

Registry Portfolio

.xyz College .rent .quest monster .baby

.CARS .CAR .AUTO .THEATRE .Security Protection .Storage .tickets

.homes .autos .motorcycles .boats .yachts

.BEAUTY .HAIR .SKIN .MAKEUP

.mom .AUDIO .diet flowers .CHRISTMAS

.GAME .LOL .pics .Guitars .hosting

Announcing .LAT



Who is XYZ?

XYZ is the next generation technology company building global access to fresh domain name options. As one of the top 3 new gTLD registries, XYZ's domain endings advance the mission of empowering the next generation of internet users. With **over 4 million domains** under management, .xyz has quickly become the world's #1 new generic domain ending.

Individuals, businesses, and brands in over 230 countries and territories have established their websites on XYZ TLDs, representing the mission of bringing choice & innovation to the internet. Influential adopters from all over the world are using the wide assortment of options in the XYZ family of domains to launch their ideas, while web3 pioneers are helping to make .xyz the go-to domain ending for blockchain projects.

Brands joining the #GenXYZ web3 movement include Square, Inc. (Block.xyz), Paramount Pictures (Paramount.xyz), Nickelodeon (Nickelodeon.xyz), Fox Entertainment (BCL.xyz), Bella Hadid (CyBella.xyz), Steve Aoki (A0k1verse.xyz), Chipotle (ChipotleBuyTheDip.xyz), Yuga Labs (Otherside.xyz), TCFC (CareBears.xyz), and Sanrio (HelloKittyFrens.xyz).

These brands add to the ranks of influential adopters such as Google's parent company, Alphabet (ABC.xyz), MIT (Engine.xyz), the founders of Skype (Starship.xyz), Google's Chronicle (Chronicle.Security), Toyota (Renovo.Auto), and JB Poindexter (REE.Auto).

Since 2014, XYZ and CEO Daniel Negari have been featured in global media such as Bloomberg, Fox Business News, NPR, TechCrunch, and WIRED.

To learn more about XYZ, visit **www.XYZ.xyz** and follow @XYZ on Instagram, Facebook, Twitter, and LinkedIn.

Table of Contents

- 2. Who is XYZ?**
- 4. XYZ TLD Portfolio**
- 6. Marketing Campaigns**
- 7. .Game, .LOL, and the newest XYZ acquisitions**
- 9. .XYZ by the Numbers**
- 10. XYZ TLDs with Premiums**
- 11. Use Cases - .XYZ Premium Domains**
- 12. XYZ TLDs without Premiums**
- 13. .XYZ 1.111B® Class**
- 14. Anti-Abuse**
- 15. Notable Press Coverage**
- 16. Use Cases**
 - Startups & Businesses
 - Organizations & Communities
 - Individuals
 - Apps & Tools
 - Blockchain
 - Customers Making Waves with XYZ Registry TLDs
- 28. Events**
- 30. Partnerships**
 - Education: SMC, Hackathons
 - Technology: Ethereum, ENS, ETH.xyz
 - Startups: Generation Girl, SuperstarX



XYZ TLD Portfolio

Recommended retail prices listed below for standard 1-year registration.

*Wholesale prices can be found on the CentralNic Registrar Console or
contact hello@gen.xyz for more information.*



For every website, everywhere®

\$10/year



For scary good ideas®

\$10/year



Be the destination®

\$20/year



.BEAUTY



.HAIR



.SKIN



.MAKEUP

For domain makeovers®

\$20/year



Your idea lives here®

\$20/year



Lead the ride®

\$20/year



For world-class websites™

\$20/year



Driving towards the future®

\$20/year



Make waves online™

\$20/year



Laugh out loud™

\$25/year



Share your world™

\$25/year



Give life to your passion™

\$30/year



Share the holiday spirit™

\$40/year

Relaunching Soon: .LAT

With the latest acquisition of .LAT, XYZ is fully invested in the growth and enrichment of Latin America.

 **College**

For a common purpose®

\$60/year

 **rent**

Market your asset®

\$60/year

 **baby**

For newborn ideas®

\$60/year

.Guitars

Amplify your sound™

\$150/year

 **.diet**

In good health™

\$150/year

 **flowers**

Blossom online™

\$150/year

.AUDIO

Be heard online™

\$150/year

.GAME

Get in the game™

\$400/year

.hosting

Power your online presence™

\$400/year

.tickets

Pack the house™

\$450/year

 **.Storage**

Claim your space®

\$750/year

•THEATRE

Express your passion®

\$750/year

•Security •Protection

Advancing online security®

\$2500/year

 **CARS**  **CAR**  **AUTO**

Drive your brand®

\$3,000/year

Marketing Campaigns

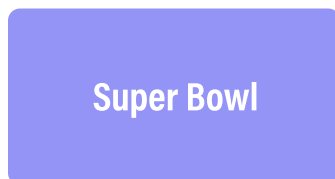
XYZ is continually building awareness and desire for its TLD brands directly with target markets, and converting that traffic to retail partners. In addition, XYZ invests in the performance of its TLD products by coordinating campaigns and making marketing funds available to retail partners.

Participate in one of XYZ's yearly initiatives to offer exciting deals on XYZ's family of TLDs, or coordinate with XYZ on your ideas for mutual benefit and success.

Don't miss our annual initiatives:



Pitch your ideas to hello@gen.xyz:



.Game, .LOL, and the newest XYZ acquisitions

XYZ's latest acquisitions have been revamped, and we are excited to showcase the potential of the extensions. These descriptive, memorable, and keyword-rich domains offer a wide variety of opportunities for your customers to launch their ideas online and make a powerful impression.

The following celebratory dates can provide even more inspiration:

.GAME	National Video Game Day (US) International Games Month	July November
.LOL	International Joke Day April Fool's (US)	July April
.pics	World Photography Day National Selfie Day (US)	August June
.mom	Mother's Day	May
.diet	National Nutrition Month (US)	March
.Guitars	International Guitar Month	April
.AUDIO	World Music Day	June
.CHRISTMAS	Christmas	December
.flowers	International Flower Day	January
.hosting	World Party Day	April

Reach out to the XYZ team to set up a campaign of your own by contacting hello@gen.xyz.

USE CASES

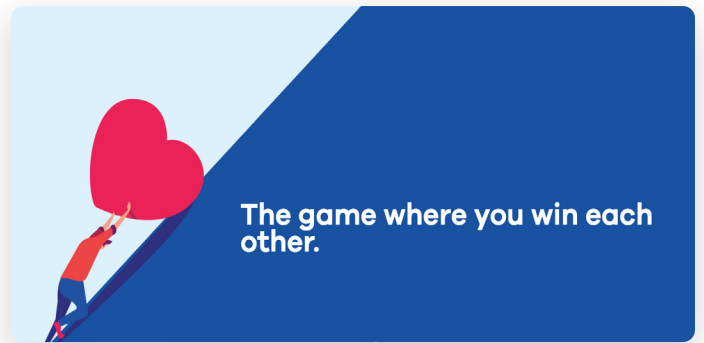
Customers Making Waves with the newest XYZ Registry Acquisitions



Sandbox.Game

UNITED STATES

Virtual gaming world where players can build, own, and monetize their gaming experiences.



Closer.Game

UNITED STATES

Card and mobile app game designed to help players win quality time with each other.



Rakugo.LOL

UNITED KINGDOM

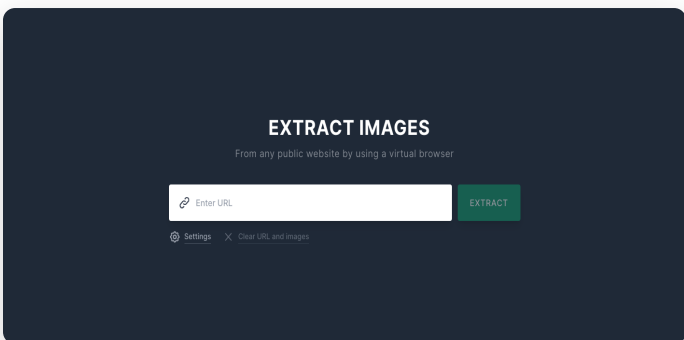
Dedicated website of Katsura Sunshine's Rakugo stage show.



MikeDiva.LOL

UNITED STATES

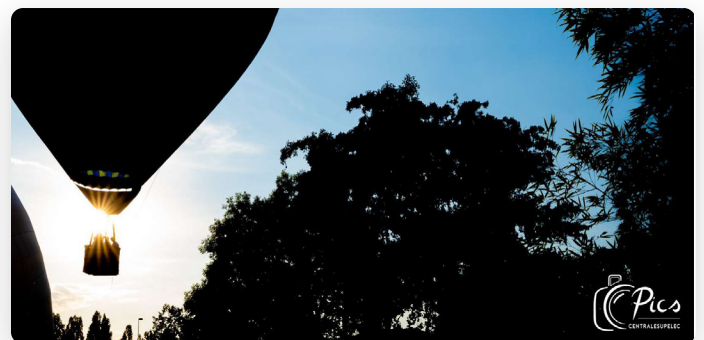
Personal website of Mike Diva, Director of music videos and Saturday Night Live shorts.



Extract.Pics

UNITED STATES

Application designed to help you extract, view, and download images from any website.



Galerie.Pics

FRANCE

Online home of the Photo Association of CentraleSupélec, created by the merger of Centrale Num, the photo club of the Centrale Paris school, and the Club Photo de Supélec.

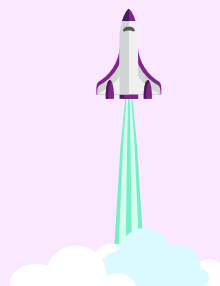
.xyz by the Numbers



Over 230 Adopted
Countries & Territories¹



Over 100 Anti-Abuse
intelligence sources³



#1 new gTLD in usage⁴



4MM+ domains under management¹

100MM+ .xyz pages indexed in Google²

\$2MM in total 2021 aftermarket sales⁵

\$3,492 average 2021 aftermarket sale price⁵

1,261 premium .xyz domains sold in 2021³



268 retailers that manage
.xyz domains



\$181,720 highest aftermarket
sale reported on NameBio⁵

¹ <https://ntldstats.com>

² <https://google.com>

³ Source: Internal XYZ Registry statistics

⁴ <https://w3techs.com>

⁵ <https://namebio.com>
Stats as of 8/1/22



XYZ TLDs with Premiums

**Wholesale prices can be found on the CentralNic Registrar Console,
or contact hello@gen.xyz for more information.*

.xyz **.College** **.rent** **.quest** **.monster** **.baby** **.homes** **.autos** **.motorcycles** **.boats** **.yachts**
.tickets **.mom** **.AUDIO** **.diet** **.flowers** **.BEAUTY** **.HAIR** **.SKIN** **.MAKEUP**
.GAME **.LOL** **.pics** **.Guitars** **.hosting** **.CHRISTMAS**

Premium domain names can be of great value to your customers. They tend to be short, catchy, and direct -- which can increase the chances that your customer's domain will be easier to say, read, repeat, and remember.

High/High Premium Domains

*Domains that carry the same premium price for registration, renewal, and transfer.
e.g. Company.xyz \$1300/year MSRP*

For many businesses, the consistent yearly cost of a high/high premium domain may be easier to budget than a steep one-time acquisition cost. In addition, the price points of high/high premium domains help maintain valuable inventory that can be hand-registered. Hand registering a premium name priced by the registry can provide a much more approachable experience to your customer than tackling the aftermarket.

High/Low "BIN" Premium Domains

*Domains that carry a premium price for registration, with standard renewal and transfer costs.
e.g. Surf.Monster \$350/1st year with \$10 renewal/transfer MSRP.*

High/Low or "BIN" are select premium tiers that open up access to high quality domains that have a one-time premium registration fee. This is very popular with customers that would like to secure a short or exact-match domain that renews and transfers at standard pricing.

USE CASES

Premium .XYZ Domains

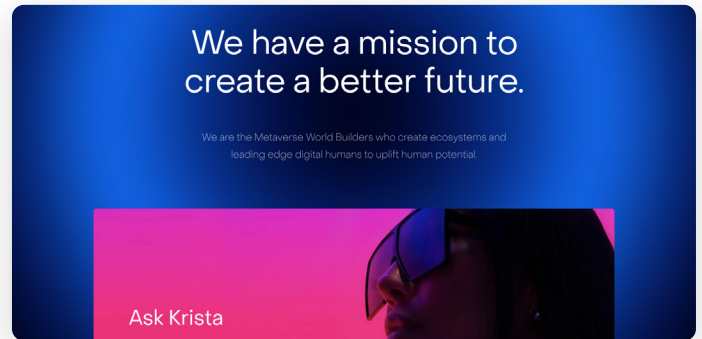


D.xyz

\$13,000/yr MSRP

UNITED STATES

(redirects to Destiny.xyz) - Investment management company aimed at helping investors gain access to the private tech industry. Their debut product The Destiny Tech100 is intended to be a portfolio of the top 100 venture-backed private technology companies.

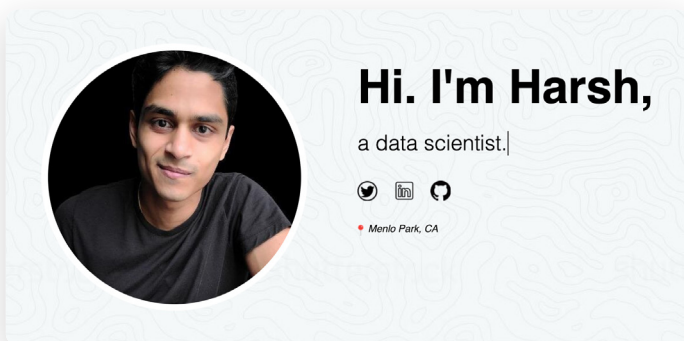


0.xyz

\$13,000/yr MSRP

UNITED STATES

Blockchain protocol that received \$5 million in funding to build a platform for trading derivatives using the Ethereum network.



Harsh.xyz

\$200/1st yr MSRP

UNITED STATES

Personal website of Harsh Sinha, a data scientist at Meta.

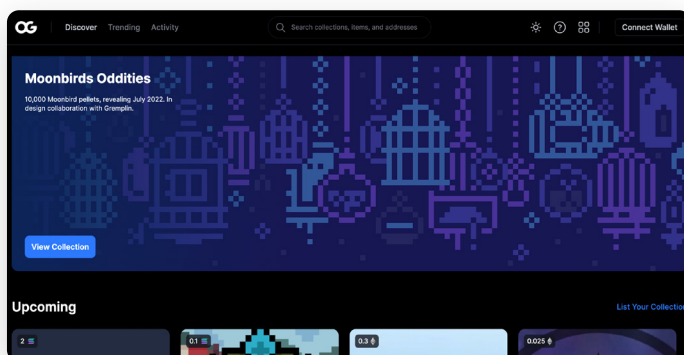


Black.xyz

\$350/yr MSRP

SLOVAKIA

Award-winning specialty coffee roaster and supplier located in Bratislava, Slovakia.



OG.xyz

\$3,000/yr MSRP

SINGAPORE








(formerly NFT Terminal) Analytics platform to track NFT data. The platform has also introduced OG Studio, a suite of tools for NFT creators.

"We chose XYZ because it's affordable, hip, unique and widely used within the web3 industry."

— Chang, Head of Marketing at OG.xyz

XYZ TLDs without Premiums

**Wholesale prices can be found on the CentralNic Registrar Console,
or contact hello@gen.xyz for more information.*

XYZ Registry Premium Namespaces	Recommended Retail Price*	Recommended Retail Price*
TLD	Registration	Renewal & Transfer
 CARS	\$3,000	\$3,000
 CAR	\$3,000	\$3,000
 AUTO	\$3,000	\$3,000
 Security	\$2,500	\$2,500
 Protection	\$2,500	\$2,500
 THEATRE	\$750	\$750
 .Storage	\$750	\$750

XYZ offers seven TLDs with a single price tier, featuring one flat fee for registration, renewal, and transfer for any name registered. The absence of variably priced domains in these namespaces makes almost every domain combination available to register at the same price. This means 1-2 character domains and keywords, such as 1.Storage, Virus.Protection, and Dallas.Cars can be hand registered for standard registration fees.

XYZ considers these TLDs “**Premium Namespaces**” - extensions which feature prices designed to offer multiple benefits to customers:

- Works to prevent cybersquatting so that short, memorable names remain available to be registered by businesses or individuals looking for a strong way to establish their web presence.
- Invites high-value end users to register brandable names on extensions made to serve their industry.
- Extra deterrent to abusive registrations and bad actors in the namespace.
- Projects financial credibility for customers that choose to join fellow industry leaders in securing their brand.

.XYZ 1.111B® Class

**Wholesale prices for 1.111B® Class names can be found on the CentralNic Registrar Console, or contact hello@gen.xyz for more information.*

The .xyz 1.111B® Class is a category of 1.111 billion .xyz domains priced at 99¢ per year, every year. These .xyz domains encompass all six-digit, seven-digit, eight-digit, and nine-digit numeric combinations, between 000000.xyz through 999999999.xyz

A new paradigm of innovation

This first-of-its-kind segment of domains is beneficial to your customers as an inexpensive platform for Internet of Things device connectivity, vanity identification, digital currencies, and more. As a utilitarian tool, the uses for .xyz domains are only limited by the creativity of the people using them. With the exception of activities that violate the .xyz Anti-Abuse policy, there are no right or wrong ways to use the 1.111B® Class of domains.

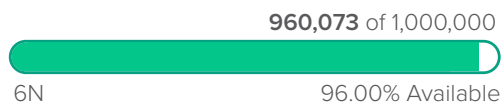
Inexpensive, customizable, and scalable solutions

With no minimum or maximum registration requirement, the 1.111B® Class is flexible enough to serve in individual uses like app testing (e.g. 0000001.xyz), as a VoIP number (e.g. 9998422.xyz), or in sequential blocks to pair with serial numbers (e.g. 12300000.xyz – 12399999.xyz). As thousands of numeric .xyz domains are already being exchanged, the 1.111B® Class also make perfect sense as tradable assets or tools for digital currency economies.

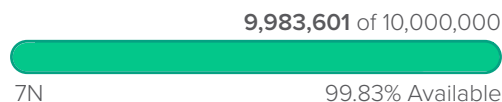
"1.111B® Class" (99¢/year)

All 1.111 billion 6N, 7N, 8N, and 9N .xyz domains - availability as of 08/2022

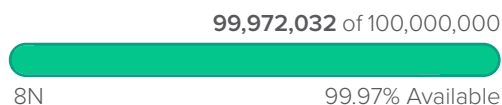
NNNNNNN.xyz



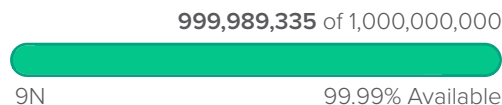
NNNNNNNN.xyz



NNNNNNNNN.xyz



NNNNNNNNNN.xyz



Anti-Abuse

XYZ has developed a sophisticated abuse monitoring process used to proactively monitor, detect in near real time, and suspend domains in its zones engaging in any activities in violation of the XYZ Anti-Abuse policies. The Registry has developed strong partnerships with many of the industry's leading data providers to help identify and eliminate the bad actors from the many quality users in the .xyz namespace.

Making it easy to report abuse

XYZ is highly active in online communities to monitor for reports of abuse and build trust. To report a XYZ Registry domain for abuse, anyone can open a support ticket at <https://gen.xyz/abuse>.

Support Teams can rely on the XYZ Anti-Abuse Team

Once XYZ has suspended an abusive domain, the sponsoring registrar is notified. These domains are usually shut down in a very short period of time to prevent any harm to internet users.

Registrants that have domains suspended by the XYZ Registry can communicate directly with the Anti-Abuse Team by submitting a request at <https://gen.xyz/unsuspend>. Coordinate support efforts with the XYZ Anti-Abuse Team by reaching out to xyz_abuse@gen.xyz.

Anti-Abuse in the Press

XYZ Registry's no-tolerance policy for abuse in our zones is recognized by Spamhaus, a leading authority on IP and domain reputation data. Spamhaus published a series of collaborative articles with XYZ regarding domain abuse: <https://www.spamhaus.com/resource-center/getting-the-low-down-from-xyz-registry-on-combating-domain-abuse/>

XYZ is partnered with many organizations to combat abuse, such as:



Notable Press Coverage



“.xyz has become the go-to URL ending for many web3 companies.”

– TECHCRUNCH



“Thanks to Google's Alphabet, .xyz will end .com dominance”

– WIRED



“.xyz is Staring Down .com: This is How you Slay the Giant”

– TECH.CO



“Can't find a .com domain for your business? Try .xyz”

– LOS ANGELES BUSINESS JOURNAL



“XYZ. It's universal yet abstract. And catchy.”

– NPR



“The not com revolution”

– YAHOO SMALL BUSINESS



“Apple registers automobile domain names, including 'apple.car'”

– REUTERS

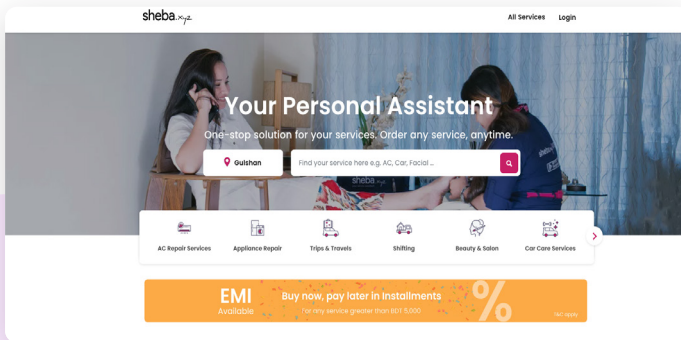


“[For the price] you can get a .xyz or a cup of coffee, and [the .xyz] seems to be something that lasts a lot longer than that coffee.”

– NASDAQ

USE CASES

.xyz: Startups & Businesses



Sheba.xyz

BANGLADESH

Bangladesh's first online home service platform which received investment from Microsoft and Facebook.

"We chose a .xyz domain because 'Sheba' refers to 'service for you' while '.xyz' signifies that this startup is a complete solution, one that is ready to solve all the problems and inconveniences that you face when it comes to service."

— Mehedi Hassan,

Marketing & Product Development Manager of Sheba.xyz



Block.xyz

UNITED STATES

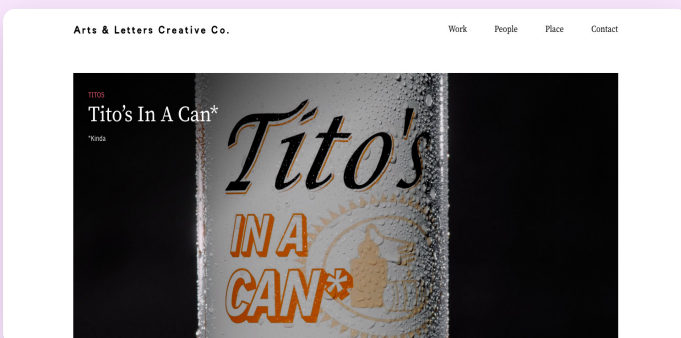
Block, Inc. (formerly Square, Inc.) is the parent company of leading financial services like Cash App, Square credit card reader, and Bitcoin-focused Square Crypto project.



Starship.xyz

UNITED STATES

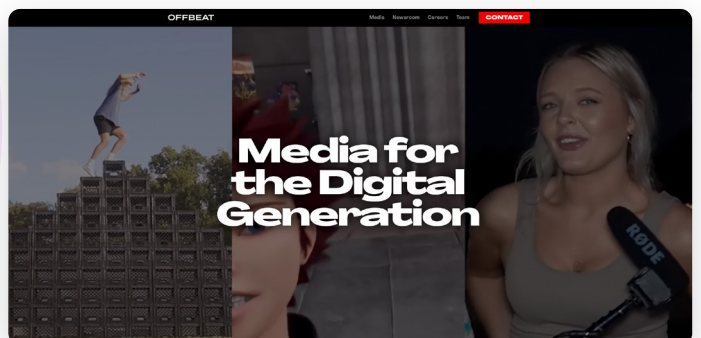
Autonomous delivery robots invented by the co-founders of Skype. Over \$17 million in funding, with partners including Mercedes-Benz, Postmates, and DoorDash.



ArtsandLetters.xyz

UNITED STATES

Independent creative agency with a client roster of world-renowned brands like Google and ESPN.



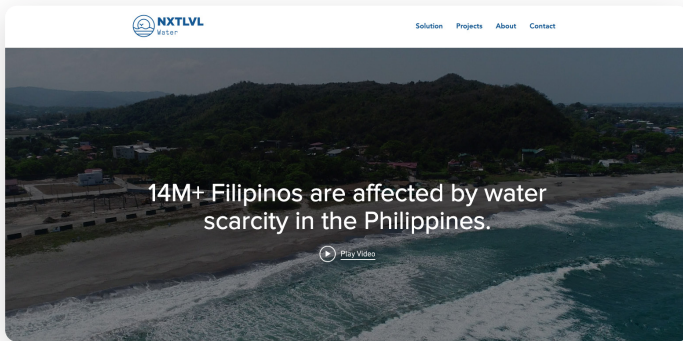
Offbeat.xyz

UNITED STATES

Marketing agency aimed at creating media for the digital generation for global brands like McDonald's and Netflix.

USE CASES

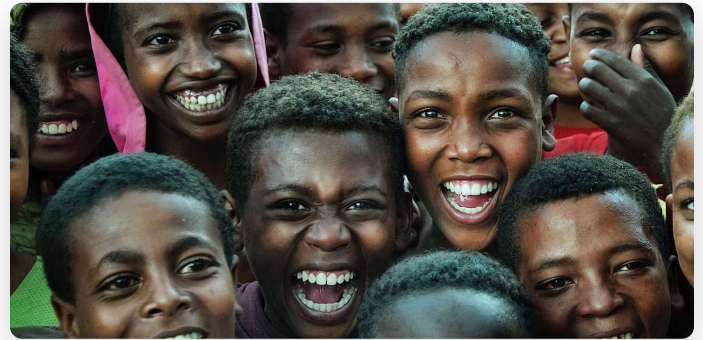
.xyz: Organizations & Communities



NxtLvlFarms.xyz NxtLvlWater.xyz

PHILIPPINES

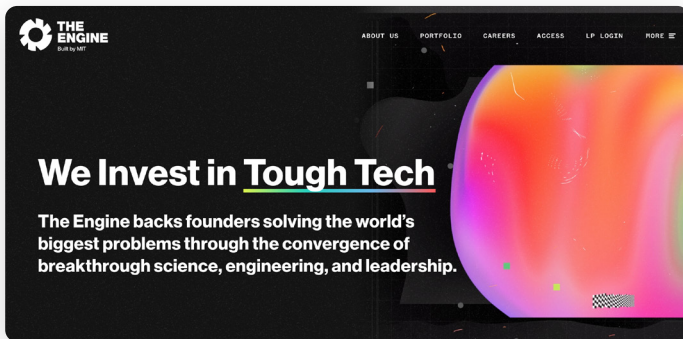
Sustainability organizations bringing both fresh drinking water and organic, non-GMO products to the Philippines.



JoyInc.xyz

NIGERIA

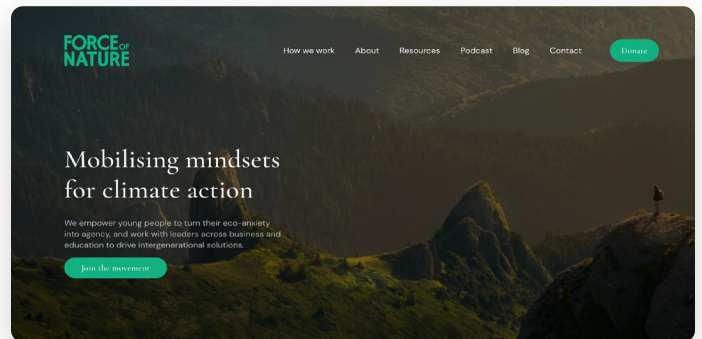
Benefit corporation founded by former Forbes 30 under 30 member Chude Jideonwo that leverages media to support education and improved living conditions for Africans.



Engine.xyz

UNITED STATES

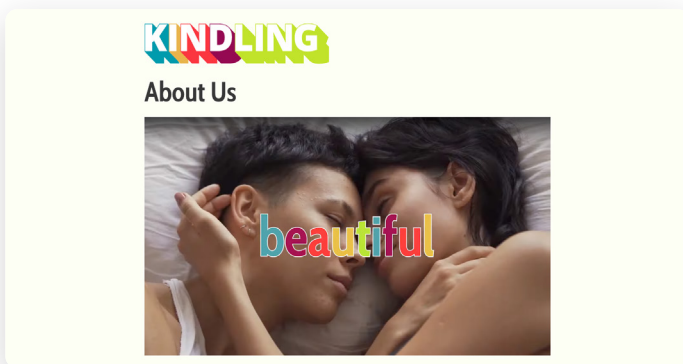
MIT's startup accelerator, now also backed by Harvard, with over \$400 million in funding to provide resources to entrepreneurs developing technologies that address key societal challenges.



ForceofNature.xyz

UNITED KINGDOM

Youth-led nonprofit organization empowering Gen Z to step up in the face of climate crisis.



Kindling.xyz

UNITED STATES

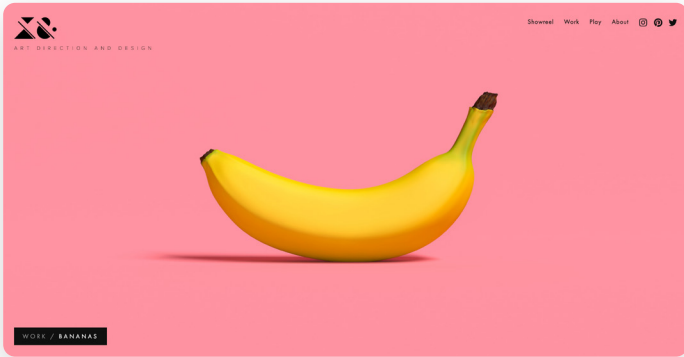
Nonprofit organization that works to remind the world that humanity is beautiful, with hopes of transforming cynicism and despair into possibility and action within young, potential changemakers.

"We chose .xyz because not only was it easy to remember, but had a sense of being relevant, exciting, even a bit futuristic. We love it. It feels fresh."

— Peter Schulte, Founder of Kindling.xyz

USE CASES

.xyz: Individuals



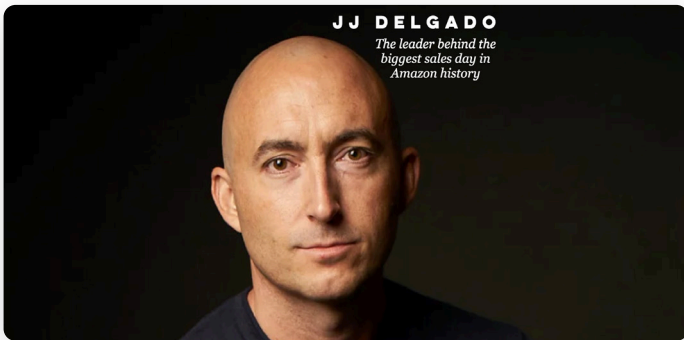
Xand.xyz

UNITED KINGDOM

Xander Marritt is a Visual Designer and Art Director based in London, with work done for Jaguar, Adidas, Nvidia, and Beats Headphones.

"X&XYZ is an online portfolio with the intent of generating interest in my work both for future collaborations and freelance projects. I chose to run with a .xyz domain because dot coms are over saturated and .xyz appears to me to be one of the easiest alternatives to say out loud, and to remember."

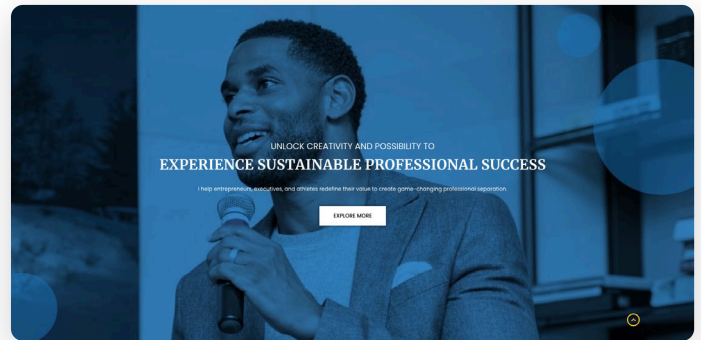
— Xander Marritt, Creator of Xand.xyz



JJDalgado.xyz

UNITED STATES

Digital strategist with over 12 years of business experience at well-known brands across Europe and Latin America, including Amazon Marketing Services South Europe.



MarquesColston.xyz

UNITED STATES

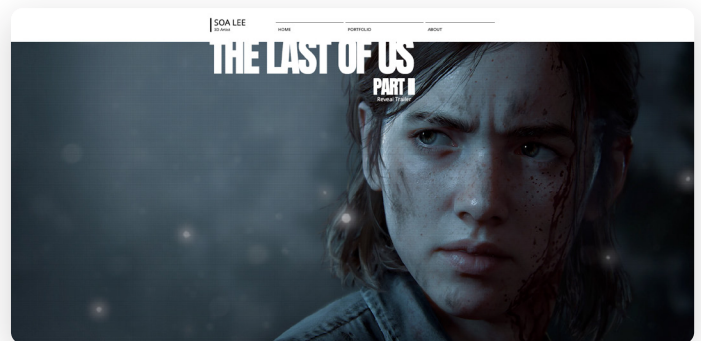
Former NFL player and Super Bowl Champion who pivoted to a career in business development and consulting services.



MelissaHung.xyz

UNITED STATES

Acclaimed freelance journalist and winner of the White House's 2010 National Arts and Humanities Youth Program Award.



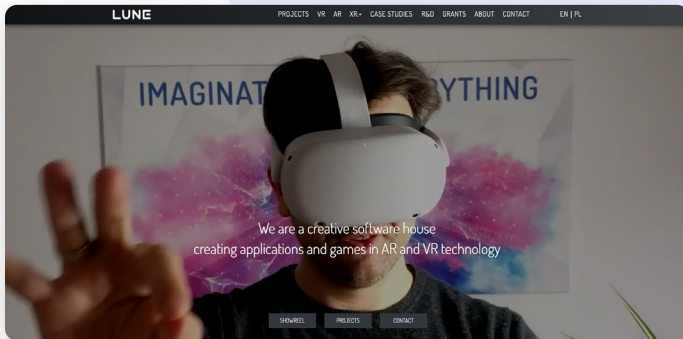
SoaLee.xyz

UNITED STATES

Video game design artist who has shaped the appearances of beloved characters from The Last of Us and the Uncharted series.

USE CASES

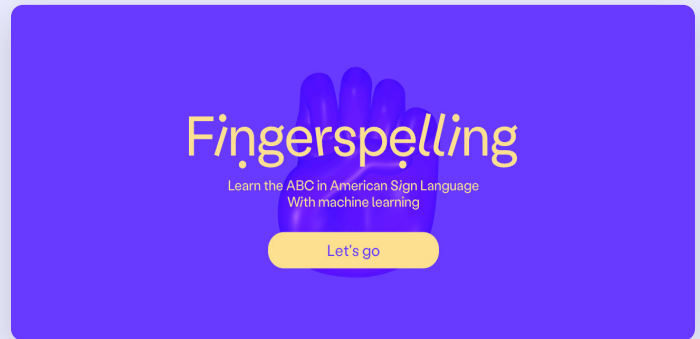
.xyz: Apps & Tools



Lune.xyz

POLAND

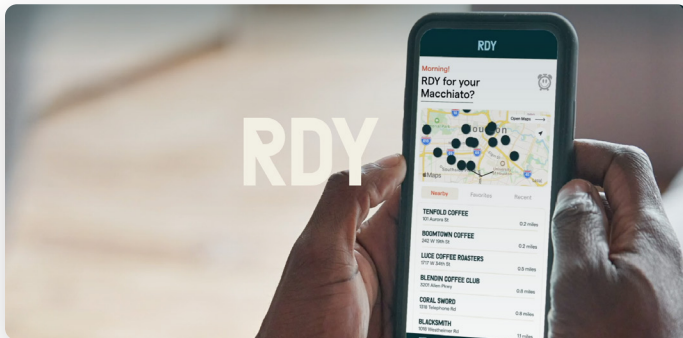
Augmented and virtual reality creative agency, with technology supported by Oculus Rift and Windows Kinect, and an app made for T-Mobile.



Fingerspelling.xyz

UNITED STATES

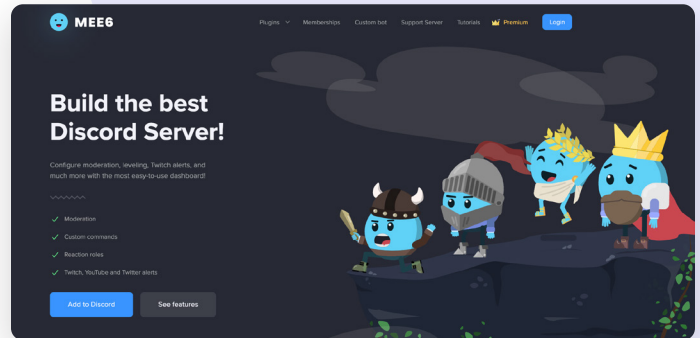
Educational resource created by nonprofit organization ASDC to help families of deaf and hard of hearing children learn American Sign Language (ASL).



Rdy.xyz

UNITED STATES

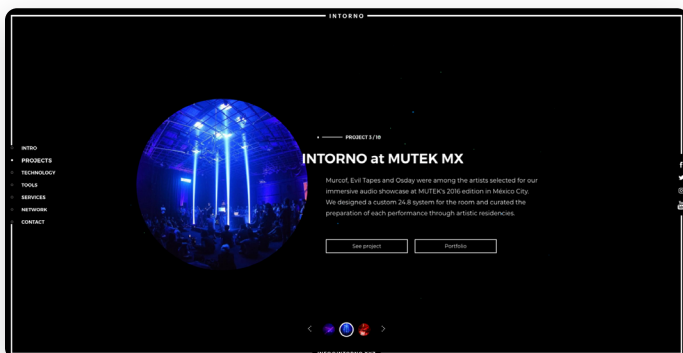
Mobile app designed to help connect coffee drinkers with local, independent coffee shops for a convenient, order ahead experience.



Mee6.xyz

UNITED STATES

A bot made to integrate into the messaging platform Discord, providing users with more control over their community.



Intorno.xyz

SPAIN

Immersive sound technology and spatial audio tools for live performances and installations.

“Being a project that deals with 3D Sound, architecture and acoustics, we thought that the XYZ extension could add some visual support in communicating that yes, we are about coordinates, space and three dimensions.”

— Ludovico Vignaga, Creator of Intorno.xyz

USE CASES

.xyz Blockchain



ChipotleBuyTheDip.xyz

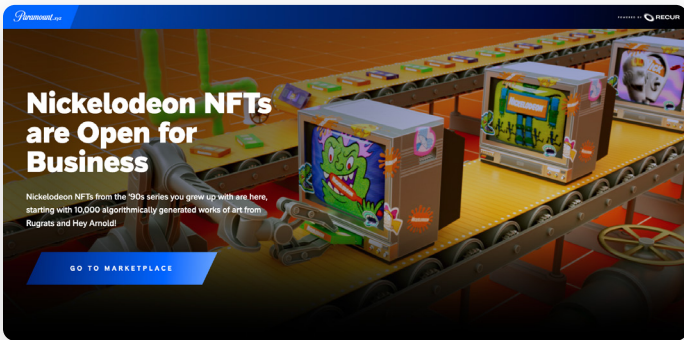
UNITED STATES

Chipotle Mexican Grill crypto giveaway and promotional campaign centered around National Avocado Day.

“The .xyz domain embodies the inclusivity, openness, and optimism associated with crypto. Our experimentation with .xyz through our "Buy The Dip" campaign underscores our commitment to building a relationship with the Web3 community and providing real value to them.”

— Tyler Benson

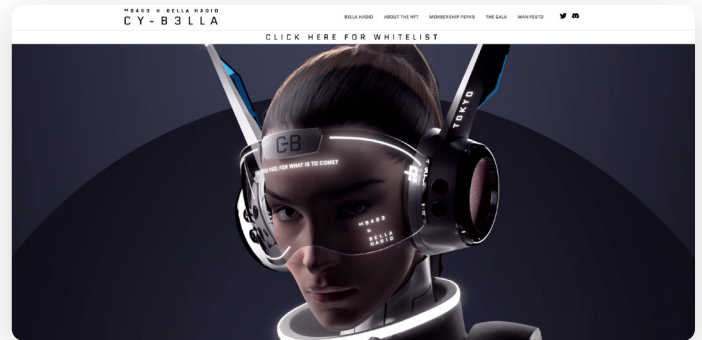
External Communications - Chipotle Mexican Grill



Paramount.xyz

UNITED STATES

Paramount Global's web3 platform aimed to bring the studio's beloved entertainment entities, brands, and characters to the metaverse, including StarTrek.xyz and Nickelodeon.xyz.



CyBella.xyz

UNITED STATES

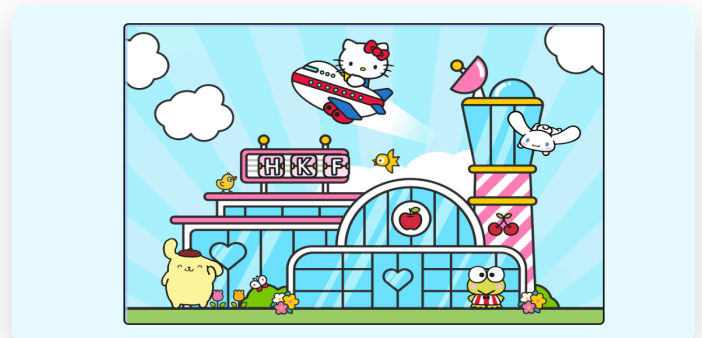
International model Bella Hadid's debut NFT collection, intended to be a true opportunity to build a meta community, sustained by peace, love, compassion, and meaningful connections.



Otherside.xyz

UNITED STATES

Gamified metaverse from Bored Ape Yacht Club (BAYC) creator Yuga Labs that aims to unite various NFT projects including BAYC, CryptoPunks, Meebits, and Cool Cats.



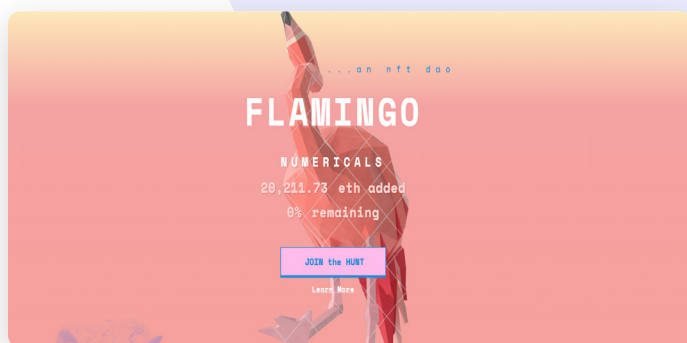
HelloKittyFrens.xyz

UNITED KINGDOM

A Hello Kitty NFT-driven adventure game featuring six Hello Kitty characters who can virtually travel around the world.

USE CASES

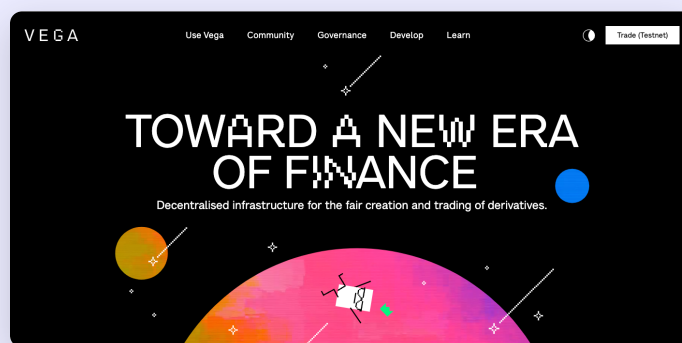
.xyz: Blockchain



FlamingoDAO.xyz

UNITED STATES

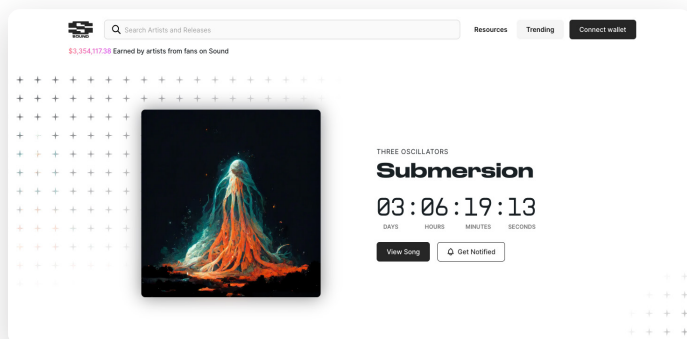
DAO project that aims to create a channel for its members to explore and evaluate the investment opportunities surrounding ownable, blockchain-based assets.



Vega.xyz

GIBRALTAR

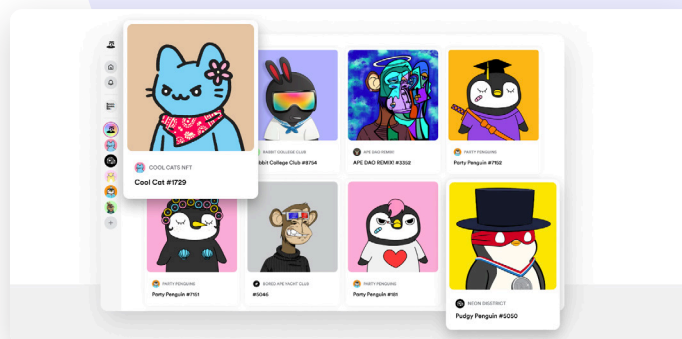
Blockchain protocol that received \$5 million in funding to build a platform for trading derivatives using the Ethereum network.



Sound.xyz

UNITED STATES

Crypto music publishing platform working to help recording artists gain more of their music's value by turning songs into collectible NFTs.



Islands.xyz

UNITED STATES

Web3 startup launched by Forbes 30 Under 30 alumni Tiffany Zhong and Nikhil Srinivasan aiming to help bridge creator talent from web2 to web3.



Agora.xyz

UNITED STATES

Social media and blockchain integration platform aimed at creating gasless, multichain, and platform-agnostic solutions without sacrificing decentralization or privacy.

"We chose .xyz because it symbolizes decentralization and the new wave of web3 applications."

— Réka, Co-founder of Agora.xyz

USE CASES

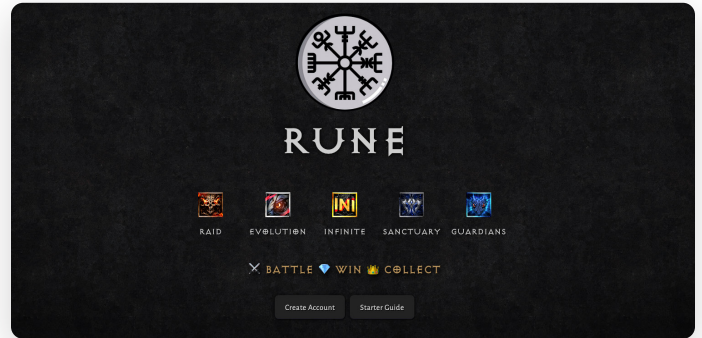
Customers Making Waves with XYZ Registry TLDs



Warp.Game

UNITED STATES

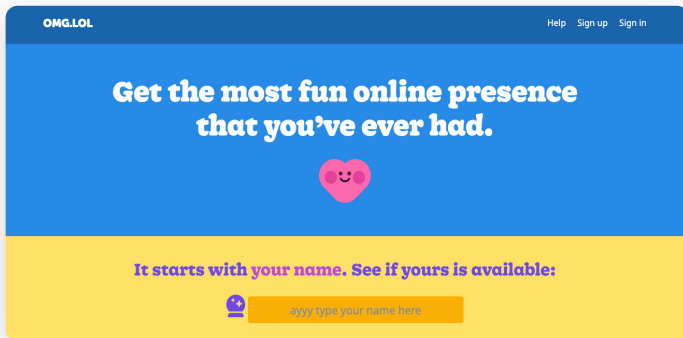
Blockchain-based game featuring NFT starships, multiplayer online Arcade game, and NFT Battle Arena.



Rune.Game

UNITED STATES

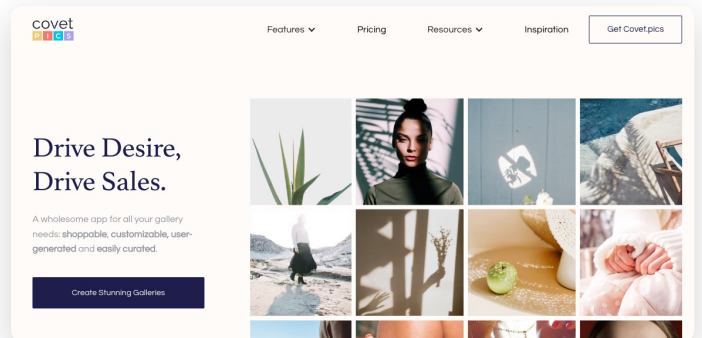
Blockchain game that helps players create NFTs called Runewords.



OMG.LOL

UNITED STATES

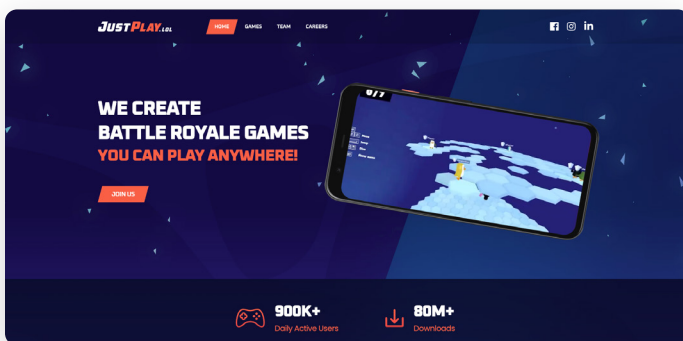
Susbscription based social networking platform with customizable profile pages.



Covet.Pics

UNITED STATES

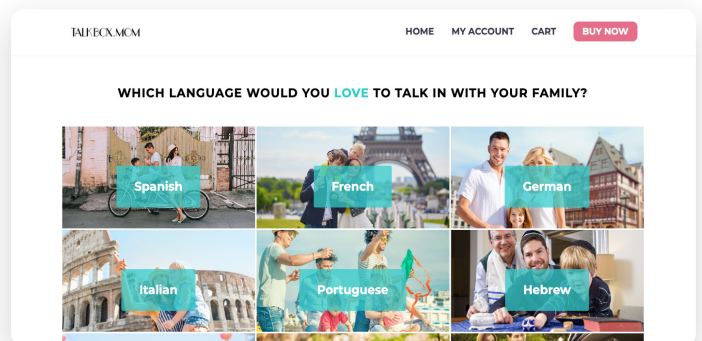
Shopify app that helps users create scalable, customizable, and shoppable picture galleries.



JustPlay.LOL

ISRAEL

Mobile game app developers, including JustFall.LOL and JustBuild.LOL.



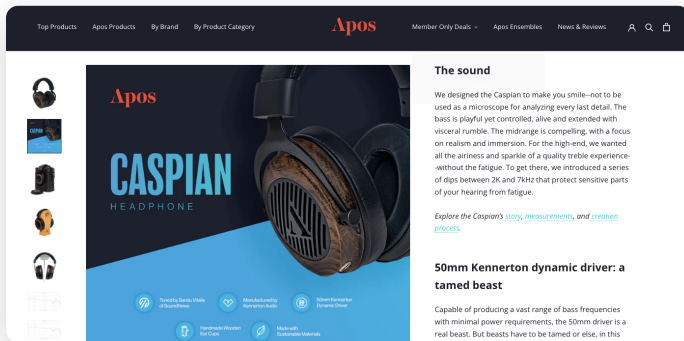
TalkBox.Mom

UNITED STATES

Education platform designed to help parents teach their children how to speak different languages.

USE CASES

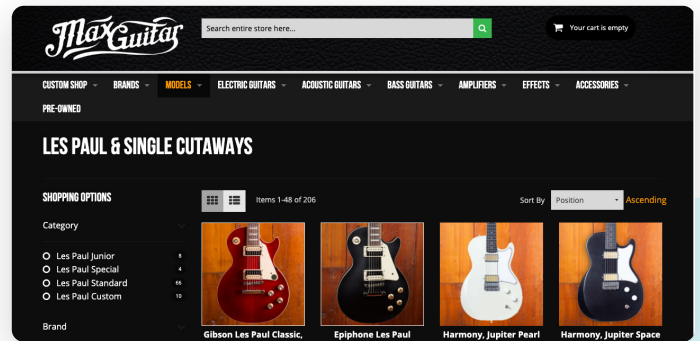
Customers Making Waves with XYZ Registry TLDs



Apos.Audio

UNITED STATES

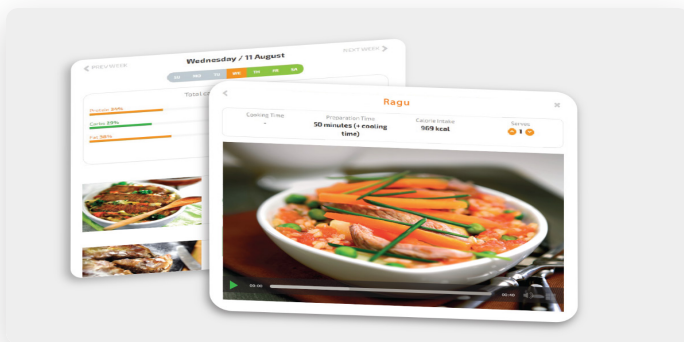
Audio equipment seller featuring products from a carefully curated set of brands.



Max.Guitars

NETHERLANDS

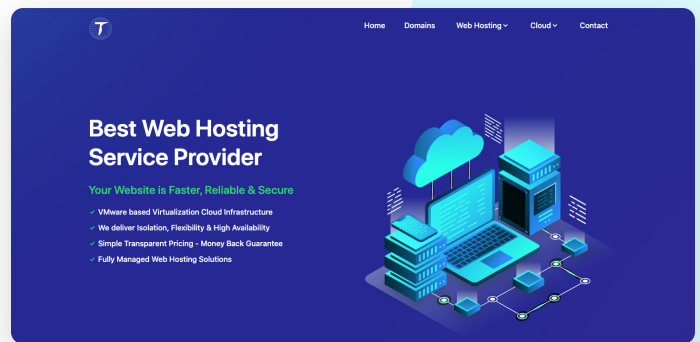
Guitar shop featuring new and used instruments from the leading guitar brands.



MyHealth.Diet

UNITED KINGDOM

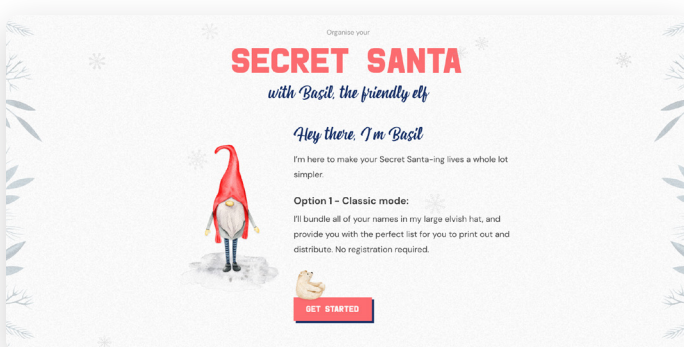
Recipe database aimed to benefit health with the power of proper nutrition.



Touchstone.Hosting

INDIA

Web hosting service provider helping to make their customers' websites fast, reliable, and secure.



Basil.Christmas

UNITED KINGDOM

Secret Santa gift exchange platform that includes an anonymous communication tool.



Wonder.Flowers

UNITED KINGDOM

Flower subscription service offering "ready to display" arrangements.

USE CASES

Customers Making Waves with XYZ Registry TLDs



Believe.Homes

SPAIN

Real estate developer specializing in urban design properties.



AWA.Autos

UNITED STATES

Online hub for Las Vegas-based AWA Awards, which highlights vendors that help auto dealerships improve the consumer experience.



Offset.Motorcycles

DENMARK

Electric motorcycle makers aimed at producing products for the off-road environment without carbon or sound pollution.



Campi.Boats

NETHERLANDS

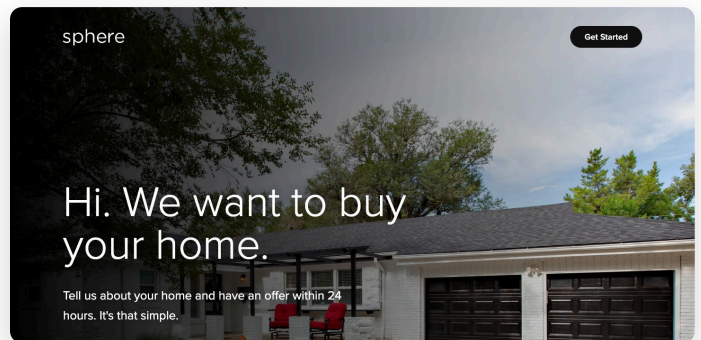
Manufacturer of houseboats that are built sustainably and equipped with standard solar panels.



Taboo.Yachts

ITALY

Website for luxury yacht Taboo of the Seas, which was built by yacht manufacturer Maiora and launched in 2019.



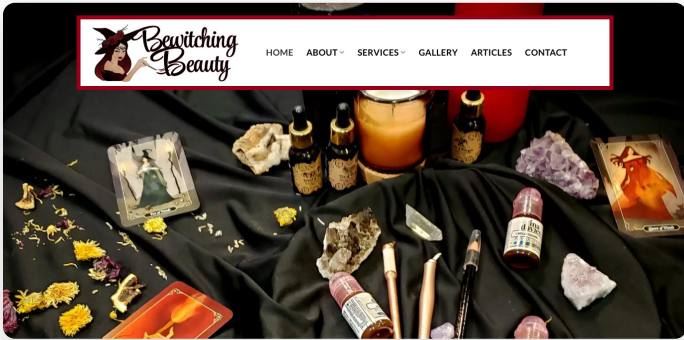
Sphere.Homes

UNITED STATES

Texas-based property investors who aim to make an offer on your home within 24 hours and close in 7 days.

USE CASES

Customers Making Waves with XYZ Registry TLDs



Bewitching.Beauty

UNITED STATES

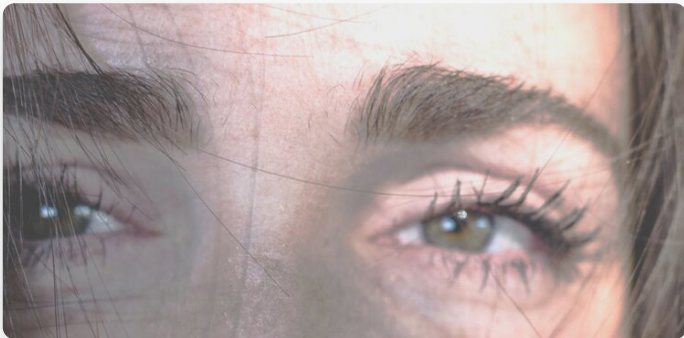
Permanent makeup studio in Lake Elsinore, CA, founded by Hollywood Makeup School graduate Victoria Young.



Kimistry.Hair

SINGAPORE

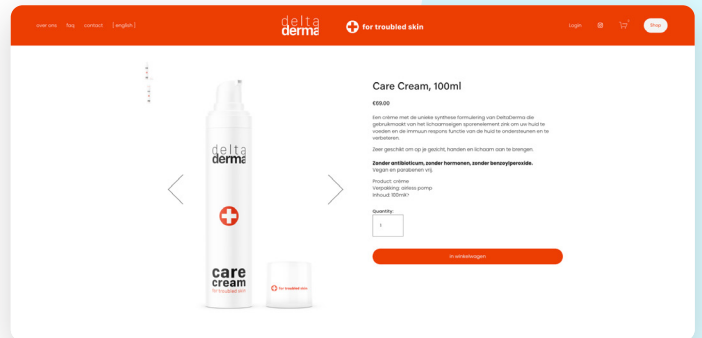
Hair boutique founded by Jimmy Yap, an alumnus of the prestigious Sassoon Academy in London, England.



Microblading.Makeup

UNITED STATES

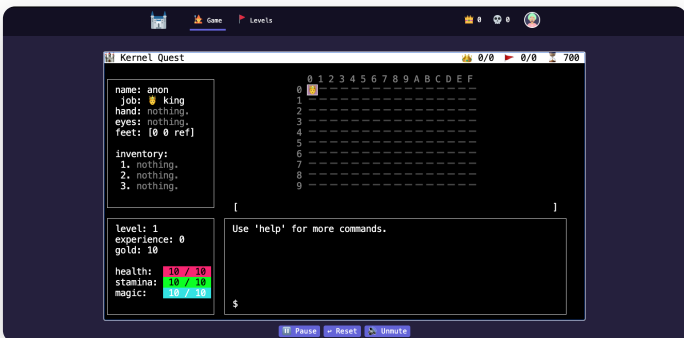
Personal website of Seattle-based esthetician Nicole Kleinbrook. Nicole began her career as a makeup artist for Nordstrom before transitioning to medical Esthetics.



DeltaDerma.Skin

NETHERLANDS

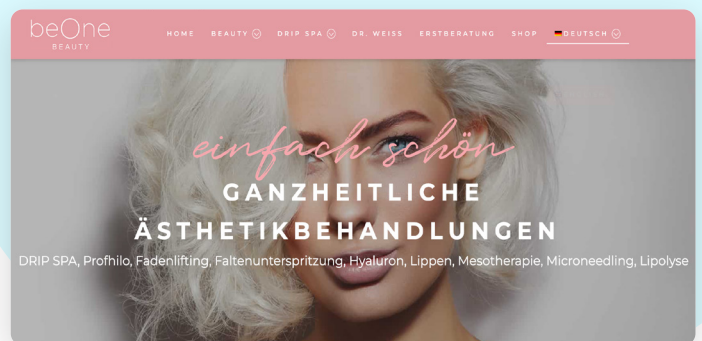
Skincare brand aimed at developing products suitable for all skin types with protection for numerous skin conditions.



Kernel.Quest

UNITED KINGDOM

A fantasy-based puzzle game about the effects of investment decisions on cybersecurity outcomes.



BeOne.Beauty

GERMANY

Holistic beauty services by Dr. Christina Weib, including microneedling, lipolysis, and mesotherapy.

USE CASES

Customers Making Waves with XYZ Registry TLDs



HyperTickets

AUSTRALIA

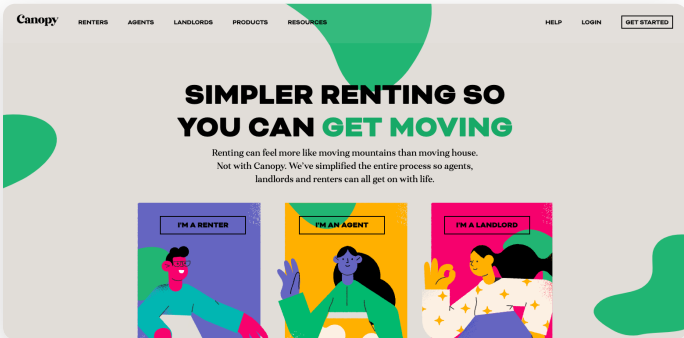
Digital ticketing platform for distributing museum and festival tickets, designed to be integrated with any ticketing system.



StreamTheatre

UNITED KINGDOM

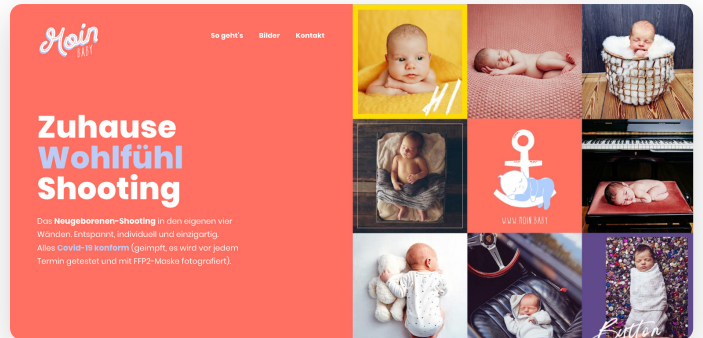
Digital streaming platform for theatrical productions. Users can watch new content or stream their own productions.



Canopy.Rent

UNITED KINGDOM

Real estate rental management platform designed to simplify the rental process for agents, landlords, and renters.



Moin.Baby

GERMANY

Photography service offering 4k photoshoots of customers' newborns right from the comfort of their home.



Data.Monster

SPAIN

Data-focused community platform for sharing infographics, visualizations, and tutorials.



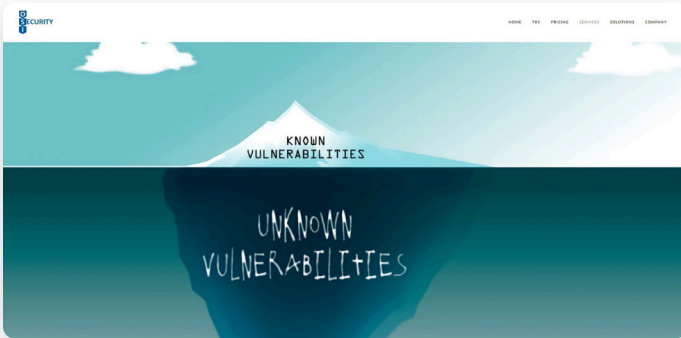
Cumberland.College

CANADA

Digital marketing college offering virtual and in-person courses.

USE CASES

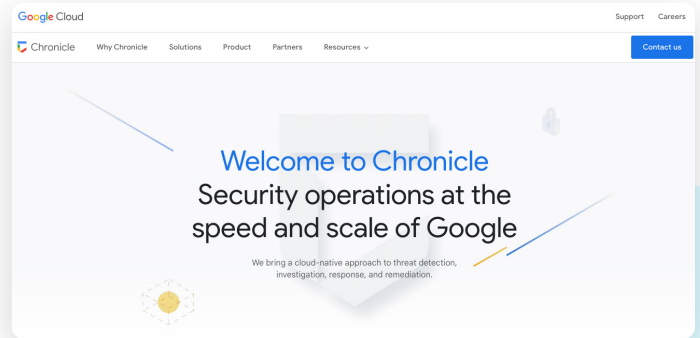
Customers Making Waves with XYZ Registry TLDs



OSI.Security

AUSTRALIA

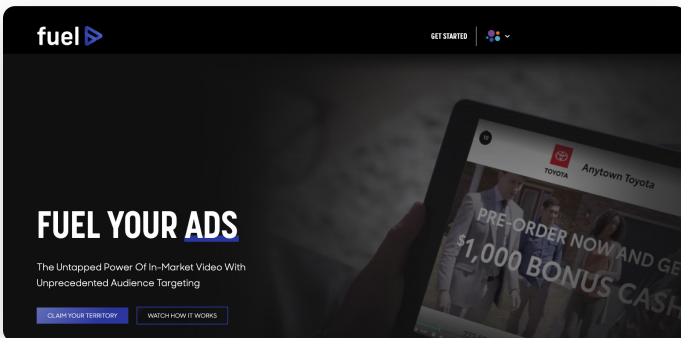
Web security testing and risk management service founded by renowned White Hat hacker Patrick Webster.



Chronicle.Security

UNITED STATES

Google cybersecurity platform that uses advanced technology and techniques to help enterprises protect themselves and their customers.



Fuel.Cars

UNITED STATES

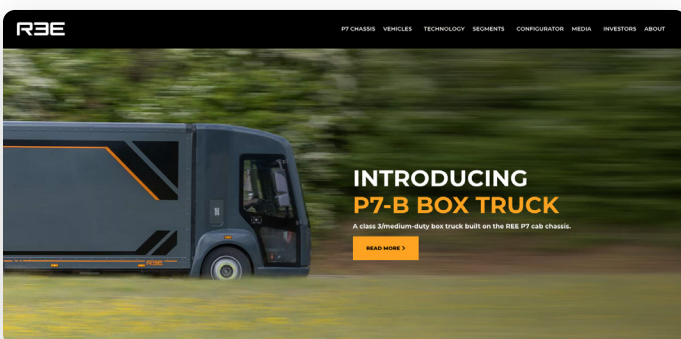
Automotive advertising solution that achieved success in first-year operations with a click-through rate for dealers two times the average industry benchmarks.



Pace.Car

GERMANY

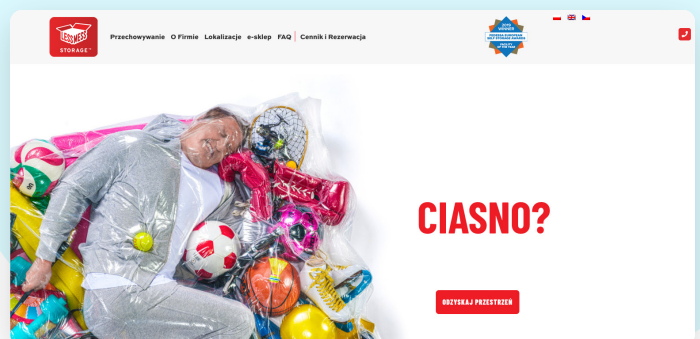
Mobile fueling payment solution with expanded services that include the option to pay directly from the driver's seat.



Ree.Auto

ISRAEL

EV platform partnered with JB Poindexter, which has developed an electric delivery truck to be produced in both North America and the UK.



LessMess.Storage

CZECH REPUBLIC

Storage company that provides small and large businesses with eco-friendly, simple storage solutions at 7 locations across Poland and the Czech Republic.

Events*

SXSW

South by Southwest (SXSW) in Austin, TX is one of the largest annual tech and media events in the country, and it's also a great place for XYZ to connect with the community that .xyz was created to serve. Hundreds of thousands of attendees from across the U.S. and abroad attend SXSW, and XYZ has been a presence at the event since 2014, handing out swag, offering special sales on .xyz domains, holding a scavenger hunt contest that drew hundreds of participants, and even appearing on various local and national media channels' coverage of the event.



Local events

Being that XYZ's headquarters are located in the heart of Silicon Beach, we are thrilled to have countless opportunities to mingle with the **#GenXYZ** community at some of the most popular events in the country, including **San Diego Comic-Con**, the **Electronic Entertainment Expo** (better known as **E3**), **Anime Expo**, **Techday**, **Techweek LA**, and many more. We also play our part in helping grow the Silicon Beach community by hosting events at our offices like the SoCal Domainers meetup, which has become the exclusive gathering of LA's population of passionate domain industry professionals every year.

XYZ in China

China is one of the most prominent countries when it comes to adopting .xyz domains. Our team in Beijing has attended many domain and tech-centric events in China to connect with our supporters in the country over the years. This includes the **China Internet Conference**, **Global Domain Summit China**, **Namescon China**, and **Alibaba Yunqi Cloud Computing Conference**. XYZ also sponsored China's **Internet+ Innovation and Entrepreneurship** competition, the largest competition of its kind in the world, where they helped young creators, developers, and entrepreneurs get their .xyz domains.

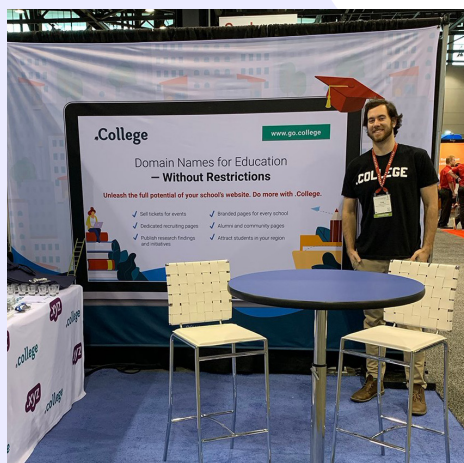


Events*

*Even though there are barriers to returning back to in-person events, XYZ continues to engage supporters through creative marketing campaigns with our partners.

NADA/NIADA

Our **.Cars**, **.Car**, and **.Auto** extensions together make up the premium namespace for the automotive industry online, so it only makes sense that our team would have a strong presence at the largest auto trade shows in the country: the **National Automobile Dealers Association** show and the **National Independent Automobile Dealers Association** show. At these conventions our marketing team pulls out all the stops to make sure the **.Cars** booth stands out, including having the one-of-a-kind **.Cars**, **.Car**, **.Auto** Lucra for attendees to check out and even take a seat in.



EDUCAUSE

XYZ has attended **Educause's Annual Conference** as an Educause Member to connect with tens of thousands of professionals that are in attendance at what has always been the premier higher education conference in the U.S. With many different kinds of adopters from all different sectors of the education spectrum, **.College** has grown to be one of our most popular domains, and our consistent attendance at Educause has helped make the **.College** domain extension a household name among the world's leading universities.

Partnerships

In Education



Santa Monica College

XYZ supports Santa Monica College students enrolled in the school's film and TV program by providing each one with a .xyz domain. XYZ has introduced a website design lesson into the program, which has helped hundreds of students use the free domains to create personal portfolios online to display their creative work.

Hackathons

XYZ supports developers at learning-focused hackathons each year, providing them with domains and prizes to fuel their ingenuity.

In just the first half of 2022 XYZ placed its support behind 112 hackathons taking place virtually and throughout the world:



New Horizon Rocketry Club, Dotslash 5.0, AzTech, CEG Tech Forum, HackMoL3.0, Alphasians, Artificial Intelligence Student Association, Exun Clan, Coding Your Future, JWOC - JGEC Winter of Code, JUSC Technophilia, MacHacks, Code Chef SRM Chapter, Google Developer Student Clubs of Amity University Mumbai, nCrypt, Documatic, Codechanakya 2.0, W-Accinge, JGEC Winter of Code, UoftHacks, Reverse Coding'22, Full Stack Squared, Kurinji Hacks, Sardar Vallabhbhai Patel Institute of Technology, SnowHacks (GDSC - SITS), UPES-CSI, Psych Hack - Google Developer Student Clubs RAIT, MUJ ACM Student Chapter, ACMHacks 6.0, YPStem Hackathon 2022, HackBMU, Randomize, What The Hack, HackTU 3.0, Code2Develop, OWASP Student Chapter, HackShetra, Eclipse, TuffyHacks, Hack the Education, Eventlore, Hack-O, Make4thon, Indian Society for Technical Education, GirlScript Summer of Code 2022, ACM-JUIT, Nexture Summit, IEEE Computer Society, VIT Chennai, Google Developers Student Club JIIT128, Bug Byte League, Make4thon, Lean In Hacks,

Devcation, Sanganak Vimarsh 2022, Clueminati, Vihaan, XdHacks Mini, Lines Of Code(LOC), Youth Helping Youth BC, synergyietevit, Hack Club NMIT, Week Of Geek, Tech Tales, ROBOWEEK 2.0, National Innovators Hackathon, Enkryptia 2022, CyberHack, HackHoodie, Ingenious Hackathon 2022, Pixelhacks VI, HACKTRIX, MEGAHack2022, Techotsav, Ctrl Alt Delete, HackOFiesta v3.0, TechX'22, GDSC - VIT Vellore, Jaypee Hacks, Pitcher's Den, RECURSION 3.0, Hack 36, HackNUthon 3.0, Multiverse Of Coding, Design-a-thon, HackNation-Nirman, Hack-o-relay, Backend Bootcamp, HackOverflow, Holiday Hacks, HACKFIT, GATES 2022, Chimera, Labyrinth, MasseyHacks VIII, InnoHacks, HACKFLEDGE, HackMoreish Hackathon 2022, ML Hacks, JAMHacks, NHacks VII Hackathon, Execute Hackathon 2.0, StuyPy-a-Thon, Hack the Woodz, Devhost:22, Hydra Hacks, MontyHacks V, Hack-a-bit, Hacking Heist 2.0, Quantum v1.0, FreyHacks, VSHacks, Learnathon22, SPSHacks

Partnerships

In Startups



Generation Girl

Through this partnership, XYZ supports programs centered on inspiring young girls to become leaders in traditionally male-dominated STEM fields by providing domains as well as shoutouts on our social media platforms, so the girls' projects can reach a worldwide audience.

SuperstarX.xyz

XYZ supports Superstar X community members focused on co-creating goodness with individuals, communities, and organizations to sustainably initiate, cultivate, and propagate the transformation of systems for the betterment of all. The media collective celebrates being human and destigmatizes being different.

In Technology

Ethereum / ENS

XYZ has supported blockchain technology since 2018 with .xyz as the pilot domain for the Ethereum Name Service (ENS) and Domain Name System (DNS) integration. XYZ helped pioneer the joint solution with Ethereum to provide a memorable wallet address to use in place of the long Ethereum hash. For example, WalletName.xyz instead of 0x6fB9401002640741fEc58faffbd41e3F583D86f1, making it much easier to send and receive digital tokens such as cryptocurrency and NFTs.

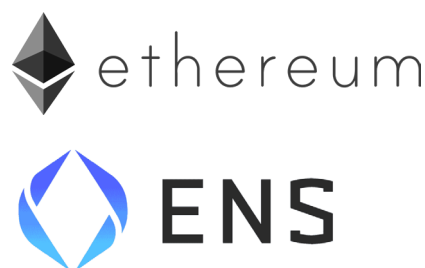


Photo credit: BTCManager.com

Eth.xyz

In December 2021, .xyz introduced eth.xyz to continue supporting the blockchain community. With **eth.xyz**, all .eth name holders can display their ENS profiles in all web browsers. This shortlink can work for .eth holders in multiple ways: a lookup where you can more easily find the profile and wallet information connected to an .eth name, a method to share your addresses, or an easy way to showcase your NFT collection.

Every .eth name has been granted automatic access to an eth.xyz shortlink. Simply add ".xyz" to the end of any .eth name in any web browser and the corresponding ENS profile will display. The profile content is automatically populated from publicly available information provided through ENS, and is ultimately controlled by the relevant ENS user.



"The .xyz domain embodies the inclusivity, openness, and optimism associated with crypto. Our experimentation with .xyz through our "Buy The Dip" campaign underscores our commitment to building a relationship with the Web3 community and providing real value to them."

– TYLER BENSON | MANAGER, EXTERNAL COMMUNICATIONS, CHIPOTLE

<https://nick.eth.xyz>

<https://maaria.eth.xyz>

<https://vitalik.eth.xyz>

<https://alisha.eth.xyz>

<https://laurdiy.eth.xyz>

<https://ashtyn.eth.xyz>

Questions?

hello@gen.xyz

.xyz

.College

.rent

.quest

.monster

.baby

.CARS .CAR .AUTO

.THEATRE

.Security
.Protection

.Storage

.tickets

.homes

.autos

.motorcycles

.boats

.yachts

.BEAUTY

.HAIR

.SKIN

.MAKEUP

.mom

.AUDIO

.diet

.flowers

.CHRISTMAS

.GAME

.LOL

.pics

.Guitars

.hosting

Announcing .LAT