

\$499,000

★ PREMIUM DOMAIN FOR SALE ★

MadeInSouthAfrica.com

Local Pride. Global Opportunity.



PRODUCTS



INNOVATION



TRADE

SOUTH AFRICA
INNOVATES
THE FUTURE

SOUTH AFRICA
OPEN FOR BUSINESS



EXPORT.
GROW.
SUCCEED.

PROUDLY SOUTH AFRICAN
GLOBALLY RESPECTED

LOCAL PRIDE.
GLOBAL OPPORTUNITY



South African **Innovation**. Global **Impact**.

Own a piece of South Africa's future.

DOMAIN PROSPECTUS 2026

01

A category-defining national commerce address

Acquisition opportunity presented by Firztly.com

THE ASSET



MadeInSouthAfrica.com

Exact-match national provenance. A clear, memorable .COM for a platform that showcases, verifies, sources, sells, exports, finances or promotes South African products and industrial capability.

Domain value: \$499,000.

TRANSACTION



Direct acquisition

For sale by Firztly.com.

A one-time digital asset purchase, subject to buyer diligence, secure payment and registrar transfer.

STRATEGIC FIT



Built for scale, not a niche

Ideal for a major manufacturing marketplace, export discovery platform, industrial sourcing company, national retail initiative, certification ecosystem or investment and trade portal.

CONTACT



Start the board-level conversation

Email firztlyceo@gmail.com
WhatsApp +1 352-406-7103

Confidential acquisition discussions welcomed from qualified corporate, institutional and entrepreneurial buyers.

One phrase. One country. Many business models.

A premium name can compress the path from awareness to trust.

INSTANT CLARITY

The name explains itself



No invented spelling to decode. No tagline required to understand the mission. The phrase immediately signals origin, quality, local production and national pride to consumers, procurement teams and trade partners.

COMMERCIAL RANGE

Products, industry, trade and culture



The name can credibly span consumer goods, mining equipment, automotive components, food and beverage, design, fashion, arts, tourism commerce, supplier discovery and export services.

GLOBAL .COM

International reach



The .COM extension supports cross-border credibility, global memorability and a platform identity that can serve buyers inside and outside South Africa.

EXCLUSION VALUE

Only one exact address



Ownership removes the strongest exact-match .COM from the competitive set. A rival can imitate the idea, but cannot own the same digital front door.

LOCAL PRIDE
GLOBAL OPPORTUNITY

South Africa: a large, diversified commercial base

A national domain can sit above sectors rather than depend on one.

\$427.2B

2025 GDP (current US\$)

World Bank latest value for South Africa.

1.1%

Real GDP growth in 2025

Up from 0.5% in 2024, according to Statistics South Africa.

0.5%

Q1 2026 real GDP growth

Sixth consecutive quarter of growth.

63M

Estimated 2025 population

A broad domestic market plus a global diaspora and buyer audience.

MACRO THESIS

A national brand layer above a complex economy

South Africa combines finance, agriculture, trade, mining, manufacturing, services, technology and tourism. MadeInSouthAfrica.com can organize this diversity around a single commercial promise: discover and buy what South Africa makes.

BOARD VIEW

The domain is the gateway

The asset does not replace supply chains, certification or logistics. It gives those systems a memorable address - a strategic front door for national advancement and market access.

Demand engines the domain can aggregate

From resources to retail, the common thread is trusted origin.

ADVANCED INDUSTRY

Manufacturing and industrial sourcing



Potential verticals include automotive and mobility, machinery, chemicals, food processing, packaging, aerospace, medical products and industrial services. A unified platform can make supplier discovery easier.

CRITICAL RESOURCES

Minerals with global relevance



South Africa's 2025 critical-minerals strategy reports world-leading known reserves in platinum-group metals, manganese and chromite - strategic inputs for energy, mobility and advanced manufacturing.

ENERGY TRANSITION

A growing equipment ecosystem



Private wind, solar, storage, transmission, efficiency and process-control demand creates opportunities for manufacturers, installers, financiers and component suppliers.

DIGITAL COMMERCE

Discovery becomes transaction



South Africa is positioned as a regional digital hub. E-commerce, AI, cloud and automation can turn a provenance brand into a searchable, data-rich marketplace.

TRADE

Export. Grow. Succeed.



The domain can serve global buyers, procurement teams and distributors seeking verified South African suppliers.

Who can unlock the highest strategic value?

The strongest buyer already has distribution, procurement, trust or capital.

PRIMARY BUYER

Large retailer or e-commerce platform



Trigger: local-sourcing expansion, marketplace launch or national supplier program.

Economic buyer: CEO, Chief Digital Officer or Head of Marketplace.

Thesis: own the category address before a competitor does.

ENTREPRENEURIAL BUYER

Well-capitalized startup or roll-up



Trigger: launch a category-defining brand with immediate authority.

Integration thesis: begin with high-value verticals, onboard verified suppliers, then expand into commerce, media, certification and logistics partnerships.

INDUSTRIAL BUYER

B2B sourcing and procurement company



Trigger: supplier digitization, export growth or verified-vendor network.

Economic buyer: CEO, COO or Chief Procurement Officer.

INSTITUTIONAL BUYER

Trade, investment or development platform



Trigger: national advancement, SME market access or export promotion.

Board rationale: create one globally memorable gateway for South African capability.

CORPORATE TRIGGER

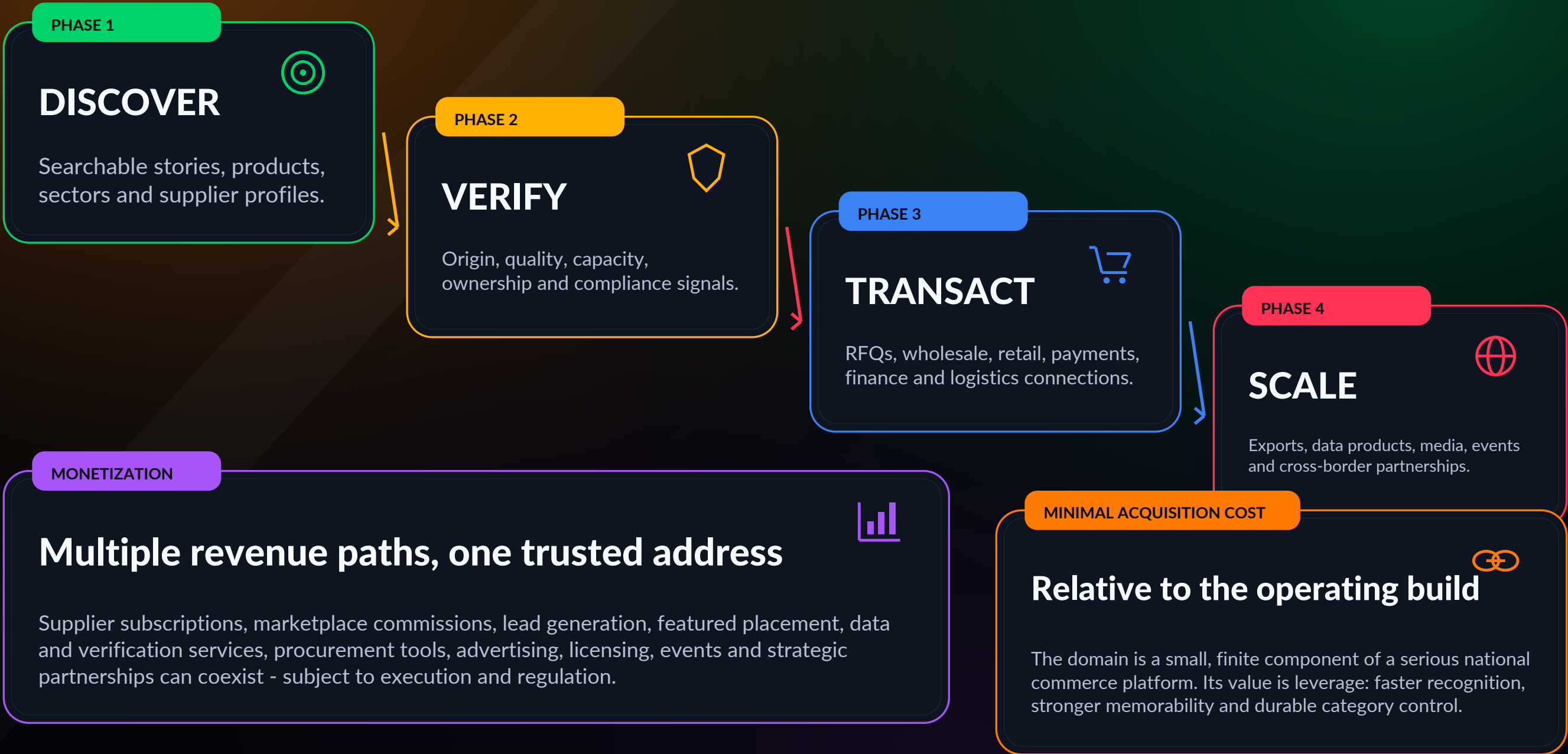
The decision window



A rebrand, acquisition, export mandate, marketplace build or localization strategy can make domain control time-sensitive.

Turn the name into a commercial operating system

A phased build reduces risk while preserving the national-scale vision.



A fragmented market leaves room for a defining umbrella brand

Existing initiatives validate demand; the exact-match .COM can unify it.

LOCAL CERTIFICATION

Proudly South African



A recognized buy-local and membership ecosystem with thousands of locally made products and certified businesses. It validates the national-pride proposition and potential for supplier verification.

RETAIL AND NICHE SITES

Strong stores, narrower stories



Retailers, artisan marketplaces and sector directories can sell local products effectively, but usually focus on a channel, audience or category. MadeInSouthAfrica.com can operate above these niches as a discovery and trust layer.

PUBLIC MARKET ACCESS

Shop Proudly SA and MAP



Government reporting described a national online store with B2C, wholesale and bulk purchasing capabilities and more than 500 verified suppliers onboarded by mid-2025.

GLOBAL B2B PLATFORMS

Broad reach, weak national ownership



Alibaba-style marketplaces and supplier directories offer scale, but South African origin is only a filter or category. They do not own the exact national provenance phrase in .COM.

COMPETITIVE CONCLUSION

Complement, partner or lead



The opportunity is not to copy every incumbent. It is to own the memorable umbrella identity and connect the strongest participants.

Firztly: legacy domain experience and executive positioning

A curated presentation for serious corporate acquisition decisions.

EXPERIENCE

Buying and selling domains since 1997

Firztly states that its domain activity began in the early commercial internet era. The platform focuses on premium names intended for companies seeking broader global presence and category authority.

POSITIONING

Six- and seven-figure focus

Seller-provided positioning emphasizes high-value domains for global companies, founders and decision makers rather than mass-market inventory.

FIRZTLY.COM

Premium .COM showcase

Curated executive domains and direct acquisition conversations.

FIRZTLY.US

U.S. market presence

A complementary seller identity for national and international outreach.

FIRZTLY.AI

Premium .AI marketplace

Focused on commercially valuable names for AI companies, infrastructure, agents, automation and data.

CONTACT

Direct acquisition contact

Email firztlyceo@gmail.com
WhatsApp +1 352-406-7103

2026 top publicly reported domain sales - leaders

Reported through July 19, 2026; prices are not valuation guarantees.

2026 SALE #1

AI.com



\$70,000,000

Ultra-short, category-defining technology term; an exceptional outlier.

2026 SALE #2

Club.com



\$10,000,000

Universal community and membership word with global brand range.

2026 SALE #4

NAS.com



\$1,250,000

Three-letter .COM scarcity and corporate acronym versatility.

2026 SALE #3

Green.com



\$7,500,000

Broad sustainability, finance, energy and consumer resonance.

2026 SALE #5

Bot.ai



\$1,200,000

Exact high-demand AI keyword paired with the .AI extension.

2026 top publicly reported domain sales - depth

The \$499,000 acquisition price sits just below the reported top-10 floor.

2026 SALE #6

Midnight.com



\$1,150,000

Memorable dictionary word with entertainment, hospitality and lifestyle range.

2026 SALE #7

HighLevel.com



\$1,000,000

Established phrase with aspirational enterprise and software positioning.

2026 SALE #8

Derm.com



\$825,000

Short medical-category abbreviation with high commercial intent.

2026 SALE #9

Twig.com



\$695,000

Compact dictionary word: easy to remember, flexible to brand.

2026 SALE #10

TXT.com



\$502,250

Three-letter .COM with messaging, media and file-format relevance.

PRICE CONTEXT

MadeInSouthAfrica.com - \$499,000



Approximately 42% of the 2026 top-10 median (\$1.175M) and only \$3,250 below the #10 reported sale. This is context, not an appraisal.

MadeInIran.com: a six-figure country-of-origin transaction

A directly relevant structure: MadeIn + country + .COM.

SIX FIGURES

Undisclosed private sale in 2024

DNJournal reported the transaction and stated that escrow documentation was reviewed; the exact consideration remains undisclosed here.

DIRECT RELEVANCE

The closest structural proof point



MadeInIran.com uses the same country-of-origin construction and demonstrates that a geographically specific "Made In" .COM can attract a six-figure buyer. Firztly identifies it as a prior sale; the exact consideration is not disclosed in this prospectus.

POST-SALE ACTIVATION

From domain to B2B export platform



The domain is now used for a live platform that connects Iranian producers and exporters with global buyers, illustrating a practical sourcing and trade model after acquisition.

WHAT IT SUGGESTS

The asset can become infrastructure



The lesson is not price equivalence. It is strategic usability: a memorable provenance domain can anchor supplier discovery, trust, export storytelling and cross-border transactions. South Africa offers a larger, more globally integrated commercial story.

COMPARABILITY LIMIT

Directional evidence, not price equivalence



Different countries, buyers, timing and market conditions mean the transaction should be treated as a structural proof point only.

The board-level rationale in decision language

Strategic control, financial discipline and optionality.

CEO CASE

Own the narrative and the category

The acquisition creates an immediate national-scale brand position. It can strengthen memorability, signal ambition, support partnerships and prevent a competitor from controlling the most intuitive .COM address.

CFO CASE

A finite intangible asset purchase

Unlike recurring media spend, the domain is a transferable asset with low annual carrying cost. The economic return still depends on activation, traffic, margins and strategic fit.

EXCLUSION VALUE

What competitors cannot substitute

Alternatives can add words, use a different extension or invent a brand. None delivers the same exact phrase plus .COM. That scarcity supports defensive and offensive value.

SUBSTITUTION RISK

Alternatives exist - but dilute clarity

A buyer should compare this asset with campaign names, local extensions, long-form URLs and brandable names. The premium is paid for immediate meaning and exclusive exact-match control.

EXCEPTIONAL TRADE-WORD

A phrase people already understand

It carries provenance, pride, production and commerce in four familiar words.

ACCOUNTING AND TAX

A separately acquired domain is generally treated as an intangible asset. Recognition, useful life, amortization and tax deductions vary by entity, use and jurisdiction; obtain accounting and tax advice before closing.

Price context and decision framing

Use evidence, fit and execution - not hype - to make the call.

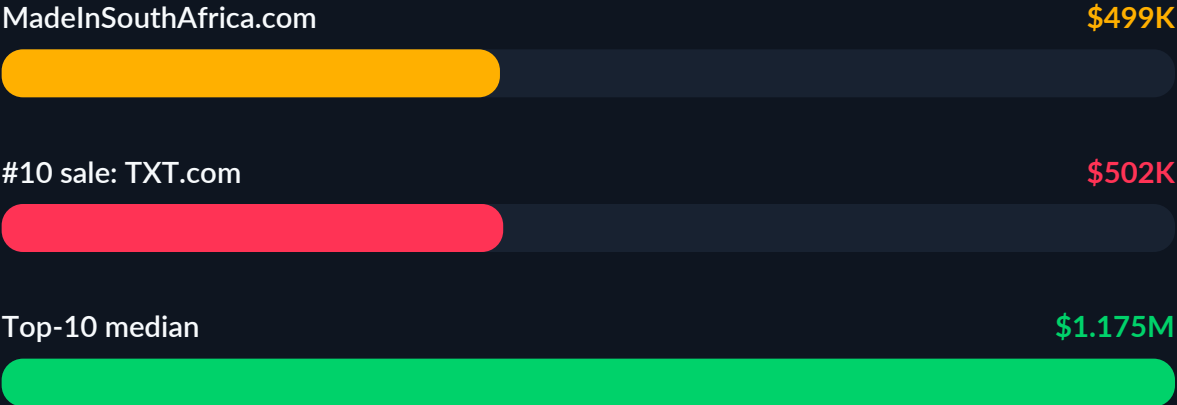
PUBLIC SALES CONTEXT

Below the 2026 top-10 median



The acquisition price is \$499,000. The 2026 top-10 public-sales median is \$1.175 million; the tenth-ranked sale is \$502,250. High-end sales are heterogeneous, but the data shows active demand for scarce, memorable names.

2026 REPORTED-SALE BENCHMARKS



LONG-HORIZON VIEW

Annualized ownership framing



Ignoring financing, tax and time value: \$49,900 per year over 10 years, or \$24,950 per year over 20 years. This is a budgeting lens, not a prediction of useful life or value.

ROI DRIVERS

What must be true



The buyer needs a credible operating plan, supplier quality, distribution, customer acquisition, data, payments, logistics and trust. The domain amplifies a good model; it does not rescue a weak one.

OPTION VALUE

Multiple strategic exits



Develop, license, partner, hold, rebrand into or resell. Liquidity is not guaranteed, but the asset preserves strategic optionality.

A simple, secure acquisition

Professional review supports a confident, well-structured transaction.

SECURE TRANSFER

A controlled path to ownership



Confirm seller authority, use professional escrow, coordinate the registrar transfer and place the domain directly into the purchaser's secured account.

IMMEDIATE CONTROL

Operate the asset from day one



After transfer, the purchaser controls the domain, DNS, email architecture, redirects, campaign pages and the timing of any marketplace or platform launch.

FLEXIBLE ACTIVATION

One address, multiple strategic uses



Deploy a sourcing platform, export portal, supplier directory, retail destination, national campaign or corporate initiative - or hold the name as a protected strategic asset.

EXECUTIVE CLARITY

A defined price and a finite opportunity



The acquisition price is \$499,000. Ownership removes the exact-match .COM from the open market and gives one buyer lasting control of this national-commercial identity.

PROFESSIONAL REVIEW

Consult qualified advisers



Before purchasing, buyers should complete independent legal, financial, technical, commercial, tax, trademark and regulatory review. Consult qualified investment advisers, regulators or compliance professionals, accountants, tax advisers and legal counsel.

IMPORTANT NOTICE

Decision support, not professional advice

This prospectus is marketing and decision-support material. It is not legal, tax, accounting, regulatory or investment advice.

Own a piece of South Africa's commercial future

A memorable national identity with global reach.

THE CONCLUSION

A rare strategic address at a finite acquisition price



MadeInSouthAfrica.com combines national pride, commercial clarity, .COM authority and broad sector relevance. For a buyer with distribution, procurement capability or a serious platform plan, it can become the front door to South African products, innovation and trade.

Acquisition price: \$499,000.

DECISION SUPPORT

Built for the boardroom



This prospectus is a decision-making aid: it frames the opportunity, competitive set, comparables, risks and integration logic. It is not a guarantee of results or a formal appraisal.

CONTACT

Confidential acquisition inquiry



Email firztlyceo@gmail.com
WhatsApp +1 352-406-7103
Seller Firztly.com

NEXT STEP

Confirm interest. Complete diligence. Secure the name.



Qualified buyers can request transaction instructions, ownership verification and a secure transfer process. The opportunity remains singular: once sold, the exact-match .COM is no longer available.

Research references - market and industry

Clickable source cards. Public data accessed July 2026.

ECONOMY

World Bank - South Africa country data

GDP, population and macro-growth indicators used to frame the scale of the national commercial opportunity.

GDP

Statistics South Africa - official GDP releases

Q4 2025 annual results and the Q1 2026 update used for recent growth and nominal-output context.

CRITICAL MINERALS

South Africa Critical Minerals and Metals Strategy 2025

Government strategy used for mineral endowment, beneficiation potential and advanced-industry relevance.

ENERGY

U.S. International Trade Administration - Energy guide

Used for renewable-power, storage, private-generation and energy-equipment opportunity context.

DIGITAL ECONOMY

U.S. International Trade Administration - Digital Economy guide

Used for e-commerce, AI, cloud, automation and regional digital-hub opportunity framing.

COMPETITIVE SET

Proudly South African and government e-commerce materials

Used to assess incumbent local-buying, supplier-verification and national marketplace initiatives.

Research references - domains, seller and governance

Comparable sales provide context, not a formal valuation.

DOMAIN SALES

DNJournal - 2026 YTD reported domain sales

Source for the ten public comparables and the arithmetic median used in the investment lens.

PROVENANCE COMPARABLE

DNJournal - MadelnIran.com private sale

Independent report of the six-figure transaction, including its statement that escrow documentation was reviewed. The exact consideration is undisclosed here.

SELLER

Firztly.com About page and seller specifications

Source for seller history, premium-domain positioning, contact details and the stated acquisition price.

DOMAIN MARKET

Verisign Domain Name Industry Brief

Used for global domain-registration scale at Q2 2026 and broader market context.

ACCOUNTING

IFRS Foundation - IAS 38 Intangible Assets

General accounting reference for separately acquired identifiable intangible assets. Entity-specific advice is required.

U.S. TAX

IRS memorandum on acquired domain names

General U.S. tax reference concerning capitalization and possible Section 197 treatment. Consult qualified tax counsel.