

June 29, 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 Sui Naming Limited's Application for the .sui Community Top-Level Domain

Dear ICANN Review Panel:

I write on behalf of Sui Foundation, a Cayman Islands Foundation dedicated to the growth, development, and long-term stewardship of the Sui ecosystem, in formal support of Sui Naming Limited's application for the .sui community generic top-level domain.

Sui Foundation supports Sui Naming Limited's application because .sui is the natural DNS representation of the Sui community, and because Sui Naming Limited has been selected to serve as the community's ICANN operating partner for the .sui TLD.

1. Foundation Role and Authority

Sui Foundation is the primary stewardship organization for the Sui ecosystem. The Foundation supports the development, growth, and adoption of the Sui network by educating, activating, funding, and promoting builders and creators across the ecosystem. The Sui ecosystem includes Move developers, validators and node operators, infrastructure providers, wallet providers, DeFi protocols, gaming and consumer application builders, digital asset platforms, enterprise and institutional users, regional community organizations, academic researchers, grant recipients, creators, and end users who participate in and build on Sui.

Since its formation, Sui Foundation has served as a central coordinating institution for the Sui community. Its work includes developer grants and RFP programs, academic research awards, builder resources, ecosystem education, community programming, events, strategic partnerships, developer relations, and support for projects building on Sui. These programs reflect Sui Foundation's role in lowering technical and financial barriers to building on Sui, supporting new use cases, and helping the Sui ecosystem grow in a decentralized and community-oriented way.

For that reason, Sui Foundation is the appropriate organization to designate and endorse the community's ICANN operating partner for the .sui TLD. The Foundation's endorsement of Sui Naming Limited reflects its role as steward of the Sui name, brand, ecosystem, and community interests, and is consistent with its responsibility to support the Sui community as a whole rather than any single application, project, or commercial participant.

2. Decision Process

Sui Foundation's decision to support Sui Naming Limited followed a deliberate review of the ICANN new gTLD opportunity and the role that a Sui-aligned DNS namespace could play in the long-term development of the ecosystem.

In evaluating the appropriate path forward, Sui Foundation considered the importance of ensuring that any .sui application would be operated in a manner that is technically capable, ICANN-compliant, aligned with the Sui community, and responsive to the needs of both traditional DNS users and Sui-native participants.

Sui Foundation reviewed Sui Naming Limited's proposed structure, its ICANN and domain industry experience, its intended use of Identity Digital as Registry Services Provider, and its proposed community-based registration framework. Based on that review, Sui Foundation determined that Sui Naming Limited is the appropriate applicant and ICANN operating partner for the .sui community TLD.

This endorsement was approved by Foundation on or about September 1, 2023, following internal review and discussion among Sui Foundation leadership.

3. Rationale for Selecting Sui Naming Limited

Sui Foundation selected Sui Naming Limited because the .sui TLD requires more than conventional registry operation. Sui is a high-performance Layer 1 blockchain built around an object-centric architecture, the Move programming language, parallel execution, low-latency transactions, and user-accessibility features such as zkLogin and sponsored transactions. A .sui TLD should therefore be operated by a party that can support both the ICANN-administered DNS and the way Sui participants actually build, identify, transact, and interact across applications, wallets, infrastructure, and on-chain assets.

Sui Naming Limited is well positioned to serve that role for several reasons:

First, Sui Naming Limited is aligned with the Sui ecosystem and has been structured specifically to pursue and operate the .sui TLD for the benefit of the Sui community. Its role is not merely to operate a generic domain product, but to support a trusted namespace that reflects the identity and needs of Sui developers, validators, infrastructure providers, wallets, applications, projects, creators, enterprises, and users.

Second, Sui Naming Limited has been structured to support .sui with web3-native infrastructure and blockchain-aligned product capabilities that are directly relevant to Sui. The Sui ecosystem is built around composable on-chain objects, secure asset ownership, Move-based smart contracts, wallets, applications, DeFi, gaming, naming, and other user-facing experiences. A successful .sui TLD should support those use cases by giving Sui-aligned participants a trusted DNS namespace that can connect conventional internet identity with Sui-native identity, applications, and ecosystem participation.

Third, Sui Naming Limited's supporting team and advisors include individuals with substantial experience in the ICANN ecosystem, domain name operations, and web3 infrastructure. That combination matters because .sui must be operated responsibly within ICANN's contractual, technical, policy, and compliance framework while remaining useful to a blockchain community that expects fast-moving developer, wallet, application, and identity use cases.

Fourth, Sui Naming Limited has engaged Identity Digital as its Registry Services Provider. Identity Digital brings the operational infrastructure, DNS stability, abuse mitigation systems, compliance capabilities, and ICANN registry experience required for responsible operation of a community TLD.

Sui Foundation believes the combination of Sui Naming Limited's Sui alignment, D3's domain industry and ICANN experience, web3-native product capabilities, and Identity Digital's registry operations capability is the right structure for .sui.

4. Community Representation

The Sui community is broad, global, and active. It includes Move developers, validators and node operators, RPC and infrastructure providers, wallet providers, DeFi protocols, gaming projects, digital asset platforms, SuiNS and identity-related projects, application builders, ecosystem grant recipients, academic researchers, regional community organizations, community contributors, creators, enterprises, institutional participants, and end users.

The community is not defined by membership in a closed association or professional guild. It is an open internet, developer, and blockchain ecosystem organized around the Sui network and the shared use of Sui infrastructure. Participation remains open to anyone willing to build, validate, use, educate, fund, govern, support, or otherwise contribute to the Sui ecosystem.

At the same time, the Sui community is real, identifiable, and organized. Its participants can be identified through validator and node participation, Move package and application development, wallet and infrastructure integrations, DeFi and gaming usage, SuiNS and identity activity, grants and RFP programs, academic research awards, public events, regional community activity, ecosystem directory participation, developer forums, and on-chain activity. Sui Foundation's programs and relationships span these constituencies and are designed to support the community as a whole, not any single segment.

Sui Foundation's endorsement of Sui Naming Limited therefore represents the position of the Sui community as a whole. Sui Foundation believes .sui is the natural and established identifier for the Sui ecosystem and that delegation of .sui as an ICANN-administered community TLD will provide a trusted DNS namespace aligned with Sui's identity, infrastructure, builder community, application ecosystem, and long-term development.

5. Community Registration Policies and Stewardship

Sui supports the operation of .sui as a community TLD subject to registration policies designed to preserve the relationship between the namespace and the Sui community. The purpose of .sui should be to provide a trusted DNS namespace for bona fide Sui-aligned participants, projects, applications, infrastructure providers, organizations, and users.

Those policies will ensure that .sui registrations remain aligned with the purpose of the TLD and the interests of the Sui community. Sui Foundation understands that Sui Naming Limited intends to implement community-based registration policies consistent with ICANN requirements, including eligibility, naming, reserved-name, acceptable-use, and abuse-mitigation rules designed to reduce impersonation, phishing, consumer confusion, and misuse of Sui-related names. Sui Foundation also

understands that Sui Naming Limited will operate the TLD through Identity Digital's registry service provider infrastructure.

Sui Foundation further expects Sui Naming Limited to operate .sui in a manner that protects DNS stability, respects applicable ICANN policies, supports rights protection and abuse mitigation, coordinates with Sui Foundation on community-sensitive registration policy issues, and preserves the integrity of the Sui community namespace.

6. Endorsement

For the reasons above, Sui Foundation formally endorses Sui Naming Limited's application for the .sui community generic top-level domain and supports Sui Naming Limited's role as the community's ICANN operating partner for .sui.

Sui Foundation urges ICANN to approve Sui Naming Limited's application and looks forward to the successful delegation and operation of .sui for the benefit of the Sui community.

Sincerely,

Signed by:

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Glenn Kennedy

Authorized Signatory

Sui Foundation