CentralNic Group: An overview

CentralNic Group plc (AIM: CNIC) is the developer and operator of software platforms providing web - presence services to customers in over 250 countries. Listed on the London Stock Exchange in 2013 with 240 staff in 14 countries in 4 distinct business divisions.

CentralNic Registry is a leading registry platform and distributor of registries’ domain names, on an exclusive basis, through retailers globally
- 116 TLDs on CentralNic Registry platform
- Manager of .SK ccTLD
- 7.4m domains under management

CentralNic Retail operates numerous online retailers providing domain names, websites, hosting, email, and SSL certificates.
- 2+ million domain names under management
- Customers in 250 countries
- 24 x 7 customer support

CentralNic Corporate meets the domain management needs of corporate clients
- Corporate domain name management
- Brand protection services
- Security solutions
- Services for ‘dot Brand’ registries.

CentralNic Reseller one of the leading reseller registrar globally
- 5 million domain names and associated products.
- Over 4,000 resellers in over 100 countries
- Offers over 1,000 different Top Level Domain endings
New Registry Services
New Registry Services - Commercially & Technology-led

- **Globalization of the TLD**
  - What does the ccTLD mean elsewhere in the world? .ME, .CO, .MP
  - Liberalization of registration policies
  - Engagement with global registrars

- **Value-add services**
  - SSL – biggest growth product on Internet
  - DNS Solutions – safe, secure, stable
  - Hosting – Utilisation of redundant capacity
  - Premium Names – unlocking the value

- **Registry Lock**
  - Highly profitable – secure and trusted solution
  - Key for global brands

- **Registrar capabilities**
  - Own storefront (.e.g. www.nic.fo)
  - Additional channel to market

- **Registry solutions – time for change?**
  - Traditional registry solutions have either been based on a Shared Registry System (SRS), located remotely or In-country software running on local infrastructure - Need to balance cost with sovereignty of data
  - Proven migration process and plan

- **Implementation of DNS-SEC**
  - Eliminate major DNS threats such as spoofing hijacking and cache poisoning
  - Creation of trusted infrastructure

- **Secondary DNS/Outsourced DNS offering**
  - Supports globalization strategy

- **Homograph blocking**
  - Ability to block mixed-script registrations which are often used for phishing attacks
Case Study – Technical and Commercial Revolution - .SK

- Slovakian TLD previously under Central control
- Over 6,000 accredited registrars needed to be migrated
- TLD recognised for open community engagement
- Moved to CentralNic back-end in 2017
- Registration restrictions removed
- New pricing strategy implemented
- New product development in place (DNSSec, SSL)
- Greater engagement with Registrars

More Active Registrars ✔
More DUMs ✔
Higher Renewal rates ✔
More Revenue ✔
Greater engagement ✔
Questions