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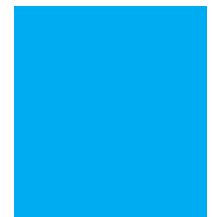
*.paris updates*

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# *Premium names program*

- ✓ Our goal : long term use for the high potential domain names
- ✓ 3 categories of Premium domain names (3247 domain names) :
  - ✓ Premium 1 : 12 domain names
  - ✓ Premium 2 : 170 domain names
  - ✓ Premium 3 : 3065 domain names
- ✓ Sale by auction on an auction platform published on  
[www.premium.paris](http://www.premium.paris)
- ✓ Sale starts on September 14, 2015

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# *Premium names auctions*

## 1/ Publication per week and per thematic lot for high potential domain names:

- Every week, publication of lots containing about 40 domain names;
- Each lot covers 1 to 3 themes
  - e.g. Week 1: Tourism / Recreational activities
  - e.g. Week 2: Real Estate / Location and Place
- Auction lasts 7 days.

## 2/ Immediate publication for "non-lot" Premium domain names:

- Non-lot domain names are published as of 14 September
- The auction starts if a bid is made for a domain name
- Auction lasts 7 days.

# Premium names pricing

|           | Base bid price*  | Create 1       | Transfer         | Renew            |
|-----------|------------------|----------------|------------------|------------------|
| Premium 1 | €2500 excl. VAT  | € 29 excl. VAT | €2500 excl. VAT  | €2500 excl. VAT  |
| Premium 2 | € 1000 excl. VAT | € 29 excl. VAT | € 1000 excl. VAT | € 1000 excl. VAT |
| Premium 3 | € 250 excl. VAT  | € 29 excl. VAT | € 250 excl. VAT  | € 250 excl. VAT  |

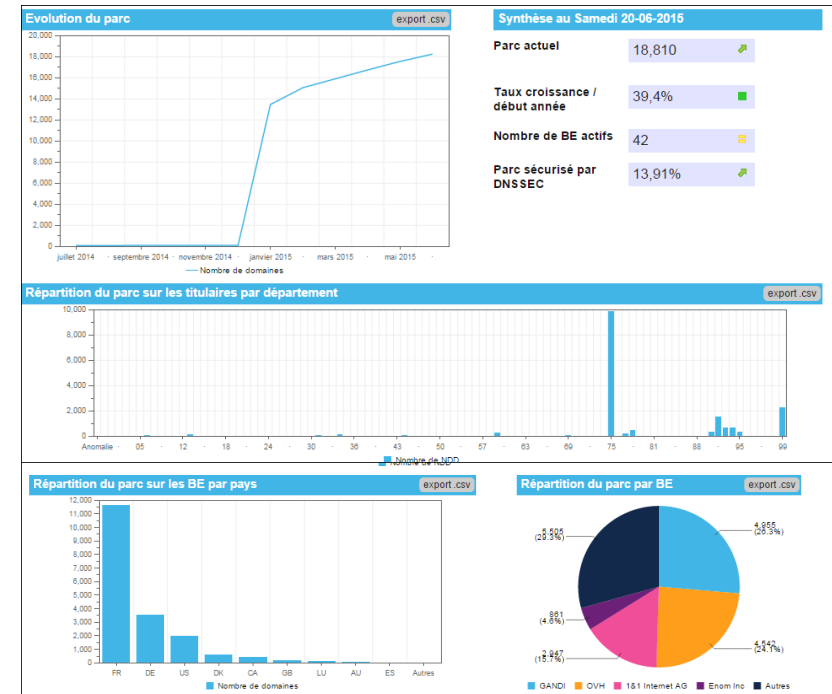
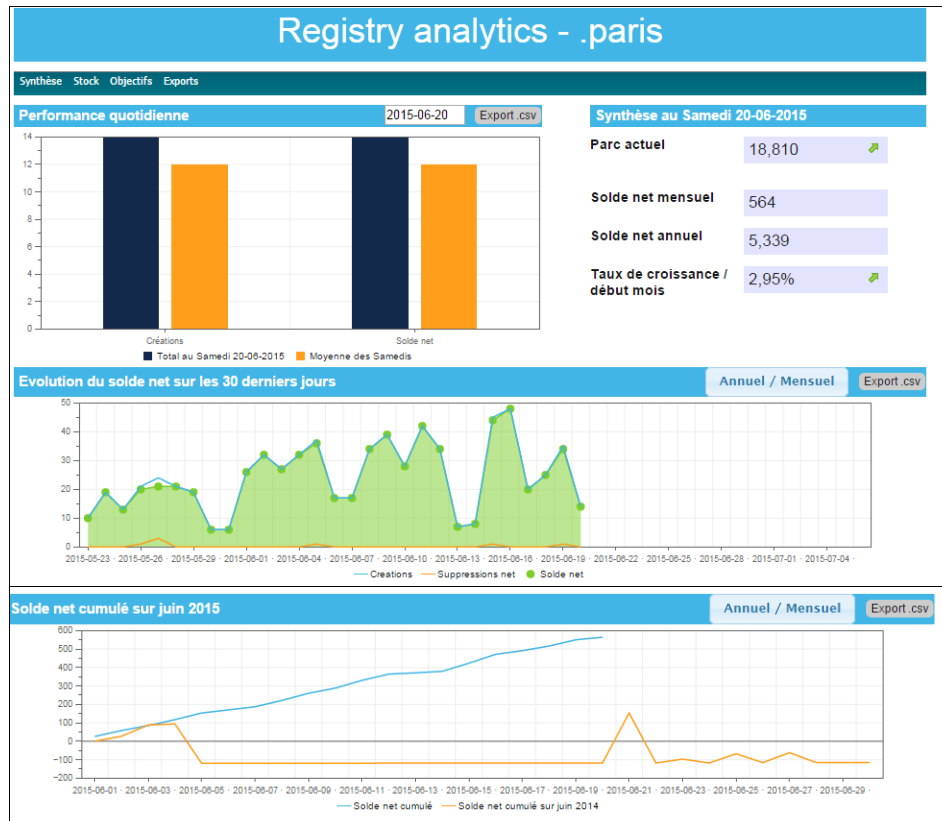
*\* This price is the basic price charged to bidders. The registrar will be charged €29 excl. VAT for the registration of the domain name (registry fee).*

A "domain check" command has been set to let know the category of the premium names and the associated fees.

If a Premium domain name is registered for 2 years, the Registrar will be charged the Create fee + the Renew fee.

e.g. Premium1 for 2 years = € 29 excl. VAT + € 2500 excl. VAT.

# Registry Analytics



- ✓ Automated daily sales reports
- ✓ Create, delete, net stock : actual vs objective
- ✓ Report on top registrars performance incl. growth ratio analysis
- ✓ Drills and promotion campaign tracking

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# *Thank you !*

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