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Red Bull



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Trading as a Sport.



Abstract

\$BULL is the official token powering the world's first trading sport, created by Red Bull to transform trading into a global competition.

For decades, Red Bull has turned unconventional ideas into global spectacles — from Formula 1 dominance to cliff diving, esports, and extreme sports. Now, Red Bull introduces a new frontier: Trading as Sport.

In this ecosystem, traders compete like athletes, using AI-powered trading bots as their gear. Competitions run at local, regional, and global levels, broadcast across Red Bull TV, DAZN, YouTube, and social platforms. Fans engage as spectators, placing predictions, collecting NFTs, and backing their favorite competitors. Sponsors inject external capital, all of which is tied back to \$BULL.

The token serves as the lifeblood of the sport:

- Traders use \$BULL to pay entry fees, upgrade bots, and unlock tournaments.
- Fans use \$BULL for prediction pools, digital collectibles, and fan experiences.

Holders benefit passively, as competition activity, sponsorships, and Red Bull lifestyle integrations all drive token demand.

Beyond the competitions, \$BULL extends into the wider Red Bull universe: usable for energy drinks, merchandise, esports, and event access. This dual role — as both the sport's currency and a real-world lifestyle token — ensures enduring utility and adoption.

The vision is simple: as the sport grows, so does \$BULL. Every trade, every competition, every fan interaction fuels demand, driving long-term token appreciation.



Table of Contents

1. Information on the Project	04
2 The Trading sport ecosystem	05
3. Token Utility	06
4. Tokenomics	07
5. About the Presale	08
6. Governance	09
7. Roadmap & Beyond	10
8. Conclusion	12

Information on the Project

The Challenge

Trading has become a space dominated by speculation and insiders, leaving most people behind. It is stressful, lacks fairness, and offers no cultural or entertainment value. Meme coins create bursts of hype but rarely provide lasting utility. Unlike sports or esports, trading has no tournaments, no structure of competition, and no way for fans to engage as spectators.

The Solution

Red Bull has always turned unconventional ideas into global sports. With \$BULL, it now redefines trading as a competitive sport. Traders compete using AI-powered bots, acting like athletes with high-performance gear. Competitions are organized at local, regional, and global levels, with broadcasts across Red Bull TV, DAZN, YouTube, and social platforms. This makes trading not just a financial activity but a sport that is watchable, shareable, and entertaining.

The \$BULL token powers this system. Traders pay entry fees, fans join prediction pools, sponsors fund prize pools, and holders capture value from every interaction. Each competition generates new demand for \$BULL, ensuring the token grows alongside the sport.

Expansion

Beyond trading competitions, \$BULL connects into Red Bull's wider lifestyle ecosystem. Holders can use it to buy drinks, merchandise, event tickets, and digital collectibles. This dual role — as both a sport currency and a lifestyle token — gives \$BULL real-world utility and long-term adoption potential.

The Trading Sport Ecosystem

The Red Bull Trading League is built to function like any other sport, with clearly defined roles for participants, spectators, and stakeholders. Traders are at the center, competing with AI-powered bots that serve as their performance tools. Each entry into a competition requires \$BULL, turning participation itself into a driver of token demand.

Fans form the second pillar of the ecosystem. They do not simply watch; they engage by predicting outcomes, collecting digital trophies, and sponsoring their favorite competitors. These activities are all powered by \$BULL, giving spectators a direct role in the growth of the sport.

Holders form the backbone of the economy. They benefit passively from the activity of both traders and fans, since every entry fee, sponsorship, or collectible purchased creates additional demand for \$BULL. This ensures that even those who never compete share in the upside of the sport.

Sponsors and brands provide external liquidity. Prize pools and advertising deals are funded in \$BULL, creating a cycle where outside capital is converted into token demand. As competitions scale globally and media coverage expands through Red Bull TV, DAZN, and social platforms, sponsors are drawn in by the visibility, injecting more value into the ecosystem.

Together, these roles form a closed loop: traders drive activity, fans amplify engagement, sponsors add liquidity, and holders capture value. This model ensures that the sport and the token grow together, reinforcing \$BULL as both the fuel of competition and the asset of choice for a global community.





Token Utility (\$BULL)

The \$BULL token is the lifeblood of the Red Bull Trading League. Every interaction within the ecosystem is powered by it, ensuring that demand for the token grows naturally as the sport expands.

For traders, \$BULL is the ticket to competition. Entry fees for tournaments are paid in tokens, and advanced features such as AI bot upgrades or access to higher-tier events require additional \$BULL. This makes the token not just a currency but a competitive asset that fuels progression.

For fans, \$BULL unlocks a new way to experience trading as entertainment. Spectators can participate in prediction pools, collect digital trophies and NFTs tied to competition highlights, and sponsor individual traders or teams. Each of these actions runs on \$BULL, making fan engagement another layer of demand.

For holders, \$BULL represents ownership in the sport. They capture the value generated by traders, fans, and sponsors because every fee, purchase, and partnership transaction flows through the token. Holding \$BULL means benefiting from the growth of the entire ecosystem without direct participation.

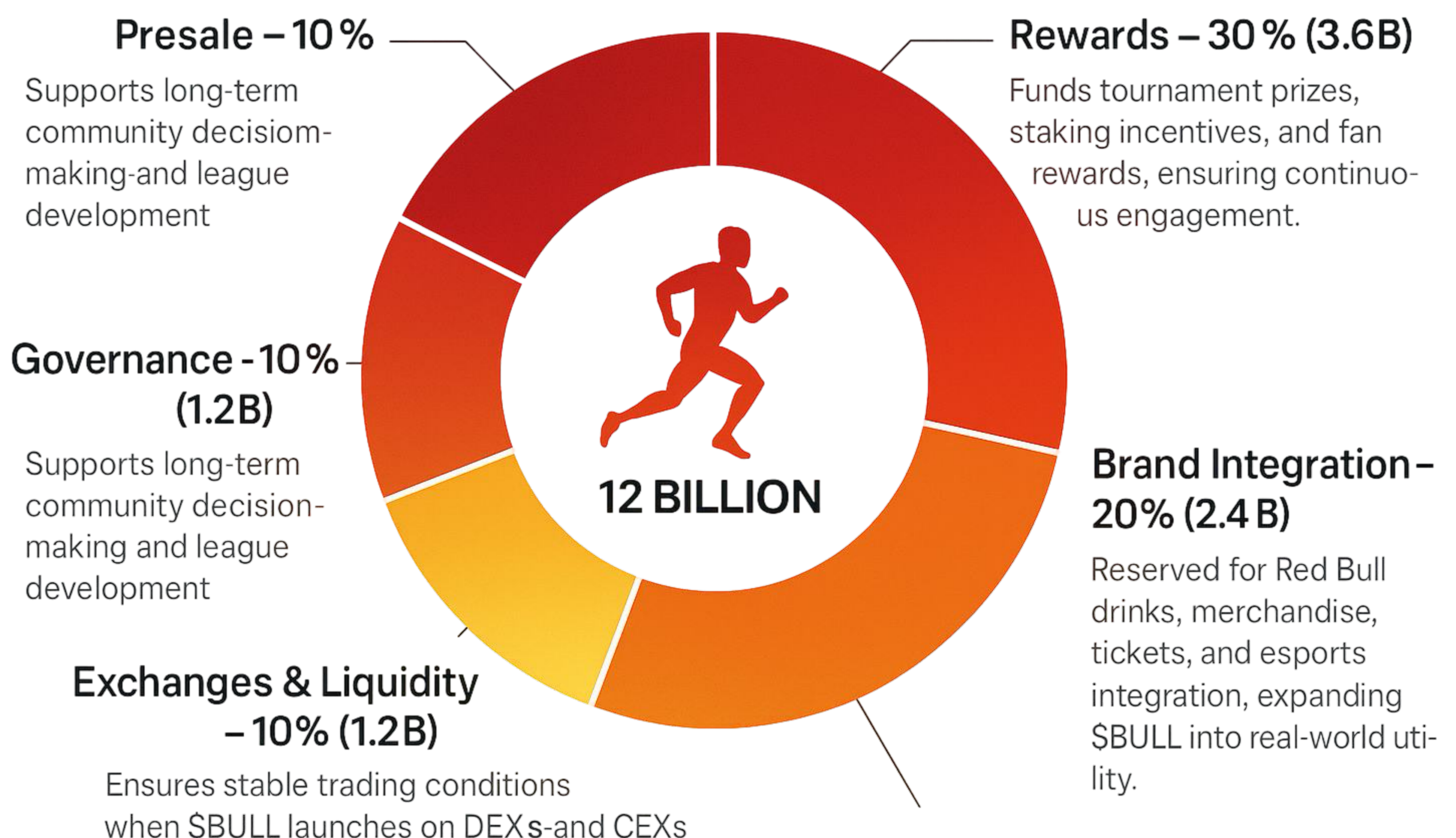
Beyond the competitions, \$BULL extends into the wider Red Bull lifestyle. Holders will be able to purchase drinks, merchandise, and event tickets, integrating the token with real-world experiences. This dual function — as a digital sport currency and as a lifestyle token — positions \$BULL as more than a speculative asset. It becomes a tool of everyday value across both digital and physical worlds.

Tokenomics

\$BULL is issued with a fixed supply of 12 billion tokens, permanently locked as non-mintable to prevent inflation. The token operates under a deflationary model, where a 1% tax is applied on every transaction. These taxed tokens are collected in a burn contract and permanently destroyed once per year, reducing supply over time and supporting long-term price appreciation.

The contract is designed for maximum security and fairness. Ownership will be renounced after deployment, ensuring no central authority can alter token rules. There is no blacklisting, no trade pause, and no hidden functions, removing honeypot risks and rugpull scenarios. All allocated tokens are locked in time-locked contracts, guaranteeing that rewards, governance pools, and brand allocations are released only on schedule.

Token Distribution





Presale

The \$BULL token launch is structured as a three-month presale, designed to reward early participants while creating consistent momentum toward listing. The presale is divided into three major rounds — Series A, Series B, and Series C. Each round lasts for one month and is further segmented into 3-day stages. At the close of every stage, or when its allocation is sold out, the token price is automatically revised upward. This structure ensures early participants benefit from the most favorable entry points, while later stages steadily increase valuation as demand accelerates.

Participants in the presale will be able to claim their tokens only once, right before the official listing date. This guarantees fair distribution, prevents premature selling pressure, and aligns the community around the launch. The official listing of \$BULL is scheduled for January 1, 2026, marking the beginning of open market trading.

Funds raised in the presale will be deployed with long-term stability in mind. Seventy percent of funds are allocated to liquidity, distributed across top centralized and decentralized exchanges to ensure deep trading pools and price stability. The remaining thirty percent is dedicated to marketing, fueling global awareness campaigns and expanding the Red Bull Trading League community.

Liquidity will be strategically deployed across leading platforms, including Binance, Coinbase, Kraken, KuCoin, and OKX for centralized exchanges, alongside major decentralized exchanges such as Uniswap, PancakeSwap, and SushiSwap. This multi-exchange approach ensures that \$BULL is accessible to both retail and institutional investors from launch day.

The presale system combines transparency, fairness, and growth. With structured rounds, controlled release, and a guaranteed listing date, it provides investors with confidence that \$BULL is not just another speculative token, but the foundation of a new global sport and lifestyle economy.

Governance

The long-term success of the Red Bull Trading League depends on a system where the community has a direct role in shaping its evolution. Governance ensures that \$BULL is more than a token of speculation — it is a token of participation and influence.

Holders of \$BULL will be able to propose and vote on key decisions within the ecosystem. These decisions include the structure of trading competitions, distribution of rewards, adjustments to prize pools, introduction of new tournament formats, and expansion into esports or lifestyle integrations. By giving the community a voice, governance aligns the sport with the people who power it.

The governance allocation of 10% of the total supply is reserved to support this process. These tokens will be distributed gradually through time-locked contracts, ensuring that voting rights expand responsibly as the ecosystem grows. This prevents governance from being concentrated in a small group and guarantees that decisions are made with broad community involvement.

Governance will operate through a decentralized voting mechanism, where one token equals one vote. Proposals will be published transparently, and results will be verifiable on-chain. Over time, this governance framework will evolve into a decentralized autonomous organization (DAO) structure, ensuring that the Red Bull Trading League can adapt while remaining community-led.

Through this model, \$BULL holders are not just spectators or investors; they become stewards of the sport, shaping its rules, culture, and direction.

Roadmap

Q1 2026 – Foundation and Presale

The Red Bull Trading League enters its presale phase with three structured rounds: Series A, Series B, and Series C. Each round runs for one month, divided into 3-day stages with automatic price revisions. During this quarter, global marketing campaigns begin, community channels are activated, and the competition platform architecture is finalized. Token claiming is scheduled for the close of the presale, immediately before listing.

Q2 2026 – Token Launch and Exchange Listings

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April, 2026, \$BULL officially lists across leading centralized and decentralized exchanges, including Binance, Coinbase, Kraken, KuCoin, OKX, Uniswap, PancakeSwap, and SushiSwap. Seventy percent of presale funds are deployed into time-locked liquidity contracts across these exchanges. The quarter focuses on stable launch, active trading, and expansion of the holder base.

Q3 2026 – Competition Kickoff

The Red Bull Trading League begins its first official competitive season. Local and regional tournaments launch with entry fees, AI bot integration, and leaderboard systems powered by \$BULL. Early fan participation features, such as prediction pools and NFT trophies, are introduced. Broadcasting begins through Red Bull TV, DAZN, and digital platforms.

Q4 2026 – Global Expansion

The league scales with larger tournaments and international qualifiers, supported by sponsorship pools denominated in \$BULL. Exchange liquidity deepens through organic growth, and the brand integration pool begins activation. Merchandising and early ticketing pilots using \$BULL are introduced at select Red Bull events.

Beyond

Full Ecosystem Integration by End of 2026

The competitive structure matures into a global league with seasonal championships. Fan engagement expands with advanced NFT utilities and sponsorship mechanics. Strategic partnerships with esports and lifestyle verticals are activated, and \$BULL begins rolling out in consumer channels for drinks and merchandise.

2027 & Beyond

Beyond 2027, \$BULL evolves into a global lifestyle currency within the Red Bull brand universe. Holders use the token across trading competitions, esports, extreme sports, drinks, and merchandise. Governance transitions into a decentralized autonomous structure, ensuring the league and token remain community-led. The long-term vision positions \$BULL not only as the fuel of trading as sport, but as the currency of energy, competition, and culture worldwide.



Conclusion

\$BULL is more than a token — it is the foundation of a new global sport and lifestyle economy. By redefining trading as a sport, it creates a model where competition, entertainment, and financial participation converge into a single ecosystem. Traders, fans, sponsors, and holders all interact through \$BULL, ensuring that every activity within the league generates real demand for the token.

What sets \$BULL apart is its dual identity. It powers the Red Bull Trading League, driving engagement through tournaments, fan interaction, and sponsorships, while also extending into the broader Red Bull universe. From energy drinks and merchandise to esports and extreme sports events, \$BULL connects digital adoption with real-world use.

The tokenomics, governance, and technical safeguards are designed to protect investors and support sustainable growth. With a fixed supply, a deflationary model, and transparent allocation, \$BULL eliminates common risks while aligning incentives across all participants. The presale, structured rounds, and guaranteed listing create a clear pathway to accessibility and liquidity from launch.

As the sport expands and integration deepens, \$BULL is positioned to become a currency of competition and culture worldwide. It represents the next chapter in Red Bull's legacy of turning bold ideas into global movements — where trading is no longer just finance, but a sport for millions.

