



GNR Limited

Internet Week

Japan

Monday, December 16th, 2002

Allan VanBuhler
Vice President Sales and Marketing

Email: allan@vanbuhler.name

Phone: +1.585.419.2520

- In 2000, the Internet Corporation for Assigned Names & Numbers (ICANN) awarded four additional gTLD requests

<u>New gTLDs</u>	<u>Original gTLDs</u>
.name (individuals)	.com
.biz (business)	.org
.info (general information)	.net
.pro (certified professionals)	

- London, UK based GNR was awarded the exclusive monopoly license to develop, administer and operate “.name”
- Our core product is personalized email addressing, bundled with a personalized domain name
- We operate a wholesale business model
 - Targeted towards larger communication-centric service providers.
 - Providing turnkey fulfilment via our registrars – Web-based service activation, billing and account mgt.
 - Consumer tested marketing tools – Banner ads, personalized email, web content and logos
- Blue chip investors
 - The Carlyle Group
 - Northzone Ventures
 - Four Seasons Ventures
 - Verisign, Inc.



- The dominant use of the internet is for Email
- The world's population is 6 billion people, 500 million having internet access
- 70% of the population in a given region share less than 10,000 common surnames
- Today's consumer moves nine times by age 44, and changes phone numbers and email at least as frequently
- 32% of consumers change their email address each year
(Return Path, Inc Oct 2002)
- The average .com purchaser → 20+ attempts

The Problem

Ambiguous, Impersonal Addresses



Does your email address need its own browser?

steveb13@hotmail.com

steve@brown.name

What's in a .name? It uses a new format to give you a truly personalized email address. You can now be yourfirstname@yourlastname.name, and don't worry, even if your name is Brown, we guarantee your last name will be available.

This new address is fully portable, you can use the same one when you change email accounts, swap ISPs, employers, even countries. That's because your .name address is permanent, once registered, you own it for life. .name is operated by Global Name Registry under license from ICANN, so the security of your .name is guaranteed.

Your .name is your personalized, permanent, portable and protected email address.

Register now at www.registrar-rl.com

Let your name speak for itself. 

Most consumers have “settled” for a less than satisfactory online identity/address

The Solution

Personalized, Portable, Permanent

It's your name. Take it before it's gone.
A new chance to get your real name as your email address.



What's in a .name? It uses a new format to give you a truly personalized email address. You can now be yourfirstname@yourlastname.name, and don't worry, even if your name is Brown, we guarantee your last name will be available.

This new address is fully portable, you can use the same one when you change email accounts, swap ISPs, employers, even countries. That's because your .name address is permanent, once registered, you own it for life. .name is operated by Global Name Registry under license from ICANN, so the security of your .name is guaranteed.

Your .name is your personalized, permanent, portable and protected email address.

Register now at www.register-url.com

Let your name speak for itself 

- Attractive and easy to remember email addresses and domain names

allan@vanbuhler.name
www.allan.vanbuhler.name

- GNR's "third level" allows the surname to be shared, effectively guaranteeing the availability of all surnames
- Incoming .name email is simply routed to any existing email account of the customer's choosing
- The customer can change the receiving email, making it ISP independent (can 'turn off' at partner discretion)

Historically...

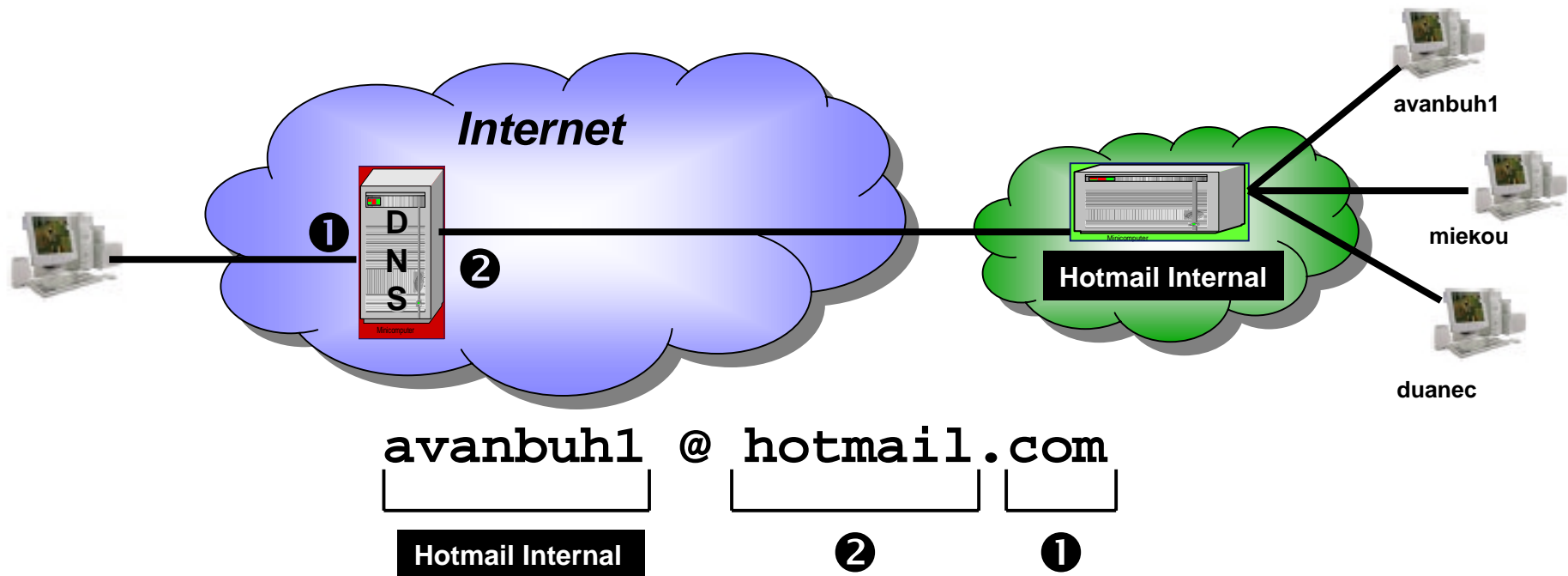
- Email addresses were built off the registered domain address
- All common surnames are gone on existing gTLDs
- Thus, most individuals can't use their real surnames
- The resulting email address is often cumbersome

The screenshot shows the register.com website interface. At the top, there's a navigation bar with links for Home, Register Domain Names, Renew Now, Switch to Register.com, Email Services, Build Your Web Site, Drive Search Engine Traffic, and Incorporate/Form LLC. A search bar contains the text 'Domain Name Search:' followed by a text input field and a 'Check It!' button. To the right, there are links for 'My Account', 'Help', and 'Contact Us'. Below the search bar, a message reads: 'We're sorry, lee is taken. However, we have found several other domain names that are available! * Check the domain name(s) you would like, and click Continue.' Below this message is a table with columns for domain extensions: .com, .net, .org, .biz, .info, and .us. The first row, 'lee', is highlighted in yellow and shows 'Taken' for all extensions, with a 'Continue' button to the right. Subsequent rows show various combinations of 'lee' and extensions, with checkboxes indicating availability.

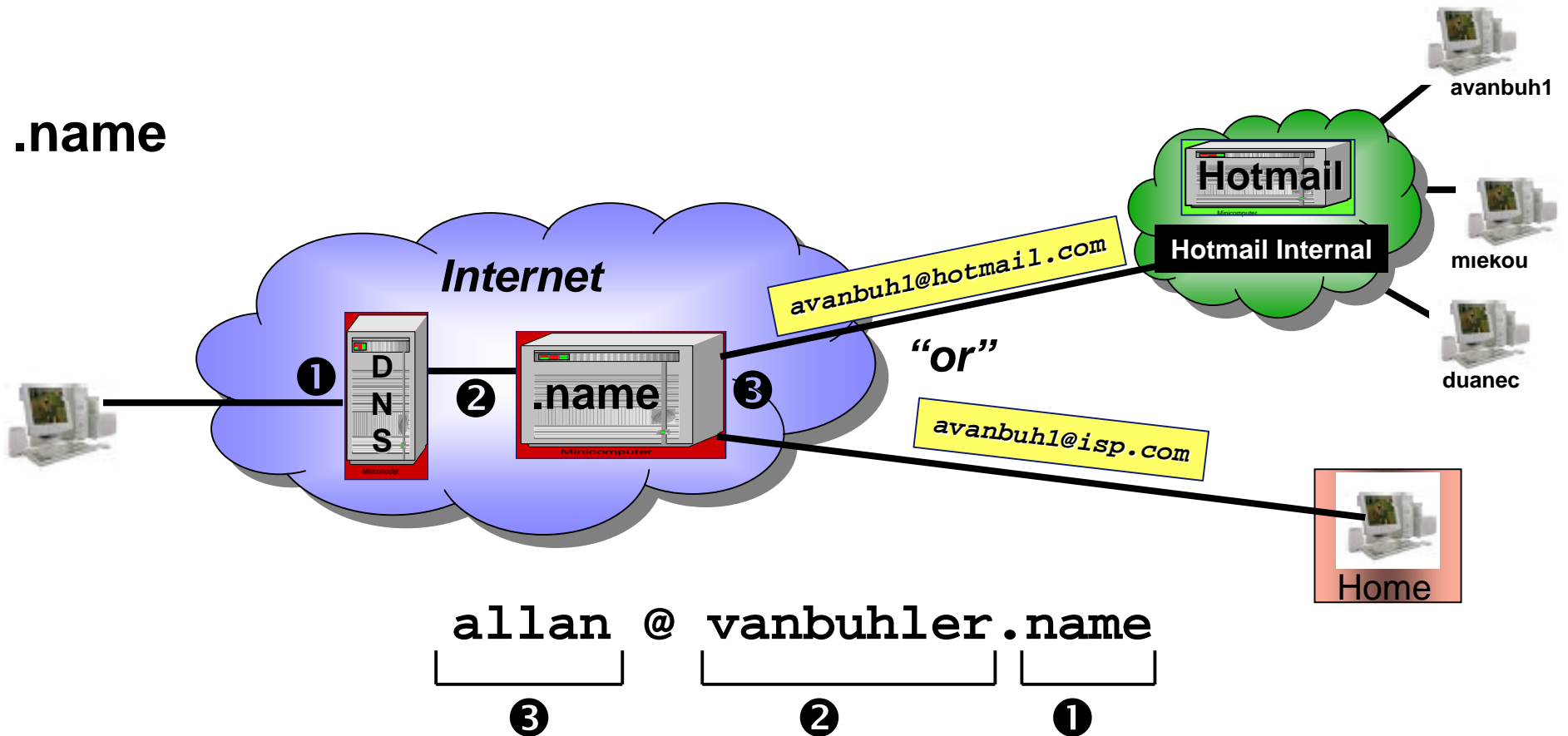
	.com	.net	.org	.biz	.info	.us	
lee	Taken	Taken	Taken	Taken	Taken	Taken	Continue
i-lee	Taken	<input type="checkbox"/>	Taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
leegroup	Taken	Taken	Taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
leonline	Taken	Taken	Taken	<input type="checkbox"/>	Taken	<input type="checkbox"/>	
leetech	Taken	Taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
leeweb	Taken	Taken	Taken	Taken	<input type="checkbox"/>	<input type="checkbox"/>	
mylee	Taken	Taken	Taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
netlee	Taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
thelee	Taken	Taken	Taken	<input type="checkbox"/>	Taken	<input type="checkbox"/>	
weblee	Taken	Taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4-lee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
alilee	Taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
forlee	Taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Out of curiosity, 150,000 people every day type their surname in the URL of a browser to see where it leads!

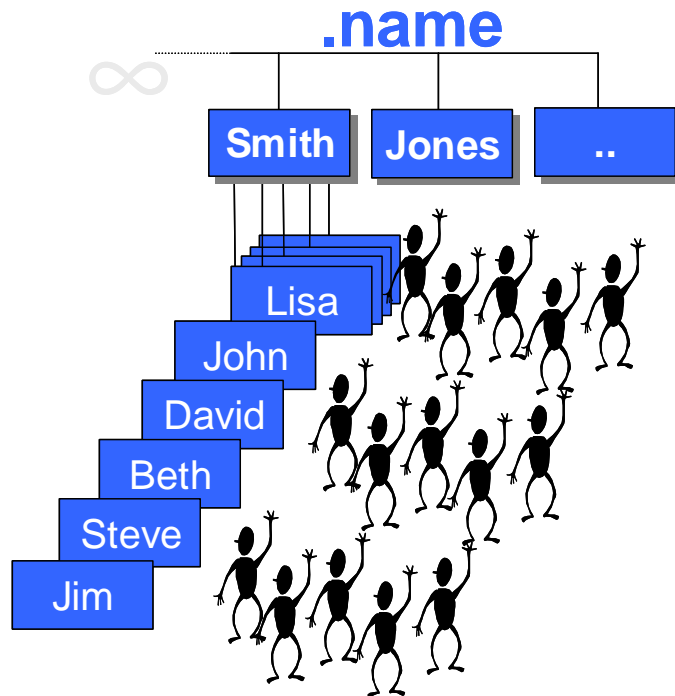
.com, .net, .org, .info, .biz



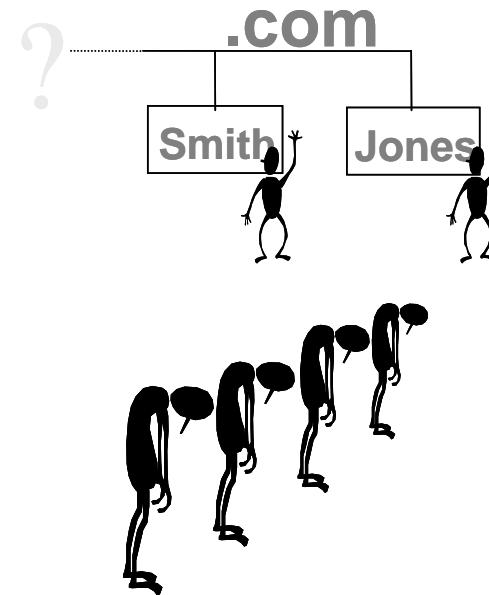
Using Allan Van Buhler's traditional email address:
`avanbuh1@hotmail.com`



Using Allan Van Buhler's new .name email address:
allan@vanbuhler.name

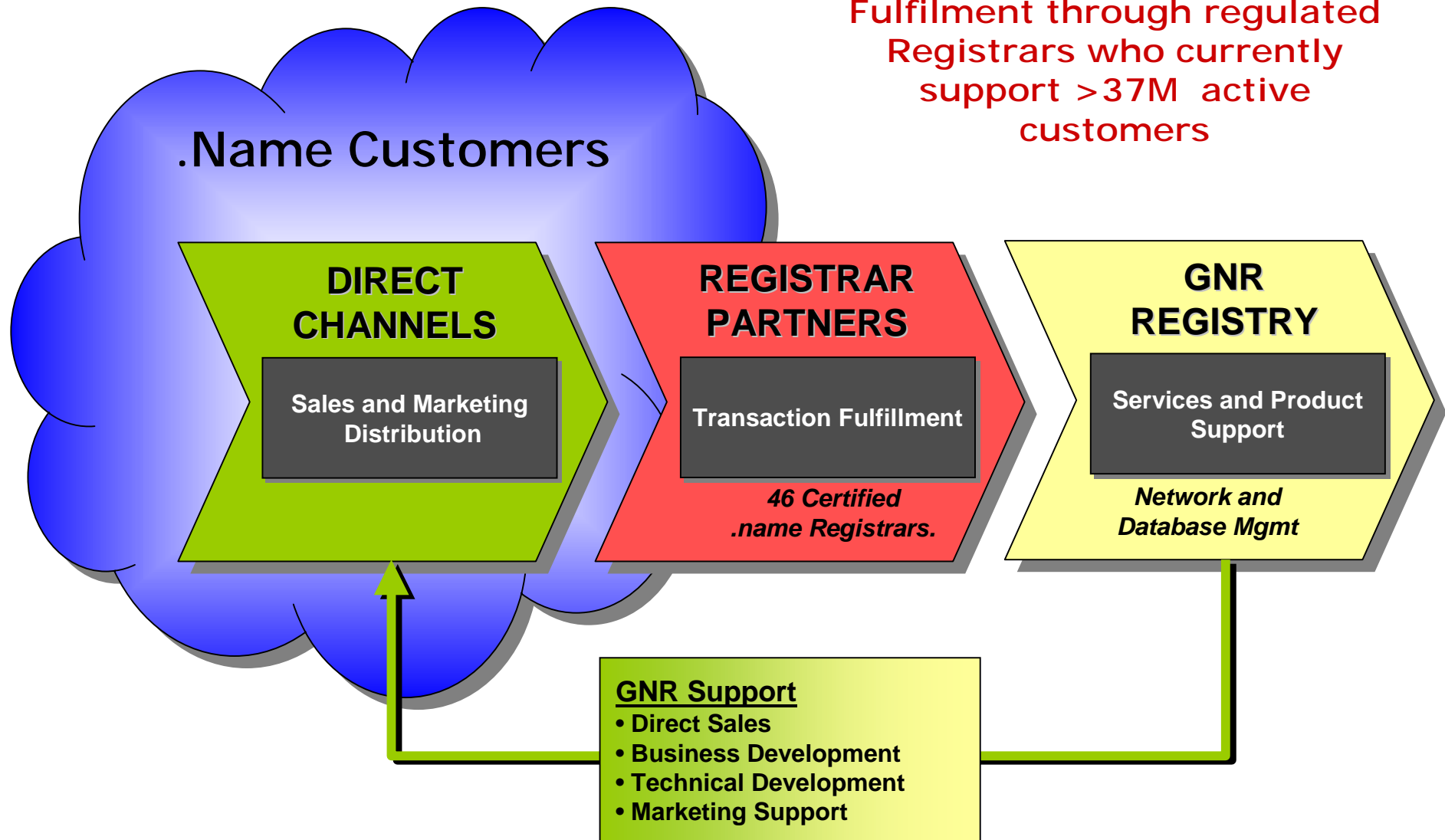


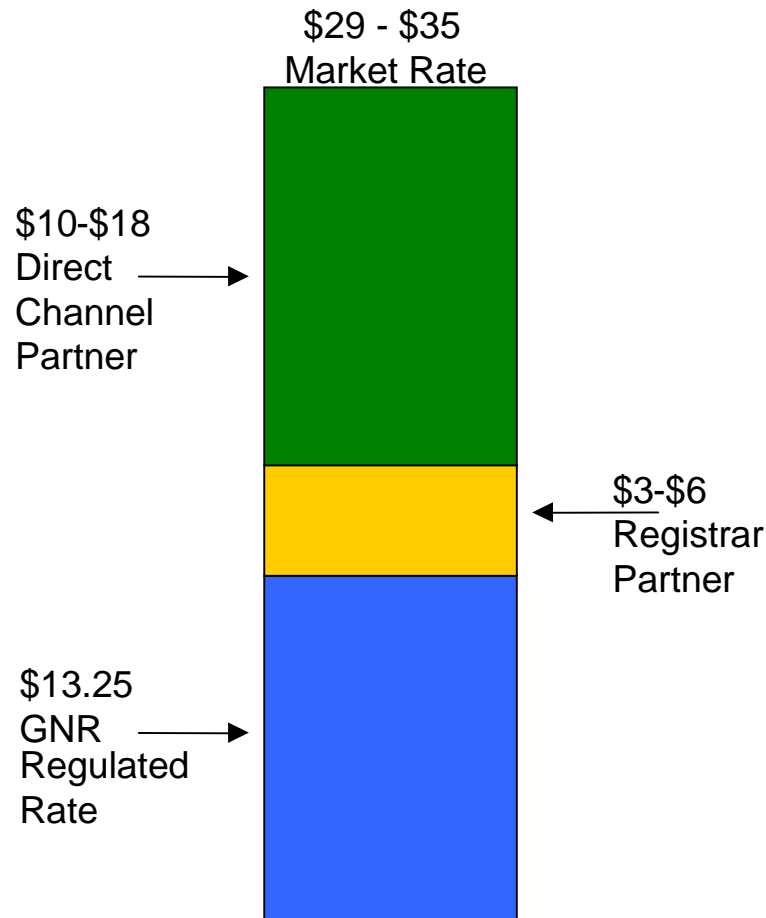
- Registration is done on the **second and third levels**
- **Attractive and easy to remember** email address and domain name
- **All surnames are shared** - millions of people now have a **new and better opportunity** to have their own "name" on the Internet



- Registration is done on the **second level only**
 - Most family names are long gone, and are not shared
- This blocks **every person but one**, the lucky first-comer
- **Millions of people are blocked** from using their family name on the Internet

Fulfilment through regulated Registrars who currently support >37M active customers





Market Impact

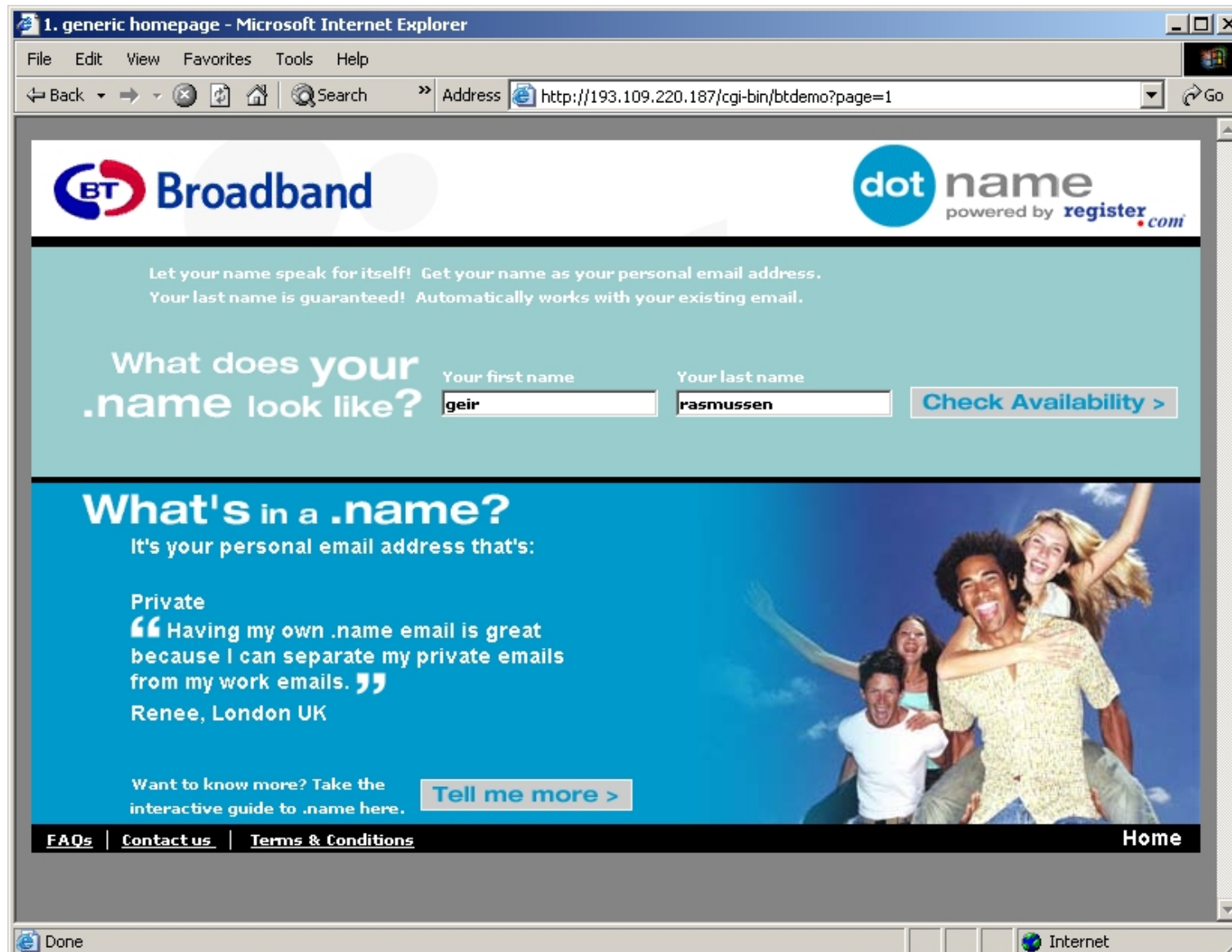
Simple, Powerful, Differentiated

- Email is the #1 service for Internet users
- Integrated Distribution
 - Leverage existing marketing channels: online portals/web sites, email, invoices, call centers and advertising
 - Target existing customer base, as well as competitors bases for conversion
- Product Bundling
 - Lead generator for Broadband, Internet, Email and Basic Services
 - Stimulate acquisition → offer & package with Broadband, Internet and Email services
 - Improve retention → multiple products = lower attrition
 - Vertical market opportunities
- Product Revenue
 - Significant .name revenue potential, with enhanced services margin levels
 - Incremental revenue from .name lead generation and product bundling uplift of core services
 - Improved retention = Increased core services revenue
- Enhances Your Brand

- You provide the marketing and distribution
- Registrars
 - ICANN approved
 - Provide turnkey E-Enabled Service Fulfillment
 - Service fulfillment is 100% web-based, and is completed by the end user.
 - Many Registrars have sophisticated and easy to use tools to help sell .name
- Global Name Registry
 - .name network and forwarding infrastructure
 - Technical Development and Support
 - Marketing Support and Tool Kit

GNR Online Marketing Support Tool Kit

- Advertising - Online and Print Templates
- Banner Ads and Logos – Online and Print Templates
- Web User Interface
- Email Marketing – Templates and Examples
- Product descriptions and FAQs



1. generic homepage - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Address <http://193.109.220.187/cgi-bin/btdemo?page=1> Go

BT Broadband **dot name** powered by **register.com**

Let your name speak for itself! Get your name as your personal email address.
Your last name is guaranteed! Automatically works with your existing email.

What does your **.name** look like?

Your first name: Your last name: [Check Availability >](#)

What's in a .name?
It's your personal email address that's:

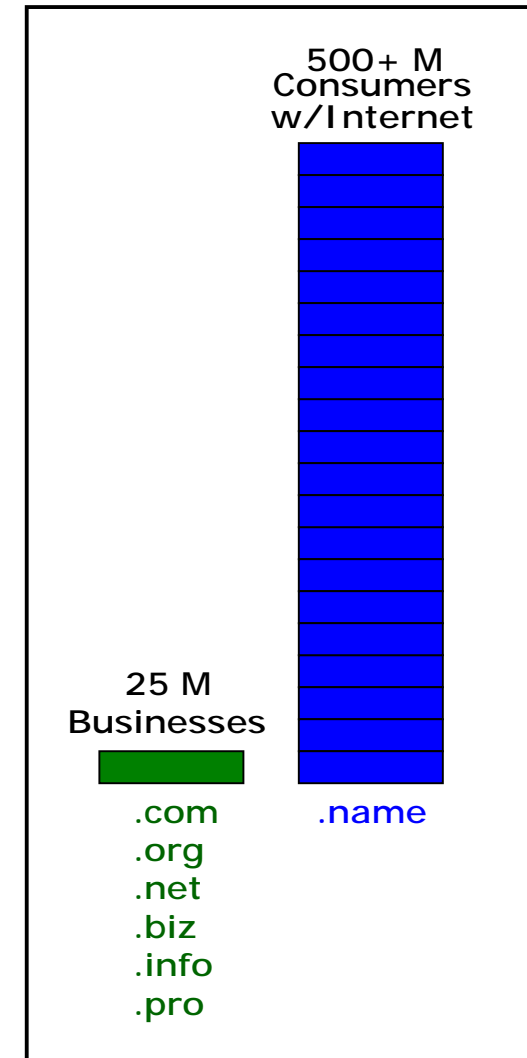
Private
“Having my own .name email is great because I can separate my private emails from my work emails.”
Renee, London UK

Want to know more? Take the interactive guide to .name here. [Tell me more >](#)

[FAQs](#) | [Contact us](#) | [Terms & Conditions](#) [Home](#)

Done Internet

- Attractive and easy to remember email and domain name addresses
- .name exponentially expands the personal internet addressing space into the billions
- Service providers are uniquely positioned to benefit from .name
 - Strategic fit
 - Simple service
 - Leverages existing marketing vehicles
 - Turnkey fulfillment and distribution
- Multiple revenue streams
 - Lead generation
 - Bundled Products
 - Acquisition and Retention
- A clear differentiation from other TLDs

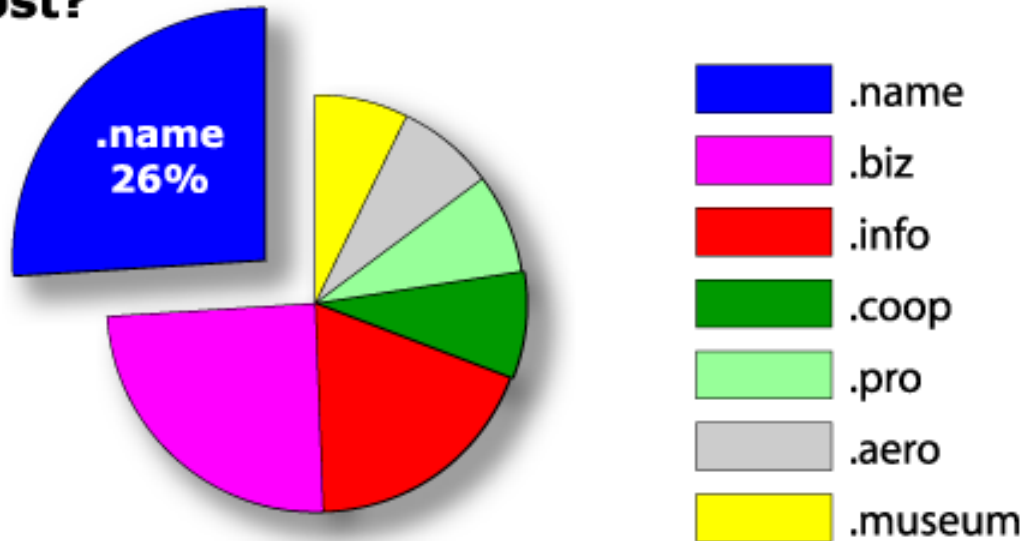




Appendix



**"Of the seven new TLDs,
which do you value most?"**



Source: OnlineNIC, Inc., 2001
www.china-channel.com
www.OnlineNIC.com
Sample : 7000

.name

Intellectual property

Personal
Email
Address

Personal
Web
Address

Trademark
Protection
Service

Remove
Registered
Trademarks

my.name mail address

my.name domain

namewatch

defensive
REGISTRATIONS



john@smith.name

www.john.smith.name

iluv.ibmserver.name

ibm.name

- **Lifetime Email** (allan@vanbuhler.name). A personal, portable and permanent email address. Average individual changes email addresses 9+ times by age 44; with .name, individuals no longer need a new email address when they change businesses or ISP.
- **Web Address** (www.allan.vanbuhler.name). GNR is the only gTLD authorized to sell domains on 3rd level to allow sharing of surnames, enabling an exponentially larger number of people to use the same surname. Differentiation is achieved by adding a first name.
- **Namewatch** (www.iluv.ibm.name) Applicants will be notified anytime someone registers a .Name domain that contains their designated string.
- **Defensive Registration** (www.*.ibm.name or www.ibm.*.name). Only offered to holders of nationally registered trademarks. Registered trademark holders are allowed to remove their trademark from .Name database to prevent unlawful use.

GNR built and operates a state-of-the-art Registry...

- The only gTLD registry to operate both a domain and an email service.
- An in-house built DNS system capable of 200K+ queries/second. Fully redundant, worldwide.
- > 300K registered objects, scalable to 50M domain names and beyond.
- VeriSign shared registry system, engine supporting .com.
- Database backend capable of more than 1,500 TPS.
- DNS updates within seconds.
- State of the art Operations Center, 24 by 7, 365 days a year.
- 100% uptime since Registry launch Dec 15, 2001.
- ICANN acknowledged GNR's platform and capability as "Best-in-class".

