

# PAYWARD LTD

## CRYPTO ASSET RISK DISCLOSURE

### MOG

#### Mog Coin (MOG)

Last updated on August 07, 2025

#### Disclaimer

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

The team describes Mog Coin as “a community-driven meme token built on the Ethereum blockchain that celebrates internet-culture humour while promoting an inclusive user community”. It is an ERC-20 token whose smart-contract ownership is renounced and whose initial liquidity was locked.

Mog Coin functions purely as a transferable digital token; it does not provide staking, yield, or governance rights. Value is derived from secondary-market demand—largely driven by social-media engagement and viral meme culture—rather than from protocol revenues or on-chain utility.

The project outlines several informal community initiatives—such as meme contests and social-media raids—but discloses no roadmap that would add utility features (e.g., staking, in-app payments) at this time.

#### Who is behind the Project?

Mog Coin debuted in July 2023 as what the founders call a “fair-launch memecoin” on Uniswap. According to the project website, it began as “a group of friends,” and the contract was deployed from an address that immediately burned the admin keys. The team remains pseudonymous and relies on volunteer moderators and open-source contributors for marketing, website upkeep, and community events.

#### Tokenomics of Mog Coin:

Metric	Value
Max / Total supply	420,690,000,000,000 MOG

Circulating supply (August 2025)	390,567,526,433,217 MOG ( $\approx 93\%$ of max)
Initial distribution	Fair launch on Uniswap with no presale or team allocation
Liquidity-pool lock	Core Uniswap V2 LP tokens locked until 2092

Mog Coin is designed primarily for fun and entertainment purposes. Unlike other cryptocurrencies that may have complex economic models or strategies, Mog Coin focuses on being a playful and engaging digital asset.

The main goal of Mog Coin is to provide a lighthearted and enjoyable experience for its users, rather than to serve as a serious financial instrument.

### General Risks

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

#### *Competition Risk*

The MOG network faces competition from other meme-oriented cryptocurrencies such as Pepe (PEPE), Shiba Inu (SHIB), and many others. MOG's value derives from its broader adoption in the market. If the MOG network fails to achieve sufficient adoption compared to the other options in the market, this could negatively impact the value of MOG.

### Due Diligence

Prior to listing on the Kraken platform, Kraken performed due diligence on Mog Coin. Kraken was permitted to make Mog Coin available for trading to UK users, in compliance with UK law. This process generally consists of reviewing publicly available information on the following:

- The creation, governance, usage and design of Mog Coin, including the source code, security and roadmap for growth in the developer community and, if available, the background of the developer(s) that created Mog Coin;
- The supply, demand, maturity, utility and liquidity of Mog Coin;
- Material technical risks associated with Mog Coin, including any code defects, security breaches and other threats concerning Mog Coin 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 Mog coin, including (i) any pending, potential, or prior civil, regulatory, criminal, or enforcement action relating to the issuance, distribution, or use of

Mog Coin, 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 Mog Coin about whether Mog Coin, 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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