

# Goobit Group AB launches BTCX Bitcoin Treasury Strategy

**Goobit Group AB (NGM: BTCX) ("Goobit" or "BTCX") announces that it has launched a long-term Bitcoin Treasury Strategy. The first round is closed. The second round starts soon, and the goal is to hold as many bitcoins as possible on the balance sheet.**

The first share issuance was set at 0.15 SEK per share, directed at strategic investors with knowledge in key areas including capital markets and bitcoin treasuries. Among the investors are Karl-Mikael Syding and Brad Mills. The first round was oversubscribed due to high investor demand, and a limitation to issue at most 30% new shares. Goobit remains committed to transparency and will continuously update the market as the treasury strategy develops.

The second round will open soon. Follow announcements on [bt.cx/bitcoin-treasury/](https://bt.cx/bitcoin-treasury/)

The founder and CEO, Christian Ander, launched BTCX in 2011 to give individuals secure and easy access to buying and selling Bitcoin. While many exchanges have been hacked, collapsed, or disappeared from the market entirely, BTCX has stood the test of time. Ander remains bullish on Bitcoin, holding his BTC with true diamond hands. BTCX is committed to its long-term Bitcoin conviction in all market conditions, executing its strategy with the same determination whether prices are rising or falling. This steadfast approach underpins the company's new Bitcoin Treasury Strategy and positions BTCX as one of Europe's most trusted and resilient Bitcoin players.

Moreover, BTCX will utilize its 14 years of experience in trading and storing bitcoins to source bitcoin at attractive prices. BTCX's regulatory status and operational procedures in KYC/AML ensuring the validity of the BTC invested provides another operational benefit. Our long relationships with stable trading partners and other service providers to support the bitcoin exchange and OTC trading provide an excellent foundation for our bitcoin treasury. This established network not only supports the day-to-day exchange business but also forms a solid foundation for scaling the Bitcoin Treasury in a secure, compliant, and cost-effective manner.

The stock's low market valuation makes it attractive for bitcoin treasury investors, thanks to the high probability of an asymmetric return profile, especially compared with the mNAV of competing bitcoin treasury firms. BTCX is committed to transparency and will report key metrics like net asset value (NAV), multiple of NAV (mNAV), bitcoin per share (BPS) and other metrics on [bt.cx/bitcoin-treasury/](https://bt.cx/bitcoin-treasury/).

The Board of Directors has carefully considered different alternatives for raising capital and has concluded that a directed share issue is the most favourable option for the Company and its shareholders, to raise capital efficiently and cost-effectively as well as to broaden the investor base by adding expertise about bitcoin treasuries.

The company can utilize the max dilution of 30% to issue 85,305,590 new shares. The subscription price of SEK 0.15 per share has been determined through negotiations with the participating investors and corresponds to the closing price of the Company's share on NGM Nordic SME on 18 July 2025. The Board of Directors considers the subscription price to be market-based and fair, taking into account prevailing trading levels and investor demand. Goobit will soon release the dates for allotment of shares and registration with the Swedish Companies Registration Office, tentatively on the 11th of August.

The strategy marks a structural shift in how BTCX operates and manages its balance sheet, with the objective of preserving long-term shareholder value through exposure to bitcoin. By integrating the Bitcoin Treasury Strategy directly into its proven exchange and Private Banking (OTC) operations, BTCX offers shareholders a unique dual value proposition: participation in a regulated, revenue-generating Bitcoin business and direct exposure to a growing, long-term Bitcoin reserve.

This approach is designed to attract a new class of shareholders with a Bitcoin-maximalist mindset, while also appealing to institutional and value-driven investors who recognize Bitcoin's role as a strategic reserve asset. With its operational platform, regulatory compliance, and treasury growth plan working in synergy, BTCX aims to maximize both Bitcoin holdings and shareholder value over the long term.

The decision reflects BTCX's confidence in bitcoin as a sound monetary asset. The strategy will be implemented in a prudent and compliant manner, in alignment with applicable AML/KYC regulations and operational readiness.

**"BTCX was Sweden's first bitcoin exchange when we launched it back in 2011. Since then, Goobit has remained committed to Bitcoin adoption. Launching a Bitcoin Treasury Strategy is a natural next step in that journey."**

**— Christian Ander, CEO, Goobit Group AB**

**For further information, please contact:**

Christian Ander, CEO, Goobit Group AB

Email: [ir@goobit.se](mailto:ir@goobit.se)

About Goobit Group | BTCX

Goobit Group AB (publ) operates in the financial sector. The company launched the world's first still-active Bitcoin trading platform, BTCX, in 2011. Goobit is Sweden's leading Bitcoin company in financial services and education. The company offers currency exchange services from fiat to Bitcoin and has facilitated transactions exceeding SEK 2.0 billion. Its most well-known brands are BTCX Express and Standard Bitcoin Exchange (BTCX).

In addition to exchange services, the company also provides anti-money laundering (AML) solutions through AML Desk and compliance services for crypto assets.

Goobit Group AB (publ) was established in 2013 and operates through its wholly-owned subsidiaries: Goobit AB and Goobit Blocktech AB. Goobit AB serves private individuals, corporate clients, and financial institutions.

Press Release  
04 August 2025 06:00:00 CEST



---

The group is headquartered in Gamla Stan, Stockholm, Sweden.

For more information, visit: [www.goobit.se](http://www.goobit.se).

*This information is information that Goobit Group AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-08-04 06:00 CEST.*

#### **Attachments**

---

[Goobit Group AB launches BTCX Bitcoin Treasury Strategy](#)