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## UK Firm Buys \$30M in Bitcoin, Nears Top 20 Holders

July 12, 2025

– Categories: *Crypto*



The Smarter Web Company, once known primarily for web design and digital marketing, has undergone a sharp transformation in recent months. With a clear shift toward becoming a Bitcoin-centric treasury business, the firm has acquired a total of 1,275 BTC, worth approximately \$136.1 million at the time of reporting. This week, the Aquis Stock Exchange-listed company disclosed a fresh purchase of 275 BTC for roughly \$29.75 million, at an average price of \$108,182 per coin.

This follows an earlier acquisition made just days prior, 226 BTC for \$24.4 million, bringing their pace of investment to a level rarely seen outside of the United States. These back-to-back buys reflect a strategic pivot by the company, led by Chief Executive Officer Andrew Webley, who has stated the firm's goal is to break into the top 15 corporate holders of Bitcoin "sooner than previously projected."

According to the latest data from Bitcoin Treasuries, The Smarter Web Company currently ranks 28th among public companies holding Bitcoin on their balance sheets. That's a notable jump from its 36th position earlier this month. While most of the heavyweight holders are based in the U.S., including MicroStrategy at the top of the list, this UK-based company is gaining attention for its rapid climb up the rankings.

The company's broader strategy involves more than simply stockpiling cryptocurrency. With around \$41.9 million in cash reserves still on hand, The Smarter Web Company has indicated its commitment to expansion through both organic growth and acquisitions. It has brought on advisors such as David Bailey and UTXO Management to help steer its long-term roadmap, dubbed the "10-Year Plan." This shift reflects a growing trend among private firms treating Bitcoin not merely as a speculative asset, but as a core component of financial strategy.

Market reactions have been volatile. Shares of the company, trading under the ticker SWC on the Aquis Stock Exchange, soared more than 20,000% earlier this year before retreating sharply. The stock has since stabilised and is currently priced around £384, showing a 15% uptick over the past week.

While the broader UK financial environment remains cautious under the current Labour-led government, whose economic policies have raised questions among business leaders, The Smarter Web Company is pressing forward with a high-risk, high-reward strategy that appears to be paying off for now. With Bitcoin trading below its all-time high in British pounds due to currency fluctuations, the firm's average acquisition cost remains well under market value, putting it ahead on paper.

As more companies explore Bitcoin treasury strategies, The Smarter Web Company is positioning itself as a serious player, despite regulatory uncertainties and political headwinds at home.

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