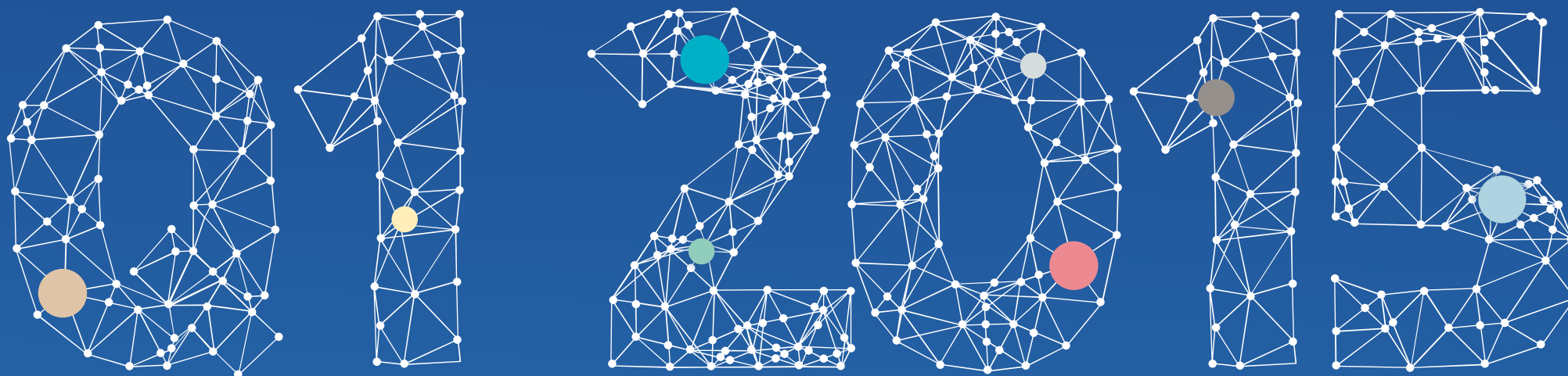


.PL DOMAIN NAME MARKET

NASK

NASK'S REPORT FOR THE FIRST QUARTER OF 2015



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

Dear Readers,

At the end of first quarter of 2015 the volume of the .pl domain Registry amounted to 2 539 962 names active in DNS and maintained for 960 thousand Registrants. As the report shows the Registry increased in the first quarter by 15 424 names and the annual growth dynamics equaled 1.77%. NASK's Partners, at the end of March, serviced 98.49% of Registrants and 99.18% of domain names. Only 1.51% of Registrants and 0.82% of domain names were serviced directly by NASK.

During the first three months of 2015 284 806 new .pl domain names were registered, giving the daily average number of 3165 names. The result attained in March, 105 623 new domain names, is the third best outcome ever. Higher numbers of monthly registration were accomplished in 2012 and 2010, in both cases it was also March. The .pl Registry exceeded the number of 100 thousand monthly registrations only for the sixth time.

It is worthwhile to note that the share of registrations, effected directly in the .pl domain in the first quarter, was as high as 71.24%, being the highest in the history.

Worthy of interest is also the fact that the 14-day period of testing .pl domain names, the so called DNT, recorded, in the first quarter of 2015, the second lowest quarter result in registration since its implementation by NASK in 2007 – a lower result was noted only in the third quarter of 2009. The attained outcome of 12 196 DNT registrations was almost 3.5 times lower than in the previous quarter and more than four times lower than in the corresponding period of the last year. The drop of interest in testing .pl domain names was accompanied by simultaneous increase in registering names, which may prove that the decisions made by the users of the Internet are more conscious and mature.

I invite you to get acquainted with the newest report, presenting the data from the .pl domain Registry for the first quarter of 2015.

Michał Chrzanowski

NASK Director

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NUMBER OF .PL DOMAIN NAMES IN DNS

The number of domain names, active in DNS at the end of the first quarter of 2015, amounted to **2 539 962**. From the beginning of 2015 the number increased by **15 424** names, while in January there was noted a drop by **7 649** names and during the two following months the volume increased by **4 983** names in February and **18 090** in March.

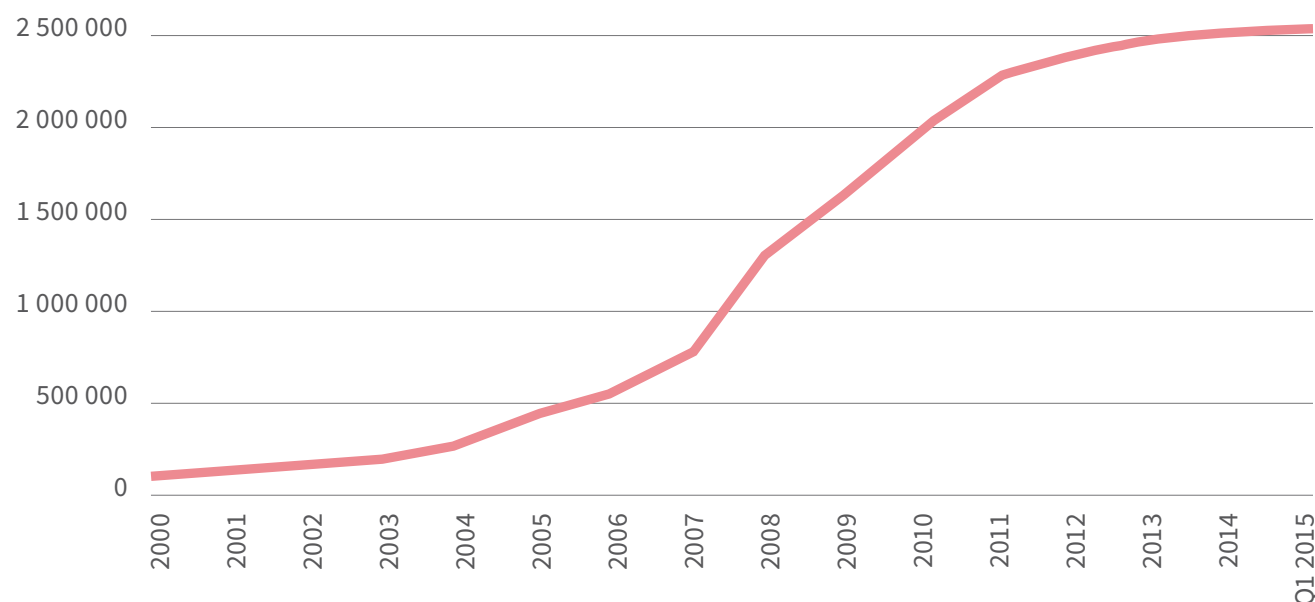
At the end of March 2015 **72.29%** of all names, active in DNS, were maintained directly in the .pl domain, **22.15%** in the functional domains and **5.56%** in the regional domains

The number of names, containing national diacritic signs (the so called IDNs) at the end of the first quarter, equalled **45 010**, which constituted **1.77%** of all the active .pl domain names.

The annual growth dynamics of the number of names in the Registry, at the end of March 2015, amounted to **1.77%**.

Number of .pl domain names in DNS

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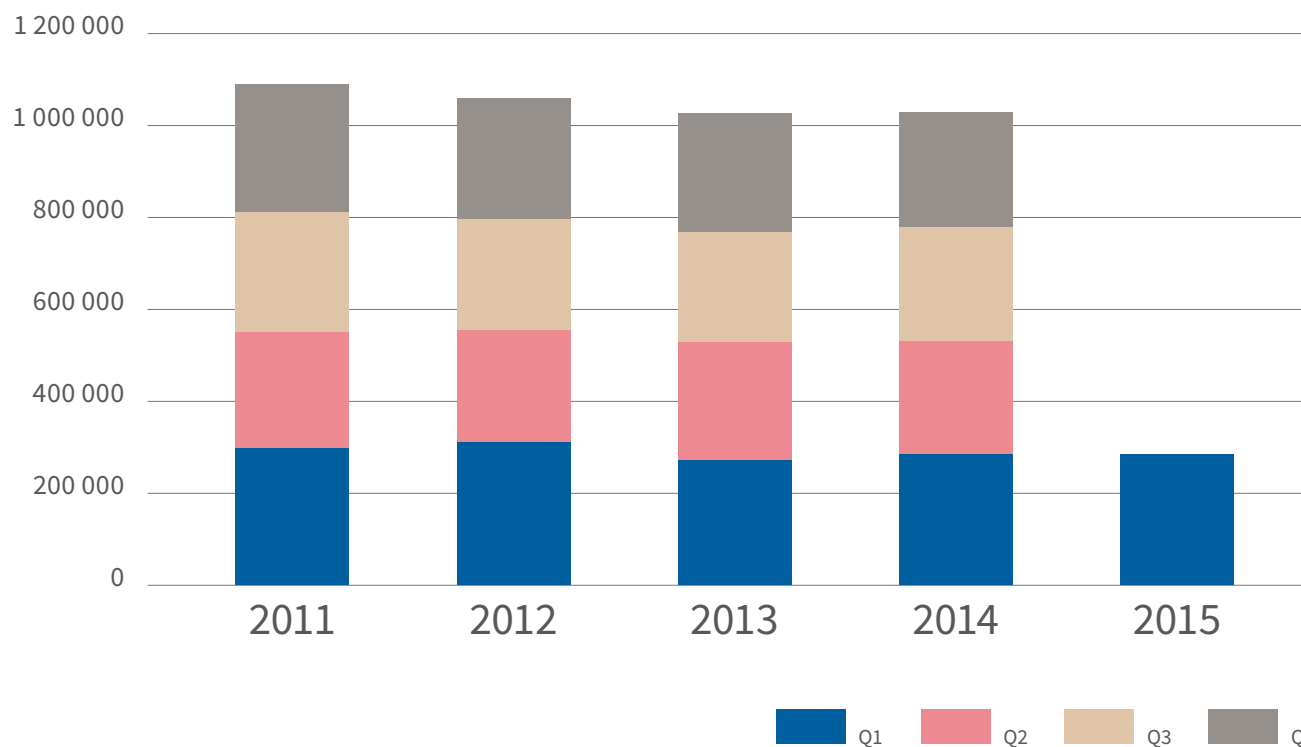
NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS

During the first quarter of 2015 **284 806** new .pl domain names were registered. The number of registrations in consecutive months of the first quarter amounted to: **88 867** in January, **90 316** in February and **105 623** in March. The result, accomplished in the last month of the quarter, has been the highest since March 2012.

During the first three months of 2015 **5 179** names with national diacritic signs, so called IDN, were registered.

Number of .pl domain name registrations

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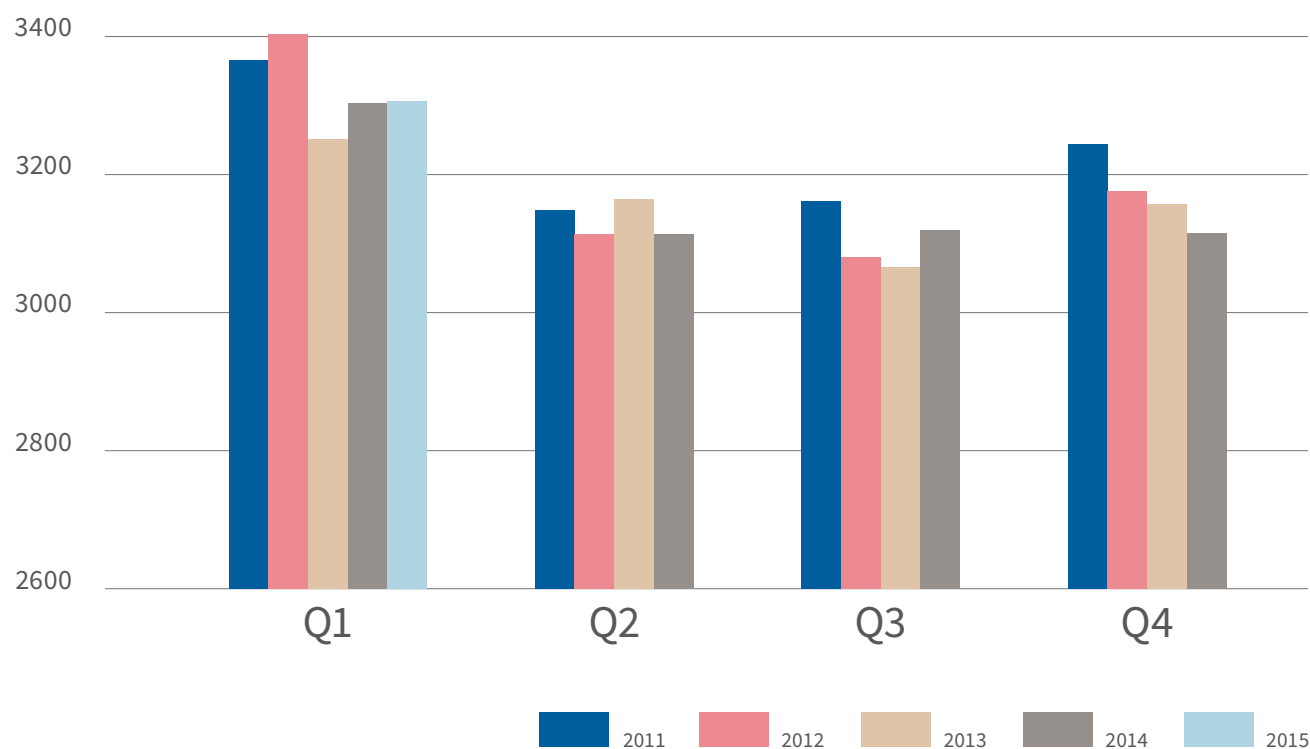
NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

In the first quarter of 2015 the daily average number of new .pl domain name registrations amounted to **3 165**. A higher quarter result was observed in the first quarter of 2012 and amounted to **3 403** new names daily.

In January the daily average number of new .pl domain name registrations amounted to **2 866** and in February to **3 225** new names. The highest number of new registrations, **3 407** daily average, was recorded in March, being the highest monthly result for last three years.

Number of .pl domain name registrations, daily average

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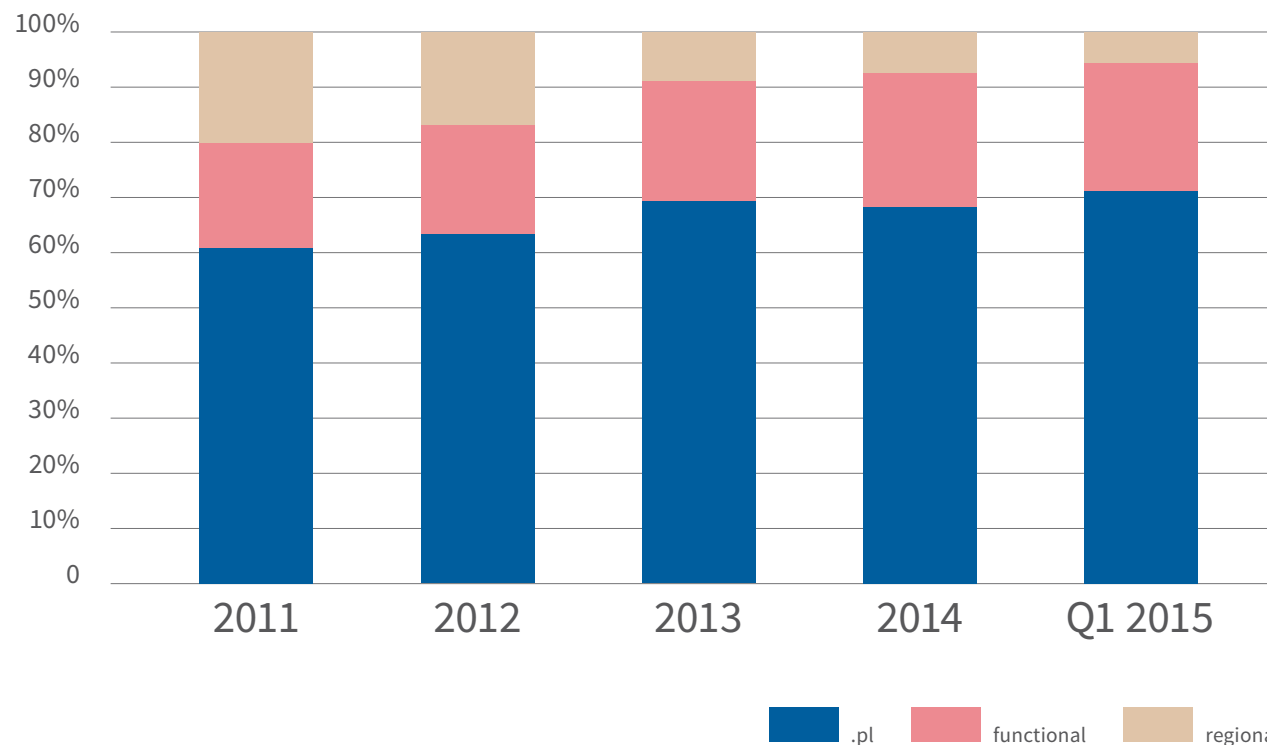
NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS AS DIVIDED INTO THE TYPE OF ZONE

In the first quarter of 2015 the share of the second level .pl domain names, i.e. registered directly in the .pl domain, in the total number of registrations amounted to **71.24%**. The share of names with functional extensions (e.g. .com.pl or .info.pl) constituted **23.21%**, whereas **5.55%** of all the registered names, entered in the .pl Registry in this period, constituted the registrations of new regional domains (e.g. .waw.pl or .bydgoszcz.pl).

During the first three months of 2015 the structure of the registration was changed. The share of names registered directly in the .pl domain increased by **1.61p.p.** as compared to the previous quarter, in registration of functional domain names a drop of **2.13p.p.** was noted, while in regional names the share increased by **0.52p.p.**

Number of new second level, regional and functional .pl domain name registrations

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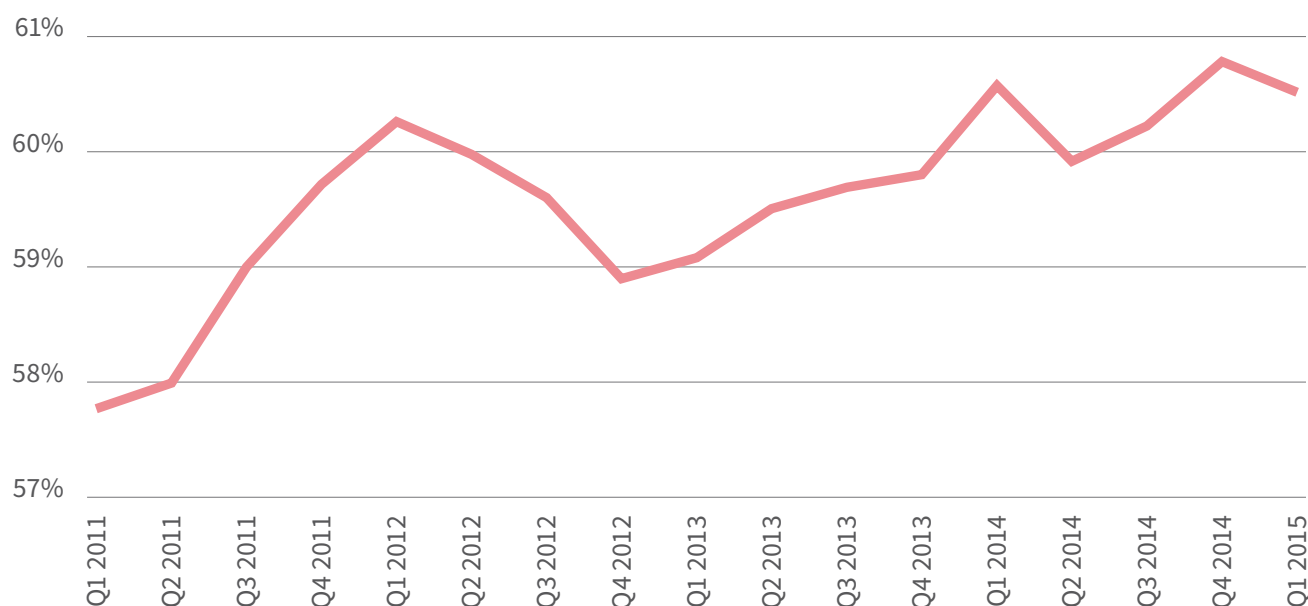
RENEWAL RATE OF .PL DOMAIN NAMES

The level of renewed names in the .pl Registry, in the end of the first quarter of 2015, amounted to **60.55%**. The renewal of names, maintained directly in the .pl domain, constituted **73.93%** of all names renewed for a successive period. There were **21.11%** of renewed names with functional extension and **almost 5%** in regional domains.

In the first quarter of 2015 almost **437 thousand** .pl domain names were renewed, which is by **61 thousand** more than in the fourth quarter of 2014. **42%** of renewals were the names entered in the .pl Registry in 2010 or before. Out of all the domain names, renewed in the discussed quarter, **20.64%** were registered between 2014 and 2015, **14.44%** in 2013 and **12.41%** in 2012, while **10.51%** of names were registered in 2011.

Renewal rate of .pl domain names

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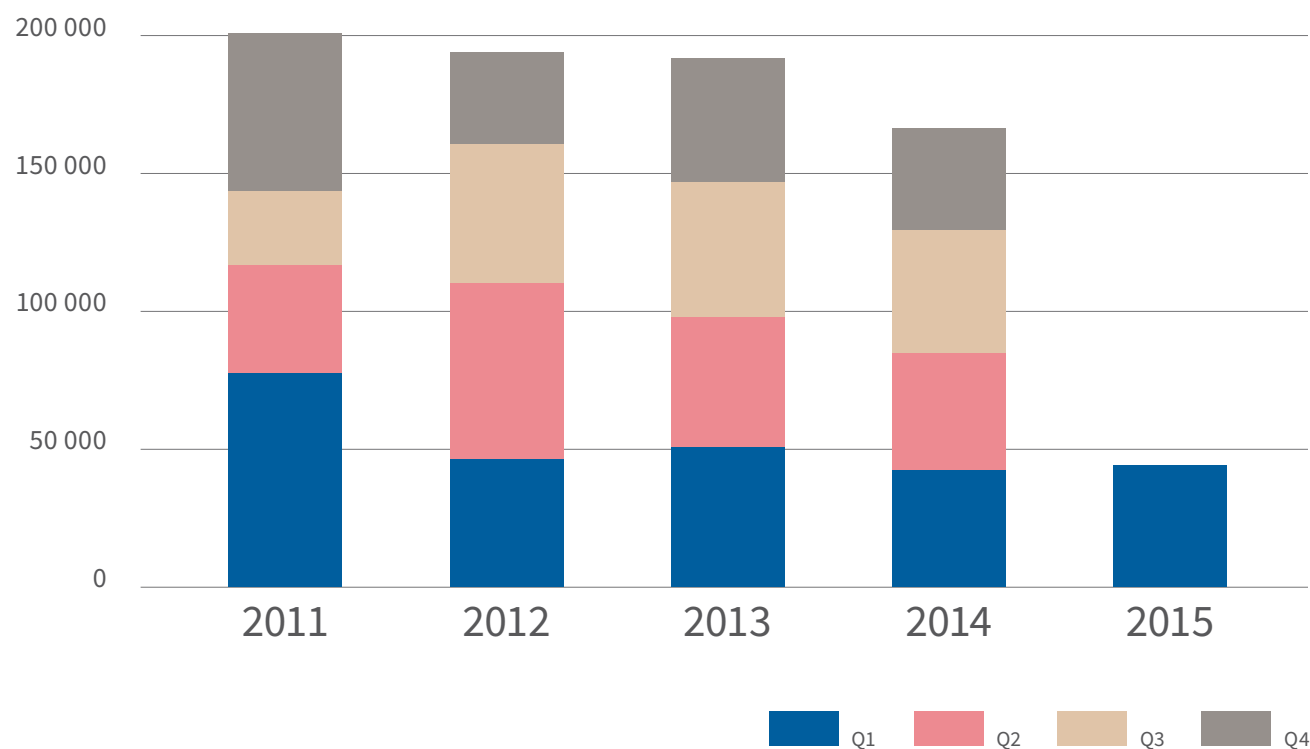


During the first three months of 2015 in case of **40 088** .pl domain names a servicing Registrar was changed. Since in case of certain names only a few changes occurred in the first quarter, in total there were **44 020** service transfers. The vast majority of transfers, so much as **98.70%**, pertained to the names active in DNS, whereas the remaining **1.30%** of transfers were made after the billing period had been completed. **727** changes of the servicing Registrar were performed with the simultaneous renewal of a domain name for a consecutive billing period.

From the beginning of January to the end of March 2015 **489** changes of the Registrar, servicing a .pl domain name, were effected daily average, which is by **16** more than in the corresponding period in 2014.

Number of .pl domain name transfers

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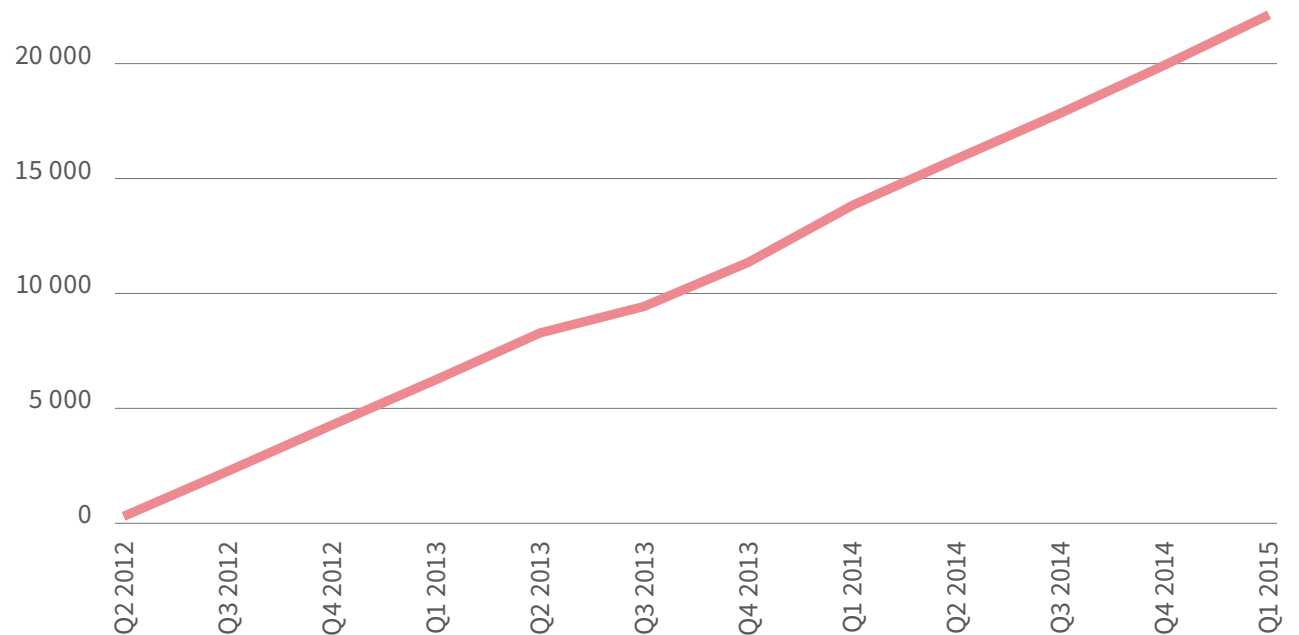
DNSSEC IN THE .PL DOMAIN NAME

With the end of the first quarter of 2015 **22 125** names, maintained in the .pl domain Registry, were secured with the DNSSEC protocol, thanks to which the users of the Internet are able to confirm the veracity of information which they receive by DNS. Within the period of last 12 months the Registry was enlarged by **8 290** secured names with **2 187** thereof during the first three months of 2015.

In the first quarter of 2015 daily average **24.3** of the names, with entries confirming a proper security with the DNSSEC protocol, were added to DNS.

Number of the .pl domain names secured with DNSSEC

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REGISTRANTS OF .PL DOMAIN NAMES

At the end of March of 2015 **2 539 962** names were maintained in the .pl Registry for **960 thousand** Registrants. During the first quarter of 2015 the Registry was enlarged by almost **13 thousand** new clients. On average, **2.65** of .pl domain names fell for one Registrant.

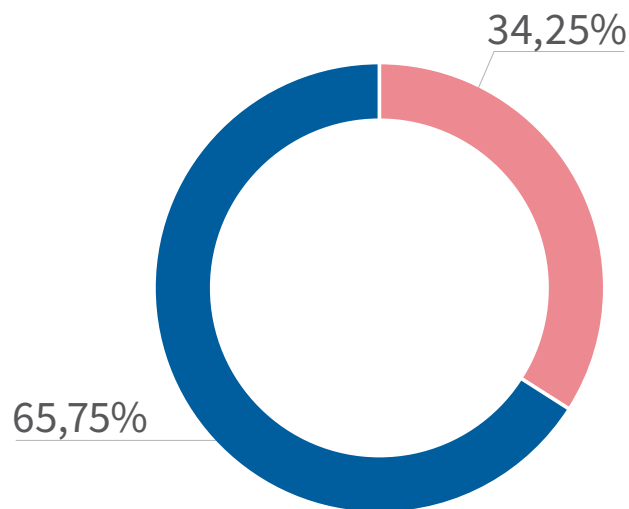
65.74% of Registrants maintained one .pl domain name, **14.56%** two .pl domain names, **6.06%** three domain names, **3.72%** four domain names and **2.70%** five domain names. From six to nine names were maintained by **4.73%** of Registrants and more than ten names by **2.49%** of Registry's clients.

From among **960 thousand** .pl domain name Registrants **34.25%** were private persons and **65.75%** entrepreneurs and organizations of different kind.

Within the period from the beginning of January to the end of March of 2015, in case of **35 181** .pl domain names, maintained in the Registry, a change of a Registrant took place.

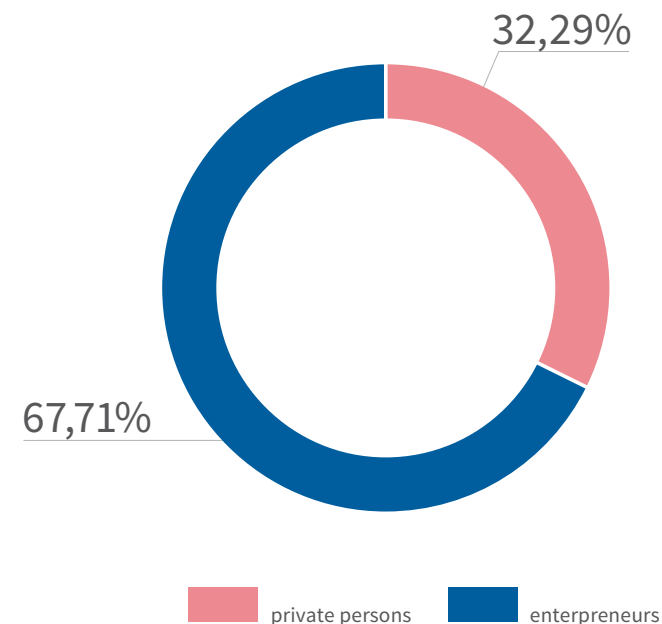
Division of Registrants of .pl domain names, Q1 2015

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Division of .pl domain names for Registrants, Q1 2015

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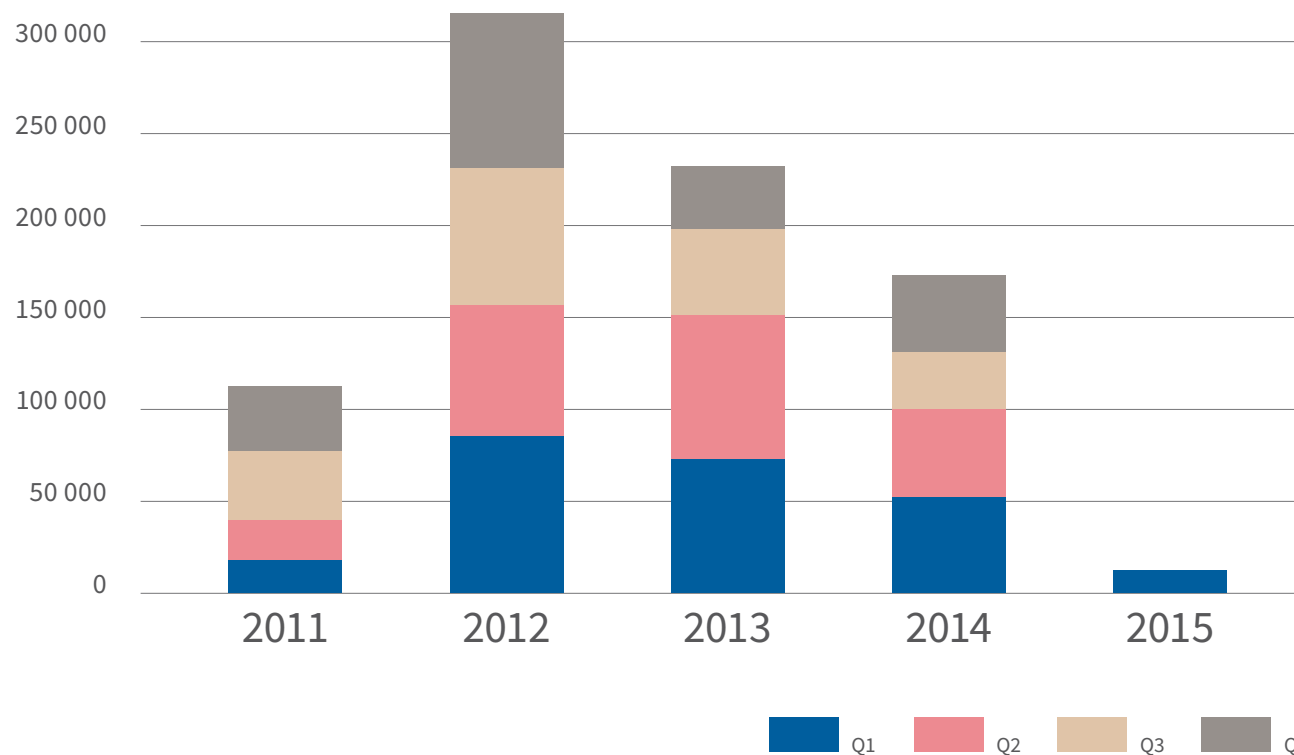
private persons entrepreneurs

The service of a 14-day .pl domain name test period, so called DNT, in the first quarter of 2015, was the least popular since the end of the third quarter of 2009. During the first three months of the year **12 196** names were tested and **636** tests were ended with the registration of a domain name for at least a one year maintenance period.

During the particular months of the first quarter of 2015 the number of tested names amounted to **6 467** in January, **1 986** in February and **3 743** in March.

Number of DNT registrations

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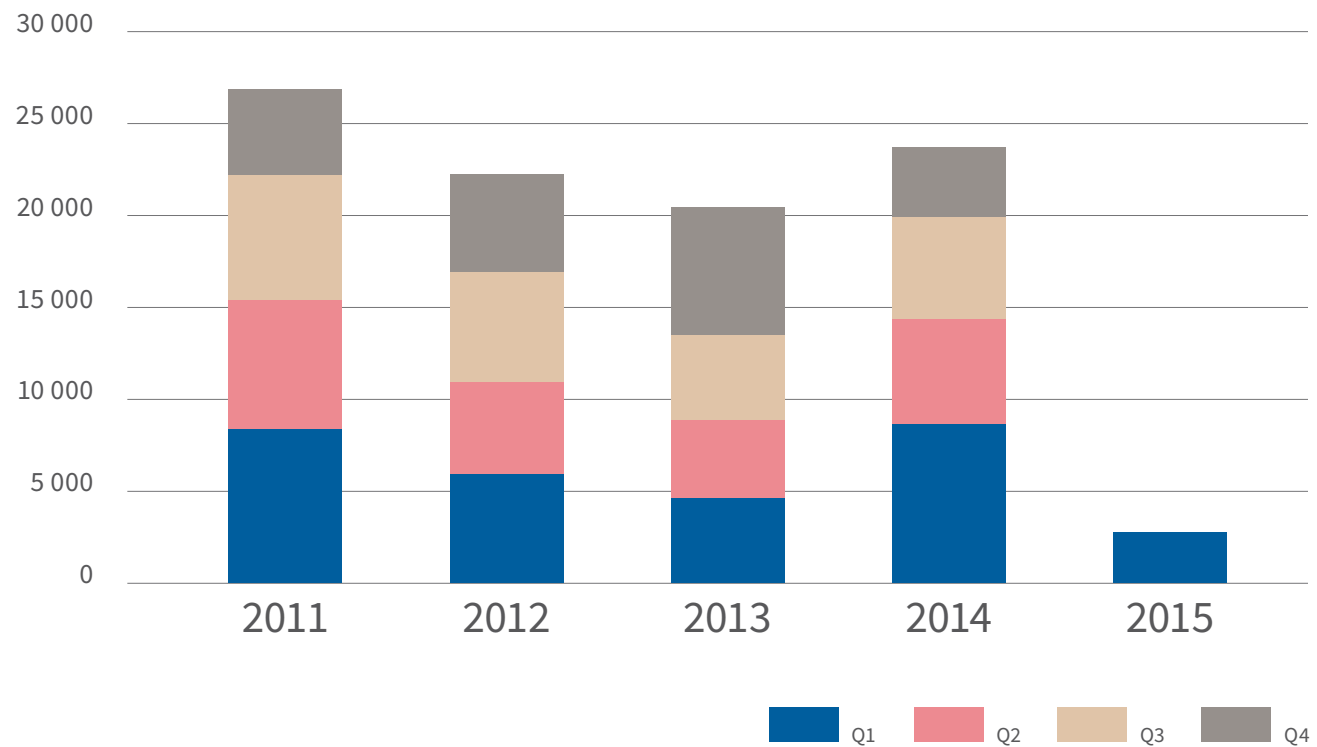
From the beginning of the year to the end of March 2015 **2 757** agreements on options for registration of the .pl domain names were concluded. The numbers of registration in particular months of the first quarter amounted to: **1 018** in January, **833** in February and **906** in March.

In the first quarter of 2015 1 745 existing agreements on options ended with making a .pl domain name available for registration. However, in **115** cases the registration could not be completed due to reasons on the part of the option buyer, which resulted in the domain names being released to the group of names available for registration.

Since launching the service in 2004 till end of the first quarter of 2015 the effectiveness of providing a .pl domain name for registration, under the agreements on options, amounted to **44.09%**.

Number of WLS registrations

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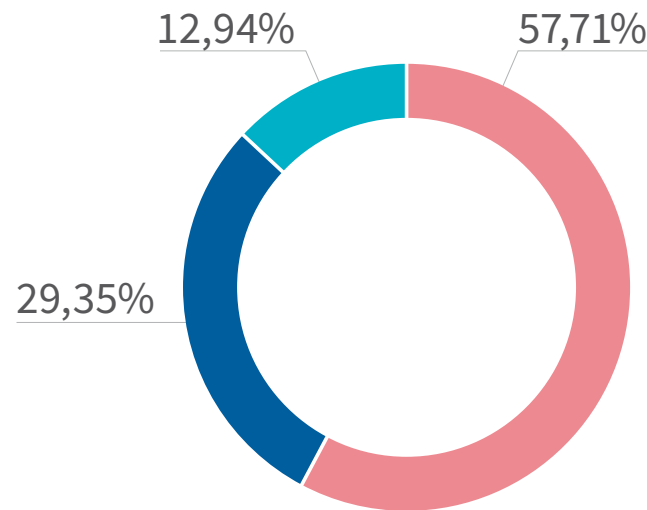


At the end of the first quarter of 2015, within the frames of the Partner Programme of the .pl domain Registry, NASK cooperated with **201** Registrars from all over the world. **116** NASK Partners had their registered offices in Poland, **59** were seated in other European countries and **26** beyond Europe.

From **2.5 million** domain names active in DNS so much as **77.61%** were serviced by the Registrars from Poland, **12.80%** by European Registrars and **9.59%** by Registrars from other countries.

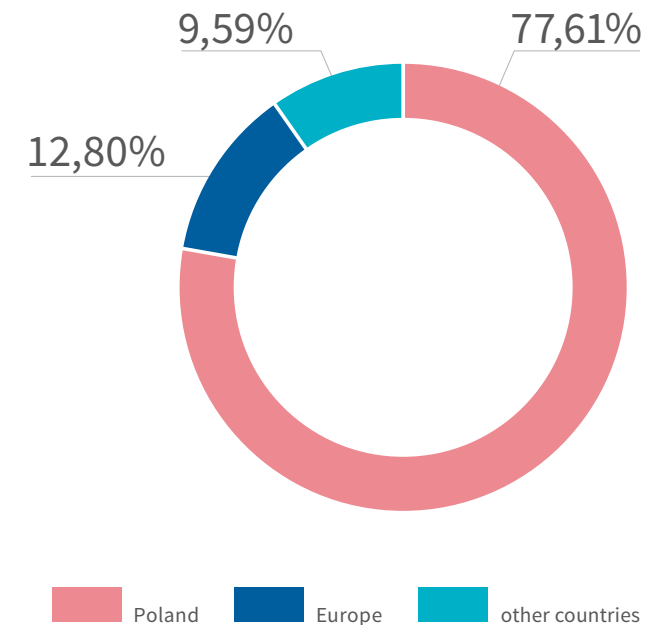
Partners of NASK, division by place of residence, Q1 2015

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.pl domain name market share between Partners considering the place of residence, Q1 2015

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MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES

From among **2 539 962** .pl domain names active in DNS at the end of March 2015 **99.18%** were serviced by NASK Partners, while remaining **0.82%** directly by NASK.

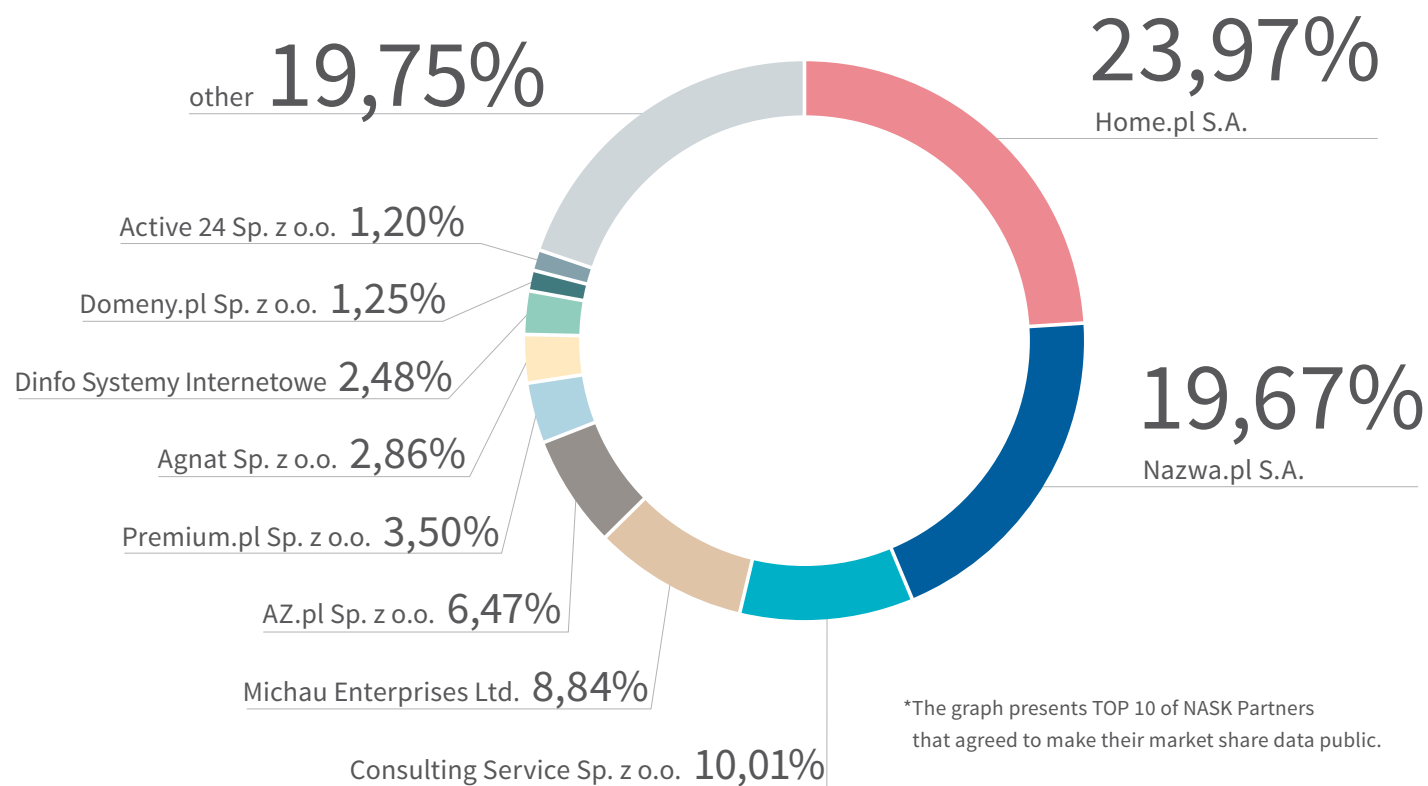
More than **80%** of names were serviced by the TOP 10 Registrars, presented in the Report. The highest number of names, **23.97%**, was serviced, similarly as in previous years, by Home.pl S.A. The successive places were taken by the following Registrars: Nazwa.pl S.A. with the share of **19.67%**, Consulting Service Sp. z o.o., servicing **10.01%** of names and with the share **below 9%**: Michau Enterprises Ltd. (**8.84%**), AZ.pl Sp. z o.o. (**6.47%**), Premium.pl Sp. z o.o. (**3.50%**), Agnat Sp. z o.o. (**2.86%**), Dinfo Systemy Internetowe (**2.48%**), Domeny.pl Sp. z o.o. (**1.25%**) and Active 24 Sp. z o.o. (**1.20%**).

The NASK Partners from beyond the presented TOP 10, serviced totally **19.75%** of .pl domain names at the end of the first quarter of 2015.

Only three of the presented Registrars recorded, in the first quarter of 2015, positive growth dynamics of the number of serviced domain names. The highest growth dynamics, **5.88%**, was accomplished by Nazwa.pl S.A., the following positive results were noted by Premium.pl Sp. z o.o., **2.21%**, and Consulting Service Sp. z o.o., **2.09%**.

Market share between Partners considering .pl domain names, Q1 2015*

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MARKET SHARE BETWEEN PARTNERS CONSIDERING NEW REGISTRATIONS

NASK's Partners in the first quarter of 2015 assisted in concluding **99.99%** out of **284 806** new agreements on registration and maintenance of .pl domain names.

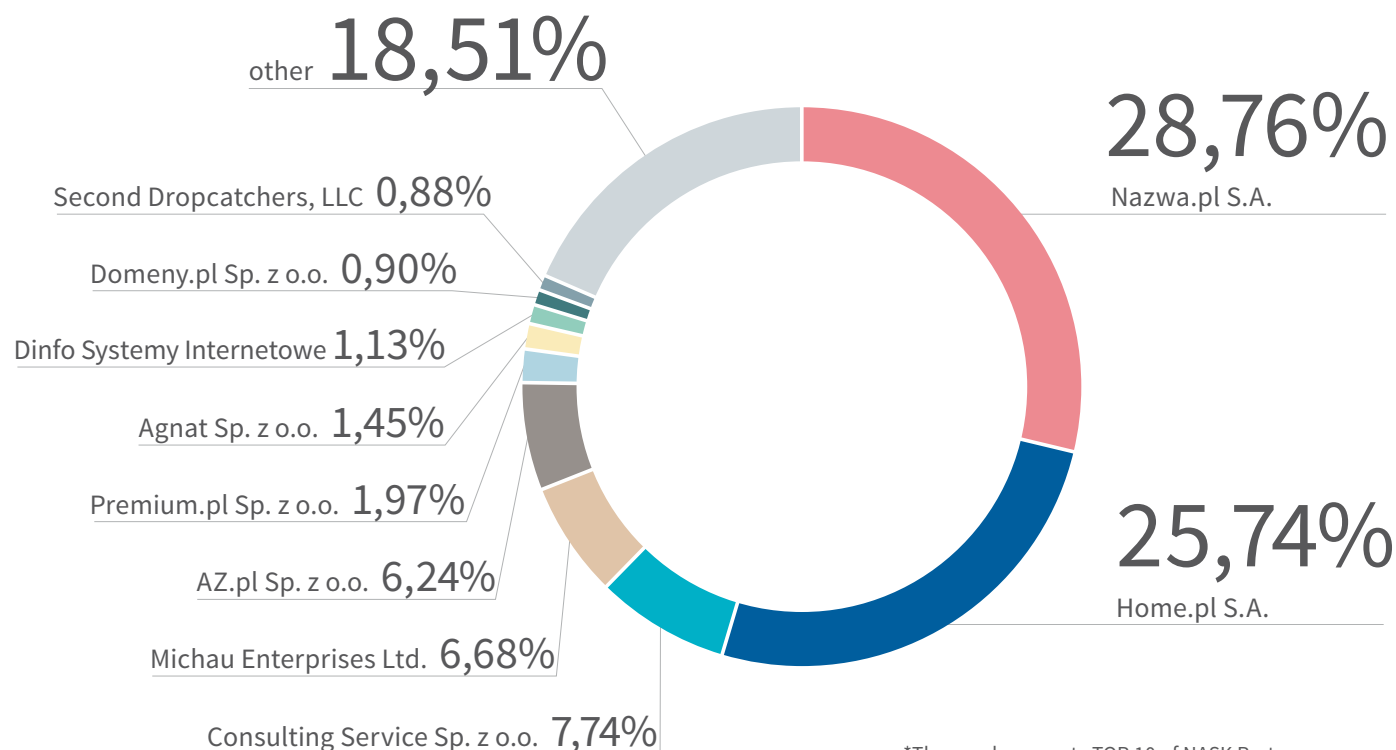
The share of two Registrars, most frequently chosen in entering a new name to the .pl domain Registry, amounted in total to **54.50%**: they were Nazwa.pl S.A., which serviced **28.76%** and Home.pl S.A., servicing **25.74%** of new registrations.

The shares of the remaining Registrars were as follows: Consulting Service Sp. z o.o. **7.74%**, Michau Enterprises Ltd. **6.68%**, AZ.pl Sp. z o.o. **6.24%**, Premium.pl Sp. z o.o. **1.97%**, Agnat Sp. z o.o. **1.45%**, Dinfo Systemy Internetowe **1.13%**, Domeny.pl Sp. z o.o. **0.90%** and Second Dropcatchers, LLC **0.88%**.

The Partners from beyond the presented TOP 10 serviced totally **18.51%** of new .pl domain name registrations.

**Market share between Partners
considering new .pl domain name registrations, Q1 2015***

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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

The total number of the .pl domain Registrants, at the end of the first quarter of 2015, amounted to nearly **981 thousand**. This number was by almost **21 thousand** higher than the number of the Registrants of the Registry since a part of them was being serviced simultaneously by different Registrars due to holding a larger number of domain names.

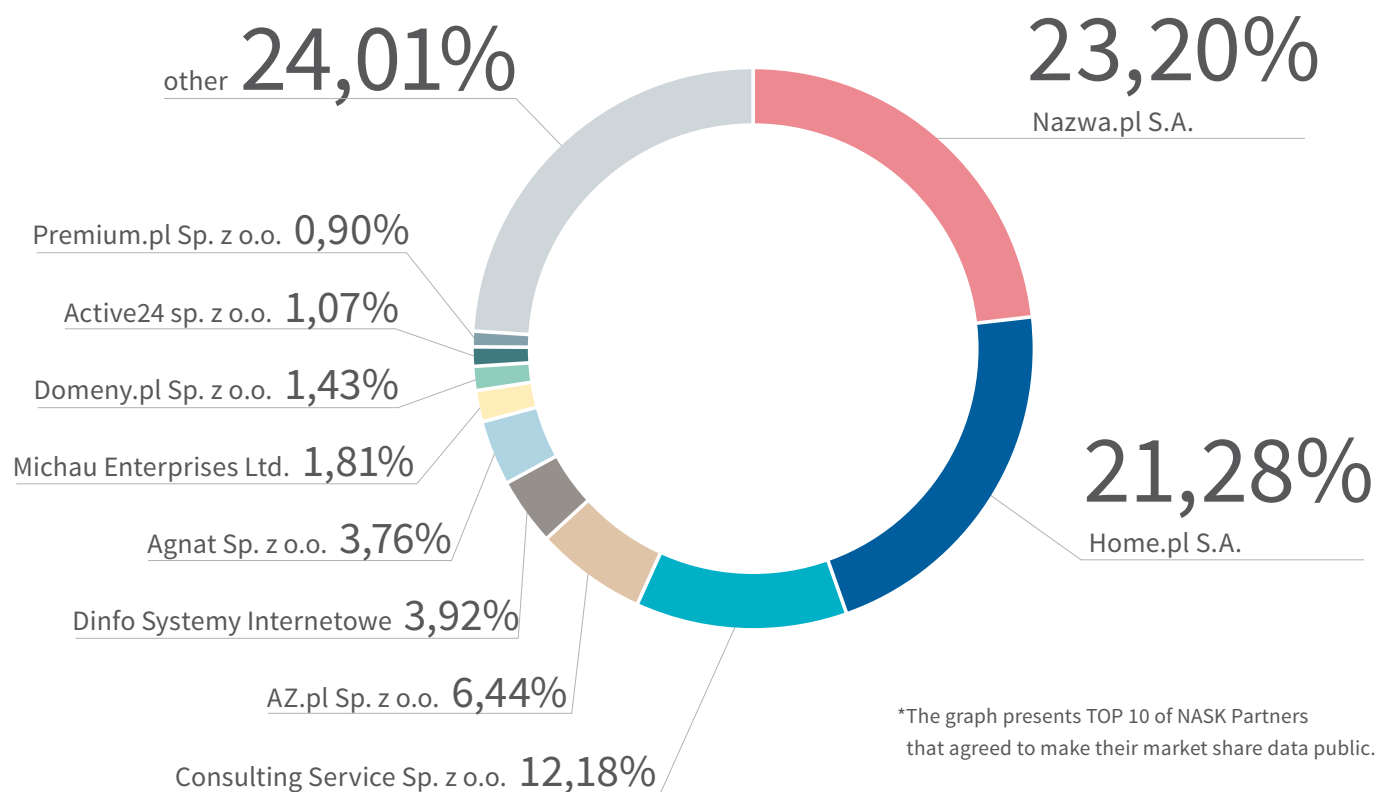
The largest number of the Registrants of the Registry was serviced by Nazwa.pl S.A., namely **23.20%** out of **981 thousand** Registrants. The number of Registrants, serviced by Home.pl S.A., was lower by near **2p.p.**, amounting to **21.28%**. On the third place, by account of the number of serviced Registrants, was Consulting Service Sp. z o.o. with the share of **12.18%** of Registrants. In the TOP 10 of the presented NASK's Partners, with the share **below 7%**, were located at the end of March 2015: AZ.pl Sp. z o.o. (**6.44%**), Dinfo Systemy Internetowe (**3.92%**), Agnat Sp. z o.o. (**3.76%**), Michau Enterprises Ltd. (**1.81%**), Domeny.pl Sp. z o.o. (**1.43%**), Active 24 Sp. z o.o. (**1.07%**) and Premium.pl Sp. z o.o. (**0.90%**).

A positive quarter growth dynamics of the number of serviced Registrants, at the end of March 2015, was attained by Michau Enterprises Ltd. (**3.19%**), Nazwa.pl S.A. (**2.71%**), Consulting Service Sp. z o.o. (**2.43%**), Home.pl S.A. (**0.56%**), Premium.pl Sp. z o.o. (**0.48%**), Active24 Sp. z o.o. (**0.11%**).

The share of the Registrars from beyond the TOP 10, presented in the Report, amounted in total to **24.01%**, whereas the quarter dynamics was at the level of **2.02%**.

Market share between Partners
considering .pl domain name Registrants, Q1 2015*

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

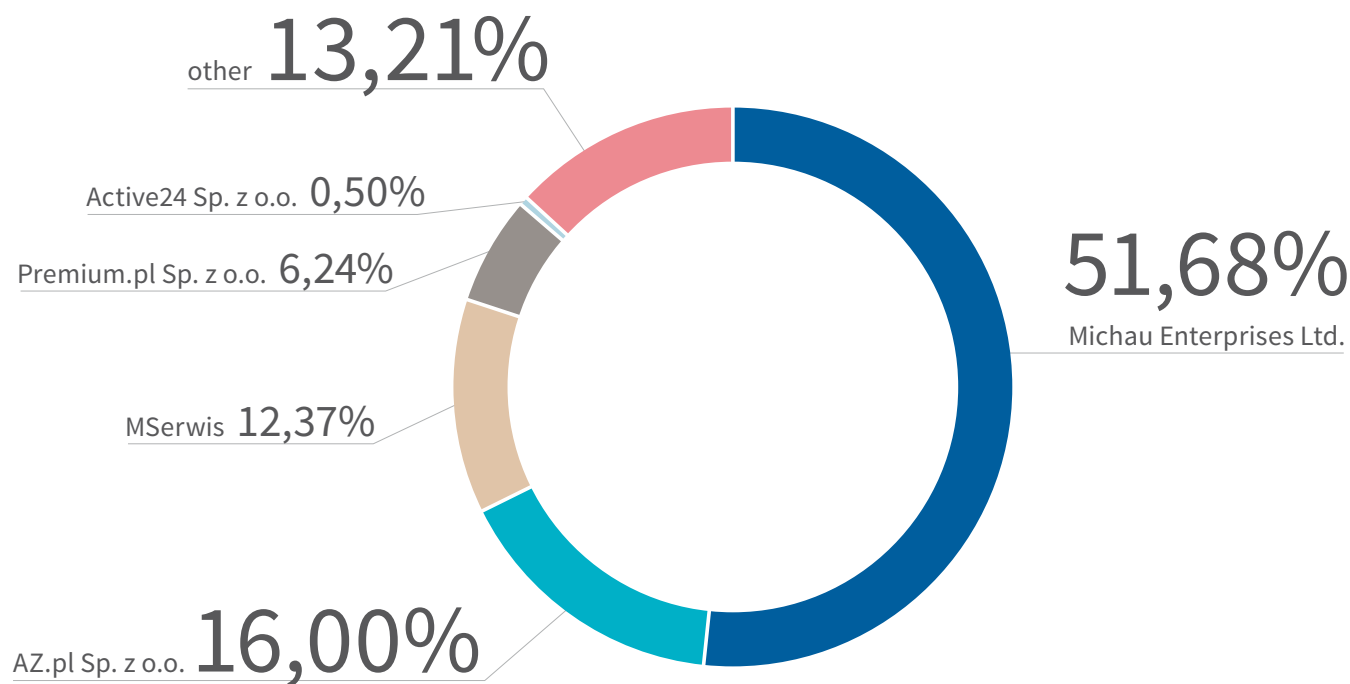
MARKET SHARE BETWEEN PARTNERS CONSIDERING DNT REGISTRATIONS

In the first quarter of 2015 fifteen NASK's Partners assisted in concluding **12 196** agreements on 14-day .pl domain name tests, the so called DNTs. **51.68%** of tests were carried out via one Registrar – Michau Enterprises Ltd. The successive most frequently chosen Registrars in testing .pl domain names were: AZ.pl Sp. z o.o., with the share in the number of tested names at the level of **16.00%**, MSerwis, with the share of **12.37%**, Premium.pl Sp. z o.o., with **6.24%** and Active24 Sp. z o.o. servicing **0.50%** of tests.

The NASK's Partners from beyond the presented TOP 5 serviced totally **1 611** .pl domain name tests which constitutes **13.21%** of all the tests carried out in the first quarter of 2015.

DNT market share between Partners, Q1 2015*

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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

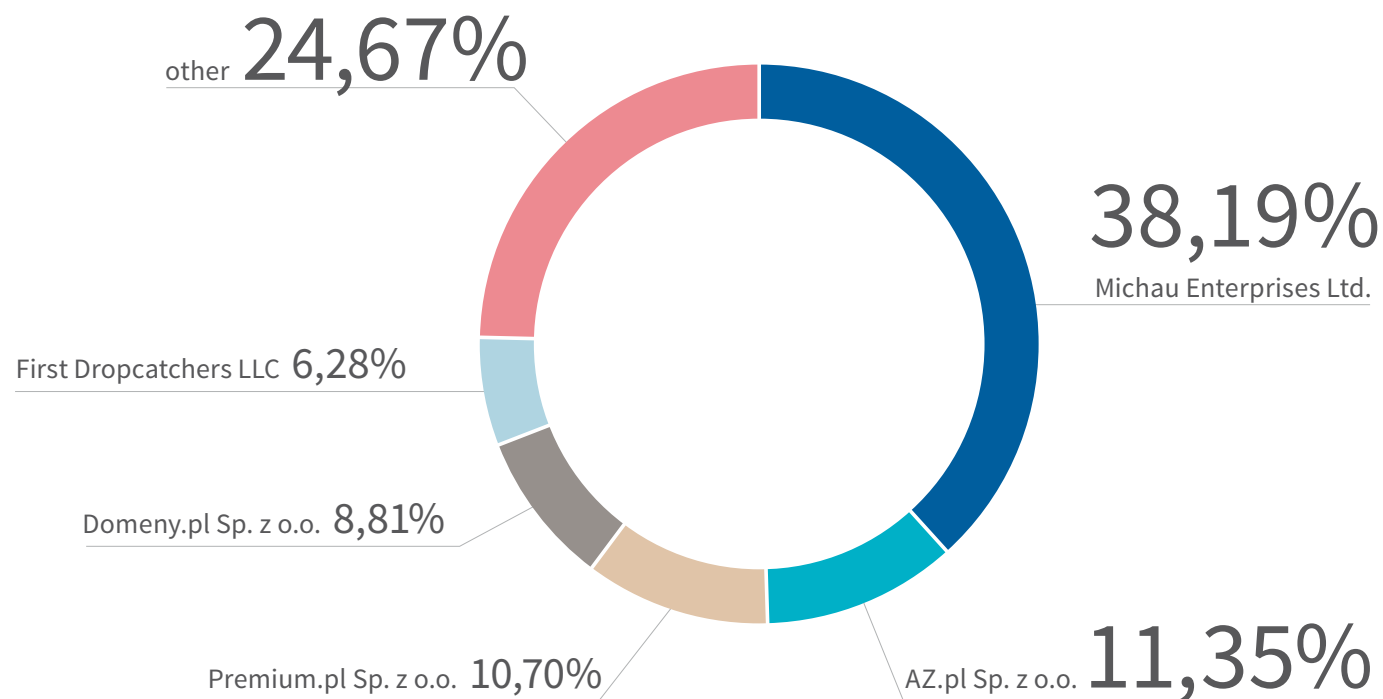
The five Registrars, presented in the Report, serviced **75.34%** out of **2 757** agreements on options for .pl domain name registration concluded in the first quarter of 2015. During that three months in total **29** Registrars assisted in concluding agreements on options.

The highest number of agreements on options, **38.19%**, was concluded via Michau Enterprises Ltd. Further most frequently chosen Registrar was AZ.pl Sp. z o.o., which assisted in **11.35%** of agreements. In the first five there were also: Premium.pl Sp. z o.o., with the share in the options market at the level of **10.70%**, Domeny.pl Sp. z o.o., with the share of **8.81%** and First Dropcatchers LLC, with the share of **6.28%** in the market of options for .pl domain name registration.

The Registrars, from beyond the presented Top 5, serviced in total **680** new agreements on the options for registration of the .pl domain name.

WLS market share between Partners, Q1 2015*

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