



# Statement of Direction and Goals

(incorporating strategy, key performance indicators  
and 3-year budgets)

for the 3 Years  
2009 - 2010 to 2011 - 2012

*28<sup>th</sup> November 2008*

Confidential to .nz Registry Services and its shareholder InternetNZ



# NZRS Statement of Direction and Goals

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## Introduction

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This NZRS Statement of Direction and Goals has been prepared under the Planning and Reporting framework adopted by InternetNZ Council following the 2007 InternetNZ Structural Review.

That framework provides for this Statement of Direction and Goals to include strategic direction, key performance indicators and 3-year budgets.

This is the first year NZRS has prepared such a Statement of Direction and Goals, and much of its content would, under the previous planning and reporting protocol, have been provided in the Company Plan submitted by NZRS to InternetNZ as shareholder following the completion of NZRS's annual planning and budgeting cycle in late March each year. That timing was based on NZRS's need for certainty relating to several of its most significant budget items -

- The future domain name fee - certainty on this derives from the annual domain name fee review process which culminates in the joint NZRS-DNCL recommendation to InternetNZ's March Council meeting;
- The dividend payable to InternetNZ - usually advised to NZRS following InternetNZ's December Council meeting; and
- The DNC Management Fee payable to DNCL - usually advised to NZRS in December each year.

NZRS appreciates however the need for InternetNZ to receive this Statement of Direction and Goals at this time in the planning and budgeting cycle, and the NZRS Board has therefore approved this document for submission to InternetNZ Council to enable it to prepare consolidated plans and budgets for consultation with members.

NZRS has not yet received InternetNZ's Statement of Expectations which would normally be a key input to the company's planning processes. We understand the reason for the delay in receiving the Statement of Expectations in this first year of operating under the new planning and reporting framework. We have however had the opportunity to discuss the draft indicative contents of the 2009 - 2010 Statement of Intentions for NZRS with Rose Percival, the consultant drafting the business units' Statements of Intent for Council's consideration and have reflected the focus of those draft indicative contents in this Statement of Direction and Goals.

Given the above comments, this Statement of Direction and Goals is draft, and the budget in particular may change taking into account the following factors:

- NZRS's ongoing work on the budget for domain name fee review purposes (including key assumptions regarding domain name growth), and the fee review budget may vary from that included in this draft document if major assumptions change as the domain name fee review process progresses.



- NZRS will prepare and the NZRS Board will approve, final budgets (which may vary from this draft) by the end of March 2009 incorporating :
  - (a) The DNCL Management fee advised by DNCL
  - (b) InternetNZ's advice regarding dividends
  - (c) InternetNZ's decision on the joint DNCL-NZRS Domain name fee recommendation
  - (d) Any adjustments required to reflect major variances from forecast financial performance for the balance of 2008 - 2009 financial year, especially where they have a material impact on the assumptions underlying the budget for the 2009 - 2010 year
  - (e) The income tax consequences of any decision received prior to late March from the Charities Commission on NZRS's application for charitable status.
- In addition the final form of the Statement of Expectations from InternetNZ may necessitate some change to this draft Statement of Direction and Goals, as may feedback to NZRS by InternetNZ following its consultation with members on the overall InternetNZ group's strategy and budgets.

The NZRS will provide to InternetNZ as shareholder, its final 3-year budget, incorporating any changes arising from the above factors, in early April 2009.

## **NZRS Vision, Mission and Values**

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Vision:

*Excellence in registry management through superior service and the innovative application of technology.*

Mission:

*To provide robust, reliable registry services enabling people, entities and communities to access the internet.*

The themes behind this choice of Vision and Mission are:

- NZRS enables the use of the Internet and the domain name system for .nz users through the operation of the registry.
- NZRS is the guardian and manager of the Shared Registry System (SRS) and the .nz Domain Name System (DNS).
- NZRS provides registrars with access to the .nz register, and maintains an accurate reliable register of the .nz domain names and the DNS Service.
- The SRS and DNS are part of New Zealand's core infrastructure and enable people, entities and communities to access the internet reliably, continuously and cost effectively.
- Reliability, accuracy and a strong technical platform, supported by professional business processes that ensure the stability and continuity of the DNS.



- NZRS adds value through its business management processes, technical skills and professional service-focused relationships.
- NZRS provides superior registry systems and management capability.
- NZRS supports the aims and objectives of its shareholder, InternetNZ.

The Board, management and staff are committed to the following set of values in the way NZRS operates:

- ethical behaviour shown by professional practice with integrity
- excellence in service and systems through continuous improvement, technological innovation and understanding the customers
- independence of contribution, diversity of views
- commitment to leadership, innovation and an outward focus
- respect for fair competition in the market place through efficiency and transparency.

These values shape the culture of the company.

## Strategic Focus

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Three strategic goals underpin NZRS's strategy over the short to medium term to 2011 - 2012. These are to:

- Deliver continuous domain name availability to registrars, their customers and all internet users.
- Continuously improve and deliver world class registry services.
- Make a tangible contribution to the achievement of InternetNZ's vision, mission and strategic goals.

1. *To deliver continuous domain name availability to registrars, their customers and all internet users.*

NZRS will achieve this through the strategies of:

- continuous improvement
- maintaining security of the system
- maintaining accuracy of the system
- maintaining the reliability of the system
- reinvesting in technology
- valuing stakeholder input, leveraging networks and relationships to identify and pursue opportunities
- identifying and evaluating alternative registry service offerings
- staying abreast of alternatives to the use of Domain Names and DNS.



2. *To continuously improve and deliver world class registry services.*

NZRS will achieve this through the strategies of:

- continuous improvement of operations
- developing and applying core capabilities
- investing in and leveraging technology for business improvement
- monitoring, interpreting and utilising .nz and international market information and benchmarking of NZRS services
- contributing to domain name forums on .nz and internationally on technical and delivery matters
- building relationships to constructively contribute to .nz policy and the future market direction
- building relationships that will allow partnerships to be developed.

3. *To make a tangible contribution to the achievement of InternetNZ's vision, mission and strategic goals.*

NZRS will achieve this through the strategies of:

- providing a predictable and sustainable dividend income stream to InternetNZ
- actively participating in the InternetNZ group forums, such as the Business Development and Sustainability Committee
- actively seeking, in conjunction with other business units, alternative income streams to reduce NZRS and InternetNZ's reliance on domain name fees as the sole source of income
- maintaining effective working relationships with all other InternetNZ business units and actively exploring and implementing ways to achieve greater co-operation and collaboration with other business units to the benefit of the wider internet community
- operating in accordance with InternetNZ's core values - openness and transparency, leadership, ethical behaviour and stewardship, while taking into account the need for commercial sensitivity around some of the company's activities and reporting.

## **The Changed NZRS Operating Environment**

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NZRS is currently operating in an environment of change - both external and internal - providing both risks and opportunities.



The following factors are contributing to this changed environment and will be the subject of close monitoring and consideration by NZRS:

- The impacts, risks and opportunities resulting from ICANN's freeing up of the gTLD market (creating a key change in the domain name operating environment).
- The impacts and risks to NZRS's financial performance from the reduction in the domain name growth experienced to date across 2008 - 2009 (growth is below budget and below that of earlier years).
- The impacts of the current global and New Zealand economic conditions and outlook.
- The impacts and opportunities arising from the implementation of the InternetNZ Structural Review and closer working relationships between the business units.
- The impacts, short-term transition risks and medium to longer-term opportunities arising from the implementation of NZRS's Organisation Capacity and Capability Review.

## Key Priorities

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To ensure an appropriate focus on its strategic goals within the changed operating environment, NZRS's priorities for the planning period are:

- Continuing its strong focus on the company's core business of:
  - (a) providing value for customers through a fast, robust, reliable, value for money service
  - (b) respecting and protecting the rights and interests of the registrants
  - (c) generating income (in the form of dividends) to support the goals of the shareholder
  - (d) utilising technology innovatively to provide a more cost effective, superior service
  - (e) influencing the market and industry environment through partnerships with key stakeholders
  - (f) keeping abreast of the market and industry developments in the technology sector to identify trends and growth opportunities
  - (g) maintaining professional service-focused relationships.
- Implementing the NZRS Board-approved recommendations from the recent NZRS Organisation Capacity and Capability Review undertaken to ensure the company has the appropriate resourcing in terms of strategic leadership capacity and capability and an ongoing commitment to continuous improvement and technical innovation to deliver a world class registry system.
- Identifying and pursuing all opportunities to leverage the company's core competency of registry management with its associated competencies of:
  - (a) delivery of critical infrastructure systems requiring 24/7 availability
  - (b) leveraging of technology for service provision and cost effectiveness
  - (c) contract management (supplier and customer)



- (d) relationship management
- (e) leveraging of market information.
- Ensuring that the exploration of opportunities for new revenue streams which are consistent with the company's core business and competencies do not unknowingly or inappropriately increase the company's risk profile or that of the .nz register operation or assets.
- Actively participating in the InternetNZ group Business Development and Sustainability Committee and assisting the Committee to fulfill its responsibility to identify, at the strategic level, business development and sustainability initiatives, and undertake a project co-ordination role as business units' management undertake the project analysis.
- Implementing any changes arising from the review and replacement Service Level Agreement with DNCL Ltd (both companies have committed to a replacement SLA by 31<sup>st</sup> March 2009).

## Key Performance Targets

The main operational, financial and investment key performance targets for the 2009 - 2010 year are as follows:

### Operational key performance targets

#### (a) Domain name growth:

Domain name growth for 2009 - 2010 year is budgeted at an average net growth of 2,000 per month, from a starting point of 358,186 forecast domain names as at 31<sup>st</sup> March 2009 (324,722 at 31<sup>st</sup> March 2008). The same average net monthly domain name growth of 2,000 is also budgeted for each of 2010 - 2011 and 2011 - 2012.

This is less than the actual growth rate experienced over recent years, reflecting the slow-down in net growth experienced this current financial year.

Net domain name growth	Actual 2007 - 2008	Forecast 2008 - 2009	Budget 2009 - 2010	Budget 2010 - 2011	Budget 2011 - 2012
Total	51,970	33,464	24,000	24,000	24,000
Avg /mth	4,330 <i>(budget 4,000)</i>	2,788 <i>(budget 4,500, reforecast from November 2,000)</i>	2,000	2,000	2,000





A more detailed analysis of net domain name growth across the last 12 months is contained in Appendix 2.

Domain name fee income, for draft budgeting purposes, is based on the current fee level \$1.50 per month.

#### (b) System Availability

NZRS's key performance targets for SRS and DNS systems availability are based on the current Service Level Agreement (SLA) with DNCL, which contains a suite of availability and response times metrics. The company has consistently met the key metrics under the SLA and is budgeting to do so across this planning period.

NZRS's key performance targets based on the main availability metrics under the SLA re:

Availability	Current SLA Metric	Actual 2007 - 2008	Forecast 2008 - 2009	Budget 2009 - 2010	Budget 2010 - 2011	Budget 2011 - 2012
SRS	99.90 %	> 99.90 % <i>(achieved 12 out of 12 months)</i>	at least 99.90 %	at least 99.90 %	at least 99.90 %	at least 99.90 %
DNS	100.0 %	100.00 % <i>(achieved 12 out of 12 months)</i>	100.0 %	100.0 %	100.0 %	100.0 %
Whois	99.90 %	> 99.90 % <i>(achieved 12 out of 12 months)</i>	at least 99.90 %	at least 99.90 %	at least 99.90 %	at least 99.90 %

A more detailed analysis of the operational key performance indicators across the last 12 months is contained in Appendix 2, and the full set of operational KPI's are published in the monthly NZRS-DNCL newsletter and on the DNCL website.

As noted above in Key Priorities, NZRS and DNCL have agreed to review and replace the current Service Level Agreement by 31<sup>st</sup> March 2009. The key performance targets in this Statement of Direction and Goals are based on those under the current SLA and do not include any impacts, particularly financial, of any changes to those metrics under a new SLA. The principles under which any revisions to the metrics will take place are yet to be discussed and agreed by NZRS and DNCL, but the NZRS Board's current view is that the principles should reflect factors such as:

- Performance measures and targets are closely linked to customer satisfaction
- Performance measures allow comparison with other ccTLDs and targets are set to reflect international best practice
- Performance measures based on improved performance are cost effective; i.e. they do not drive increases in domain name fees which are unacceptable to customers or reduce their overall level of satisfaction.



## Financial key performance targets

NZRS's financial performance indicators relate to each year's domain name fee revenue, net profit after tax, dividend to InternetNZ, retained earnings, capital expenditure and liquidity ratio maintenance.

Appendix 1 contains information on the key assumptions underlying the budgets for the planning period, together with annual budgeted Statements of Financial Performance, Financial Position and Cash Flow.

The financial performance indicators derived from the draft budget are summarised as follows:

		Actual 2007 - 2008	Forecast 2008 - 2009	Budget 2009 - 2010	Budget 2010 - 2011	Budget 2011 - 2012
Domain name fee revenue	\$'000	6,073	6,352	6,720	7,136	7,558
Expenses	\$'000	3,183	3,966	4,511	4,284	4,447
Net Profit before tax	\$'000	3,662	3,081	2,782	3,464	3,782
Net Profit after tax	\$'000	2,425	2,157	1,948	2,425	2,647
Dividend	\$'000	1,700	2,112	2,221	2,365	2,509
Retained earnings	\$'000	751	45	(274)	60	138
Capital expenditure	\$'000	159	459	445	200	200
Liquidity ratio (31-Mar)	Req'mt is > 100 %	131 %	119 %	110 %	111 %	111 %

Two key assumptions underpinning the budgets are:

- NZRS continues to pay income tax. While the company has applied for charitable status, the lack of certainty around the likely success of this application or the timing of it, has necessitated the continuation of the tax status quo for this planning and budgeting round.
- The current dividend policy applies, whereby for budgeting purposes NZRS assumes a dividend based on the average growth in domain names over each financial year.

Other budget assumptions are noted in Appendix 1.



### Investment key performance targets

Investment targets are based predominantly around capital expenditure for major technical developments and the estimated expenditure required upon termination of the Exchange Place lease late in the 2009 - 2010 financial year, where allowance has been made for either a refurbishment of Exchange Place on renewal of the lease for a further term or a fit-out of alternative premises if the InternetNZ group decides a move from Exchange Place is more appropriate.

Key investments across the planning period relate to:

- The completion of the DNS Roadmap in 2009 - 2010, including Anycast DNS servers and DNSSEC;
- The completion of the TBSR recommendations in 2009 - 2010, including the development of the EPP proxy;
- The refurbishment or relocation fit-out expenditure consequential upon expiry of the Exchange Place lease in February 2010.

The next Technical and Business Systems Review (TBSR) of NZRS's core registry systems is scheduled for 2013, and is therefore outside this planning period. Accordingly there is no provision for either operational expenditure (for the expenditure involved in undertaking the review) or capital expenditure (for implementation of review investment or re-development recommendations) in any of the years of this draft budget.



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## Appendix 1 – Budgets for the 3 Years to 31<sup>st</sup> March 2012

### A. Key Budget Assumptions

#### 1. General Assumptions

- All financial amounts noted in the Statement of Financial Performance budget exclude GST.
- NZRS continues to be the head lessee for the Exchange Place premises and overall InternetNZ group accommodation costs continue to be shared with other InternetNZ business units on the current basis of 35% NZRS and 65% other InternetNZ business units.
- The current dividend policy based on increases in dividends reflecting increases in domain names held in the register continues, and no additional special dividends are paid.
- NZRS continues to pay income tax (if the company's current application for charitable status is successful a review of these budgets will be undertaken).
- Implementation of the NZRS Organisation Capacity and Capability Review recommendations will be complete by 31<sup>st</sup> March 2009.
- NZRS continues to pay a management fee to Domain Name Commission Ltd.

#### 2. Business Operations

##### 2.1 Current Operations

Domain name growth for the three years to 2011 - 2012 has been budgeted at a net growth rate of 2,000 names per month and \$1.50 per Domain name per month.

##### 2.2 Other Operations

The budgets are based on a continuation of NZRS's current business model and exclude the impact of any business opportunities that may arise. While such opportunities will be investigated, the budget is premised on the company's .nz domain name business, and no specific provision has been made in the budgets for potential business growth and opportunities arising from:

- Any new business opportunities that may be investigated and pursued
- Any significant events/developments in the economy as a whole which have not been identified.



### 2.3 Domain Name Growth and Term

Monthly Domain Fee	1.50
Average Domain Name term for names longer than 1 month	13.50 months
Est. Names in Register at 1 April 2009	358,186
Forecast 12 Monthly Growth	24,000

### 3. Capital Expenditure

Year	Capital Expenditure	Notes
2008 - 2009	\$459,000	Implementation of the DNS Roadmap and TBSR recommendations, general replacement of equipment
2009 - 2010	\$445,000	Completion of the implementation of the DNS Roadmap and TBSR recommendations, general replacement of equipment
2010 - 2011	\$200,000	Replacement of equipment
2011 - 2012	\$200,000	Replacement of equipment



## B. Summarised Draft Budgets

### New Zealand Domain Name Registry Limited BUDGETED STATEMENT OF FINANCIAL PERFORMANCE

	08-09 Act/Proj. \$	09-10 Proj. \$	10-11 Proj. \$	11-12 Proj. \$	Total Act/Proj. \$
<b>INCOME</b>					
Registry Fees	6,352,222	6,720,710	7,135,749	7,558,281	27,766,962
Interest Received	505,385	402,236	433,415	482,914	1,823,950
<b>TOTAL</b>	<b>6,857,607</b>	<b>7,122,946</b>	<b>7,569,164</b>	<b>8,041,195</b>	<b>29,590,912</b>
<b>DIRECT COSTS</b>					
DNC Fee	1,095,600	1,150,380	1,207,899	1,268,294	4,722,173
DNS Hosting	134,471	223,200	234,360	246,078	838,109
DNS Networking	159,102	214,260	224,973	236,223	834,558
DNS Support	81,956	92,600	97,230	102,091	373,877
SRS Hosting	31,532	34,320	36,036	37,838	139,726
SRS Networking	72,771	107,690	113,075	118,728	412,264
SRS Maintenance & Support	375,553	467,100	490,455	514,978	1,848,086
TBSR	199,945	265,000	0	0	464,945
Other IT	109,097	131,650	138,233	145,145	524,125
<b>TOTAL</b>	<b>2,260,027</b>	<b>2,686,200</b>	<b>2,542,261</b>	<b>2,669,375</b>	<b>10,157,863</b>
<b>GROSS PROFIT</b>	<b>4,597,580</b>	<b>4,436,746</b>	<b>5,026,903</b>	<b>5,371,820</b>	<b>19,433,049</b>
<b>OTHER EXPENSES</b>					
OVERHEADS	1,497,306	1,476,840	1,427,203	1,500,743	5,902,092
Depreciation	208,959	348,737	314,748	277,335	1,149,779
<b>TOTAL OTHER EXPENSES</b>	<b>1,706,265</b>	<b>1,825,577</b>	<b>1,741,951</b>	<b>1,778,078</b>	<b>7,051,871</b>
<b>OTHER INCOME (EXPENSE)</b>	<b>189,780</b>	<b>171,012</b>	<b>179,562</b>	<b>188,540</b>	<b>728,894</b>
<b>NET PROFIT</b>	<b>3,081,095</b>	<b>2,782,181</b>	<b>3,464,514</b>	<b>3,782,282</b>	<b>13,110,072</b>
<b>INCOME TAX</b>	<b>(924,329)</b>	<b>(834,654)</b>	<b>(1,039,354)</b>	<b>(1,134,685)</b>	<b>(3,933,022)</b>
<b>PROFIT AFTER TAX</b>	<b>2,156,766</b>	<b>1,947,527</b>	<b>2,425,160</b>	<b>2,647,597</b>	<b>9,177,050</b>
<b>DIVIDEND ACCRUAL</b>	<b>(2,112,000)</b>	<b>(2,221,116)</b>	<b>(2,365,116)</b>	<b>(2,509,116)</b>	<b>(9,207,348)</b>
<b>RETAINED EARNINGS</b>	<b>44,766</b>	<b>(273,589)</b>	<b>60,044</b>	<b>138,481</b>	<b>(30,298)</b>
<b>CUMULATIVE</b>	<b>44,766</b>	<b>(228,823)</b>	<b>(168,779)</b>	<b>(30,298)</b>	<b>(30,298)</b>



**New Zealand Domain Name Registry Limited**  
**BUDGETED STATEMENT OF FINANCIAL POSITION**

	<b>Opening Actual \$</b>	<b>Mar-09 Proj. \$</b>	<b>Mar-10 Proj. \$</b>	<b>Mar-11 Proj. \$</b>	<b>Mar-12 Proj. \$</b>
<b>FIXED ASSETS</b>					
Software	654,488	654,488	654,488	654,488	654,488
Office Equipment	85,340	125,340	165,340	205,340	245,340
Computer Hardware	600,135	940,822	1,245,822	1,405,822	1,565,822
Leasehold Improvements	102,091	102,091	202,091	202,091	202,091
Accumulated Depreciation	(1,116,973)	(1,271,395)	(1,619,761)	(1,934,509)	(2,211,844)
	325,081	551,346	647,980	533,232	455,897
<b>INTANGIBLE ASSETS</b>					
TradeMarks	8,619	8,619	8,619	8,619	8,619
Accumulated Depreciation	(7,014)	(8,248)	(8,619)	(8,619)	(8,619)
	1,605	371	0	0	0
<b>CURRENT ASSETS</b>					
Bank	6,915,407	7,442,106	7,731,813	8,573,959	9,580,197
Trade Debtors	675,861	684,216	729,777	775,296	820,856
Provision for Tax	58,571	0	0	0	0
Prepayments	9,471	21,404	21,404	21,404	21,404
Interest Receivable	149,800	177,488	177,488	177,488	177,488
	7,809,110	8,325,214	8,660,482	9,548,147	10,599,945
<b>CREDITORS DUE WITHIN ONE YEAR</b>					
Trade Creditors	254,890	316,708	348,742	239,633	250,941
Other Creditors	62,482	48,839	77,005	98,984	105,643
Deferred Income	4,175,133	4,720,137	5,389,945	6,121,714	6,907,951
Provision for Tax	0	152,810	127,922	196,156	227,934
Rent in Advance	49,620	0	0	0	0
	4,542,125	5,238,494	5,943,614	6,656,487	7,492,469
<b>NET CURRENT ASSETS</b>	3,266,985	3,086,720	2,716,868	2,891,660	3,107,476
<b>TOTAL NET ASSETS</b>	<u>3,593,671</u>	<u>3,638,437</u>	<u>3,364,848</u>	<u>3,424,892</u>	<u>3,563,373</u>
<b>CAPITAL &amp; RESERVES</b>					
Share Capital	30,000	30,000	30,000	30,000	30,000
Reserves	3,563,671	3,608,437	3,334,848	3,394,892	3,533,373
	<u>3,593,671</u>	<u>3,638,437</u>	<u>3,364,848</u>	<u>3,424,892</u>	<u>3,563,373</u>
<b>Liquidity</b>	131%	119%	110%	111%	111%
<b>Surplus Cash over Required Liquidity</b>	1,639,298	1,166,898	680,861	847,926	918,692



**New Zealand Domain Name Registry Limited**  
**BUDGETED CASHFLOW**

	<b>08-09</b>	<b>09-10</b>	<b>10-11</b>	<b>11-12</b>	<b>Total</b>
	<b>Act/Proj.</b>	<b>Proj.</b>	<b>Proj.</b>	<b>Proj.</b>	<b>Act/Proj.</b>
	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
<b>RECEIPTS</b>					
Invoiced Sales	200,171	191,554	201,202	211,266	804,193
Registry Fees	7,766,215	8,269,614	8,806,240	9,342,866	34,184,935
Fee Change Revenue	2	0	0	0	2
Interest Received	505,385	402,236	433,415	482,914	1,823,950
TradeMarks	1	0	0	0	1
	<u>8,471,774</u>	<u>8,863,404</u>	<u>9,440,857</u>	<u>10,037,046</u>	<u>36,813,081</u>
<b>PAYMENTS</b>					
Payments	4,677,677	5,073,974	4,717,822	4,818,967	19,288,440
Income Tax	712,948	859,542	971,120	1,102,907	3,646,517
GST	442,450	419,065	544,653	599,818	2,005,986
Dividend Paid	2,112,000	2,221,116	2,365,116	2,509,116	9,207,348
	<u>7,945,075</u>	<u>8,573,697</u>	<u>8,598,711</u>	<u>9,030,808</u>	<u>34,148,291</u>
<b>NET CASH FLOW</b>	526,699	289,707	842,146	1,006,238	2,664,790
<b>OPENING BANK</b>	6,915,407	7,442,106	7,731,813	8,573,959	6,915,407
<b>CLOSING BANK</b>	7,442,106	7,731,813	8,573,959	9,580,197	9,580,197





## Appendix 2 - Detailed Net Domain Name Growth and SLA Metrics

### 1.1 Net Domain Name Growth : November 2007 to October 2008

	Nov 2007	Dec 2007	Jan 2008	Feb 2008	Mar 2008	Apr 2008	May 2008	Jun 2008	Jul 2008	Aug 2008	Sep 2008	Oct 2008
Total	311,198	314,053	317,772	321,817	324,722	328,951	332,794	336,305	339,612	342,345	344,293	348,186
Growth over previous month	5,752	2,855	3,719	4,045	2,905	4,229	3,843	3,511	3,307	2,733	1,948	3,893
Budget growth rate	4,000	4,000	4,000	4,000	4,000	4,500	4,500	4,500	4,500	4,500	4,500	4,500
Variance against budget	1,752	(1,145)	(281)	45	(1,095)	(271)	(657)	(989)	(1,193)	(1,767)	(2552)	(607)

### 1.2 Net Domain Name Growth : 2008 - 2012

The table below shows actual Domain names to October 2008. From November 2008 the Budgeted domain name growth is 2,000 per month.

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2008-09	328,951	332,794	336,305	339,612	342,345	344,267	348,186	350,186	352,186	354,186	356,186	358,186
2009-10	360,186	362,186	364,186	366,186	368,186	370,186	372,186	374,186	376,186	378,186	380,186	382,186
2010-11	384,186	386,186	388,186	390,186	392,186	394,186	396,186	398,186	400,186	402,186	404,186	406,186
2011-12	408,186	410,186	412,186	414,186	416,186	418,186	420,186	422,186	424,186	426,186	428,186	430,186

### 2. SLA Operational Key Performance Indicators - November 2007 to October 2008

	SLA Metric	Nov 2007	Dec 2007	Jan 2008	Feb 2008	Mar 2008	Apr 2008	May 2008	Jun 2008	Jul 2008	Aug 2008	Sep 2008	Oct 2008
SRS	99.90%	100.00%	100.00%	99.97%	100.00%	100.00%	100.00%	100.00%	100.00%	99.99%	99.97%	99.98%	99.91
DNS	100.0%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Whois	99.90%	100.00%	100.00%	99.97%	99.99%	100.00%	100.00%	100.00%	100.00%	100.00%	99.99%	100.00%	99.91

