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## Cold Wallet Finalizes \$270M Deal With Plus Wallet

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Cold Wallet, a digital self-custody platform, has completed a \$270 million acquisition of Plus Wallet emerging crypto wallet service that gained over 2 million users in just seven months. The move signals Cold Wallet's intent to scale rapidly by acquiring proven infrastructure rather than building from scratch.

This acquisition comes at a time when many crypto projects remain stuck in development or rely on promises of future utility. By purchasing an existing and operational platform, Cold Wallet has taken a different approach, one that emphasizes functionality, real adoption, and

a working product. Plus Wallet's user base and reputation for simplicity made it an attractive asset.

Currently, Cold Wallet's token (CWT) is in presale stage 15, priced at \$0.00924 per unit. The platform incorporates a usage-based rewards model that incentivizes user activity. Every transaction, whether it's a swap, bridge, or ram, generates cashback in CWT. Holding more CWT unlocks higher cashback tiers, creating a system where users benefit more the longer they engage.

Rather than offering a complex experience, Cold Wallet focuses on ease of use. Its interface cuts down on steps and reduces the friction that keeps everyday users out of the crypto space. The integration of Plus Wallet's tech and user base means the system is not only functional but already running at scale.

In addition to its core features, Cold Wallet includes a referral model where users can invite others and earn additional rewards in CWT or USDT. This social component adds organic growth potential without resorting to expensive advertising or token inflation.

While the acquisition is based abroad, it reflects a trend that could influence Pakistan's growing interest in digital assets. As crypto adoption increases, platforms offering simplified user experiences and real incentives are likely to gain traction in emerging markets. Cold Wallet's expansion offers a case study in combining technology, incentives, and scale effectively.

Importantly, the company's strategy avoids speculative promises and focuses on actual, visible progress. With a live platform, a real user base, and a fully integrated cashback model, Cold Wallet presents a functioning system rather than a concept in development.

In a competitive digital landscape, Cold Wallet's \$270 million acquisition is more than a headline; it's a marker of where the industry is heading: real tools, real users, and simplified engagement.