



28th July 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 Mask Naming Limited's Application for the .mask Community Top-Level Domain

Dear ICANN Review Panel:

I write on behalf of **Mastercard, a global payments network and a partner to MetaMask on the MetaMask Card**, in support of **Mask Naming Limited's** application for the **.mask** community generic top-level domain.

1. Our Role in the Broader Ecosystem

Mastercard is a global payments network, and through the MetaMask Card, Mastercard enables MetaMask users to spend directly from their self-custodial wallets anywhere Mastercard is accepted. As a partner invested in the growth of the MetaMask ecosystem, we have a strong interest in its continued success.

Through this role, we interact with and support a meaningful part of the MetaMask community. Below are some quantifiable public metrics representing the Mastercard and MetaMask Card partnership to date, as of July 2026:

- 66M\$ of transaction volume
- 1.2M yearly transactions
- 4 blockchains available

2. Support for .mask

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

We also support **Consensys's** endorsement of **Mask Naming Limited** as the applicant and ICANN operating partner for **.mask**.

3. Community Benefit

A community-aligned **.mask** TLD can help strengthen the MetaMask 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 MetaMask ecosystem by supporting discoverability, trust, interoperability, and community-aligned use of the **.mask** namespace.

As a global payments partner working with MetaMask, we believe a trusted **.mask** namespace can support credibility, discoverability, and responsible adoption of MetaMask-aligned internet infrastructure.

For these reasons, **Mastercard** supports **Mask Naming Limited's** application for the **.mask** community gTLD and urges ICANN to approve the application.

Sincerely,

Massimo Cervesato

Vice President, Global Blockchain & Digital Assets, Mastercard