

.MAGA Registry Mission and Purpose

Fish Creek Ventures L.L.C. is applying for the .MAGA gTLD with the support of the MAGA Nation's long-standing leadership as evidenced by the accompanying letter of support.

The mission and purpose of the .MAGA Registry is to provide domain name and secure email services for individuals who identify with the MAGA movement. According to YouGov and Statista, an estimated 19%–25% of U.S. adults—approximately 50–65 million people—identify with the movement, representing a significant addressable market.

The .MAGA namespace is intended to operate as a trusted communications environment. Registration controls are designed to reduce impersonation, fraud, phishing, abuse and consumer confusion, and to help ensure that registrants have a legitimate connection to the intended purpose of the namespace. Because trust in .MAGA email identities is central to the purpose of the Registry, registrations are restricted as unrestricted registrations could undermine the trusted communications environment that the Registry is designed to support.

In addition to domain registration, the Registry's primary business is offering branded .MAGA email addresses in partnership with Winged Heel. Its BrandM@il platform advances the Registry's mission by providing end-to-end encryption, phishing protection, and superior email deliverability compared with free email services, enabling more secure and reliable communications for the MAGA community.

In order to support the secure management of the TLD, the Registry Operator will seek a Code of Conduct exemption and will limit the number of participating ICANN-accredited registrars to a maximum of three. Participating registrars will be expected to demonstrate appropriate security, abuse-management and compliance capabilities consistent with the Registry's objective of maintaining a trusted communications environment.

Eligible individuals and organisations may apply for domain names within the .MAGA namespace in accordance with the Registry's registration policies. Applications may be subject to review to verify identity, intended use and compliance with applicable Registry requirements designed to support the integrity, security and reliability of the namespace.

.MAGA REGISTRY

FISH CREEK VENTURES

Given the size of the addressable market, the movement's enduring prominence, the strict control on the namespace, and the differentiated value of its products and services, Fish Creek Ventures believes the .MAGA Registry is well positioned to build a sustainable, long-term business with attractive growth potential and added value for the users of this space.