

THE MARKET LEADING NEW CHINESE TLDs

- ✓ CULTURALLY RELEVANT & LINGUISTICALLY CORRECT
- ✓ >50K DOMAINS UNDER MANAGEMENT
- ✓ >\$580K PREMIUM DOMAIN NAMES SOLD IN 1ST MONTH

DOT
CHINESE
ONLINE
在线

DOT
CHINESE
WEBSITE
中文网



域通联达
TLDREGISTRY

Chinese consumers don't need the purposes of Dot Chinese Online & Dot Chinese Website explained to them. The relevance of the TLDs is clear and intuitive — similar to how .com or .mobi are clear to English speakers.



DOT CHINESE ONLINE

When Chinese consumers search Baidu or Google for an online product or service (such as "hotels" or "shoes"), they use the search term + the Chinese word for "online" — the same characters as Dot Chinese Online.

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.

DOT CHINESE ONLINE IS THE PERFECT TLD FOR CHINESE PRODUCTS AND SERVICES —

SUCH AS "HOTELS ONLINE" OR "SHOES ONLINE".

ENGLISH NAME Examples of famous sites using "online"	CHINESE NAME	NOTES
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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

Notice the Chinese word for "online" — the same as in Dot Chinese Online.

普城在线
晋城在线
尹恩惠中文网



DOT CHINESE WEBSITE

When Chinese consumers search Baidu or Google for the Chinese language version of an international website, they use the search term + the Chinese word for "Chinese Website" — the same characters as Dot Chinese Website. Dot Chinese Website is also a natural home for Chinese language news and media sites. The Chinese phrase 中文网 ("Chinese language website") is the utterly standard phrase that 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 THE PERFECT TLD FOR CHINESE VERSION WEBSITES OR MEDIA SITES — SUCH AS "NOKIA'S CHINESE WEBSITE" OR "FT CHINESE EDITION".

ENGLISH NAME Examples of famous sites using "Chinese website"	CHINESE NAME	NOTES
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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
XBOX 360	XBOX360中文网	The XBOX 360 Chinese Website

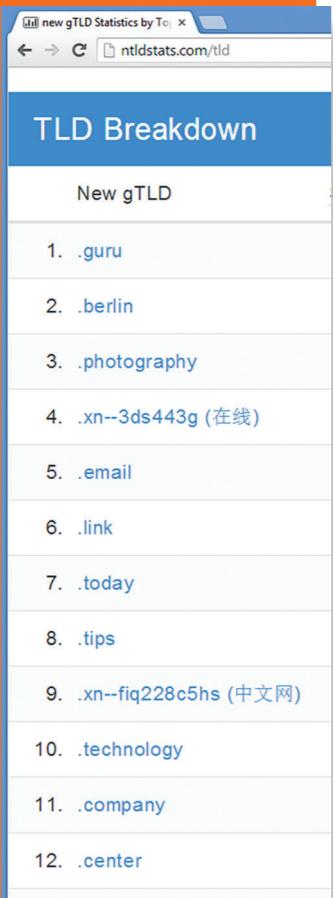
Notice the Chinese phrase for "Chinese website" — the same as in Dot Chinese Website.

安徽干部教育在线 Anhui Cadres Education Online
Eun Hoo

BIGGEST NEW GTLD LAUNCH EVER

After six years of planning, the essential new Chinese TLDs Dot Chinese Online (.在线) and Dot Chinese Website (.中文网) are now in fully-open, worldwide availability!

Within 50 minutes of General Availability, Dot Chinese Online rocketed to the global number 4 position for New gTLDs, and Dot Chinese Website shot to global number 9 for New gTLDs. This ranking is calculated by the number of Domains Under Management (DUMs).



ntldstats.com from our first day of General Availability

OUR TOP-12 REASONS CHINESE TLDs ARE GREAT FOR BRANDS AND BUSINESSES!

These are the top 12 reasons why fully-Chinese domain names are a powerful tool for your brand and business:

1. Establishing a website or service with a fully Chinese domain name shows commitment to Chinese audiences — consumers, customers, partners, the media, and government regulators. It tangibly demonstrates your desire to offer a completely Chinese information service.
2. No English whatsoever stands between your brand and the consumer.
3. Your fully-Chinese web address eliminates the cognitive dissonance between your URL and your localized Chinese brand name.
4. Your URLs will be much, much more memorable.
5. You will enjoy enhanced brand protection for your localized Chinese brand names.
6. Your site's Search Engine Optimization (SEO) is enhanced, because your URLs will perfectly match your localized Chinese brand names and messages.
7. Fully-Chinese URLs greatly help consumer protections against phishing attacks. Chinese netizens (and China's government) favor fully-Chinese web addresses because Chinese netizens are more easily able to spot phishing URLs when they're in Chinese.
8. Fully-Chinese URLs accelerate 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).
9. 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.
10. Powerful new promotional opportunities are created with the launch of your fully-Chinese domain names. Publicity opportunities abound for new site launches or re-launches.
11. Meaningful sentences can be composed in the very compact and concise Chinese language, creating rich URLs which marketers will discover new uses for.
12. Trademark owners will appreciate our simplified Sunrise period and the robust trademark claims process; easy and fast registrations are enabled via the Trademark Clearinghouse.

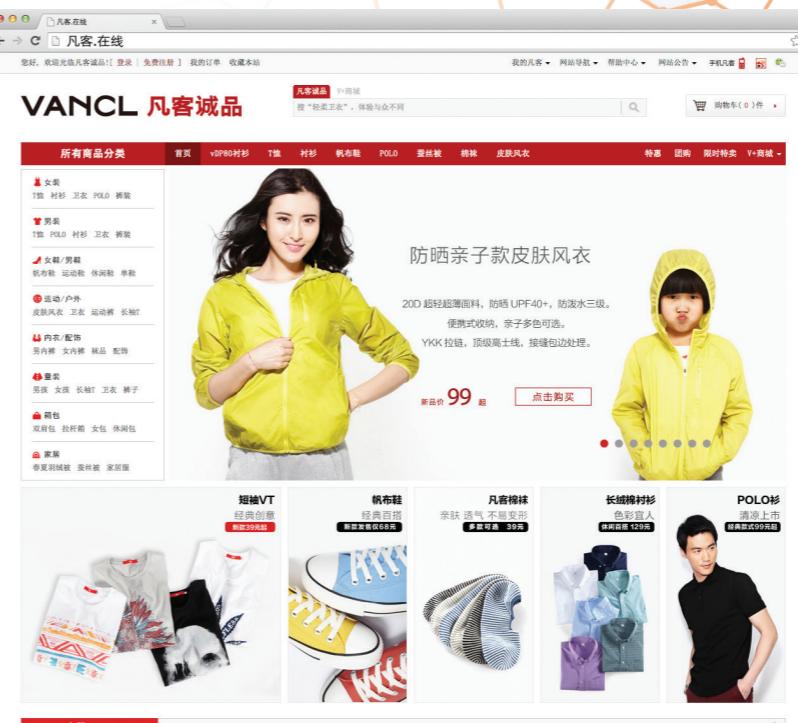
CHINA'S MEDIA LOVES DOT CHINESE ONLINE AND DOT CHINESE WEBSITE

Finland's Prime Minister Jyrki Katainen quoted in the Wall Street Journal's Marketwatch section:

"This innovation made real by Finland entrepreneurs is bridging the last gap in a fully Chinese web. This is a milestone achievement and it will be remembered."

Massive Chinese news portal Sohu commented on Dot Chinese Online & Dot Chinese Website: "Chinese domain names are easier to understand and remember than English domains. Millions of Chinese will be able to type URLs in our own language, and this will change the whole internet experience."

Caixin Magazine ("China's The Economist") covered Dot Chinese Online & Dot Chinese Website, and quoted CNNIC's CEO, Li Xiaodong: "The new Chinese gTLDs are extremely valuable."



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

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.



PREMIUM NAMES PROGRAM



Premium Domain Name

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.

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.

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.

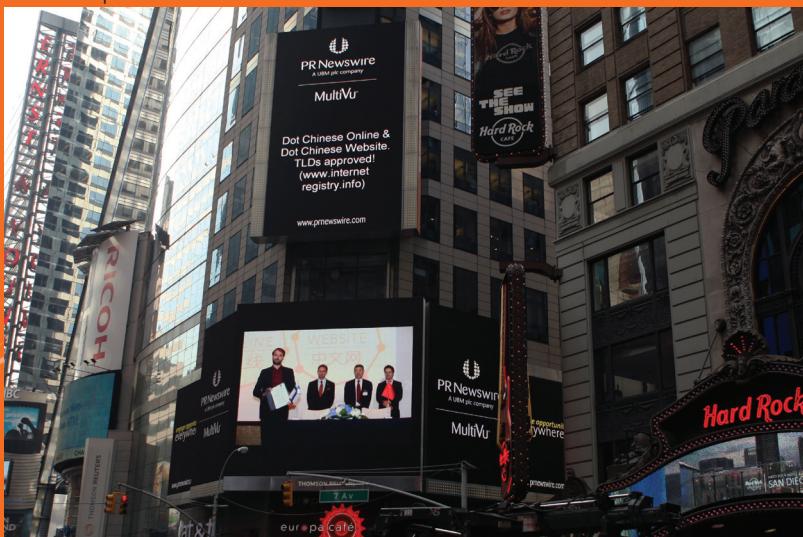
TLD Registry's executive leadership benefits from a close working relationship with the highly successful Vision+ team and our angel investors.



- Sina Weibo: e.weibo.com/tldregistry
- Twitter: twitter.com/tldregistry
- LinkedIn: linkedin.com/company/tld-registry-ltd
- Facebook: facebook.com/tldregistry
- Instagram: instagram.com/tldregistry
- Baidu Baike: <http://baike.baidu.com/view/10947063.htm>
- Flickr: <http://www.flickr.com/photos/tld-registry/>



TLD Registry's RA contract signing ceremony in Beijing, witnessed by Finland's prime minister, appeared on the Reuters screen in New York's Time's Square!



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,

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