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UK Tech Firm Ramps Up Bitcoin Holdings in Strategic Financial Move

July 17, 2025

— Categories: *Crypto*



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The Smarter Web Company, a British technology enterprise, has expanded its digital currency reserves with a notable 25% boost in Bitcoin holdings. The firm acquired an additional 325 Bitcoins, bringing its total to 1,625, at a purchase cost of approximately £27.1 million. This forms part of its broader ten-year strategy to solidify Bitcoin's place as a core reserve asset, reflecting a calculated step toward the evolving digital economy.

Having listed publicly on the Aquis Stock Exchange Growth Market (AQSE) in April 2025, The Smarter Web Company raised £2 million through its offering, attracting significant interest from both retail and institutional investors. The move underlines the firm's efforts to cement its role in future-facing finance. AQSE is a UK-based stock exchange platform focused on growth companies, offering an alternative to more traditional markets.

To better assess the impact of Bitcoin on its reserves, the company has developed a proprietary valuation tool, Price-to-Bitcoin-Yield-Delivered (P/BYD). This metric allows investors to gauge the effectiveness of Bitcoin as a financial asset within the company's broader capital structure. According to internal estimates, the firm's latest Bitcoin purchase may appear overvalued at 5.58 times its current yield, but high short-term returns could balance this investment within just over a month.

The Smarter Web Company's year-to-date yield rate on Bitcoin is reported internally at 39,258%, with a 30-day return figure of 419%, though these figures are not independently verified and may reflect proprietary calculations rather than market-wide returns. These figures are drawing attention from financial commentators and peers alike, as they suggest an impressive ability to generate value through strategic crypto positioning. With over £4 million still available in liquid assets, the firm has indicated it may continue adding to its Bitcoin reserve in the coming months.

Since 2023, the company has also accepted Bitcoin for payments, further reinforcing its belief in the cryptocurrency's potential to serve as both a medium of exchange and a store of value. This dual role positions Bitcoin as a critical component in the company's financial planning, diverging from the more conservative approaches still prevalent in much of UK corporate finance.

The strategy is gaining traction among similarly sized firms, many of which are monitoring The Smarter Web Company's progress closely. Its bold steps may set a new standard for digital asset integration into corporate finance models, pushing others to reassess outdated reserve structures and explore innovative tools like the P/BYD ratio.

In an environment of increasing inflationary pressure and global financial shifts, The Smarter Web Company's pivot towards decentralised digital reserves could mark a turning point. While questions remain around volatility and regulatory clarity, its assertive embrace of Bitcoin reflects a maturing attitude towards cryptocurrency adoption in the British business

landscape. This move may well serve as a bellwether for broader institutional involvement in the crypto space.