

From meme to mainstream

DOGECOIN



What is Dogecoin?

Dogecoin is a cryptoasset inspired by the viral "Doge" meme and features a Shiba Inu as its logo. Created in 2013, Dogecoin quickly evolved from a playful experiment into a widely adopted digital currency with real-world utility. Backed by one of the most passionate and active communities in crypto, it is now accepted by merchants worldwide and also fuels social initiatives.

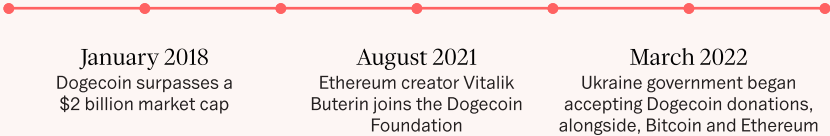
Dogecoin is the sixth-largest cryptocurrency, with a market cap of \$46 billion at the end of 2024, the same as General Motors.

December 2013
Dogecoin is launched

March 2021
Dallas Mavericks start accepting DOGE for tickets and merchandise

June 2021
Coinbase lists Dogecoin on its exchange

April 2025
House of Doge and 21shares partner to launch the only endorsed ETP



INVESTMENT CASE FOR DOGECOIN

Dogecoin is internet culture

Dogecoin has transformed internet culture - collective humor, identity, and community - into a digital asset. It is a symbol of a more innovative, more ambitious generation of entrepreneurs, creators, and investors. Dogecoin has become their social and physical currency.

Global payments system

With fast transactions and low fees, Dogecoin has drawn support from payment pioneers and become a practical solution for everyday payments, with major brands like Tesla and AMC Theatres now accepting Doge as a payment method.

Community-driven initiatives

Dogecoin has one of the most engaged communities in crypto. They are dedicated to charitable giving and social impact, and live by the principle of "Do Only Good Every Day". As early as 2014, the community ran campaigns such as Doge4Water, aimed at building clean water infrastructure in Kenya.

21SHARES DOGECOIN ETP

21shares has exclusively partnered with the House of Doge to launch the only Dogecoin exchange-traded product (ETP), endorsed by the Dogecoin Foundation.

The 21shares Dogecoin ETP (ticker "DOGE") offers investors a liquid way to integrate DOGE into their portfolios through their bank or broker and benefit from the diversifying characteristics of the world's favorite community-driven asset.

Product Metrics

| | | | |
|------------|--------------------------------|---|--------------|
| NAME | 21shares Dogecoin ETP | INCEPTION DATE | 9 April 2025 |
| TICKER | DOGE | ISSUER | 21Shares AG |
| EXCHANGES | SIX Swiss Exchange, NASDAQ OMX | FEE | 2.5% |
| CURRENCIES | USD, EUR, SEK | We will contribute 10% of the product fee (after costs) to supporting for-good initiatives aligned with the Dogecoin Foundation and its values. | |

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