CHAIRMAN'S STATEMENT
主席報告

2014 was a year of trust building for .hk customers and brand owners.

The number of accredited .hk registrars was 26 in December. Of these, 19 are from overseas. The number of registrars is expected to remain at around 20 to 30 as there were fewer new applications compared with 2013.

The number of .hk/.香港 domain name registrations increased from 254,544 on 31 December 2013 to 272,833 on 31 December 2014, growth of 7.1% as compared with 5.1% in 2013. This higher growth rate may be due to the two price reductions in 2012 and 2013, and our registrars starting to gradually bring in more .hk registrations. We hope that the trend will continue in 2015.

Financially the Company remains sound. Highlights for the last four years are:

2014年可說是與.hk客戶及品牌持有人建立互信關係的一年。

於12月，.hk認可註冊服務商共26間，其中19間來自海外。相比起2013年，.hk註冊服務商的申請數目有所減少，預計總數將維持約20-30間。

.hk及.香港域名登記量由2013年12月31日的254,544個增至2014年12月31日的272,833個，全年增長為7.1%，較2013的5.1%為高。這較高的增幅相信是由於2012年及2013年的兩次價格下調，及我們的註冊服務商漸漸開始著力於.hk域名登記。我們希望2015年將延續這個趨勢。

公司財政持續穩健。過去四年的財務概況如下：

HK$1,000	+/- %	2014	2013	2012	2011
Turnover 營業額	-8.9	33,924	37,242	39,099	37,393
Expenditure plus depreciation 支出及折舊	-0.2	22,036	21,996	21,606	20,542
Profit before goodwill impairment and tax 除商譽減值及稅前盈利	-22.0	11,888	15,246	17,493	16,851
Goodwill impairment loss 商譽減值損失		6,997			
Tax paid 稅項	69.7	198	654	611	1,798
Profit after impairment and tax 除商譽減值及稅後盈利	-67.8	4,693	14,592	16,882	15,053
Net assets at year end 資產淨額	5.0	98,571	93,879	79,286	62,404

The reduction in turnover of 2014 was mainly due to the 20% price reduction in August 2013.

HKIRC acquired 100% interest of HKDNR (Hong Kong Domain Name Registration Co. Ltd.) from Joint Universities Computer Centre Ltd. (JUCC) in 2002 when it took over the stewardship of .hk domain name registrations. Since the launch of registry/registrar model in 2011, external registrars have been bringing in increasingly more new .hk registrations than HKDNR. As the business volume of HKDNR decreases, it is necessary from an accounting point of view to impair the goodwill acquired when HKIRC bought HKDNR in 2002. This is an accounting treatment which will simplify the presentation of our balance sheet in the future.

In 2014 we invested $512k in development projects including upgrade of equipment to improve service availability, stability and security.

於2013年8月，我們因把註冊費下調二成，令2014年營業額減少。

HKIRC於2002年由大學聯合電腦中心(JUCC)購入香港域名註冊有限公司(HKDNR)的100%股份，並全面接管.hk域名註冊職務。由於我們在2011推行註冊管理機構/註冊服務商計劃，外來的註冊商已帶來較HKDNR越來越多的.hk域名新登記量，直接令HKDNR的營業額下降。因此從會計角度來說，我們必須撇除HKDNR自2012年起所帶來的商譽。此舉亦會簡化日後在資產負責表上的陳述。

在2014年，公司投資了51萬2千元進行項目發展，包括進行設備升級，藉此改善服務之可靠性、穩定性及安全性。

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A new service called .hk WATCH was launched in January 2015. This service helps brand owners and trademark holders to monitor the registration of .hk domain names which may infringe their intellectual property rights. As there are more top-level domains being introduced in the market, the likelihood of someone registering domain names containing the brand names or trademarks of others has been increased. It is becoming more difficult for brand owners and trademark holders to keep track of potential infringements due to the large number of new top-level domains launched in these two years. Introduction of .hk WATCH is our gesture to address the concerns of MNCs and companies with their own brand names and trademarks.

In 2014, the local community experienced more than its fair share of cyber-attacks in Hong Kong. The biggest cyber-attacks were those on popvote.hk website in June and those targeted at the media industry in October/November. The attackers had also tried to attack our .hk infrastructure with the intention of compromising our provision of .hk domain name services to their targets. We are glad to report that our domain name resolution service was not affected and there was no impact on any of our .hk customers. We hope this, together with the launch of .hk LOCK and .hk WATCH services, have strengthened the confidence of our customers in the reliability, security and robustness of .hk as compared with other top-level domain names.

The Consultative and Advisory Panel held two meetings in June and December. CAP members were consulted on matters including HKIRC's strategic plan, reserved name policies, media handling guidelines, Trusted Registrar Program, implementation of Anycast and DNSSEC.

We organised a 2014 Digital Marketplace seminar at Cyberport on 6 August. Over 450 participants attended and the theme was "Would O2O (Online to Offline) open doors for local business?" We also organised the sixth "Top 10 .hk Website Competition" and changed its name to "Best .hk Website Awards", which enables us to recognise a variable number of outstanding .hk websites that can be good role models for local companies and organisations.

We continue to stress Corporate Social Responsibility. We have now been recognised as a 'Caring Organisation' by the Hong Kong Council of Social Service for ten years in a row.

I would like to thank all Directors and all our staff for their commitment and dedication to providing efficient, effective, and quality service to our customers.

全新的 .hk WATCH 服務於2015年1月推出。.hk WATCH 服務能協助品牌及商標持有人時刻監察.hk域名的登記狀況,避免相關的知識產權被惡意使用。近兩年,大量的新頂級域名在市場湧現,已登記的域名涉及品牌或商標名稱的可能性亦隨之增加;同時,商標持有人在監控品牌侵權的潛在危機上倍感困難。透過推出.hk WATCH 服務,我們希望表示出對持有商標及品牌的跨國公司及企業在侵權問題上的關注。

2014年可能是本地社群經歷了最多網絡襲擊的一年。較為大規模的是6月「民間公投」popvote.hk網站,及10至11月期間的網絡攻擊,而這些網絡襲擊是主要針對某些媒體網站。網絡攻擊者亦試圖攻陷整個.hk系統及基礎設施,務求迫使我們暫停為被攻擊客戶提供.hk域名服務。雖然受到攻擊,我們的域名解析系統(DNS)並未受到影響,如常運作、客戶的.hk服務亦未有任何間斷。另外,我們希望透過推出.hk LOCK和.hk WATCH服務,令客戶體會到.hk是較其他頂級域名安全及可靠,藉此提升客戶信心。

諮詢委員會於6月及12月召開了兩次會議。諮詢事宜包括:HKIRC發展策略、域名保留政策、媒體應對指引、可信註冊服務商計劃、Anycast施行策劃及安全網域名稱系統(DNSSEC)等。

我們於8月6日在數碼港舉辦了「2014數碼市場 – O2O為香港企業開展營商新陣勢?」研討會,出席人數超過450。我們亦舉辦第6屆「香港十大.hk網站競選」,並重新命名為「最佳.hk網站獎」,藉此表揚各行各業更多的傑出網站,令它們成為本地企業及機構的學習典範。

我們繼續履行企業社會責任,並已連續十年獲得香港社會服務聯會頒發「同心展關懷」的標誌。

我藉此感謝所有董事及員工的努力和貢獻,務求令公司繼續以高效率、具成效及優質的服務回饋客戶。

Joseph Yu, *MH*
于善基先生 *MH*