



Epik Holdings Inc.

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## EPIK HOLDINGS, INC. Executive Summary

### Background

Founded in 2009, Epik is known as the Swiss Bank of domains. We are a full-service ICANN-accredited registrar, a host, and a domain name asset manager, all-in-one. We are well known among professional domain investors and increasingly among retail customers.

### The Future of Internet Access

The Epik registrar is a leading domain name asset management platform, known industry-wide for innovation and full-service. We did \$5.2 million in revenue in 2017. We have the capacity to do vastly more and project to do as much as \$15 million in 2019. We are open [24/7](#), serving customers around the world. We have staff on the ground in Europe, Asia, North America and Latin America, and are accredited for more than 700 domain extensions.

Epik is also a full-service web host providing both shared and dedicated servers as well as a proprietary Content Delivery Network. We are the leader in *Forever* domain registrations where registrants buy and own domains for perpetuity. We believe we are the world leader in *domain leasing*. We have a fast-growing *domain escrow* business as well as a robust domain marketplace. Epik owns more than 9,000 development-grade domains.

Beyond the core of Epik, there is an emerging ecosystem of enabling technologies designed to make the process of engaging with Epik services increasingly frictionless. **Anonymize.com** is our privacy suite offering WHOIS privacy, VPN services, and secure DNS.

**FederatedIdentity.com** provides identity as a service. **Masterbucks.com** provides versatile peer to peer payment solutions.

### Acquisition of BitMitigate in February 2019

On February 14, 2019, Epik Holdings completed the acquisition of BitMitigate. This is a breakthrough platform for providing webmasters an alternative to Cloudflare for content delivery networks and DDos protection. Cloudflare is expected to IPO in 2019 at a \$3.5 billion valuation. The market reception has been impressive resulting in strong demand for large scale channel partnerships.

### Acquisition of Sibyl.Li in May 2019

On May 30, 2019, Epik Holdings completed the acquisition of Sibyl Systems Ltd. Sibyl is a provider of high availability hosting products, and is the web host of Gab.com. Sibyl founder Marcelo Goncalves is a world class network engineer, who has since led the effort for Epik to become a RIPE LIR member which now also allows us to issue IP addresses in our own name announcing from Switzerland and branded as we like.



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### Leading the industry transition to Blockchain

Epik expects to be the first ICANN-accredited registrar to fully support the use and trading of Blockchain domains in addition to conventional domains. With the acquisition of BitMitigate, Epik has added world-leading capability for provisioning new Blockchain-based and other alternative frameworks for domain extensions. As of today, all established Blockchain TLDs now resolve in under 100 ms across the Anonymize DNS resolver and Anonymize VPN. Epik is also now providing IPFS hosting and has introduced the first DNS for IPFS using the domain extension .IPFS.

### Upcoming Initiatives

Epik is currently incubating several highly efficient projects that are expected to accelerate adoption of Epik-owned services.

- **WatchMask.com:** A tool for watching online videos without being tracked, and part of the Anonymize.com family of privacy products. (Public beta)
- **Armored.net:** Secure cloud-based file storage services. (Public alpha)
- **TrustRatings.com:** A proprietary alternative to TrustPilot operated by Epik (Q3 2019)
- **Us.Tv:** A decentralized alternative to YouTube. (Q3 2019)

### Competition

In terms of competition, the dominant player, Godaddy (GDDY) has a \$13 billion market cap and a ~60% market share. The industry has been awaiting a strong alternative. We believe Epik is it. We are well ahead of Godaddy on the shift to decentralization through Blockchain. We survey the industry carefully and are confident that Epik is the overwhelming innovation leader and even outpacing the heavily funded Handshake initiative, which we view as a positive catalyst for industry transformation rather than as a direct competitor.

### Fundraising Outlook

The company has historically operated mainly from cash flow. In light of the historic opportunity to provide a new vision for the future of the Internet that safeguards civil liberties, the company has elected to raise up to \$2.5 million on investor-friendly terms of which \$320K is subscribed. To provide early investors a path to liquidity, the company expects to begin exploring later in 2019 scenarios for institutional private equity or alternatively reverse merge into a public entity.

### Governance

Epik Holdings, Inc, a WA Corporation, currently has 2 Board members — Braden Pollock and Robert Monster. The company anticipates appointing 3 additional Board members during 2019 comprised of mission-aligned stakeholders. Epik is the parent company of wholly-owned Anonymize Inc. and Epik Inc registrar as well as several branded business units.