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What Is Pudgy Penguins: Binance Lists PENGU Token Amid Massive Airdrop

Pudgy Penguins, one of the most popular NFT projects, was launched in July 2021. Based on a strong IP, Pudgy Penguins extends its scope not only to NFT, but also to the toy and game business. It emerged as a blue chip even as the NFT market shrank and is now rated as a mainstream NFT project.

Recently, Pudgy Penguins is creating a stir with the debut of its PENGU token on Binance and other prominent crypto exchanges. Beyond its devoted community, the launch of this token is poised to capture the attention of the global market due to its substantial potential. More than seven million wallets are eligible to claim PENGU token through the highly anticipated airdrop, cementing its status as a formidable competitor in the cryptocurrency realm.

Then, what is Pudgy Penguins? In this article, we will take a close look at Pudgy Penguins and its PENGU token.



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Table of Contents

[Latest News & Updates on Pudgy Penguins](#)

[What Is Pudgy Penguins?](#)

[Development History of Pudgy Penguins](#)

[Pudgy Penguins Blockchain](#)

[Ecosystem of Pudgy Penguins](#)

[What is the PENGU Token?](#)

[PENGU Tokenomics](#)

[\\$PENGU Airdrop](#)

[Pudgy Penguins Future Outlook](#)

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Latest News & Updates on Pudgy Penguins

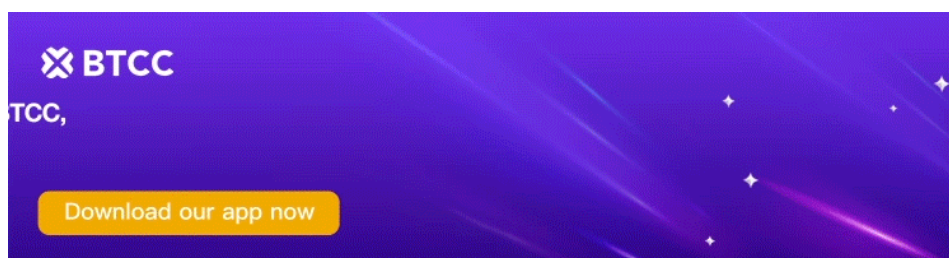
Binance has announced the listing of two new tokens—Pudgy Penguins’ native token, PENGU, and the Simon’s Cat meme coin. PENGU will go live on December 17 at 14:00 UTC, with trading pairs including USDT, BNB, FDUSD, and TRY.

PENGU’s Binance listing represents its first-ever token distribution. The PENGU token boasts a total and maximum supply of 88,888,888,888 tokens. Upon its listing, PENGU will have a circulating supply of over 623 million tokens, accounting approximately 70.22% of its total supply, including tokens allocated for rewards to HODLers via the airdrop program. These figures highlight the token’s significant availability in the market while ensuring substantial rewards for its loyal community members.

Notably, this launch underscores Pudgy Penguins’ vision of building a culture rooted in positivity, memetic value, and global appeal. The project’s mission is to foster a vibrant community that resonates with the iconic brand, showcasing its status as a cultural and financial powerhouse in the crypto world.

Pudgy Penguins introduced the PENGU token earlier this month but did not previously announce a launch date. The project has generated significant attention due to its connection to the popular NFT collection.

According to data from Whale Market, Pudgy Penguins is anticipated to debut at a price of \$0.10 per token. This initial valuation positions the token’s market cap at \$7 billion, which would place it firmly among the top 30 cryptocurrency projects after listing. This accomplishment not only underscores the token’s robust branding but also reflects its capacity to generate considerable interest from both retail investors and institutional whales. Analysts have remarked that PENGU’s combination of market appeal, community support, and impressive metrics renders it one of the most eagerly awaited token launches of the year.



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What Is Pudgy Penguins?



Pudgy Penguins is a collection of 8,888 unique NFTs on the Ethereum blockchain, each featuring an adorable and quirky penguin with randomly generated traits. Since its debut in July 2021, these digital collectibles quickly made traction in the first NFT frenzy and captured the hearts of many with their endearing designs and strong focus on their community of so-called Pengus.

Pudgy Penguins stands out in the NFT world through its emphasis on inclusivity, community and real-world utility. The project's adorable and universally appealing penguin designs have forged a profound bond with its audience. By actively involving the community in decision-making and offering exclusive perks, Pudgy Penguins has fostered a loyal and engaged following. Most importantly, while other projects over-promised and under-delivered, Penguins set out to make the most of the tough crypto downturn, working on building a real brand with an actual presence in real world bricks-and-mortar marketplaces.

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Development History of Pudgy Penguins



After its launch in 2021, the NFT market experienced a significant downturn alongside the broader cryptocurrency landscape in 2022. In April of that year, Luca Netz acquired the intellectual property rights to Pudgy Penguins for 2,500 ETH (approximately \$2.5 million at that time and currently valued at \$10 million).

Under Luca's leadership, the brand has successfully expanded into physical products and secured major partnerships. As a seasoned entrepreneur with expertise in internet marketing and the toy industry, Luca Netz is instrumental in driving Pudgy Penguins' resurgence. He leverages his Web2 experience in brand development along with a passion for collectibles to create a legacy brand that bridges digital and physical realms.

Luca's vision was clear from the beginning: to establish a legacy brand capable of enduring beyond the fluctuations of crypto and NFT markets. To realize this ambition, he recognized the necessity of creating a brand that resonates with a much broader audience while delivering tangible real-world value.

One of Luca's initial steps involved direct engagement with the Pudgy Penguins community. By actively participating in discussions on the project's Discord server and attentively considering their ideas and feedback, he refined his vision and adapted his plans to better align with community expectations. This approach would become a defining characteristic of Pudgy Penguins' subsequent success.

A crucial element of Pudgy Penguins' strategy has been its emphasis on fostering strong connections between digital assets and physical products—two domains navigated daily by both its NFT collectors and toy consumers.

The brand achieved this by launching an innovative line of physical toys designed to integrate seamlessly with its NFTs, thereby providing consumers with tangible products they can engage with

directly. Targeting millennial parents along with their children has facilitated an introduction to blockchain technology for this valuable demographic in an enjoyable and accessible manner.

Pudgy Penguins' toys have been a resounding success, with over 750,000 units sold in just 7 months, grossing more than \$10 million in retail sales. This success can be attributed in part to the brand's partnerships with major retailers like Walmart, which have helped to expose Pudgy Penguins to a mainstream audience and establish its legitimacy in the eyes of consumers.

Pudgy Penguin entered the NFT series Top 10 for the first time in September 2023. At that time, the NFT market as a whole was on a downward trend, but still maintained the lowest price, and the market share reached 2.7 percent. According to CoinGecko's report, the market share rose to 9.5% as of October 2024.

In the recent uptrend of the entire market, Pudgy Penguins, the lovable NFT collection featuring charming penguin characters, has officially overtaken the iconic Bored Ape Yacht Club (BAYC) to become the second-largest NFT collection by market capitalization.

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Pudgy Penguins Blockchain

Layer-2 Ethereum Abstract Platform

To Move Behind Pudgy
Penguins' \$11 Million Fundraise



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Just as BAYC, a popular NFT project, issued its own token APE, Pudgy Penguins plans to issue its own token on the “Abstract” chain.

Launched in July 2023, Appstract is a consumer-focused Ethereum Layer 2 blockchain network created by Igloo Inc., the parent company of Pudgy Penguins. Develop. The project utilizes ZK encryption technology to provide low-cost, high-speed, secure transactions and is designed with user experience in mind. Appstract seeks to drive mass adoption of cryptocurrencies through direct distribution strategies and various partnerships, opening up new possibilities for developers and global brands.

We named it “Appstract” instead of Fuzzy Chain because we didn’t want to limit it to Pudgy Penguins Chain and our goal was to be a large blockchain beyond Base and Solana.

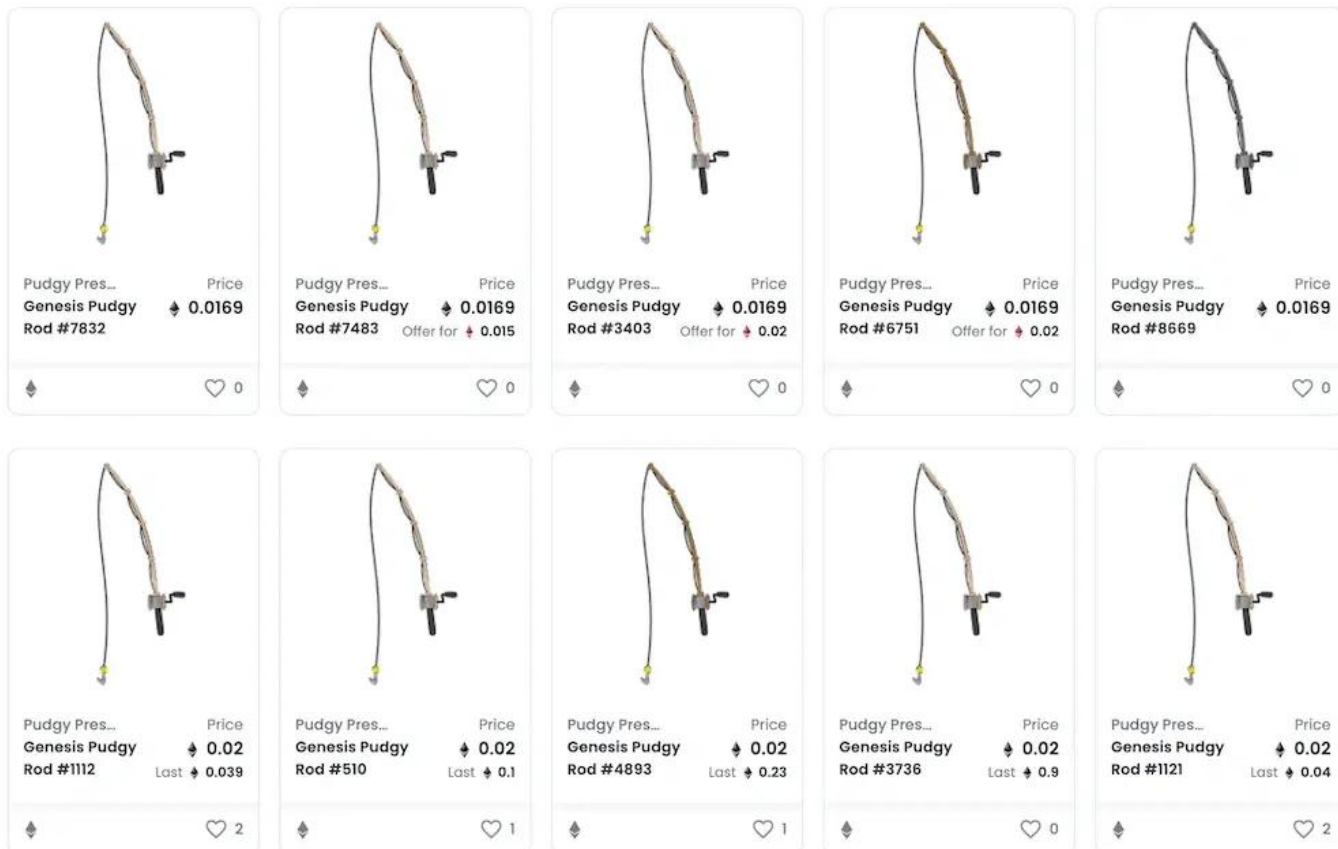
According to the official announcement, all Pudgy Penguins community builders build products on top of Appstract.

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Ecosystem of Pudgy Penguins

As mentioned earlier, based on its strong IP, Pudgy Penguins is expanding not only into NFT, but also into the toy and games business.

Pudgy Rods



Pudgy Rods, or “rogs,” are quirky fishing rod NFTs that add depth to the Pudgy Penguins lore. Initially released as mysterious free-to-claim NFTs, their reveal was met with mixed reactions but ultimately they were a huge success. They can also be used as multipliers for Chapter 2 Pudgy Toys.

Lil Pudgys



Launched on Ethereum in December 2021, Lil Pudgys is an extension of the Pudgy Penguins collection, featuring 22,222 additional NFTs that were claimable for free by Pudgy Penguin holders or sold in a public sale.

Thanks to LayerZero's OmniChain app, the NFT collection is also available on many blockchains, such as Arbitrum, Polygon, and BNB chains. These NFTs offer the same perks and opportunities as their larger counterparts and are cross-chain, meaning they can be bridged to other EVM-compatible networks such as Polygon, BNB Smart Chain, and Arbitrum.

Pudgy Toys



Possibly Pudgy Penguins' most impressive feat to date has been its successful foray into the physical world. Taking aim squarely at the lucrative kids toys market, the brand launched a line of Pudgy Toys in May 2023, which is available on Amazon and in 2,000 Walmart stores across the United States.

At the end of last year, in celebration of Black Friday, the biggest shopping festival in the United States, the stuffed animal Influencer Box, which was launched in cooperation with Walmart, was so popular that it was even listed as a best-selling item. According to official figures, Pudgy Toys has sold more than 1.5 million toys in the past year.

Pudgy World



On December 11, 2023, Pudgy Penguins announced that it would release Pudgy World, a web3 game based on zkSync. An alpha version of Pudgy World is scheduled for release in the first season of 2024.

Pudgy World is not only a gaming platform, but also a space to tell stories and build community. In this game, players can freely explore the virtual world in the form of customized characters, and experience exciting adventure stories and game mechanics.

By scanning a QR code on each toy, users can access this digital playground and experience the world of NFTs firsthand, without even knowing it.

Pudgy World thereby offers a seamless and non-technical introduction to blockchain technology for non-crypto folks, complete with a soulbound NFT and a marketplace for trading NFT traits.

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What is the PENGU Token?

Now, the Pudgy Penguins team has launched an official token called \$PENGU on the Solana blockchain to provide even more benefits to the community and users.

The newly launched \$PENGU token is designed to give the millions of Pudgy Penguins fans—and many others who know the adorable characters—a chance to get involved in the community with the new cryptocurrency.

The \$PENGU token is more than just a cryptocurrency; By holding it, fans can participate directly in the growth of the Pudgy Penguins brand. Since it will be published on Solana for easy access, there will be opportunities for a wide range of people.

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PENGU Tokenomics



With a total supply of 88,888,888,888 PENGU tokens, users can enjoy rewards, governance participation opportunities, and access to exclusive content through tokens. In addition, PENGU coins are distributed in a way that is divided into multiple zones to ensure fair and balanced issuance.

According to Pengu's tokenomics, approximately 25.9% of the total token supply will be allocated to the Pudgy Penguins community, while 24.12% is designated for other communities and new "Huddle" members.

The project's team, including both current and future members, will receive 17.8% of the tokens, subject to vesting schedules to maintain long-term engagement.

Additionally, 11.48% of the coins will remain under the control of the company, with similar long-term conditions.

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\$PENGU Airdrop

Now, the \$PENGU airdrop is here to reward holders of Pudgy Penguins NFTs and those actively participating in the ecosystem. Whether you're already part of the "Huddle" or looking to join, this guide will walk you through everything you need to know to claim your \$PENGU tokens and connect with the thriving Pudgy Penguins universe.

How to Claim Your \$PENGU Tokens

1. Set Up Your Wallet

- Create a Solana-compatible wallet like **Phantom** and ensure you have enough SOL to cover transaction fees.
- Import your existing wallet or create a new one for the process.

2. Hold a Pudgy Penguins NFT

- Purchase a Pudgy Penguin or Lil Pudgy NFT and ensure it's stored in your connected wallet.
- Visit the official Pudgy Penguins website to confirm your eligibility for the airdrop.

3. Sign Up for the Airdrop

- Follow Pudgy Penguins on their **official social media channels** for announcements and instructions.
- Complete any required tasks, such as signing up, connecting your wallet, or participating in community activities.

4. Engage with the Community

- Share Pudgy Penguins content on social media, join their Discord server, and take part in campaigns.
- Use Pudgy Penguins GIFs to spread the excitement and increase your chances of additional perks.

5. Claim Your Tokens

- Once the airdrop begins, check your wallet for your \$PENGU tokens.
- Remember, the claim period remains open for 88 days, so there's no rush to participate immediately.

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Pudgy Penguins Future Outlook

Pudgy Penguins, a popular non-fungible token (NFT) collection, has surpassed Bored Ape Yacht Club

(BAYC) to claim the second-largest market cap in the NFT space. According to CoinGecko, Pudgy Penguins' market cap now stands at \$772.5 million, edging past BAYC's \$755 million. CryptoPunks remains the largest NFT collection, boasting a market cap of \$1.5 billion.

Pudgy Penguins is at the forefront of cryptocurrency culture, and the launch of these new tokens marks the beginning of a change that has been anticipated for years. As a result, the launch of \$PENGU will not only provide new engagement opportunities for fans, but will also strengthen Pudgy Penguins Mountain's brand and deepen ties with various communities.

Backed by a strong brand and vibrant community, Pudgy Penguins is expected to enter the ranks of the top 30 cryptocurrencies by market cap. The Binance listing showcases the brand's potential to transcend digital boundaries and establish a solid presence in the broader crypto ecosystem.

That's all information about Pudgy Penguins. If you want to know more information about Pudgy Penguins and other cryptocurrencies, please visit [BTCC Academy](#).

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- **Extremely low fees**
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- **Excellent customer service**

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