



Fusu – The Domain Stock Exchange

Fact Sheet

What is Fusu

Fusu uses the concept of a traditional stock exchange and applies it to the Domain Names industry by providing a trading platform for owners, shareholders and investors. Under Fusu's elaborated scheme, the holder of a premium domain name can monetize a fraction of it by listing the domain on the new Domain Stock Exchange, generating instant cash flow without having to relinquish any right on the domain itself. In turn, "share holders" get a fraction of the sales revenue when the domain is eventually sold.

Advantages

- Domain owners get immediate liquidity without giving up control of their names
- Investors can buy percentage ownership in domains and trade their shares, benefitting from the increase in domain values without having to bet all on one premium name.
- Transparency for the domain industry
- Access to the domain industry for financial professionals

Customers

Fusu officially launched on February 19th at the Traffic conference in Las Vegas, following a three months beta period. At launch, it had attracted the interest of long time professional domainers: Rick "Domain King" Schwarz listed his domain Flowers.mobi, David Castello listed Eel.com. The total value of domains at launch was over \$1.5 million.

Who is Fusu

Fusu was founded in 2007 by a team of industry professionals. Based in Bratislava, Slovakia, it is backed by EuroDNS, the Luxembourg registrar.

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