



Radix Launch Policy

1. Introduction

This launch policy (“Launch Policy”) describes and explains the policies regarding priority registration for holders of registered trademarks and other obligations before Radix FZC or its subsidiaries (“Radix”) opens registrations for general availability to the public on a first-come-first-served basis in any top level domains operated by Radix (“TLDs”).

2. Pre-launch Phase

Prior to launch of any TLD, Radix will reserve and make unavailable those domain names specified by ICANN, or by Radix, including premium names in accordance with its Reserved Names Policy. Some or all of these names may be made available at a later date.

Additionally, some domain names will be placed in specific price categories (“Pricing Tiers”) and may be made available during or after the Landrush Phase. Each Pricing Tier may carry a specific price for registration, transfer, redemption and renewal that may be updated from time to time at Radix’s discretion subject to the terms established in the registry-registrar agreement signed between Radix and registrars. Registrars may request a list of these domain names and their applicable pricing details from their account managers.

Radix may also initiate a Pioneers’ Program / Founders’ Program / another pre-launch program in some or all TLDs. For the purpose of this document, a Pioneers Program or Founder’s Program refers to a program approved by ICANN whereby Radix, at its own discretion, may self-allocate or allocate to certain third-parties a number of domain names for purposes such as encouraging adoption and use of a TLD. More details about such pre-launch programs will be made available on the specific TLD’s website, if applicable.

Radix may also establish additional periods during which it will accept domain name registrations following the Sunrise Phase but prior to General Availability (a “Limited Registration Period”) in some or all TLDs. The Sunrise Phase and a Limited Registration Period