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Dan & GoDaddy join forces

Amsterdam, The Netherlands, 28 June 2022 – Dan.com, Today we are thrilled to announce we entered into a definitive agreement with GoDaddy to bring Dan's innovative products and engine to one of the most respected brands in domains and their 21+ million customers. By joining forces, we aim to create the best end-to-end solutions to trade and monetize domains for domain owners around the world.

In the short term, you can expect to see Dan's customizable for sale pages made available to GoDaddy customers, and, the very popular LTO (Lease to Own) model will be offered at GoDaddy.

At Dan, the most requested distribution network integration will finally happen. Soon, we'll join the Afternic DLS network creating the most liquid and seamless domain secondary market experience.

When Paul and I started flirting about working together, the seed was planted and grew as we discovered our ideas aligned about how to take the domain secondary market forward.

— Reza Sardeha, Dan.com founder

We are beyond thrilled to welcome Dan.com's team of proven innovators to GoDaddy's Aftermarket team. Their massively popular sales lander and fulfillment platforms will fit beautifully with Afternic's broad distribution network while accelerating further optimizations and enhancements as we create a best-in-class integrated investor experience.

— Paul Nicks, President of Domains, GoDaddy

We expect to add scale to our Dan.com operations and will keep customers updated. What we know for sure is the great team that made Dan.com an amazing company intends to continue working to help domain customers after the deal closes. We've always put our customers first and that won't change.

We'll reveal more plans as we formulate them, and we can't wait for the Dan journey to accelerate faster than ever before. Exciting times ahead!

With kind regards,

Reza Sardeha on behalf of Dan.com

About Dan.com

Launched in 2013, Dan has reinvented domain trading from start to end by making domain trading easier and accessible to all. Open to buyers and sellers alike, Dan offers easy, fast and secure domain ownership transfers. The company has 17 million domains listed, processed over 100,000 secondary market domain transfers and hosts 2.5 million domain for sale pages.

ABOUT DAN.COM

Buying a domain name has been needlessly complicated. And selling domains? Not much easier.

So we started Dan! The no-nonsense domain trading platform.

We're on a mission to make domain name trading available to everyone. Easy, fast and secure. And, most importantly: transparently. Because we believe transparency is the key to a better domain world. That's why we do what we say. And we say what we do.



Dan.com