

A dark, low-key photograph of a person's hands typing on a laptop keyboard. The lighting is focused on the hands and the keys, creating a professional and focused atmosphere. The background is mostly black, with some faint highlights on the laptop's surface.

**.bond**

**Start Making Bonds**



# Who is .bond for?

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.bond is where the financial and online worlds meet.

.bond is ideal for financial service providers, advisors and investors.

.bond links clients to the experts they are looking for, reinforcing a trusted and stable financial solution.

.bond

# Who should use .bond?

.bond will be a popular choice amongst professionals who want to create and reinforce safe, trustworthy and credible interactions with their clients.



# Why choose .bond?

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.bond is short. Our company focuses on bringing relevant, short and easy to remember extensions to market.

When visitors see .bond to the right of the dot they'll know they are interacting with an expert.

**.bond**





# Our Partnership with Registrars



## Traffic Driving, Effective Co-Marketing

Sending sales up the channel



## Premium Extension

Communicating Trust



## CentralNic Backend

Single Invoice, Currency  
Options, Post-Pay



## Registrar/Registry Feedback Loop

Registrar-centric sales  
model



## Symbiotic Relationship

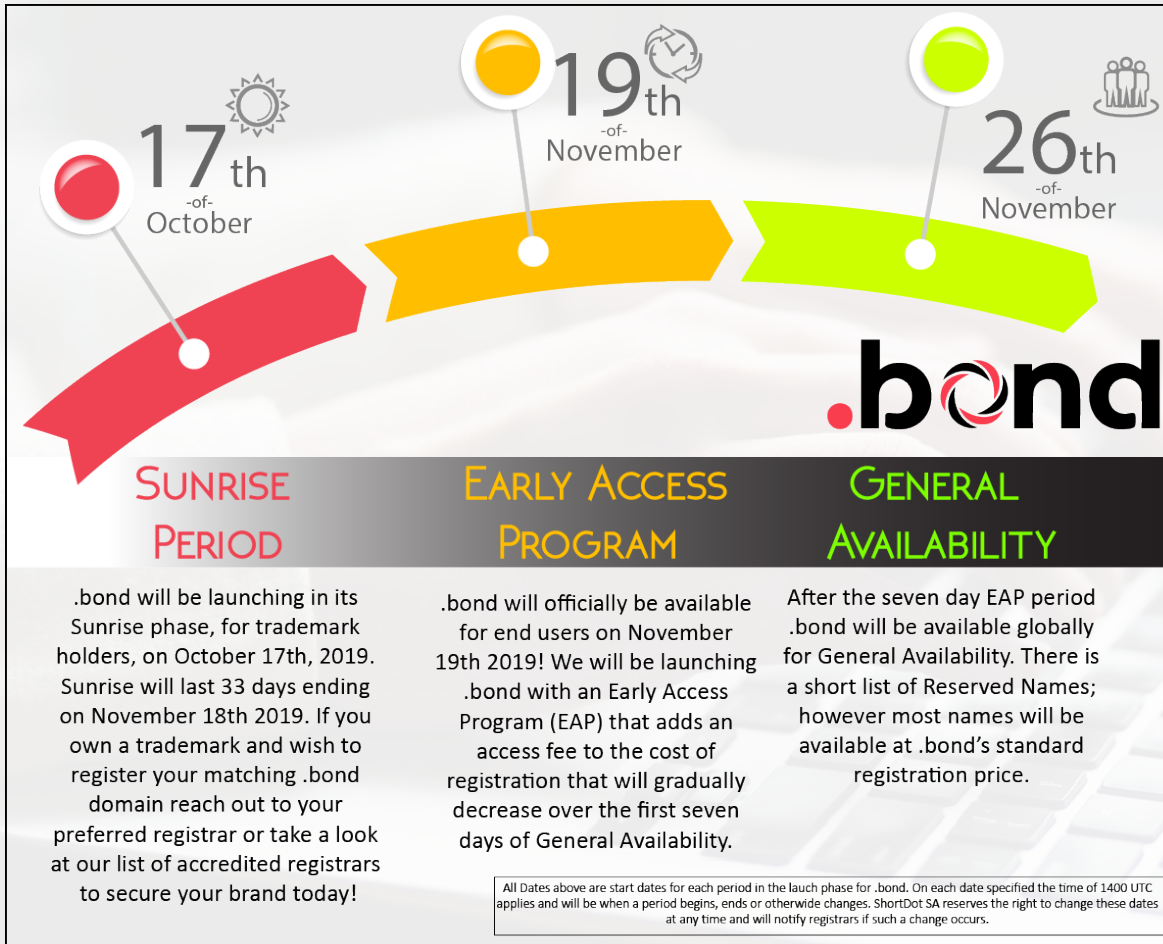
We focus on you!



## Registrar Resources

[nic.bond/marketing](http://nic.bond/marketing)

# Launch Details



ShortDot proudly uses CentralNic as our official Backend Service Provider. We have found CentralNic to be one of the most reliable and easy to work with Registry Backend in the industry.

.bond domain names will be available using CentralNic's EPP system and all RRA's, policies, billing info, etc. will be available in your registrar dashboard in the CentralNic system.

# Registrar Resources



START  
**MAKING**  
BONDS  
**.bond**

The premium domain extension for financial service providers, advisors and investors

Register Now

**.bond**

Sunrise  
**10.17.2019**  
GA  
**11.19.2019**

**.bond**

START  
**MAKING**  
- BONDS -  
**.bond**

**START  
MAKING  
BONDS**

**.bond**



Start Making **.bond** Bonds

Search Now

[www.nic.bond/marketing](http://www.nic.bond/marketing)

# ShortDot Registry



- Based in Luxembourg
- Distributed team of domain industry veterans
- Overall goal is to make life easy for registrars
- Acquired  in 2017
- Acquired  in 2019