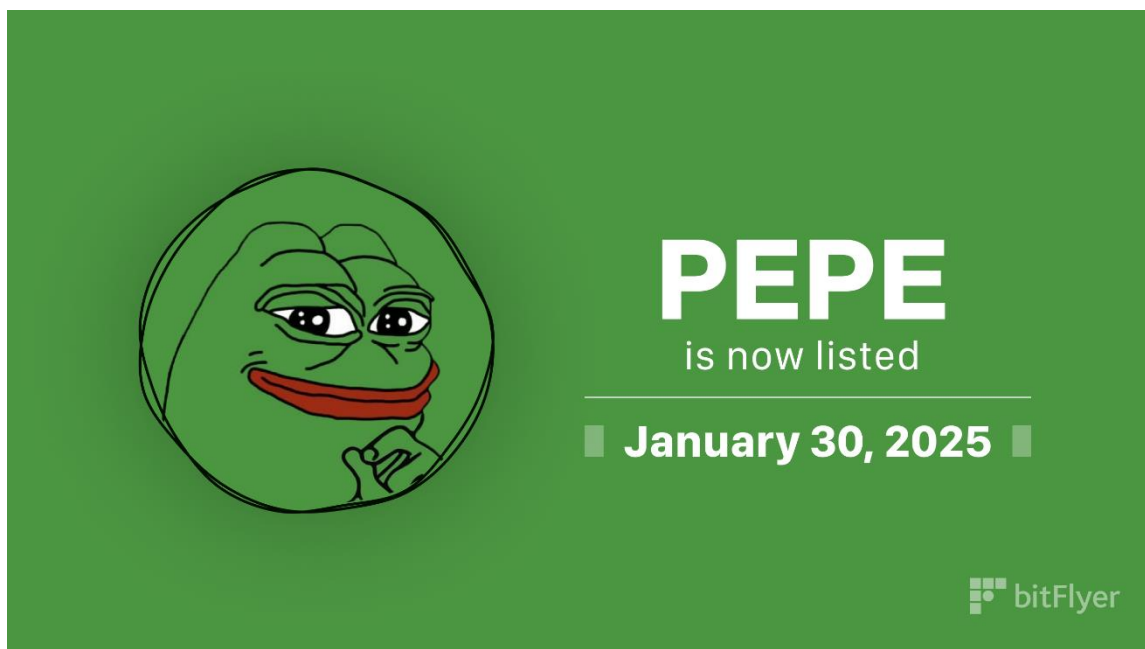


Pepe (PEPE) is Now Listed

bitFlyer, Inc. (Head office: Minato-ku, Tokyo; Representative Director: Yuzo Kano; hereinafter referred to as “bitFlyer”) has listed Pepe (PEPE) on bitFlyer Buy/Sell today. PEPE is a crypto asset categorized as a "meme coin," inspired by internet humor and trends. It ranks as the 4th largest in market capitalization* among meme coins and has gained widespread popularity.

bitFlyer will continue to actively increase the number of new crypto assets in its service to provide customers with more investment options and opportunities to participate in web3.



Service Start Date

Buy/Sell: Thursday, January 30th, approx. 3:00 pm JST

First recurring purchase on bitFlyer Recurring Buy (at earliest): Friday, January 31st

About Deposits and Withdrawals

PEPE deposits and withdrawals are not supported at this time. If and when bitFlyer starts supporting these features, an announcement will be made accordingly.

About PEPE

- Currency name: Pepe
- Ticker symbol: PEPE

- Characteristics: PEPE is a meme coin featuring a logo inspired by the internet meme “Pepe the Frog.” It was issued on the Ethereum network in 2023. The developer remains anonymous, and the ecosystem's growth is driven by the voluntary and proactive efforts of its community members.

Source: <https://www.pepe.vip>

Important Remarks

- There are several crypto assets that are similar to Pepe (PEPE), so please ensure that you do not confuse it with other crypto assets.
- There have been reports of an incident, stating that in 2023, a former member of the development team of PEPE illicitly transferred PEPE tokens from the team's wallet. The issuer team has reportedly provided an explanation and response regarding the incident; however, bitFlyer cannot guarantee the accuracy of these reports. Customers are advised to trade PEPE at their own discretion and responsibility. bitFlyer does not assume any liability for losses incurred by customers due to price fluctuations or other related factors.

100 Days Challenge Round 2! Celebrating the PEPE Listing with a Special Campaign

To celebrate the listing of PEPE we are launching a campaign today. This campaign is the second of 15 campaigns and new services that are being introduced over a period of 100 days as part of our 100 Days Challenge. Stay tuned for more initiatives as we continue the challenge.



Celebrating the PEPE listing!

Purchase at least JPY 10,000
■ during the campaign period for a chance to win ■

JPY 50,000
worth of **PEPE**

Up to **10** winners!

Campaign Period **Jan 30 - Feb 28, 2025**

Campaign Overview

10 winners who purchase at least JPY 10,000 worth of PEPE on bitFlyer’s Buy/Sell during the campaign period will be selected in the raffle campaign to receive PEPE worth JPY 100,000.

Campaign Period

Thursday, January 30th, 2025 - Friday, February 28th, 2025

For further details please refer to the campaign page below.

<https://bitflyer.com/en-jp/cam/25q1-trade-cpn-2>

For further information and remarks on PEPE please refer to the “Explanatory Summary of Our Listed Crypto Assets”. (Only in Japanese)

<https://bitflyer.com/pub/explanatory-summary-of-our-handled-virtual-currency.pdf>

*Source: [CoinMarketCap](#) (as of January 29th, 2025)

About the bitFlyer Group

Founded in 2014 with the mission to "Simplify the World with Blockchain", bitFlyer has achieved the No. 1* in Bitcoin trading volume in Japan for nine consecutive years thanks to the patronage of its customers. The company has developed its crypto asset trading business globally with its group companies bitFlyer USA, Inc. and bitFlyer EUROPE S.A. bitFlyer Blockchain, Inc. has developed and is offering its proprietary blockchain platform, Miyabi, which is being utilized as the underlying infrastructure for tokens listed on crypto asset exchanges. Additionally, Custodiem, Inc. is preparing to launch a new crypto custody business, anticipating the increasing demand from institutional investors entering the crypto asset market. By harnessing synergies across the group to expand globally within the web3 ecosystem, the Group is striving to become Asia's leading web3 company.

Official website: <https://bitflyer.com>

*Annual trading volume, including contract for difference trading and futures trading, among domestic crypto asset exchange operators from 2016 to 2024.

(This data was aggregated by bitFlyer based on statistical information published by the Japan Virtual and Crypto assets Exchange Association and trading data disclosed by domestic crypto asset exchange operators. For the statistical information from the Japan Virtual and Crypto assets Exchange Association, data from 2018 onwards was referenced.)

Disclaimer (Please read carefully):

- Crypto assets are not a legal tender.
- Crypto assets may be used to settle a payment only in the event that the person receiving the payment agrees.
- Buying/selling crypto assets or exchanging them for other crypto assets are transactions which may result in losses incurred from price fluctuations of crypto assets. It is possible that the price of crypto assets declines due to influences from changes in balance of supply and demand, trends on prices of goods, currencies and other markets, as well as changes in situation related to crypto assets.
- Trading with over-the-counter crypto asset derivatives may cause losses, because their trading price may fluctuate in either way due to influence from changes in balance of supply and demand of over-the-counter crypto asset derivatives on our platform as well as indirect influence from price changes of the crypto assets referred by those over-the-counter crypto asset derivatives.
- Over-the-counter crypto asset derivative trades are trades in which the notional amount, which is the product of the trading price and the open interest volume, can be larger than the amount of the margin deposit. Therefore, the amount of loss incurred may be larger than the amount of margin deposit if the notional amount fluctuates to a greater extent than the amount of margin deposit to your disadvantage due to changes in balance of supply and demand of over-the-counter crypto asset derivatives or price fluctuations of the crypto assets referred by the derivatives.
- The margin deposit size for over-the-counter crypto assets derivatives must be no less than 50% of the notional amount, while the notional amount must be no more than 2 times the margin deposit. (Both for individual customers.) More information can be found on our "[What is bitFlyer Crypto CFD?](#)" page.
- When making purchases or sales of crypto assets on Buy/Sell, or exchanging them for other crypto assets, customers bear the spread. The spread is the difference between the purchase and selling prices. The fees incurred when buying or selling crypto assets, exchanging them for other crypto assets or over-the-counter crypto asset derivatives as well as the calculation methods for the corresponding fees can be found on our "[Fees and Taxes](#)" page.
- Over-the-counter crypto asset derivatives are negotiated transactions between you and bitFlyer, Inc. which is the counterparty for you on those derivatives.
- You should thoroughly read and understand all of our documents that require user agreement. Trade at your own risk and judgment.

bitFlyer, Inc.

Director-General of the Kanto Finance Bureau No. 00003

Financial Instruments Business Kanto Local Finance Bureau (FIBO) No. 3294

Member of Japan Virtual and Crypto asset Exchange Association, which is Certified Association for Payment Service Providers as well as Financial Instruments Firms Association

Media Inquiries

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