

Japanese Firm Metaplanet Adds Bitcoin to Investments, Shares Surge Over 10%

The shares of Metaplanet, a Japanese investment company trading on the Tokyo Stock Exchange under ticker 3350, experienced a significant surge this Tuesday following an announcement regarding its Bitcoin (BTC) holdings.

The company disclosed that it had acquired an additional 21 BTC, bringing its total Bitcoin holdings to 225 BTC, valued at over \$14 million USD. This news was met with enthusiasm in the market, driving Metaplanet's stock up by more than 25% at its peak during the trading session, reaching \$121 USD.

This phenomenon underscores the perception among investors that the inclusion of Bitcoin in an institutional portfolio is a prudent strategy, given the current prices of the cryptocurrency. Metaplanet's latest Bitcoin purchase was made when the cryptocurrency was trading around \$57,000 USD, during a phase of price lateralization that Bitcoin has maintained for the past four months.

The cryptocurrency market saw a boost, partly attributed to the "Donald Trump Effect," with cryptocurrencies climbing over 5% and Bitcoin reaching \$62,000 USD. A Wall Street guru's declaration of Bitcoin as "digital gold" has further fueled investor confidence.

Metaplanet's recent Bitcoin purchase is the company's fifth in the last three months, according to BitcoinTreasuries. Since April, when the company began investing in Bitcoin as a strategic reserve asset, it has been responding to Japan's persistent economic pressures, including high levels of public debt, prolonged periods of negative real interest rates, and the consequent weakness of the yen.

With its increasing investment in Bitcoin, Metaplanet is solidifying its position among publicly traded companies with significant Bitcoin reserves, currently ranking within the top 30 globally. It is surpassed by firms like Mercado Libre, which holds 412 BTC, and the list is led by MicroStrategy with 226,331 BTC.

Despite Metaplanet's smaller investment compared to these giants, the company appears to be emulating MicroStrategy's investment strategy, making recurring Bitcoin purchases to average the acquisition cost, a tactic known as Dollar Cost Averaging (DCA).

This move demonstrates Metaplanet's optimism about Bitcoin's future, despite its current value being below the all-time high of \$73,700 USD reached in March. According to reports from CriptoNoticias, after stabilizing in the first half of July, Bitcoin has climbed to \$63,000 USD this week, reflecting a resurgence in the cryptocurrency market.

Metaplanet's efforts, combined with its ongoing commitment to blockchain education, highlight the company's mission to drive positive change and empower communities globally.