

PAYWARD LTD
CRYPTO ASSET RISK DISCLOSURE
Rujira (RUJI)

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Disclaimer

Please note that this risk disclosure is not exhaustive of all risks associated with trading RUJI. 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 Rujira and how does it work?

RUJI is a utility token that powers the Rujira Alliance—a decentralized application layer built atop THORChain. RUJI serves as the governance and revenue-sharing token across multiple interoperable DeFi platforms including Kujira, Fusion, Wink, and Unstake. It is designed to unify various DeFi projects under one interoperable framework, enabling users to participate in staking, governance, and cross-protocol economic incentives within the THORChain ecosystem.

Who is behind Rujira?

The Rujira Alliance is spearheaded by contributors from several known Cosmos- and THORChain-based teams. Notably, the Kujira founding team—Brett, Dove, and Hans—are core contributors. Strategic direction and initial oversight is provided by John-Paul Thorgjornsen (JP.THOR), the founder of THORChain. Partner teams from Fusion (capital markets), Wink (community and UX), and Unstake (liquid staking) also actively participate in the ecosystem's evolution.

Tokenomics of RUJI

RUJI has a fixed maximum supply of 100 million tokens. The allocation breakdown is as follows:

Category	Percent of Supply
Kujira and merged ecosystem apps	50%
Investors	15%
Operations	15%

Ecosystem fund	7.5%
Builders incentive pool	7.5%
Levana, another project joining the alliance	5%
Total:	100%

General Risks

Like all other digital assets, there are some general risks to investing in RUJI. 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 RUJI

Governance Centralization Risk

While the long-term roadmap envisions full DAO governance, RUJI governance is currently in a transitional phase. Strategic decisions are made by a small group of core contributors led by JP.THOR. This interim centralization may influence decision-making until full community governance is achieved.

Liquidity and Adoption Risk

The utility and long-term demand for RUJI depend heavily on successful integration across multiple partner dApps. Delays or underperformance from any key project within the alliance (e.g., Kujira or Fusion) could impact token usage and adoption.

Due Diligence

Prior to listing on the Kraken platform, Kraken performed due diligence on RUJI and determined that RUJI 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 RUJI, including the source code, security and roadmap for growth in the developer community and, if available, the background of the developer(s) that created RUJI;
- The supply, demand, maturity, utility and liquidity of RUJI;
- Material technical risks associated with RUJI, including any code defects, security breaches and other threats concerning RUJI 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 RUJI, including (i) any pending, potential, or prior civil, regulatory, criminal, or enforcement action relating to the issuance, distribution, or use of RUJI, 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 RUJI about whether RUJI, 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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