SEVEN-FIGURE STRATEGIC DIGITAL ASSET

OWN THE WORD BEHIND GLOBAL TRADE.

importation.com

THE WORLD. ALWAYS OPEN.

A CATEGORY NAME. NOT A CAMPAIGN.

Board-level brand infrastructure for an enterprise that intends to look global, AI-ready, capital-ready and institutionally relevant.

STATUS | SCALE | CAPITAL | OPTIONALITY

THE CEO / CFO QUESTION

What is the enterprise value of being perceived as the category - not another vendor in it?

BRAND COMPRESSION

One name can unify sourcing, logistics, customs, trade finance, media, data and AI.

CAPITAL NARRATIVE

A category-grade identity can reinforce a more institutional story for strategic buyers, investors and partners.

RESIDUAL OPTIONALITY

The asset stays separable: operate it, license it, spin it out or pursue resale if strategy changes.

ACQUIRE THE CATEGORY ONCE. BUILD ON IT FOR A DECADE.

10-YEAR TOP-OF-MARKET EVIDENCE

THE REPRICING OF DIGITAL SCARCITY.

For a seven-figure category asset, the relevant benchmark is not the average domain sale. It is the high end of the reported market - where scarce names are acquired for strategic identity, status and category control.

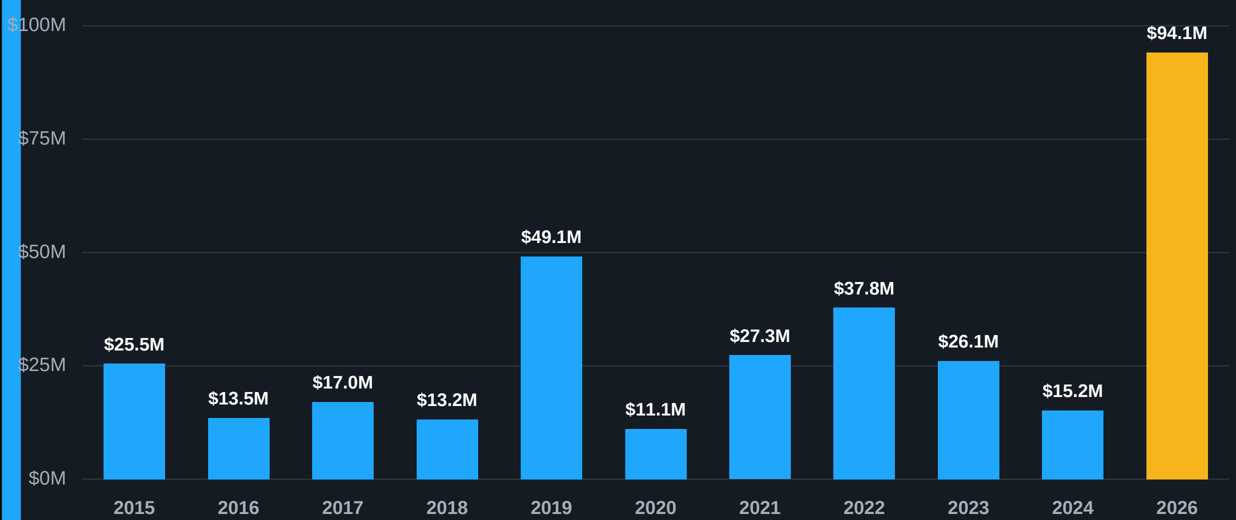
$13.50M
2016 cumulative value of the Top 10 reported sales

$94.12M
2026 YTD cumulative value of the Top 10 reported sales

6.97x
increase in cumulative Top-10 transaction value

21.4%
10-year annualized rate implied by 6.97x growth

CUMULATIVE VALUE OF TOP 10 REPORTED DOMAIN SALES BY YEAR



2015-2024: GDFN ranked historical sales tables. 2026: DNJournal YTD through July 7.

THE CFO INTERPRETATION

THE HIGH END OF THE REPORTED MARKET HAS REPRICED.

6.97x

2016 TO 2026 YTD

Top-10 cumulative reported transaction value increased from approximately $13.5M to $94.1M.

~21.4% ANNUALIZED

Top-of-market indicator, not a repeat-sales index. 2026 is heavily influenced by AI.com's $70M reported sale.

THE AUDIENCE IS THE GLOBAL TRADE SYSTEM

TRAIN. SEA. LAND. AIR.

CAPITAL. DATA. POLICY.

Importation sits above the movement of goods, the systems that coordinate them, the capital that finances them and the institutions that shape them.

RAIL / TRAIN

Intermodal corridors, terminals and industrial supply chains

SEA

Ocean freight, ports, containers, customs and maritime trade

LAND

Trucking, warehousing, border infrastructure and distribution

AIR

Air cargo, express logistics and high-value urgent goods

THE TRILLION-DOLLAR AUDIENCE THESIS

The buyer is not selling to people who import.

The audience is the system around importation.

- Corporate - manufacturers, retailers, distributors and procurement leaders
- Infrastructure - ports, airports, rail, freight, customs and warehouses
- Capital - banks, insurers, trade finance, PE, infrastructure funds and fintech
- Technology - AI agents, ERP, compliance, visibility, marketplaces and data
- Policy - associations, PACs, lobbying groups, chambers and regulators

ONE NAME. MULTIPLE INSTITUTIONAL FORMATS.

TRADE MAGAZINE READY

A credible masthead for trade news, executive briefings or industry intelligence.

PAC / LOBBY READY

A serious front door for a coalition, policy platform or advocacy initiative.

IPO-READY POSITIONING

It cannot make a company IPO-ready. It can make the identity feel more institutional.

AI-READY POSITIONING

Broad enough for agents, sourcing intelligence and compliance automation.

MARKET VALIDATION

PREMIUM DIGITAL ASSETS.

SCARCE NAMES ALREADY TRADE LIKE STRATEGIC PROPERTY.

The comparison set is not a valuation formula. It is evidence that buyers will pay extraordinary prices for names that compress identity, status, category and scarcity into a transferable asset.

RANK	DOMAIN	SALE PRICE	VENUE / SOURCE	DATE
1	**AI.com**	**$70,000,000**	GetYourDomain.com / DomainAssets	2/18/26
2	**Club.com**	**$10,000,000**	ATM Holdings / Hilco Digital	4/29/26
3	**Green.com**	**$7,500,000**	ATM Holdings; source: George Kirikos	5/15/26
4	**NAS.com**	**$1,250,000**	Lumis	-
5	**Bot.ai**	**$1,200,000**	Sedo	3/4/26
6	**Midnight.com**	**$1,150,000**	Sedo	1/7/26
7	**HighLevel.com**	**$1,000,000**	Private; George Kirikos / AbsReturn	5/15/26
8	**Derm.com**	**$825,000**	QEIP.com	7/8/26
9	**Twig.com**	**$695,000**	Apex Moon	5/15/26
10	**TXT.com**	**$502,250**	Fruits.co	4/1/26

$94.1M
aggregate value of supplied comparison set

$1.18M
median sale price in the set

7 / 10
.com names in the supplied top ten

ONE OWNER
the structural scarcity rule

Source note: comparison set and dates supplied by the client. Public reporting is incomplete and comparables differ materially. This is market context, not an independent appraisal of Importation.com.

THE ACQUISITION DECISION

BUY THE NAME FOR THE OPERATION YOU INTEND TO BECOME.

A seven-figure acquisition requires a seven-figure thesis: strategic use now, category status over time, capital appreciation potential and optionality at exit.

INVESTMENT COMMITTEE MEMO

WHY NOW

AI is rewriting sourcing, compliance and supply-chain workflows while geopolitical volatility pushes trade intelligence into the boardroom.

WHY THIS ASSET

A single-word .com with institutional tone and direct category meaning - large enough for an operating company, media platform, intelligence product, association or spinout.

HOW VALUE IS CREATED

Attach proprietary data, distribution, content, transactions, AI capability, partnerships and status to a scarce name that can hold accumulated goodwill.

WHAT PRESERVES OPTIONALITY

The domain remains a distinct transferable asset. Management can retain it, redirect it, license it or seek resale if strategy changes.

FOUR EXIT PATHS

OPERATE — Build a global trade platform and compound brand equity directly.

LICENSE — Monetize controlled use while retaining ownership, subject to negotiated terms.

SPIN OUT — Create a new AI, data, media or policy business with its own capital story.

RESELL — Seek a future strategic buyer in the premium-domain market; price and liquidity are not guaranteed.

THE CLOSING QUESTION

Ten years from now, which is more replaceable: the software stack - or the definitive name the market remembers?

IMPORTATION.COM

GLOBAL TRADE. AI. CAPITAL. POLICY. ONE CATEGORY NAME.