

LITE

PAPER

HUGO

*Get ready to meet*

# HUGO

*the electrifying mascot of **Brawl Energy**,  
the energy drink that ignites your inner honey badger!*

*With his vibrant appearance and playful personality,  
**Hugo embodies the brand's thrilling spirit**,  
challenging you to unleash your unstoppable energy  
and fully embrace the exhilaration that life has to offer!*

*Hugo represents the diverse spirit found within each of us,  
encompassing qualities such as boldness, bravery, and thoughtfulness.*

*He symbolizes the range of strengths that make every  
individual extraordinary, reminding us to **tap into our inner potential!***

*So, become part of the **Brawl Energy family**,  
grab a can of our energy drink, and let Hugo ignite your inner greatness!*

*Embrace your unique strengths,  
push the boundaries of what you thought was possible,  
and **overcome any obstacles** with unrivaled vigor!*

# LITEPAPER INDEX

Page 1 ..... The Index

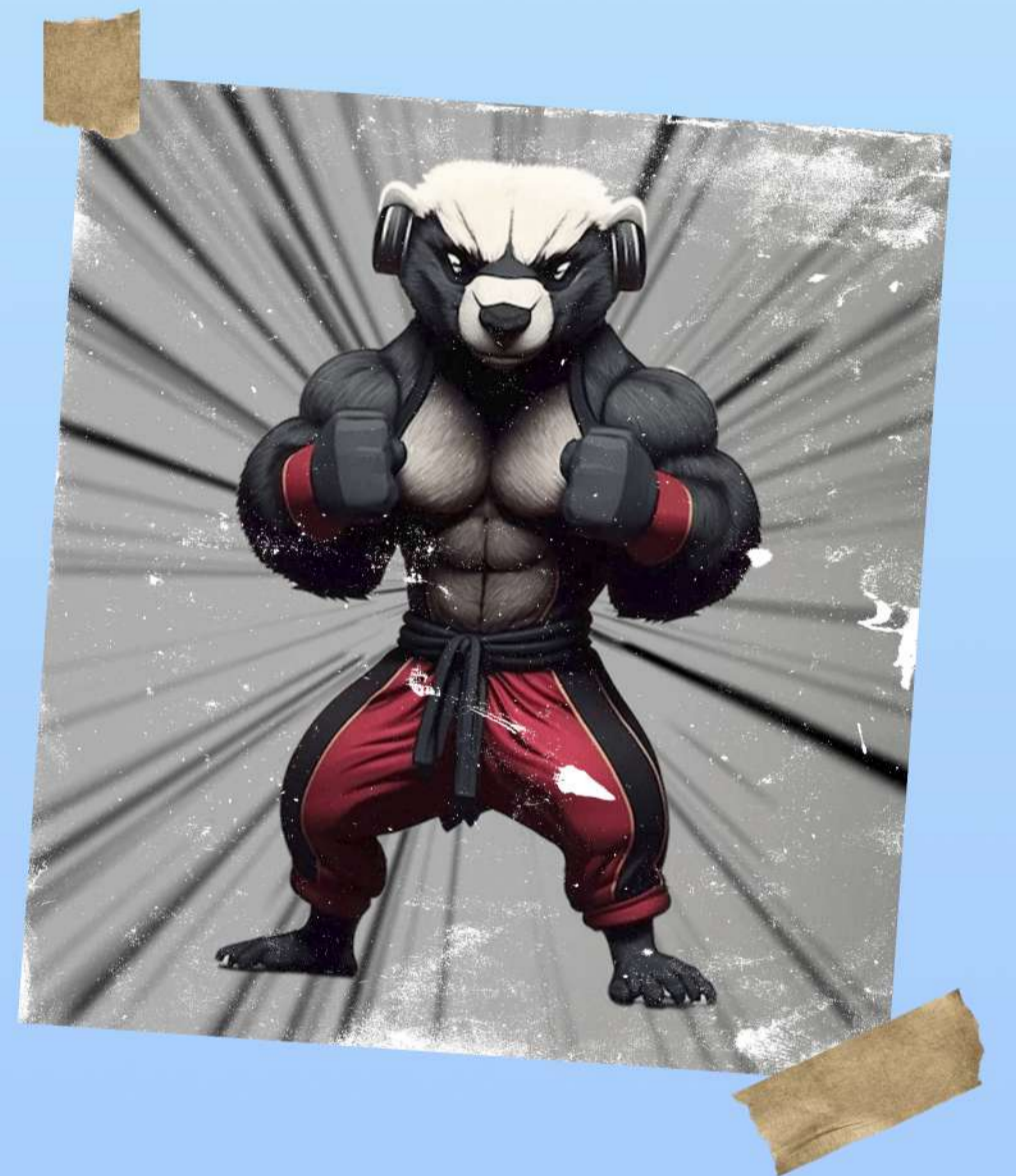
Page 2-3..... Tokenomics Overview

Page 4 ..... Our Mission

Page 5 ..... Ignite your Inner Honey Badger

Page 6-7..... Hugo's Roadmap

Page 8 ..... Disclaimer



## Tokenomics:

The tokenomics for **\$HUGO** have been designed to give our holders the most value.

All taxes on tokens and non-fungible tokens (NFTs) are 100% leveraged and visible on-chain:

They go right to either LP, marketing, or buybacks.

# HUGO TOKENOMICS

## Token Circulation:

There are a total of 1 billion tokens in circulation, of which 100 million have already been burned.

Founding team members received a small number of tokens in exchange for funding the initial LP.

# HUGO TOKENOMICS

Token Name: **Hugo Honey Badger**

Ticker: \$Hugo

Token Pair: Hugo/ETH

Blockchain: Ethereum

Burn: 100 Million / 1 Billion so far

Team Tokens: 5%

Taxes: 0% Buy / 8% Sell  
Taxes go to MW or LP

NFTs: 1% Payout

Buy Backs: Ongoing from Marketing Wallet

Dex: Uniswap

Staking: \$Hugo for rewards

Rewards: Periodically given to holders in the form of discounts that can be used for Brawl Energy and Hugo Apparel

NFTs: To be revealed upon collection drop

## OUR MISSION

**\$Hugo** is a cryptocurrency built on the Ethereum Network (ERC20) that maintains a fixed token supply, ensuring it is not subject to deflation. Serving as a utility token, \$Hugo is utilized for various functions within its ecosystem.

\$Hugo is intended to tokenize the **Brawl Energy drink company** in several ways. Our goal is to bridge our energy drink community with the crypto community through the \$Hugo token by providing utility and rewards. In addition to the token, we plan to have a unique NFT collection, where owners will be rewarded.

### Planned utilities

- Use \$Hugo to buy Brawl Energy drinks
- Use \$Hugo to buy HB Apparel
- Use \$Hugo as PVP in game currency/market place
- Stake \$Hugo for rewards
- NFT collection (with various rewards)

### Planned rewards

- % off Brawl Energy drinks & HB Apparel
- Free shipping coupons
- Early access to products
- Various giveaways



## IGNITE YOUR INNER HONEY BADGER!

Our team has been producing positive results in the crypto, corporate, and combat sports space for multiple years and have built many strong connections. We will utilize our expertise and connections to take Brawl to new heights.

\$Hugo is a unique, principled and determined endeavor, ready to disrupt the **Energy Drink and Clothing Industry** and continue to contribute to the crypto world in a positive way.

We have built \$Hugo to be transparent and ambitious,  
Get ready to unleash the Honey Badger!

 [hugoeth.com](https://hugoeth.com)

 [twitter.com/HoneyBadgerHugo](https://twitter.com/HoneyBadgerHugo)

 [t.me/hugohoneybadger](https://t.me/hugohoneybadger)



Join our vibrant community and rally behind Hugo the Honey Badger! Experience the thrilling energy as we come together to embrace the wild and unstoppable spirit of Hugo and the wide variety of our community! Let's unleashing our inner Honey Badger together, and conquer new heights!

# ROADMAP



**WEBSITE V2**  
Join Hugo on his Quest



**CMC LISTING**  
CoinMarkeCap



 **INFLUENCER CALLS**  
Investor Reach Out



 **CG LISTING**  
CoinGecko

**CEX LISTINGS**  
Tier 1 & Tier 2 Listing



 **PARTNERSHIPS**  
Strategic Alliances



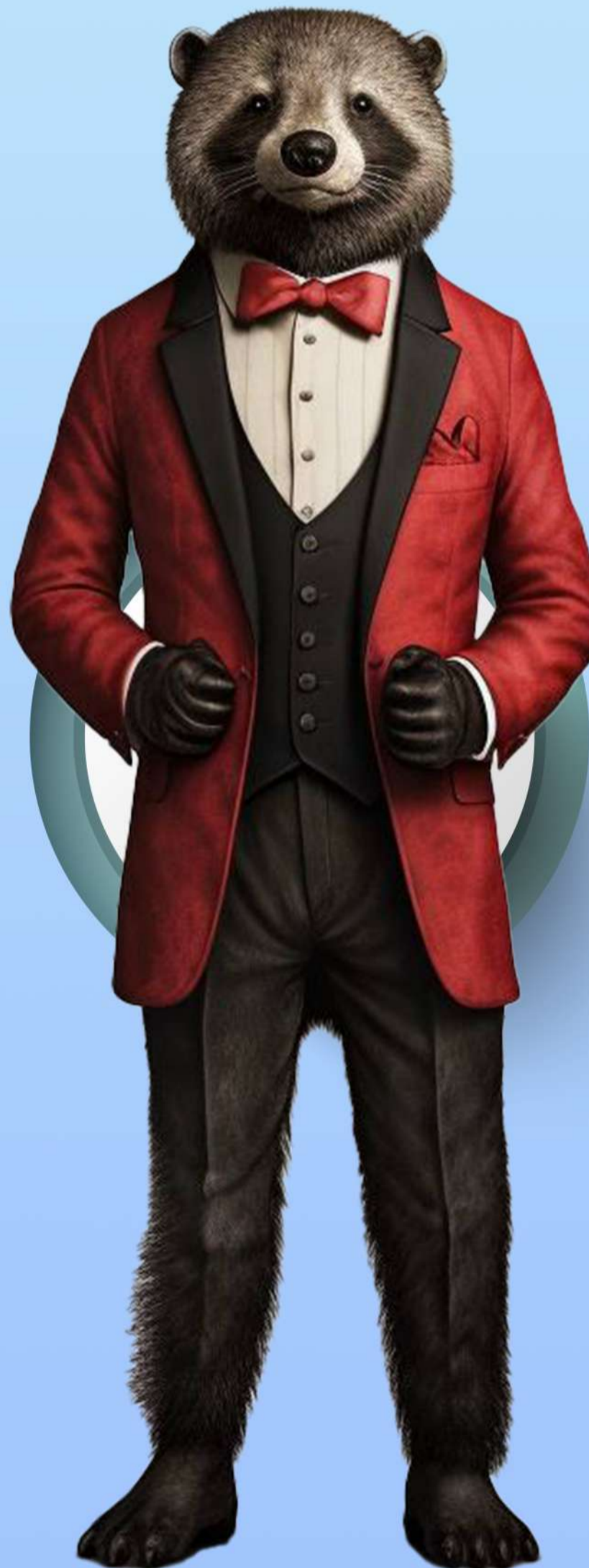
 **TWITTER ADS**  
Connecting Hugo Faster



 **STAKING**  
Hold & Earn Program



# ROADMAP



**HUGO TO NEW YORK**  
Manhattan or Bust Baby



**NFT COLLECTION**  
A Badger in the OpenSea

**ETH TRENDING**  
BuyBot Ad Space



**HUGO WORLD TOUR**  
Global Promotion Tour



**ENERGY DRINK**  
Ignite your Inner Badger



**3D NFT's**  
Epic 3D Collectables



**CLOTHING SWAG**  
Get your Swag On



**PVP GAMES**  
Badger vs Badger

# DISCLAIMER

The information provided herein is for informational purposes only and does not constitute financial advice.

It is essential to understand that investing in cryptocurrencies involves inherent risks, and the markets can be highly volatile.

We strongly encourage individuals to conduct their own research (DYOR) and exercise caution before making any investment decisions.

It is crucial to assess your risk tolerance and consult with a qualified financial advisor before engaging in any cryptocurrency investments.

The content provided should not be considered as a guarantee of future returns or investment success.

We do not assume any responsibility for financial losses or damages resulting from the use of this information.