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KuCoin Introduces xStocks for Global Tokenized Equity Trading.

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On 18 July 2025, KuCoin, a prominent global cryptocurrency exchange, unveiled its latest venture: the listing of xStocks, marking its entry into the xStocks alliance. This move represents a bold step towards integrating traditional financial markets with the burgeoning world of cryptocurrency, offering investors a seamless way to diversify their portfolios.

xStocks, developed by the Swiss-based firm Backed, are tokenized equities that mirror the value of real-world stocks, securely held in bankruptcy-remote collateral accounts. These assets are issued on the Solana blockchain, ensuring transparency and efficiency. The

initial offerings include SPYx (tracking the S&P 500 ETF), CRCLx (Circle), TSLAx (Tesla), MSTRx (MicroStrategy), and NVDAx (NVIDIA). Each token is backed 1:1 by its underlying asset, providing investors with confidence in their holdings.

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The launch comes at a pivotal moment. On 10 July 2025, NVIDIA achieved a historic milestone, becoming the first publicly listed semiconductor company to surpass a \$4 trillion market cap. Just days later, on 14 July, Bitcoin soared to a record high of \$120,000. This convergence of traditional and crypto market surges underscores the timely introduction of xStocks, enabling investors to capitalise on both worlds. As one observer noted on X, “Bridging Wall Street and Web3 trade top tech stocks like \$MSTRX and \$NVDAX on-chain with KuCoin’s xStock. Real equity exposure, crypto liquidity.”

KuCoin’s xStocks platform stands out as the first USDT-denominated tokenized equity solution accessible across a vast array of countries, serving over 41 million users in more than 200 regions. This global reach eliminates many barriers associated with traditional stock trading, such as high fees and limited market hours. Investors can now trade tokenized equities 24/7, using USDT to switch effortlessly between stocks and cryptocurrencies within a single account.

The platform’s design prioritises transparency and security. Each xStock is fully backed by real stocks held by regulated third-party custodians, adhering to the Swiss DLT Act and an approved Liechtenstein prospectus. Token holders have a primary claim to the collateral’s value, with Chainlink-powered Proof of Reserves set to enhance trust further. As BC Wong, KuCoin’s CEO, stated in a recent interview, “The launch of xStocks is a strategic milestone in bridging traditional finance and the Web3 ecosystem, helping investors capture global growth opportunities all in one account.”

xStocks offer unparalleled flexibility for investors. Users can diversify their portfolios by blending conservative assets like SPYx with high-growth tech stocks such as NVDAx or volatile cryptocurrencies. The unified trading interface allows seamless transitions between asset classes without the need for fiat on-ramps or multiple platforms. This agility is particularly valuable in volatile markets, enabling investors to balance risk and reward effectively.

Moreover, xStocks are DeFi-compatible, allowing users to leverage them in lending protocols or decentralised exchanges on Solana, such as Raydium or Jupiter. This integration opens up new avenues for capital efficiency, from yield farming to collateralised lending, which are unattainable in traditional finance.

Founded in 2017, KuCoin has grown into a trusted name in the crypto space, serving millions with a robust ecosystem that includes Spot and Futures trading, web3 wallets, and institutional services. Its commitment to security is evidenced by SOC 2 Type II and ISO 27001:2022 certifications, alongside a \$10 billion valuation following a \$150 million investment round in 2022. Recognized by Forbes as one of the “Best Crypto Apps & Exchanges” in 2024, KuCoin continues to innovate under BC Wong’s leadership.

The introduction of xStocks reinforces KuCoin’s mission to democratise financial markets. By bridging traditional equities and Web3, it offers a forward-thinking solution for investors seeking to navigate the evolving digital economy. However, trading restrictions apply in certain regions, including the UK, EU, Canada, and Japan, reflecting regulatory complexities in these markets.

As global markets evolve, KuCoin’s xStocks initiative positions it as a leader in the convergence of traditional and decentralised finance, empowering investors to seize opportunities in a rapidly changing world.