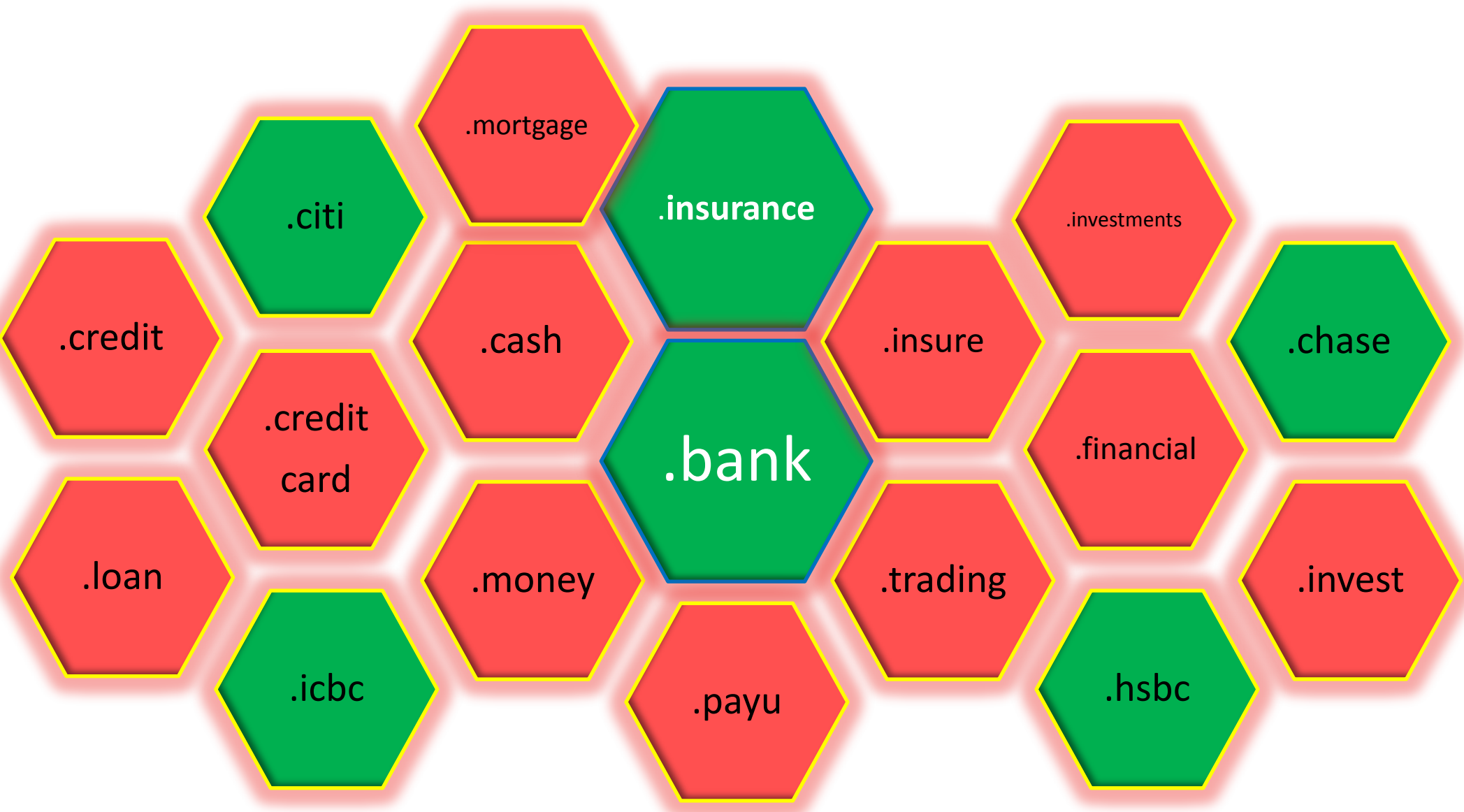

Financial Top-Level Domains:

.BANK and .INSURANCE Overview



The Internet financial world is changing...



What is the status?

- **.BANK**

- Signed contract with ICANN on September 25, 2014
- Registration Periods:
 - Qualified Launch Program: May 14 – May 17, 2015
 - Sunrise: May 18 – June 17, 2015
 - Founders: June 18 – June 23, 2015
 - General Availability: June 24, 2015 and ongoing

- **.INSURANCE**

- Signed contract with ICANN on February 19, 2015
- Anticipated rollout: Earliest estimate is late Q3 2015



What are they?

- Two of ~1,400 new top-level domains
- Owned, operated and governed by the financial services sector
- Trusted, verified, more secure and easily identifiable
- Restricted to ensure security and stability
- Require mandatory enhanced security requirements
- Opportunity to create a safer and innovative channel on the Internet



What makes them different?

- Strict eligibility requirements
 - Who can have what domains and how can they be used
- Mandatory verification and re-verification of eligibility
- Enhanced security requirements
 - DNSSEC
 - Authenticated email
 - Encryption
 - Multi-factor authentication



Strict Eligibility Requirements

- Registrant Eligibility: banks, banking trade associations, banking regulators and select service providers
- Name Selection:
 - Sunrise: exact match of registration with Trademark Clearinghouse
 - Founders and General Availability: corresponds to trademark, trade name or service mark.
 - Registered trademarks are not required in these periods
 - Cannot be any reserved names, including those by ICANN and fTLD
 - Domains awarded first-come, first-served in all periods



More about Enhanced Security

- **Mandatory Verification and Re-Verification of Charter/Licensure for Regulated Entities** to ensure that only legitimate members of the global banking community are awarded domain names
- **Domain Name System Security Extensions (DNSSEC)** to ensure that Internet users are landing on participants' actual websites and not being misdirected to malicious ones
- **Email Authentication** to mitigate spoofing, phishing and other malicious activities propagated through emails to unsuspecting users
- **Strong Encryption** to ensure security of communication over the Internet
- **Multi-Factor Authentication** to ensure that any change to registration data is made only by authorized users of the registered entity
- **Prohibition of Proxy/Privacy Registration Services** to ensure full disclosure of domain registration information so bad actors cannot hide
- **Domains must be hosted on .BANK Nameservers** to ensure compliance with all technical security requirements



Registration Process

- Requested domain name is checked for availability by Verisign
- Requested domain is reserved (i.e., put in “pending create” status by Verisign)
- Verification is commenced by Symantec
- Registrant completes verification process
- Upon successful verification, fTLD approves request, the domain is released from “pending create” status and is allocated/registered
- .BANK Domain can be activated whenever registrant is ready
 - Registrants do not need to activate their .BANK domain right away



Symantec Verification

- Occurs after registration is successfully submitted
- Information Verified
 - Security Check
 - Organization, Jurisdiction, and Credentials Verification
 - Verification of Domain Name Selection
 - Verification of Physical Address
 - Verification of the Primary Telephone Number for the Registrant
 - Registrant Contact Employment and Authority
- Contact MUST be a full-time employee of the registrant
- Manager or HR Rep. must be able to answer call to registrant's primary phone number
- Expected to take less than 5 days
- Performed at least every two years



Activities for the next 90 days

- Increased marketing and communications activities
 - Materials
 - Webinars (e.g., Registrars, Trade Associations)
 - Media relations
 - Thought-leader articles
- Publication of “A Guide to Leveraging .BANK” (~ June 3)
 - Technical and communications elements



Parting Thoughts (for Registrants)

- Check the timeline for when you're eligible
- Determine the names you would like to have and qualify for
- Engage with a registrar soon (some are performing pre-screenings to expedite the registration process)
 - Registrars set the retail price, shop around
- Consult with your core processor early
- Domains are awarded first-come, first served – keep your options open by securing domains early so you have them when you're ready



Information

- Contact:
 - Craig Schwartz at craig@ftld.com or +1 202.589.2532
- Visit www.register.bank and sign up to receive email updates
- Read our FAQ at www.register.bank/faq
- See the timeline at www.register.bank/timeline
- See our list of approved-registrars at www.register.bank/registrars
- Review our Registry Policies at www.register.bank/policies
- fTLD and ICANN Reserved Names at www.register.bank/resources

