

partnership project



dom1.ru

ecosystem
for comfortable living

Theatre begins with a coat rack — business begins with a name

Strategic asset based on the **dom1.ru** domain

Key advantages (success factors):

- ◆ clearly pronounced
- ◆ clearly heard
- ◆ simple to spell
- ◆ easy to read
- ◆ easy to remember



- ◆ unique
- ◆ short, clear and easy to understand
- ◆ a quick start in business
- ◆ substantial savings on the advertising budget
(‘native’ advertising)

DOM1 is a ready - made foundation. Business builds faster.

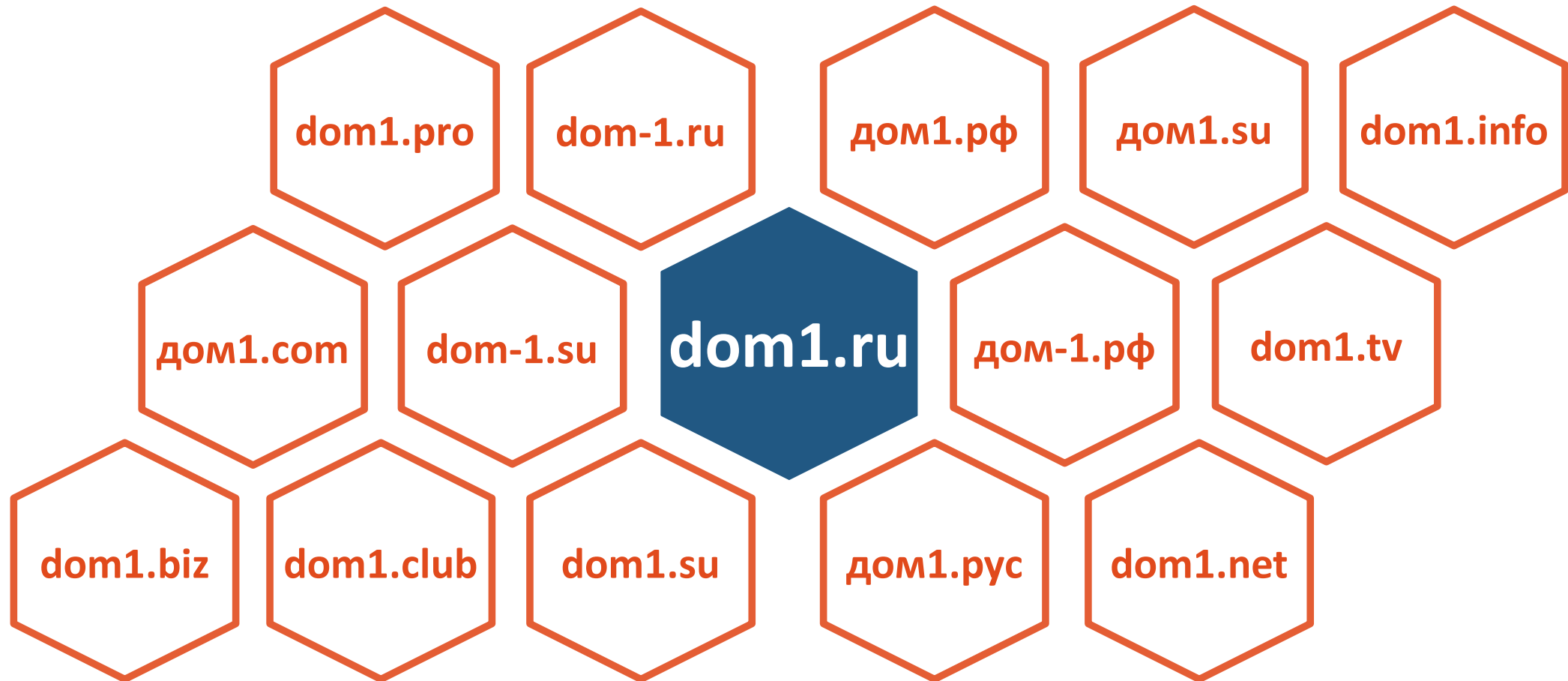
asset → market → problem → solution

an online platform, marketplace, "everything for home" platform, real estate portal, construction group and much more, similarly:



DOM1. Heard it — remembered it — trust it

Domain portfolio — key project assets

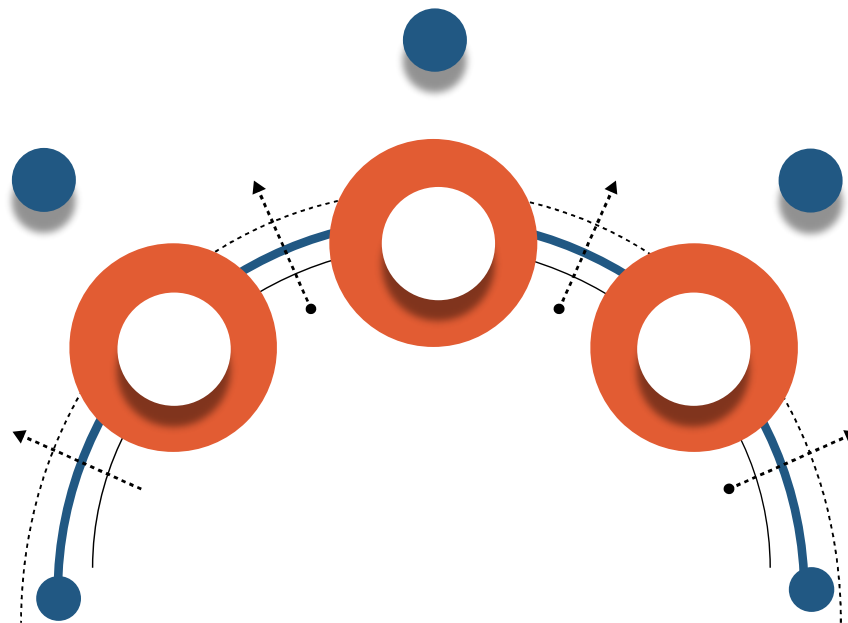


DOM1 — one successful road on a long journey

*Yula (youla.ru) —
Mail.ru Group*

*Square Meter
(m2.ru) — VTB*

*Domclick
(domclick.ru) —
Sberbank*



DOM1 (dom1.ru) — ... ?

DOM1 — a fast start without a long runway

Benefits for customers:

1

Time savings: no need to search for different contractors and stores — everything is in one place.

2

Assured quality: all ecosystem partners are vetted and meet consistent standards.

3

Integrated solutions: when ordering a kitchen, measurement, design, installation and service are offered automatically.

4

Benefits and bonuses: a single loyalty programme, discounts for using several services, personalised offers.

5

Transparency and control: one personal account/app to track orders, payments and communication with specialists.



Benefits for business:



1

Customer retention: the ecosystem creates "stickiness" — the more services a client uses, the harder it is to leave.

2

Cross-selling: a client who buys a sofa is likely to order a coffee table or a throw as well.

3

Data and personalisation: one platform makes it possible to analyse behaviour and offer relevant products.

4

Lower costs: standardised processes and partnerships within the ecosystem optimise logistics and marketing.

Trust cannot be bought — it is built

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DOM1 — a name that proves itself

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