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## Corporate Crypto Treasuries Expand Amid Bold Moves

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Several publicly traded companies have significantly increased their cryptocurrency holdings this week, demonstrating a growing institutional interest in digital assets. MicroStrategy led the activity with a major Bitcoin acquisition, while other firms, including those investing in Ethereum, diversified their treasury strategies beyond BTC.

MicroStrategy recently acquired roughly \$531.9 million worth of Bitcoin, purchasing 4,980 BTC. This latest acquisition brings the company's total holdings to approximately 597,235 BTC, acquired for a total of about \$42.4 billion at an average price of \$70,982 per coin. At current prices, these holdings are valued at over \$64 billion and account for nearly 2.8 percent of Bitcoin's fixed 21 million-coin supply. This purchase is part of MicroStrategy's ongoing dollar-cost averaging and corporate treasury strategy.

Beyond MicroStrategy, other companies are shifting into Ethereum-based treasury models. Bit Digital completed a transition from Bitcoin to Ethereum, raising approximately \$172 million in a public offering and redeploying the funds to acquire over 100,600 ETH. This move positions Bit Digital among the largest corporate Ether holders globally. Similarly, firms like BitMine Immersion Technologies, SharpLink Gaming, and GameSquare have vastly increased their ETH holdings. BitMine is estimated to hold more than \$1 billion worth of ETH and has stated plans to stake up to 5 percent of total Ether supply.

Institutional interest in Ethereum is rising due to its staking yield potential, smart contract functionality, and critical role in decentralized finance and stablecoin issuance. These dynamics are encouraging public companies to diversify their crypto exposure beyond Bitcoin and adopt multi-asset treasury strategies.

Analysts observe that companies today are employing more sophisticated crypto treasury practices compared to early adopters. These include dollar-cost averaging, use of cold storage or institutional custody solutions, and staking to generate passive yield. This reflects a

more structured corporate approach to cryptocurrency as both an inflation hedge and a long-term investment.

While these strategic allocations represent a shift in corporate attitudes toward digital assets, the trend is not yet widespread. Most activity is still concentrated among micro-cap and mid-cap companies. However, the emergence of firms allocating hundreds of millions of dollars to Bitcoin and Ethereum indicates growing mainstream acceptance.

Despite ongoing market volatility and regulatory uncertainties, corporate treasury investments in crypto suggest increasing conviction in blockchain technology's long-term potential. The expanding adoption of Ethereum by public companies signals an evolution in how crypto assets are viewed in the broader corporate finance landscape.

As these developments continue, they may influence future models for treasury management, asset diversification, and capital preservation in the digital age.

