ISSUE 01 · WINTER 2026

FREE · TAKE ONE

CUBS

THE BIG TOY CATALOGUE

NEW SEASON!

10,000 TO COLLECT!



EST. NOWHERE · OPEN ALWAYS

WHAT'S IN THE BOX

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Dear Collector — every toy, every rule and every plan for The Club is in here. Circle what you want. Leave it open on the kitchen table. — The Club

THE FIGURE

MEET THE CUB

POCKET MONEY–ISH



A chubby seated bear with UK streetwear taste and grunge round the edges. **10,000 pieces** on **Ethereum**. Fur, eyes and mouth are born with it; hat, outfit and kicks swap.

CAT. NO. 001/10000 · SITS DOWN. ALWAYS. · BATTERIES NOT REQUIRED

THE REGULARS

THE FUR RANGE

Every Cub wears the same shape. What covers it says where they've been.



Black
FUR/101



Brown
FUR/102



Panda
FUR/103



Polar
FUR/104



Tiger
FUR/105



Cheetah
FUR/106



Snow Leopard
FUR/107



Blue Leopard
FUR/108



Green Leopard
FUR/109



Orange Leopard
FUR/110



Red Leopard
FUR/111



RARE FURS OVER THE PAGE. COLLECT THEM ALL.

RARE FINDS

OFF THE RECORD

Some Cubs don't match anything in the log.
Ask at the counter. They won't be there.



GHOST



INVERSE



X-RAY ×3



PIECE OF US ALL

PRICE: PRICELESS (DON'T EVEN ASK)

DRESS-UP SETS

THE WARDROBE

Swap the fit for the weekend. The Cub underneath stays the same.

FREE!

ACCESSORY PACK

CAT. NO. STY/300

HATS


CUBS CAP


FROG BUCKET


BEAR BUCKET


PRINCE


COW BUCKET


CUBZ BALA


CAMO BALA


BLUE BEANIE


CROSS BEANIE


KNIFE

FITS



CUBS HOODIE



HOODIE


ROYAL ROBE


GOLD CHAIN


SOUVENIR JKT

KICKS


RED


BLUE


GREEN


ORANGE


PURPLE

Soft edits are free, temporary and cosmetic. They don't touch the record, so your OG mark stays put.

BUILD-A-CUB

PLAY SET · CONTENTS SHOWN BELOW



1 × CUB



1 × CAP



1 × HOODIE



1 × KICKS

HOW IT WORKS

Pick a Cub. Try on gear from the wardrobe for free. Like the look? Make it permanent with a crate item.

AGES: ALL · CHOKING HAZARD: NONE, IT'S ON-CHAIN

MAKES →



THE ORIGINAL

BLIND BOXES

MYSTERY CRATES

Buy one now. Open it whenever you like. One random item from the drop inside.



COULD BE INSIDE...



3 OF 10 LEFT



1 OF 1



?



SOLD OUT

READ THE BOX

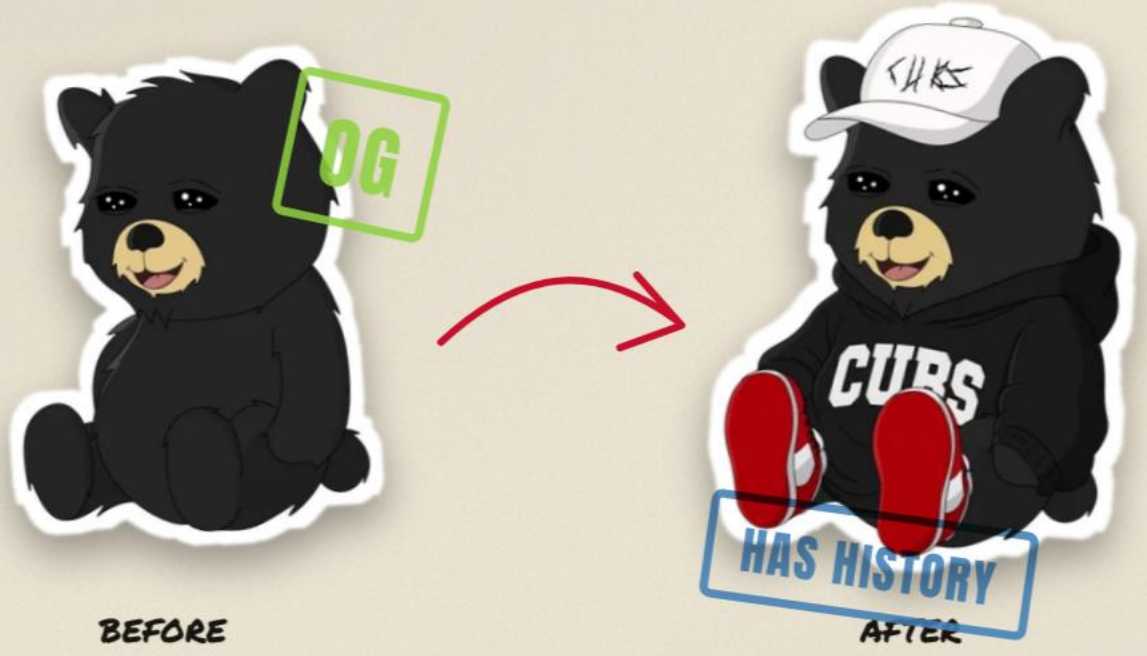
- Items can be **capped**: only 10 ever made, or only **1**.
- Sold-out items drop out of the pool for good.
- The shop shows what's left: "3 of 10 left" or SOLD OUT.
- Hold your crates. Open them when you feel lucky.



FOR KEEPS

EVOLVE KIT

Apply a crate item and it's permanent. Same Cub, new look, for good. Unlock with **PAWS or ETH**.



BEFORE

AFTER

```
CUBS · EDIT HISTORY
-----------------------------------
CUB #0001
EDIT 01 ........ OG REMOVED
+ CUBS CAP
+ CUBS HOODIE
+ RED ON WHITE KICKS
-----------------------------------
BATCHED: 3 ITEMS · 1 TX
RARITY PREVIEWED ✓
-----------------------------------
   NO REFUNDS · NO GOING BACK
```

WARNING

The first edit takes the OG sticker off. Every edit after stacks up a timestamped history. Preview your new rarity before you commit.

WHAT YOU KEEP SAYS AS MUCH AS WHAT YOU CHANGE

POINTS!

COLLECT PAWS

Earned by hanging out, saved up like tokens off a cereal box. Never expire. Discord first, then the website.



WAYS TO EARN

- ☐ Show up in the Discord
- ☐ Quests and daily streaks
- ☐ Reply to official posts on X
- ☐ Allowlist spots, earned with quest PAWS



FREE WITH EVERY CHAT

THE PLAYSET

THE CLUB

NOT FOR SALE



THE PLAYROOM





Four walls. Then five.

Where the Cubs live. Stylish, a little liminal, bigger than it looks. Wings for every trait family, a ball pit, and a seam in the far wall that wasn't there last time.

PLAYGROUND RULES

SWAP SHOP



FOR SALE

Your price. Stays in your wallet till it sells.



OFFERS

Bid on any Cub. Owner decides.

FLAT 1.5% TO THE SHOPKEEPER ON EVERY SALE

TOP OF THE CLUB

EXAMPLE CHART

1		**GHOST** still OG · +25% bonus	– 1
2		**COW BUCKET** rare fur	▲ 3
3		**PRINCE** 1 of 1 crown	▲ 12
4		**BLACK BEANIE** new entry	NEW
5		**PIECE OF US ALL** fully evolved	▼ 2

The rarity chart is public and always live. Every edit reshuffles the whole collection. Untouched Cubs get a **+25%** OG bonus.

COLLAB SEASONS

DOORWAYS

Every few months, something comes through from somewhere else.





- New collab crate season roughly **every 3 to 4 months**.
- Most partner gear lives in the wardrobe: free and temporary.
- Some comes through as permanent crate items. That gets filed as history.

BEYOND THE SCREEN

REAL TOYS!

Cubs you can actually hold. The book comes first, the figures follow.



FIRST · ON AMAZON

THEN · FIGURES

SCAN ME!

Every book and every box carries a QR code. Scan it to enter prize draws and find your way back into The Club.

TICK 'EM OFF

COLLECT THEM ALL!



THE ORIGINAL



FROG BUCKET



PRINCE



BLACK BEANIE



BEAR BUCKET



COW BUCKET



GHOST



BALACLAVA



PINK CAMO



INVERSE



PIECE OF US ALL



X-RAY

EXAMPLE COMBOS BUILT FROM REAL CUBS TRAITS AND BACKGROUNDS

ROADMAP · PART 1

IN THE WORKSHOP

What's built, tested and boxed up, and what's still on the bench.

FIELD GUIDE ONE
BUILT

The first CUBS magazine, page-turn and all.

EVOLVE & SWAP APP
TESTNET

Apply items, batch edits, rarity preview, OG bonus.

MYSTERY CRATES
TESTNET

Buy, hold and open. Capped and 1 of 1 items.

SWAP SHOP
TESTNET

Listings, offers on any Cub, 1.5% fee.

RARITY CHART
BUILT

Live leaderboard across the whole collection.

DISCORD + BOT
LIVE

Server open. Quests, tips, rain, holder roles.

MINT PAGE
TESTNET

GTD, allowlist and public phases. Mainnet prep next.

FAIR CRATE ODDS
TESTNET

Chainlink VRF picks every crate pull on-chain.

BASE GAME LAYER
PLANNING

Crates, items and PAWS move to Base for penny fees.

CATALOGUE + LITEPAPER
BUILT

This book, plus the serious version as a PDF.

TESTNET = A PRACTICE NETWORK. NOTHING HERE IS ON MAINNET YET.

ROADMAP · PART 2

THE ROAD AHEAD



0

YOU ARE HERE

THE GATHERING

Discord opens, PAWS goes live. Earned, not luck.

1

DATE TBC

THE MINT

10,000 Cubs on mainnet. Swap Shop opens.

2

~2 WEEKS AFTER MINT

THE CRATE ROOM

Crates, Evolve, Wardrobe. PAWS unlock on site.

3

EVERY 3–4 MONTHS

FIRST DOORWAYS

Collab crate seasons begin.

4

AFTER MINT

BEYOND THE SCREEN

Colouring book, then blind-box figures.

★

WISHLIST

NEXT CHRISTMAS...

Cubs on proper toy-shop shelves.



NO STAMP NEEDED

ORDER FORM

✂

COLLECTOR NAME YOUR NAME HERE .....

FAVOURITE FUR .....

DREAM HAT .....

MY WISHLIST

- ☐ A Regular
- ☐ Mystery Crate
- ☐ Colouring Book
- ☐ A Rare Find
- ☐ A 1 of 1 item
- ☐ Blind-Box Figure

HOW TO ORDER

1. Join the CUBS Discord and start earning PAWS.
2. Follow CUBS on X and reply to official posts.
3. Read the CUBS Litepaper.
4. Be ready for The Mint.



ALL PRICES IN THIS CATALOGUE ARE JOKES. THIS IS A BETA: ART, LORE, NUMBERS AND DATES WILL CHANGE. NOT FINANCIAL ADVICE.