

## **Registration Revenue Strategy for .equs TLD**

The applying entity identified target and addressable markets for the TLD.

The target market for .equs are businesses in the data protection, security and privacy technology, encrypted communications, healthcare, financial services, legal, and consumer advocacy sectors, as well as any individual or organization whose public disclosure documentation affirmatively states that it will not sell or share users' personal information. There are approximately 450,000 European organizations required to adhere to GDPR and have Data Protection Officers. There are an estimated 50,000 security/privacy/encryption companies globally. While not complete, these indicate a total global market of over 500K. The total addressable market are those who would qualify for eligibility which has been estimated to be 10%. We have a capture rate for new registrations to be 0.5% or approximately 250 domains per year.

Launch plans for each TLD include developing .equs specific logo, branding and messaging designed for the addressable market. These promotion kits will be provided to registrars to support the channel marketing for the .equs TLD. The TLD will go through the following launch phases: Sunrise, Early Access Program (EAP) and General Availability.

Sunrise phase will prioritize trademark holders who also meet the restricted eligibility requirements. The EAP will offer all but registry reserved names at a descending price on a first come first serve basis. Over a 5-day period, each day the price will drop allowing eligible registrants the choose timing of purchase.

The last phase is general availability launch. Standard pricing will be \$1,200 for each domain name sold. Since the TLD is highly priced, there is no separate premium name list as all the names are priced at \$1,200. Renewal rates are assumed to be higher at 80% due to the higher cost. It is assumed domains are sold and renewed with 1-year terms. A registry reserve name list will be compiled for high-value name dependent upon the target market. No unique registry services are planned.