

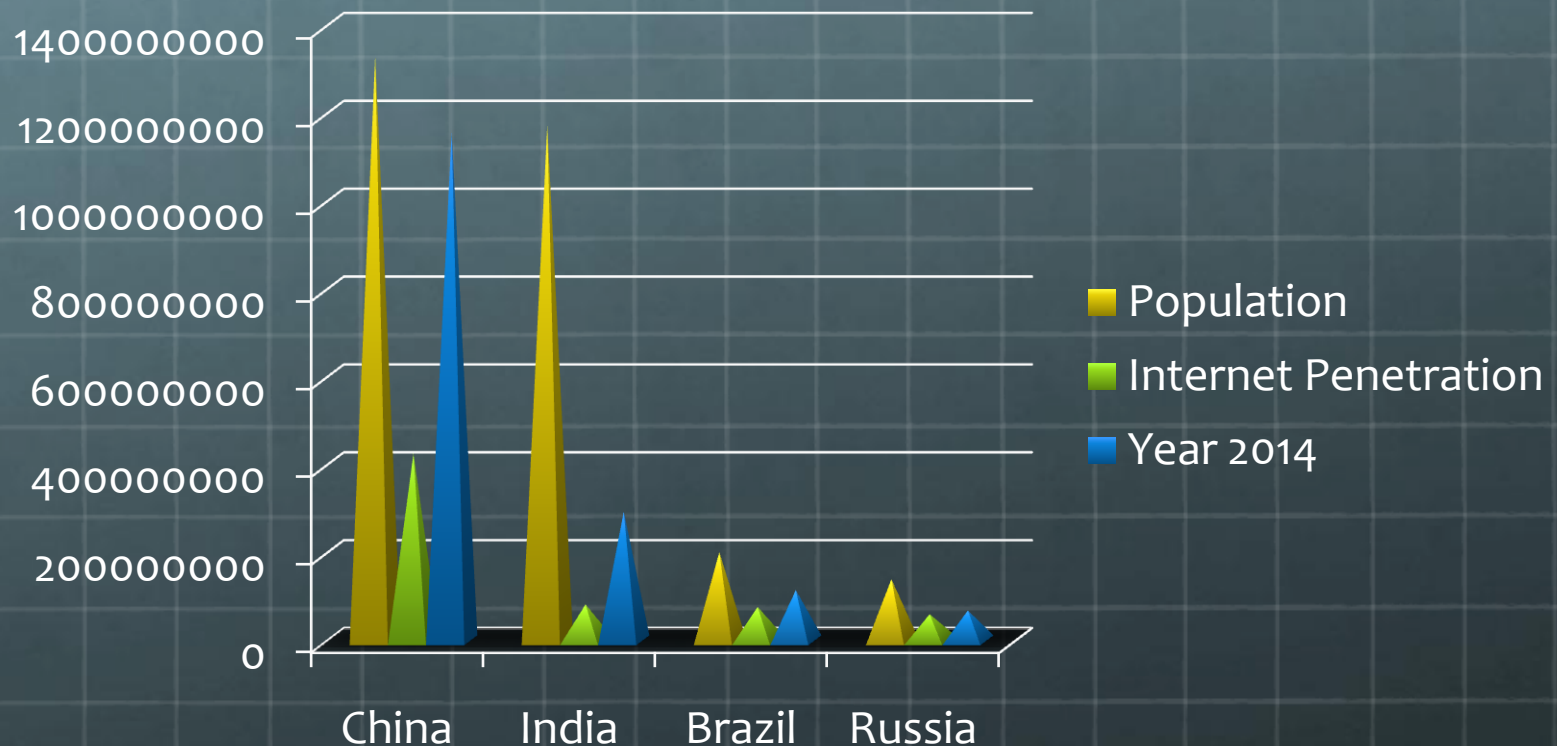
# Emerging Global Markets

BRIC countries as new centers of growth for domains

# Overview of topics

-  Rapidly growing markets for domain sales
-  Strategies of entry in BRIC countries:
  -  Low price point entry
  -  New distribution models
  -  New Brand management

# Internet Usage



## Do'main Facts

```
graph LR; A((Do'main Facts)) --- B([China The total number of domain names has fallen to 11.21 million]); A --- C([In 2008, the number of Internet users declined by 3 million as a result of stricter policing – with 1.72m domains and 81m internet users, India is at 2% of its capacity.]); A --- D([Brazil registrations rose 20% last year]); A --- E([Russia, with almost 60m internet users and 3m domains registered is at 5% of its potential]);
```






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**Brazil** registrations rose 20% last year




**Russia**, with almost 60m internet users and 3m domains registered is at 5% of its potential

# CentralNic -Why?

-  Rapid growth of new and online businesses needing their name - but finding it unavailable at most extensions
-  Growth of internet in households and internet savvies
-  Local businesses seeking visibility worldwide (ie: .br.com sites more visible in US, Europe than .br sites)
-  Individuals and entities searching to do business internationally
-  Cnic domains convey the national identity plus the .com ending that attracts 90.2% of all internet traffic\*



# Low Price Point Entry

-  Microsoft's mistake
-  CN.COM \$6.99 - prices dropped by 80%
-  BR.COM offer end of year

# .CN.COM - THE CHINESE DOT COM

.CN.COM IS A PROVEN EXTENSION FOR ESTABLISHING A WEB PRESENCE IN THE CHINESE MARKET

## Why use a .CN.COM Web Address?

- **Flexibility** - No restrictions on who may register a .CN.COM domain
- **Reliability** - 100% track record of continuous availability over the past ten years
- **Chinese Language Capable** - .CN.COM supports IDN domains in both Traditional and Simplified Chinese scripts
- **International Recognition** - .CN.COM domains are sold worldwide
- **Competitive Pricing** - .CN.COM domains are now cheaper than ever before

## Get Your .CN.COM Domain Name Today

Register your .CN.COM with an accredited registrar.

**LIST OF .CN.COM REGISTRARS**

## How do I Apply to be a .CN.COM Registrar?

.CN.COM domains are currently sold through such leading registrars as Network Solutions, eNom, Key Systems, 123Reg, ResellerClub and many more.

Registrar benefits include easy setup, favourable prices, and full technical and marketing support from CentralNic, the .CN.COM registry.

**BECOME A .CN.COM REGISTRAR**

## Example .CN.COM Websites



[www.tecatech.cn.com](http://www.tecatech.cn.com)



[www.blog.cn.com](http://www.blog.cn.com)



[www.easy-forex.cn.com](http://www.easy-forex.cn.com)



[www.academyart.cn.com](http://www.academyart.cn.com)



[www.shaolin.cn.com](http://www.shaolin.cn.com)

# Get Your .CN.COM

Reach out to  
the Chinese  
Market!



**.cn.com**

**.CN.COM**  
**On Sale**  
**Here!**

**.CN.COM**



Start  
Celebrating  
the Chinese  
New  
Year with  
the .CN.COM

**SALE**

\* for a limited period

**.CN.COM**

Start  
Celebrating  
the Chinese  
New Year with  
the .CN.COM

**Domain  
Name  
SALE**



\* for a limited period

## THE .CN.COM SALE

Celebrate the Chinese New Year

REGISTER  
TODAY!

with Huge Discounts on  
.CN.COM Domains!

\* Offer available for a limited period only



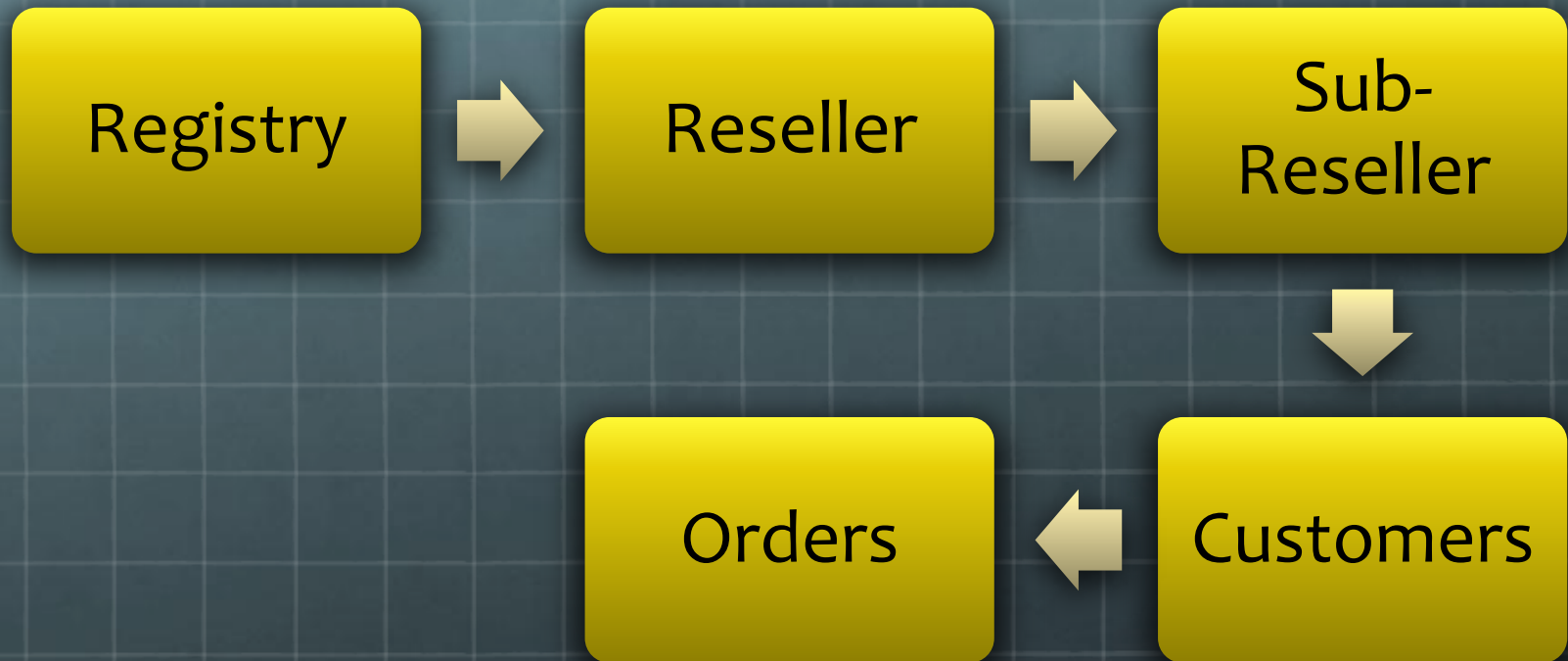
Doing Business in China?

Get **.CN.COM**, the Chinese dot com





# New Distribution Models



# Promos

At ResellerClub, we regularly announce a host of attractive Promotions on major Domain extensions as well as other Products & Services. We also provide you with a special Promo Engine to manage these promotions and pass them seamlessly to your Customers, thus increasing your volumes and profits!

## Current Promotions

- ▶ Unlimited Hosting @ \$1.49
- ▶ .IN & @ \$1.89
- ▶ .CN.COM @ \$8.99
- ▶ .ASIA @ \$9.99

**GREAT DISCOUNTS!  
• EVEN BETTER PROFITS!**

## Annual Promotions

- ▶ **The Big Birthday Bash:**  
Industry lowest prices on ALL Products & Services during February and March
- ▶ **Mega Bargains Month:**  
Best slab pricing on ALL gTLD Domain Registrations in August!
- ▶ **The Big Holiday Sale:**  
Pricing as low as \$7.69 for Registrations, Renewals & Transfer-Ins

# New Brand Management

- Partnering with key players (RU-CENTER)
- New Services (EMAILME)
- Re-launch of UK.COM
  - Premium brands
  - Celebrities

# Global Domain Names



[www.centralnic.com](http://www.centralnic.com)