

# K33 Announces Launch of Bitcoin Treasury Strategy to Support Long-Term Product Expansion and Institutional Growth

**K33 AB (publ) ("K33"), a leading digital asset brokerage and research firm, today announced an update to its corporate strategy in conjunction with the publication of its Q1 2025 report. The company will initiate a Bitcoin accumulation strategy aimed at strengthening its financial position and unlocking new product and partnership opportunities.**

"I'm excited to share that K33 is ready to launch a Bitcoin treasury strategy – a major step forward in our long-term vision to lead digital wealth management in Europe," said Torbjørn Bull Jenssen, CEO of K33. "We are drawing inspiration from best practices across the industry, while tailoring our approach to reflect our unique operational model and platform-driven strategy."

Unlike traditional Bitcoin treasury strategies, K33's initiative is designed not only to hold Bitcoin as a long-term asset but to use it as a **strategic enabler**. With Bitcoin on the balance sheet, K33 will be positioned to:

- **Enhance execution quality and product breadth** by routing client orders across global venues;
- **Improve trading margins** through collateral-based brokerage infrastructure;
- **Launch new services**, including BTC-backed lending, leveraging both decentralized finance rails and institutional-grade frameworks.
- **Attract institutional partners**, including traditional asset managers, wealth managers and banks

The company noted that its platform infrastructure is already capable of supporting these expanded capabilities, and that the Bitcoin reserve will unlock the next phase in its product roadmap.

While the strategy reflects K33's strong conviction in Bitcoin's long-term value, it also underscores a broader view on Bitcoin's growing role in capital markets. K33 emphasized that the initiative should not be seen as competing with other Bitcoin treasury strategies, but as a complementary approach, accelerating the adoption and infrastructure maturity across the ecosystem.

## Strategic Outlook and Continued Development

K33's strategic direction continues to focus on strengthening its product offering and expanding distribution through institutional partnerships. The company recently launched **instantaneous bank deposits** to improve client access and expects to roll out **smart limit orders** shortly. These upgrades are part of a longer-term plan to position K33 as a core infrastructure provider for digital asset services in the MiCA-regulated European market.

The Q1 report and strategic outlook will be presented live at 8:00 CET via webcast: [https://channel.royalcast.com/landingpage/hegnarmedia/20250527\\_2/](https://channel.royalcast.com/landingpage/hegnarmedia/20250527_2/)



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**About K33**

K33 AB (publ), listed on Nasdaq First North Growth Market, is the new gold standard for investments in digital assets. K33 offers market-leading execution, actionable insights, and superior support to private and institutional partners across EMEA. Mangold Fondkommission serves as the Certified Adviser for K33 AB (publ).

**Attachments**

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