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# ESCROW.COM DOMAIN INVESTMENT INDEX

1st Quarter 2021

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# Escrow.com Domain Investment Index: Q1, 2021

*For the quarter ending March 31st 2021*

## Executive Summary

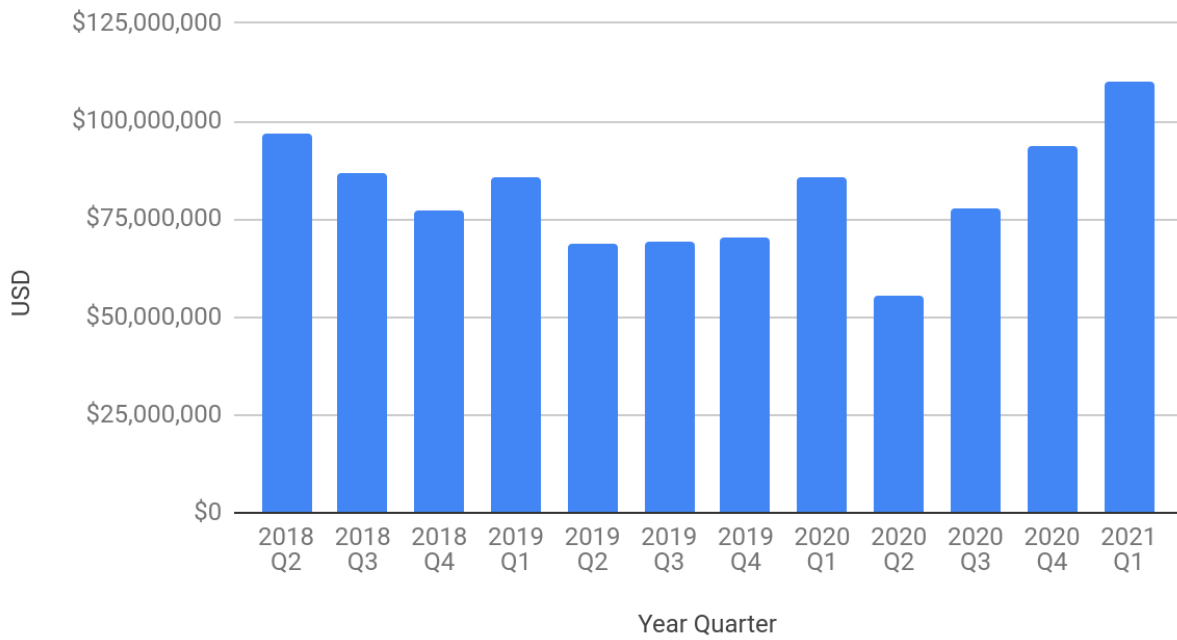
The market for domain names is stronger than ever, according to the most recent Escrow.com Domain Investment Index, for Q1 2021.

As the US macroeconomic outlook improves, the domain name aftermarket is improving right along with it, surpassing even pre-pandemic levels. Q1 2021 trading volume was led by sales of a record number of large domain name portfolios as well as sales of high value individual domain names.

As large businesses continue to invest in their digital-first sales channels and online branding, 2021 is looking to set a new high-water mark for the domain name aftermarket.

# Q1 Results

## Total Transacted Domain Name Amount

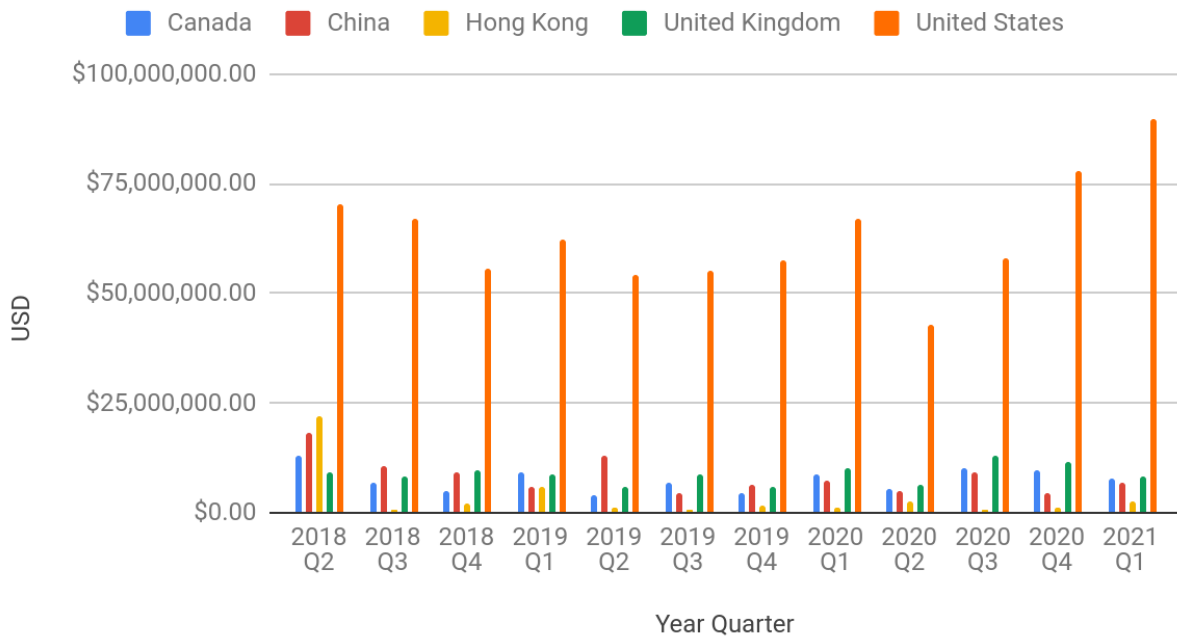


**Figure 1.0**

Total domain name transaction amount continues to increase its upward trend from Q4 2020, ending at \$110m in Q1 2021.

Source: Data acquired from Escrow.com.

## Total Transaction Value in Top 5 Regions Quarterly Graph

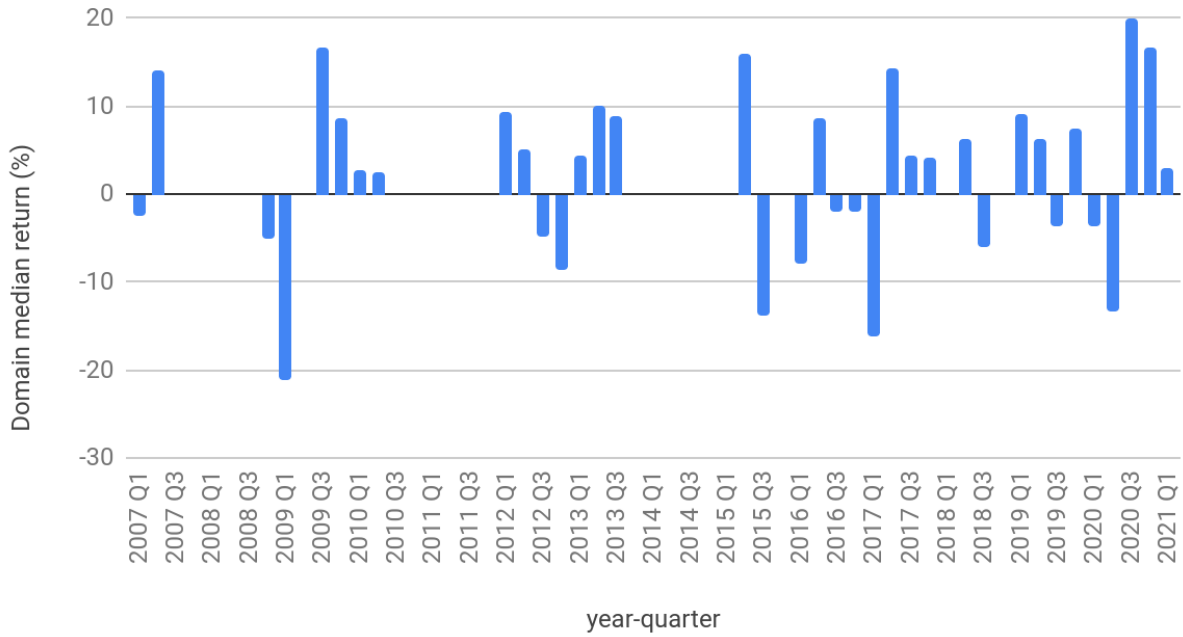


**Figure 1.1**

Majority of the surge remains to be involving a party residing within the US where volume increased from \$77.9 million to \$89.6 million. Another notable increase is from parties in China which increased from \$4.3 million to \$6.9 million

Source: Data acquired from Escrow.com.

### Domain Median Price Return (%) vs Quarter

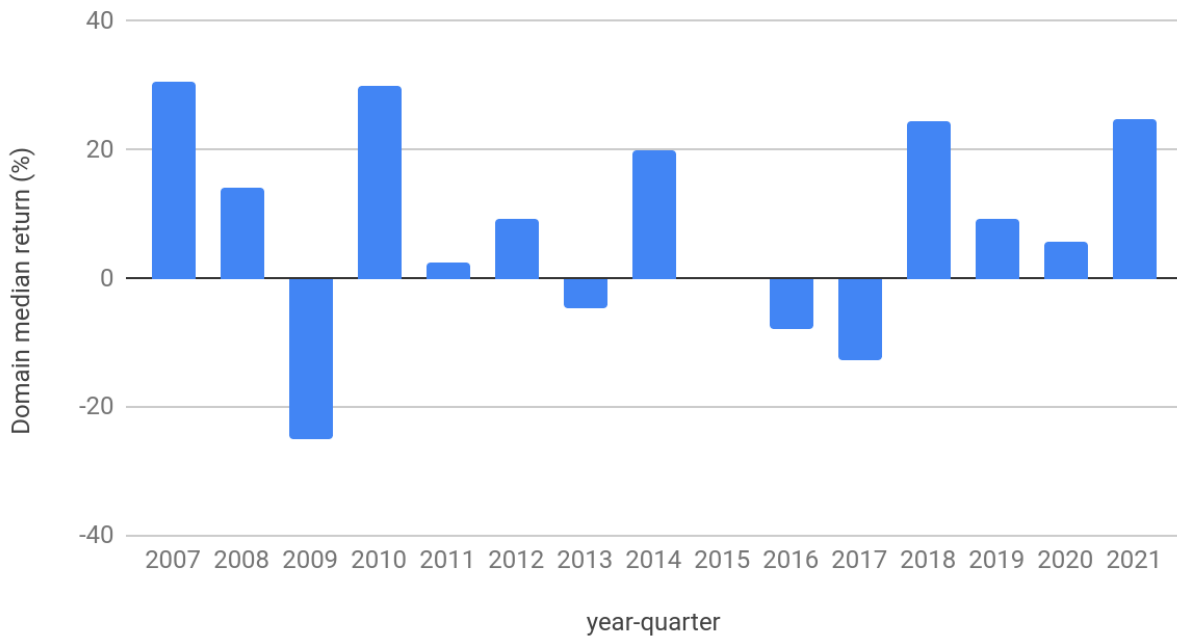


**Figure 1.2**

Median price returns compared to 2020 Q4 at 16.67% is relatively smaller this time around however at 2.8% in 2021 Q1.

Source: Data acquired from Escrow.com.

### Domain Name Median Price YoY Q1 Return Rate

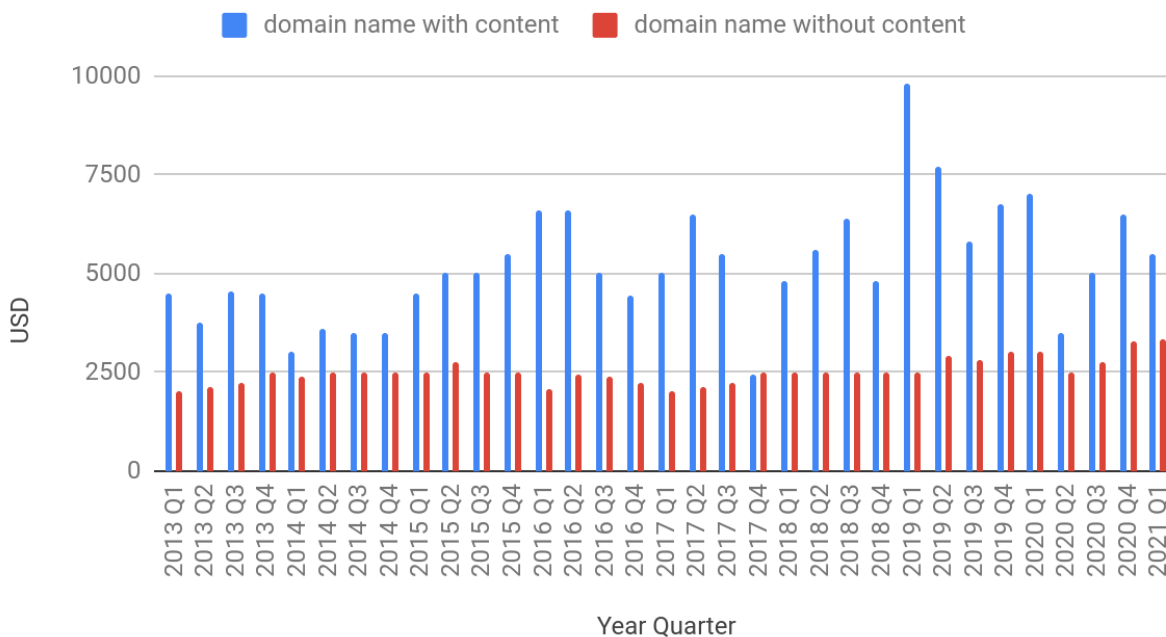


**Figure 1.3**

Meanwhile, compared to 2020 Q1, the median price returns for 2021 Q1 is at 24.67%

Source: Data acquired from Escrow.com.

## Domain name with or without content median price graph

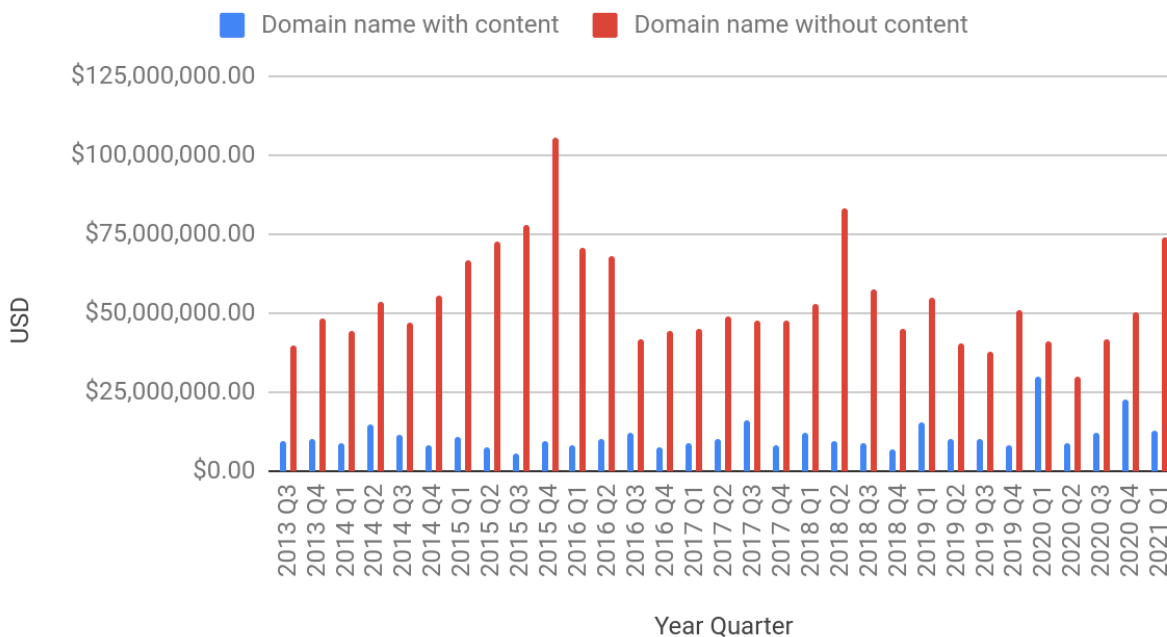


**Figure 1.4**

Looking at domain names with and without content, we see minimal movement in the median price. Domain names with content dropped from \$6,500 to \$5,500 and domain names without content increased slightly from \$3,296 to \$3,333.

Source: Data acquired from Escrow.com.

## Domain Name with Content vs Domain Name without Content



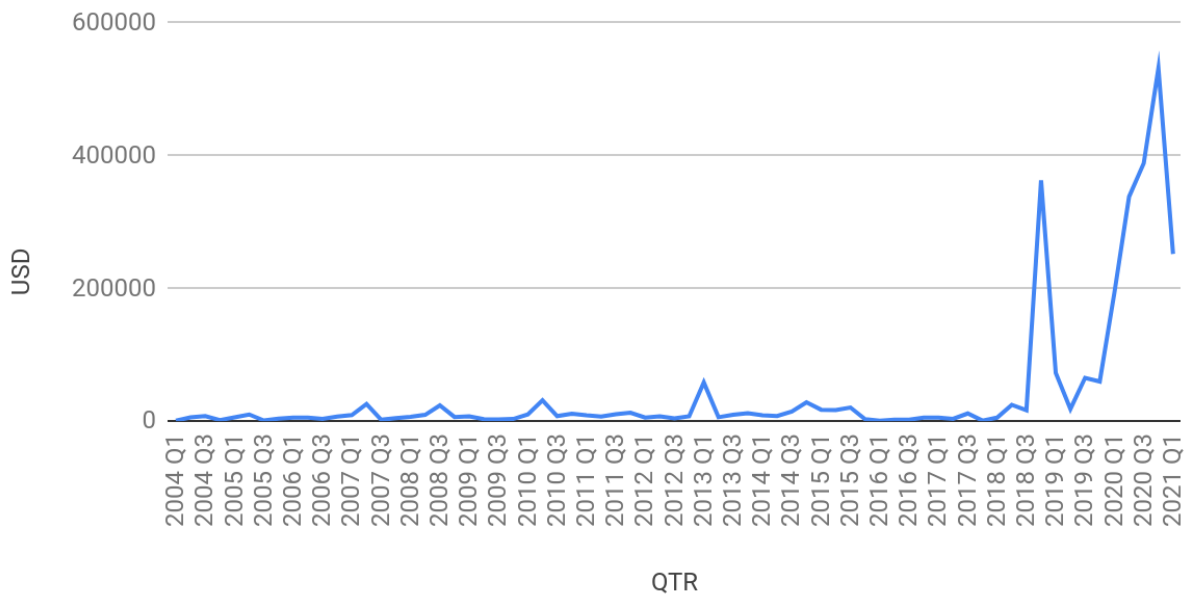
**Figure 1.5**

While median prices are relatively flat, total volume tells a story however, with domain names without content increasing from \$50.05 million to \$74.14 million. While domain names with content dropped from \$22.85 million to \$12.8 million in 2021 Q1.

Source: Data acquired from Escrow.com.



## 2/3 Character.com Domain Name Median Price Quarterly Graph

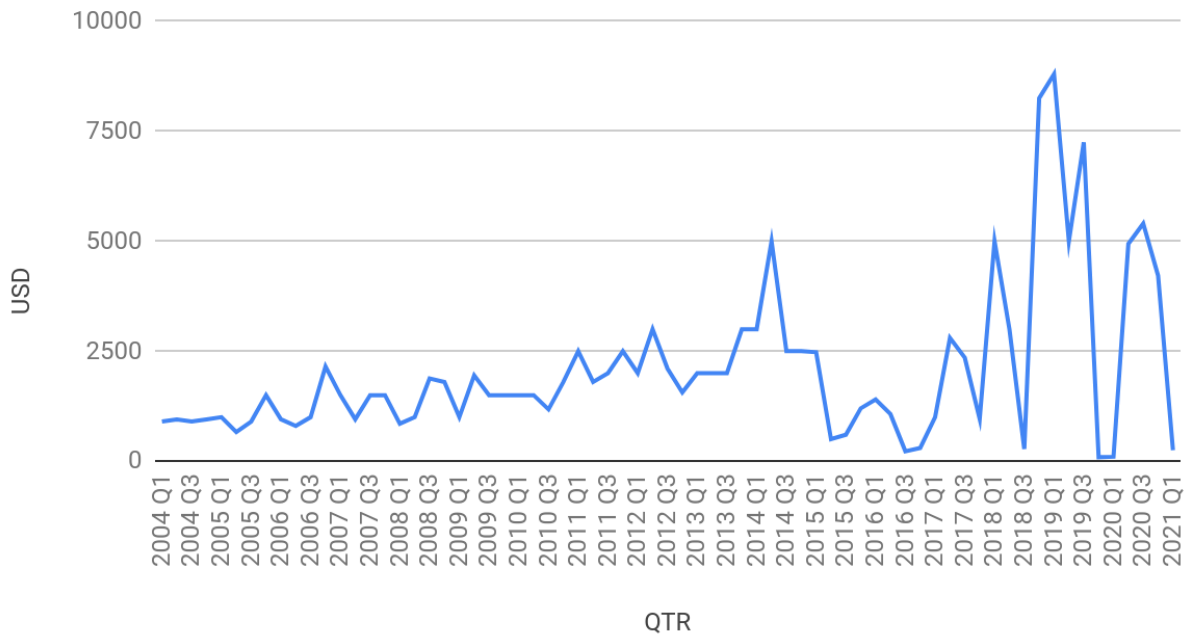


**Figure 2.0**

Two and three character .com domain name median price drops to \$251.9k in 2021 Q1.

Source: Data acquired from Escrow.com.

### 4 Character.com Domain Name Median Price Quarterly Graph

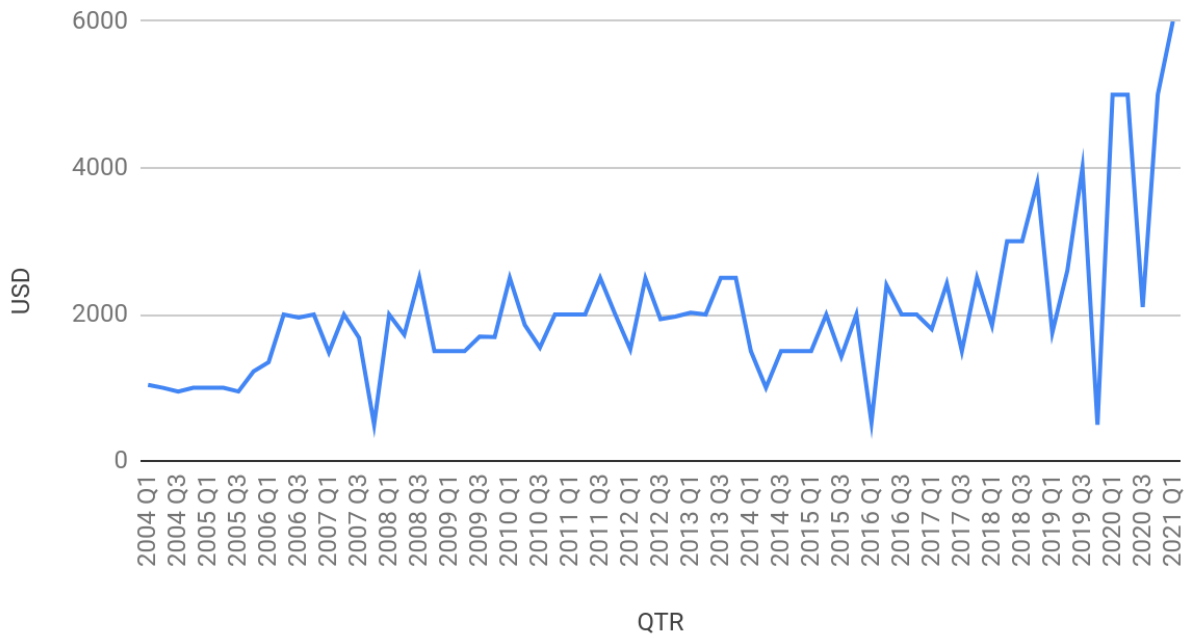


**Figure 2.1**

Four character .com domain name median price drops to \$248 in 2021 Q1, as traders of portfolios set wholesale pricing on hundreds of four letter domains.

Source: Data acquired from Escrow.com.

### 5 Character.com Domain Name Median Price Quarterly Graph

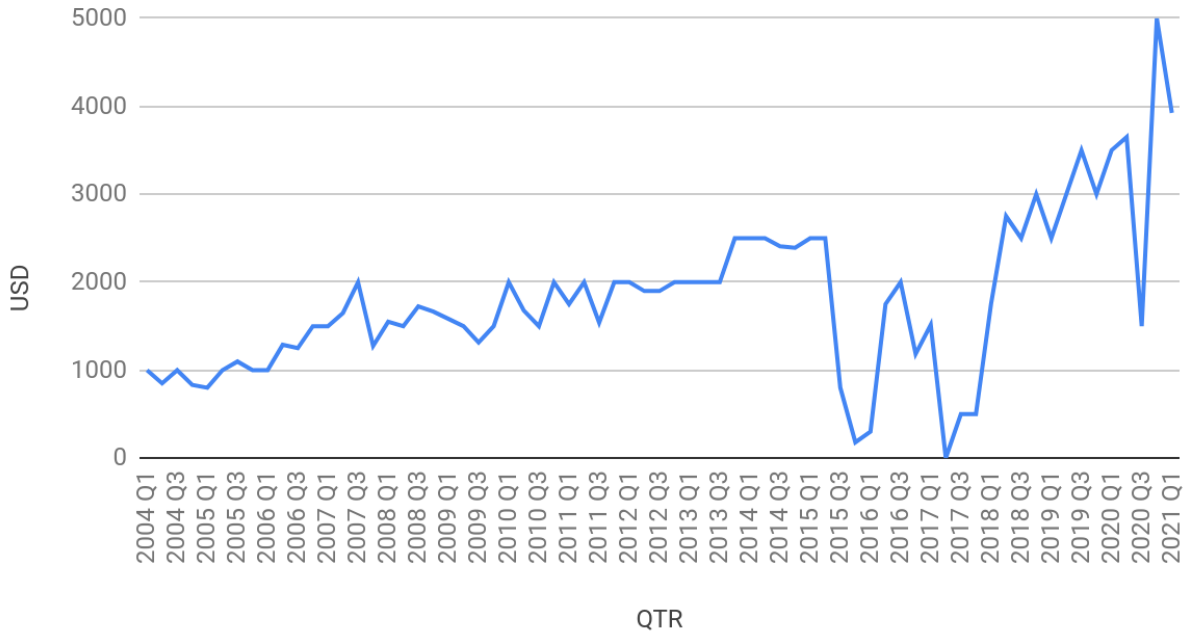


**Figure 2.2**

Five character .com domain name median price increases to \$6,000.

Source: Data acquired from Escrow.com.

### 6 Character.com Domain Name Median Price Quarterly Graph

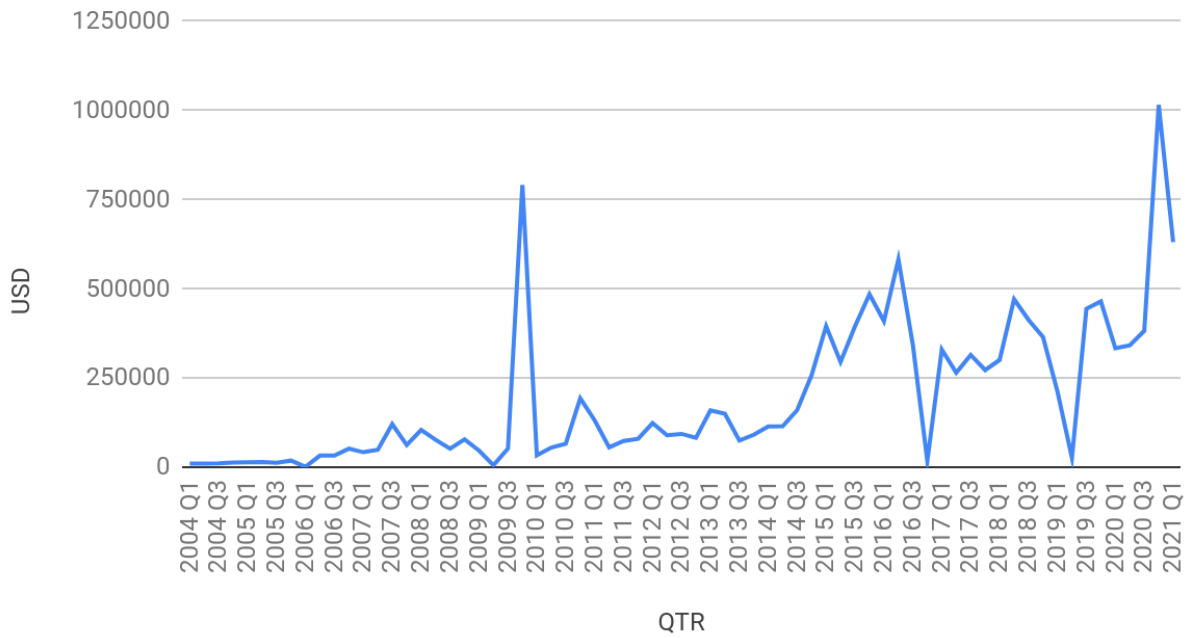


**Figure 2.3**

Six character .com domain name median price drops to \$3,925.

Source: Data acquired from Escrow.com.

### LL / LLL.com Domain Name Median Price Quarterly Graph

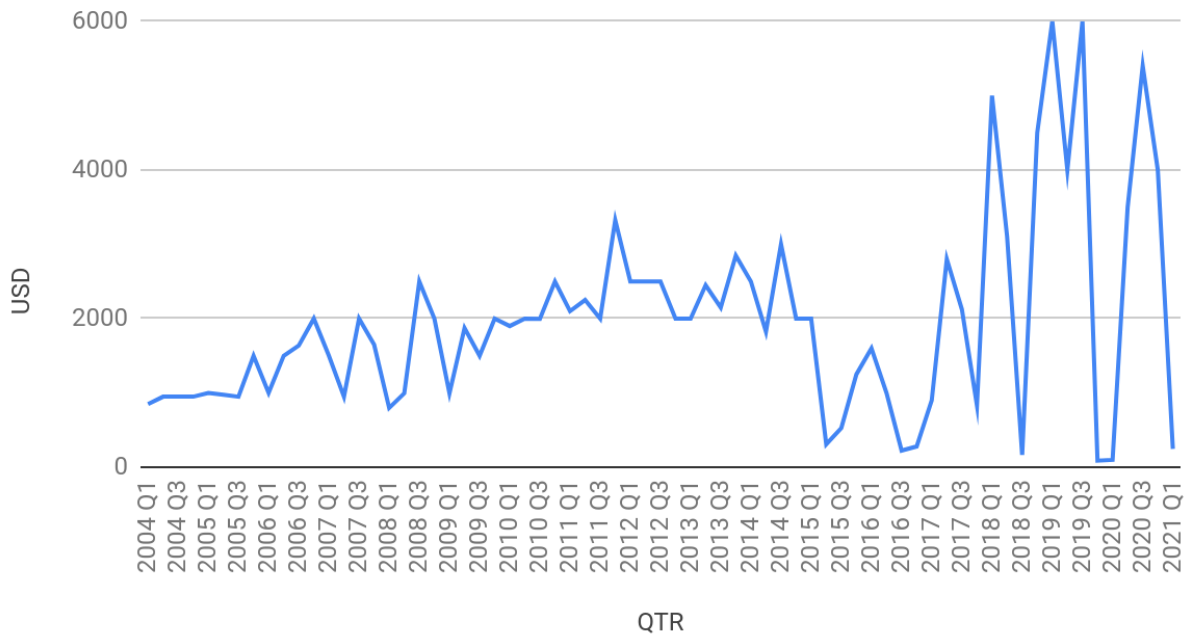


**Figure 3.0**

Two and three letter .com domain name median price drops to \$631k

Source: Data acquired from Escrow.com.

### LLLL.com Domain Name Median Price Quarterly Graph

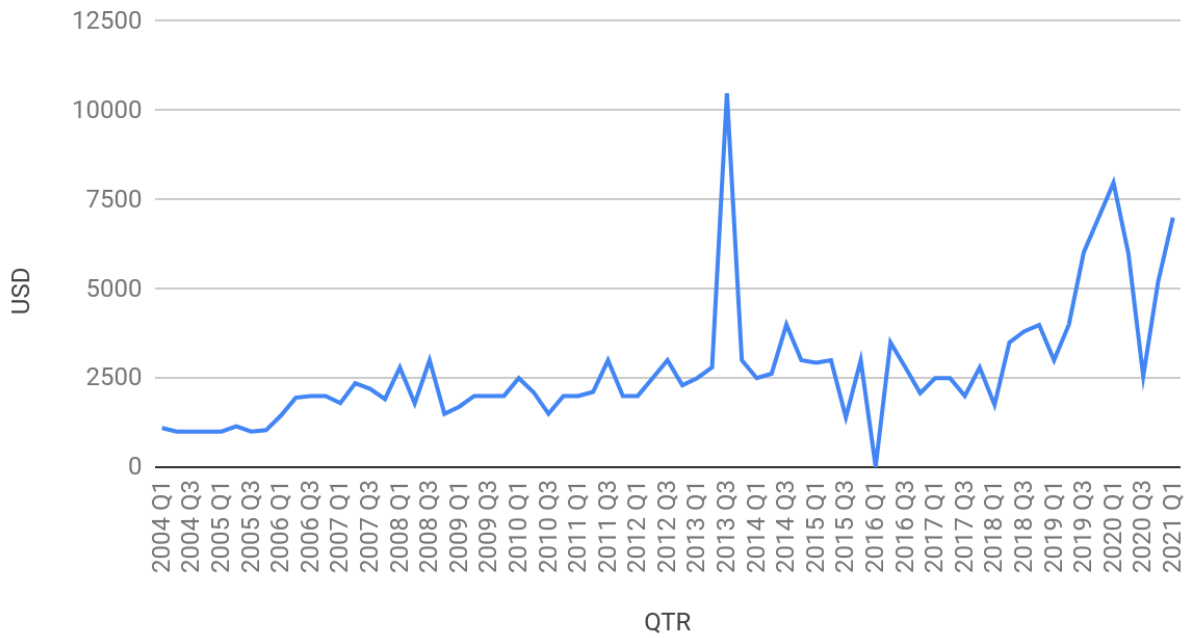


**Figure 3.1**

Similar to four characters, four letter .com domain names drop down to \$248.

Source: Data acquired from Escrow.com.

### LLLLL.com Domain Name Median Price Quarterly Graph

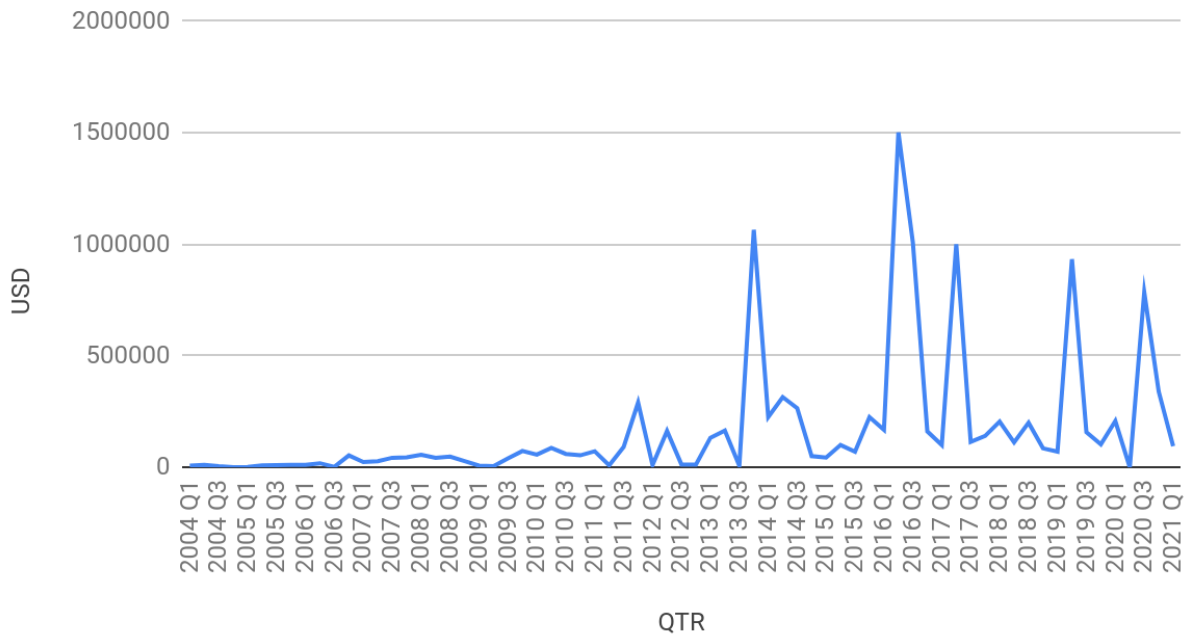


**Figure 3.2**

Five letter .com domain name median price increases to \$7,000.

Source: Data acquired from Escrow.com.

### NN / NNN.com Domain Name Median Price Quarterly Graph



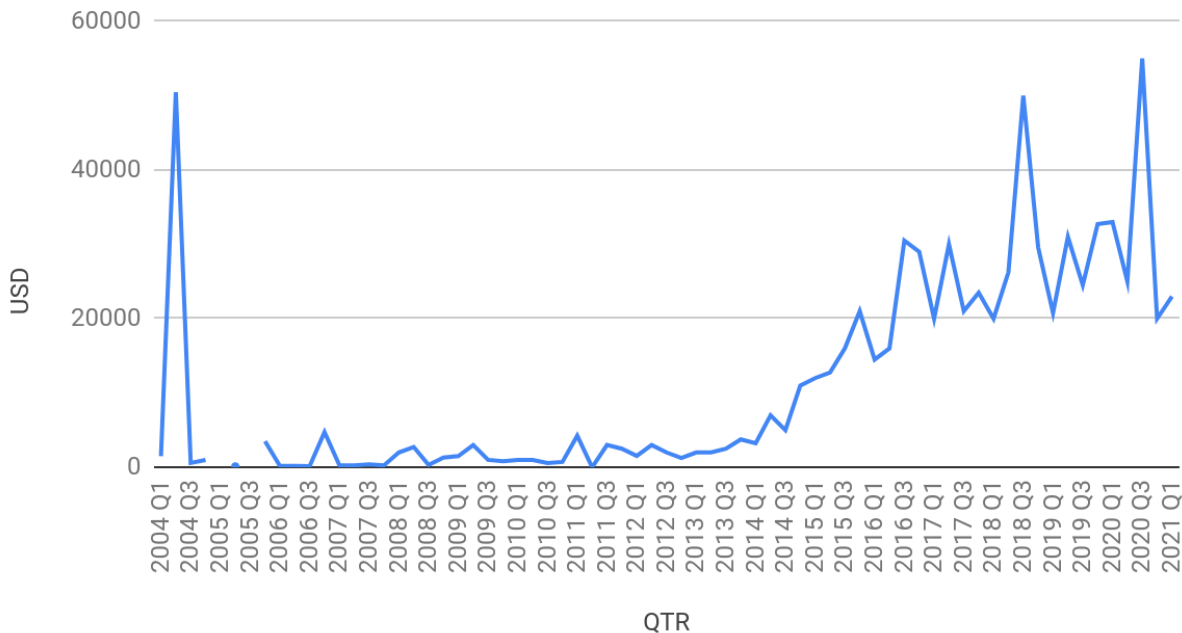
**Figure 3.3**

Two and three number .com domain name mediana price drops to \$95k

Source: Data acquired from Escrow.com.



## NNNN.com Domain Name Median Price Quarterly Graph



**Figure 3.4**

Four number .com domain name median price increase to \$23k in 2021 Q1 suggesting the drop in four character .com domain names are mainly from those with four letters.

Source: Data acquired from Escrow.com.

### About Escrow.com

Escrow.com is the leading provider of secure online payments and online transaction management for consumers and businesses on the Internet. Founded by Fidelity in 1999, Escrow.com reduces the risk of fraud by acting as a trusted third party that collects, holds and disburses funds according to buyer and seller instructions. Escrow.com has safely processed over US\$4 billion in transactions.

Escrow.com is a subsidiary of twelve-time Webby Award winning Freelancer.com, the world's largest freelancing and crowdsourcing marketplace by number of users and jobs posted. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

For more information, visit [Escrow.com](https://www.escrow.com).

