

CONFIDENTIAL - APPLICANT SUPPORTING DOCUMENTATION

Registration Revenue Strategy

Four New gTLD Applications

Applicant	ULTRAVIEW AG
Application round	ICANN New gTLD Program: 2026 Round
Primary applications	.ULTRAVIEW .PERSON .GAMING .ULTRA
Replacement strings	.UVW .PROFILE .GAMER .SVIEW
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Purpose

This document records the applicant-confirmed registration revenue strategy used to support the Most Likely Scenario (MLS) financial projections for ULTRAVIEW AG's four planned new gTLD applications. It is intended to supplement the MLS Comments supporting ICANN Financial Evaluation question Q4.3.3-1 (Question 216).

The financial model is portfolio-based. Replacement strings are not modeled as additional simultaneous delegated registries. If a replacement string is elected, the corresponding primary string's target market, launch, pricing and registry-revenue model is intended to apply, subject to string-specific inventory and communications adjustments.

1. ICANN Financial Evaluation Context

ICANN requires Standard Profile applicants to provide a registration revenue strategy covering all applied-for gTLD strings collectively, including launch plans, market size, planned penetration goals and any unique registry services. Financial responses for multiple applications are evaluated on an aggregate basis and the official financial templates consolidate DUM and expenses across the portfolio.

MODEL GOVERNANCE

The values in this document are supporting explanations of the current approved financial model. If a value conflicts with the official Financial Evaluation Template, the approved template and the latest applicant-confirmed decision must be reconciled before filing.

Portfolio scope

The four primary applications and their planned replacements are:

- .ULTRAVIEW - replacement .UVW. The replacement uses the same underlying financial model and is not treated as an additional simultaneous registry in the forecast.
- .PERSON - replacement .PROFILE. The replacement uses the same underlying financial model and is not treated as an additional simultaneous registry in the forecast.
- .GAMING - replacement .GAMER. The replacement uses the same underlying financial model and is not treated as an additional simultaneous registry in the forecast.
- .ULTRA - replacement .SVIEW. The replacement uses the same underlying financial model and is not treated as an additional simultaneous registry in the forecast.

Revenue model

Projected registry revenue is generated from standard registrations and renewals, Sunrise and Early Access Program (EAP) launch registrations, and recurring premium-name registrations. Optional verification, certification, platform, hosting, commerce or other value-added services remain separate from the registry layer and are not included as registry registration revenue in this model.

2. Target Markets and Year 1 Penetration

The applying entity identified a target market and an addressable market (TAM) for each primary TLD. These market figures are applicant planning inputs used to calibrate penetration assumptions; they are not ICANN-defined market categories and are not presented as counts of unique domain registrants. The capture rate below is calculated from Year 1 GA Standard registrations divided by the TAM, consistent with the approved market-planning methodology.

TLD	Target market	Planning Total Market	TAM	Y1 GA Standard	Y1 TAM capture	Y1 total new
.ULTRAVIEW	Business Digital Presence	1,520,000,000	141,000,000	21,000	0.015%	21,250
.PERSON	Personal Digital Identity	1,300,000,000	70,000,000	34,000	0.049%	34,250
.GAMING	Gaming Ecosystem	3,580,000,000	936,000,000	15,000	0.0016%	15,800
.ULTRA	Distinctive Digital Identity	220,000,000	71,000,000	21,000	0.030%	21,320

Market descriptions

.ULTRAVIEW - Businesses, organizations, professionals, creators, projects and public-facing individuals with a credible need for a structured, attributable and discoverable digital presence. Growth is supported by phased registrar onboarding, ULTRAVIEW platform/commercial distribution, broader partner coverage and renewal cohorts.

.PERSON - Natural persons and families with public, professional, creative or personal identity needs, including professionals, creators, applicants, portfolio users and other public-facing individuals. The model balances the intuitive personal-identity proposition and registrar/platform distribution against consumer price sensitivity, acquisition costs, verification friction and renewal behavior.

.GAMING - Players, creators, streamers, teams, communities, game studios, publishers, esports organizations, products, events and gaming-related services across the global gaming ecosystem. Growth assumes registrar expansion, category marketing, creator/community adoption, gaming-industry partnerships and a phased release of premium inventory.

.ULTRA - Businesses and organizations as primary buyers, with brands, products, services, projects, categories, professional topics, creators and selected personal uses acting as demand drivers. Growth is supported by global registrar distribution, curated premium inventory, category-led marketing, premium advisory/allocation channels and multiple potential names per successful organizational customer.

The planned Year 1 penetration rates are intentionally low relative to the defined TAMs. The forecasts therefore do not depend on broad mass-market adoption in the first operating year; growth is tied to staged registrar distribution, string-specific marketing, premium inventory management and subsequent renewal cohorts.

Three-year GA Standard penetration path

The market-planning capture rates are based on GA Standard new registrations only. Sunrise, EAP and premium registrations are modeled separately and therefore do not inflate the penetration percentage used for the core addressable-market comparison.

TLD	TAM	Y1 GA	Y1 capture	Y2 GA	Y2 capture	Y3 GA / capture
.ULTRAVIEW	141,000,000	21,000	0.015%	35,000	0.025%	42,000 / 0.030%
.PERSON	70,000,000	34,000	0.049%	42,500	0.061%	51,000 / 0.073%
.GAMING	936,000,000	15,000	0.0016%	30,000	0.0032%	50,000 / 0.0053%
.ULTRA	71,000,000	21,000	0.030%	28,000	0.039%	35,000 / 0.049%

The current financial forecast is calibrated to these low capture rates rather than to an assumption that historical new-gTLD launches will repeat exactly. Historical comparables may inform qualitative judgment, but the current registration volumes are applicant-approved planning inputs tied to the defined markets and launch strategy.

3. Launch and Channel Strategy

Each TLD will use TLD-specific branding, logo treatment and market messaging. Registrar-facing launch and promotion kits will be prepared to support channel marketing and to explain the intended audience, naming proposition, launch phases and premium-name treatment for each namespace.

The current launch planning sequence is Sunrise, Early Access Program (EAP) and General Availability (GA):

- Sunrise - rights-protection launch phase for qualifying trademark holders under the applicable ICANN rights-protection framework.
- Early Access Program - a short, descending-price early-access phase on a first-come, first-served basis, excluding registry-reserved names. A five-day EAP is the current planning assumption; the financial model uses average EAP prices rather than daily step prices. Final step pricing remains a launch-implementation detail.
- General Availability - standard names become available through ICANN-accredited registrar channels at the applicable registry wholesale planning price, with selected names maintained in premium or reserved inventories.

Year 1 launch assumptions and recurring premium model

TLD	Sunrise vol.	Sunrise avg.	EAP vol.	EAP avg.	GA Standard EUR p.a.	Premium EUR p.a.	Premium new Y1 / Y2 / Y3
.ULTRAVIEW	75	EUR 150	25	EUR 400	EUR 12	EUR 250	150 / 300 / 500
.PERSON	100	EUR 75	50	EUR 200	EUR 6	EUR 150	100 / 150 / 225
.GAMING	200	EUR 100	300	EUR 250	EUR 20	EUR 250	300 / 600 / 1000
.ULTRA	150	EUR 250	50	EUR 1,500	EUR 35	EUR 900	120 / 240 / 400

Pricing mechanics

- All prices are registry wholesale planning values in EUR. Registrar retail pricing, taxes and registrar margins may differ.
- The MLS does not assume a blanket portfolio-wide first-year discount. Conservatism is addressed through low penetration assumptions and a separate WCS that reduces new registrations by 30% and prices by 15%.
- The financial model uses an average domain term of 1.10 years for initial registrations. As a result, the average registration fee shown in the ICANN Registration Projections can exceed the one-year standard wholesale price.
- Premium names use multiple valuation tiers. The planning values shown above are average recurring premium prices; exceptionally valuable, iconic or strategically allocated names are not assumed to be sold at the portfolio average.

Premium uplift above standard annual price

TLD	Standard annual price	Average premium price	Premium uplift
.ULTRAVIEW	EUR 12	EUR 250	EUR 238
.PERSON	EUR 6	EUR 150	EUR 144
.GAMING	EUR 20	EUR 250	EUR 230
.ULTRA	EUR 35	EUR 900	EUR 865

4. String-Specific Revenue Strategy

.ULTRAVIEW | Replacement .UVW

Market and penetration. Businesses, organizations, professionals, creators, projects and public-facing individuals with a credible need for a structured, attributable and discoverable digital presence. The applicant planning Total Market is 1,520,000,000, with a TAM of 141,000,000. Year 1 GA Standard registrations of 21,000 imply a TAM capture rate of approximately 0.015%.

Launch and pricing. Year 1 assumes 75 Sunrise registrations at an average EUR 150, 25 EAP registrations at an average EUR 400, and a GA Standard annual wholesale planning price of EUR 12. The average recurring premium planning price is EUR 250, with premium new registrations of 150, 300 and 500 in Years 1, 2 and 3 respectively.

Commercial rationale. Growth is supported by phased registrar onboarding, ULTRAVIEW platform/commercial distribution, broader partner coverage and renewal cohorts. Registry-reserved names are maintained outside ordinary availability where appropriate to protect ICANN-required reservations, operational names and market-specific high-value inventory.

.PERSON | Replacement .PROFILE

Market and penetration. Natural persons and families with public, professional, creative or personal identity needs, including professionals, creators, applicants, portfolio users and other public-facing individuals. The applicant planning Total Market is 1,300,000,000, with a TAM of 70,000,000. Year 1 GA Standard registrations of 34,000 imply a TAM capture rate of approximately 0.049%.

Launch and pricing. Year 1 assumes 100 Sunrise registrations at an average EUR 75, 50 EAP registrations at an average EUR 200, and a GA Standard annual wholesale planning price of EUR 6. The average recurring premium planning price is EUR 150, with premium new registrations of 100, 150 and 225 in Years 1, 2 and 3 respectively.

Commercial rationale. The model balances the intuitive personal-identity proposition and registrar/platform distribution against consumer price sensitivity, acquisition costs, verification friction and renewal behavior. Registry-reserved names are maintained outside ordinary availability where appropriate to protect ICANN-required reservations, operational names and market-specific high-value inventory.

.GAMING | Replacement .GAMER

Market and penetration. Players, creators, streamers, teams, communities, game studios, publishers, esports organizations, products, events and gaming-related services across the global gaming ecosystem. The applicant planning Total Market is 3,580,000,000, with a TAM of 936,000,000. Year 1 GA Standard registrations of 15,000 imply a TAM capture rate of approximately 0.0016%.

Launch and pricing. Year 1 assumes 200 Sunrise registrations at an average EUR 100, 300 EAP registrations at an average EUR 250, and a GA Standard annual wholesale planning price of EUR 20. The average recurring premium planning price is EUR 250, with premium new registrations of 300, 600 and 1000 in Years 1, 2 and 3 respectively.

Commercial rationale. Growth assumes registrar expansion, category marketing, creator/community adoption, gaming-industry partnerships and a phased release of premium inventory. Registry-reserved names are maintained outside ordinary availability where appropriate to protect ICANN-required reservations, operational names and market-specific high-value inventory.

.ULTRA | Replacement .SVIEW

Market and penetration. Businesses and organizations as primary buyers, with brands, products, services, projects, categories, professional topics, creators and selected personal uses acting as demand drivers. The applicant planning Total Market is 220,000,000, with a TAM of 71,000,000. Year 1 GA Standard registrations of 21,000 imply a TAM capture rate of approximately 0.030%.

Launch and pricing. Year 1 assumes 150 Sunrise registrations at an average EUR 250, 50 EAP registrations at an average EUR 1,500, and a GA Standard annual wholesale planning price of EUR 35. The average recurring premium planning price is EUR 900, with premium new registrations of 120, 240 and 400 in Years 1, 2 and 3 respectively.

Commercial rationale. Growth is supported by global registrar distribution, curated premium inventory, category-led marketing, premium advisory/allocation channels and multiple potential names per successful organizational customer. Registry-reserved names are maintained outside ordinary availability where appropriate to protect ICANN-required reservations, operational names and market-specific high-value inventory.

5. Portfolio Forecast, Conservatism and Registry Services

The financial model consolidates all four primary applications. Year 1 has no renewal cohort, so registration volume equals total new registrations. From Year 2 onward, DUM includes renewal cohorts in addition to new registrations.

Scenario	Year 1	Year 2	Year 3
MLS Registration Volume	92,620	190,334	300,157
MLS Registration Revenue	EUR 2,170,025	EUR 4,161,365.27	EUR 6,663,829.79

Worst Case Scenario

The WCS applies a 30% reduction to new registrations and a 15% reduction to pricing while maintaining the approved renewal methodology and the portfolio cost structure required to continue registry operations. The corresponding WCS registration volumes are 64,831, 133,199 and 210,067 for Years 1-3; projected WCS registration revenue is EUR 1,290,938.42, EUR 2,474,598.92 and EUR 3,961,444.76.

Unique registry services

No unique or additional registry service is assumed as a source of registration revenue in the MLS. Core registry functions are outsourced to the selected/evaluated provider structure. Optional ULTRAVIEW platform, verification, certification, hosting, commerce or other value-added services are separate from the registry layer and are excluded from the projected registry registration revenue.

Reserved and premium inventory

A registry-reserved-name list will be maintained for each TLD in addition to ICANN-required reservations. Market-specific high-value names may be retained for later release, premium pricing, strategic allocation, request-for-proposal or other documented allocation processes where applicable. The financial model does not assume that all high-value names are sold immediately at the average premium price.

6. Source Register and Control Notes

This supporting document combines ICANN requirements with applicant-confirmed planning inputs. It does not replace the official Financial Evaluation Template and does not create a separate registry-service commitment beyond the application and approved registry policies.

ID	Source	Use in this document
S1	ICANN New gTLD Program: 2026 Round Applicant Guidebook, V2-2026.04.24, Question 216 / Q4.3.3-1 and Financial & Operational Evaluation guidance.	ICANN requirement for collective registration-revenue strategy, launch plans, market size, penetration goals and unique registry services.
S2	260807_Ultraview_ag-icann-3_years_plan_4_apps_gaming_v2.xlsx	Current consolidated MLS/WCS Registration Projections, DUM forecasts, pricing mechanics and portfolio revenue.
S3	Applicant-confirmed Market Planning decisions recorded 06 August 2026.	Current target-market definitions, Total Market, TAM and GA Standard capture-rate assumptions for .ULTRAVIEW, .PERSON and .ULTRA.
S4	Applicant-confirmed .GAMING planning decisions recorded 07 August 2026.	Current .GAMING market, launch volumes, pricing, premium volumes and renewal/stress assumptions.
S5	260807_ULTRAVIEW_ICANN_String_Meaning_Mission_Positioning_V1.0.pdf	Current primary/replacement string mapping and positioning context.

Control notes

- All TLD prices in this document are registry wholesale planning values in EUR and must remain consistent with the official Registration Projections and MLS/WCS Comments.
- Replacement strings are not additional simultaneous funded registries in this model. If elected, string-specific inventory and communications require a consistency update without changing the underlying application business model unless separately approved.
- Market figures are planning proxies used for financial penetration assumptions. They must not be characterized as ICANN-defined markets or guaranteed numbers of unique prospective registrants.
- Any change to launch mechanics, pricing, premium renewal treatment, reserved-name allocation or forecast volumes requires a corresponding update to the financial model and this supporting narrative.

DOCUMENT STATUS

CURRENT FILING DRAFT - Financial and consistency review completed against the current four-application model. Final TAMS submission remains subject to the applicant's formal approval and reconciliation with the exact files uploaded to ICANN.