



ESCROW.COM™

ESCROW.COM DOMAIN INVESTMENT INDEX

3rd Quarter 2020

Escrow.com Domain Investment Index: Q3, 2020

For the quarter ending September 30th 2020

Executive Summary

The Escrow.com Domain Investment Index for Q3 2020 provides insight into the domain name market for the 2020 September quarter compared to previous quarters.

The latest data from Escrow.com, the world's largest online escrow provider for Internet domain names, indicates a recovery across most segments in Q3 2020 compared to Q2 2020 which was affected by the COVID-19 pandemic.

This is a promising sign for the domain name market as the late recovery in Q2 2020 has continued into the last quarter. The spike of this recovery has achieved a stronger performance than Q3 of last year.

Q3 Results

The total transacted domain name amount has recovered in Q3, after the lull in the previous quarter due to effects from the COVID-19 pandemic. The total domain name transaction amount for Q3 was \$77.5 million, compared to \$55.2 million in Q2.

Total Transacted Domain Name Amount



Figure 1.0

Total domain name transaction amount bounced back in Q3 after slow quarter in Q2

Source: Data acquired from Escrow.com.

We see a recovery across most leading countries in Q3. Total transactions in the US increased from \$42.6 million to \$58 million.

Total transactions in Hong Kong, which picked up last quarter, decreased to \$809k, closely matching its pre-peak levels.

Total Transaction Value in Top 5 Regions Quarterly Graph

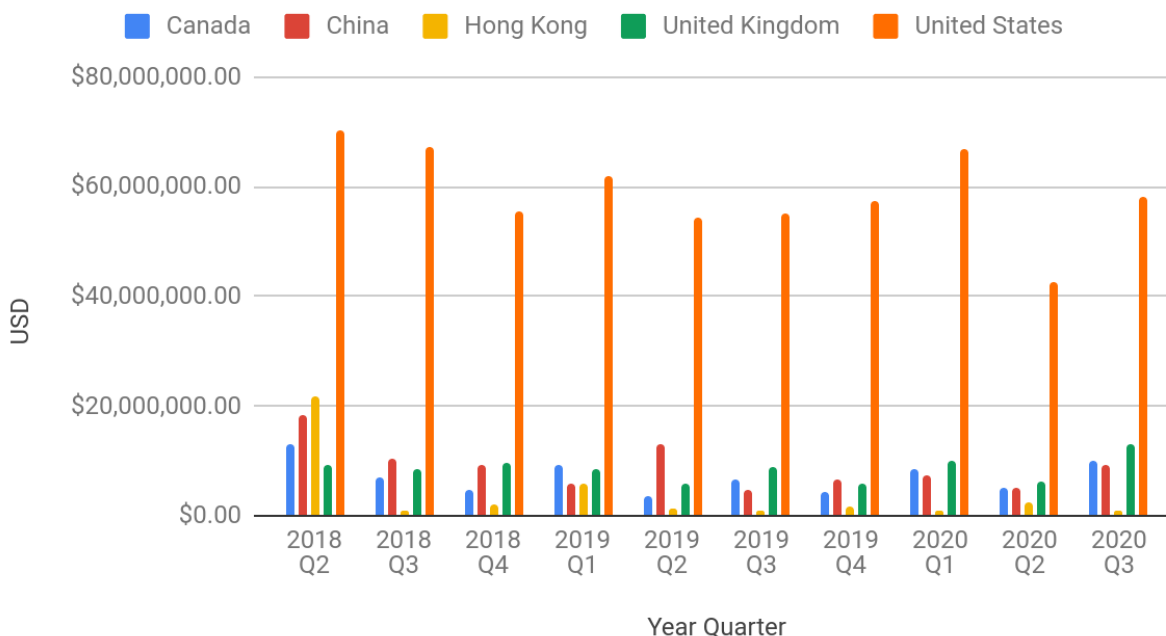


Figure 1.1

Growth across most leading countries excluding Hong Kong which returned to previous volumes.

Source: Data acquired from Escrow.com.

We see a jump in median price return rate to 20% in Q3 2020 compared to Q2 2020. This is expected given the weaker performance in Q2 2020..

Domain Median Price Return (%) vs Quarter

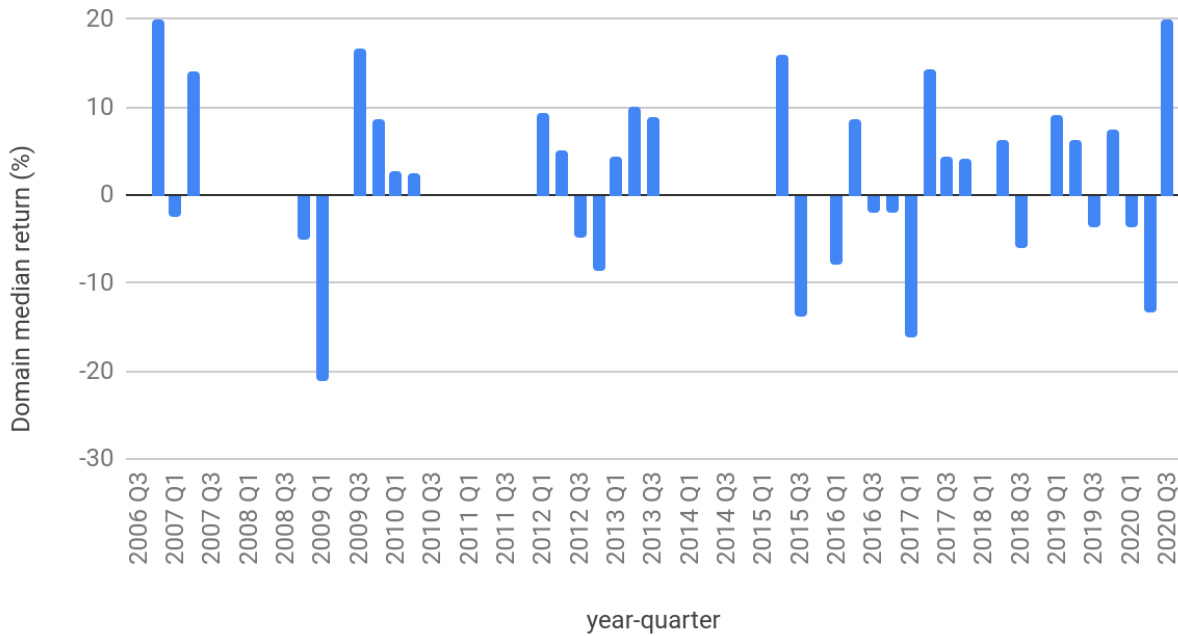


Figure 1.2

Median price return jumps 20% in Q3 after a weaker performance in Q2.

Source: Data acquired from Escrow.com.

Despite the meager performance in Q2 2020, Q3 2020 outperformed Q3 of last year. Median price return rate in Q3 2020 increased by 7% compared to Q3 2019.

Domain Name Median Price YoY Q3 Return Rate

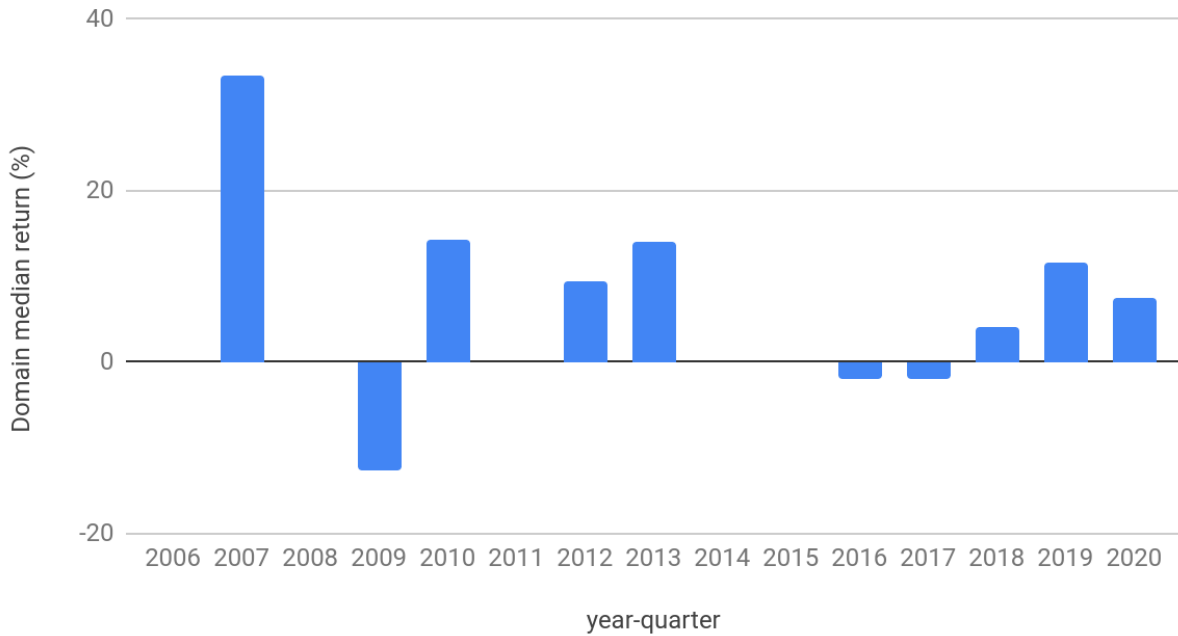


Figure 1.3

Comparing the same quarter over the years this is the 3rd consecutive year of positive return.

Source: Data acquired from Escrow.com.

Median price of domain name with content increased from \$3,500 to \$5,000, and median price of domain name without content increased slightly from \$2,500 to \$2,750.

Domain name with or without content median price graph

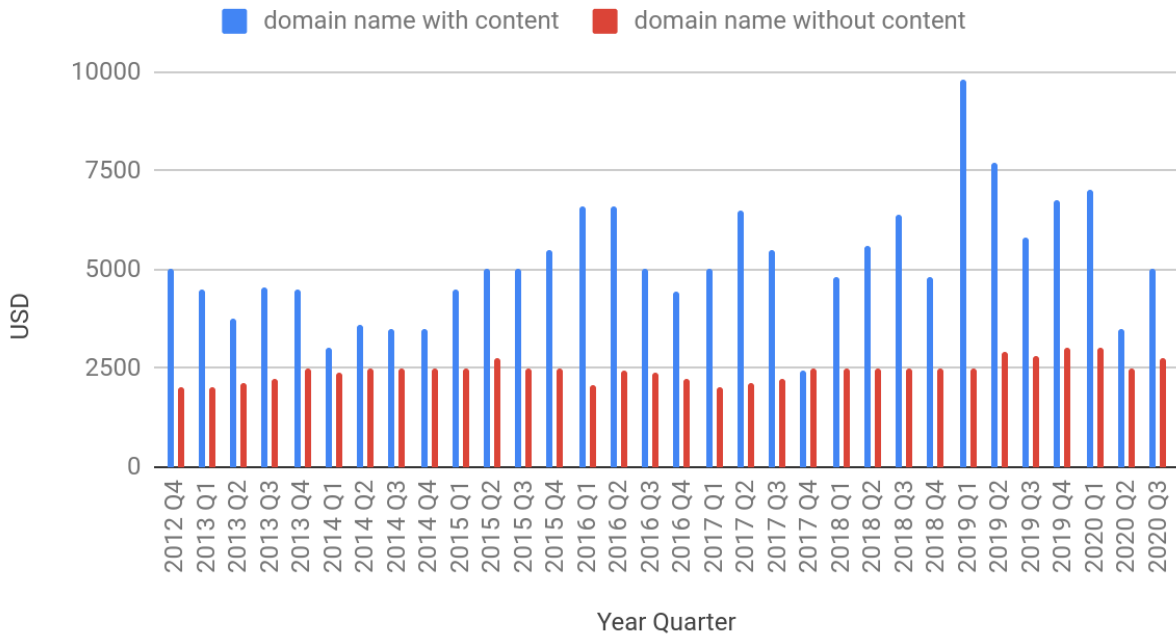


Figure 1.4

Domains with and without content both increased with domains with content increases from \$3,500 to \$5,000.

Source: Data acquired from Escrow.com.

Similarly, total transacted in domain name with content increased to \$12.3 million, while domain name without content increased to \$41.75 million.

Domain Name with Content vs Domain Name without Content

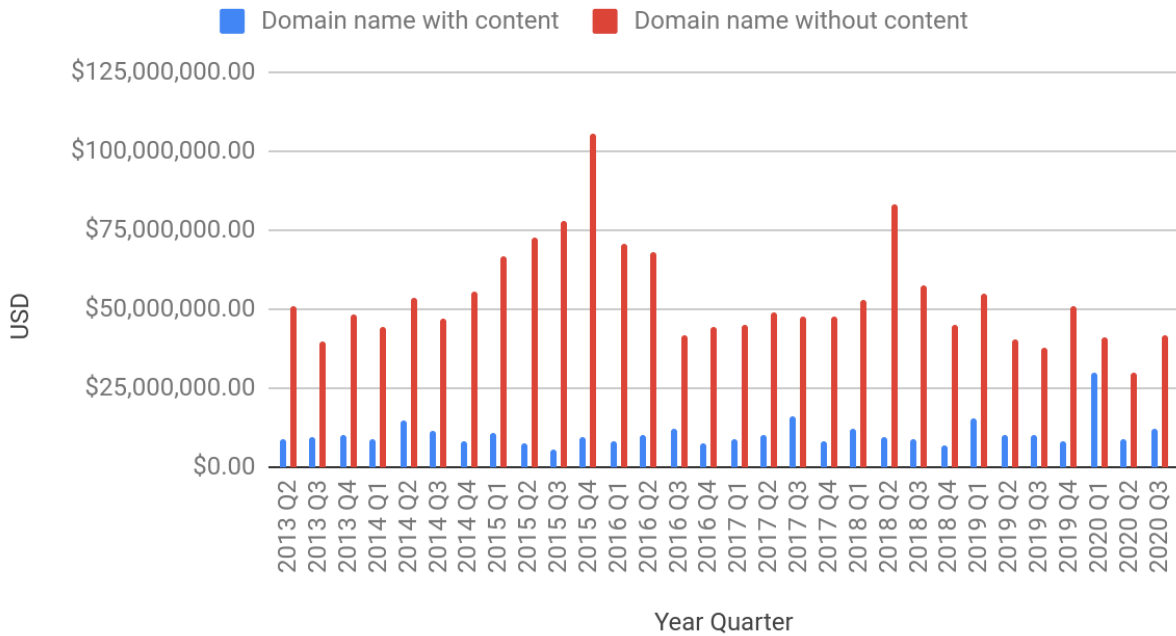


Figure 1.5

Bounce back for both content and non content domains after slow Q2 2020.

Source: Data acquired from Escrow.com.

Two and three character .com domain name median price continues to increase in Q3 2020. The current median price is \$388.5k.

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

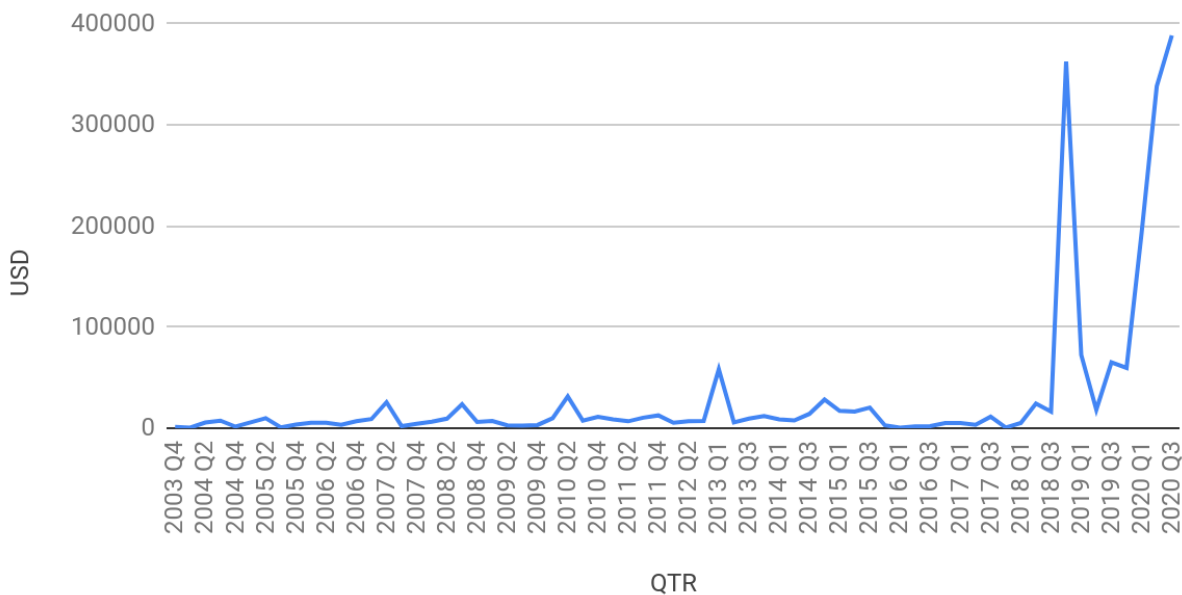


Figure 2.0

Domain name median price in US Dollars for domain names with two and three characters in the three months ending September 2020, compared to the previous quarters over the past 17 years.

Source: Data acquired from Escrow.com.

We also see a small increase in four character .com domain name median price, currently at \$5,400.

4 Character.com Domain Name Median Price Quarterly Graph

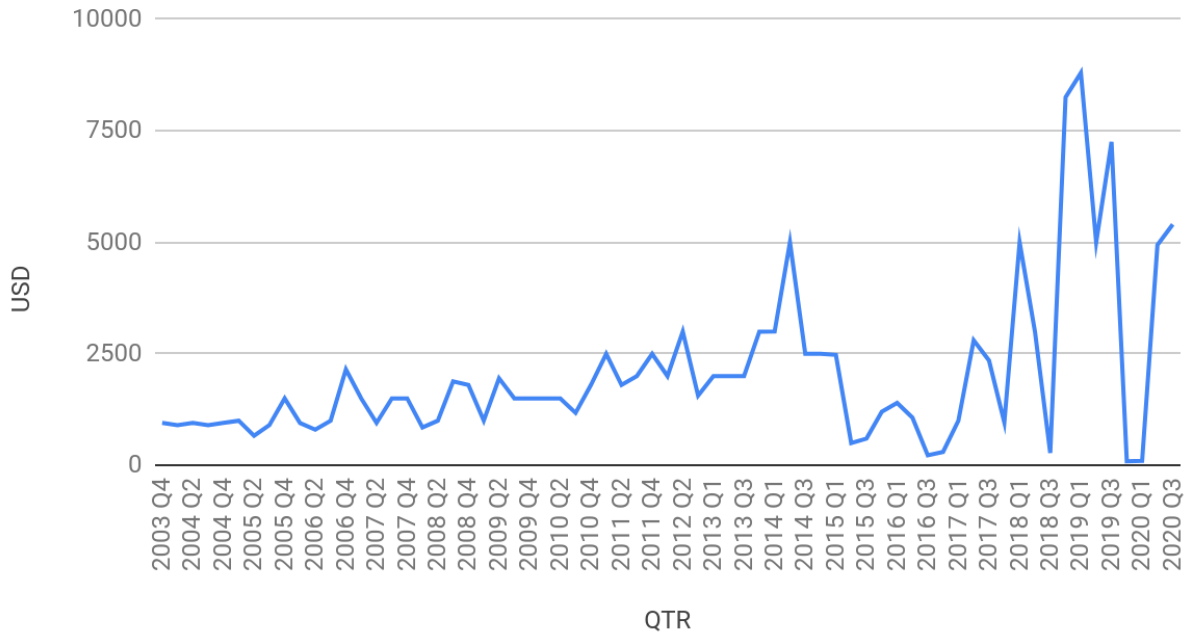


Figure 2.1

Domain name median price in US Dollars for domain names with four characters in the three months ending September 2020, compared to the previous quarters over the past 17 years.

Source: Data acquired from Escrow.com.

We, however, see a drop in longer domain name median price.. Five character .com domain name median price dropped to \$2,100 while six character .com domain names dropped to \$1,500.

5 Character.com Domain Name Median Price Quarterly Graph

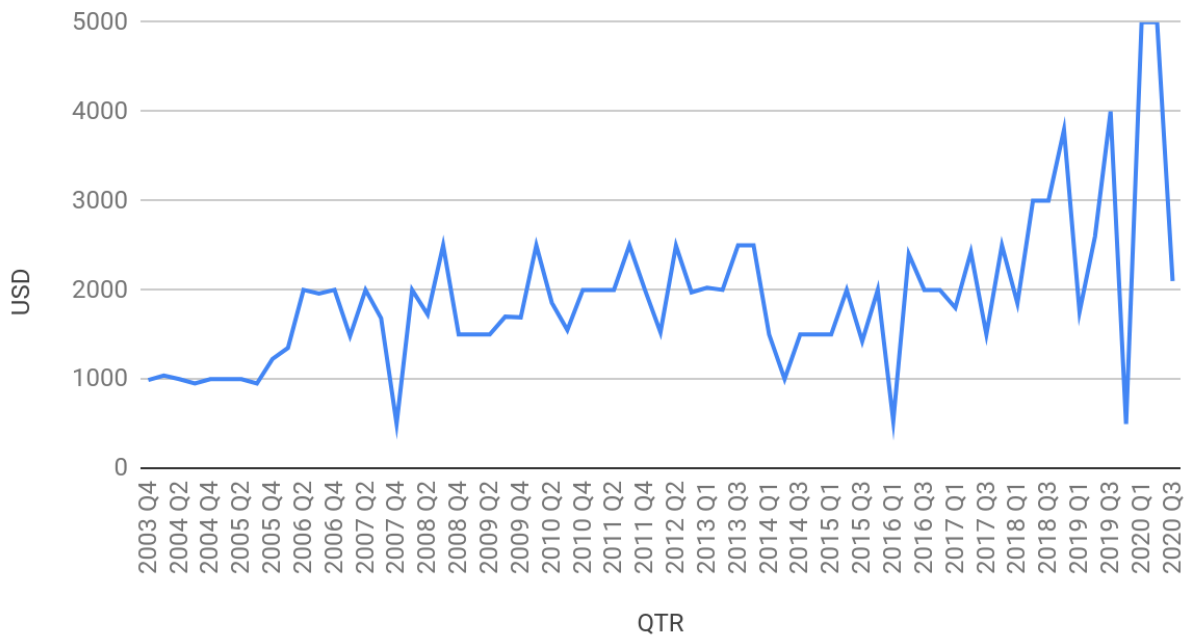


Figure 2.2

Domain name median price in US Dollars for domain names with five characters in the three months ending September 2020 maintained medium price, compared to the previous quarters over the past 17 years.

Source: Data acquired from Escrow.com.

6 Character.com Domain Name Median Price Quarterly Graph

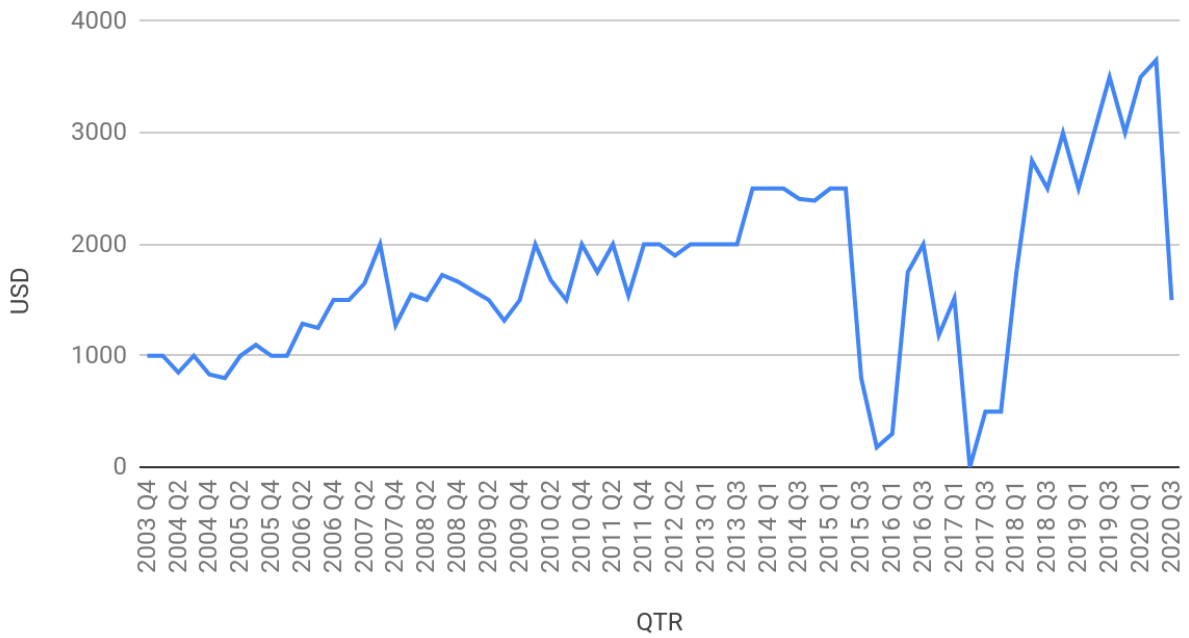


Figure 2.3

Domain name median price in US Dollars for domain names with six characters in the three months ending September 2020, compared to the previous quarters over the past 17 years.

Source: Data acquired from Escrow.com.

Looking at forms, two and three letter .com domain median price increased to \$382,400

LL / LLL.com Domain Name Median Price Quarterly Graph

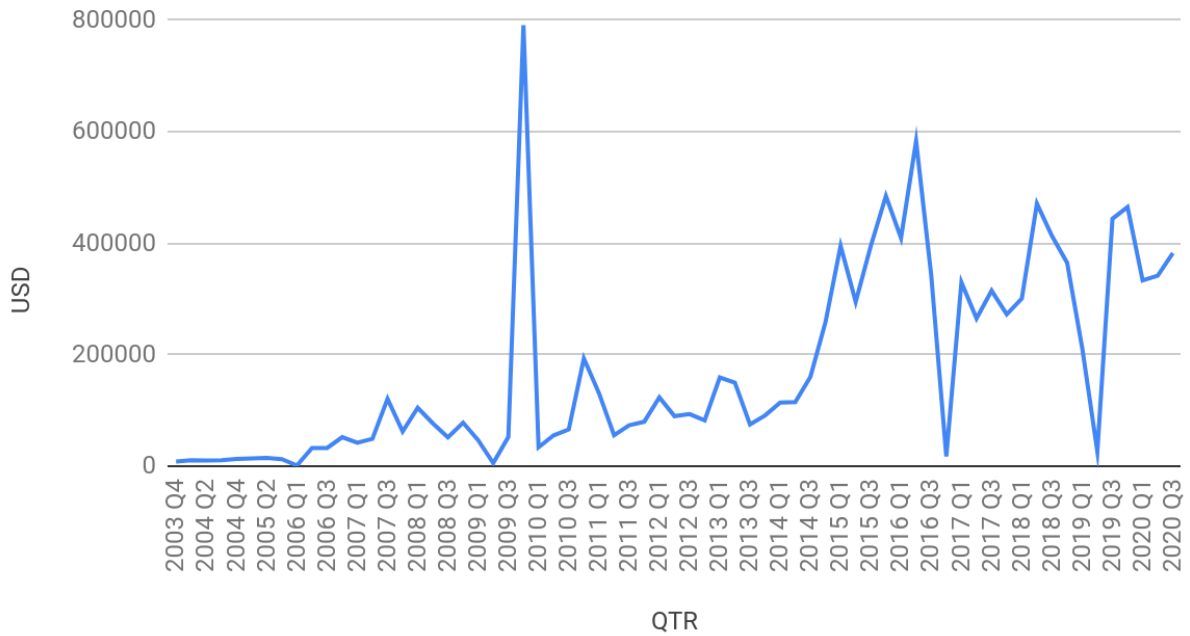


Figure 3.0

Domain name median price in US Dollars for domain names with two and three letters in the three months ending September 2020, compared to the previous quarters over the past 17 years.

Source: Data acquired from Escrow.com.

Four letter .com domain median price has increased to \$5,400

LLLL.com Domain Name Median Price Quarterly Graph

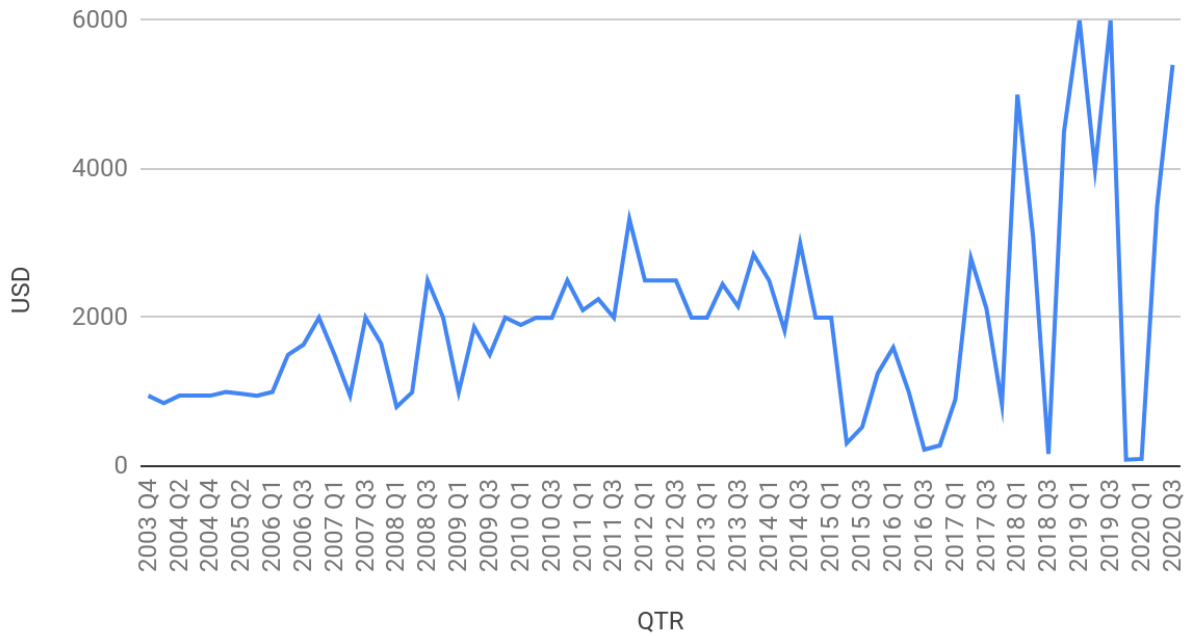


Figure 3.1

Domain name median price in US Dollars for domain names with four letters in the three months ending September 2020, compared to the previous quarters over the past 17 years.

Source: Data acquired from Escrow.com.

Five character and five letter .com domain median price has dropped to \$2,550.

LLLLL.com Domain Name Median Price Quarterly Graph

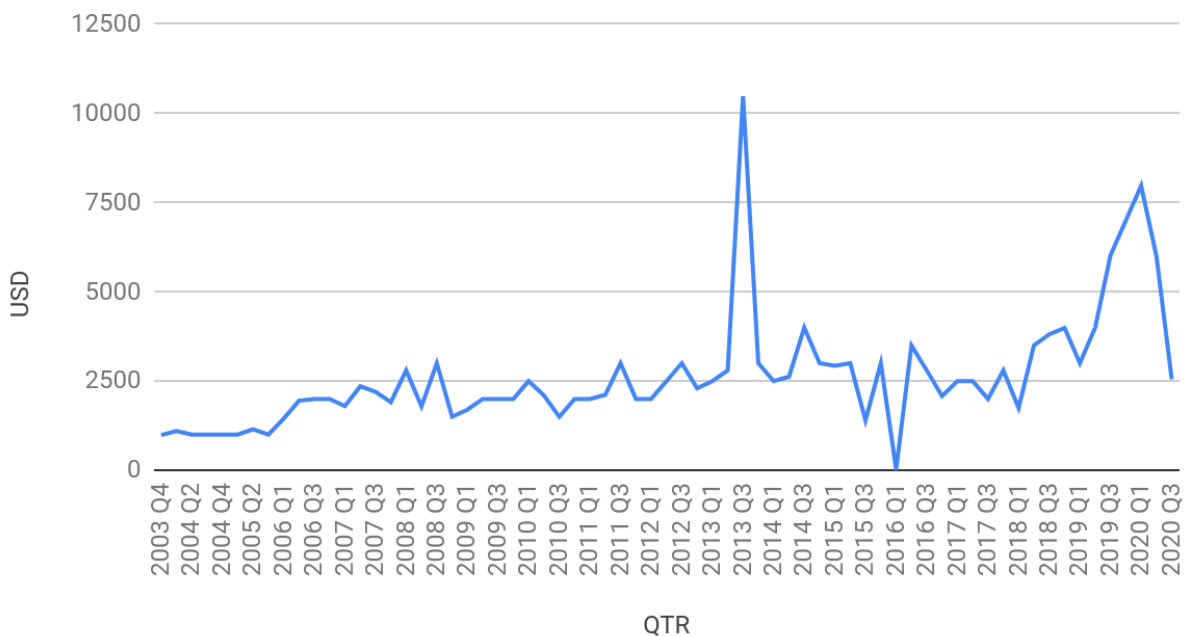


Figure 3.2

Domain name median price in US Dollars for domain names with five letters in the three months ending September 2020, compared to the previous quarters over the past 17 years.

Source: Data acquired from Escrow.com.

We see a spike in two and three number .com domain median price to \$785,000, compared to zero transactions in Q2 2020.

NN / NNN.com Domain Name Median Price Quarterly Graph

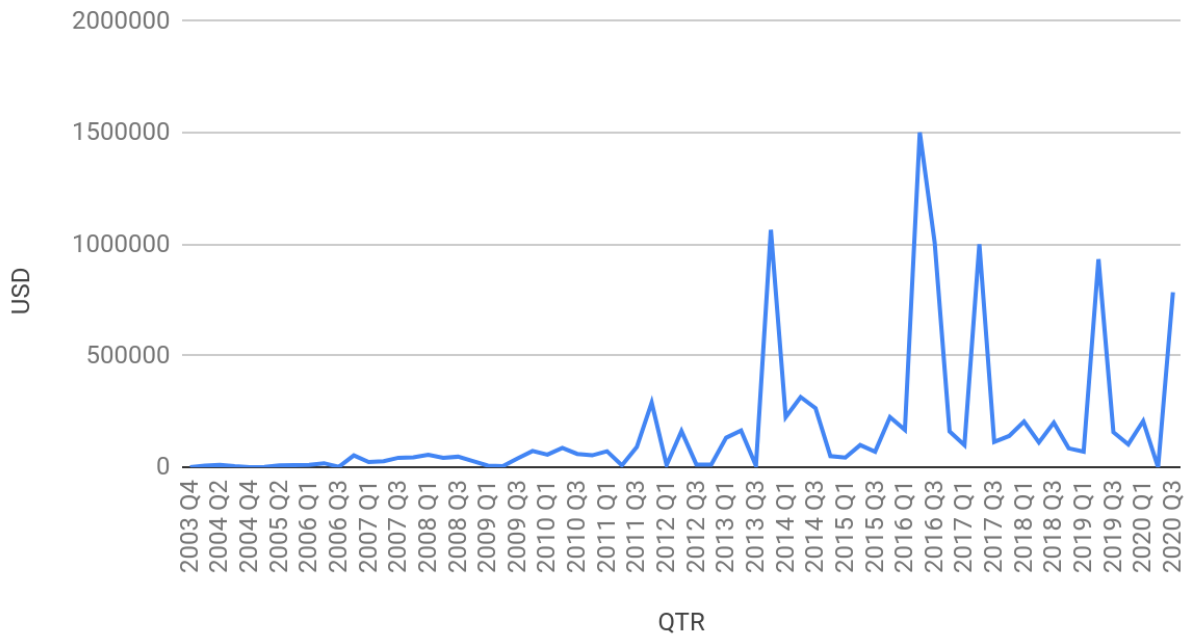


Figure 3.3

Domain name median price in US Dollars for domain names with two and three numbers in the three months ending September 2020, compared to the previous quarters over the past 17 years.

Source: Data acquired from Escrow.com.

We also see a spike in four number .com median price to \$55,000.

NNNN.com Domain Name Median Price Quarterly Graph



Figure 3.4

Domain name median price in US Dollars for domain names with four numbers in the three months ending September 2020, compared to the previous quarters over the past 17 years.

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).

