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## The Smarter Web Company Strengthens Bitcoin Holdings with \$24.7 Million Acquisition, Accelerating Corporate Crypto Adoption in the UK.

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— Categories: Crypto



London, July 2, 2025. The Smarter Web Company, a London-based web design and digital marketing firm, has significantly expanded its Bitcoin treasury, purchasing an additional 230.05 BTC valued at approximately £17.97 million (\$24.7 million) at an average price of \$107,126 per coin. This acquisition increases the company's total Bitcoin holdings to 773.58 BTC, representing an investment exceeding \$82.6 million.

This strategic move aligns with The Smarter Web's long-term "10-Year Plan," which integrates Bitcoin as a core component of its treasury management policy. CEO Andrew Webley, who, along with his family, holds an 11.3% stake in the company, stated, "Bitcoin is a fundamental part of the evolving global financial ecosystem. Our approach is designed to leverage its potential as a store of value while maintaining transparency and sustainability."

The recent purchase was funded through a \$62 million capital raise via subscriptions and accelerated bookbuilds, despite a 9% dilution for existing shareholders. The company retains approximately \$52.3 million in cash reserves, earmarked for future Bitcoin acquisitions as part of its disciplined accumulation strategy.

Beyond asset accumulation, The Smarter Web has actively integrated Bitcoin into its business operations, having accepted Bitcoin payments since 2023. The company is exploring additional blockchain-based applications, such as smart contract invoicing and decentralized identity verification, underscoring its commitment to innovation within the digital economy.

This move reflects a broader trend among UK small-cap companies, including firms such as Tao Alpha, Panther Metals, and Bluebird Mining Ventures, which are increasingly incorporating Bitcoin into their corporate treasuries. Industry analysts view this development as a significant step towards mainstream crypto adoption in the UK corporate sector.

While Bitcoin's volatility poses inherent risks, The Smarter Web's robust treasury policy and solid cash position position it well to navigate market fluctuations and capitalize on future opportunities.

The Smarter Web Company's decisive investment reinforces its position at the forefront of corporate digital asset adoption, signaling a shift in how traditional businesses are adapting to the rapidly evolving financial landscape.