

## **MicroStrategy is Now Strategy**

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TYSONS CORNER, Va.

### **Highlights**

- Strategy unveils new name, Bitcoin logo, and orange brand color
- New websites launched for Strategy software and branded merchandise
- Leadership to address new brand at [Earnings Call](#) today at 5 PM EST.

### **News Summary**

MicroStrategy® Incorporated (Nasdaq: MSTR) today announced it is now doing business as Strategy™. Strategy is the world's first and largest Bitcoin Treasury Company, the largest independent, publicly traded business intelligence company, and a Nasdaq 100 stock. This brand simplification is a natural evolution of the company, reflecting its focus and broad appeal. The new logo includes a stylized "B", signifying the company's Bitcoin strategy, and its unique position as a Bitcoin Treasury Company. The brand's primary color is now orange, representing energy, intelligence, and Bitcoin.

To learn more about the company's software, including industry leading AI-powered business intelligence, go to <https://www.strategysoftware.com>. The new merchandise store, offering Strategy-branded items, is available at <https://store.strategy.com>.

### **Michael Saylor, Founder and Executive Chairman, Strategy**

"Strategy is one of the most powerful and positive words in the human language. It also represents a simplification of our company name to its most important, strategic core. Antoine de Saint-Exupery said, 'Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.' After 35 years, our new brand perfectly represents our pursuit of perfection."

### **Phong Le, President and CEO, Strategy**

"Strategy is innovating in the two most transformative technologies of the twenty-first century – bitcoin and artificial intelligence. Our new name powerfully and simply conveys the universal and global appeal of our company, and the value we bring to the strategies of our shareholders, customers, partners, and employees."

The company will announce Earnings today after market close at 4 PM EST.

### **About Strategy**

Strategy (Nasdaq: MSTR) is the world's first and largest Bitcoin Treasury Company. We are a publicly traded company that has adopted bitcoin as our primary treasury reserve asset. By using proceeds from equity and debt financings, as well as cash flows from our operations, we strategically accumulate bitcoin and advocate for its role as digital capital. Our treasury strategy is designed to provide investors varying degrees of economic exposure to bitcoin by offering a range of securities, including equity and fixed-income instruments. In addition, we provide industry-leading AI-powered enterprise analytics software, advancing our vision of Intelligence Everywhere. We leverage our development capabilities to explore innovation in Bitcoin applications, integrating analytics expertise with our commitment to digital asset growth. We believe our combination of operational excellence, strategic bitcoin reserve, and focus on technological innovation positions us as a leader in both the digital asset and enterprise analytics sectors, offering a unique opportunity for long-term value creation.

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