

Mission and Purpose of .presto

The mission of the applied-for gTLD, .presto, is to operate as a secure, trusted, and tightly controlled brand namespace for Presto AB, a Sweden-based company whose core business is centered around fire safety and fire protection, safety training, systematic preventive safety work, and first aid products and services. Through these offerings, Presto AB helps organizations across Europe prevent, prepare for, and respond to emergencies. The .presto gTLD is intended to extend Presto AB's longstanding commitment to safety, reliability, and trustworthiness into the Domain Name System (DNS), providing internet users with a clear, verifiable, and consistently reliable indicator of authenticity tied to the entire Presto AB family of companies

As a Specification 13 .brand TLD, .presto will be operated as a closed, single-registrant environment, where all domain name registrations are held by Presto AB or its validated affiliates. This ensures that every domain name within .presto is authoritative, authenticated, and directly controlled by the brand owner, eliminating ambiguity regarding the source of content and services.

Enhancement of Trust Through the .presto Namespace

A central objective of the .presto gTLD is to materially enhance trust and security for internet users, particularly in the context of Presto AB's safety-focused services. The design and operation of .presto will provide trust benefits in several key ways:

- **Verified Origin and Authenticity**

Unlike open TLDs, where domain registration is broadly available, .presto domains are exclusively controlled by Presto AB. As a result, Internet users can have high confidence that any website or service using a .presto domain is legitimate and authorized, reducing uncertainty and strengthening brand assurance.

- **Improved global consistency for Presto AB brands**

As Presto AB owns and operates a large number of companies across Europe, the .presto gTLD will enhance brand cohesion and common naming conventions across our portfolio companies. As Presto AB continues to grow through acquisitions, the .presto gTLD will become a cornerstone of all of our brands online by providing a single, authoritative digital presence. In 2025 alone, Presto AB completed 26 acquisitions and has no plans to slow down in the coming years.

- **Reduction of Abuse and Fraud Risks**

The closed registration model inherently mitigates common DNS abuses such as phishing, impersonation, and fraudulent domain registrations. Because no third

parties can independently register domain names in .presto, the attack surface is significantly reduced. This is particularly important in safety-related contexts, where misinformation or malicious activity could have serious consequences. Security is where the stakes are highest: a fraudulent site presenting incorrect fire safety information under the Presto name could lead to real physical danger, not merely confusion. A verified, closed namespace is therefore a matter of safety, not simply convenience.

- **Alignment with Safety-Critical Services**

Presto AB operates in sectors where accuracy, reliability, and trust are essential. By using a dedicated .brand TLD, the company ensures that digital interactions related to safety services—such as training, compliance, and emergency preparedness—occur within a controlled and trustworthy namespace, reinforcing user confidence in the information provided on those sites.

- **Consistent and Recognizable Trust Signal**

The .presto TLD itself serves as a clear visual trust marker. Over time, we anticipate users will learn to recognize .presto domains as official Presto AB resources, simplifying decision-making and reducing reliance on more ambiguous indicators of authenticity.

- **End-to-End Security Governance**

Presto AB will maintain full lifecycle control over domain names within the TLD, including provisioning, configuration, and lifecycle management. Combined with industry best practices such as DNSSEC, monitoring, and rapid response capabilities to any identified issues, this ensures a high-integrity and resilient namespace. These practices will further include registry lock protection for critical domain names, HTTPS as standard on all .presto sites, published CAA records restricting which certificate authorities may issue certificates for .presto domains, and a clearly defined response time (initial response within 24 hours) for any identified or reported issue.

- **Protection of Customers and Stakeholders**

By minimizing opportunities for misuse and ensuring that all .presto domains are legitimate, the TLD directly contributes to the protection of Presto AB's customers, partners, and employees—an outcome that is closely aligned with the company's broader mission of safety and risk reduction.

Intended Registrants and Users

Consistent with .brand TLD principles, registrants will be limited to Presto AB itself, its subsidiaries and its authorized affiliates.

Users include customers, partners, employees, and the broader Internet community, all of whom benefit from increased confidence in the authenticity and integrity of .presto domains. Examples of such sites could include shopping.presto, eurofesa.presto, and group.presto.

Activities to Achieve the Purpose

In order to achieve its stated intent, Presto AB will implement the following:

- Strict centralized domain governance, ensuring all registrations align with brand and security standards
- Robust security and abuse prevention measures, minimizing threats and maintaining trust
- Strategic deployment of .presto domains across digital services to build recognition
- User awareness initiatives, reinforcing .presto as a trusted, dedicated digital environment
- Highly reliable registry operations, aligned with ICANN's published technical requirements

Sustainability of the Purpose Over Time

The purpose of .presto is sustainable due to its direct alignment with Presto AB's long-term business model, brand strategy, and commitment to safety and trust.

Durable Trust-Based Value Proposition

Trust is not a transient attribute but a foundational requirement of Presto AB's services.

The .presto namespace institutionalizes trust at the DNS level, ensuring ongoing relevance as long as the company continues its operations.

Controlled and Stable Operating Model

The closed .brand structure ensures:

- Predictable and internally driven usage focused on authenticity and trust
- No dependency on external registrant demand and domain revenue targets
- Long-term operational stability

Support for Evolving Security Needs

As digital threats evolve, the importance of trusted, authentic namespaces will increase.

Presto AB firmly believes the .presto TLD provides a future-proof platform for implementing

enhanced security measures, both internally and externally, and maintaining user confidence well into the future.

Integration with Digital Strategy

The TLD will continue to support Presto AB's digital transformation, enabling secure platforms, services, and communications that reinforce trust across all user interactions. This initiative is being supported by a cross-functional team within Presto AB ensuring broad support and participation from departments who will ultimately drive adoption and innovation of .presto well into the future.

Ongoing Compliance and Operational Commitment

Presto AB will maintain full compliance with ICANN requirements, ensuring the continued stability, security, and integrity of the namespace throughout the life of the registry agreement and beyond.

In summary, the **.presto** gTLD:

- Establishes a high-trust, closed namespace directly aligned with a safety-focused business
- Provides clear, demonstrable trust benefits through controlled registration and strong security practices
- Reduces risks of abuse and enhances consumer protection and confidence
- Represents a sustainable, long-term strategic asset integrated with Presto AB's core mission of safety and reliability