

Executive Summary:

Instra today has a substantial number of corporate clients coming through our platform to register ccTLD's, particular in countries where their current domain name provider does not offer registration/renewal services in; thus finding their way to Instra through search, as a result of extensive ccTLD offering, registering their brandname.ccTLD in addition to their current portfolio. Instra is positioned to offer brand management services via CitizenHawk technology; resulting in potential recurring revenue stream for Instra.

- ➔ **Targeted Results** – Instra secures vital role of trusted advisors for clients, given our deep knowledge of the domain name industry and realizing potential risks that can affect an online brand management strategy.

Opportunity: To Address challenges of Business Brands Today

1) Typosquatting: or called URL hijacking a form of cybersquatting which relies on mistakes such as typographical errors made by internet users when inputting a website address into a web browser.

2) Cybersquatting: or domain squatting defined as registering, trafficking in, or using a domain name with bad-faith intent to profit from the goodwill of a trademark belonging to someone else.

- **How Does Squatting Affect The Business Brand?** Customers are directed to competitors' sites instead of the true site, which results in loss of revenue for the company. Brand protection solutions can help companies monitor the online world taking action before real damage to their business occurs.
- **How Does Instra Provide A Solution?** As a Registrar, we know a single corporate domain strategy does not exist, as companies are vastly different in their target markets, sales and distribution models, geographic coverage, and operational strengths. CitizenHawk's experience has illustrated their methods to achieve an optimal domain management strategy via online brand protection tools.

Instra Benefits:

By utilizing CitizenHawk's Brand Protection Technology, Instra gains access to advanced solutions to address cybersquatting; thus providing Business Brands a strategy to combat such tactics resulting in loss of revenue.

CitizenHawk has created technology to handle the following client brand protection concerns:

- Domain Name Abuse
- Affiliate/Partner Compliance
- Traffic Diversion
- Brand Disparagement
- Trademark Infringement
- Image/Logo Abuse
- Trademark Dilution
- Gray Market/Counterfeit Sales
- Offensive Content
- Unauthorized/Unlicensed Sales
- Claimed Affiliations
- Pharming/Phishing Websites
- Traffic Diversion through paid search listings
- Traffic Acquisition – ROI conversion
- Auction Sites Monitoring
- Social Media Monitoring

Assumptions

- 25-100 new domains candidates for new registration; agrees to register 5 gTLDs and 10 ccTLDs.
- 15 new domains per client (each with 2-year initial term) is valued at \$ ###
 - ➡ In my direct experience, with clients that have domain portfolios of 500+ names - initial order following such gap reports routinely add \$15-25K in domain registration bookings.
- Intra waterfalls that revenue over a period of 12-24 months, so you could use approx. \$500-750/month in new bookings per client.

Potential Results:

- Strong revenue stream
- Up-sell opportunity will increase
- Recurring renewals = recurring revenue
- Deepening of client relationship as we evolve as trusted advisors