



Internet Corporation for Assigned Names and Numbers (ICANN)
4676 Admiralty Way, Suite 330
Marina del Rey, CA 90292
USA

12th April, 2012

Letter of Endorsement

Dear ICANN

This letter sets out the position of EMOTA with regard to the plans of GMO Registry, Inc. ("GMO") to apply for the .SHOP generic Top Level Domain (gTLD) through the new gTLD program offered by ICANN. It sets out our support for GMO's bid in terms of our current and future cooperation in providing a high quality and integrity of e-commerce experience through the provision of the .SHOP domain.

EMOTA – www.emota.eu – is the trade organisation that represents, at European and international level, the interests of e-commerce companies and retailers interacting with customers through all distance sales channels - websites, call centres/telephone, direct mail, catalogues, TV and more. EMOTA was founded under Belgian law in May 1982 (this month is the 30 years anniversary). EMOTA, however, developed out of the AEVPC (French acronym for Association Européenne de Vente par Correspondence) which was already in existence in 1971.

EMOTA speaks for organisations generating more than a third of a trillion US dollars' worth of annual online trade. It works closely with the European Commission and national governments and is continually consulted in areas of, for example, e-Commerce Governance and Self Regulation, Industry Data, Codes of Best Practice, Dispute Resolution, Investment Policy, Trading Standards and Cross-Border issues. The 15 national markets that EMOTA's association members directly represent are Austria,



Czech Republic, Finland, Germany, Greece, Hungary, Italy, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland and the United Kingdom.

See <http://www.emota.eu/members.html>

Our e-commerce trust schemes are long established (since 1997 in the case of the UK) with some 20,000 merchants already enrolled. We believe that by pooling energies and resources with GMO Registry, their .SHOP initiative will have a major positive impact that will unlock trading potential for businesses worldwide.

We are convinced that the implementation of EMOTA and GMO's common vision for the .SHOP gTLD will significantly improve and provide for a valuable alternative for the situation where, at present, retail brands feel that they must purchase multiple domains simply to protect their brand.

The .SHOP gTLD could bring a step change to the development of global e-commerce. It can do this as a key part of a unified and integrated quality infrastructure which EMOTA is committed to developing, bringing together regulation, industry self-regulation, (*e.g.*, via EMOTA), codes of practice (*e.g.*, Trusted Shops) and domain management, as a holistic secure trading solution.

Additionally, the prospect of internationalization that is made possible by the .SHOP domain is attractive because it widens the control and administration of e-commerce sites and platforms.

We believe that pooling energies and resources in the ways foreseen by GMO will have a major positive impact that will unlock trading potential for businesses worldwide.

The approach that GMO plan to take in implementing quality and governance criteria in the gTLD is complementary to our approach to the implementation of Trust Marks, and thus the combination of the two will provide a significant benefit to customers and merchants alike.

We believe that combining our governance approach with GMO's vision will add significant value to the .SHOP proposition, and therefore look forward to continuing to work with GMO throughout the further implementation of this new gTLD.



European Multi-channel and Online Trade Association

We are confident that the policies that GMO currently has in place, and the intended implementation plan that GMO has outlined to us will result in a high quality of experience for those consumers and organisations adopting the .SHOP domain. GMO's intention is to implement the .SHOP domain to a high standard of quality and integrity consistent with EMOTA quality standards and trust marks, and this being the case we are happy to wholeheartedly endorse and continue to support GMO's application for the .SHOP TLD.

Yours Faithfully,

A handwritten signature in blue ink, appearing to read "G. Walter Devenuto".

G. Walter Devenuto
President, EMOTA

A handwritten signature in blue ink, appearing to read "James Roper".

James Roper, FRSA
Vice President, EMOTA