bond

Start Making Bonds

Who is .bond for?

.bond is where the financial and online worlds meet.

.bond is ideal for financial service providers, advisors and investors.

.bond links clients to the experts they are looking for, reinforcing a trusted and stable financial solution.

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Who should use .bond?

Not Revenue Breakdow Today \$1.26M \$1.12M 23 New Triah 2 1 1 41 New Subs 23 Expansion Other Revenue \$31,240 + 100.0% \$0 3 Reactivation 1 Contraction - \$90.00 45 Churns \$1,987.09 Average Revenue Per Use Annual Run Rate \$58.25 + 3.9% \$15.1M Total Change \$177.15 Live Stream MRR Growth Rate \$997 • \$29 paid by A Compar 4.2% \$149 paid by That Pe MacBook Pro

.bond will be a popular choice amongst professionals who want to create and reinforce safe, trustworthy and credible interactions with their clients.



Why choose .bond?

.bond is short. Our company focuses on bringing relevant, short and easy to remember extensions to market.

When visitors see .bond to the right of the dot they'll know they are interacting with an expert.





Our Partnership with Registrars





Traffic Driving, Effective Co-Marketing

Sending sales up the channel



Premium Extension

Communicating Trust



CentralNic Backend

Single Invoice, Currency Options, Post-Pay



Registrar/Registry Feedback Loop

Registrar-centric sales model



Symbiotic Relationship Wefocus on you!



Registrar Resources

nic.bond/marketing

Launch Details





တCentralNic

ShortDot proudly uses CentralNic as our official Backend Service Provider. We have found CentralNic to be one of the most reliable and easy to work with Registry Backend in the industry.

.bond domain names will be available using CentralNic's EPP system and all RRA's, policies, billing info, etc. will be available in your registrar dashboard in the CentralNic system.

.bond will be launching in its Sunrise phase, for trademark holders, on October 17th, 2019. Sunrise will last 33 days ending on November 18th 2019. If you own a trademark and wish to register your matching .bond domain reach out to your preferred registrar or take a look at our list of accredited registrars to secure your brand today! .bond will officially be available for end users on November 19th 2019! We will be launching .bond with an Early Access Program (EAP) that adds an access fee to the cost of registration that will gradually decrease over the first seven days of General Availability. After the seven day EAP period .bond will be available globally for General Availability. There is a short list of Reserved Names; however most names will be available at .bond's standard registration price.

All Dates above are start dates for each period in the lauch phase for .bond. On each date specified the time of 1400 UTC applies and will be when a period begins, ends or otherwide changes. ShortDot SA reserves the right to change these dates at any time and will notify registrars if such a change occurs.

Registrar Resources





www.nic.bond/marketing

ShortDot Registry





Based in Luxembourg Distributed team of domain industry veterans Overall goal is to make life easy for registrars Acquired • i CU in 2017

Acquired **bOnd** in 2019