

By growing in  
exports, we  
grow our ho.ME

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CMO, Domain.Me



**June, 2006**



Small but beautiful  
Mediterranean country -  
Montenegro - gains  
independence.



.ME gets approved as  
Montenegro's country Top-Level  
Domain (TLD).

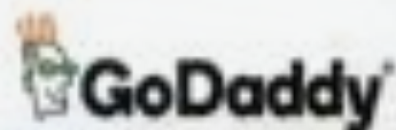


**September, 2007**

October, 2007



Afilias



.ME Registry is founded as a joint venture between Afilias Limited, GoDaddy.com Inc. and ME-net Ltd.

## A turning point

.ME opens registrations to everyone looking for a domain name that allows them to express themselves.

.ME carries meaning in English, Dutch, Italian, Spanish, Bulgarian, Serbian, Croatian, Portugese and many others.



17th of July, 2008

## Google Permits Geo-targeting of .ME Domains

Google allowed .ME domain holders to geo-target like any standard TLD, as opposed being treated like a regular ccTld. This allows websites on .ME to rank well anywhere in the world, as opposed to ranking well only in Montenegro.



August, 2009

August, 2009



## First Two-Letter .ME Domain - WP.me

WordPress Registers WP.me to use as an URL shortener and Becomes the First Two-Letter .ME Domain in the World.



December, 2009



**Facebook follows  
WordPress's example  
and gets its own URL  
shortener - fb.me**



October, 2010



## Time magazine gets its own branded .ME shortener

More and more companies are using custom URL shorteners to promote their brands by unifying their links across the web. One of them is Time magazine that gets its own ti.me.







## ME is all about user security

.ME domains get enabled with Domain Name System Security Extensions (DNSSEC).



December, 2010



## Ele.Me, China's Biggest Meal Delivery Service, Raises \$630 Million

Are you hungry? That's exactly what Ele.Me is asking you in the form of its short and memorable name.



August, 2015

September, 2015



## PayPal.Me Is Your Personal Link for Getting Paid - Instantly

PayPal, an online payment solution giant, just launched PayPal.Me, a simpler way to request money using your own personalized URL.



March, 2016



## 1 Million .ME Domains Milestone and More

Our community is officially more than 1 million strong, but that is actually not what makes us most proud. What we are really proud of is the success of aiming for something more than dollar value - we are recognized for our values, our community, our team, the image we have managed to create. Thank you for all your support and joining us on this crazy ride, here is to another million! 🎉





## Facebook Launches M.Me Messenger Links



April, 2016

In an effort to make it simple for users to find and start a conversation with your business, Facebook launched Messenger Links – short and memorable vanity URL's that lead to your business' Messenger profile. Facebook uses your Page's username and a premium .ME domain – M.ME to create a unique and branded short link ([m.me/username](https://m.me/username)) that, when clicked, opens the conversation with your brand.

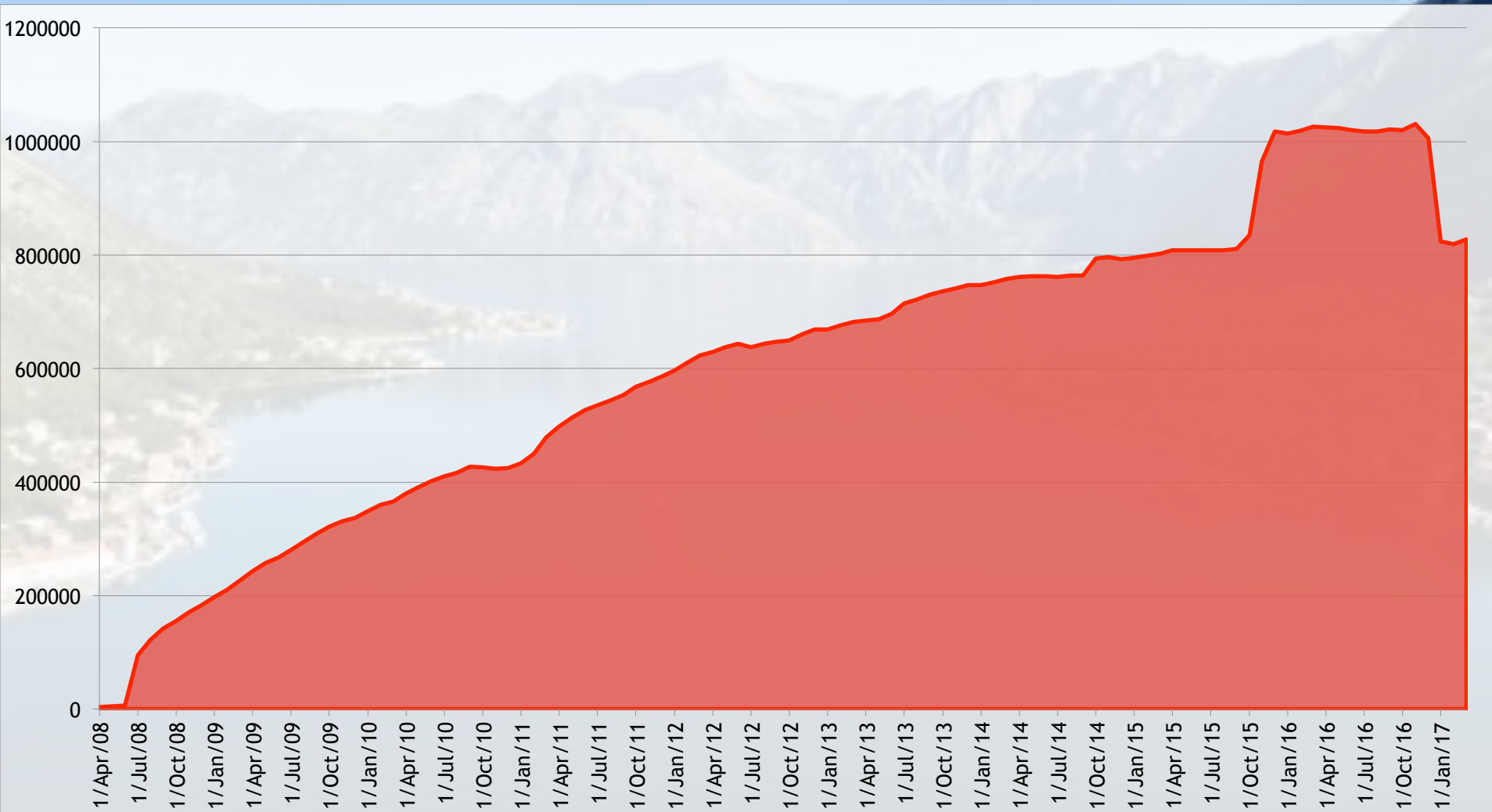


## TechCrunch: .ME — 10 Years and Two Percent of Exports

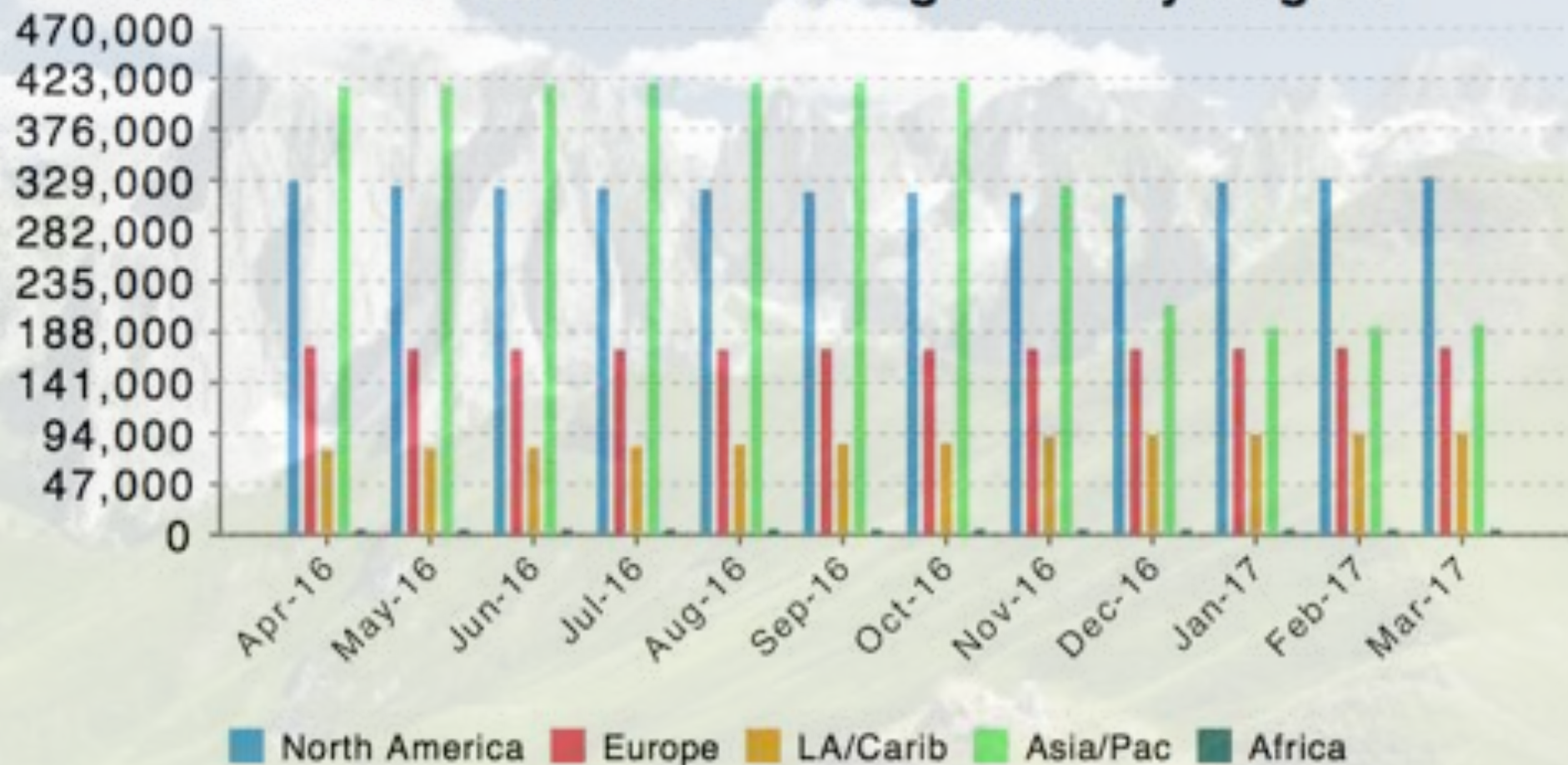
10-January-2017

At first glance, one might think a .ME domain is, well, about the owner. But .ME found a much wider audience, with many global brands adopting the extension, including WordPress, Facebook and PayPal. In fact, this short extension ended up changing the face of domain names, and Montenegro, forever.


# Portfolio



## Total Domains Under Management by Region







We paid more than  
**22 million**  
to the Government of  
Montenegro by now

# F-ROOT server in Montenegro

Thanks to Afiliias, one of the founders



A scenic mountain landscape with a red semi-transparent overlay. The background shows a valley with green fields, a river, and mountains in the distance. The text "CSR activities" is centered in white on the red overlay.

# CSR activities

# Investing in STEM education for 8 years School of programming



# Investing in STEM Lego League



# Investing in STEM Knowledge Olympiad



# Spark.me



# Spark.me notable speakers



"Influencer marketing works only when you find the person who is really passionate."

**Danica Kombol**  
CEO of the Everywhere Agency

spark.me



"Sharing a moment became bigger than the moment itself."

**Brian Solis**  
Principal analyst at Altimeter Group

spark.me



"Leadership is not about creating followers, it's about creating more leaders."

**Scott Morrison**  
Founder and Bringer of "The Boom!"

spark.me



"Being #open is not IF, it's HOW. Also it is not WHEN, it's NOW."

**Sara Rosso**  
Director of Marketing at Automatic

spark.me



"Privacy is the most important part of every messaging app!"

**Andrew Song**  
Project Manager at Facebook

spark.me



"When interviewing a person, find that thing that gets the interviewee excited!"

**Veronica Belmont**  
A startup advisor, speaker and podcaster

spark.me



"I don't care about the next big thing. I just listen to the founders. They're figuring it out, not the VCs."

**Tony Conrad**  
Co-founder and a CEO of about.me

spark.me





**Thank you!  
Hvala!**

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**@natasad**