

Certified Appraisal Number 2020/27/01

Appraisal of domain name: FlightEgypt.com
Performed by master appraiser brandsenterprise.com
Industry focus of name: travel

| Category | Rating (1-5) | Explanation |
|--------------------------|--------------|---|
| Descriptiveness | 1.1 | Ability to be associated with content. |
| Length characters | 4 | Length in terms of characters |
| Length words | 4 | Length in terms of words or partial words in the name. |
| Spoken Test | 4 | Likelihood that name will be spelled properly after being heard. |
| Breadth of Applicability | 1.1 | Is the name generic - e.g. can it be applied to a variety of institutions individuals and businesses? |
| Dot-Value | .com | What is the extension: .com .net .org .cc? |
| Hyphenation | 5 | Does the name contain hyphens? |
| Abbreviation | 3 | Is anything abbreviated such as eName.com? |

Appraised value: \$69

Appraiser's Comments: very specific targets only one place wish isnt good for the travel industry