



Supplemental Auction Information (January 16, 2020)

In response to questions fTLD has received about the auction, please see the following that is intended to clarify aspects of the Process:

- Bidding in the auction is straightforward. To bid for a domain, bidders (i.e., qualified applicants) only need to enter the amount they are willing to pay (i.e., in the Selection and/or Allocation Phase).
- For the integrity and propriety of the auction and given many “entities” (e.g., registrars, law firms, consultants) may have multiple clients, who are competitors, interested in the same domains, bidders should place the bids themselves. This approach protects “entities” in case there is a perception of anti-competitive behavior.
- Bidders may get support from “entities” to complete the Verification Application, advice on bidding strategy, facilitate bid deposits and create the account with IAL. On the last point, bidders would set their own password, to be kept secret from the “entities”, and only needs to log in and register the bid at the appropriate time.
- Highlights on the Auction Process:
 - Bidders need to decide what names to bid on and their maximum bid per domain.
 - The reserve price for each domain is \$7,500 US and thus this is the minimum bid.
 - All bids are binding.
 - Bidders need to determine whether to participate in the Selection or Allocation Phase. Further:
 - If a domain is very important to them, it’s important to bid in the Selection Phase as only the seven (7) domains with the most interest will advance to the Allocation Phase.
 - If the bidder participates in the Selection Phase, they may participate in the Allocation Phase, but only to increase their bid.
 - A [Verification Application](#) must be completed by the respective deadlines for each bidder and it can contain multiple domains.
 - A bid deposit must be submitted for each domain. Bidders may submit one bid deposit for all domains per the [Bid Deposit Remittance Instructions](#).
 - Upon fTLD confirmation of receipt of the bid deposit, fTLD will process the Verification Application. All auction winners will be provided a Registration Token for the domain(s) upon settlement of their winning bid.
 - Bid amounts are subject to the following:

- For a bid deposit of less than \$10,000 per domain, the maximum bid is 10 times the deposit (e.g., a deposit of \$5,000 makes the maximum bid \$50,000).
 - For a bid deposit of more than \$10,000 per domain, there is no limitation on what can be bid.
- Other Information:
 - Ultimately there are only up to three actions bidders need to take to participate in the auction:
 - Register with IAL for access to the auction platform. fTLD will provide the bidder's contact information to IAL and they will invite them to connect to the platform.
 - Enter a bid during the Selection Phase (optional).
 - Enter a bid during the Allocations Phase.
 - fTLD only takes money for two actions:
 - Accepting bid deposits.
 - Settling winning bids.
 - Regarding the timing of refunding of bid deposits:
 - For bidders deemed unqualified, shortly after the determination.
 - For bidders whose domain(s) did not continue to the Allocation Phase, shortly after the announcement of such domains.
 - For bidders who did not prevail in the auction, shortly after the conclusion of the auction.
 - The only foreseeable action that would have fTLD retain a bid deposit is if a winning bidder does not fulfill their commitment to settle the bid and register the domain.