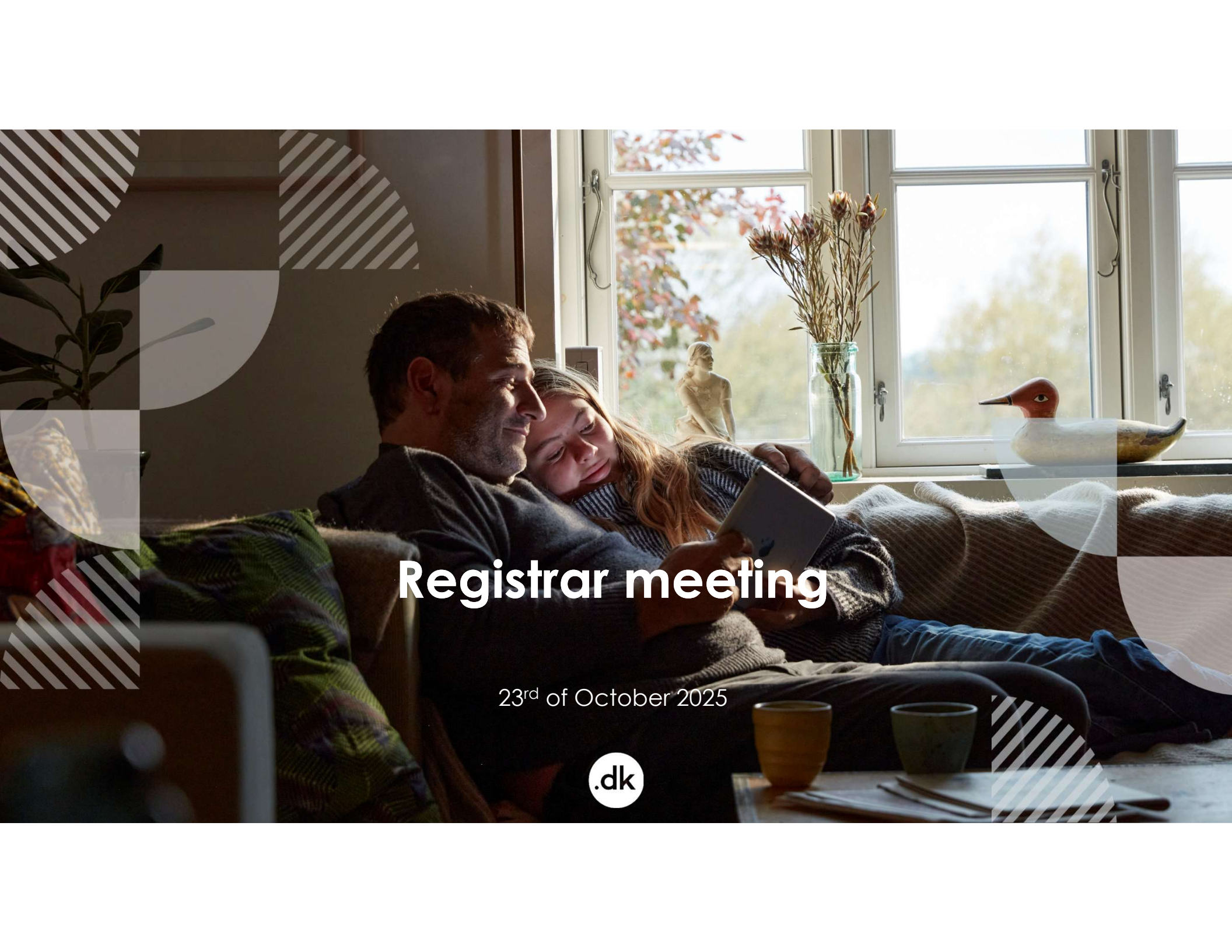




Registrar meeting

23rd of October 2025



Who is in the call?



**Jakob
Truelsen**
CEO



**Malene H.
Stokholm**
Communications
Manager



Elin Smeby
Relationship
Manager



**Mathias
Baltzen**
Customer service
employee



**Bertram
Frewald**
Customer service
employee



Lotte Storm
CFO



Kristian Hansen
Senior Consultant



Laila S. Jensen
Head of Legal



Erwin Lansing
Head of IT & Security

Agenda

1. Welcome
2. We are changing the administration model
 - Main timeline
 - New registrar agreements
 - Requirements for registrars
 - The incentive agreement
 - Selection of registrars
 - How it has been received
 - What about the registrants not registrar managed by July 1st , 2028?
4. Discussion
5. Any Other Business (AOB)

Scenarier

	"Sole Registry"		Hybrid		Primarily Registrar management		Only Registrar management	
	Registry	Registrar	Registry	Registrar	Registry	Registrar	Registry	Registrar
Update of DNS and .dk-zonen	✓		✓		✓		✓	
Setting terms for the right of use	✓		✓		✓		✓	
sale of right of use	✓			✓		✓		✓
Updating customer information and DNS	✓		✓	✓		✓		✓
Invoicing the end customer	✓		✓	✓		✓		✓
ID-kontrol og adressevalidering	✓		✓	✓	✓	✓		✓
Who has a contractual relationship with the customer?	✓		✓	✓	✓	✓		✓

4 reasons

1. It should be easy to be a customer

We are making it simpler for most customers to own a .dk domain name. One provider. One invoice.

2. Same model as other registries

International harmonization ensures continued high competition.

3. Free up resources at Punktum dk

This will free up resources at Punktum dk, which will be used for further initiatives aimed at keeping the .dk zone as secure and free from misuse as possible.

4. Increased requirements to registrars

Requirements that can provide registrants with a professional service and contribute to making the .dk zone as secure as possible.



We must deal with the concerns

Rising prices

- There is no evidence that prices will rise. They will only rise if competition disappears.
- Foreign players currently opt out of the .dk zone because it is too costly to work with .dk due to the two existing models.
- By eliminating one model, this barrier is removed, and it may lead to intensified competition because customers will be able to purchase a .dk domain name from more providers.
- Competitive pressure will keep prices down. This is the experience gained from other areas.

Registrant protection

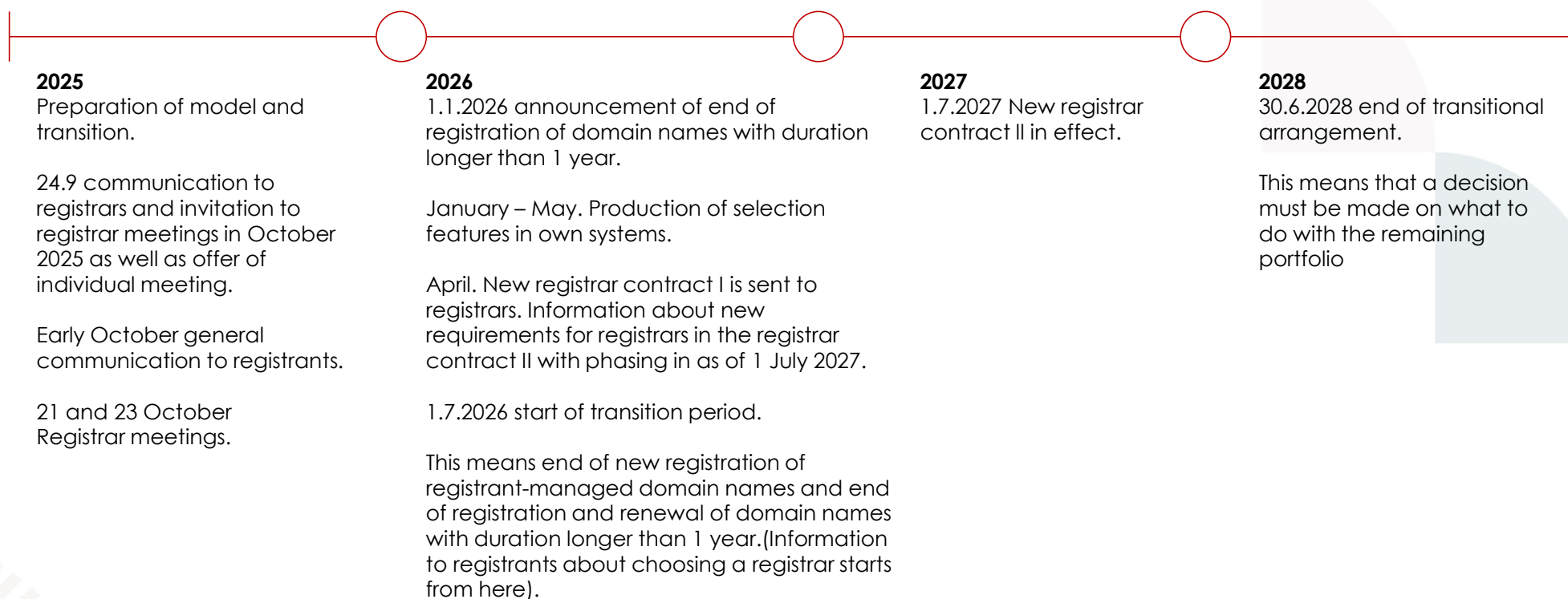
- We will retain the option for registrants to move in and out of registrar management, and to exit financially locked-in situations.
- Furthermore, we will continue to offer the option for direct restoration with us.

High security on .dk domain names risks being lowered

- We maintain data control and ID verification as activities we perform, if they are not carried out in a similar manner by others.
- We are tightening the requirements for registrars regarding their own security and their ability to deliver secure solutions to their customers.
- We maintain and develop models to create incentives for registrars to make the .dk zone as secure as possible.



Macro timeline



Registrar contract

REGISTRAR CONTRACT I

October 2025 Registrar meetings

November 2025 – February 2026

Working meetings with registrars on, among other things, requirements for dealers and review of registrar contracts.

April 2026

New registrar contract I, which phases in new administration model, is sent to registrars

July 1, 2026

New registrar contract I, which phases in new administration model, must be concluded

REGISTRAR CONTRACT II

October 1, 2026.

Draft of new registrar contract II, with stricter requirements for registrars, is sent to registrars for technical review

January 1, 2027

Issue of registrar contract II with stricter requirements for registrars. Must be signed no later than June 30, 2027.

July 2027

Final dealer contract II enters into force

Terms and conditions

TERMS AND CONDITIONS I

April 1, 2026

Notification of new terms of use, phasing in new administration model.

July 1, 2026

New terms come into effect.

TERMS AND CONDITIONS II

From July 1, 2028

New terms that completely phase out registrant management.



Registrars of the future



Registrars of the future

Have the sale and administration of domains as an integrated part of their business

So, you can offer the products that .dk domain customers expect, and where the registrar has basic and necessary knowledge of DNS, the domain ecosystem, and good domain name practice.

Because the .dk domain customers must have competent advice and access to necessary products.

Professional Customer Service

Provide a professional customer experience and deliver the service that customers expect.

Because we require that .dk domain customers receive professional and competent handling.

Secure Systems and Secure Solutions

Have secure systems and be able to deliver secure solutions to .dk domain customers.

Comply with all applicable legislation at any given time, as well as Punktum dk's requirements for security measures and security solutions for customers.

Because the security of registrars and registrants must be guaranteed, along with the security of the users of .dk domains.

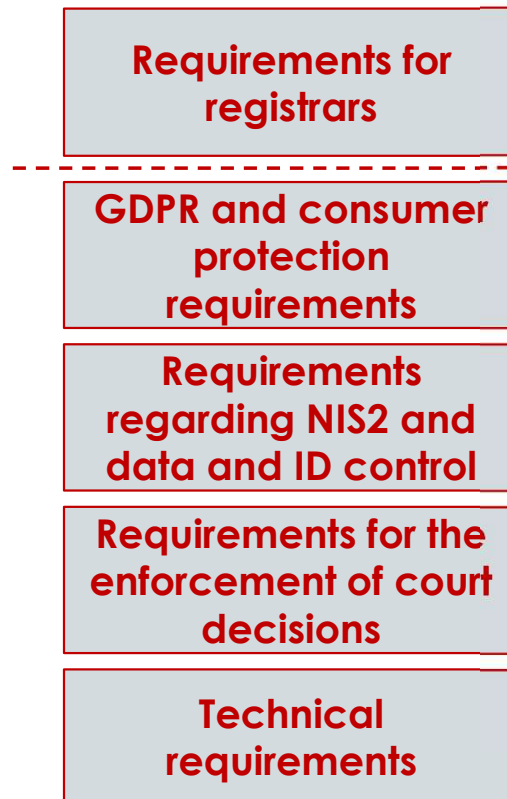
Ability to Work Digitally

Possess a technical infrastructure that can handle the automated registration, renewal, and transfer of domain names through Punktum dk's machine interface.

Because we desire the most effective form of collaboration so that domain registration can occur as simply and efficiently as possible.



We set explicit requirements to get the registrars of the future



Have sale and administration of domains as an integrated part of their business

So, you can offer the products that .dk domain customers expect, and where the registrar has basic and necessary knowledge of DNS, the domain ecosystem, and good domain name practice.

Because the .dk domain customers must have competent advice and access to necessary products.

Requirements

1. The Registrar must be able to document knowledge of the following subjects:
 - Knowledge of good domain name practice
 - Knowledge of basic DNS
 - Knowledge of the domain ecosystem
 - Familiarity with Punktum dk's terms and procedures
2. The Registrar must be able to offer and administer name services themselves or via a re-seller.
3. Familiarity and routine with standard domain handling operations such as registration, transfer between registrars, termination, transfer of ownership, renewal, and redemption of domain names.
4. Registrars must run their business with the sale of domains in mind.
5. All Registrars must appear on the published list of registrars with the specified profile information. To guide customers. This refers to the profile information Punktum dk makes public, such as contact details, service area.

Professional Customer Service

Provide a professional customer experience and deliver the service that customers expect.

Because we require that .dk domain customers receive professional and competent handling.

Requirements

1. The Registrar must offer the registrant assistance with the management of their domain, and clearly state opening hours and contact channels.
2. The Registrar must offer: Restore of suspended domains for their own customers. Execution of registrar transfers by providing the Auth-ID to the registrant, regardless of the reason and without undue delay.
3. A Registrar may use a re-seller, and when doing so, it is the Registrar's responsibility to ensure that the re-seller complies with the requirements set for the Registrar.
4. Regarding .dk domains, the Registrar must ensure that the communication of procedures, prices, and terms towards the registrant is clear, so that the registrant can easily familiarize themselves with this information. Furthermore, company information must be clearly displayed on the Registrar's website.



Secure Systems and Secure Solutions

Have secure systems and be able to deliver secure solutions to .dk domain customers.

Comply with all applicable legislation at any given time, as well as Punktum dk's requirements for security measures and security solutions for customers.

Because the security of registrars and registrants must be guaranteed, along with the security of the users of .dk domains.

Requirements

1. The Registrar must support:
 - Multi-factor authentication on any self-service solution.
 - A public channel for receiving abuse notifications.
 - Interaction with Punktum dk's abuse contact.
2. The Registrar must be able to deliver DNSSEC signing for domain names.
3. The Registrar must work with their own fundamental security in systems and organization, as well as security awareness.



Ability to Work Digitally

Possess a technical infrastructure that can handle the automated registration, renewal, and transfer of domain names through Punktum dk's machine interface.

Because we desire the most effective form of collaboration so that domain registration can occur as simply and efficiently as possible.

Requirements

1. Registrars must use Punktum dk's EPP interface (or any other API designated later) for data exchange with Punktum dk to ensure traceability and consistency in data, and the highest possible security during domain registration and administration.
2. Registrars must continuously keep their own profile and contact data updated so that it remains correct in Punktum dk's systems at all times.
3. The Registrar must not unnecessarily burden Punktum dk's systems with excessive traffic.



So we would like to have something to say about...

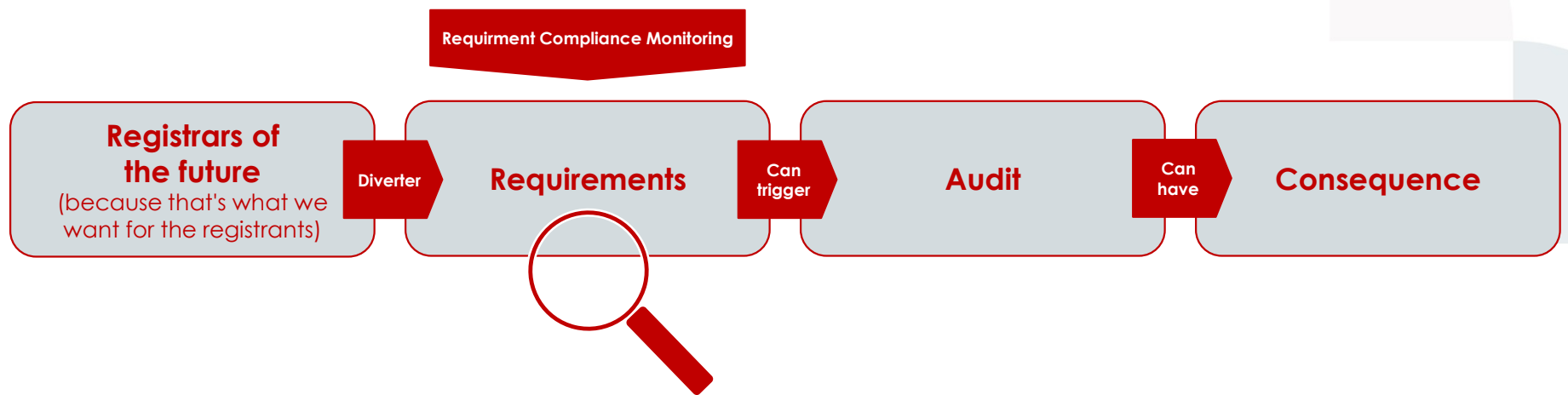
Registrars who are cooperative and committed

And actively participate and get involved in the collaboration with Punktum dk and in the development of joint solutions

Because it provides a better understanding of .dk domain management and ensures higher quality in new solutions

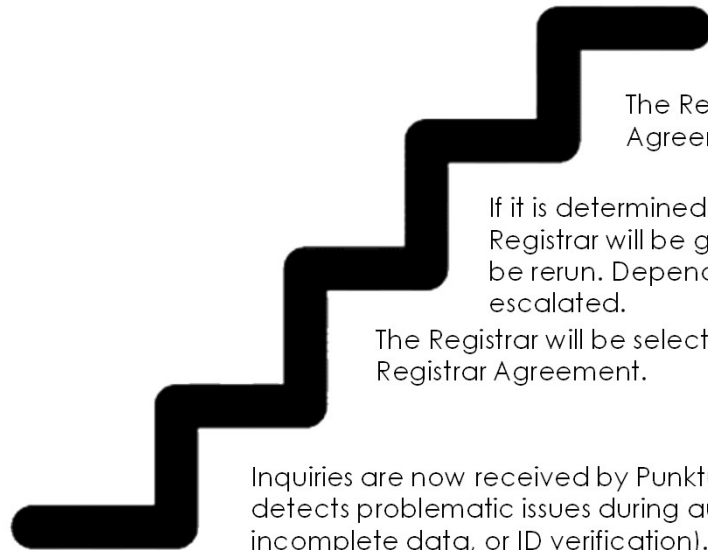
BUT we do NOT require that. We find another way to handle it.





The consequence ladder

**For later discussion:
What are reasonable
consequences?**



Inquiries are now received by Punktum dk from end-customers, or Punktum dk detects problematic issues during automated checks (customer data, incomplete data, or ID verification).

The Registrar will be selected for an audit on all or selected requirements in the Registrar Agreement.

If it is determined that the Registrar does not meet the requirements, the Registrar will be given a period to remedy the issues. Subsequently, the audit will be rerun. Depending on the outcome, the process will either be stopped or escalated.

The Registrar will receive a 'strike' or a financial penalty for failure to comply with the Registrar Agreement.

If you are a registrar now but do not offer registrar management now

- Therefore, effective July 1, 2026, you must be able to offer Registrar Management to your new customers.
- You will no longer be able to sell new domains with a validity period longer than 1 year.
- From July 1, 2028, you must be compliant with the new requirements set for registrars (refer to the previous review).

Incentives today

2 DKK. pr. domain name pr. year that is
located on to the registrar's name servers
and have DNSSEC signing

Registrar management
2 DKK. pr. domain name pr. year

Incentives today

2 DKK. pr. domain name pr. year that is located on to the registrar's name servers and have DNSSEC signing

Discontinued

Incentives future

2 DKK. pr. domain name pr. year that is located on to the registrar's name servers and have DNSSEC signing

??

Probably more security technologies(as they are known from sikkerpaa nettet.dk)
TLS / STARTTLS, SPF/DKIM, DMARC

To be determined

Here you can choose your future registrar

Here you can choose your future registrar. Based on the information we have about you, we believe that the most obvious choice for you will be the registrar below because it indicates that your website and possibly mail server are run by them.

Navn	Webhotel	E-mail	DNSSEC	Hjemmesideprogram	IPv6	Hosting i EU	Dansk support	Engelsk support	Kun DNS	Egne navneservere	Nyregistrering	Fornyelse	
 Provider APS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	DKK 5,00	DKK 80,00	Vælg

Navn	Webhotel	E-mail	DNSSEC	Hjemmesideprogram	IPv6	Hosting i EU	Dansk support	Engelsk support	Kun DNS	Egne navneservere	Nyregistrering	Fornyelse	
 FIONIA IT ApS	✓	✓	✓	✓	✓	✓	✓	✓	—	—	DKK 85,00	DKK 85,00	Vælg
 NETIM	—	✓	✓	—	✓	✓	—	✓	✓	✓	EUR 16,00	EUR 26,00	Vælg
 ODERLAND Webbhotell AB	✓	✓	✓	✓	✓	✓	—	✓	—	—	SEK 211,25	SEK 211,25	Vælg
 DANDOMAIN A/S	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	DKK 36,25	DKK 80,00	Vælg
 Lexsynergy Limited	—	—	✓	—	✓	—	—	✓	—	—	EUR 124,00	EUR 300,00	Vælg
 Internet SRS AB	✓	✓	✓	✓	✓	✓	—	✓	—	—	SEK 295,00	SEK 295,00	Vælg
 Domeneshop AS	✓	✓	✓	✓	✓	✓	—	✓	—	—	DKK 59,00	DKK 159,00	Vælg

Se flere





**How has it been
received?**



Announcement

Thursday 25th September

Information for all registrars by email (350 people)

Thursday, October 2nd

Registrant email (Registrant-Managed), 354,000

Monday, October 6th

- Press release
- LinkedIn
- Homepage



Reactions, 25th September – 10th October

Registrants

Calls: We have received 98 calls with questions about the new model out of 1,404 answered calls (7%)

Cases: We have registered 64 cases with questions about the new model out of 826 cases (8%)

Website visits (Registrant landing page – traffic from email): 7,300 visitors to the page for registrants, corresponding to 2% of those who received the email

Concerns:

Will the price increase?

I still want to host my domain myself - what can I do?

Inquiries directly to Jakob

Jakob has received six inquiries directly in his inbox

We had received a specific complaint, which has gone to the Danish Agency for Digitalisation

Registrars

- 73 inquiries
- General questions about the model
- More wants to be new registrars

LinkedIn

- Views: 65,000
- Reactions 71 (Likes, etc.)
- Comments 51
- Two critical posts – one with eight comments, the other with nine comments
- Several of the comments across posts come from the same people, and we are roughly 20-25 people who have expressed themselves critically on LinkedIn

Press

- Some negative comments related to article in Version 2
- Article in Computerworld

4. Managing a Domain Name on behalf of a Registrant

4.1 Registrar may in agreement with a Registrant assist in managing a Domain Name in one of two possible ways:

1. By agreement with Registrar the Registrant authorizes Registrar to take certain actions on behalf of the Registrant (hereinafter "Registrar Management"), which collectively include:

- Make payments to Punktum dk in connection with a conclusion of an agreement on the right of use to a Domain Name and the renewal and extension thereof, and with a restoration of a Domain Name, which has been suspended, where this is possible according to Terms and conditions for the right of use to a .dk domain name.
- Update the Registrant's contact information: Email address, telephone and telefax number and specified contact person if the Registrant is resident in Denmark and in addition postal address if the Registrant is resident outside Denmark.
- Manage name servers: Secure connection of at least two authoritative name servers, change name servers, attend to security measures, including about DNSSEC, register name servers under the Domain Name and optionally provide name server service.
- Carry out a name transfer of a Domain Name.
- Terminate the Registrant's agreement on the right of use to the Domain Name.

Registrar must inform Punktum dk in the manner specified by Punktum dk of changes to the Registrant's contact information and the registration period of the Domain name when such changes occur.

2. The Registrant may take certain actions himself to manage the right of use to a Domain Name or by agreement let Registrar assist (hereinafter "Registrant Management"). This assistance includes the following:

- Registrar may be appointed billing contact for the Registrant's Domain Name, which means that Punktum dk issues invoices to Registrar.
- Registrar may be appointed proxy for the Registrant to act on behalf of the Registrant to a limited extent, which includes: Initiate change of name servers, attend to security measures, including about DNSSEC, change the registration period for a Domain Name, replace the billing contact for the Registrant's Domain Name etc.
- Provide name server service and attend to security measures, including DNSSEC.

The billing contact's and the proxy's options to act on behalf of the Registrant, cf. section 4.1, no. 2, are described in more details on Punktum dk's website.

4.2 With an agreement pursuant to section 4.1 Registrar must ensure the existence of specific, informed, explicit, and verifiable consent from a Registrant.

4.3 Prior to obtaining consent, cf. section 4.2., Registrar must ensure that the Registrant is clearly and unambiguously presented with a text approved by Punktum dk, explaining the following:

1. The Registrant's right to Registrar Management, including what Registrant Management means, and how the Registrant's consent to this can be revoked by using the IT system provided by Punktum dk.
2. The Registrant's right to appoint Registrar billing contact and proxy for the Registrant, including what this means, and how the Registrant's consent to this can be revoked by using the IT system provided by Punktum dk.

REMEMBER



4. Managing a Domain Name on behalf of a Registrant

4.1 Registrar may in agreement with a Registrant assist in managing a Domain Name in one of two possible ways:

1. By agreement with Registrar the Registrant authorizes Registrar to take certain actions on behalf of the Registrant (hereinafter "Registrar Management"), which collectively include:

- Make payments to Punktum dk in connection with a conclusion of an agreement on the right of use to a Domain Name and the renewal and extension thereof, and with a restoration of a Domain Name, which has been suspended, where this is possible according to Terms and conditions for the right of use to a .dk domain name.
- Update the Registrant's contact information: Email address, telephone and telefax number and specified contact person if the Registrant is resident in Denmark and in addition postal address if the Registrant is resident outside Denmark.
- Manage name servers: Secure connection of at least two authoritative name servers, change name servers, attend to security measures, including about DNSSEC, register name servers under the Domain Name and optionally provide name server service.
- Carry out a name transfer of a Domain Name.
- Terminate the Registrant's agreement on the right of use to the Domain Name.

Registrar must inform Punktum dk in the manner specified by Punktum dk of changes to the Registrant's contact information and the registration period of the Domain name when such changes occur.

4.2 With an agreement pursuant to section 4.1 Registrar must ensure the existence of specific, informed, explicit, and verifiable consent from a Registrant.

What about those registrants who are not registrar managed on July 1, 2028?

There are several models.

It will be a decision for the Punktum dk board.

No decision has been made. There are no preferences for the final choice.

MODEL 1:

Registrant-managed domains are transferred to the registrar who operates the name service for the registrant (to the extent that they can be identified) For those for which a potential registrar cannot be identified, a concrete solution is found, e.g. after a smaller tender or similar.

MODEL 2:

The remaining group of registrant-managed domains is sought to be sold to a potentially interested registrar and is then transferred to this registrar.

Discussion

- Requirements for registrars
- Incentive scheme

Any Other Business

Wrap-up of the day