



23 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: Endorsement of Ape Naming Limited's Application for the .ape Community Top-Level Domain

Dear ICANN Review Panel:

I write on behalf of the Ape Foundation, a Cayman Islands foundation company responsible for supporting and stewarding the Ape ecosystem, in formal support of Ape Naming Limited's application for the .ape community generic top-level domain.

The Ape Foundation supports Ape Naming Limited's application because .ape is the natural DNS representation of the Ape Community, and because Ape Naming Limited has been endorsed by the Foundation to serve as the ICANN registry operator for the .ape TLD and its intended community.

1. Foundation Role and Authority

The Ape Foundation supports the long-term growth and stewardship of the Ape ecosystem. Through its administration of ApeCoin DAO initiatives and ecosystem programs, the Foundation supports developers, builders, creators, infrastructure providers, ApeChain participants, ecosystem partners, and the broader Ape Community.

Since its formation, the Foundation has served as a central steward of the Ape ecosystem by supporting initiatives designed to expand the utility, adoption, and long-term success of the Ape Community. Through grants, ecosystem development, governance support, technical initiatives, and strategic partnerships, the Foundation works to advance the interests of the community as a whole.

Accordingly, the Foundation is the appropriate organization to endorse the ICANN registry operator for the .ape TLD and the Ape Community. Its endorsement reflects its responsibility to steward the Ape ecosystem and act in the best interests of the broader Ape Community.

2. Decision Process

The Foundation's decision to endorse Ape Naming Limited followed both direct community approval of the .ape initiative and the Foundation's evaluation of the appropriate structure for pursuing an ICANN-administered top-level domain.

The .ape initiative was presented directly to the ApeCoin community as Ape Improvement Proposal 395 ("AIP-395"), titled ".APE - Launching the Real .APE Top-Level Domain on the Internet." AIP-395



was a formal proposal submitted through the community's public governance process. Community members were able to review and discuss the proposal publicly before it was submitted to an ApeCoin token-holder vote. AIP-395 was approved by the community, providing direct evidence that participating community members supported pursuing an ICANN-recognized .ape top-level domain for the benefit of the Ape Community.

Following that community approval, the Foundation proceeded with the approved .ape initiative. Ape Naming Limited was subsequently endorsed as the independent, dedicated applicant and intended registry operator for .ape.

In deciding to endorse Ape Naming Limited, the Foundation considered its proposed governance structure, ICANN expertise, domain-industry experience, registry operating capabilities, proposed Registry Services Provider, and commitment to community-oriented registration policies. Based upon that review, the Foundation determined that Ape Naming Limited is the appropriate applicant and intended long-term registry operator for the .ape community TLD.

3. Rationale for Supporting Ape Naming Limited

The Foundation selected Ape Naming Limited because operating a successful community top-level domain requires significantly more than traditional registry services. It requires an operator capable of bridging the ICANN-administered Domain Name System with the existing identity, culture, applications, and infrastructure of the Ape ecosystem.

First, Ape Naming Limited has been established specifically to pursue and operate the .ape TLD for the benefit of the Ape Community rather than as a generic commercial registry.

Second, Ape Naming Limited is supported by technology specifically designed to bridge traditional DNS with blockchain-native identity, digital ownership, and Web3 applications. This is particularly important for the Ape ecosystem, whose participants regularly interact with wallets, digital assets, decentralized applications, gaming environments, and on-chain identity.

Third, Ape Naming Limited's leadership includes individuals with substantial experience in ICANN policy, registry operations, registrar services, and the global domain name industry. That experience is critical to ensuring that .ape operates responsibly within ICANN's contractual, technical, security, and compliance framework.

Finally, Ape Naming Limited has engaged an experienced Registry Services Provider capable of providing the registry infrastructure, DNS stability, abuse mitigation systems, security controls, and operational expertise necessary to operate a community TLD consistent with ICANN requirements.

The Foundation believes this combination of community alignment, technical capability, Web3 expertise, and ICANN operational experience makes Ape Naming Limited uniquely qualified to operate .ape.



4. Community Representation

The Ape Community is a global, internet-native community united by shared participation in the Ape ecosystem. It includes ApeCoin holders, members of the Bored Ape Yacht Club and Mutant Ape Yacht Club communities, ApeChain participants, developers, creators, collectors, infrastructure providers, ecosystem partners, DAO contributors, grant recipients, gaming projects, and numerous other participants who actively build, support, and participate within the ecosystem.

The community is not defined by membership in a single legal organization, but rather by active participation in the Ape ecosystem and its shared identity, governance, development, and culture. Participation remains open to those who contribute to or engage with the ecosystem, while the community itself is readily identifiable through governance participation, ecosystem initiatives, ApeChain activity, developer programs, public events, grant programs, and ongoing community engagement.

The Foundation's programs and relationships span these constituencies and are intended to support the interests of the Ape Community as a whole.

The Foundation therefore believes that .ape is the natural and established identifier for the Ape Community and that delegation of .ape as an ICANN-administered community TLD will provide a trusted DNS namespace aligned with the community's identity and long-term development.

Delegation of .ape would allow members of the Ape Community to utilize a globally recognized, browser-native identity that can bridge traditional DNS with blockchain-native identities, wallets, applications, and digital experiences while remaining fully interoperable with the global Internet.

5. Community Registration Policies and Stewardship

The Foundation supports operation of .ape as a community top-level domain governed by registration policies designed to preserve and strengthen the relationship between the namespace and the Ape Community.

Those policies should ensure that .ape registrations remain aligned with legitimate community uses, including developers, builders, creators, ApeChain projects, community initiatives, ecosystem partners, digital identity, and other uses that support the continued growth of the Ape ecosystem.

The Foundation further expects Ape Naming Limited to operate .ape in a manner that protects DNS stability, complies with applicable ICANN requirements, mitigates abuse, and preserves the integrity and reputation of the Ape community namespace.

Ape Naming Limited will retain sole responsibility and authority for the governance, policies, operation, and ICANN compliance of the .ape registry.



6. Endorsement

For the reasons described above, the Ape Foundation formally endorses Ape Naming Limited's application for the .ape community generic top-level domain and supports Ape Naming Limited's role as the ICANN registry operator for .ape and the Ape Community.

The Foundation believes .ape is uniquely associated with the Ape Community, that Ape Naming Limited possesses the experience and capability necessary to operate the namespace responsibly, and that delegation of .ape as a community TLD will serve the long-term interests of the global Ape ecosystem.

Accordingly, the Ape Foundation respectfully urges ICANN to approve Ape Naming Limited's application for the .ape community generic top-level domain.

Sincerely,

Won Kim

Director

Ape Foundation