



June 29th, 2026
New Generic Top-Level Domain Program
Internet Corporation for Assigned Names and Numbers
12025 Waterfront Drive, Suite 300
Los Angeles, California 90094

Re: Support for Sui Naming Limited's Application for the .sui Community Top-Level Domain

Dear ICANN Review Panel:

I write on behalf of DoubleUp, a decentralized casino and DeFi platform on Sui, in support of Sui Naming Limited's application for the .sui community generic top-level domain.

1. Our Role in the Sui Community

DoubleUp is an active contributor to the Sui ecosystem, committed to driving its growth, adoption, and long-term success. Beyond building our own application, we've collaborated with numerous ecosystem teams—including Bucket, Navi, Aftermath, and others—to create value for the broader Sui community through partnerships, integrations, and shared initiatives. Early in Sui's development, DoubleUp pioneered and piloted some of the first production contracts to leverage Sui's native randomness module. Through close collaboration with ecosystem teams, we helped identify bugs, provide feedback on upgrades and improvements to the module, and contribute to broader smart-contract development best practices across the ecosystem. To date, DoubleUp has served over 1,000 unique players (V2 Only), generated more than \$15 million in platform volume (V2 Only), and sponsored multiple Sui community events around the world. DoubleUp began as a small project and has been an active supporter of the Sui ecosystem since Quest 3 in October 2023.

2. Support for .sui

We support the recognition of **.sui** as the Sui community's ICANN-administered domain space. The **.sui** string is a natural and established identifier for the Sui community, and its delegation as a community top-level domain would provide Sui developers, applications, users, and ecosystem participants with a trusted namespace in the global DNS.

We also support **the Sui Foundation's** endorsement of **Sui Naming Limited** as the applicant and ICANN operating partner for **.sui**.

3. Community Benefit

A community-aligned **.sui** TLD can help strengthen the Sui ecosystem's identity layer by connecting community-native applications, naming, wallets, users, and other ecosystem participants with the established DNS.

We believe this will benefit the Sui ecosystem by supporting discoverability, trust, interoperability, and community-aligned use of the **.sui** namespace.

As an application serving users and builders in the Sui ecosystem, we believe .sui can support trusted identity, discoverability, and user navigation across community-aligned applications and experiences.

For these reasons, **DoubleUp** supports **Sui Naming Limited's** application for the **.sui** community gTLD and urges ICANN to approve the application.

Sincerely,

Jonathan Kim
Founding Engineer
DoubleUp