expo

The #XYZsquad was out again in Downtown Los Angeles for this year's Anime Expo. Our team mingled with characters from the most popular animes, started more than a few dance parties, and told all the attendees about the inspiring members of #GenXYZ. We have a <u>full video recap</u> on our <u>YouTube channel</u>, so if you missed it be sure to give it a watch!









### .Cars heads south to attend the GIADA Conference

Through the connections we made at NIADA last quarter, we learned about the Georgia Independent Automotive Dealers Association and its annual conference. We're now officially GIADA members, and flew down to beautiful Savannah, GA for the event to chat with hundreds of Georgia's top independent dealers. An especially good .Cars domain was registered on the spot at the event, as Atlanta Autostar walked away with their new domain Atlanta.Cars.





### XYZ MARKETING SPOTLIGHT

# DNSSEC adoption heads mainstream thanks to XYZ and Ethereum's partnership

Cybersecurity is an ever-evolving industry that is constantly helping the general web-browsing public understand and use technologies that once seemed far too complicated to garner universal adoption. Similar to the way SSL has become a household name in website security, thanks to expedited adoption, DNSSEC could likely be the next website protection system in line for mass integration.

For those unfamiliar with DNSSEC, it is a mechanism that ensures that when you visit a website, your browser connects you to the correct place. Much like SSL, which encrypts any data you enter at a website, DNSSEC makes sure that the communication between your computer and the domain name itself has not been hijacked. Without the protection of DNSSEC, these so-called "man-in-the-middle" attacks could result in your browser taking you to a malicious website without you knowing.

XYZ and Ethereum's <u>partnership</u> allows users to name their <u>Ethereum</u> wallets using their .xyz domain as a custom identifier. This encourages the use and acceptance of DNSSEC as standard procedure by requiring a high level of security in order to pair .xyz domains with wallets. The added layer of encryption can prevent bad actors from hijacking a domain and redirecting payments to a different wallet. We've partnered with <u>EasyDNS</u> to allow for quick and easy DNSSEC setup, so you can get your wallet paired to your .xyz domain with just a few clicks.

These partnerships are just one more way that XYZ is proudly standing on the forefront of security and innovation on the web, and it reaffirms the intent we had when launching .xyz to the world to give internet users a forward-thinking domain name that is free and open, while also being safe and secure.





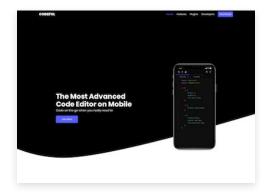
Our <u>4th-anniversary</u> celebration sale ended on June 30th, but we continued the celebration during the whole month of July with our <u>Website Building Contest</u>, with the top 4 submissions each winning an iPad Pro. Submissions poured in from #GenXYZ community members from around the globe. We selected the four winners, along with 10 honorable mentions, and announced them in a month long special <u>#WebsiteWednesday</u> mini-series throughout July.

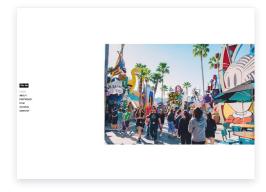
The winning sites each demonstrated a unique aspect that helped them to the top prize; Aral Tasher's <u>ProjectPrivus.xyz</u> pairs sleek, modern UI design with neatly organized and interesting content, Sasha Tran's <u>ColorTuesday.xyz</u> harnesses the power of her Instagram follower community to create a collective experience on a branded domain, Nadia Rodriguez's <u>Codeful.xyz</u> is a perfectly digestible guide to her creative app that helps developers code on the go, and Eric An's <u>Keenetics.xyz</u> shines as a powerful personal portfolio with a truly imaginative branded domain name to match.

Be sure to read our #WebsiteWednesday posts on each site, if you haven't already. If you think your .xyz site is as good as these, submit it to us for a chance to be featured in your own #WebsiteWednesday post!











### XYZ adopters in the news

#### Starship.xyz

- » <u>Street smarts: how Starship Technologies is revolutionising deliveries with robots</u> (Elite Business Magazine)
- » Cargo delivery bikes smart alternative transport (Hamburg News)
- » Robot vs man in the last mile (Postal and Parcel Technology International)
- » <u>Robots Take On the Final Mile</u> (Transport Topics)
- » AutoX is using its self-driving vehicles to deliver groceries (TechCrunch)
- » <u>Innovative Report on Autonomous Delivery Robots Market CAGR of +14% by 2025: In Depth Assessment,</u>

  <u>Strategic Analysis, Developments, Technologies and Key Players</u> (Innovative Report on Autonomous Delivery Robots)
- » <u>Global Delivery Robots Market will multiply at an impressive CAGR by 2021 & Top Key Players Starship, 3D</u>
  Robotics, ABB, Aethon, Autonomous Solutions Inc., Carbon Robotics, DJI and others (Research Nester)
- » Driverless Delivery: When a Robot Brings Your Pizza (2025 AD)

#### Sheba.xyz

- » Robi signs agreement with Sheba.xyz (United News of Bangladesh)
- » Sheba.xyz celebrates second anniversary (Prothom Alo)

#### Engine.xyz

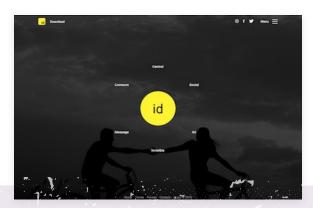
- » Analytical Space's Radix Satellite Deployed From International Space Station (Space Ref)
- » Suono Bio Announces Strategic Investment by FUJIFILM Corporation (OA Online)

#### GeoCode.xyz

» GeoCode.xyz Releases an Open Source Geo-Location Encoding System (Directions Mag)



Get to know the faces of #GenXYZ through the #WebsiteWednesday series



ID.XYZ

App created to centralize all your online identities and profiles into one easily accessible place.



ifectule blogger documenting his travels, fas

Lifestyle blogger documenting his travels, fashion tips, and unique experiences on his personal .xyz site.



JOYING.XYZ

Former Forbes 30 Under 30 member Chude Jideonwo created this "benefit corporation" to bring more happiness into the lives of Africans.

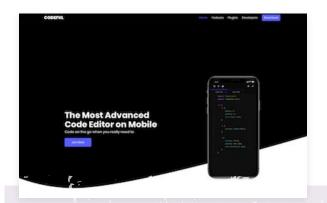


LIVE.XYZ

24 hour interactive map of events around NYC that was featured in The Wall Street Journal, New York Business Journal, and AM New York.



#WEBSITEWEDNESDAY



### **CODEFUL.XYZ**

App allowing developers to code on the go using this mobile solution.

### **KEENETICS.XYZ**

Young photographer, videographer, and web developer documenting his world on his personal site.



### COLORTUESDAY, XYZ

Former HP and Apple developer connects her community by highlighting members along with their chosen color in her Instagram story.



Mobile privacy and cybersecurity system proposed by web developer and social media influencer Aral Tasher.



A Virtual Reality tech developer, a VR software designer, a UX and game graphics designer, and a game building company are celebrated in honor of <u>National Video Games Day</u>.





**EDGELAB.XYZ** 



VRTRACKER.XYZ



QUBE.XYZ



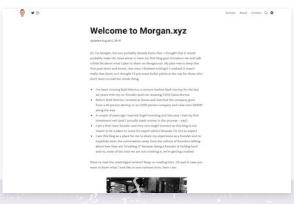
INVECTOR.XYZ





### **BICYCLIST.XYZ**

A popular cycling magazine offers its online version and cultivates a community of riders with their .xyz site.



### MORGAN.XYZ

BoldMetrics founder and angel investor Morgan Linton rolls out his newest venture, his startup-focused personal website.



### DAMOWANG.XYZ

Famous Chinese fashion designer's best collections and newest looks are displayed via his .xyz site.

#WEBSITEWEDNESDAY



# REGISTRAR PARTNER SUCCESS STORIES

### .XYZ out in full force at Alibaba Yunqi

<u>Alibaba's Yunqi</u> events are held periodically throughout the year, but the Yunqi event held this past September was the biggest yet. With over 150,000 attendees from various industries, it was a prime place for the Beijing XYZ Team to spread the word about .xyz.

Our team helped the many attendees get set up with .xyz domains, while also having great conversations with <u>Alibaba</u> and some of our closest Chinese partners. The #XYZsquad has such a strong reputation that Alibaba featured them as part of the decoration for the event space!













### We're listening at hello@gen.xyz

We'd love to hear from you!

Get in touch with XYZ at <a href="www.gen.xyz/contact">www.gen.xyz/contact</a>.

