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Peezy

30 April 2025



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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	1/5
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	2/100



EXECUTIVE SUMMARY

Peezy (\$PEEZY) is a meme-based cryptocurrency project launched on the Ethereum blockchain in October 2024. The project positions itself as the “cool alter ego” of Pepe the Frog character, aiming to carve out a unique identity within the meme coin landscape.

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

The project’s reputation is primarily shaped by its presence on X and has **very few user engagements**.

According to our review, Peezy 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 Peezy as an **overall very high risk**.



PROFILE

Peezy (\$PEEZY) is a meme-based cryptocurrency project deployed on the Ethereum Blockchain. Based on its first trading date, the project was launched on 28 October 2024 on the Ethereum blockchain.¹

The project refers to itself as the “cool alter ego” of Matt Furie’s Pepe the Frog character and seeks to differentiate its identity within the broader meme coin sector.

Regarding tokenomics, Peezy’s contact address is 0x698b1d54E936b9F772b8F58447194bBc82EC1933² and has a maximum supply of 420,690,000,000 PEEZY.³

Regarding token distribution, the project has, on the day of the report, 1,878 holders, with the top three holding 16.4%, 14.9%, and 3.9% respectively, with the remainder possessing less than 2.5%.⁴ Of note, 99.89% of the tokens have been burnt, indicating a high risk of a potential scam.⁵

A light roadmap is outlined on the project’s website, but it lacks clear instructions or timelines for each stage, apart from the stated goal of reaching 150,000 holders by phase 2.⁶

MANAGEMENT PROFILE

No management in correlation with this project was identified.

REPUTATION

Peezy is mainly referenced on X and Telegram, with almost 1,800 followers (coincidentally close to the

¹ coindizzy.com/ethereum/0x56e72876a57efbb1c0a95906843b009d4b804b28

² etherscan.io/token/0x698b1d54e936b9f772b8f58447194bbc82ec1933

³ Ibid

⁴ Ibid

⁵ tokensniffer.com/token/eth/0x698b1d54e936b9f772b8f58447194bbc82ec1933

⁶ peezy.vip/#roadmap



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number of holders) and over 800 subscribers. Despite its activity on X, the project has very little engagement by its followers, and all comments are neutral.⁷

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 Peezy to determine whether they have been involved in civil or criminal lawsuits.

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. Peezy is not featured on these lists or sanctions.

⁷ x.com/peezyethereum



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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/WorldBank/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