

Purpose and Intended Use of the .kick gTLD

The .kick gTLD is intended to operate as a tightly controlled, brand-affiliated namespace that supports both the strategic objectives of Kick Streaming Pty Ltd (Kick) and the verified digital identity needs of participants in the Kick Partner Program ("KPP"). The registry will serve two complementary purposes:

1. Provision of verified creator domains for eligible KPP participants, allowing creators to establish a distinct and trusted online presence through personalised second-level domain names (e.g., *xqc.kick*); and
2. Operation of secure, purpose-specific domains by Kick itself (e.g., *login.kick*, *signup.kick*, *shop.kick*) to support platform operations, user authentication, security, commerce, and other core services.

The .KICK gTLD will be operated as a closed and highly restricted registry. Domain names will not be available to the general public, nor will registrations be offered through third-party registrars or on a first-come, first-served basis. Rather, domain names will be allocated exclusively by Kick pursuant to documented eligibility criteria and internal governance procedures.

For creator domains, eligibility will be limited to streamers maintaining active standing within the Kick Partner Program. Domains will generally correspond on a one-to-one basis with the creator's verified platform identity, ensuring that each .kick domain serves as an authenticated representation of a recognised participant within the Kick ecosystem. This approach significantly reduces risks associated with impersonation, cybersquatting, consumer confusion, and speculative registrations while reinforcing user trust in the namespace.

For participating creators, a .kick domain will function as a dedicated digital destination through which they may promote their content, brand partnerships, merchandise offerings, community initiatives, and other professional activities. These domains will operate in conjunction with the broader Kick platform and may redirect users between creator websites and the creator's corresponding Kick channel, providing a cohesive and intuitive user experience while enabling creators to maintain an independent web presence associated with their verified identity.

In parallel, Kick will utilize .kick domains to host security-sensitive and operational services. Domains such as *login.kick*, *signup.kick*, and other designated service domains will provide users with clear and authoritative indicators that they are interacting with legitimate Kick-operated services. This model supports phishing mitigation, enhances brand trust, and aligns with the manner in which many dotBrand operators leverage

dedicated namespaces to distinguish authenticated customer-facing services from broader internet content.

The use of second-level domains within .kick also provides important technical advantages. Because these domains are independent registrations within a dedicated top-level domain, they may be operated on infrastructure distinct from that used by *kick.com*. This architecture enables Kick to isolate creator traffic and services from core platform operations, implement differentiated security controls, and apply targeted compliance, enforcement, or remediation measures to specific domains without affecting unrelated creators or primary platform resources. Such segregation improves operational resilience, risk management, and overall namespace governance.

The intended registrants within .kick are limited to:

- **Kick, Streaming Pty Ltd.**, for operational, administrative, infrastructure, security, promotional, and commercial purposes; and
- **Verified participants in the Kick Partner Program**, for creator-specific domains administered under registry policies established by Kick.

The intended users of .kick domains include creators, viewers, sponsors, advertisers, business partners, and other individuals interacting with verified creator content, as well as platform users accessing authenticated services operated directly by Kick.

Kick anticipates introducing the creator-domain program through a measured, controlled deployment model. Current projections contemplate onboarding approximately 100 creators during the first year of operation, expanding to approximately 500 creators in the second year and approximately 1,000 creators by the third year, subject to growth in the Kick Partner Program and operational readiness. Core functional and security-related domains operated by Kick are expected to be deployed earlier in the launch cycle to support platform infrastructure and user security objectives.

Sustainability of the .kick gTLD

The long-term viability of .kick is founded upon permanent operational requirements that are integral to the Kick platform and are expected to persist throughout the life of the registry. Specifically, the namespace supports both (i) Kick's continuing need for secure, authenticated internet infrastructure and (ii) the ongoing growth and development of the Kick Partner Program.

The creator-domain model is directly linked to verified participation within the platform. As new creators qualify for KPP status, corresponding domain names may be provisioned under established registry policies. As a result, the namespace will remain actively aligned

with current platform participation rather than being dependent upon speculative demand, secondary-market activity, or unrelated commercial registrations. The registry's growth is therefore expected to correlate with the continued expansion and maturation of the creator ecosystem that forms a core component of Kick's business model.

Administration of the namespace will remain under the exclusive control of Kick. Registry operations will not depend upon retail registrar distribution channels, aftermarket domain sales, or variable market adoption rates. This governance model provides predictable oversight, registration integrity, and consistent policy enforcement while ensuring that all registered domains continue to support the registry's stated purpose.

From a technical perspective, Kick intends to operate .kick as an actively managed and security-focused namespace. Planned controls include DNSSEC implementation across the gTLD, mandatory TLS deployment for web services, HSTS preloading where appropriate, centralised domain lifecycle management, and ongoing monitoring of registry and DNS infrastructure. These measures are designed to ensure that .kick remains a trusted and secure namespace capable of supporting both platform operations and creator-facing services over the long term.

Beyond its initial use cases, Kick has identified several opportunities to expand the utility of .kick while remaining consistent with its core mission. Potential future developments include, but are not limited to:

- Enhanced sponsor and partner integrations associated with individual creator domains;
- Internationalised Domain Name (IDN) support to better serve creators operating in non-English-language markets;
- Event, category, and program-specific domains supporting platform initiatives and creator communities;
- Additional secure service domains supporting user authentication, commerce, customer support, and platform functionality; and
- New creator-focused web services and identity solutions built upon the .kick namespace.

These potential expansions represent natural extensions of the registry's foundational purpose and demonstrate that .kick is intended to function as enduring operational infrastructure rather than a temporary branding initiative. The namespace is expected to continue generating strategic value through improved security, trusted digital identity,

platform engagement, and creator enablement, thereby supporting its sustainability throughout the duration of the registry agreement.

Accordingly, Kick believes that .kick represents a stable, purpose-driven, and sustainable gTLD whose continued operation will provide long-term benefits to the company, its creators, its users, and the broader internet community through a secure, authenticated, and responsibly managed namespace.