



ATHENA INTELLIGENCE

CRYPTO DUE DILIGENCE REPORT:

Pepe Coin

20 July 2025



DISCLAIMER

The advice and recommendations submitted in these documents constitute neither a warranty of future results by Athena Intelligence SA nor insurance against risk. This material represents the best judgment of Athena Intelligence SA and is based solely on information publicly available at the time of writing. This does not constitute financial advice, and readers are advised to do their own research.



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KEY RISK INDICATORS	YES/NO/NOT APPLICABLE	SCORE
Does the project have a well-defined use case or utility?	NO	1/4
Are there any references to the project in business directories, commercial databases, official announcements, or similar sources of business information for the relevant sector(s)?	NO	3/5
Is the list of shareholders/investors publicly disclosed?	NO	0/5
Is the corporate structure unorthodox or unduly complex?	N/A	
Is there an offshore element in the corporate structure?		
Are the project's financial returns available from online research?	NO	0/7
Is the project making a loss?	N/A	
Are the project's assets publicly disclosed?	NO	0/10
Have the project and its key individuals a proven track record of developing successful projects?	N/A	
Have the project and its key individuals been mentioned in the media concerning illegal business practices or any negative or controversial context?		
Is there any evidence that the project and its key individuals have been involved in litigation?		
Is there any evidence that the project and its key individuals are listed on blacklists?		
Is there any evidence that the project and its key individuals have been involved in credit or bankruptcy issues?		
OVERALL RISK ASSESSMENT & TOTAL SCORE	VERY HIGH	4/100



EXECUTIVE SUMMARY

Pepe (\$PEPE) is a meme-based ERC-20 standard cryptocurrency deployed on the Ethereum blockchain, reportedly launched in April 2023.

The project brands itself as the “King of Memecoins”, leveraging the iconic internet meme character Pepe the Frog as its central theme and mascot. It aims to dominate the meme token space by combining viral internet culture with a community-driven token model.

The **team’s anonymity** raised concerns, as no members could be identified. Similarly, **no corporate structure** affiliated with Pepe was identified.

The project's reputation is generally **neutral** and largely influenced by its **activity on X** and coverage from **online news outlets such as CoinCentral and InvestX**, which primarily highlight positive market speculations.

According to our review, Pepe has not been involved in civil or criminal litigation. We can also confirm that the project has not been featured on anti-money laundering, debarment, prohibitive, or international sanctions lists.

Based on the above elements, Athena Intelligence has assessed Pepe as an **overall very high risk**.



PROFILE

Pepe (\$PEPE) is a meme-based cryptocurrency project deployed on the Ethereum Blockchain. Based on its first trading date, the project was launched in April 2023.¹

Inspired by Matt Furie's Pepe the Frog, the project calls itself the "King of Memecoins"² and positions itself as a cleaner alternative to typical coins in that category. It also claims to differentiate itself from having launched stealthily with no presale, zero transaction taxes, locked liquidity, a burned liquidity pool (LP), and a renounced smart contract.³

Regarding tokenomics, Pepe's contract address is 0x6982508145454ce325ddbe47a25d4ec3d2311933⁴ and has a maximum supply of 420,689,899,653,543 PEPE.⁵

Regarding token distribution, the project has, as of the day of this report, over 465,000 holders, with the top three holding 11.8%, 6.5%, and 3.9%, respectively, while the remainder possess less than 3.3%.⁶ Notably, over 95% of the largest liquidity pool has been burned for more than 15 days, which may pose a risk of reduced liquidity and limited trading flexibility.⁷

You may also note that on the day of this report, \$PEPE has been ranked third in the top trending coins on CoinMarketCap.⁸

MANAGEMENT PROFILE

No management was identified in correlation with this project.

¹ coinmarketcap.com/currencies/pepe

² thepepecoin.org

³ tokensniffer.com/token/eth/0x6982508145454ce325ddbe47a25d4ec3d2311933

⁴ etherscan.io/token/0x6982508145454ce325ddbe47a25d4ec3d2311933

⁵ Ibid

⁶ Ibid

⁷ tokensniffer.com/token/eth/0x6982508145454ce325ddbe47a25d4ec3d2311933

⁸ coinmarketcap.com/trending-cryptocurrencies



REPUTATION

Pepe is primarily referenced in online news media outlets and on X and is perceived as overall positive and neutral, respectively.

The project has received positive coverage in online news, mainly due to recent interest from whale investors.⁹ Moreover, CoinCentral highlighted a bullish price pattern linked to this large investor's activity.¹⁰ Of note, InvestX described the project as promising, stating that whale investors appear confident and are holding their tokens for the long term.¹¹

Regarding X, Pepe has over 760,000 followers and is perceived as neutral. Its posts are only memes of Pepe the Frog, with no announcement about the cryptocurrency.¹²

KEY RISK INDICATORS IDENTIFIED BY ATHENA INTELLIGENCE	YES/NO
Does the project have any discernible media profile in the general or specialized press?	NO
Has the project been mentioned in the media concerning illegal business practices (money laundering, corruption, tax evasion, fraud, misappropriation of public property, etc.) or any negative or controversial context?	

LITIGATION

Athena Intelligence has conducted litigation checks on Pepe to determine whether it has been involved in civil or criminal lawsuits.

⁹ bravenewcoin.com/insights/pepe-pepe-price-prediction-pepe-jumps-32-is-this-the-start-of-a-meme-coin-come-back

¹⁰ coincentral.com/pepe-price-prediction-pepe-coin-to-soar-as-ethereum-targets-new-highs-analysts-say-keep-an-eye-on-rtx

¹¹ investx.fr/en/crypto-news/pepe-coin-whales-buying-should-you-invest

¹² x.com/pepecoineth



No dispute was identified.

KEY RISK INDICATORS IDENTIFIED BY ATHENA INTELLIGENCE	YES/NO
Has the project been involved in litigation as a claimant or plaintiff?	NO

SANCTIONS & WATCH LISTS

Athena Intelligence reviewed approximately 700 global records comprising official anti-money laundering lists, international sanctions, debarment lists, and prohibitive lists. Pepe is not featured on these lists or sanctions.

The consulted lists include, amongst others, the Specially Designated Nationals and Blocked Persons list (SDN List) and all other sanctions lists administered by OFAC, all US-related issued sanctions, also at the state level; all UN/World Bank/IMF Watchlists and Sanctions, all EU, Sanctions, including national states' financial ministry sanctions, all LATAM and Asian continent watch lists.

KEY RISK INDICATORS IDENTIFIED BY ATHENA INTELLIGENCE	YES/NO
Has the project been listed in any international regulatory blacklists?	NO