Strategy Announces General Availability of Strategy Mosaic™, the AI-Powered Universal Intelligence Layer

Tysons, VA – June 24, 2025 – Strategy (formerly MicroStrategy) today announced the general availability of Strategy Mosaic™, a groundbreaking AI-powered Universal Intelligence Layer designed to enable AI applications. As organizations modernize their data infrastructures, they often encounter challenges with siloed systems that lead to inconsistent metrics and governance gaps. This lack of clean, connected, and organized data is one of the greatest barriers to AI adoption. Strategy Mosaic addresses this issue by connecting disparate data sources across the enterprise, providing consistent and secure access to information that empowers both business users and AI applications.

Sitting atop any database or data warehouse, Strategy Mosaic allows organizations to access diverse data sources. This unified layer supports AI, applications, and analytics use cases, enabling rapid development of data products without the need for custom data warehouses. Unlike traditional data catalogs and virtual data warehouses, Mosaic uses business definitions and user-friendly objects to represent data.

"With Mosaic, we've broken through the biggest barriers to business innovation: data silos, conflicting metrics, and high data transformation costs," said Saurabh Abhyankar, Chief Product Officer at Strategy. "Our powerful semantic graph ensures a single source of truth for enterprise analytics, and Mosaic extends this with a universal layer of intelligence compatible with any cloud, reporting tool, and data source."

Key features of Strategy Mosaic include:

- **Rich Semantic Layer:** Built on Strategy's proven semantic architecture, this ensures consistent business definitions and metrics across data sources. It includes comprehensive semantic concepts such as hierarchies, multi-form attributes, and transformations, all while centralizing security and governance policies.

- **Universal Access:** Mosaic features a standard access layer with support for third-party workloads via standard SQL (JDBC), DAX, REST, and Python APIs. It provides optimized connectors for popular tools like Tableau, Power BI, Excel, and Google Sheets, and can connect to over 200 data sources, including files, applications, and databases.

- **AI-Powered Data Modeling (Mosaic Studio):** Mosaic Studio uses AI to automate data preparation and modeling tasks, delivering results up to 10 times faster. It analyzes data, auto-creates objects and relationships, applies aggregation

functions, detects and removes duplicates, and enriches underlying data. Users can even create metrics using natural language prompts.

- **Query Acceleration Engine:** This powerful in-memory engine enhances performance through push-down processing and cross-data source calculations, alleviating the load on data warehouses and reducing query costs.

- **Enterprise-Grade Security & Governance:** Strategy Mosaic ensures comprehensive security and governance with features such as security filters, object-level access control, granular user privileges, and flexible authentication methods, applied consistently across all access points. Sensitive data remains protected from exposure to underlying LLMs.

Strategy Mosaic effectively addresses common pain points such as inconsistent metrics, security gaps, lack of AI readiness, and high analytic costs. Strategy Mosaic is available immediately. To learn more, visit https://www.strategysoftware.com/strategymosaic.

About Strategy

MicroStrategy Incorporated d/b/a Strategy (Nasdaq: MSTR/STRK/STRF/STRD) is 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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