XYZ®

portfolio

.xyz

.rent

College

.CARS .CAR .AUTO

.Security

.Protection

.THEATRE

.Storage

Table of Contents

About XYZ

XYZ is unlocking new real estate on the web for the next generation of internet users, with new global domain extensions like .xyz, .College, .Rent, .Security, .Protection, and .Theatre. In a 2016 joint venture, XYZ introduced the complete line of new domains for the automotive industry: .Cars, .Car, and .Auto. The registry launched its tenth extension, .Storage, in December 2017.

With the mission of bringing choice and innovation to the internet, the portfolio of XYZ domains are utilized by businesses and individuals in over 230 countries and territories all over the world. Influential adopters include Google's parent company, Alphabet (ABC.xyz), MIT (Engine.xyz), the co-founders of Skype (Starship.xyz), Deloitte's innovation hub (Exponentials.xyz), the IBM Watson-powered Olli (MeetOlli.Auto), and Renovo (Renovo.Auto), the creators of the self-driving electric DeLorean.

Since launching, XYZ and CEO Daniel Negari have been featured in global media such as Wired, Fox Business News, and Bloomberg.

To learn more about XYZ and its domain portfolio, visit **www.XYZ.xyz**, or follow **@XYZ** on Instagram, Twitter, and Facebook.

XYZ Portfolio

JUNE 2014
.xyz – For every website, everywhere®
$10/year

APRIL 2015
.Rent – Market your asset™
$60/year

SEPTEMBER 2015
.College – For a common purpose®
$60/year

JANUARY 2016
.Cars/.Car/.Auto – Drive your brand™
$3,000/year

JANUARY 2016
.Security/.Protection – Advancing online security
$3,000/year

JANUARY 2016
.Theatre – Express your passion
$1,000/year

DECEMBER 2017
.Storage – Claim your space
$79/month

Recommended retail prices listed for standard domains. Actual prices are set by each domain retailer and may vary.

5

.xyz

Variable Price Tiers

Customers can register the very best .xyz, .College, and .Rent domains directly from their registrar for non-standard pricing, according to the table below. Actual retail prices may vary by registrar.

Tier	Registration fee	Renewal & transfer fees	Applicable extensions
1	$55,000	$55,000	.xyz, .College, .Rent
2	$13,000	$13,000	.xyz, .College, .Rent
3	$3,000	$3,000	.xyz, .College, .Rent
4	$1,300	$1,300	.xyz, .College, .Rent
5	$700	$700	.xyz, .College, .Rent
6	$350	$350	.xyz, .College, .Rent
7 – Coming Aug 1, 2018[1]	$3,000	$10	.xyz
8 – Coming Aug 1, 2018[1]	$700	$10	.xyz
9 – Coming Aug 1, 2018[1]	$350	$10	.xyz
10 – 1.111B® Class[2]	$0.99	$0.99	.xyz

COMING SOON

COMING SOON

All domains ending in .Security, .Protection, .Theatre, .Storage, .Cars, .Car, and .Auto are available for one flat fee. There are no variably priced or reserved domains in these namespaces, meaning 1-2 character domains and keywords, such as 1.Storage, Virus.Protection, and Dallas.Cars can be hand registered for standard registration fees.

Search and download a complete list of variably priced domains

www.gen.xyz/premiums

[1] Tiers 7, 8, and 9 are new variable price tiers that feature a first year premium fee, with standard renewal and transfer fees thereafter. Domains in these tiers will be automatically made available to all .xyz registrars on August 1, 2018 at 00:00 UTC. These additional tiers do NOT replace any existing tiers, and no tiers will be deleted. No currently registered domains will be impacted by the introduction of Tiers 7, 8, and 9.

[2] The 1.111B® Class is a live tier, made up of 1.111 billion numeric .xyz domain names that are 6, 7, 8, or 9 digits long (all domains between 000000.xyz - 999999999.xyz). More information available in the 1.111B® Class section of this report.

Notable Press Coverage

"Thanks to Google's Alphabet, .xyz will end .com dominance"

– WIRED

"The not com revolution"

– YAHOO SMALL BUSINESS

"Ethereum announced a partnership with XYZ to add Ethereum mapping capabilities to all .xyz domains using DNSSEC."

– BTCMANAGER.COM

"It definitely has a very memorable piece to it… and it plays into the millennials."

– NASDAQ

"Apple registers automobile domain names, including 'apple.car'"

– REUTERS

ALSO FEATURED IN

FOX BUSINESS TechCrunch TECH.CO

.xyz by the numbers

2.3 million domains under management[1]

Less than 1% active .xyz abuse[1]

230 adopted countries & territories[1]

190 registrars that manage at least 1 .xyz domain[1]

1,500 variably priced domains sold[2]

1.7 million domains created in 2017[2]

300K domains renewed in 2017[2]

25 million .xyz pages indexed in Google[3]

2,700 Alexa 1 million sites[4]

$823 average 2017 aftermarket sale price reported on NameBio[5]

Use cases

.xyz: Startups & businesses

Starship.xyz
UNITED STATES

Autonomous delivery robots invented by the co-founders of Skype. Over $17 million in funding, with partners including Mercedes-Benz, Postmates, and DoorDash. *Read more at www.gen.xyz/blog/starship*

Feed.xyz
UNITED KINGDOM

Marketing agency with offices in London, Berlin, San Francisco, Madrid, and Manchester. Clients include eBay, PayPal, and Wyndham Hotels. Previously www.FeedCommunications.com. *Read more at www.gen.xyz/blog/feed*
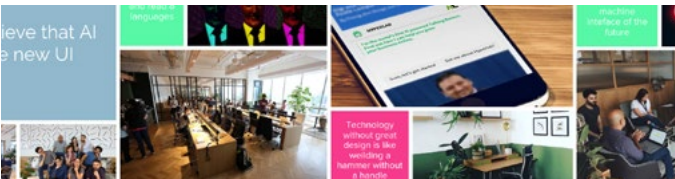

Vierkant.xyz
GERMANY

German product development and design firm, and a 2016 Red Dot award winner. Previously Vierkant-Design.de. *Read more at www.gen.xyz/blog/vierkant*

"The XYZ in Vierkant.xyz for us stands for the three coordinates in space, that we often use as designers and engineers as we make our drawings."

– GEORG MOSER, CEO OF VIERKANT.XYZ

See more use cases

www.gen.xyz/live

Hyperlab.xyz
MALAYSIA

Artificial Intelligence company developing natural language technology. Raised over $500,000 in funding, including a Malaysian national technology commercialization grant in 2017. *Read more at www.gen.xyz/blog/hyperlab*
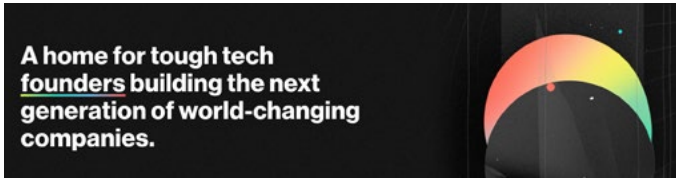

DropIt.xyz
UNITED STATES

Live auction technology on stadium scoreboards to connect fans with arena sponsors. Raised $3.6 million in Series A funding, with a pre-money valuation of $21 million. *Read more at www.gen.xyz/blog/dropit*

Use cases

.xyz: Organizations & communities

Engine.xyz

UNITED STATES

MIT's startup accelerator with $200 million in funding to provide capital, equipment, lab space, and other resources to entrepreneurs developing technologies that address key societal challenges. *Read more at www.gen.xyz/blog/engine*

FastForward.xyz

UNITED KINGDOM

Annual music industry conferences founded by former Universal Music Group executives. Hosted in Amsterdam, Sydney, and London for young executives to apply emerging tech trends to entertainment. *Read more at www.gen.xyz/blog/fastforward*
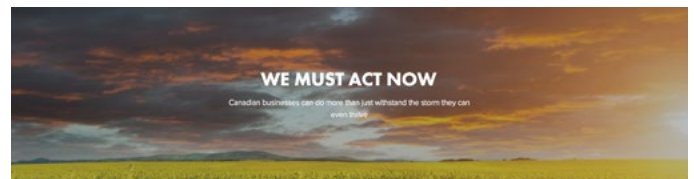
Read the #WebsiteWednesday profiles

www.gen.xyz/blog/exponentials
www.gen.xyz/blog/futurefin

See more use cases
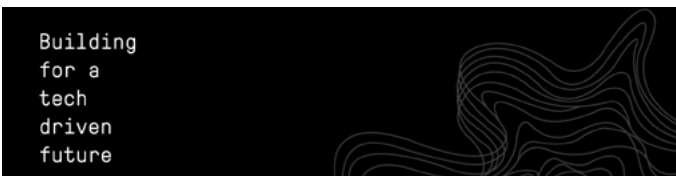
www.gen.xyz/live

Exponentials.xyz, FutureFin.xyz, & AgeOfDisruption.xyz

UNITED STATES

Communities founded by Deloitte for industry leaders to share disruptive technologies, such as Artificial Intelligence, Internet of Things, and Blockchain.

NxtLvlAcademy.xyz

PHILIPPINES

A learning institution that provides technical skills training, such as web development, UX design, and data science, to produce a high-tech workforce in the Philippines. *More at www.gen.xyz/blog/nxtlvlacademy*

Milk.xyz

UNITED STATES

New York based creative agency to promote brand partners in fashion, music, art, and pop culture. Over 1 million followers on social media, previously www.mi.lk. *Read more at www.gen.xyz/blog/milk*

Use cases

.xyz: Individuals

Rosch.xyz
GERMANY

Ronny Schmidt is a Berlin-based 3D artist and Director, with video projects completed for brands like Chanel, Red Bull, MTV, and Nike.

See more use cases **www.gen.xyz/live**

TimHendri.xyz
UNITED STATES

Tim Hendrix is a Director and Visual Effects Supervisor of music videos for artists like Panic! At the Disco and Steve Aoki, and commercials for Mountain Dew, Lego, and Mattel. *More at www.gen.xyz/blog/timhendrix*
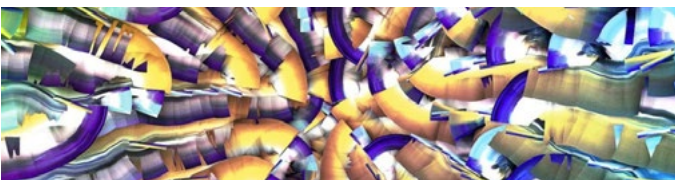

Xand.xyz
UNITED KINGDOM

Xander Marritt is a Visual Designer and Art Director based in London, with work done for Jaguar, Adidas, Nvidia, and Beats Headphones. *Read more at www.gen.xyz/blog/xandxyz*

"X&XYZ is an online portfolio with the intent of generating interest in my work both for future collaborations and freelance projects. I chose to run with a .xyz domain because dot coms are over saturated and .xyz appears to me to be one of the easiest alternatives to say out loud, and to remember."
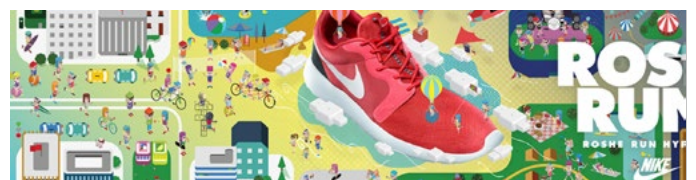
– XANDER MARRITT, CREATOR OF XAND.XYZ

Follow @XandXYZ

Resl.xyz
AUSTRIA

Mortiz Resl is a Partner at a Vienna-based design studio, specializing in branding, installations, print, and interactive pieces. His work has been featured in The New York Times, Dezeen, and Gizmodo. *Read more at www.gen.xyz/blog/artistspart2*

Sammy6000.xyz
UNITED KINGDOM

Sam Jacobs is Creative Director at The Guardian, with past design work and market research performed for Apple, BMW Mini, and Moët Hennessy.

Use cases

.xyz: Apps & tools

Driver.xyz
UNITED STATES

A consumer technology company building a cancer treatment platform for patients to access breakthrough medical care. Offices in San Francisco, New York, and Shanghai.
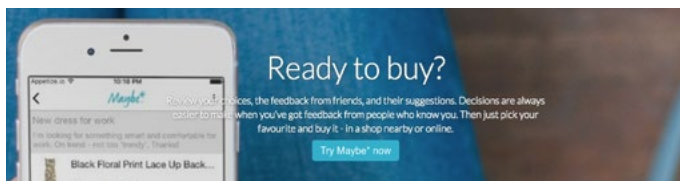

uMake.xyz
ISRAEL

3D design and modeling app featured during Apple's official iPad Pro unveiling. Received Apple's Editor's Choice award and iPad App of the Year in 2015. Founded by former Autodesk engineers with over $5 million in funding. *More at www.gen.xyz/blog/umake*

Lune.xyz
POLAND

Augmented and virtual reality development company, with technology supported by Oculus Rift and Windows Kinect, and an app made for T-Mobile. *Read more at www.gen.xyz/blog/lune*

".xyz fits like a glove for the uMake brand. It has a double meaning: 1) XYZ can be anything - 'this X, that Y, and Z;' and 2) X, Y, and Z are the 3D space axes. This is exactly what we want our brand to reflect: You can make anything in 3D."

– EVI MEYER, CEO OF UMAKE.XYZ

See more use cases

www.gen.xyz/live

Maybe.xyz
UNITED KINGDOM

Interactive shopping app that lets friends give each other feedback on purchases, allowing retailers to gain consumer insights. 2017 Finalist for Startup of the Year by RetailWeek and High Street Entrepreneur of the Year by Great British Entrepreneur Awards. *Read more at www.gen.xyz/blog/maybe*
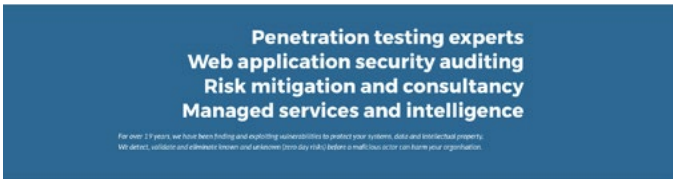

Elsewhere.xyz
UNITED STATES

Affordable VR glasses and app to convert any content into 3D. Created by a former Mozilla executive and featured in Wired, CNET, and Fast Company. *Read more at www.gen.xyz/blog/elsewhere*

Use cases

Non .xyz use-cases

OSI.Security

AUSTRALIA

Web security testing and risk management service founded by renowned White Hat hacker Patrick Webster.

Renovo.Auto

UNITED STATES

Fully electric supercar built by engineers from Stanford University which has raised over $14,000,000 in funding from investors including Verizon.
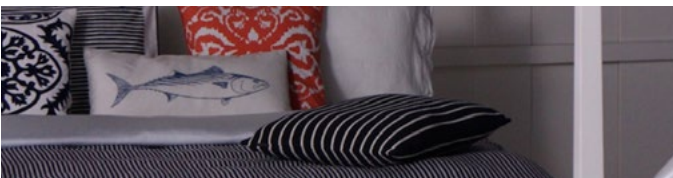

MeetOlli.Auto

UNITED STATES

3D printed, self-driving public shuttle that is controlled using IBM's Watson.

Kellogg.College

UNITED KINGDOM

Microsite serving as a direct link to the University of Oxford's Kellogg College website

SecondLife.Rent

UNITED KINGDOM

Movie/photography set and prop rental fund for artists in Germany.

CarGo.Rent

UNITED KINGDOM

Car and truck rental service in Europe with over 500 locations that rebranded from CarGo.fr to reach a more global audience.

Electric.Theatre

UNITED KINGDOM

Features upcoming show calendar, theatre production news, and all information about the Electric Theatre in Guildford, England.

Partnerships

In education

Junior Achievement: XYZ launched a partnership with Junior Achievement USA (JA) incorporating a new website development component into JA's 13-week intensive entrepreneurship program. The JA Company Program is comprised of 10,000 high school students from 65 regions across the US, and teaches them how to create and operate a business, including outlining business plans, creating organizational structure, and even liquidating at the end of the program. With XYZ's help, this program now teaches students how to create of a fully functioning website for their businesses, and in-classroom visits from XYZ team members give students an even deeper lesson in understanding what goes into building a successful business website.

SMC: XYZ's involvement in the community of Santa Monica is perhaps best seen in partnerships like the one we've established with Santa Monica College (SMC), one of the top community colleges in the country. SMC recently finished construction on a building neighboring the XYZ headquarters, and our team has since supported our new neighbors at their homecoming celebration as well as at the grand opening of the new campus buildings, bringing gifts and sponsoring each event. SMC and XYZ's partnership to benefit SMC students has only just begun, and exciting new opportunities are on the horizon for both SMC's students and the .xyz community of users.

Partnerships

In education

USC & uMake.xyz: The community of .xyz users (dubbed **#GenXYZ**) is a constant source of inspiration for us, and we strive to highlight them in our marketing whenever possible and bring their message to a wider audience. One of our favorite end users is the 3d design app **uMake.xyz**, which was named the best app on iPad Pro by Apple in 2015. We partnered with uMake.xyz and the University of Southern California to gather students for a workshop that let them test drive uMake.xyz's software, and featured a presentation from uMake.xyz's founder Evi Meyer, who taught them different tips and strategies to improve their design skills. These kinds of partnerships are among the ones we cherish most, because they not only promote our end users but also help educate the next generation of internet users.

In technology

Ethereum: Ensuring that .xyz remains the go-to domain for the next generation of internet users to us means offering .xyz adopters something they can't get anywhere else. That's exactly what the community received when Ethereum announced it had partnered with XYZ to enable all .xyz domain owners to pair their domains with their Ethereum wallets, meaning for the first time they can trade and manage cryptocurrency using their domain name. This groundbreaking partnership, exclusive to .xyz, is just another example of the ways XYZ is thinking about the future of the internet and staying on the forefront of innovation, which is exactly where our end users are as well.

Partnerships

In startups

CoderDojo: A key component of XYZ's mission is fostering innovation online among the next generation of internet users, so we were happy to be able to partner with CoderDojo, who teach 7 to 17-year olds how to code through their various programs. XYZ helps CoderDojo enhance their training programs by providing .xyz domains to CoderDojo students, complete with WHOIS privacy protection, hosting, and the option of using a free Weebly website builder. We're proud to be able to give **#GenXYZ** the tools they need to grow their coding skills, as well as a domain they can continue to use and build on for years to come.

Teens Exploring Technology (TXT): XYZ is always excited to get involved in the tech community in our home city of Los Angeles and to benefit the next generation of internet users whenever possible, so our partnership with TXT was an especially meaningful one as it allowed us to do both at once. XYZ helped TXT organize its Hustle N' Code event in 2016 which brought over 300 inner city youths together (and even LA Mayor Eric Garcetti) to create projects and corresponding .xyz websites that would improve their communities.

Product Forge: One of our oldest ongoing partnerships is with Product Forge, a staple of the Scottish tech community thanks to their hackathons that bring the brightest developers together to solve real issues in Scotland, including improving medical delivery systems, reigniting the country's tourism, and even taking on cancer by creating better treatment options. XYZ has helped Product Forge hackathon participants reach a global audience since 2014 by providing free .xyz domains allowing the teams to build websites for their new technologies, and by writing recap blog posts that will be read by thousands of visitors to our website.

General Assembly: General Assembly is one of the nation's leading coding platforms for students both young and old, and XYZ partnered with GA in 2015 to hold a website design contest that featured prizes like a MacBook Air and Xbox One for the coder that could build the best site. The contestants combined to create countless great .xyz use cases, and the partnership overall was another chapter in XYZ's history of fostering innovation online.

Events

SXSW

South by Southwest (SXSW) in Austin, TX is one of the largest annual tech and media events in the country, and it's also a great place for XYZ to connect with the community that .xyz was created to serve. Hundreds of thousands of attendees from across the U.S. and abroad attend SXSW, and XYZ has been a presence at the event for the past 3 years, handing out swag, offering special sales on .xyz domains, holding a scavenger hunt contest that drew hundreds of participants, and even appearing on various local and national media channels' coverage of the event.
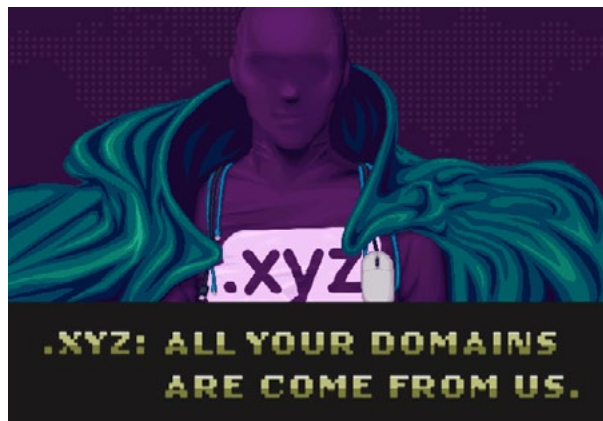
Local events

Being that XYZ's headquarters are located in the heart of Silicon Beach, we are thrilled to have countless opportunities to mingle with the **#GenXYZ** community at some of the most popular events in the country, including **San Diego Comic-Con**, the **Electronic Entertainment Expo** (better known as E3), **Techday** and **Techweek LA**, and many more. We also play our part in helping grow the Silicon Beach community by hosting events at our offices like the **SoCal Domainers meetup**, which has become the exclusive gathering of LA's population of passionate domain industry professionals every year.

17

Events

AYDACFU

Leading up to XYZ's 3rd anniversary we teased a major announcement, and a major part of the buzz surrounding the news was our **AYDACFU campaign**. The mysterious AYDACFU campaign featured a full takeover of ours and our partners' social media accounts, massive digital projections of AYDACFU teaser videos on landmarks around Los Angeles, and a contest offering a prize to anyone who could guess the meaning of the AYDACFU acronym, which was revealed on June 1st, 2017 to be 'All Your Domains Are Come From Us'. The campaign not only symbolized the vast reach of the .xyz domain, but also ushered in exciting new technologies for .xyz adopters, like Ethereum wallet pairing and the 1.111 Billion .xyz domains reclassified for alternative uses as part of the **1.111B® Class**.

NADA/NIADA

Our **.Cars, .Car, and .Auto** extensions together make up the premium namespace for the automotive industry online, so it only makes sense that our team would have a strong presence at the largest auto trade shows in the country, the **National Automobile Dealers Association** show and the **National Independent Automobile Dealers Association** show. At these conventions our marketing team pulls out all the stops to make sure the .Cars booth stands out, including having the one-of-a-kind .Cars, .Car, .Auto Lucra for attendees to check out and even take seat in.

Events

Educause

XYZ attends **Educause's Annual Conference** every year to connect with tens of thousands of professionals that are in attendance at what has always been the premier higher education conference in the U.S. With many different kinds of adopters from all different sectors of the education spectrum, .College has grown to be one of our most popular domains, and our consistent attendance at Educause has helped make the .College domain extension a household name among the world's leading universities.

Blackhat/RSA

The security industry is one of the fastest growing industries in the world, as constant cyber threats and rapidly evolving technology demand better online security solutions. As the operator of the .Security and .Protection extensions, XYZ is a regular attendee of **Blackhat's events**, the world's leading family of information security events, and the **RSA Conference**, the foremost exposition on information security. Our team not only educates attendees about security threats and the benefits of a .Security or .Protection domain, but also connects with the hundreds of thought leaders in attendance, so that we are constantly up to date on the most cutting-edge online security solutions.

Notes

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Notes

Questions?

hello@gen.xyz