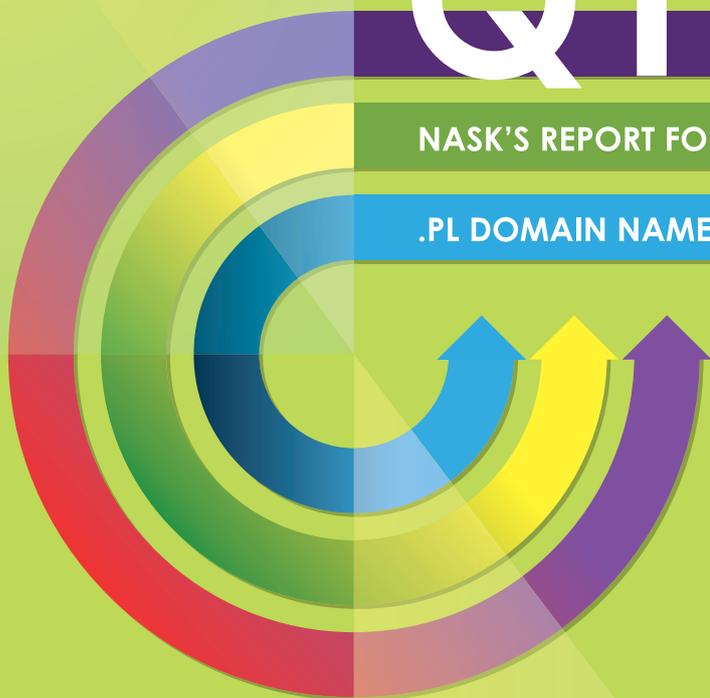


Q1 2014

NASK'S REPORT FOR THE FIRST QUARTER OF 2014

.PL DOMAIN NAME MARKET



NASK

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All the information were prepared
and compiled basing on data from
the .pl domain name registry system.
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INTRODUCTION

Dear Readers,

Providing you with a consecutive quarterly report, containing the data from the .pl domain registry, I may with satisfaction declare that it describes one of the best quarters in last few years.

In the first three months of 2014 284 480 new domain names were registered – nearly 12 thousand more than in the corresponding period last year. Daily average in this period 3 161 domain names were registered, which makes it the best result for the last two years.

At the end of March 2014 the volume of the .pl domain registry amounted to 2 495 705 domain names active in DNS, maintained for over 928 thousand Registrants. 98.27% of Registrants and 99.08 % of domain names were serviced by 201 NASK's Partners, whereby 3 biggest Partners serviced in total 55% of Registrants and 50% of .pl domain names.

In the first quarter of 2014 the .pl domain registry grew by 34 206 names, therefore the quarterly growth dynamics equalled to 1.39% while annually 3.67%.

Good outcome in this quarter may also be observed in the renewal rate of .pl domain names. Maintaining the ascending tendency for over a year, at the end of March 2014, this rate was the highest since the third quarter of 2009, attaining the value of 60.59%.

I invite you to get acquainted with the newest report, presenting the data from the .pl domain registry for the first quarter of 2014.

Michał Chrzanowski

NASK Director

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NUMBER OF .PL DOMAIN NAMES IN DNS

At the end of March 2014 there were **2 495 705** .pl domain names active in DNS. During the first three months of 2014 the volume of the registry increased by **34 206** domain names.

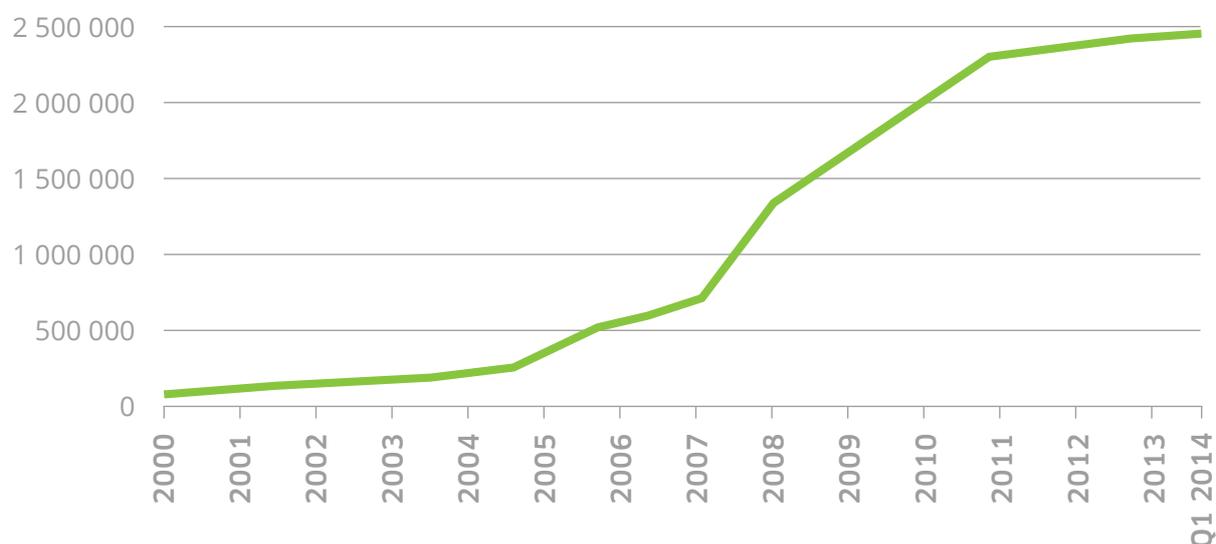
In the first quarter of 2014, **70.99%** of all the domain names active in DNS were registered directly in the .pl domain, **22.17%** in

the functional domains and **6.84%** in the regional domains.

The domain names with diacritic signs (the so called IDNs) constituted **2.23%** of all .pl domain names active in DNS and their number, at the end of the first quarter of 2014, equalled **55 562**.

NUMBER OF .PL DOMAIN NAMES IN DNS

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NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS

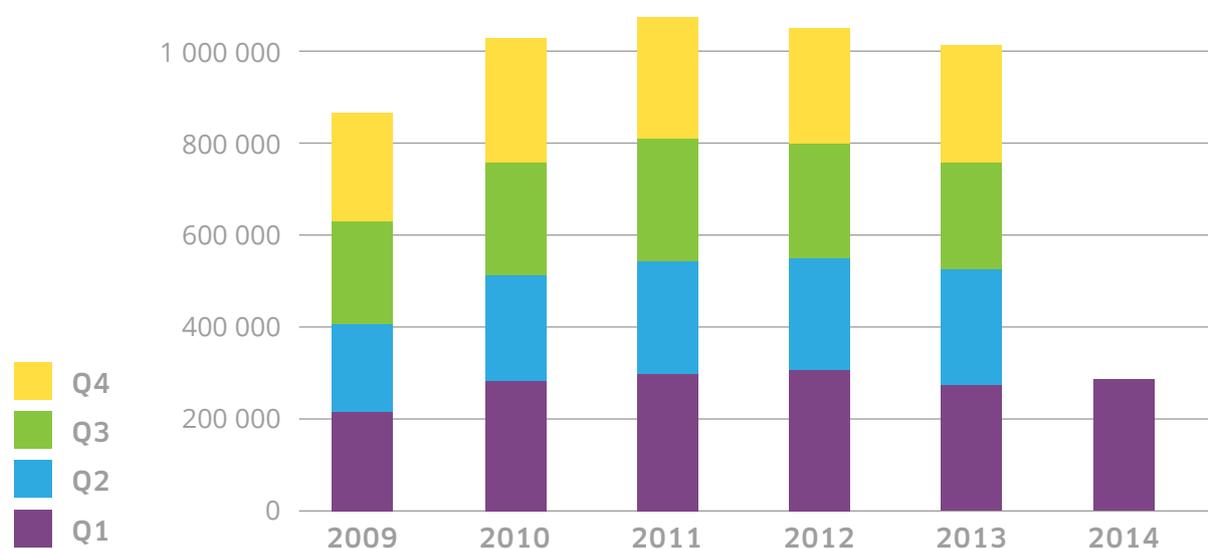
From the beginning of January to the end of March 2014 **284 480** new domain names were registered in the .pl domain, i.e. by almost **12 thousand** more than in the corresponding period in the previous year.

Among all the registrations **9 132** domain names contained diacritic signs, which is by **1 128** higher than in the previous quarter.

The number of registrations in particular months amounted to **99 231** in January, **90 256** in February and **94 993** in March.

NUMBER OF .PL DOMAIN NAME REGISTRATIONS

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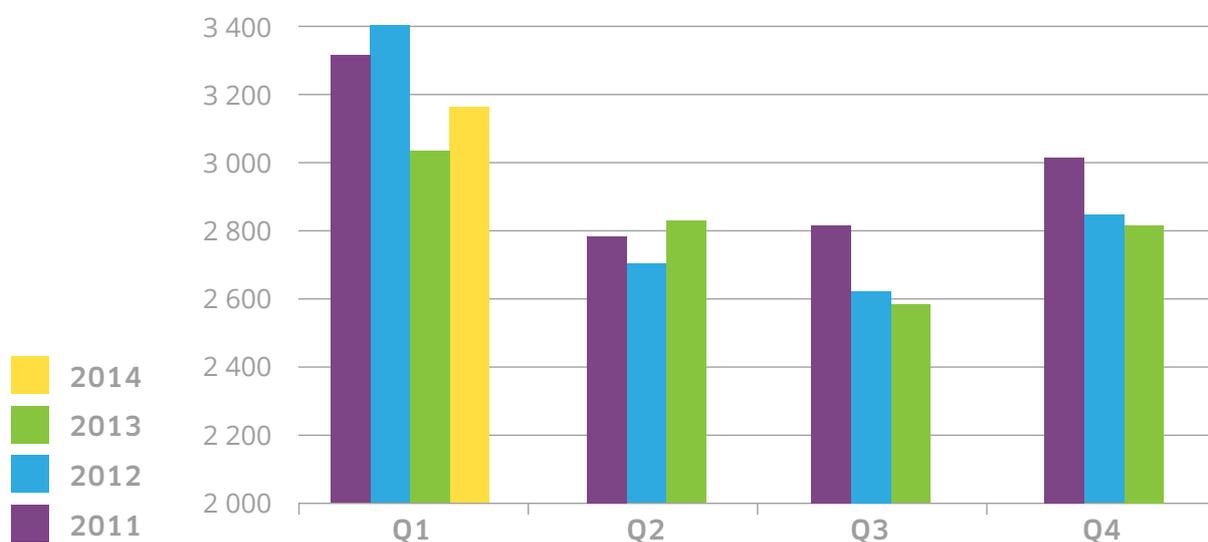
NUMBER OF NEW .PL DOMAIN NAME REGISTRA- TIONS, DAILY AVERAGE

The daily average number of .pl registrations in the first quarter of 2014 amounted to **3 161** new names. A better result was recorded last time in the first quarter of 2012. The highest number of domain names was

registered in February, when daily average **3 223** new .pl domain names were registered. Daily average in January **3 201** names were registered, whereas in March **3 064** new names were entered in the registry.

NUMBER OF .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

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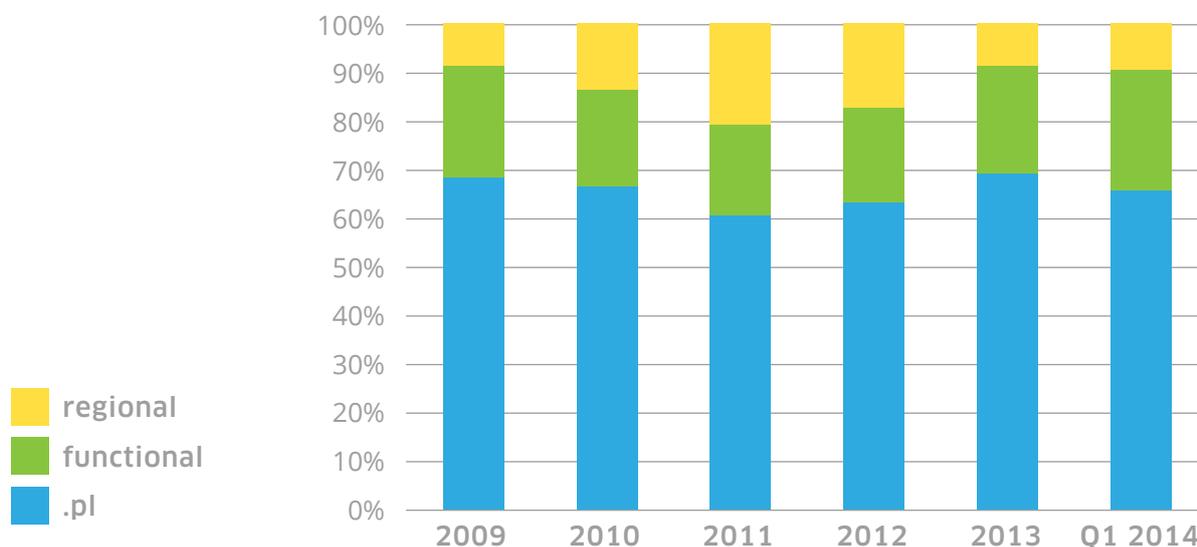
NUMBER OF NEW .PL DOMAIN NAMES AS DIVIDED INTO THE TYPE OF ZONE

From the beginning of January to the end of March 2014 out of all the names entered into the .pl domain registry the second level domain names constituted **66.36%**, i.e. the names registered directly in the .pl domain, the functional domains constituted **24.40%** (e.g. .com.pl, .net.pl), and the regional domains made **9.24%** (e.g. .waw.pl, .szczecin.pl).

The registration structure was subject to insignificant changes as compared to the previous quarter. The share of regional and functional domain names in the registrations increased by **1.24p.p.** and **1.74p.p.** respectively, whereas the share of names registered directly in the .pl domain dropped by **2.98p.p.**

NUMBER OF NEW SECOND LEVEL, REGIONAL AND FUNCTIONAL .PL DOMAIN NAME REGISTRATIONS

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RENEWAL RATE OF .PL DOMAIN NAMES

The renewal rate in the first quarter of 2014 equalled **60.59%**, maintaining the upturn observed since the end of 2012. This result was by **0.81p.p.** higher than it had been at the end of 2013.

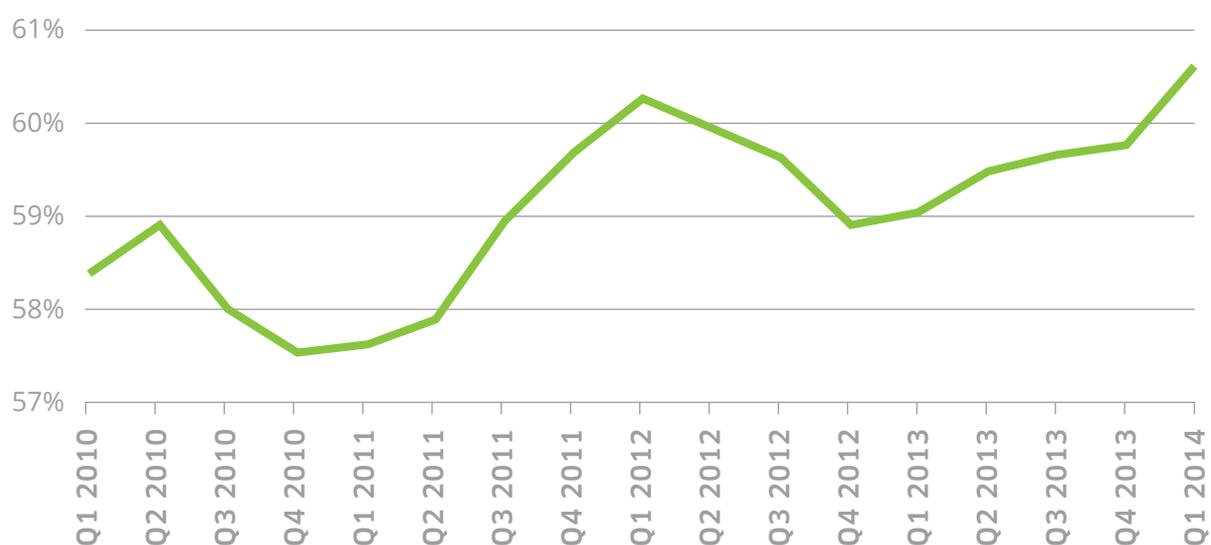
During the first three months of 2014 almost **420 thousand** .pl domain names were renewed and in case of **816** names the end date of the billing period was postponed by

an individually defined number of days. The interest in modifying the end date of the billing period increased almost two times as compared to the result accomplished in the corresponding period in 2013.

In the presented period **61.28%** of renewed domain names were registered before 2012, **16.53%** in 2012 and remaining **22.19%** in 2013.

RENEWAL RATE OF .PL DOMAIN NAMES

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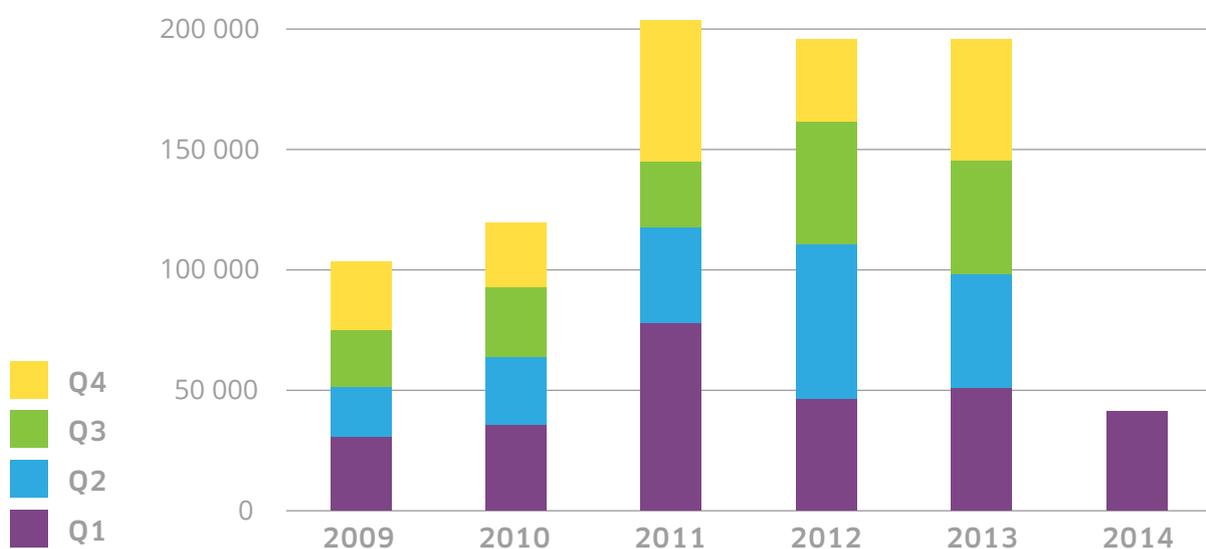
TRANSFERS BETWEEN PARTNERS

From the 1 January to 31 March 2014 the Registrants **42 544** times changed the Registrar servicing the maintained .pl domain name. In **739** cases the service transfer was performed with the simultaneous renewal of the .pl domain name for a consecutive billing period, whereby **455** of them were made after the previous billing period had been completed.

In the first quarter of 2014 the .pl domain name service was transferred among the NASK Partners **473** times daily average.

NUMBER OF .PL DOMAIN NAME TRANSFERS

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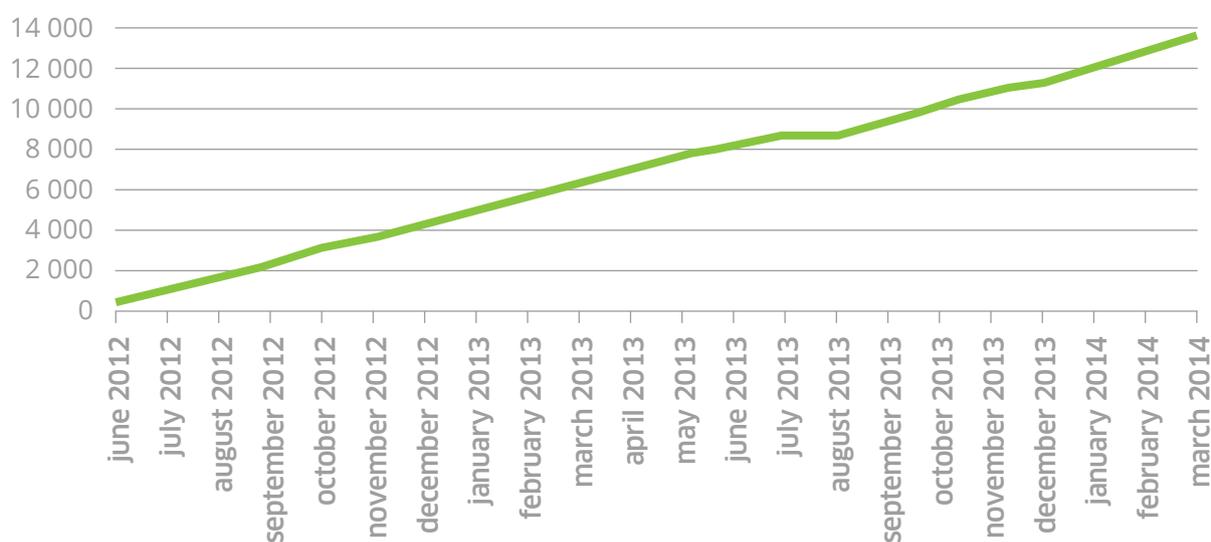
DNSSEC IN THE .PL DOMAIN NAME

The number of .pl domain names secured with the DNSSEC protocol at the end of March 2014 amounted to **13 835**. Daily average in the first quarter of 2014 **27.91** of secured .pl domain names were added to the registry. **84.66%** of secured names were registered directly in the .pl domain, **11.38%** in the functional domains and **3.96%** in the regional domains administered by NASK.

With the end of March 2014, twenty six .pl domain Registrars assisted in conveying to the registry the records confirming successful securing the .pl domain name.

NUMBER OF THE .PL DOMAIN NAMES SECURED WITH DNSSEC

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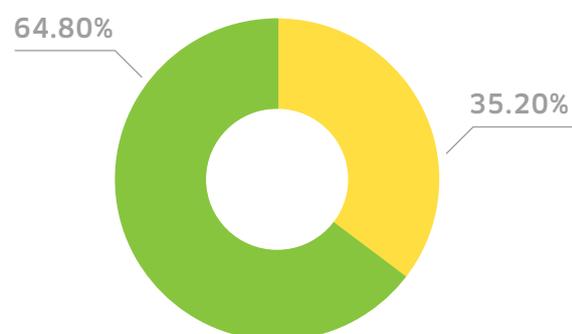
REGISTRANTS OF .PL DOMAIN NAMES

In the first quarter of 2014 the volume of the registry grew by almost **14 thousand** unique Registrants and at the end of March 2014 the .pl domain registry contained more than **928 thousand** of entries of the Registrants of domain names active in DNS. **64.80%** of Registrants were entrepreneurs and the remaining **35.20%** natural persons not running business activity.

Within the period under discussion one .pl domain name was maintained by NASK for **67.29%** of Registrants, two domain names for **14.77%** of Registrants and for **5.30%** of Registrants three .pl domain names were maintained. **1 162** NASK clients were the Registrants of **100 and more** .pl domain names, with **59** of them being the Registrants of more than **1 thousand** names. At the end of March 2014 **2.69** .pl domain names fell on average on one Registrant.

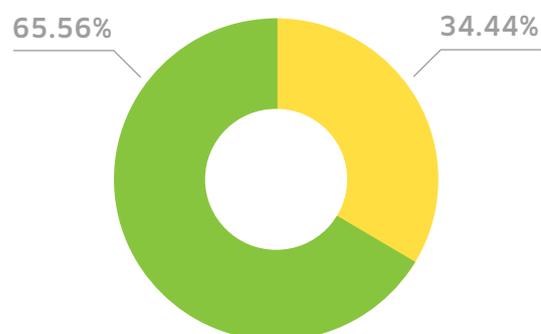
DIVISION OF REGISTRANTS OF .PL DOMAIN NAMES, Q1 2014

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DIVISION OF .PL DOMAIN NAMES FOR REGISTRANTS, Q1 2014

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NEW REGISTRATIONS VS. THE REGISTRANT'S PLACE OF RESIDENCE

During the first three months of 2014 over **94%** of .pl domain names were registered for the Registrants from Poland, among whom the highest amount of registration was effected for the Registrants living in the Mazowieckie Province – **24.15%**, in the Śląskie Province – **11.38%** and in the Małopolskie Province – **9.16%**. The lowest number of registrations was recorded for the Registrants from the Podlaskie

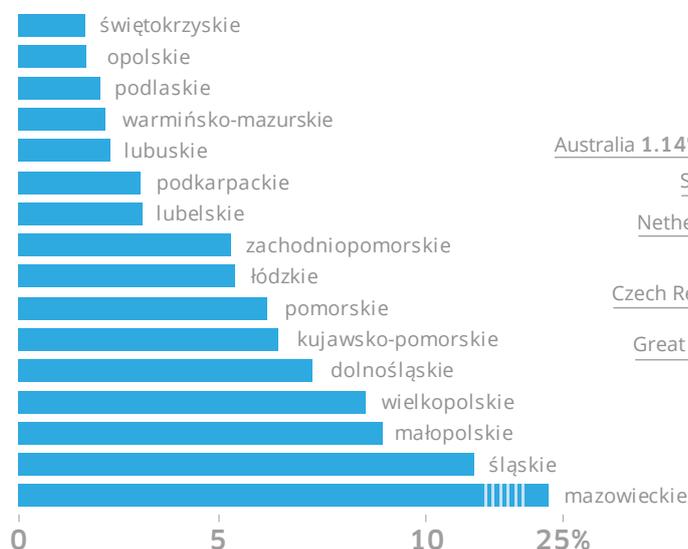
Province – **2.16%**, Opolskie – **1.80%** and Świętokrzyskie – **1.75%**.

In respect to the .pl domain name registrations for the foreign Registrants the most numerous group was constituted by the Registrants from Cyprus – **38.44%** and the United States – **15.26%**. The Registrants from Germany, Great Britain and Czech Republic registered **10.72%**, **9.51%** and **3.52%** of all .pl domain names respectively.

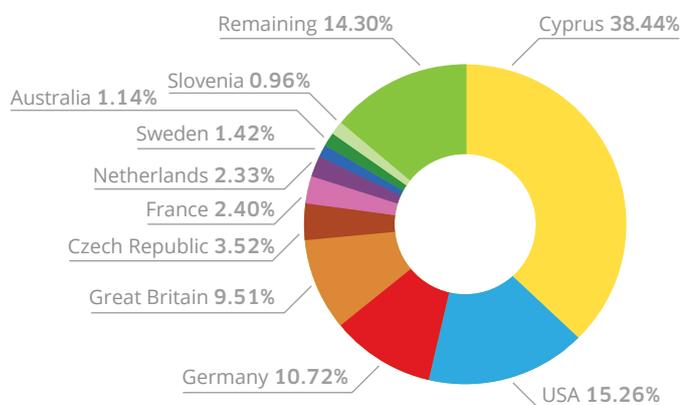
NEW .PL REGISTRATIONS AS DIVIDED INTO THE REGISTRANT'S PLACE OF RESIDENCE, Q1 2014

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POLAND



OTHER COUNTRIES



DNT

In the first quarter of 2014, there were concluded **52 681** agreements on testing the .pl domain name before its registration. **2.68%** of tested names were registered while the remaining **97.32%** returned to the pool of names available for registration on the “first come, first served” basis.

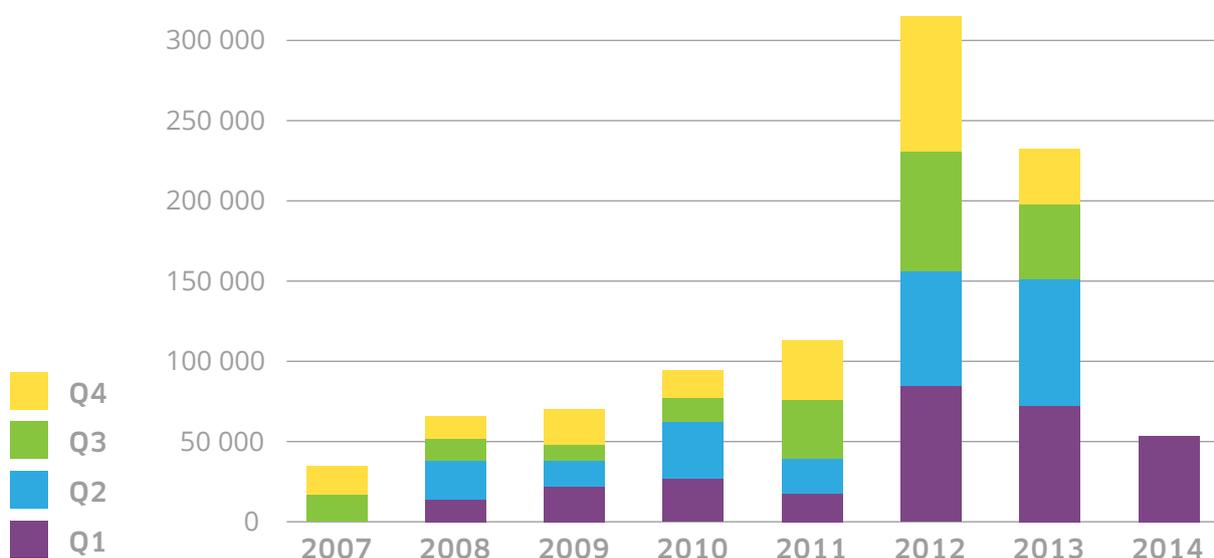
In the particular months of the first quarter of 2014 the number of tested .pl domain

names was shaped in the following way: in January – **15 059**, in February – **17 109** and in March – **20 513**.

Since launching the service in 2007 till the end of March 2014, the test efficiency, measured by the number of agreements completed with the registration of the .pl domain name, amounted to **5.7%**.

NUMBER OF DNT REGISTRATIONS

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WLS

Options for registration of the .pl domain names were very popular in the first quarter of 2014. Out of **8 644** new agreements on options for registration of the .pl domain names, concluded in the first three months of 2014, **4 162** were effected in January, **2 423** in February and **2 059** in March. **459** of agreements on options were, in the first quarter of 2014, renewed for consecutive 3 years.

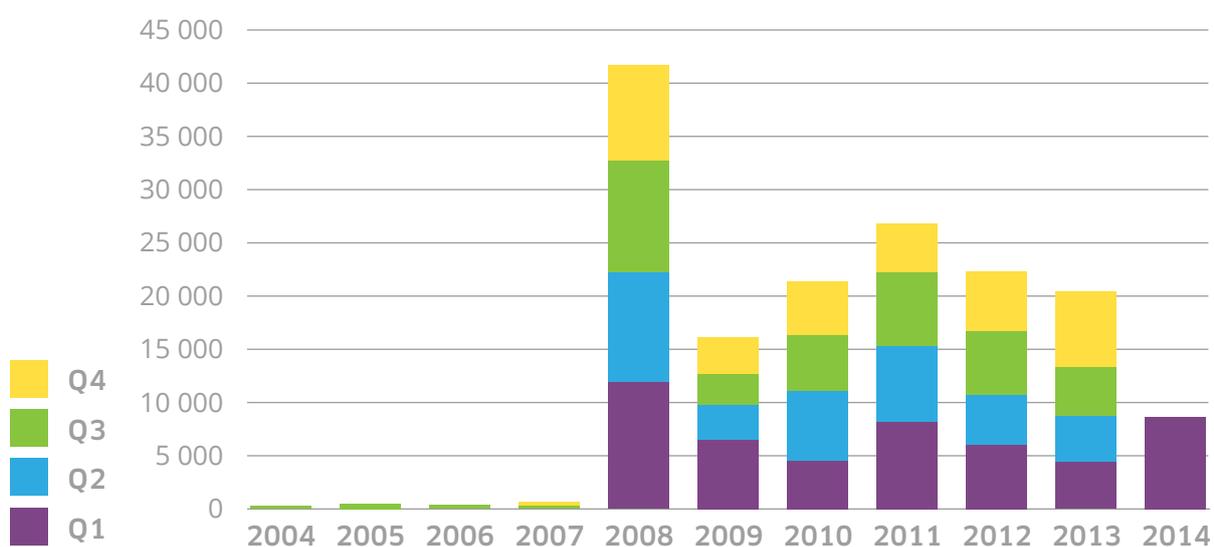
During the first quarter of 2014 in case of **2 606** existing options the option holder

was provided with the .pl domain name for registration, whereas in case of **127** .pl domain names made available, the formal requirements were not met or the domain registration was cancelled which resulted in the domain names being released to the group of names available for registration.

Since launching the service in 2004 **43.64%** of all options have been realized with .pl domain name made available for registration.

NUMBER OF WLS REGISTRATIONS

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NASK PARTNERS

The .pl domain registry, run by NASK, is operating in accordance with the Registry-Registrar model, where the Registrars are the NASK's Partners, representing the interests of .pl domain name registrants before the Registry.

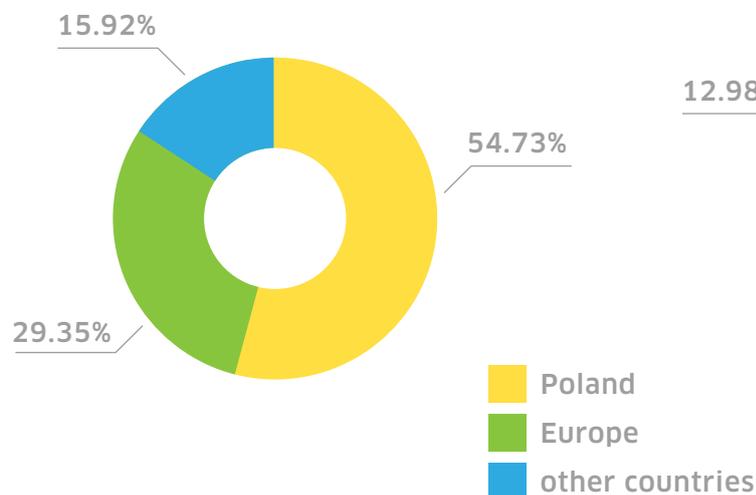
With the end of March 2014 the .pl domain registry contained **201** Registrars: **110** were located in Poland, **59** seated in other European country and **32** Registrars outside Europe. The Registrars from Poland were servicing **76.66%** of .pl domain names ac-

tive in DNS, while the remaining **23.34%** of names were being serviced by foreign Registrars.

In the first quarter of 2014 the highest growth dynamics of serviced .pl domain names, at the level of **2.21%**, was recorded by foreign Registrars seated in Europe, while a bit lower growth, **1.40%**, was noted by the Registrars based in Poland. The number of domain names, serviced by the Registrars from outside Europe, grew during the first three months of 2014 by **0.75%**.

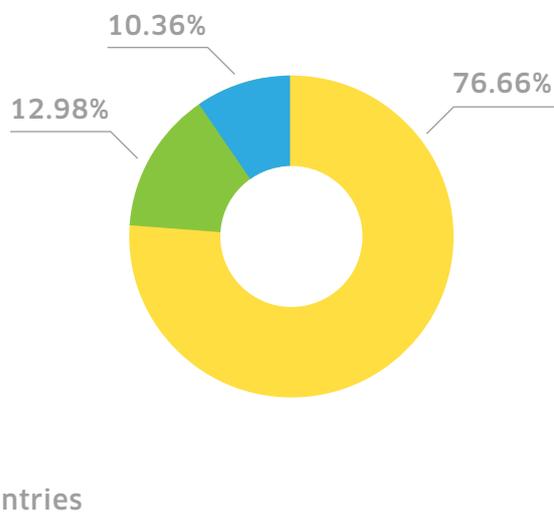
PARTNERS OF NASK, DIVISION BY PLACE OF RESIDENCE, Q1 2014

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.PL DOMAIN NAME MARKET SHARE BETWEEN PARTNERS CONSIDERING THE PLACE OF RESIDENCE, Q1 2014

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MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES

At the end of March 2014 the NASK's Partners serviced totally over **99.08%** of .pl domain names active in DNS. Almost **80%** of names were serviced by **10 out of 201** NASK's Partners.

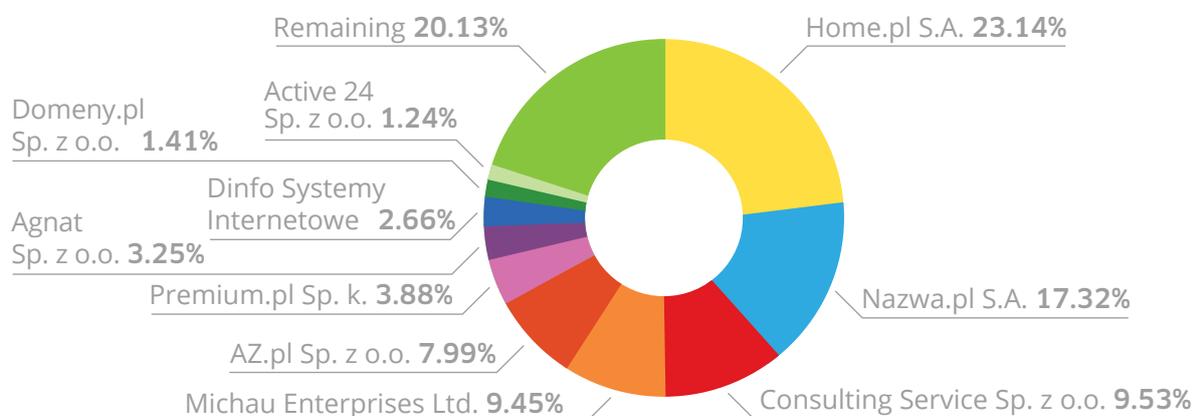
The highest number of .pl domain names, **23.14%**, was being serviced by Home.pl S.A. and **17.32%** by Nazwa.pl S.A. (formerly NetArt Spółka Akcyjna S.K.A.), while Consulting Service Sp. z o.o. and Michau Enterprises Ltd. attained respectively **9.53%** and **9.45%**. Among the ten biggest .pl domain

Registrars, at the end of the first quarter of 2014, were also: AZ.pl Sp. z o.o. – **7.99%**, Premium.pl Sp. k. – **3.88%**, Agnat Sp. z o.o. – **3.25%**, Dinfo Systemy Internetowe – **2.66%**, Domeny.pl Sp. z o.o. – **1.41%** and Active 24 Sp. z o.o. – **1.24%**.

The highest growth dynamics of the number of serviced domain names, over **2%**, in the first quarter of 2014 was recorded by the following Registrars from the presented TOP 10: Home.pl S.A., Premium.pl Sp. k. and Nazwa.pl S.A.

MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES, Q1 2014*

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*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

MARKET SHARE BETWEEN PARTNERS CONSIDERING NEW REGISTRATIONS

For **284 480** .pl domain names registered in the first quarter of 2014 **99.97%** were entered in the Registry via the NASK's Partners.

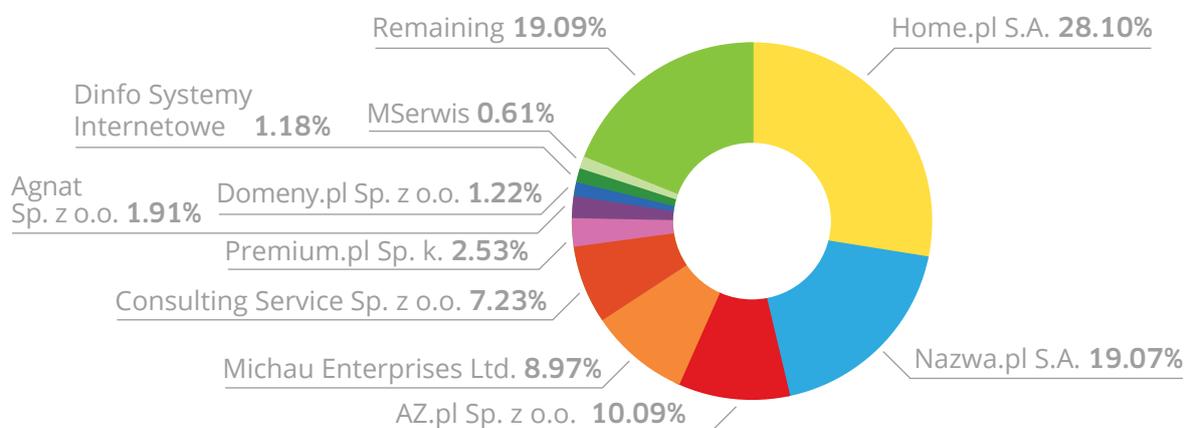
As few as three Registrars assisted in concluding **57.26%** of new agreements. Most of the .pl domain names were registered by Home.pl S.A., with **28.10%** share. The following two most active Registrars were: Nazwa.pl S.A. with **19.07%** and AZ.pl Sp. z o.o. z with **10.09%** share. Among the first 10 Registrars, having the share of registered

domain names below 10%, were also: Michau Enterprises Ltd. – **8.97%**, Consulting Service Sp. z o.o. – **7.23%**, Premium.pl Sp. k. – **2.53%**, Agnat Sp. z o.o. – **1.91%**, Domeny.pl Sp. z o.o. – **1.22%**, Dinfo Systemy Internetowe – **1.18%** and MSerwis – **0.61%**.

The highest absolute growth of the number of domain names, registered quarterly among the presented entities, was recorded consecutively by: Home.pl S.A., Nazwa.pl S.A. and Consulting Service Sp. z o.o.

MARKET SHARE BETWEEN PARTNERS CONSIDERING NEW .PL DOMAIN NAME REGISTRATIONS, Q1 2014*

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*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

MARKET SHARE BETWEEN PARTNERS CONSIDERING REGISTRANTS

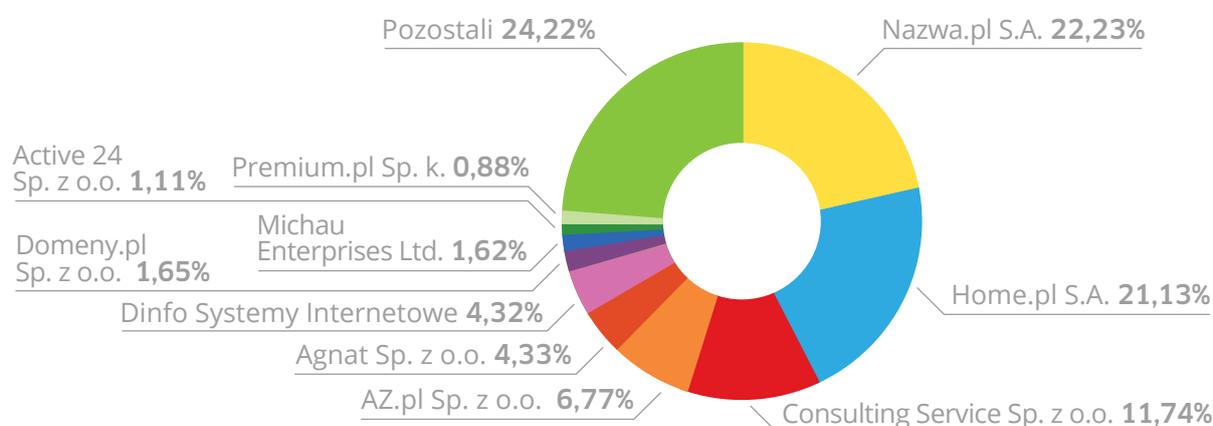
With the end of March 2014, the NASK's Partners were servicing almost **98.27%** of the Registrants of the .pl domain names active in DNS.

More than **55%** of Registrants, at the end of the first quarter of 2014, were serviced by three entities: Nazwa.pl S.A. – **22.23%**, Home.pl S.A. – **21.13%** and Consulting Service Sp. z o.o. – **11.74%**. Among the first 10 Registrars, having the highest number of serviced .pl domain name Registrants,

with the share below 10%, were also: AZ.pl Sp. z o.o. – **6.77%**, Agnat Sp. z o.o. – **4.33%**, Dinfo Systemy Internetowe – **4.32%**, Domeny.pl Sp. z o.o. – **1.65%**, Michau Enterprises Ltd. – **1.62%**, Active 24 Sp. z o.o. – **1.11%** and Premium.pl Sp. k. – **0.88%**.

The Registrars from beyond the TOP 10, at the end of the first quarter of 2014, were servicing **24.22%** of .pl domain name registrants.

MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAME REGISTRANTS, Q1 2014* COPYRIGHT BY NASK



*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

MARKET SHARE BETWEEN PARTNERS CONSIDERING DNT REGISTRATIONS

The agreements on the .pl domain name tests, DNT, are concluded only via NASK's Partners.

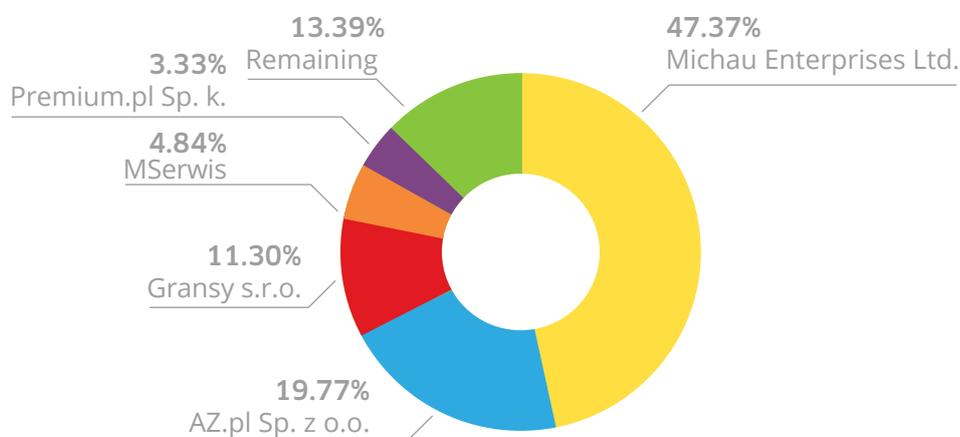
In the first quarter of 2014 nearly half of the agreements, **47.37%**, were concluded via Michau Enterprises Ltd. The second most frequently chosen Registrar in this period was AZ.pl Sp. z o.o. which assisted in concluding **19.77%** of agreements. Among the 5 most frequently chosen NASK's Part-

ners in concluding the agreements on the .pl domain name tests, with relatively lower market share, were also: Gransy s.r.o. – **11.30%**, MSerwis – **4.84%** and Premium.pl Sp. k. – **3.33%**.

The Partners from beyond the presented TOP 5 assisted, in the first three months of 2014, in concluding **13.39%** of the agreements on the .pl domain name tests.

DNT MARKET SHARE BETWEEN PARTNERS, Q1 2014*

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*The graph presents TOP 5 of NASK Partners that agreed to make their market share data public.

MARKET SHARE BETWEEN PARTNERS CONSIDERING WLS REGISTRATIONS

Conclusion of the agreements on the options for registration of the .pl domain name, similar as DNT agreements, is executed exclusively via NASK Partners. In the first three months of 2014 out of **8 644** agreements **62.93%** were concluded via Michau Enterprises Ltd.

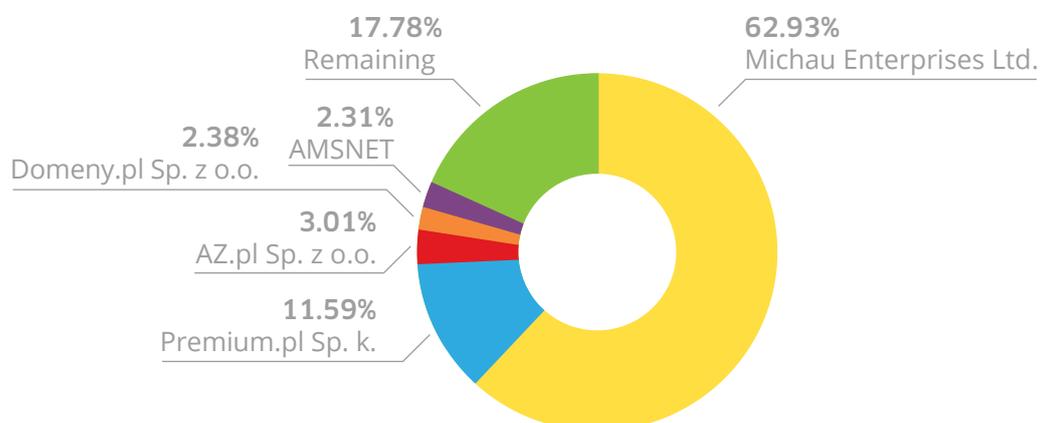
Further .pl domain Registrars, most frequently chosen by option buyers in the first

quarter of 2014, were: Premium.pl Sp. k. – **11.59%**, AZ.pl Sp. z o.o. – **3.01%**, Domeny.pl Sp. z o.o. z – **2.38%** and AMSNET – **2.31%**.

The Partners, from beyond the Top 5, serviced **17.78%** of new agreements on the options for registration of the .pl domain name.

WLS MARKET SHARE BETWEEN PARTNERS, Q1 2014*

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*The graph presents TOP 5 of NASK Partners that agreed to make their market share data public.

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