

Bidding Guide for domains in a Premium Auction

This document provides an overview of the Premium Auction process at Sedo from a participant's perspective. Premium Auctions are scheduled auctions featuring high quality premium domains.

The scheduling for all Auction Events (including Themed Auctions) may be viewed on the Domain Auction Schedule on Sedo's website.

Account Creation and Certification

First, you will need to create a free Sedo account and accept Sedo's Terms and Conditions. Once your account has been created and confirmed, you need to complete our member certification process before placing an offer. Once your account has been certified, search for the domain you are interested in on the Sedo website and participate in the bidding process.

Sedo offers three levels of member certification. The value of the bid you wish to place in an auction event will determine which certification level you will need.

1. Standard Member Certification

If you wish to take part in any Sedo Auction Event, you need to certify your account first in order to participate. We ask all members to certify their accounts in order to maintain a safe and secure marketplace for all our clients. With completion of Member Certification you confirm that your account data is correct and that you accepted our Terms & Conditions.

Depending on your country of residence, you may be able to **choose one** of the following methods to certify:

- ✓ Member Certification statement (available for all members)
- ✓ Phone Certification (available for most members)
- ✓ Credit card (not available for all members)
- ✓ W9 tax document (available for US members only; required for US businesses)
- ✓ SMS/Text message (not available for members in the US/Canada and not available for all networks in other countries)

2. Premium Certification

This option is for Sedo members who wish to place bids greater than 10,000 USD/EUR/GBP in any Sedo Auction Event. Submission of a certification application, a bank statement or utility bill, and a photo ID are required.

3. Premium Plus Certification

This option is for Sedo members who wish to place offers greater than 100,000 USD/EUR/GBP in any Sedo Auction Event. Submission of a certification application, a bank statement or utility bill, and a photo ID are required along with a 1,000 USD/EUR/GBP security deposit.

Please note that customers based in mainland China may be subject to additional verification procedures before their account can be certified.

About the Auctions

Auctions will be held in an "English style" type. In this type of auction each bid must be at least one increment higher than the current auction value, and the auction ends when no participant has submitted a higher bid within a reasonable period of time determined by the Auction provider. The winner at the end of the auction is the highest bidder.

Auction times cannot be manually extended. All auctions on Sedo's marketplace run for a predetermined amount of time. However, if a bid is received within five minutes of when an auction is supposed to close, the auction will be extended automatically by the system for an additional ten minutes. This can happen multiple times and can delay the expected end time of an auction.

How to submit an offer or participate in a Premium Auction

- ✓ Log in to your account My Sedo – Buyer Control Panel
- ✓ The auction time left will be displayed in the column "time left"
- ✓ You may place a bid on this domain up until the close of the auction.
- ✓ If you are the highest bidder, you will win the auction

The Buyer Control Panel

To keep an eye on a particular domain or auction, we recommend you use the Buyer Control Panel in your Sedo account. This is a much more convenient and faster way of following the domains you want. We suggest you use the Watchlist function in the Buyer Control Panel function so you are automatically informed via email each time the domain receives a new bid or an auction has been started. You can then filter the list, for example, according to maximum bid, running auctions or time left until the end of the auction to give you a better overview and monitor the domain or auction more closely.

Remember, all bidders are anonymous. The overview/interface will just show "Bidder 1" or "Bidder 2", etc.

Auction Increments

At any time an auction bid is placed, it will be verified against the leading bid (=current auction value). A submitted bid must be at least one bid increment higher than the leading bid. The system does not accept bids with decimal points, commas or currency symbols. The required bid increments change as the value of the auction increases:

Current Auction Value	Currency	Minimum Bid Increment
≤500	USD/GBP/EUR	10
>500 - 2500	USD/GBP/EUR	50
>2500 - 10,000	USD/GBP/EUR	100
>10,000 - 25,000	USD/GBP/EUR	500
>25,000 - 100,000	USD/GBP/EUR	1000
>100,000 - 500,000	USD/GBP/EUR	2500
>500,000	USD/GBP/EUR	5000

Maximum bids (Max bids)

When placing bids, the auction system will accept your bid as your Max bid. Proxy bidding makes bidding easier and less time consuming. The auction system will automatically place a bid on your behalf for the lowest amount possible amount (current auction value plus one increment) up to your Max bid by using the aforementioned increment system.

Practically, the bidder is authorizing the auction system to bid on their behalf up to their Max bid but never bid more than what is necessary to take the lead. Max bids will remain confidential and cannot be seen by other auction participants.

Notifications

Sedo will send out notifications emails before, during and at the close of the auction.

Note: You may wish to white list this address to ensure that you receive all communications. Notifications will be sent via the following email addresses:

- ✓ contact@sedo.com
- ✓ contact@sedo.co.uk
- ✓ auctions@sedo.com
- ✓ auctions@sedo.co.uk
- ✓ do-not-reply@sedo.com

All auction Participants are encouraged to view our [FAQs](#) in our support center online. They will provide all the information necessary to successfully place bids in the auction.

Possible Bidding Scenarios

When placing a bid, remember that your bid is treated by the auction system as a "Max Bid". In all cases, your bid must be at least one increment higher than the current auction value. If not, you will receive an "Invalid Bid" error message. The system will automatically place valid bids on your behalf as long as your Max Bid is higher than the current auction value. The system will never place a bid for the leading participant (in other words the system will not bid against itself). To become the Auction Leader you must have the highest Max Bid.

Here are some possible scenarios when you place your bid. Assume that the current auction value is 60 USD which means the minimum increment is 10 USD.

Scenario 1: You place a bid that is less than USD 70

Result 1: You will receive an "Invalid Bid" error message. Your bid in this auction must be at least USD 70. No other changes will occur in the auction.

Scenario 2: You place a bid of USD 70 and the current leader max bid was USD 60.

Result 2: Your bid will be accepted, the current auction price will be USD 70 and you will be shown as the leader in the auction (green arrow symbol appears)

Scenario 3: You place a bid of USD 70 and the current leader's max bid was also USD 70.

Result 3: Your screen will be updated to show a new Leading Bid of 70 USD. The arrow symbol will appear in red. This indicates your bid has increased auction value but the person who placed the USD 70 first is still the Auction Leader.

Scenario 4: You place a bid of USD 70 and the current leader's max bid is 90 USD.

Result 4: Your screen will be updated to show a new Leading Bid of 80 USD. The arrow symbol appears in red. This indicates your bid was accepted and the system automatically bid on behalf of the current auction leader to one increment above your bid.

Scenario 5: You place a bid of USD 120 and the current leader's max bid is 90 USD.

Result 5: Your screen will be updated to show a new Leading Bid of 100 USD. The arrow symbol appears in green. This indicates your bid was accepted and the system automatically bid on your behalf one increment higher than the current Max bid of 90 USD. You are now the current auction leader with the highest max bid of USD 120 and auction value set at USD 100.

After you have won the auction - Domain Allocation and Payment

Sedo will support you and all parties involved to collect the funds and facilitate the allocation of the domain at your registrar. Payment terms will be five days (5) after auction closing. Accepted payment methods will depend on the amount of the outstanding payment:

Amounts up to 500 EUR/USD/GBP -> Credit Card payment will be accepted

Amounts up to 5000 EUR/USD/GBP -> Paypal Payment will be accepted

>5000 EUR/USD/GBP -> Payment must be made by Wire Transfer

Only Visa and Mastercard will be accepted.



A dedicated transfer agent will be assigned to assist you through the process and answer any questions. To follow the status of the transfer or to communicate with your agent, please log into your Sedo account and visit "My Sedo -> Transfer Center".