

1. .GYM represents physical fitness centers, health clubs, personal training facilities, online coaching platforms, fitness equipment, and the broader health and wellness ecosystem.

While registrations would be open without restriction, the .GYM namespace is expected to attract entities operating within the physical fitness and wellness ecosystem. These include commercial gyms, fitness studios, and health clubs; personal trainers and fitness instructors; online fitness platforms and virtual coaching services; and fitness equipment manufacturers and retailers.

Related activities already carried out (or planned for launch) include: registry service provider evaluations, technical readiness for DNS stability and DNSSEC, IDN support, and ensuring providers meet benchmarks for resolution stability and query response time. Required rights protection mechanisms will include the Trademark Clearinghouse, Uniform Domain-Name Dispute-Resolution Policy (UDRP), and Uniform Rapid Suspension (URS).

Having served a decade as Registry Operator for the .CAM gTLD, we have gathered extensive experience in registry operations, registrar communication, user awareness campaigns, and TLD promotion. We will leverage this expertise to make .GYM a success. It is a priority to offer best practice operations, best-in-class technical infrastructure, and full compliance with Registry Operator policy. All registry operations would comply with applicable privacy and data protection laws, and registrants would be required to adhere to lawful use standards. To further protect registrants and internet users, we work alongside trusted DNS services like CleanDNS for spam handling, registry-lock services, and rapid takedown mechanisms to respond to malicious use.

Communication with Registrars will commence as soon as possible to raise awareness, and ensure an effective launch of the .GYM TLD. Registration would be open on a first-come, first-served basis following extensive Sunrise and Landrush periods giving existing intellectual property rights owners the opportunity to secure and protect their names ahead of the general public. Followed by the outreach to fitness industry associations and health club networks for the development of a .GYM usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .GYM is to provide a dedicated namespace for the global fitness and wellness industry. The growth of connected fitness platforms, smart gym equipment, and on-demand workout programming underscores the need for a namespace dedicated to modern fitness at scale.

This purpose is sustainable because physical fitness and wellness are fundamental human priorities that persist across economic cycles. Across gym types and locations — from boutique studios and cross-training boxes to large chain facilities and community fitness centers — a dedicated web presence serves customers with class inscriptions, membership bookings, and

scheduling. A direct .GYM extension meets the semantic and directness requirements, giving both fitness operators and their members an immediately recognizable namespace. The widespread adoption of platforms such as Peloton, Apple Fitness+, Strava, and ClassPass further demonstrates ongoing demand for digital fitness services and fitness-related solutions.