



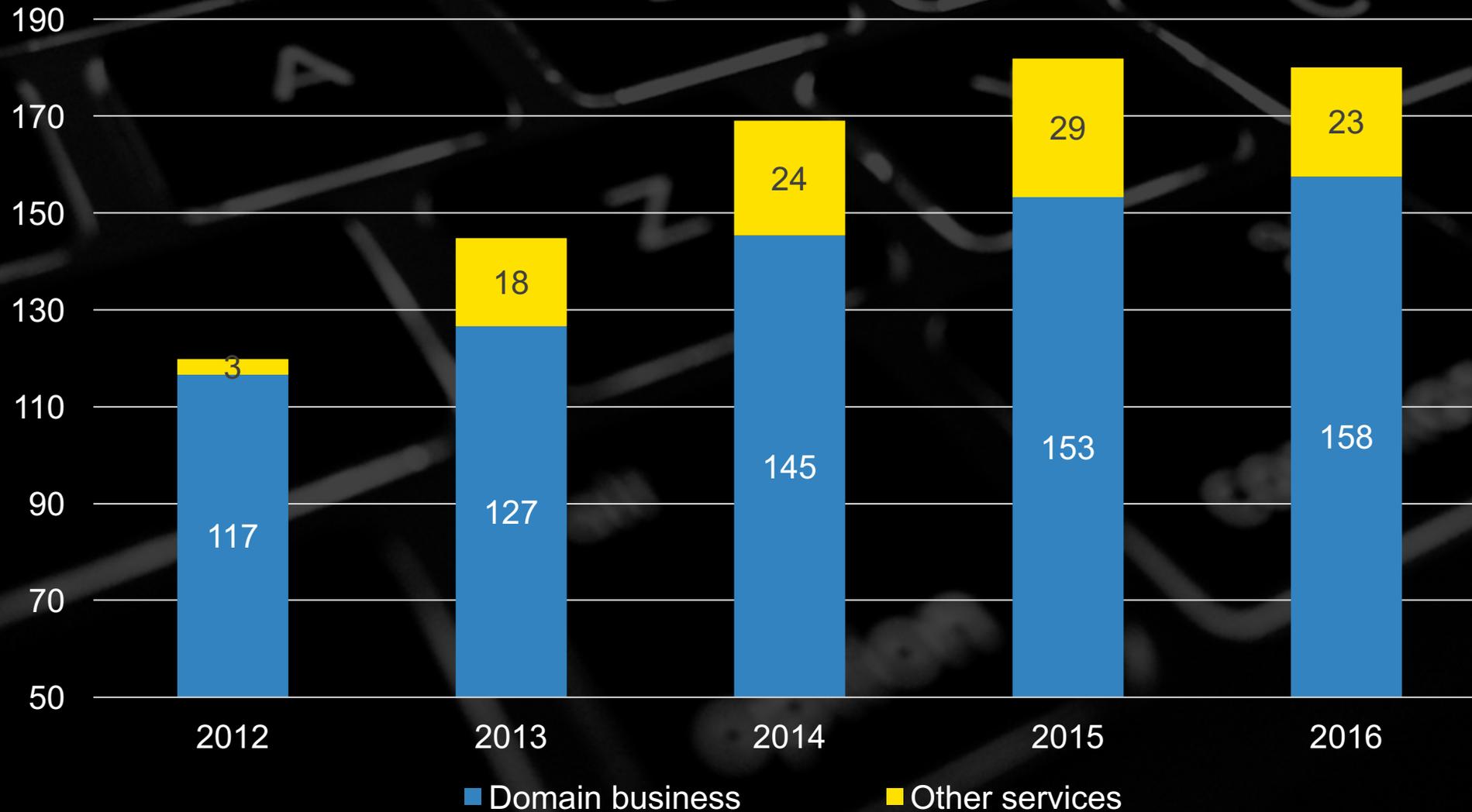
The Internet Foundation in Sweden (IIS)

November 2017

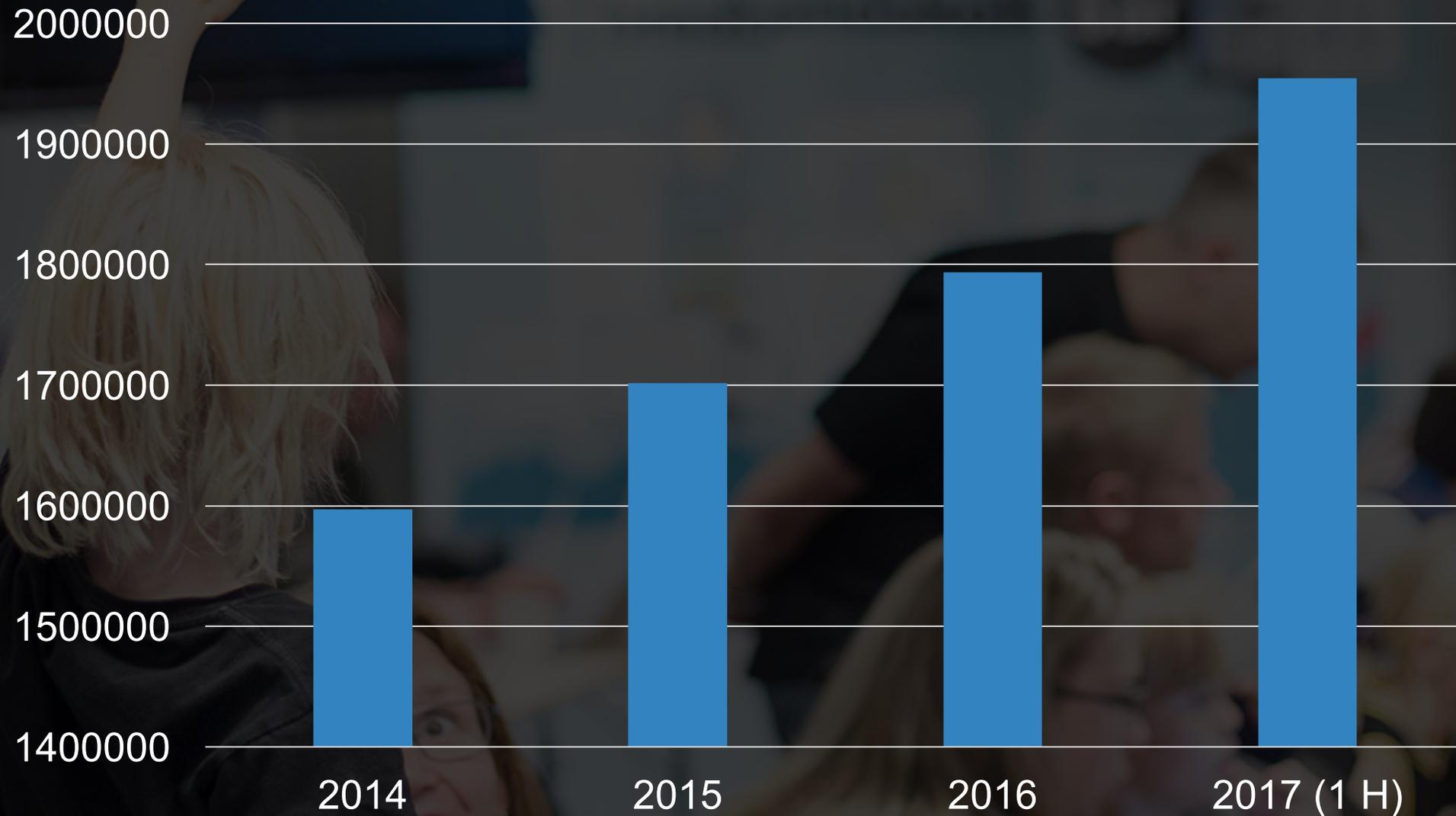
The past three years of IIS?

- Strong growth for both .se and .nu. Stronger than expected.
- Trendsetter: increased prices.
- No impact of new gtld's in the Swedish market, decreasing strength of legacy gtld's.
- Strong growth of other business in the both the e-identity federations and the testing services for ICANN.

Division of revenue (MSEK)



Total amount of active domains (both .se och .nu)



Focus now?

- Increase market share for .se and .nu in the Swedish market.
- Increase market share for .nu in the Dutch market.
- Roll out a new registry system 2018.
- Growth in renewal rate for both .se and .nu.
- Invest in our innovation hub Goto10 and increase our education and training services towards the school sector.

The coming years

- Onboarding of more tld's. Do not rule out acquisition.
- Strong growth in other business, high expectations for e-identity federations. Could be as big as domain business in five years from now.
- My dream: One registry system/service for the nordic market, a win-win for all involved both registries and registrars.
- Double our activities and efforts in developing the internet i Sweden.