

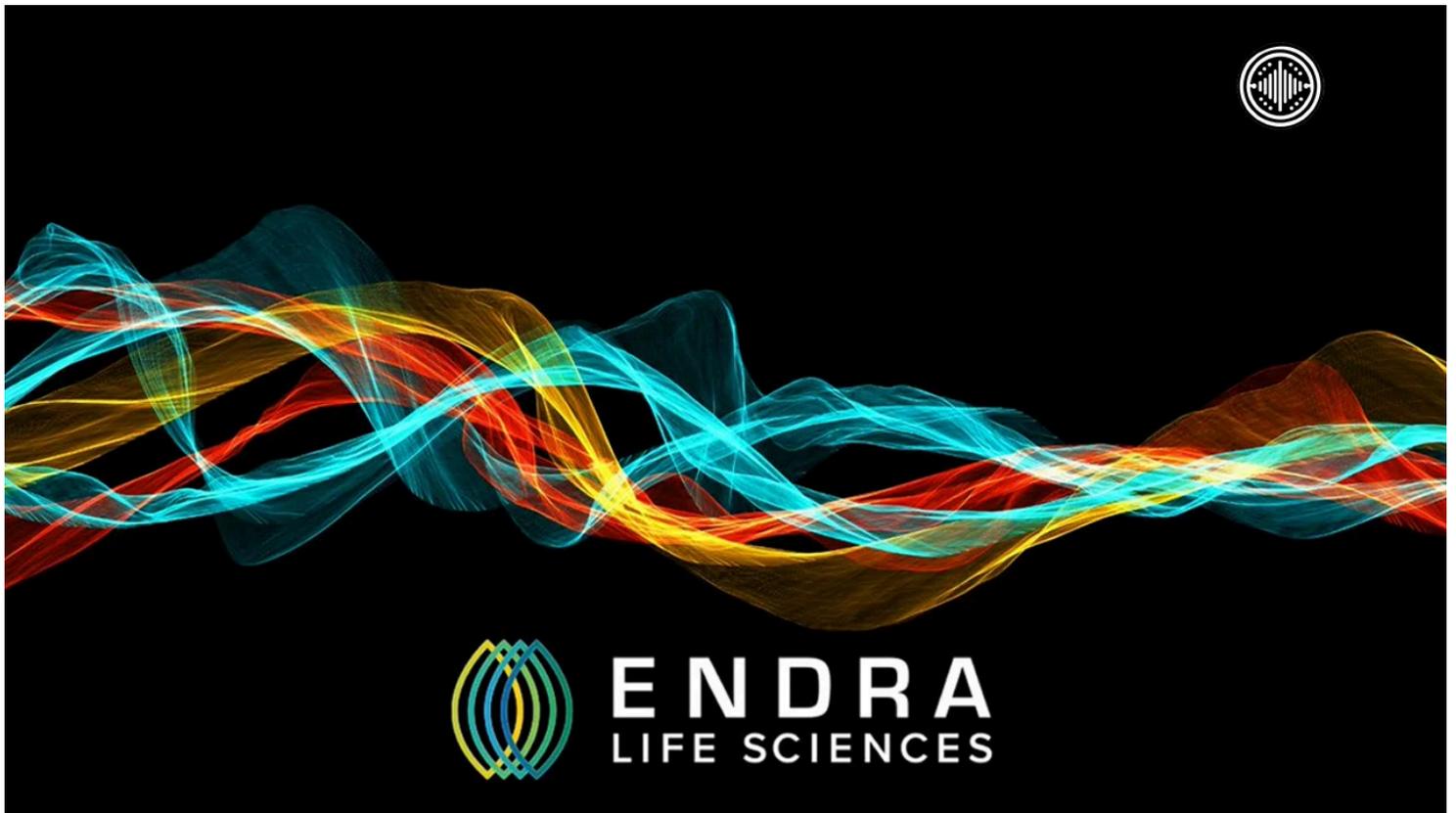
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ENDRA Life Sciences Launches Cryptocurrency Treasury Strategy with New Advisory Board

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ENDRA Life Sciences Inc. (NASDAQ: NDRA) has officially greenlit a cryptocurrency treasury strategy to enhance its financial flexibility and explore new income opportunities. The company is partnering with leading institutional players to securely manage and grow its digital asset

holdings while establishing an expert advisory board to guide its cryptocurrency initiatives.

The Board of Directors (the “Board”) of ENDRA Life Sciences (the “Company”) authorized this new direction, signaling a strategic shift toward integrating digital assets into its corporate treasury. To safeguard its cryptocurrency investments, ENDRA has retained Anchorage Digital Bank, N.A., a regulated U.S.-based institutional custodian renowned for its security and compliance standards. Additionally, the Company has engaged Arca Investment Management, LLC (“Arca”) to oversee and implement a bitcoin-based income strategy aimed at generating returns from its crypto holdings.

On July 23, 2025, the Board formalized a Cryptocurrency Advisory Board (the “Advisory Board”) tasked with providing expert guidance on developing and managing the treasury strategy. This advisory team includes notable figures such as James Altucher, a well-known entrepreneur, author, and cryptocurrency advocate with hedge fund experience; James Manning, founder and CEO of Mawson Infrastructure Group, a U.S.-focused digital infrastructure provider; and Rayne Steinberg, co-founder and CEO of Arca Investment Management. Their combined expertise is expected to ensure that ENDRA’s approach is both innovative and prudent.

This move reflects a broader trend among publicly traded companies seeking to diversify their treasury assets beyond traditional instruments, despite ongoing regulatory uncertainties surrounding digital currencies. By adopting a cautious yet proactive stance, ENDRA Life Sciences is positioning itself to capitalize on potential cryptocurrency market gains while maintaining stringent oversight through institutional partnerships.

The decision to involve a seasoned advisory board and reputable custodians indicates a commitment to responsible asset management, aligning with shareholder interests and industry best practices. As cryptocurrency continues to mature, ENDRA's approach could serve as a model for other firms aiming to balance innovation with risk mitigation in their financial strategies.