

Organizational Background and DNS Experience

Abion AB (“Abion”) brings over two decades of direct experience within the domain name ecosystem, originating in 1994 with its predecessor, House of Ports, which became the first ICANN-accredited registrar in Sweden. Since that time, Abion has maintained a continuous, active role in the global DNS, supporting businesses with domain strategy, online brand protection, and digital asset management fully allied with its global Trademark practice. This longstanding operational expertise from the domain name and legal industries provides a strong technical and governance foundation for the operation of a .Brand gTLD.

Mission of the .abion gTLD

The mission of the .abion gTLD is to establish a secure, trusted, and controlled digital namespace that reinforces Abion’s brand integrity and enhances the reliability of its online presence.

By operating a closed .Brand gTLD, Abion seeks to:

- Ensure complete ownership and control over its domain ecosystem at the root zone level of the internet
- Provide verified and authenticated digital touchpoints for all employees, clients, and partners
- Strengthen trust in communications between Abion, its customers, partners, and employees
- Support innovation in how digital services are delivered under a unified, dedicated and recognizable namespace

The .abion gTLD will serve as a cornerstone of Abion’s long-term digital identity strategy, aligning its infrastructure with its commitment to security, innovation, customer trust and digital best practice.

Purpose and Strategic Objectives

At its core, the purpose of the .abion gTLD is to enable long-term value creation through integration of Abion’s digital identity infrastructure into the root zone of the internet.

Operating at the registry level will allow Abion to:

- Enhance security and fraud prevention as the closed nature of the namespace significantly reduces risks related to phishing, spoofing, and domain abuse.

- Improve operational efficiency and control with centralized management of domains ensuring consistent governance, faster deployment of services, and streamlined lifecycle management.
- Deliver a unified brand experience across all digital services and communications under the .abion namespace which will be easily identifiable and verifiable, reinforcing user confidence.
- Future-proof digital infrastructure by owning and operating its own gTLD, Abion will reduce reliance on third-party namespaces and position itself to adapt to evolving internet standards and technologies well into the future.
- Support innovation and internal enablement with the .abion gTLD representing a platform for new and existing clients, new product and services, APIs, and digital tool creation, enabling scalable growth and experimentation.

Closed .Brand gTLD Model and Use Cases

The .abion gTLD will operate as a closed .Brand TLD, with registrations restricted exclusively to Abion and its verified affiliates.

This controlled model ensures that all second-level domains are:

- Authenticated and authorized
- Aligned with corporate governance policies
- Adhere to consistent technical and security standards
- Abion will be the Registrant and retain control over all domain names

Planned Domain Categories

Abion intends to deploy domains across several clearly defined categories including examples as follows:

Corporate and Communication Domains

- careers.abion
- news.abion
- contact.abion
- blog.abion
- mail.abion

These domains will serve as trusted entry points for external and internal communications.

Product and Service Domains

- domains.abion
- trademarks.abion
- security.abion
- obp.abion

These will directly support Abion's business offerings and customer engagement.

Technical and Infrastructure Domains

- api.abion
- rdap.abion
- authentication.abion
- helpagent.abion

These domains will underpin internal systems, integrations, and service delivery mechanisms.

This structured approach demonstrates clear operational readiness, practical use cases, and immediate business value derived from the TLD.

Security and Trust Framework

Security is a primary driver behind the .abion initiative. By operating a closed namespace, Abion establishes a high-trust environment in which all domains are inherently verified.

Key security benefits include:

- Reduction of malicious third-party registrations
- Reduced attack surface for phishing and impersonation
- Enhanced ability to enforce DNS security standards (e.g., DNSSEC, secure authentication layers)
- Dedicated, trusted namespace to anchor internal systems

This model provides a clear and verifiable signal of authenticity to end users, strengthening confidence and trust across all digital interactions both internally and externally. It also aligns with Abion's business activities and the expectations of its clients.

Long-Term Sustainability

The .abion gTLD is designed to be a sustainable, long-term strategic asset rather than a short-term initiative.

Sustainability is supported through:

- Established expertise with Abion's decades of DNS experience ensuring operational continuity and resilience
- Closed ecosystem model as predictable usage and governance reduces volatility and complexity
- Alignment with Abion's core business strategy with .abion directly supporting Abion's services and brand positioning
- The .abion namespace will evolve alongside the company's growth and technological innovation

By integrating the .abion gTLD into its core business operations, Abion ensures ongoing utilization, innovation and return on investment.

The .abion gTLD represents a strategic evolution in Abion's role within the domain name ecosystem. Building on its long-standing expertise, Abion will leverage this branded namespace to deliver enhanced security, operational control, and brand trust, while advising a growing number of organisations on how to be present and secure on the internet. It will be a living embodiment of Abion's public and transparent values.

Through a tightly governed, closed model, the .abion gTLD will provide a reliable and future-ready digital foundation, supporting Abion's mission to create long-term value for its customers, partners, and employees.