🍍 Executive Summary

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Pineapple is a decentralised exchange ecosystem built for a new generation of on-chain traders. At its core is the Pineapple DEX — a live, multi-chain exchange where users can swap tokens, bridge assets across chains, and trade through two distinct interfaces designed for very different levels of experience.

What makes Pineapple different is not just the technology. It is the whole package: a clean and intuitive trading experience for newcomers, a deep and fully-featured environment for experienced traders, a staking programme that gives token holders a real share of ecosystem revenue, an education layer — including a weekly newsletter — that builds the next wave of DeFi participants, and a partner trading community in ATLAS. Each part of the ecosystem is designed to stand on its own and compound in value when used together.

$PAPPLE is the native token of the ecosystem, staked on Ethereum. Staking gives holders a share of the 1% token tax revenue pool, access to tiered rewards, and entry to the Pineapple Mansion — the community's private governance and discussion space on Discord. TGE occurred over a year ago. All tokens are fully in circulation with no further inflation, and the team actively pursues burn initiatives to reduce supply over time.

The product is live and operational. The team kept building through difficult market conditions. What ships next — P2P trading in early June, followed by Raffle — arrives into a working, established platform.

In May 2026, Pineapple completed its first buyback milestone: over 10 million $PAPPLE — more than 1% of total supply — were purchased from the open market in a single month and directed into the staking rewards pool. A second buyback stream, funded by ATLAS partnership revenue and tracked publicly via the Atlas Pineapple ENS wallet, has been announced and is now being established.

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