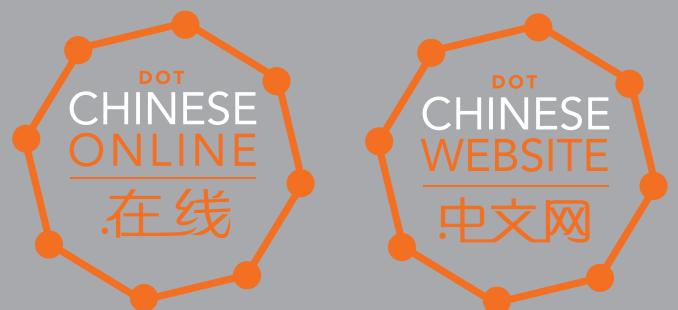


THE ESSENTIAL NEW CHINESE TLDS



- ✓ CULTURALLY RELEVANT
- ✓ LINGUISTICALLY CORRECT



TLDREGISTRY[®]



Dot Chinese Online is

linguistically correct and
culturally relevant—the
perfect Chinese home for
your online business or
service!

Notice the
Chinese word
for “online” –
the same as in
Dot Chinese
Online.

Dot Chinese Online

Dot Chinese Online is the essential new two-Chinese-character TLD for your online business. The Chinese word 在线 is the precise and singular translation for the English word “online” – there is zero ambiguity about the purpose of websites and services in a Dot Chinese Online domain.

The usefulness and popularity of 在线 (“online”) has been validated by hundreds of famous and highly trafficked web properties, including AOL, F1 motor racing, key state news portals (including all Chinese provinces and key cities), and many of the largest web services platforms, including those for tickets, hotels, gaming, gadgets, and many more important sectors.

ENGLISH NAME	CHINESE NAME	NOTES
AOL	美国在线	AOL's Chinese name
China Hotels Online	中国酒店在线	Leading hotels vendor
China Radio International	国际在线	The “BBC World Service of China”
China Tickets Online	中国票务在线	Leading tickets vendor
Formula 1 Motor Racing Online	F1在线	F1's Chinese site
Gome	国美在线	Dominant national appliances retailer
New Oriental Education	新东方教育在线	Leading foreign language institute
Rising Anti-Virus	瑞星在线	Leading anti-virus vendor
Shengda Gaming	盛大在线	Leading online gaming developer
Weather Online	天气在线	Leading weather news portal
ZOL	中关村在线	C-Net's China gadgets site – China's biggest!

晋城在线



Dot Chinese Website

Dot Chinese Website is the essential new three-Chinese-character TLD for your Chinese-language version website or media business. The Chinese phrase **中文网** is the exact translation for “Chinese language website”. This utterly standard phrase communicates to Chinese netizens that the site is localized into Chinese.

Like the Chinese characters for Dot Chinese Online, the characters for Dot Chinese Website have been validated by hundreds of the most famous localized Chinese sites on the web. Brands, corporates and publishers as diverse as Nokia, MSN, Reuters, Jay Chou, the NBA, Eminem, CNBC, IMDb, Real Madrid, Samsung, the United Nations, the BBC and scores of others are already using **中文网** in their names.

Dot Chinese Website is linguistically correct and culturally relevant—the perfect Chinese home for your brand's, company's or media property's Chinese language website.



Notice the Chinese phrase for “Chinese website” – the same as in Dot Chinese Website.

ENGLISH NAME	CHINESE NAME	NOTES
MSN	MSN中文网	Microsoft's MSN Chinese Website
The Financial Times	FT中文网	The FT's Chinese Website
The New York Times	纽约时报中文网	The New York Times' Chinese Website
CNBC	CNBC中文网	CNBC's Chinese Website
Reuters	路透中文网	Reuters' Chinese Website
NBA	NBA中文网	The NBA's Chinese Website
Eminem	Eminem中文网	Eminem's Chinese Website
IMDb	IMDb中文网	Amazon.com's IMDb Chinese Website
Forbes	福布斯中文网	Forbes' Chinese Website

尹恩惠中文网



Entirely new businesses will be built on Dot Chinese Online & Dot Chinese Website

With almost 600 million Chinese netizens in China, and hundreds of millions more in Chinese speaking communities around the world, there are excellent opportunities for entirely new businesses to be built on Dot Chinese Online and Dot Chinese Website domains.

Our China-based registrar partners have already imagined entirely new businesses built on the essential new Chinese TLDs.

Examples might include 旅游.在线 & 旅行.在线 (travel.online), 奢华.在线 & 奢侈品.在线 (luxury.online), 邮箱.在线, 电子邮件.在线, 邮件.在线 & 电邮.在线 (email.online), 酒店.在线 & 旅馆.在线 (hotels.online), 游戏.在线 (games.online), 房产.在线, 地产.在线, 房地产.在线, 置业.在线 (realestate.online), 茶.在线 (tea.online), 财经.中文网 (finance.Chinese website), 时尚.中文网 (fashion.Chinese website), 娱乐.中文网 (entertainment.Chinese website), 美剧.中文网 (American TV series.Chinese website) and 英剧.中文网 (British TV series.Chinese website)

Premium domains in Dot Chinese Online and Dot Chinese Website will be released during our Landrush period, and will be made available globally via approved channel partners. Early enquiries are welcomed! Simply email **premium@internetregistry.info** for information.

Chinese TLDs are great for brands and businesses

Establishing a website or service with a fully-Chinese domain name shows commitment to Chinese audiences - consumers, customers, partners, and government regulators. It tangibly demonstrates your desire to offer a completely Chinese information service.



No English whatsoever stands between your brand and the consumer.

Your fully-Chinese web address eliminates the cognitive dissonance between your URL and your localized brand name. Your URLs will be much, much more memorable. You will also enjoy enhanced brand protection for your localized Chinese names.

SEO is enhanced, because URLs will perfectly match brand names and messages.

Fully-Chinese URLs greatly help consumer protections against phishing attacks. Chinese netizens (and China's government) will favor fully-Chinese web addresses because Chinese netizens are more easily able to spot phishing URLs when they're in Chinese.

They also ease the uptake of the Chinese web for new netizens, with particularly good ease of use for rural people and cashed-up "silver surfers" (senior citizens).

Entering fully-Chinese web addresses on smartphones, tablets and Windows 8 PCs (using ubiquitous Chinese handwriting recognition) is much easier and faster than typing English web addresses.

Powerful new promotional opportunities are created with the launch of your fully-Chinese domains. Meaningful sentences can be composed in Chinese, creating rich URLs which marketers will discover new uses for.

Publicity opportunities abound for new site launches or re-launches.

Trademark owners will appreciate our simplified Sunrise Period and the robust trademark claims process; easy and fast registrations are enabled via the new Trademark Clearinghouse.

China's media loves Dot Chinese Online and Dot Chinese Website

China's media sector – including prestigious publications like The People's Daily, China Daily, Xinhua, the Beijing Morning Post, Sina, Sohu, 21CN and TechWeb – have noted the arrival of Dot Chinese Online (.在线) and Dot Chinese Website (.中文网) with universally positive reportage.

Since the public launch of Dot Chinese Online and Dot Chinese Website, during the ICANN 46 meeting on April 7, 2013, TLD Registry went from zero mentions in China's media to more than 1200, according to the dominant Chinese search engine, Baidu.com.

It is the potent combination of government and key opinion leader support, the widespread desire for a more Chinese internet and the exciting novelty of fully-Chinese domain names which is contributing to our excellent media response. TLD Registry is proactively supporting ever expanding media coverage for Dot Chinese Online and Dot Chinese Website, for the benefit of our partners, registrants, and the Chinese internet as a whole.

OUR 5 YEAR JOURNEY TOWARDS A FULLY-CHINESE WEB



Afilias has been contracted to provide full back-end integration for Dot Chinese Online and Dot Chinese Website. Registrars already connected to Afilias will enjoy quick and simple access to Dot Chinese Online and Dot Chinese Website IDN sales.

For more information on integrating Afilias' back-end for registrars, please contact TLD Registry's technical services department at registrar-help@internetregistry.info

About TLD Registry

TLD Registry Ltd is a pan-European company domiciled in Ireland, alongside many prominent tech sector and domain name industry leaders. The company is fully funded and supported by the Vision+ Fund as well as a group of veteran business angel investors.

The founding investors of Vision+ are Nokia, Microsoft and major pension funds. Vision+ leadership have held board roles at Nokia, NAVTEQ and Innofinance, and have strong expertise in IPR development, commercialization, protection and litigation.

TLD Registry's angel investors have backgrounds in various European tech category leaders, including Apple.

TLD Registry's executive leadership benefits from a close working relationship with the highly successful Vision+ team and our angel investors.

Founders and executive team

TLD Registry's founders are experienced tech sector veterans who have extensive experience in high growth companies. Collectively, the founders have exited more than ten companies through trade sales, and are acknowledged leaders in building successful and profitable start-ups. The founders have held a multitude of board roles and have diverse C-level credentials in NASDAQ listed companies.

Our executive team includes globally respected tech innovators, domain name industry experts and sales and marketing thought leaders. Executive team leaders have participated in ICANN, Internet Society and associated trade groups for more than 60 years collectively. We have a very strong China business capability and a first-class China marketplace communications team.

Executive team includes...



Simon Cousins
Director of Marketing
and Communications

Simon is an award-winning leader in China marketing, branding and PR, and directs our global strategic communications program.



Pinky Brand
Special Expert
Consultant to the CEO

Pinky is a 17 year veteran of the domain industry and new TLD launches, and contributes substantial registrar relations experience to the team.

Founders



Taneli Tikka,
Chairman of the Board

Taneli Tikka is a strong leader and serial entrepreneur with a wealth of experience of working with startups. Taneli is passionate about developing businesses, driving organisations to new heights and delivering extraordinary results. Taneli holds an Executive MBA from the Aalto University School of Economics in Finland.

Over the past ten years Taneli has held board director, chairman or leadership advisory positions for more than 30 companies including IRC-Galleria, Dopplr, Soprano PLC, Taika, Stardoll, Applifier, Web of Trust, Umbra Software, BrandMNGR, Netcycler, Transfluent, PackageMedia and Magneta. He has in-depth experience of venture capital and risk financing, and he has personally closed 13 rounds of venture funding for the companies that he has represented. He has managed numerous exits for startups and is a well-known business angel.

Taneli has also played an active role in Government-backed programmes. He was appointed by the Minister of Trade and Industry to oversee Finland's early stage company funding and accelerator programme, the Vigo Programme. He also helped to formulate Finland's Innovation Policy, which has been hugely successful. In 2012 Taneli was part of the working party group that wrote the Future Foresight Report, an official parliamentary report written every four years that looks at key opportunities and challenges for businesses.



Arto Isokoski,
Co-Founder and CEO

Arto Isokoski is co-founder and CEO for TLD Registry. Arto is also a partner in directory assistance innovator Suomen 16100 Ltd and owner of Apila Media, a provider of mobile, internet and consulting related services.

Prior to founding TLD Registry Ltd, Arto held a variety of business development and project management roles at innovative technology and media companies in Finland such as Finnet Media, Jutel, and Tecono. He was also an R&D engineer at Nokia for over five years.

Arto is passionate about creating Internet and mobile services businesses. His strengths lie not only in his ability to spot market opportunities but also his strong business development and managerial capabilities that enable him to turn an idea into a successful business proposition.

An engineer at heart, Arto has a keen interest in mobile devices and all things Internet related and is well recognised in Finland for his expertise in creating a range of Internet and mobile services businesses.



Jarno Marjamäki,
Co-founder and Director

Jarno Marjamäki is co-founder and director of TLD Registry. He is responsible for driving marketing and new business opportunities for both domestic and international companies operating in or seeking to enter the Asian markets.

With a strong entrepreneurial spirit, Jarno is also a partner in Suomen 16100 Ltd. a fast growing directory and search engine service provider in Finland. he is also head of sales and marketing for Enova Group Ltd.

With a very strong marketing and advertising background, Jarno is helping to create the market for Dot Chinese Online and Dot Chinese Website. He boasts a wealth of experience in strategic management, sales, marketing, business development and he is also very well versed in venture funding.

Prior to his current roles he was co-founder and head of sales and marketing at Suomen Vakuusrahoitus Ltd. He was also co-founder of ParkNet Ltd, a private parking company that provides services to more than ten Finnish cities and founder of Dial Media Ltd. Dial Media Ltd. was acquired by Elisa PLC in November 2008 and known as Enia Ltd. since 2010)

Become a Registrar

To become a registrar for the essential new Chinese TLDs, Dot Chinese Online (.在线) and Dot Chinese Website (.中文网), simply follow four easy steps (please remember, you must already be ICANN accredited):



For more information on becoming a TLD Registry Authorized Registrar, please visit internetregistry.info on the web or email registrar-help@internetregistry.info.

Step 1: Business and Legal Process

Afilias is TLD Registry's back-end provider, so you can easily market IDNs in Dot Chinese Online (.在线) and Dot Chinese Website (.中文网) using the Afilias Online Registrar Management System (ORMS). Once we receive confirmation of your accreditation from ICANN, you will be added to the Afilias ORMS and will receive an email with login instructions.

Once logged into Afilias ORMS, you will follow a simple, step-by-step process for accreditation with TLD Registry.

Step 2: Technical Certification

Complete the Operational Test and Evaluation certification process.

To complete this step, you are required to develop and test the client application that will interface to the Shared Registration System.

Step 3: Fund Your Account

Go ahead and fund your account. Information about specific funding procedures will be provided to you by TLD Registry's registrar help team.

Step 4: Go Live!

Optionally integrate Dot Chinese Online and Dot Chinese Website branding materials and sample display ads to your sales platform.

Collaborate with the TLD Registry marketing and communications team to optimize your sales plan. Rely on the registrar services team at TLD Registry for assistance and advice: contact registrar-help@internetregistry.info.

Secure your trademarks



Trade in premium names

Trademark Owners

Trademark Owners: Secure your Dot Chinese Online and Dot Chinese Website IDNs.

Registering brand and trademark IDNs in Dot Chinese Online and Dot Chinese Website is quick and easy during our "trademark owners only" Sunrise Period.

Protecting and enhancing your brands and trademarks with Dot Chinese Online and Dot Chinese Website IDNs shows commitment to Chinese audiences—consumers, customers, partners, and government regulators. It tangibly demonstrates your desire to offer a completely Chinese information service. No English whatsoever stands between your brand and the consumer.

Trademark owners will appreciate our simplified Sunrise Period and the robust trademark claims process; easy and fast registrations are enabled via the new Trademark Clearinghouse (<http://trademarkclearinghouse.com/>)

To learn more about our valuable Foundation Partner program for certain trademark owners, email trademarks@internetregistry.info

Premium Names Program

Interested in discovering more about the Premium Names Program for Dot Chinese Online and Dot Chinese Website? A substantial number of culturally relevant and linguistically correct premium names will be released during our Landrush period.

Chinese and international domain investors and site developers have expressed strong interest in Dot Chinese Online and Dot Chinese Website premium names – you may be surprised to learn how flexible and powerful fully Chinese premium domains can be! So much can be expressed in the Chinese language with a very few characters – or detailed phrases can be compactly encoded into short strings. Trading in Dot Chinese Online and Dot Chinese Website premium names, and building entirely new businesses upon them will be a hot new trend, and will enjoy strong support from TLD Registry and our Premium Names Program partners.

Please contact premium@internetregistry.info for obligation free advice.



TLD Registry on Sina Weibo: e.weibo.com/tldregistry



TLD Registry on Twitter: twitter.com/tldregistry



TLD Registry on LinkedIn: linkedin.com/company/tld-registry-ltd



TLD Registry on Facebook: facebook.com/tldregistry



TLD Registry on Instagram: instagram.com/tldregistry



About our Chinese brand

Our Chinese name, "Yu Tong Lian Da" means "Domains Connect Connect Connect", which expresses our mission using contemporary Mandarin. All Chinese characters in our brandmark and logos are connected, as are the 8 dots in our octagonal logos, symbolizing the power of our TLDs to connect Chinese netizens with the Chinese web, and to connect the world to China.

TLDREGISTRY
域通联达.

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Website (pre-Go Live): www.internetregistry.info
Website (post-Go Live): 域通联达.在线



Branding and Co-Marketing Support: brand-custodian@internetregistry.info

TLD Registry's CEO: arto.isokoski@internetregistry.info

Help for Registrars: registrar-help@internetregistry.info

Premium Names Program: premium@internetregistry.info