

PAYWARD LTD
CRYPTO ASSET RISK DISCLOSURE
Moon (MF)

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Disclaimer

Please note that this risk disclosure is not exhaustive of all risks associated with trading MF. Investors should perform their own assessment to determine the appropriate level of risk for their personal circumstances. Be sure to do your own research and due diligence while taking into account your own financial situation and risk tolerance. Please review the [Risk Summary](#) for additional discussion of general risks associated with the assets made available in the platform. These materials are for general information purposes only and are not investment advice or a recommendation or solicitation to buy, sell or hold any crypto asset or to engage in any specific trading strategy. The information contained in this risk disclosure is based on publicly available information that may be inaccurate, incomplete, or change at any time.

What is Moon and how does it work?

Moon (MF) is a move-to-earn (M2E) fitness platform that rewards users with cryptocurrency for walking and completing physical activity challenges. It operates via a mobile application that tracks user movement through GPS and step-counting tools. By completing daily walking targets and participating in fitness-related mini-games or events, users can earn MF tokens.

Unlike many other fitness-related blockchain applications, Moonwalk does not currently require users to purchase NFTs or engage in complex gamified systems. The platform aims to provide users with a more simplified fitness platform where users need only to engage in physical activity in order to participate in the challenges.

Who is behind the project?

Moonwalk Fitness is registered under the name of Dov Solomon. Beyond this, the Moonwalk project does not disclose its team on the official website, whitepaper, or FAQ. There is no verifiable public information regarding the identities or backgrounds of its founders, developers, or advisors.

Tokenomics of Moon

MF has a total supply of 1 billion tokens. * Team and Funders allocations are subject to a 12 month cliff, followed by a 24 month vesting schedule.

General Risks

Like all other digital assets, there are some general risks to investing in MF. These include short history risk, volatility risk, liquidity risk, demand risk, forking risk, code defects, cryptography risk, regulatory risk, concentration risk, electronic trading risk and cyber security risk. For more information on general risks associated with smart contracts and digital assets, see Kraken's Risk Statement.

Risks specific to Moon

Competition

The Moon walk Fitness faces competition from other web3 fitness projects such as StepN, Sweat Economy, and others. MF's value derives from its broader adoption in the market. If the Moon walk Fitness fails to achieve sufficient adoption compared to the other options in the market, this could negatively impact the value of MF.

Due Diligence

Prior to listing on the Kraken platform, Kraken performed due diligence on MF and determined that MF is unlikely to be a security or derivative under UK securities legislation. Our analysis generally includes, but is not limited to, reviewing publicly available information on the following:

- The creation, governance, usage and design of MF, including the source code, security and roadmap for growth in the developer community and, if available, the background of the developer(s) that created MF;
- The supply, demand, maturity, utility and liquidity of MF;
- Material technical risks associated with MF, including any code defects, security breaches and other threats concerning MF and its supporting blockchain (such as the susceptibility to hacking and impact of forking), or the practices and protocols that apply to them; and
- Legal and regulatory risks associated with MF, including (i) any pending, potential, or prior civil, regulatory, criminal, or enforcement action relating to the issuance, distribution, or use of MF, and (ii) consideration of statements made by any regulators or securities regulatory authorities in the UK, other regulators of the International Organization of Securities Commissions, or the regulator with the most significant connection to MF about whether MF, or generally about whether the type of crypto asset, is a security and/or derivative.

Don't invest unless you're prepared to lose all the money you invest. This is a high-risk investment and you should not expect to be protected if something goes wrong. [Take 2 mins to learn more.](#)

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