

.cyou



For Today's Digital Natives

Looking for a domain extension that's perfect for today's digital world?
We see you!

.cyou is a new domain extension that's well-suited for today's generation of movers and shakers.

Who Is .cyou For?

.cyou is a domain extension that speaks to those who've never lived in a world without social media or the internet. It's for those who thrive on smartphones and memes and speak in fluent emoji 😊

.cyou is for the generation that says YES to YouTube, Snapchat, Instagram and TikTok. It's for the generation of the future that embraces modern social media.

.cyou is for the group of technologically advanced, eco-conscious, open-minded individuals who are working smarter and rewriting the rules. Move over millennials, it's time for Gen Z!

Who Else Uses .cyou?

.cyou is an ideal choice for individuals who are part of the generation that's shaking things up or for businesses and brands who speak their language.

.cyou is also a great choice for businesses and brands that hold the same ethical values around independence, diversity and inclusivity as Gen Z.

As a new domain extension, .cyou is perfect for youngsters starting their own businesses or for monetizing their passions and talents or for influencers who want to further their strong personal brands on social media.

Why Choose .cyou?

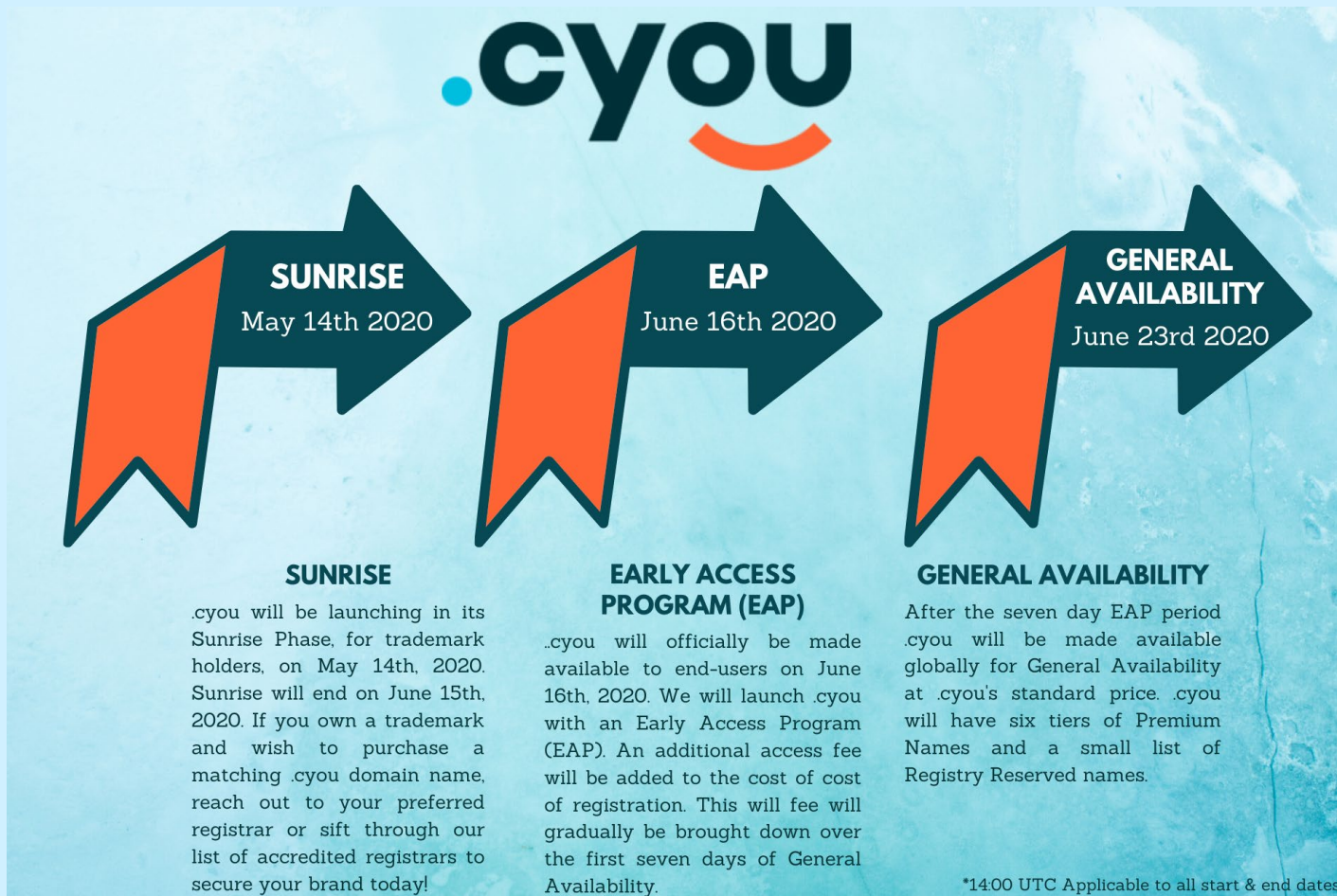
- Choosing .cyou for your website sends a message that you're innovative and 'with it'.
- With .cyou, the chances of finding the name of your choice are much higher as compared to finding them on legacy domain extensions.
- The .cyou domain offers a modern twist and is a short, easy to remember domain that will make you stand out.
- The .cyou domain is free of restrictions or limitations in terms of its usage and can be used by anyone to denote their presence on the internet.

What Makes .cyou Unique?

The .cyou domain is:

- Agnostic of geography, language, and industry
- An appealing choice for Gen Z
- A great choice for brands and businesses that want to connect with today's audience
- A short and memorable alternative to legacy domain extensions
- A smart abbreviation for 'see you'
- A great way to go about promotions on social media, think #WeCYou or #ICyou

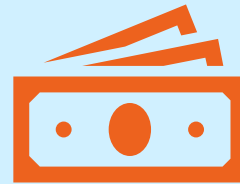
Launch Details



Our Partnership With Registrars



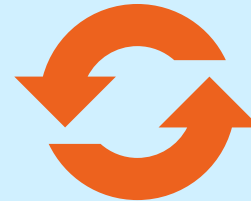
Traffic driving, effective co-marketing
Sending sales up the channel



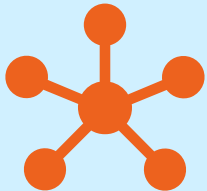
Profitable for registrars
Affordable for end users



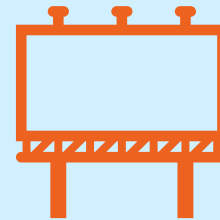
CentralNic backend
Single invoice, currency options,
Post-Pay



Registrar feedback loop
Registrar-centric sales model



Symbiotic relationship
We focus on you



Registrar resources
We provide you with all the marketing ammunition and information

Registrar Resources

- Visit www.ShortDot.bond/cyou for more information on .cyou
- Marketing resources can be found at: www.ShortDot.bond/marketing
- Visit CentralNic's [Marketing Page](#) for more marketing material
- Visit .cyou's social media handles on [Facebook](#), [Twitter](#), and [LinkedIn](#), to always stay updated

ShortDot would be more than happy to furnish registrars with banners, videos, infographics, images, blog posts, newsletters, email templates, and more. Reach out to us via your Account Manager or drop us an email on sales@shortdot.bond.

About ShortDot Registry

Based in Luxembourg

Distributed team of domain industry veterans

Overall goal is to make life easy for registrars

Acquired  in 2017

The 'icu' logo consists of three overlapping circles: a blue circle with a white 'i', a red circle with a white 'c', and an orange circle with a white 'u'.

Acquired  in 2019

The 'bond' logo features the lowercase letters 'bond' in a dark blue, sans-serif font. A small red dot is positioned to the left of the 'b'. The letter 'o' is white and is contained within a red circle.

Acquired  in 2020

The 'cyou' logo is identical to the one in the top right corner of the slide.

#WeCyou