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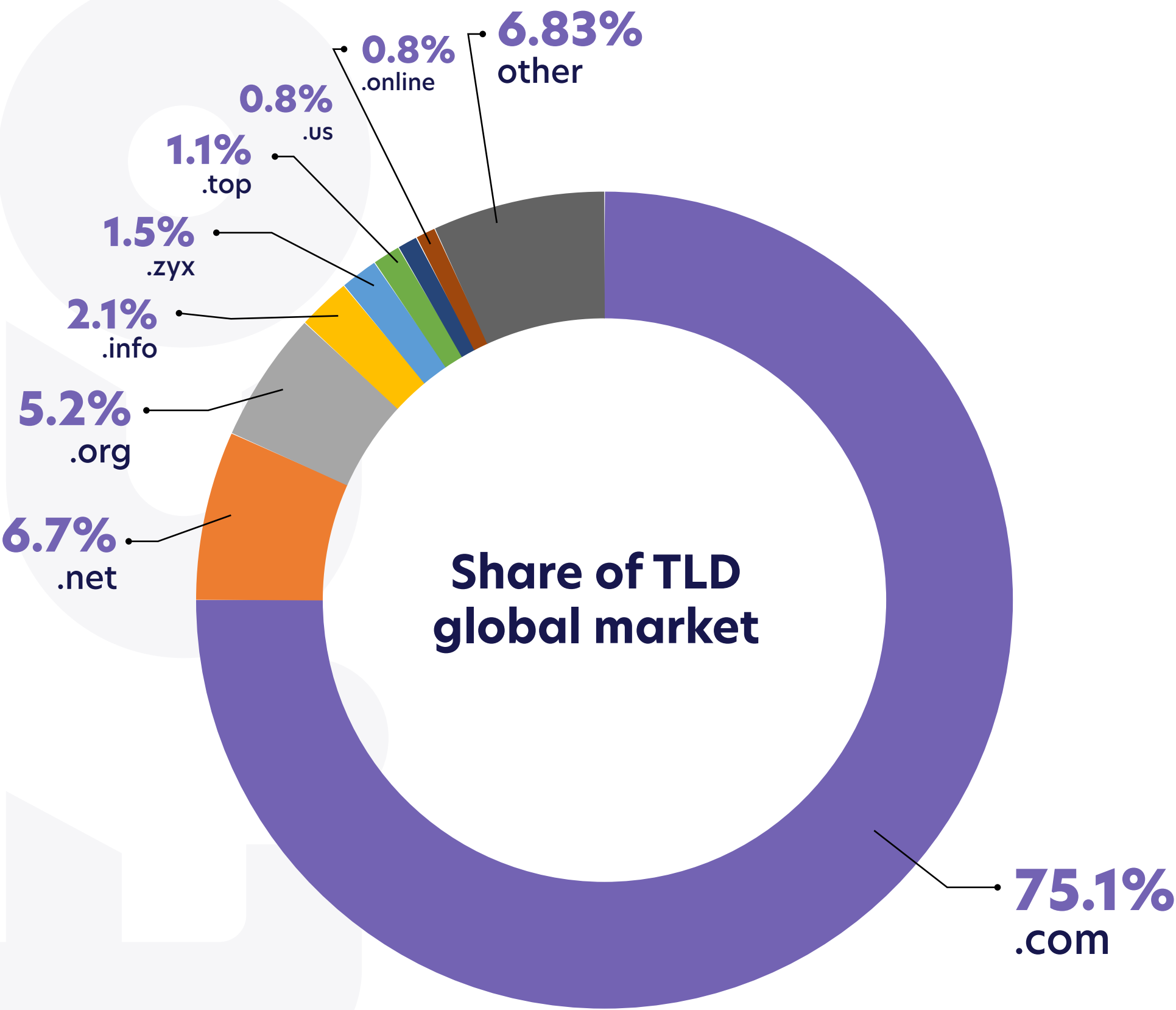
.IT.COM – the new, alternative generic Top Level Domain (gTLD)

November 2021

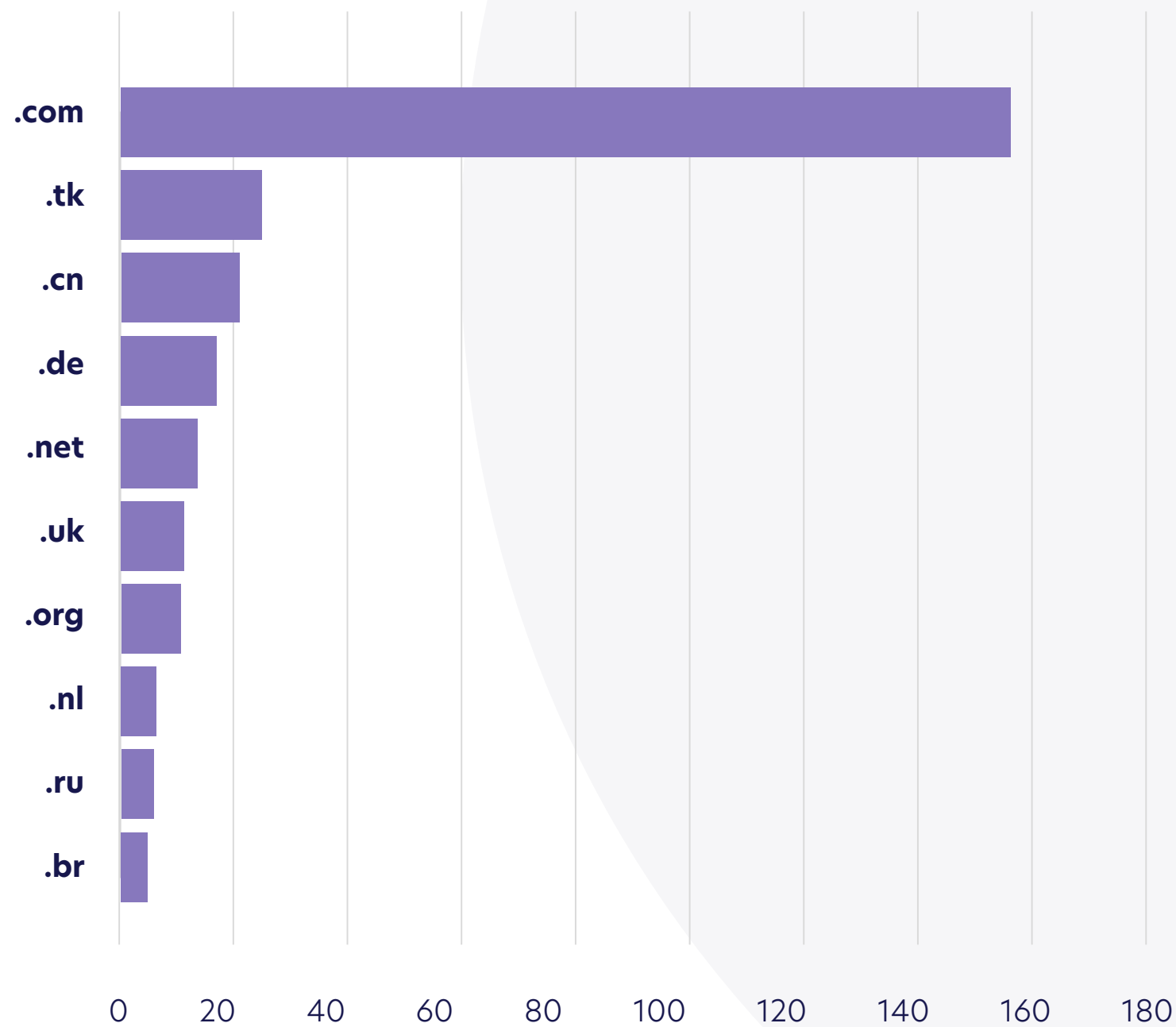


The Domain Market Today

In total, there are more than 1,500 TLDs



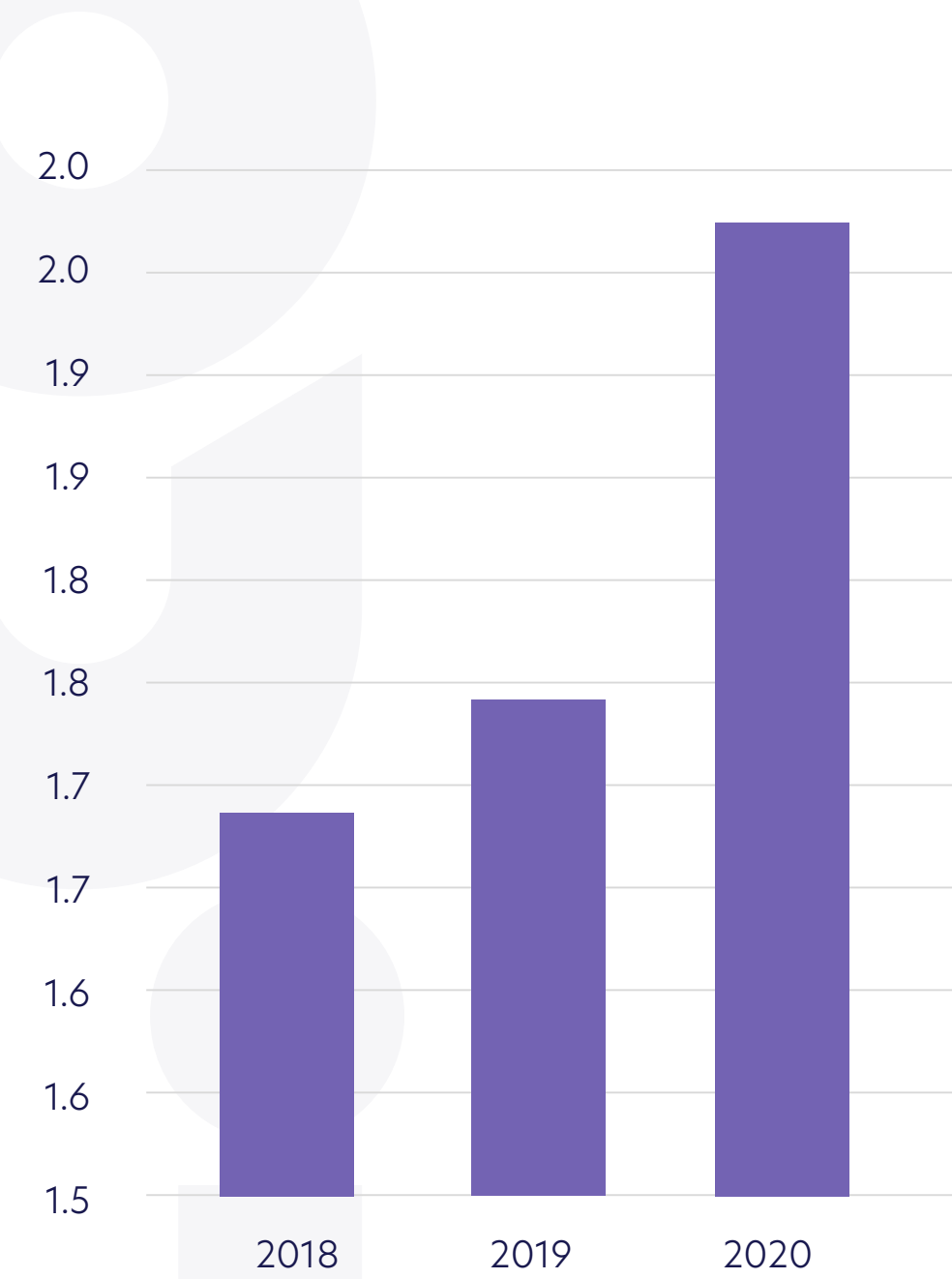
Top 10 largest TLDs (millions)
Top 10 domain zones by the number of *domains



*Source Global Industry Analysts, Inc.
A Worldwide Business Strategy & Market Intelligence Source

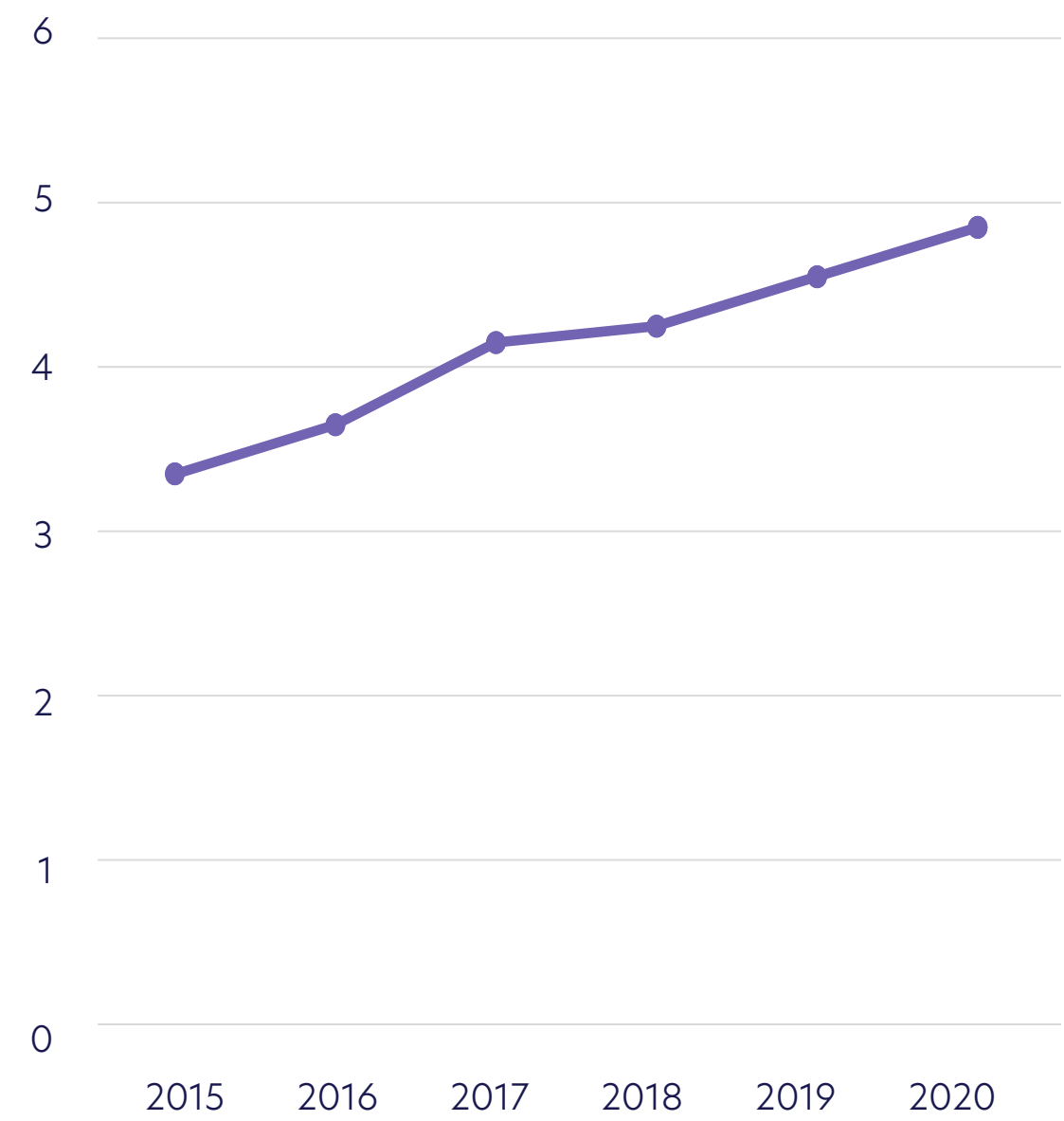
Global Domain Market Trends

Number of sites (billions)



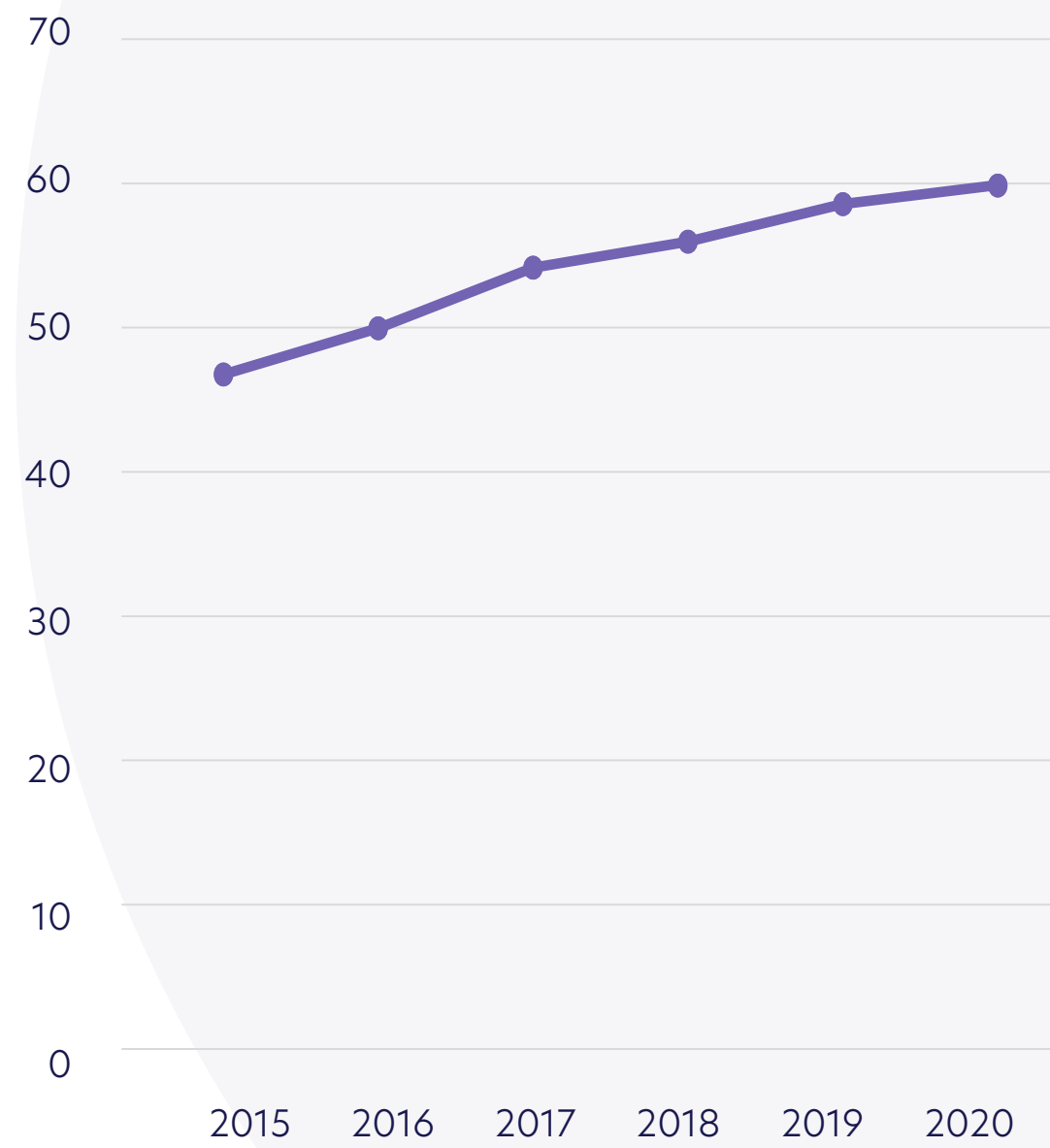
Internet users (billions)

Number of internet users worldwide, billions*



Internet users as % of population

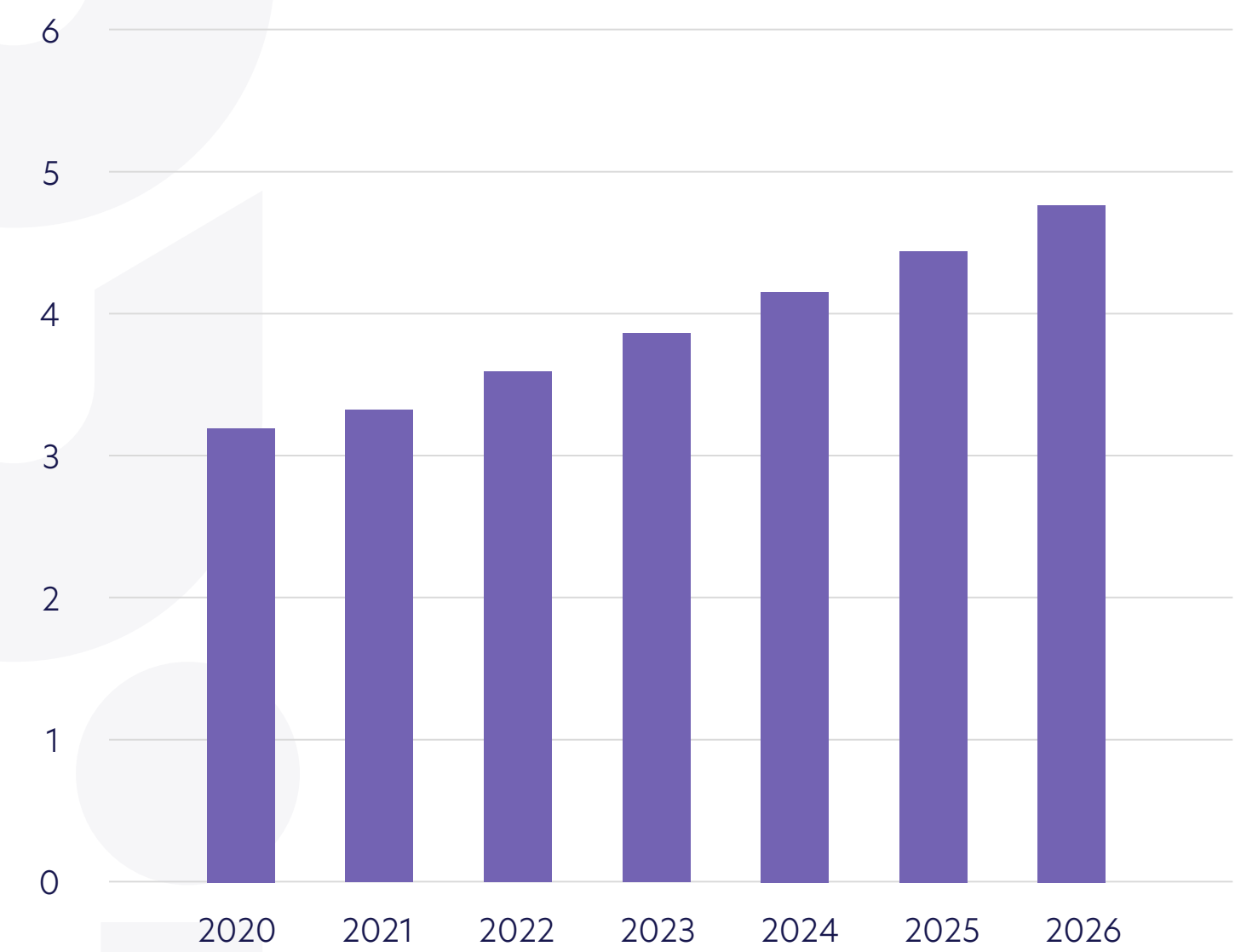
The proportion of the world's population that is an internet user (%)



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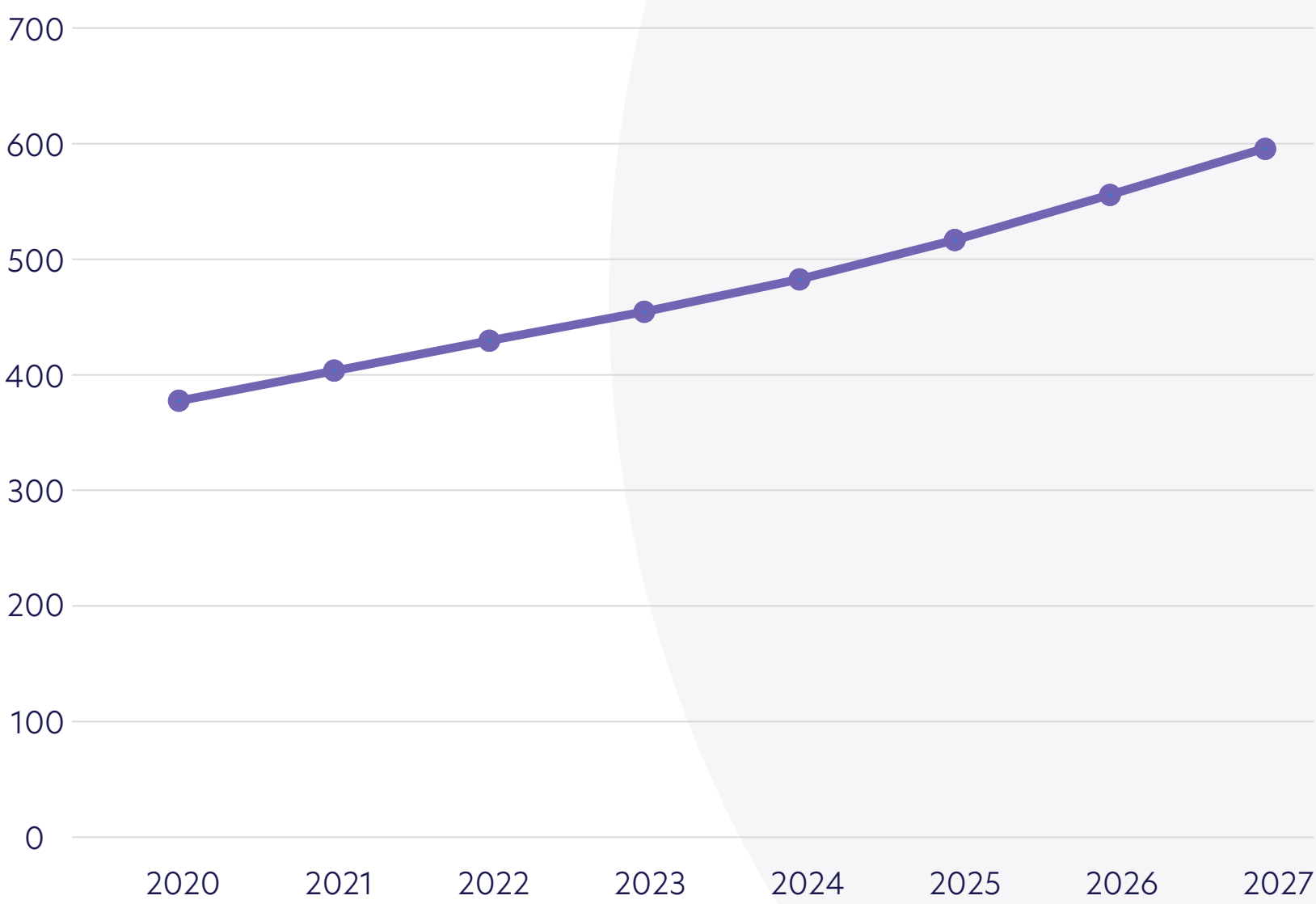
Domain Market Forecasts (2026/27)

Domain names' market value (USD billions)



Number of domains (million)

Forecast growth of the number of domains, millions. units*



*Source  **Global Industry Analysts, Inc.**
A Worldwide Business Strategy & Market Intelligence Source

Prerequisites for Creating it.com Zones

75% of the GTLD market .com zones

41% of all domains in the .com world zone (156 million at the beginning of 2021)

Top 5 Sites in the .com world zone

90% traffic in .com world zone

33% of five-character names already taken (4 million names)

92% of the startwords already taken, in the English language (1.49 million)

In the next **5 years**, there will be an additional 200 million domain names registered



Target Audience of it.com

- 1 Domain market professionals (domain investors, cybersquatters and SEO specialists)
- 2 New companies and services, start-ups and more!
- 3 IT market orientated

Wider audience

- ⊗ Noun + it.com (car.it.com, loan.it.com)
- ⊗ Verb + it.com (buy.it.com, rent.it.com)
- ⊗ Adverb + it.com (hot.it.com, cool.it.com)



Advantages of it.com

Criteria	*.it.com	Global	National	Exotic
Visibility	😊	😊	😊	😞
Availability	😊	😞	😞	😊
Global appeal	😊	😊	😞	😞
Versatility	😊	😊	😊	😞

Criteria	*.it.com	*.ru.com	*.uk.com	*.us.com
Visibility	😊	😊	😊	😊
Availability	😊	😞	😞	😞
Global appeal	😊	😞	😞	😞
Versatility	😊	😊	😊	😊
Local market	😊	😊	😊	😊
Number of names	😊	64 thousand	80 thousand	66 thousand

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Affiliate Program for Resellers

Selling premium names

At the moment, we have **4,000 premium names allocated to be sold**. The median price will be around **USD 500 per name**. Resellers are paid up to **60% commission**

Selling regular names

The selling price of a regular name will be around the **USD 49 mark**. Again, commission of up to **60% is available**

Renewals

The same cost and commission payment as for the initial sale



Affiliate Program for Traffic Sellers

Selling premium names

At the moment, we have **4,000 premium names allocated to be sold**. The median price will be around **USD 500** per name. Sellers are paid up to **50%** commission

Selling regular names

The selling price of a regular name will be around the **USD 49** mark. Again, commission of up to **60%** is available

Renewals

Up to **40%** commission payable for Year 2 and **20%** for Year 3

Additional services

Partners are paid up to **50%** commission from partners' remuneration for additional services

Leasing premium names

Partners are paid up to **50%** of clients' lease payments

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Additional Services of Clients



Gsuite - (Mail services from google Mail)



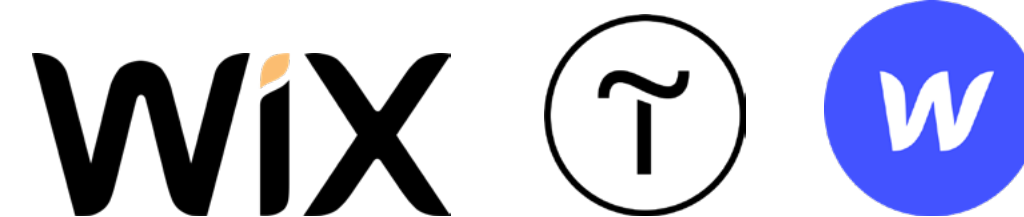
Cloudflare (CDN and antiDoS protection)



SSL certificates



Cli.co - shortener



Wix D - NoCode platforms (WIX, Tilda, Webflow, etc.)



Affiliate Benefits Programs

Global mature market with annual revenues exceeding USD 3 billion

Fast sale

Rebills for renewals for 3 years

Strong growth forecast to be 6.7% YOY for the next 6 years

A service that is simple and understood by everyone

Payments for additional services (usually up to 60% of the amount for a domain sale, crypto-friendly)



About Intis Telecom

Intis Telecom is an international telecoms company that specialises in Business Messaging via the cloud, utilizing digital channels such as SMS, Viber and WhatsApp to deliver clients' content rapidly and accurately globally. Intis is truly international having offices in the UK, US and Lithuania, with representation also across Germany, Russia, Israel and Hong Kong.

Member of multiple globally recognized international mobile and telecommunications associations such as the GSMA, Carrier Community, RIPE, MEF, with accreditation from ICANN on the way now.





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