



# **\$PUBG**

Play-to-Earn Meme Coin

**Official \$PUBG White Paper**

[EarnPUBG.com](https://earnpubg.com)

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## Executive Summary

\$PUBG is a Solana-based play-to-earn meme coin that bridges competitive gaming with cryptocurrency rewards. By connecting PlayerUnknown's Battlegrounds (PUBG) gameplay metrics to blockchain incentives, \$PUBG creates a sustainable ecosystem where skilled players earn real value for their in-game achievements.

PUBG isn't just another battle royale—it's a proven, revenue-generating franchise IP. KRAFTON reported KRW 3.33 trillion (~\$2.5B USD) in total revenue for 2025, with PUBG IP Franchise revenue growing 13% year-over-year. The PC/Console version alone grew 16%, achieving Steam Platinum status for 9 consecutive years (2017-2025)—a feat matched only by CS:GO and DOTA 2.

With PUBG's massive global player base—particularly concentrated in South Korea and Southeast Asia—\$PUBG taps into a proven, highly engaged gaming community and transforms competitive gameplay into verifiable, rewardable actions. This isn't speculation: KRAFTON is actively investing in PUBG 2.0, expanding UGC (user-generated content) capabilities, mega-IP collaborations, and evolving the game into a long-term gameplay platform.

## The Opportunity

**Massive Engaged Audience:** PUBG maintains millions of concurrent players globally, with South Korea and Southeast Asia representing the most dedicated competitive communities. These regions have both high PUBG engagement *and* high cryptocurrency adoption rates.

**Proven Game Longevity & Revenue Growth:** Unlike trending battle royales, PUBG has demonstrated staying power since 2017 with 5 consecutive years of PC/Console revenue growth. KRAFTON's PUBG IP Franchise generated 13% YoY growth in 2025, with consistent updates, professional esports leagues, and sustained player retention. The game achieved Steam Platinum status for 9 consecutive years—a benchmark of sustained popularity.

**PUBG 2.0 Transformation:** KRAFTON is actively investing in PUBG's evolution as a gameplay platform. Key initiatives include: (1) *Core Enhancement* - upgrading to Unreal Engine 5 with improved content pipelines; (2) *Gameplay Diversification* - launching 4 well-made modes and expanding co-dev creatives; (3) *UGC Sandbox* - sophisticated user-generated content tools based on PUBG's core gameplay loop; (4) *Mega-IP Collaborations* - partnerships with globally influential brands and artists. This positions PUBG as a long-term Product Life Cycle (PLC) IP, not a declining title.

**Verifiable Achievement Data:** PUBG's public API and stat-tracking infrastructure enable transparent, tamper-resistant reward distribution based on real gameplay performance.

## By The Numbers: KRAFTON's PUBG IP Performance

Metric	Value	Context
2025 Total Revenue	<b>KRW 3.33 Trillion</b>	~\$2.5 Billion USD annual revenue
PUBG IP Growth	<b>+13% YoY</b>	Sustained franchise growth in 2025
PC/Console Growth	<b>+16% YoY</b>	5 consecutive years of revenue growth
Steam Status	<b>Platinum × 9 Years</b>	2017-2025, only 3 games achieved this

These metrics demonstrate that PUBG is not a declining legacy title—it's an actively growing franchise IP with proven staying power and developer commitment. KRAFTON's FY2025 operating profit of KRW 1.05 trillion provides the financial foundation to continue investing in PUBG's evolution, making it a sustainable platform for long-term play-to-earn integration.

## Value Growth Formula

The \$PUBG ecosystem is designed around a simple but powerful value creation loop:

**Token Value = f(Content Creation, Player Engagement, Geographic Network Effects)** Where: • **Content Creation = Clips, Streams, Stats (driving social visibility)** • **Player Engagement = Active users × Kills/Wins (generating reward demand)** • **Geographic Network = Korea/SEA adoption density (multiplier effect)**

As more players join the ecosystem, content creation increases (streams, highlight clips, stat tracking). This content attracts new players, who compete for \$PUBG rewards. The concentrated geographic adoption in high-engagement regions creates strong network

effects—when your friends are earning \$PUBG for kills, you're incentivized to join.

## Token Supply & Distribution

\$PUBG launched with a total supply of **1,000,000,000 tokens (1 billion)** on the Solana blockchain.

Allocation	Amount	Purpose
Liquidity Pool	500,000,000 (50%)	Deployed as initial liquidity paired with USDC on Solana DEXs
Locked Supply	500,000,000 (50%)	Locked with future burns planned to reduce circulating supply

**Launch Market Cap:** \$PUBG launched with an initial market cap of **\$1,111 USDC**. The number 1111 holds cultural significance in South Korea and Southeast Asia as a symbol of good fortune and new beginnings—a fitting choice for a project targeting PUBG's core Asian player base.

The 50/50 split between circulating liquidity and locked supply creates immediate trading accessibility while preserving long-term deflationary pressure through planned token burns. This structure balances launch liquidity with sustainable tokenomics.

## Tokenomics: The 5% Transaction Tax

Every \$PUBG transaction incurs a 5% tax that automatically funds the play-to-earn ecosystem:

Tax Component	Allocation	Purpose
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Kill Feed Rewards	3.5%	Direct payments to players for verified kills, wins, and achievements
Liquidity Pool	1.0%	Ensures stable trading and reduces price volatility
Marketing & Growth	0.5%	Content creator partnerships, tournaments, platform development
<b>TOTAL TAX</b>	<b>5.0%</b>	

## Why This Works:

- 1. Self-Sustaining Rewards:** The 3.5% kill feed allocation means that as trading volume increases, the reward pool grows proportionally—no external funding required.
- 2. Liquidity Protection:** The 1% LP allocation ensures that even as the token gains traction, traders can enter and exit positions without significant slippage.
- 3. Organic Growth Engine:** The 0.5% marketing fund enables strategic partnerships with PUBG content creators and tournament organizers, creating authentic adoption rather than paid shilling.

# Competitive Integrity, Reward Epochs & Sustainability

To ensure long-term ecosystem sustainability and maintain competitive fairness, the \$PUBG platform operates using structured reward epochs, adaptive payout controls, and multi-layer telemetry verification systems. This transforms \$PUBG from a simple meme coin into a **seasonal competitive economy**.

## Reward Epoch System

\$PUBG rewards are distributed through recurring competitive "epochs" rather than unlimited real-time payouts. Each epoch represents a fixed competitive period (typically 14 days) during which verified gameplay activity is tracked and ranked.

### Tracked performance metrics include:

- Kills
- Wins ("Chicken Dinners")
- Damage dealt (ADR - Average Damage per Round)
- Placement (top 10 finishes, etc.)
- Survival time
- Ranked participation weighting
- Competitive consistency across matches

At the conclusion of each epoch, leaderboards are finalized, reward pools are distributed proportionally, rankings reset for the next competitive season, and a new reward cycle begins. This creates healthier competitive economy dynamics while encouraging long-term player participation rather than short-term extraction behavior.

## Example Epoch Structure (Every 14 Days)

Players compete across multiple game modes:

- Solos
- Duos
- Squads
- Regional ladders

**Reward Formula:** Weighted by kills, placement, ADR, survival time, and rank tier—NOT just raw kills. This prevents hotdrop-farming exploitation and rewards strategic, consistent

gameplay.

## Dynamic Reward Throttling

To preserve ecosystem stability during varying market conditions, \$PUBG utilizes adaptive reward throttling. Distributions are dynamically adjusted based on trading volume, treasury reserves, active player participation, token liquidity, and ecosystem growth metrics.

### Dynamic Pool Allocation Structure:

- **80%** of epoch allocation distributed to players based on performance
- **20%** automatically rolls forward to the next epoch
- Low volume periods = lower base emissions but guaranteed 20% carryover
- High volume periods = larger distributions plus continued rollover growth
- Maximum pool cap prevents unsustainable mega-epochs

This 80/20 structure ensures every epoch starts larger than base allocation while preventing complete reward depletion during low-activity periods. Players benefit from compound growth across seasons, and the ecosystem maintains long-term sustainability. Instead of an "infinite faucet tied to token speculation," this creates a managed competitive economy with predictable baseline rewards.

## Competitive Integrity & Anti-Abuse Systems

Because \$PUBG rewards are tied to real gameplay performance, maintaining ecosystem integrity is a core priority. The platform leverages PUBG telemetry and official API data to verify legitimate gameplay behavior.

### Anti-abuse systems include:

- Minimum PUBG account level requirements
- Account age verification
- Ranked-mode weighting (competitive matches valued higher)
- Telemetry-based behavioral analysis
- Suspicious kill-pattern detection
- Collusion and repeated-lobby monitoring
- Manual moderation review
- Trust scoring systems

- Delayed or reduced rewards for low-confidence accounts

Accounts determined to be engaging in exploitative behavior—cheating, botting, account farming, or reward manipulation—may be restricted or permanently removed from reward eligibility.

## **Long-Term Vision: A Seasonal Competitive Economy**

\$PUBG is designed not merely as a meme coin, but as a competitive gaming ecosystem powered by transparent stat verification, community-driven competition, and sustainable reward mechanics.

The long-term objective is to build a scalable competitive economy around PUBG gameplay culture, seasonal competition, creator ecosystems, and community-driven engagement. This positions \$PUBG as **competitive ranked infrastructure** and an **esports-adjacent ecosystem**—not just another play-to-earn farm token.

# How \$PUBG Works

## 1. Bind Your Account

Players register on EarnPUBG.com by entering their PUBG PC username and Solana wallet address (or generate a new wallet on-platform). To verify ownership, players add the in-game username 'EarnRewards' to their PUBG friends list. Once verified and approved, the account is bound and eligible for kill-based rewards.

## 2. Play & Track

The platform continuously monitors verified gameplay metrics: kills, damage dealt, wins, and placement. Stats are pulled directly from official PUBG APIs to prevent manipulation.

## 3. Earn Rewards

Based on performance thresholds, players automatically receive \$PUBG distributions from the kill feed pool. Higher skill = higher rewards. Reward calculations are transparent and auditable on-chain.

## 4. Trade or Hold

Players can immediately trade their \$PUBG on Solana DEXs (Raydium, Jupiter) or hold for potential appreciation as the player base expands.

# Geographic Advantage: Korea & Southeast Asia

PUBG isn't just popular globally—it's a cultural phenomenon in specific high-value markets:

Region	PUBG Engagement	Crypto Adoption	Network Effect
South Korea	Top 3 globally	Very High	Dense gaming cafes, streaming culture
Southeast Asia	Largest mobile base	High & Growing	Young demographic, mobile-first

North America/EU	Moderate	Moderate	Mature gaming market
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By targeting these regions with bilingual content (English/Korean) and localized community building, \$PUBG captures the highest-engagement player segments first, creating a foundation for viral growth.

## Roadmap

Phase	Milestone	Focus
Phase 1	Token Launch & Initial Liquidity	Establish Solana trading pairs, initial marketing push
Phase 2	Stats Platform Live ✓	stats.earnpubg.com operational with kill tracking and leaderboards
Phase 3	Reward Distribution	Begin automated \$PUBG payouts for verified kills/wins
Phase 4	Content Partnerships	Partner with Korean/SEA PUBG streamers and content creators
Phase 5	Tournament Integration	Sponsor community tournaments with \$PUBG prize pools

## Risk Disclosure

\$PUBG is a meme coin and cryptocurrency asset. All cryptocurrency investments carry inherent risks including:

- **Volatility:** Token prices can fluctuate significantly based on market conditions, trading volume, and broader crypto market trends.
- **Regulatory Uncertainty:** Cryptocurrency regulations vary by jurisdiction and may change without notice.
- **Smart Contract Risk:** While audited, smart contracts may contain undiscovered vulnerabilities.
- **Game Dependence:** \$PUBG's value is partially tied to the ongoing popularity and operation of PUBG by Krafton, Inc. Changes to the game or its API could impact the ecosystem.

**Only invest what you can afford to lose.** This white paper is for informational purposes only and does not constitute financial advice.

## Learn More

Website: [EarnPUBG.com](https://earnpubg.com)

Stats Tracker: [stats.earnpubg.com](https://stats.earnpubg.com)

Blockchain: **Solana**