



ICANN New gTLD Contention Set Resolution Auction

Final Results for APP

Winner:

String Won	Applicant	Application ID	Winning Price	Date of Auction
APP	Charleston Road Registry Inc.	1-1138-33325	\$25,001,000	25-Feb-2015

Applicants:

Applicant	Application ID	Submitted Deposit (Participated in Auction)
.APP REGISTRY INC.	1-1013-7451	Yes
Afilias Domains No. 2 Limited	1-868-39920	Yes
Amazon EU S.à r.l.	1-1315-63009	Yes
Charleston Road Registry Inc.	1-1138-33325	Yes
dot App Limited	1-1182-25681	Yes
DotApp Inc.	1-1815-5857	Yes
Lone Maple, LLC	1-1343-89689	Yes
Merchant Law Group LLP	1-875-87230	Yes
NU DOT CO LLC	1-1296-33564	Yes
Top Level Domain Holdings Limited	1-927-15180	Yes
TRI Ventures, Inc.	1-2039-18233	Yes
Webera Inc.	1-1289-59445	Yes

Round Information:

Round #	Start of Round Price	End of Round Price	Number of Eligible Bidders	Aggregate Demand
1	\$1	\$1,000,000	12	10
2	\$1,000,000	\$2,000,000	10	10
3	\$2,000,000	\$3,000,000	10	10
4	\$3,000,000	\$4,000,000	10	10
5	\$4,000,000	\$5,000,000	10	9
6	\$5,000,000	\$6,300,000	9	8
7	\$6,300,000	\$7,900,000	8	8
8	\$7,900,000	\$9,900,000	8	7
9	\$9,900,000	\$12,400,000	7	5
10	\$12,400,000	\$15,500,000	5	4
11	\$15,500,000	\$19,400,000	4	3

12	\$19,400,000	\$24,300,000	3	2
13	\$24,300,000	\$30,400,000	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 25-Feb-2015 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.