

Introducing a new TLD to the Marketplace

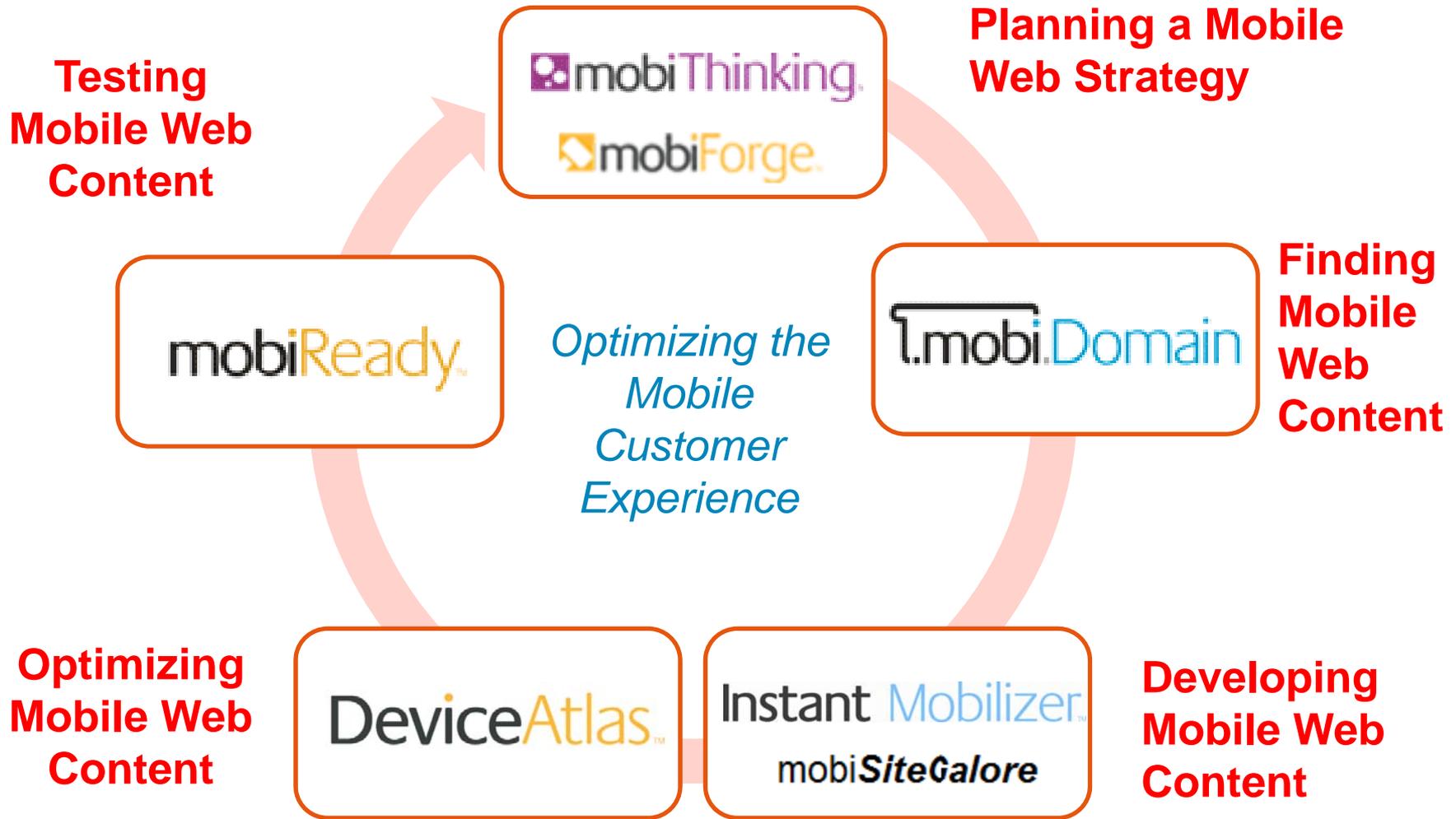
22 June 2009

ICANN 35 – Sydney, Australia

Pinkard Alan “Pinky” Brand
Director, Global Sales

- We provide Mobile Internet Content Services
 - We help you develop and deliver better content inexpensively
 - We help your content to be found by users
- HQ in Dublin, Ireland
 - 2003 – Established by Nokia, Microsoft, & Vodafone
 - 2006 - Launched TLD business (1.2 million names registered to date)
 - 2008 - Launched Applications business
 - 40+ employees in Europe, US, China
 - Distribution in 110+ countries through more than 200 partners
 - dotMobi Investors:





Total Registrations by Country



- Limited Industry Sunrise – 1 week
- Trademark Sunrise Period – 3 months
- Sunrise Challenge Period – 3 months
- Premium Name Application Process – 3 months
 - Trademark owners were able to seek to have their trademark removed from our premium list in line with certain criteria.
- WIPO Mediation Center administered & rendered decisions.
- Landrush – 2 weeks
- General Registration - ongoing

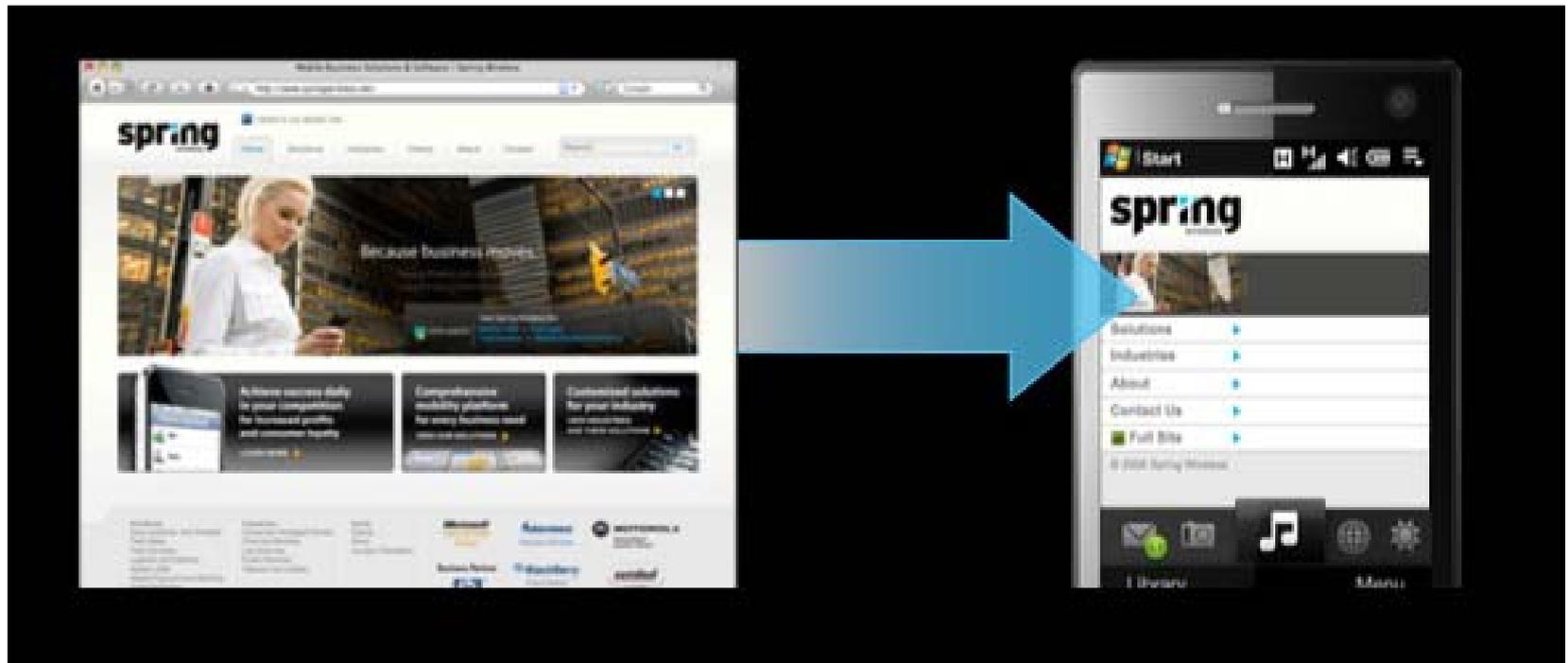
- 5 sunrise registration field requirements:
 - registered trademark name, trademark registration number, country of origin, date of registration, date granted.
- Trademarks or service marks had to be of national effect.
- Trademark eligibility cutoff date was 11 July 2005.
- PwC carried out validation checks.
- All sunrise challenges were handled by WIPO.

- Commonly used (“generic”) words and phrases set aside for equitable allocation other than first-come, first-served.
- Allocation process was approved by ICANN with input and feedback from our Policy Advisory Board (PAB) and WIPO.
- Early name investors acquired names for as much as \$200,000 (flowers.mobi). Most Premium Names names have been sold for thousands and tens of thousands of dollars.
- List of premium names available is at <http://dotMobi.mobi>.
- Previous allocation rounds in 2006/2007/2008 were via
 - SEDO online auctions
 - TRAFFIC domain name conferences and auctions
 - DomainFest conferences and auctions
 - RPP process

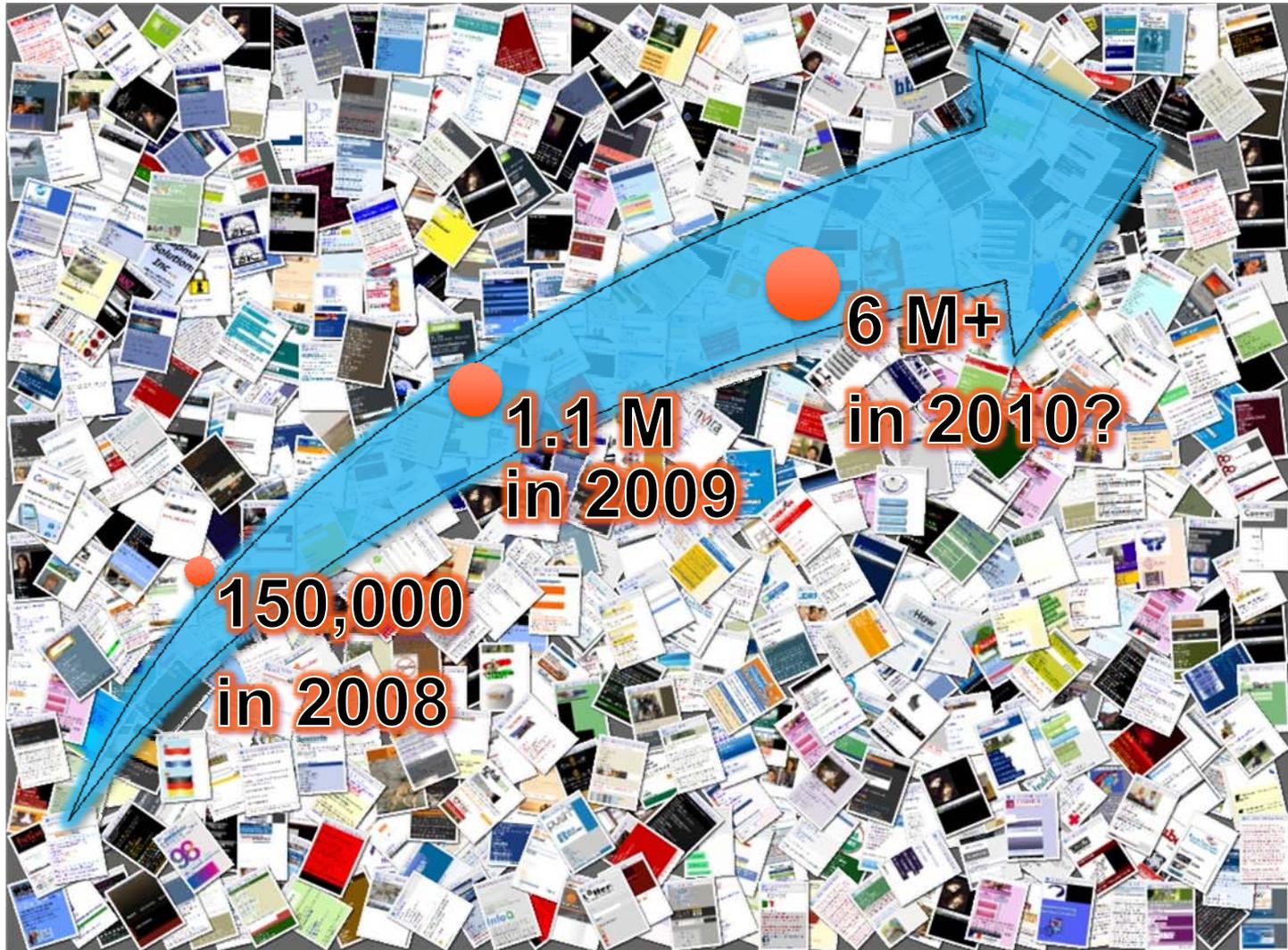


A TLD providing solutions beyond a name.

Turn any Web site into an enhanced mobile site...



... with Instant Mobilizer™ from dotMobi.





*“Top 20 Largest
Global Domains”
2009*

1.mobi.

*“Mobile
Innovation Award
Winner” 2009*



*“Top 100 Global
Companies to
Watch” 2009*



*“Top 10 Global
Trends for Small
Businesses” 2009*

Small Business

Small Business Trends
Magazine

*“1 Millionth Mobile
Web Page Tested”
MobiReady - 2009*

mobiReady™

Thank you!
More info at <http://dotMobi.mobi>

The screenshot shows the dotMobi website homepage. At the top left is the dotMobi logo. To its right is a search bar and a navigation menu with links: Home, Company, Domain, Community, Developers, WHOIS, Blog, and Contact Us. Below the logo is a large banner with the text "Reach the world's billions of mobile phone users" and a sub-headline: "dotMobi gives businesses and individuals the tools they need to ensure the Web will work on mobile phones around the world with the .mobi domain, mobiForge, mobiThinking, DeviceAtlas, Ready.mobi and Instant Mobilizer". A "Learn More >" button is at the bottom of the banner. To the right of the banner is a "Fast Find" menu with links: Buy a Domain Name, Mobilize your web presence, View your Web site on a mobile, Market your mobile presence, Build your mobile presence, Optimize your mobile site, Test your mobile site, and Login to registrar area. Below the banner is a "Featured .mobi site" section with a search bar containing "http://ebay.mobi" and a "View more great .mobi sites" button. To the right of this is a "News" section with three articles: "dotMobi to Release DeviceAtlas for Microsoft ASP.NET", "dotMobi Allocates First Two-Character Mobile Domain to Fifth Third Bank", and "dotMobi collaborates with GSMA for new options with award-winning DeviceAtlas product". At the bottom is an "Our Investors" section with logos for Vodafone, VISA, TIM, Syniverse, ARABIAN, NOKIA, Google, ERICSSON, GSM, Microsoft, and others.

