



# ICANN New gTLD Contention Set Resolution Auction

## Final Results for BUY

### Winner:

String Won	Applicant	Application ID	Winning Price	Date of Auction
BUY	Amazon EU S.à r.l.	1-1315-53217	\$4,588,888	17 September 2014

### Applicants:

Applicant	Application ID	Submitted Deposit (Participated in Auction)
Amazon EU S.à r.l.	1-1315-53217	Yes
Bitter Sunset, LLC	1-1368-92181	Yes
Charleston Road Registry Inc.	1-1141-30048	Yes
dot Buy Limited	1-1213-57533	Yes

### Round Information:

Round #	Start of Round Price	End of Round Price	Number of Eligible Bidders	Aggregate Demand
1	\$1	\$400,000	4	4
2	\$400,000	\$900,000	4	3
3	\$900,000	\$1,500,000	3	2
4	\$1,500,000	\$2,200,000	2	2
5	\$2,200,000	\$3,000,000	2	2
6	\$3,000,000	\$3,900,000	2	2
7	\$3,900,000	\$4,900,000	2	*

### Notes:

- Aggregate Demand: The number of Bids placed at the End of Round Price. The Aggregate Demand is available for all Rounds except the final Round.
- All prices are displayed in United States Dollars (USD) with a comma denoting the thousands separator.
- The results shown reflect the outcome of the Auction conducted on 17 September 2014 and do not necessarily reflect the final resolution of the Contention Set. Being declared the ultimate winner of the Contention String is contingent upon timely payment of the Winning Price per the Auction Rules and eligibility to sign a Registry Agreement as determined by ICANN.
- The outcome of the Auction does not guarantee that a Registry Agreement will be signed or that the TLD will be delegated. These results do not constitute a waiver or amendment of any provision of the Applicant Guidebook, the Registry Agreement, the Bidder Agreement or the Auction Rules.