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Cologne, 2007-12-17

Domain "mobilenumber.mobi"

Dear Mr. Forsman,

Thank you for ordering a domain appraisal from Sedo! I have attached a copy of the assessment in PDF format for your review. Please make sure that you have the latest version of Adobe's Acrobat Reader installed on your computer prior to viewing the report (a free copy of this software is available at www.adobe.com).

Please keep in mind that despite the great care and attention that has been taken in this assessment, we cannot guarantee that the domain can be bought or sold at the estimated price. It is impossible to determine a universal or definitive value due to the intrinsically volatile nature of market conditions and overall demand.

If you haven't already done so, I would suggest listing and parking your domain with Sedo. These are the most effective means of generating additional offers, revenue and exposure for your domain. Best of all, it costs you nothing! To learn more about these free services, please visit our website at: <http://www.sedo.com/services/parking.php3?language=e&partnerid=14595>.

In the event that you have already reached an agreement to sell, Sedo would be happy to assist you with the domain escrow and transfer process. Sedo is one of the most trusted and secure escrow services in the industry, so you can be confident that the integrity of your transaction will be preserved. To learn more about our escrow and transfer services, please visit our website at: http://www.sedo.com/services/s_escrow.php?language=us

Thank you again for your time and patience, and thank you for choosing Sedo!

Best Regards,

Your Sedo Team
www.sedo.com



APPRAISAL FOR MOBILENUMBER.MOBI

1. Top Level Domain

The Top Level Domain (TLD) or domain extension (e.g., .com, .net, .co.uk, etc.), has considerable influence upon the value of a domain name. However, not every TLD suits every term, nor does it suit every market.

As the .mobi TLD has only recently been introduced, it is difficult to fully estimate the current and future value of this TLD. However, looking at past TLD launches, the power of the .mobi consortium and taking into account the demand during pre-launch registration, the .mobi TLD should be a successful TLD.

Status of similar domain names

mobilenumber.de is available
mobilenumber.eu is already registered
mobilenumber.asia is available
mobilenumber.mobi is for sale at Sedo.com
mobilenumber.at is available
mobilenumber.ch is available
mobilenumber.com is already registered
mobilenumber.net is for sale at Sedo.com
mobilenumber.org is already registered
mobilenumber.info is already registered
mobilenumber.biz is already registered

2. Length and Retention

The domain name mobilenumber.mobi is relatively short (12 letters). With a name of 12 letters, however, you are unlikely to see a large positive or negative impact in the domain's value due to the length factor. Our research has shown that shorter domain names (from 2-7 letters) tend to be the most valuable, while domain names over 10 letters long are worth slightly less. Long names of more than 20 letters become unwieldy and are worth only a fraction of the value of a shorter name.

The domain is relatively easy to remember. The easiest domain names to remember are those that consist of a single real word or a commonly-used expression.

3. Linguistic and Phonological Suitability

From a linguistic point of view, the domain name mobilenumber.mobi is considered valuable as it is a meaningful two-word phrase in the English language. Due to a general interest in these names, they tend to be more valuable than domain names in other categories (with the exception of single-word English language domains).



A domain's value is inversely related to the number of words it contains—thus "mobilenumber.mobi" will generally be worth more than "mobilenumberonline.com". Because each of the words in your domain is a short, common word, the name is not too unwieldy to spell or pronounce. This will mitigate the negative impact on the valuation that comes from having a multiword domain.

4. Typing Error Sensitivity

Companies often have a range of domain names that they might use to establish their online presence. This is commonly referred to as a domain portfolio. As a result, a company should try to acquire all possible variations, spellings and combinations of its name and its products' names. In many instances however this has not been the case, and holes in domain portfolios have been tolerated. Not surprisingly, these holes can cause traffic diversion. In practice, companies which only register one variation of a name (as opposed to registering every variation possible) experience substantial loss of visitors due to users being lead to incorrect domain names.

The two primary reasons for traffic diversion are typos and use of the wrong TLD. To prevent the former, a domain should be easy to spell and be as short as possible. To prevent the latter type of traffic diversion, a domain should use the appropriate TLD for its target market. For example, a UK-based business should use the .co.uk extension and a German company a .de TLD.

In terms of mobilenumber.mobi, one reason for traffic diversion could be the wrong choice of TLD. Through this error, other domain names are often entered into the browser instead of those which the user originally intended (example domain.com instead of domain.tv).

5. Legal Situation

Legal requirements and jurisdiction have a deciding influence upon the registration and sale of domain names. As long as there are no current disputes over domains comprised of trademarked or fancifully-coined terms, legal problems do not usually occur.

If the ownership status of a domain name is under dispute due to potential trademark conflicts, this will have a severe and negative impact upon the domain name's value. Likewise, if the domain could be susceptible to future trademark disputes, or has been a subject of disputes in the past, this could also negatively impact the domain's value.

The domain name mobilenumber.mobi can be categorized as a generic or descriptive name. Because trademarks granted on generic terms are less restrictive than those granted on unique terms, generic domain names are generally less susceptible to ownership disputes arising from a trademark conflict than are brandable, non-generic domain names. However, problems have arisen in certain cases. Because of this, you should consider consulting a qualified trademark attorney if you are unable to determine definitively whether or not the domain infringes upon pre-existing trademarks.

6. International Usage

A domain's ability to be used internationally is a valuable asset. Though not imperative, it does considerably increase the value of a domain. Both language and TLD influence the suitability for



international usage.

This domain is suitable for international use as it contains a popular keyword found in the English language (mobilenumber), as well as the increasingly popular .mobi TLD.

7. Search Engine Friendliness

The appearance of popular search terms in domain names allows them to achieve higher positioning in search engine results. Search engine algorithms give higher placements to domain names which contain the searched keyword. For example upon entering "mobilenumber" into the search engine, the results will contain many domains that include this term.

Search engine "methods" vary from engine to engine. Keyword presence plays an important role in results for engines like Google, but it is not as important with other engines, such as AltaVista. In search engines where the domain name has a large influence on the positioning of the results, the web sites mobilenumber.com and mobilenumber.co.uk will tend to be positioned towards the top of results generated for a search of "mobilenumber".

mobilenumber.mobi contains a keyword which is not a very popular search engine term, according to our analysis. On Overture.com, this term was only searched 736 times in the last month. Conversely, the most widely-searched term on the Internet ("sex") is queried more than five million times every month! As you can see, this sharp contrast suggests that the domain mobilenumber.mobi is either relevant only to a highly-focused target group, or to certain languages. However, the domain could still be used effectively in some type of branding effort (see next point).

8. Branding and Advertising Potential

Ideally, a domain name is identical to the brand or company name it represents in purely Internet-based businesses. Thus, for an Internet-based business, the domain name is especially important. The use of domain names by conventional companies also creates a positive image for the company and its products and/or services, as it implies the company is on the technological forefront. A strong brand identity helps to build a successful website. This applies to both internet-based businesses and conventionally-established companies.

Although opinions vary as to what makes a good brand name, many experts suggest considering the memorability of a name; phonological characteristics, different qualities the name can evoke, uniqueness, and easy spelling. In addition, a brand name can be valued highly if it uses a .com extension in the Internet.

Your domain name has very good advertising and branding potential for the following reasons:

- 1) Short and easy to spell
- 2) A prestigious TLD
- 3) A descriptive and memorable term

For these reasons, it is certainly possible that either an existing company or an Internet start-up would be interested in developing this domain as an online brand.

While this increases the likelihood that the domain will be sought after the secondary market, it does not necessarily mean that the domain will sell for a very high price. In contrast to generic



domains, brandable domain names take on their value only after their notoriety has been developed through marketing and advertising efforts. Thus, brandable domains tend to sell for much less than generic ones.

9. Market Chances

Market Chances describes the estimated probability that a buyer will find for the domain, which is based on our experience in the domain trade. With the following five tips you can increase the chances of domain sale.

- 1) **Place the domain for sale on all the important domain markets, where actual purchase and sale of domain names takes place.** Adding the domain to your favourite domain list is not an effective way to sell the domain. Domains should be placed on a market where their name is actively being advertised, through banner advertising, press releases or adverts.
- 2) **Position your domains carefully, so that it can be found again.** Pay attention when choosing the category and adding extra information, and remember to set a fixed price.
- 3) **Do not set any unrealistic prices as this will deter potential buyers.** You should base the price on our estimated value and ask yourself if you would be prepared to pay that amount for the domain name.
- 4) **Advertise the domain:** Just like in every market, where offers exceed demand, advertising is essential. This also applies to your domain name which you want to sell. It is strongly advised to enter the domain into our database at [sedo.co.uk](http://www.sedo.co.uk). Our experience has shown that domains which are for sale and have this link on their page are sold 3-4 times more quickly. The link for the forwarding of the domain [mobilenummer.mobi](http://www.sedo.co.uk/parking/mobilenummer.mobi) is as follows:
<http://www.sedo.co.uk/parking/mobilenummer.mobi>.
- 5) **Always reply to offers:** You will definitely receive some offers through the contact form about Sedo.co.uk. You should always answer these e-mails even when the price may be too low, as there may be some chance to negotiate. Make sure that your e-mail address is correct in the Sedo databank so that you can be contacted.
Ultimately, your domain name is of very good quality. With substantial investment in marketing, there is a good chance of finding a buyer. In order to most effectively facilitate a sale, we suggest adhering to our estimation of the domain's value when determining the domain's asking price.

10. Commerce Potential

An important factor in a domain name's value is the potential for online commerce in the domain's relevant subject area. First, we must consider which industries might effectively use the domain [mobilenummer.mobi](http://www.sedo.co.uk/parking/mobilenummer.mobi). Then, we need to answer the following questions:

- 1) How large is this industry, and how fast is it growing?
- 2) How well is this industry taking to the Internet?

For example, the construction industry is a huge global industry; however, very few construction firms are making large investments in developing an Internet presence. Similarly, a domain name geared towards a non-profit or purely informational site may attract considerable interest, but the potential buyers are not likely to be able to pay a large amount for the domain if the site has little



online presence is considered de rigueur and is very profitable.

The domain mobilenumber.mobi is associated with an industry that has not yet developed a strong presence on the Internet. This allows the domain to be applied and branded as you wish, with little residual traffic from intuitive portal searches or browser type-ins. Thus, the value of the name partially benefits through this neutrality, and its overall value is slightly increased.

Another key component in determining the overall commerce potential of a domain name is the industry associated with the terms it contains. Some industries lend themselves easier to the online world than others, and have a reputation for using the Internet to promote their products and services. As a result, any domain name that contains similar or relevant terms known to these industries can benefit significantly from this association.

According to our database, your domain name contains the search term mobile number, which is considered to have moderate commerce potential. It lends itself somewhat well to either potentially building a website geared towards the selling of products and services.

11. Comparable Transactions

Here we have domain sales that fall into a similar domain-related category, and which could be placed in a similar price bracket as mobilenumber.mobi. These domain names were chosen because they share one or more of the following characteristics with mobilenumber.mobi: 1) Extension; 2) Number of words; 3) Comparable commercial potential.

Please remember that past domain sales are not necessarily indicative of future sales potential.

firstmobile.de	6.000 €
cellphonenumber.com	3.888 \$US
800Number.com	6.388 \$US
MobileBlog.com	10.120 \$US
getmobile.com	4.800 \$US
domainname.mobi	15.000 \$US
cellphone.mobi	5.250 \$US
domainnames.mobi	12.600 \$US
voip.mobi	20.500 \$US

The fact that domains similar to mobilenumber.mobi have been sold is generally positive for the domain appraisal, and the chances of a sale being made are greatly improved. However, it may be that at the time of sale there was a special interest in these domains, and so we may not be able to generalize from this entirely.



12. Estimated Value

Based on our analysis of this domain, we conclude the following: the estimated value of mobilenumber.mobi is:

€ 15.000

The estimated figure is based on factor analysis, and it is the value which we consider to be a fair price for both buyers and sellers. This price is subject to market conditions, negotiations and legal issues such as trademark rights. The value of this domain name, including its ability to be marketed effectively, may be increased by following the guidelines for positive domain valuation as specified in this report.

Overture Results

736 mobile number
716 change mobile number
546 customer mobile number service t
521 directory mobile number phone
468 enter mobile number
393 change in messenger mobile number yahoo
297 mobile number phone uk
278 mobile number phone search
273 mobile number search
267 mobile number t
238 enter mobile number phone
230 find mobile number phone
204 find mobile number
164 mobile number pix place verizon
163 edit mobile number
163 mobile number phone trace
141 mobile number phone virgin
134 free mobile number phone search
130 change device mobile number
128 change messenger mobile number yahoo
118 enter mobile number please
116 mail mobile number t voice
109 lookup mobile number phone
109 mobile number phone reverse
108 contact mobile number t
98 change mobile number yahoo
95 care customer mobile number t
94 mobile number portability
92 cell mobile number phone t



92 directory mobile number
89 free mobile number search
88 boost mobile number phone
86 cellular directory mobile number
71 cellular lookup mobile number phone reverse
71 girl mobile number pakistani
70 account mobile myt number phone
69 enter here mobile number
68 delete mobile number
67 girl mobile number
65 edit in messenger mobile number yahoo
65 free lookup mobile number phone
63 australia mobile number phone
61 800 mobile number t
61 mobile number phone tracing
60 customer mobile number phone service t
60 look mobile number phone up
58 mobile number uk
55 mobile number phone sale
54 enter mobile number phone please
53 lookup mobile number phone reverse
52 customer mobile number service virgin
52 home mobile number vin
52 mobile number phone search t
51 change in messenger mobile number
49 below mobile number phone
48 identification mobile number
48 mobile number trace
47 free mobile number t toll
45 free mobile number phone search unlisted
43 boost mobile number
42 changing mobile number
41 cell lookup mobile number phone t
41 mobile number phone search uk
40 home mobile number serial
40 lookup mobile number
39 format international mobile number
38 block mobile number phone t
38 lookup mobile number reverse t
37 change messenger mobile number
36 account billing mobile number phone t
36 below mobile number
36 lookup mobile number t
35 free mobile number top up virgin
33 by find mobile number person
31 card mobile number pin top up virgin
31 free lookup mobile number phone reverse
31 here mobile number
30 mobile number reverse
29 1800 mobile number t



29 block mobile number t
29 code country enter mobile number
29 message mobile number picture send
29 mobile number phone reverse search
28 change in mobile number yahoo
28 directory mobile number phone reverse
28 enter format international mobile number
28 listing mobile number phone
27 find mobile number phone t
27 finding mobile number phone
27 look mobile number phone reverse up
27 look mobile number up
26 lookup mobile number reverse
26 mobile number orange uk
25 44 mobile number
25 belongs mobile number phone
25 cannot message messenger mobile number send sms this yahoo
25 in mobile number phone uk