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Strategy Inc. Launches \$4.2B Bitcoin Fundraise

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U.S.-based tech and investment firm Strategy Inc. has announced a new \$4.2 billion equity program aimed at deepening its Bitcoin holdings, marking a bold continuation of its aggressive crypto acquisition strategy.

Filed with the U.S. Securities and Exchange Commission (SEC) late Thursday, the move introduces an at-the-market (ATM) equity issuance for Strategy's Variable Rate Series A Perpetual Stretch Preferred Stock (STRC). The company says the proceeds will be used for general corporate purposes. Most notably, to purchase more Bitcoin.

The launch of this latest program comes on the heels of Strategy's strongest financial quarter to date. The company's Q2 earnings report, released just hours after the STRC filing, revealed a surge in net income to over \$2.3 billion, largely attributed to unrealized gains on its Bitcoin portfolio. During the quarter, the price of Bitcoin rose above \$110,000, generating a nearly 140% jump in net profits compared to Q1.

CEO Michael Saylor, a well-known advocate of digital assets, has consistently positioned Bitcoin as a long-term treasury reserve. Strategy's continued rollout of ATM programs demonstrates the firm's intent to turn investor capital into scalable, crypto-backed assets.

This is the fifth such equity program that the company has initiated, allowing the company to sell shares at market price over time, depending on investor demand. The model gives Strategy flexible access to capital while directly feeding its crypto expansion goals.

Although no specific timeline was set for the deployment of capital, company insiders expect a "significant portion" of the raised funds to go toward expanding Bitcoin reserves. The remaining funds may be used to support working capital, dividends, or other corporate objectives.

The announcement signals growing institutional interest in crypto assets, particularly among U.S. firms using digital currencies as balance sheet tools. While the move is focused on U.S. markets, financial analysts suggest such strategies could influence global perspectives on cryptocurrency investment, including in developing markets like Pakistan.

Strategy's aggressive stance may not be easily replicated by firms with more risk-averse policies, but its financial gains and capital market access highlight the evolving role of Bitcoin in corporate finance.