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Nasdaq-Listed Pharma Giant to Acquire \$700M in Binance Coin (BNB) in Landmark Crypto Move


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A Nasdaq-listed pharmaceutical company, Windtree Therapeutics, has announced plans to acquire up to \$700 million worth of Binance Coin (BNB). This move would make it the first traditional healthcare firm to adopt BNB as a primary treasury asset. The initiative represents one of

the largest corporate acquisitions of a non-Bitcoin cryptocurrency to date.

According to statements released by Windtree and confirmed by multiple financial news outlets, the company will raise funds through a combination of a \$500 million equity line of credit and a \$20 million stock purchase agreement with Build and Build Corp. Shareholder approval is pending for a proposal to increase authorized common stock to support the full \$700 million acquisition target. The company has partnered with Kraken for custody and over-the-counter (OTC) trading services, indicating an intent to execute the purchase in a way that minimizes market disruption. 

The move underscores a shift in how traditional corporations are approaching digital assets. Rather than focusing solely on Bitcoin or Ethereum, Windtree is targeting BNB, the native token of the Binance Smart Chain (BSC) and Binance exchange. BNB's appeal lies in its dual functionality, serving as a utility token for trading fee discounts and as gas for decentralized applications on BSC. Analysts suggest that this strategy reflects growing interest in blockchain networks with defined use cases and scalable infrastructure.

While Windtree has not disclosed holdings in other cryptocurrencies such as Bitcoin or Ethereum, its commitment to BNB is already drawing comparisons to MicroStrategy's multi-billion-dollar Bitcoin accumulation strategy. However, Windtree's approach is notable for focusing on a utility-driven token rather than a store-of-value asset.

The development comes amid a broader wave of institutional adoption in 2025. BNB has posted a 30 percent year-to-date gain, buoyed by

consistent transaction volumes and expanding developer activity within the BSC ecosystem. Windtree's decision also positions BNB as a viable treasury reserve option for public companies, reinforcing confidence in blockchain's integration into traditional finance.

If approved and fully executed, the \$700 million acquisition will mark a major milestone for corporate crypto adoption. This signals that publicly traded firms are not only diversifying into digital assets but are also selectively targeting ecosystems that offer real-world functionality. As blockchain infrastructure matures, the lines between traditional treasury management and decentralized finance continue to blur.

