

## MISSION

**We provide a world-class UK national domain registry.**

We operate critical national infrastructure that's safe, secure and resilient. We use our expertise to support the economy, public services and contribute to the wider global internet community.

## VALUES



**We pull together**



**We bring a positive mindset**



**We keep it simple**



**We make things happen**

## STRATEGIC GOALS



**Excellent stewardship of .UK**



**Grow our registry services and DNS services**



**Champion a safe, secure & resilient internet**

***nominet***

## OUR 3 YEAR PRIORITIES



### Membership

Get more members engaged and seeing greater value in being part of Nominet beyond the discounted registration fees



### High quality registry

A high-quality registry, with lower abuse and better renewals  
Modernise the registrar experience



### Technology

Develop our software and data capability to drive service improvement for registrars and customers  
Retain control of our infrastructure



### Grow RSP & DNS business

Pursuing new revenue growth by leveraging our expertise in registry and DNS  
Expand our registry services TLD portfolio



### High performing organisation

Drive efficiencies by improving systems and processes & taking advantage of AI



### Public benefit

Public benefit programmes focused on online safety and support for the internet ecosystem