

# Strategy<sup>₿</sup>

## Q2 2025

# Financial Results

July 31, 2025





# Strategy Q2 2025 Earnings Call

## Safe Harbor Statement

### FORWARD-LOOKING STATEMENTS

Some of the information we provide in this presentation regarding our future expectations, plans, guidance, and prospects may constitute forward-looking statements, including, without limitation, our guidance with respect to 2025 operating income, net income, earnings per share, BTC Yield and BTC \$ Gain, and the hypothetical valuation models contained in this presentation. Actual results may differ materially from these forward-looking statements due to various important factors, including the risk factors discussed in our most recent Quarterly Report on Form 10-Q filed with the SEC on May 5, 2025, and our Current Report on Form 8-K filed with the SEC on July 7, 2025 and, in the case of our guidance with respect to 2025 operating income, net income, earnings per share, BTC Yield and BTC \$ Gain, and the hypothetical valuation models contained in this presentation, each of which is based on an assumed bitcoin price as of December 31, 2025, the risk that the price of Bitcoin as of such date may be substantially different than assumed target price, which would cause our actual results to vary substantially from such guidance and the hypothetical values generated by such models. We assume no obligation to update these forward-looking statements, which speak only as of today.

Also, in this presentation, we will refer to certain non-GAAP financial measures. Reconciliations showing GAAP versus non-GAAP results are available in our earnings release and the appendix of this presentation, which were issued today and are available on our website at [www.strategy.com](http://www.strategy.com).



# Financial Performance

Andrew Kang  
Executive Vice President & Chief Financial Officer

# Strategy Highlights

## Bitcoin Holdings

**628,791**

3.0% of all BTC ever to be in existence

## Market Cap

**\$112 Billion**

96<sup>th</sup> largest publicly listed company in  
USA

## Four Listed Preferreds

**STRF / STRK / STRD / STRC**

Largest USA IPO of 2025: STRC

## YTD 2025 Capital Raised

**\$18.3 Billion**

81% of 2024's total in just 7 months

Note: As of July 29, 2025



# Strategy<sup>₿</sup>

## EPS (“Earnings Per Share”) Results

# Q2 2025: \$14.0B Op. Income, \$10.0B Net Income, \$32.60 EPS

	<b>Q2 2024</b> <i>(Prev. Year)</i>	<b>Q1 2025</b> <i>(Prev. Quarter)</i>	<b>Q2 2025</b>	<b>Strategy record highs</b>
<b>Operating Income</b>	(\$0.2B)	(\$5.9B)	<b>\$14.0B</b>	
<b>Net Income<sup>(1)</sup></b>	(\$0.1B)	(\$4.2B)	<b>\$10.0B</b>	
<b>EPS<sup>(2)</sup></b>	(\$0.57)/sh	(\$16.49)/sh	<b>\$32.60/sh</b>	

- Adopted FASB fair value accounting on January 1, 2025. Carrying value of bitcoin is now equal to the market value at the end of each quarter, instead of the cost-less-impairment value under the previous accounting standard.
- Recognize a deferred tax expense on the income statement, calculated based on the increase in fair market value of BTC holdings.

(1) Net Income attributable to common stockholders. (2) Diluted earnings per common share.



# H1 2025: \$8.1B Op. Income, \$5.7B Net Income, \$19.43 EPS

	<i>H1 2024</i>	<i>H1 2025</i>	<i>Strategy record highs</i>
Operating Income	(\$0.4B)	\$8.1B	
Net Income <sup>(1)</sup>	(\$0.2B)	\$5.7B	
EPS <sup>(2)</sup>	(\$0.89)/sh	\$19.43/sh	

(1) Net Income attributable to common stockholders. (2) Diluted earnings per common share.

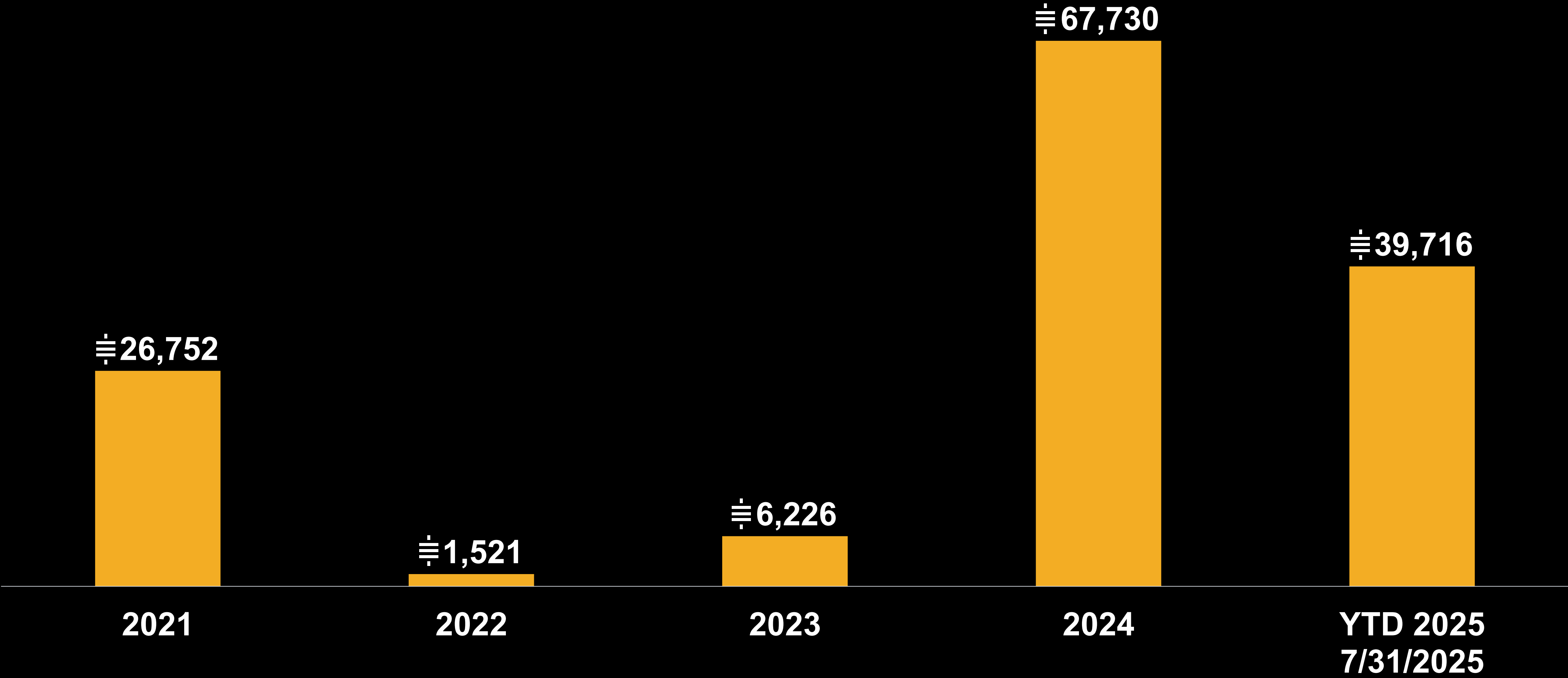
# Strategy<sup>₿</sup>

## BPS (“Bitcoin Per Share”) Results



# Strategy's Business Model Accretes Bitcoin Per Share

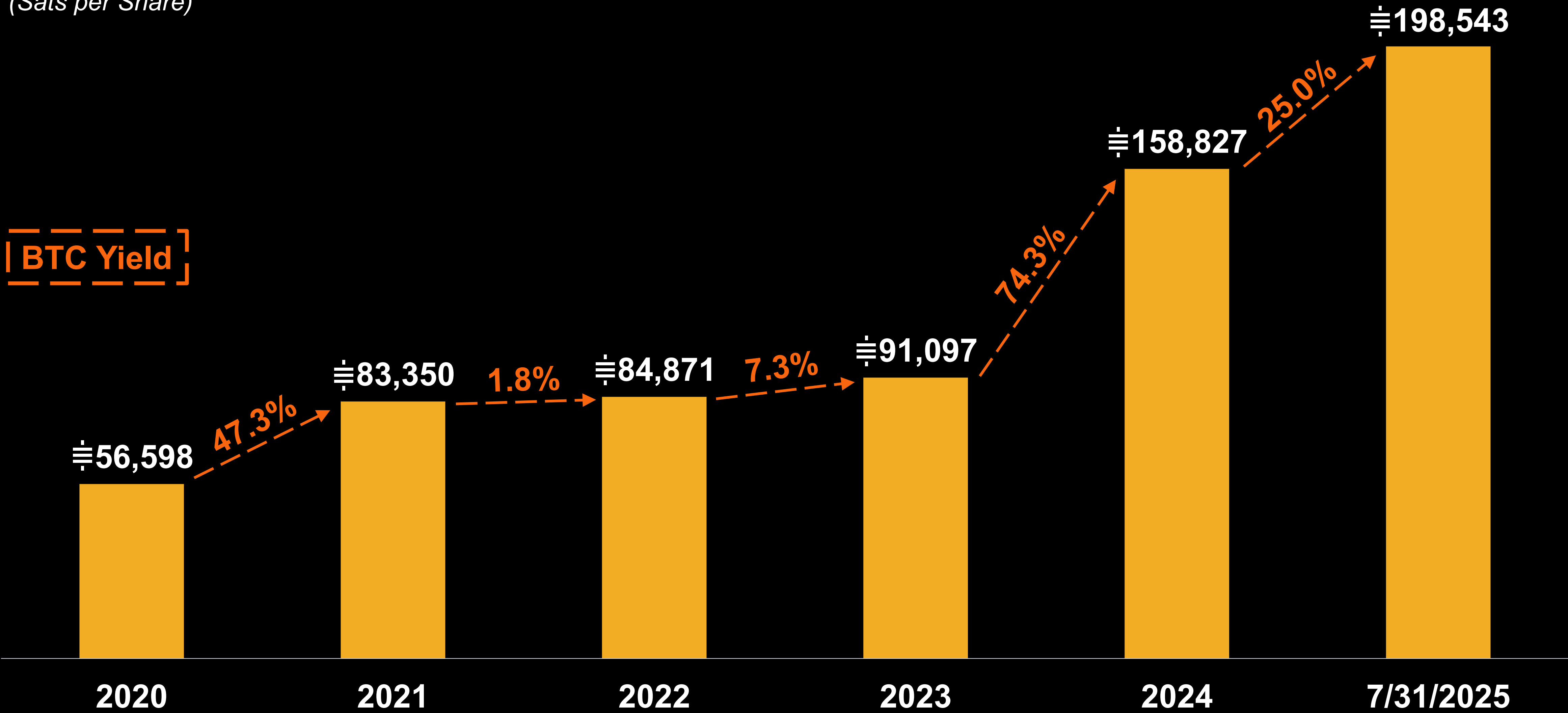
(Change in Sats per Share)



(1) BPS is a KPI that represents the ratio between the Company's bitcoin holdings and its Assumed Diluted Shares Outstanding, expressed in terms of Sats. A "Sat" or a "Satoshi" is one one-hundred-millionth of one bitcoin, the smallest indivisible unit of a bitcoin. Refer to the Appendix for more information about BPS, BTC Yield, BTC Gain and BTC \$ Gain.

# Strategy Has Consistently Delivered BTC Yield Since 2020

(Sats per Share)

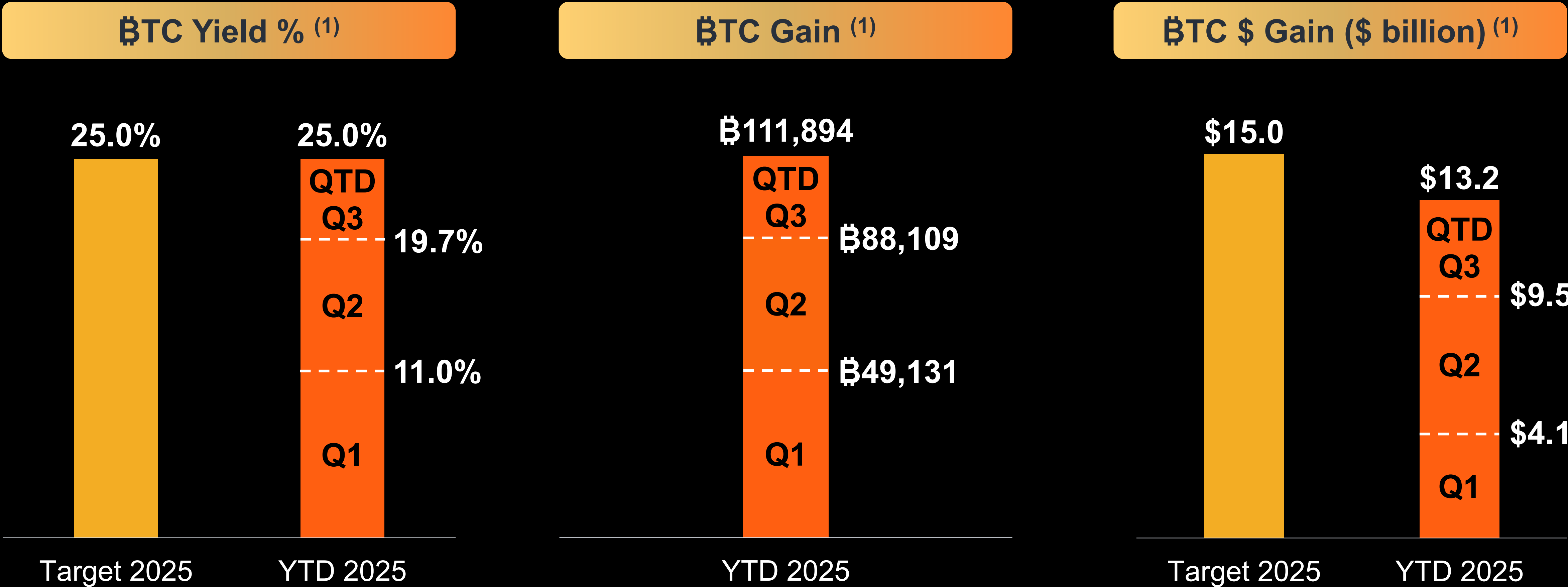


(1) BPS is a KPI that represents the ratio between the Company's bitcoin holdings and its Assumed Diluted Shares Outstanding, expressed in terms of Sats. A "Sat" or a "Satoshi" is one one-hundred-millionth of one bitcoin, the smallest indivisible unit of a bitcoin. Refer to the Appendix for more information about BPS, BTC Yield, BTC Gain and BTC \$ Gain.



# YTD BTC KPIs vs. 2025 Targets

Reflects the incremental value generated through Strategy treasury operations



(1) Presented for illustrative purposes only. BTC Yield is not equivalent to "yield" in the traditional financial context and BTC \$ Gain is not equivalent to "gain" in the traditional financial context. BTC \$ Gain does not represent the fair value gain on our bitcoin holdings. Refer to the Appendix for more information about BTC Yield, BTC Gain and BTC \$ Gain. YTD metrics are as July 29, 2025.

# Strategy<sup>₿</sup>

## Balance Sheet Update



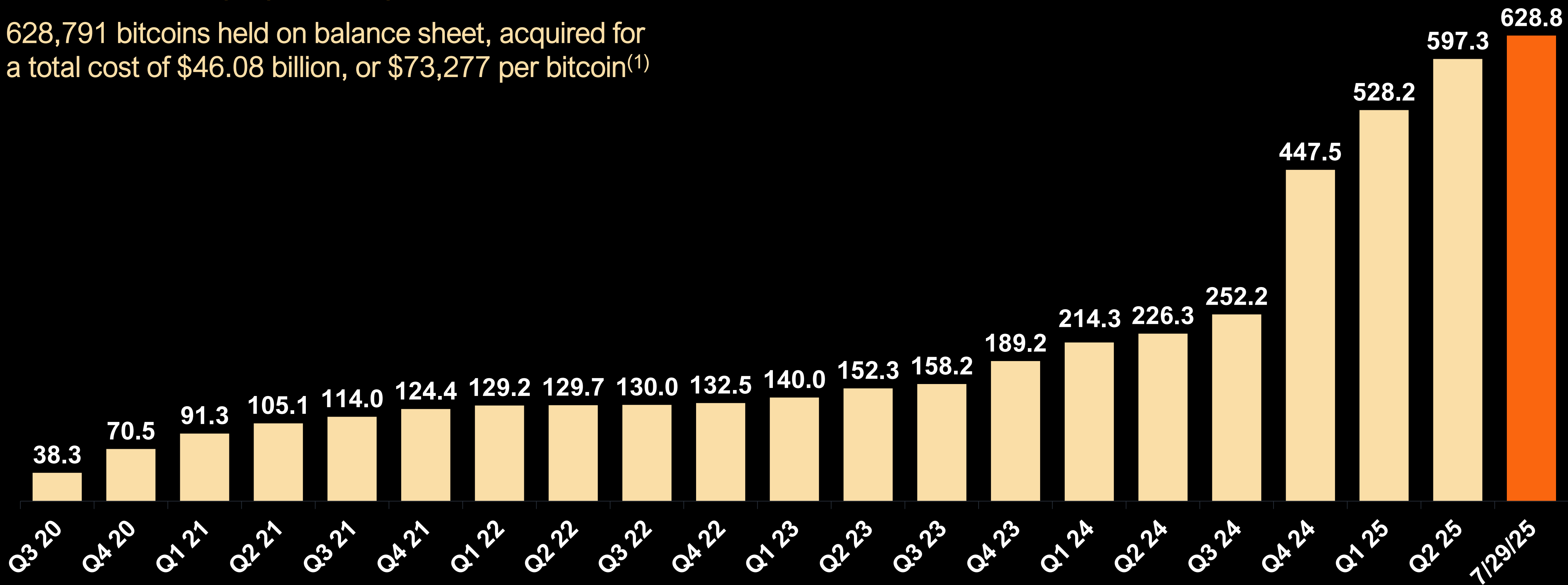
# Growth in Bitcoin Strategic Treasury Reserve

Strategy has acquired additional bitcoin in every quarter since Q3 2020

Represents 3.0%  
of all bitcoin ever  
to be in existence

## Bitcoin Holdings (in '000s)

628,791 bitcoins held on balance sheet, acquired for a total cost of \$46.08 billion, or \$73,277 per bitcoin<sup>(1)</sup>



(1) As of July 29, 2025.

# \$22.6 Billion Increase in Digital Assets Value since 1/1/2025

	12/31/2024	Fair Value Adoption	1/1/2025	3/31/2025	6/30/2025
Digital Assets	\$23.9B	+\$17.9B	\$41.8B	\$43.5B	\$64.4B
Deferred Tax Liability <sup>(1)</sup>	(\$1.5B)	+\$5.1B	\$3.6B	\$1.9B	\$5.9B
Long-Term Debt <sup>(2)</sup>	\$7.2B	-	\$7.2B	\$8.1B	\$8.2B
Preferred Equity	-	-	-	\$1.3B	\$2.9B
Common Equity	\$18.2B	+\$12.7B	\$31.0B	\$32.2B	\$47.5B

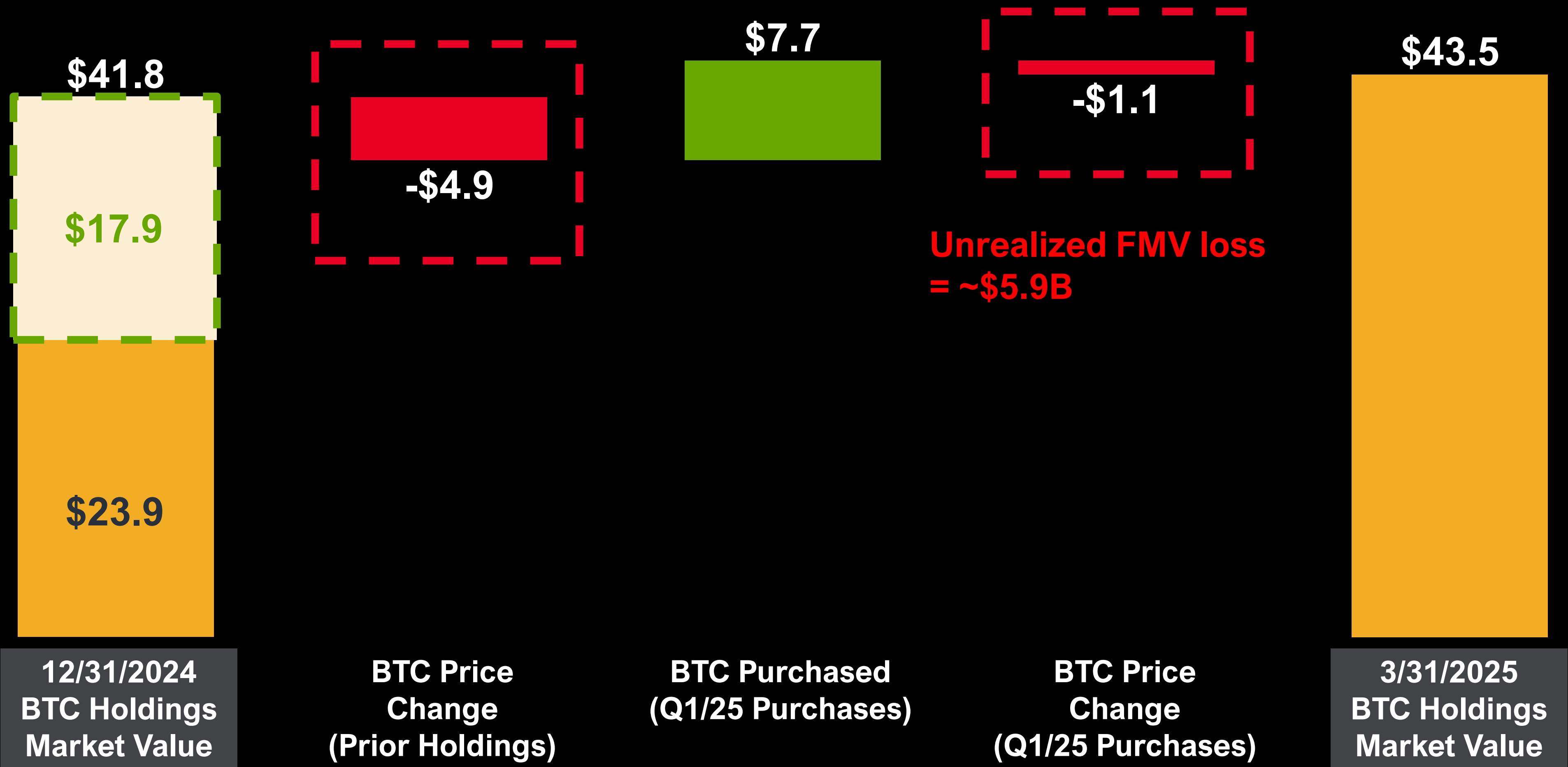
- Adopted FASB fair value accounting on January 1, 2025. Carrying value of bitcoin is now equal to the market value at the end of each quarter, instead of the cost-less-impairment value under the previous accounting standard.
- Recognize a deferred tax liability on the balance sheet, calculated based on the market value of BTC holdings less the cost basis of BTC holdings.

(1) Net of deferred tax assets. (2) Primarily convertible debt. Net of current portion of long-term debt.

# \$2 Billion of Digital Assets Value added in Q1 2025

(\$ in Billions)

Unrealized FMV  
gain recognized  
in retained  
earnings



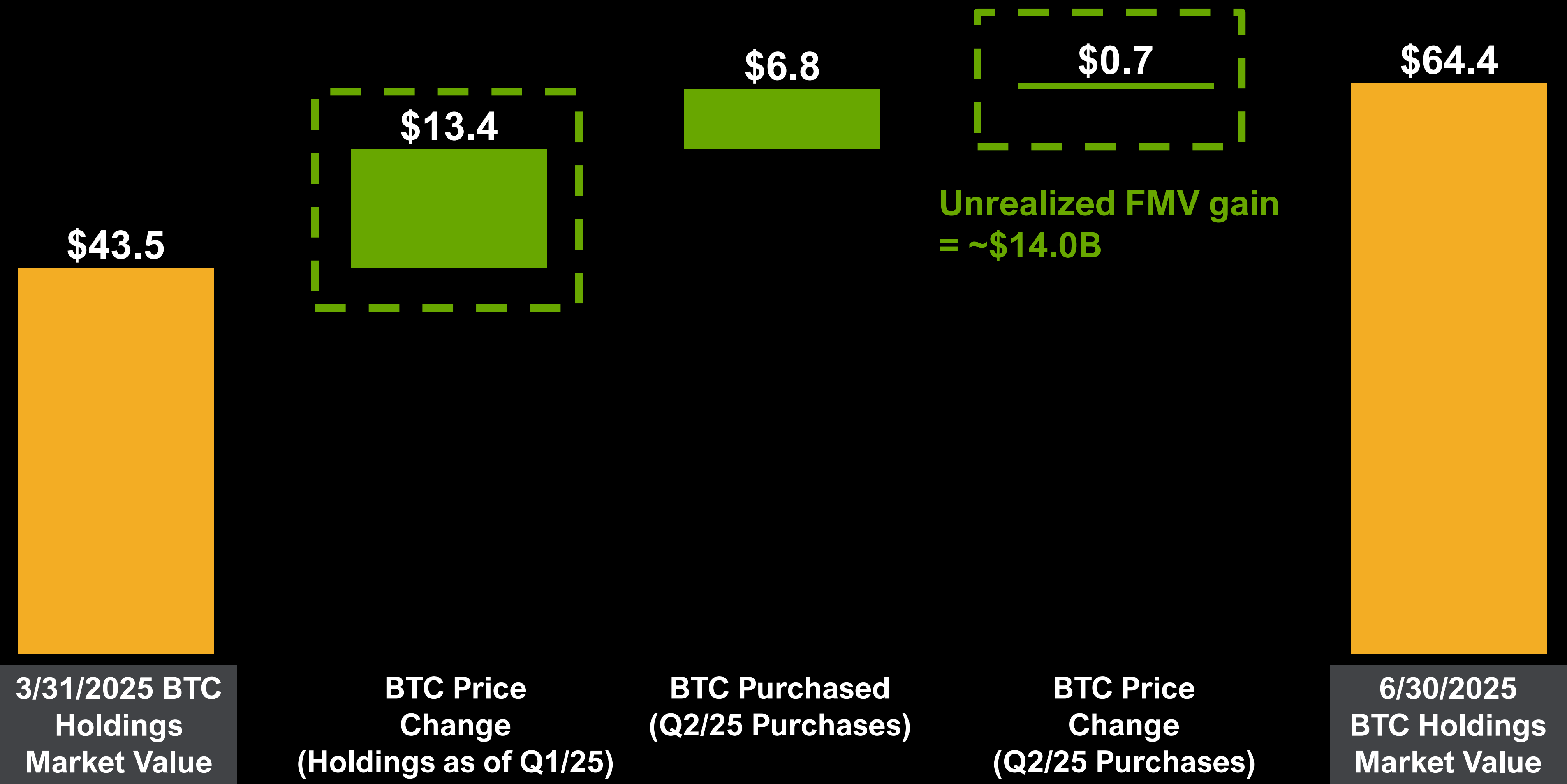
Unrealized FMV loss  
= ~\$5.9B

BTC Count	447,470		Additions: 80,715		528,185
BTC Mkt. Price	\$93,390		Avg Price: \$94,922		\$82,445



# \$21 Billion of Digital Assets Value Added in Q2 2025

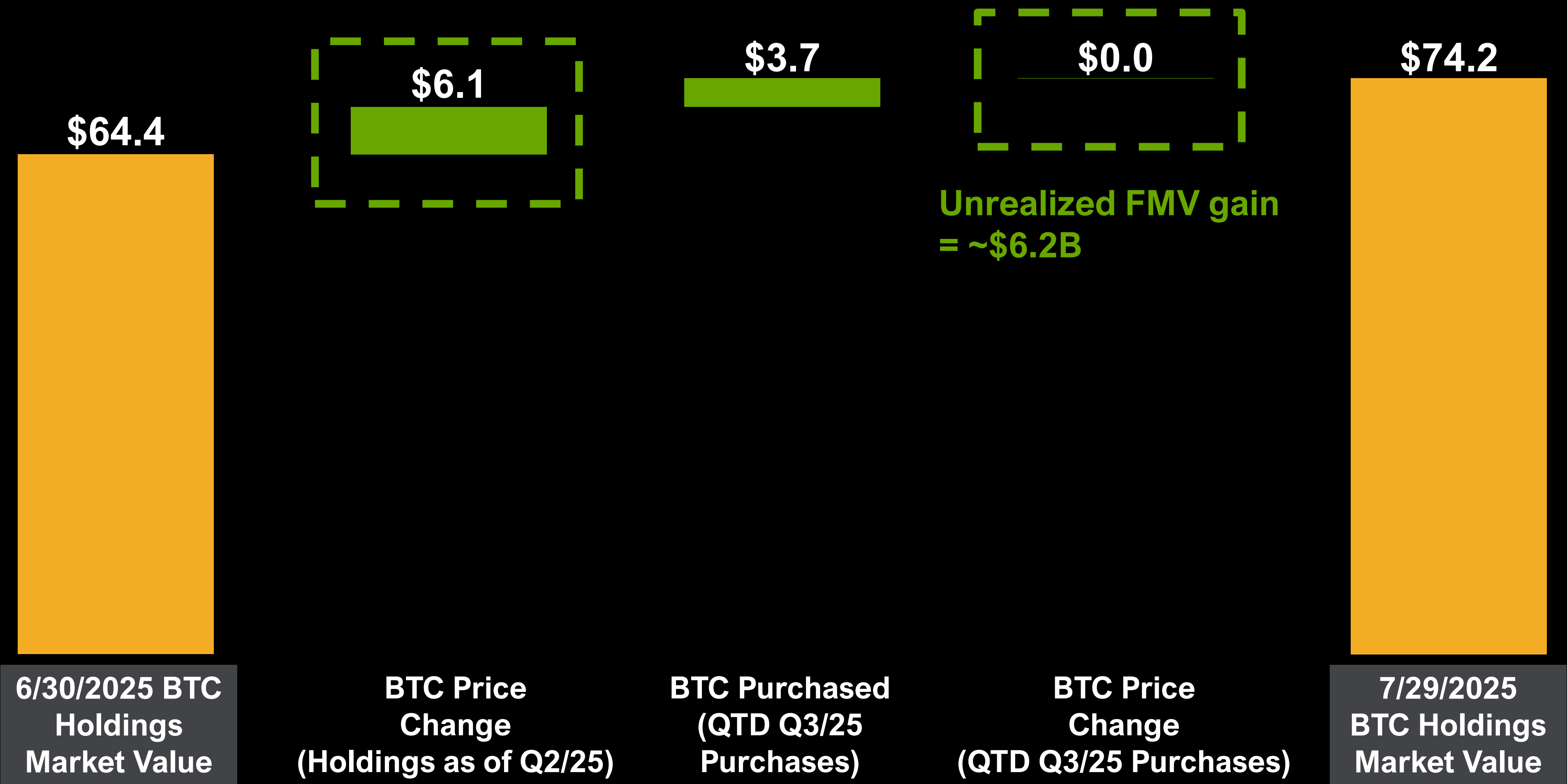
(\$ in Billions)



BTC Count	528,185		Additions: 69,140		597,325
BTC Mkt. Price	\$82,445		Avg Price: \$97,906		\$107,752

# \$9 Billion of Digital Assets Value Added in QTD Q3 2025

(\$ in Billions)



BTC Count	597,325		Additions: 31,466		628,791
BTC Mkt. Price	\$107,752		Avg Price: \$116,860		\$118,000 <sup>(1)</sup>

(1) As of July 29, 2025.

# Debt & Preferred Equity

39% of our \$8.2B convertible debt is **in-the-money**

	Notional Value (\$M)	Market Value (\$M)	Conversion Price	Maturity	Earliest Call Date	In-the-Money
<b><u>Debt:</u></b>						
Convertible 2028	\$1,010	\$2,278	\$183.19	9/14/2028	12/20/2027	●
Convertible 2029	\$3,000	\$2,865	\$672.40	12/1/2029	12/4/2026	●
Convertible 2030 (0.625%)	\$800	\$2,170	\$149.77	3/15/2030	3/22/2027	●
Convertible 2030 (0.000%)	\$2,000	\$2,316	\$433.43	3/1/2030	3/5/2027	●
Convertible 2031	\$604	\$1,124	\$232.72	3/15/2031	3/22/2028	●
Convertible 2032	\$800	\$1,587	\$204.33	6/15/2032	6/30/2029	●
<b>Total Debt</b>	<b>\$8,214</b>	<b>\$12,341</b>		<b>4.7 Years</b>		
<b><u>Preferred Equity:</u></b>						
STRF	\$1,051	\$1,209	-	Perpetual		
STRC	\$2,801	\$2,647	-	Perpetual		
STRK <sup>(1)</sup>	\$1,278	\$1,367	\$1,000.00	Perpetual		
STRD	\$1,195	\$1,003	-	Perpetual		
<b>Total Preferred Equity</b>	<b>\$6,326</b>	<b>\$6,226</b>				

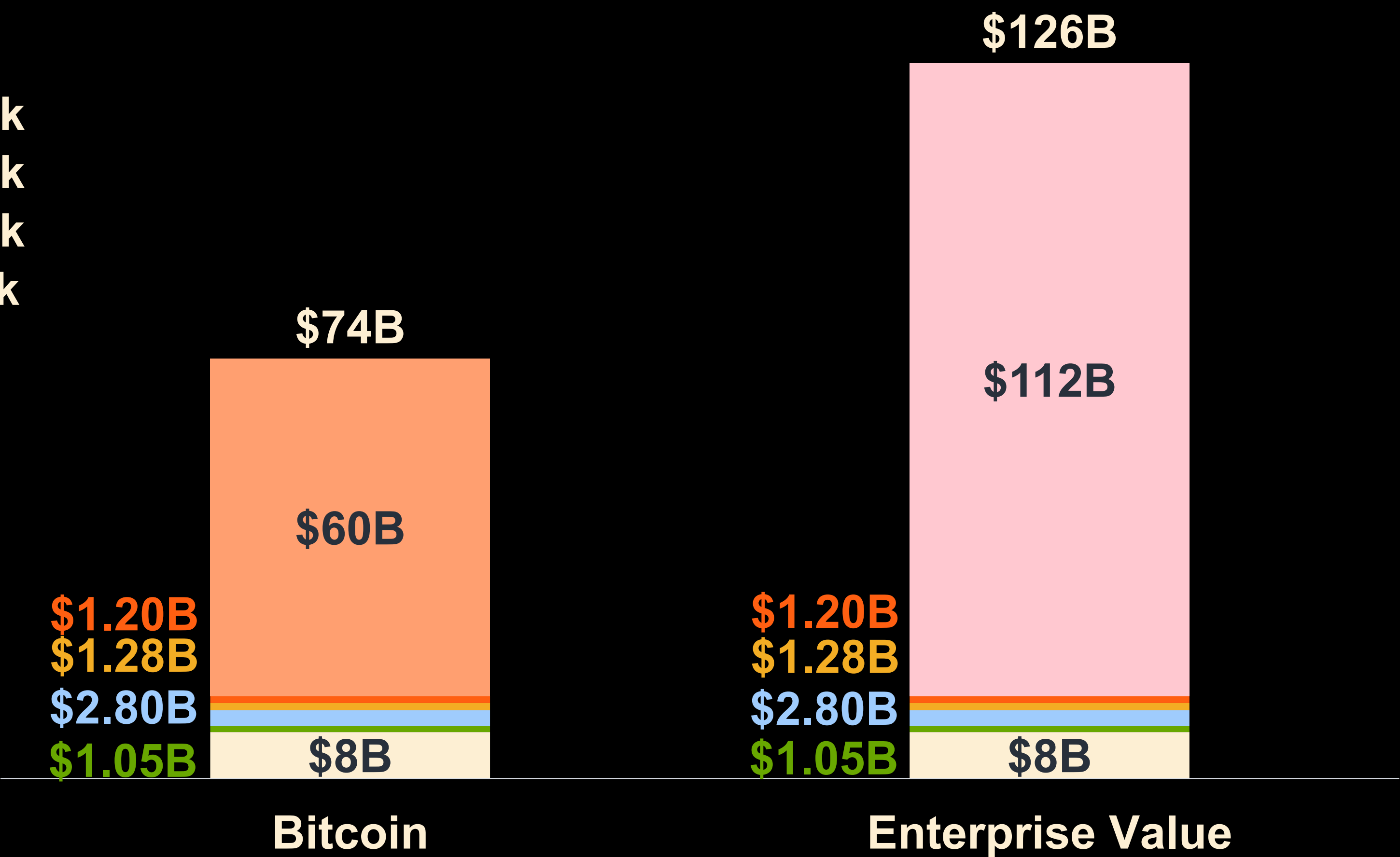
Note: As of July 29, 2025. (1) Each share of STRK is convertible at any time into 0.1 of a share of MSTR. With a stated amount of \$100, this implies an “at-the-money” conversion price of MSTR at \$1000.



# Strategy Capital Structure

Strategy’s debt and preferred securities are supported by the value of the Company’s bitcoin reserves and have a substantial equity cushion

- Equity
- Bitcoin Surplus
- STRD Preferred Stock
- STRK Preferred Stock
- STRC Preferred Stock
- STRF Preferred Stock
- Converts



Note: As of July 29, 2025. Equity reflects market capitalization of basic shares outstanding as per closing share price on July 29, 2025.

# \$614 Million Annual Dividend and Interest Expense

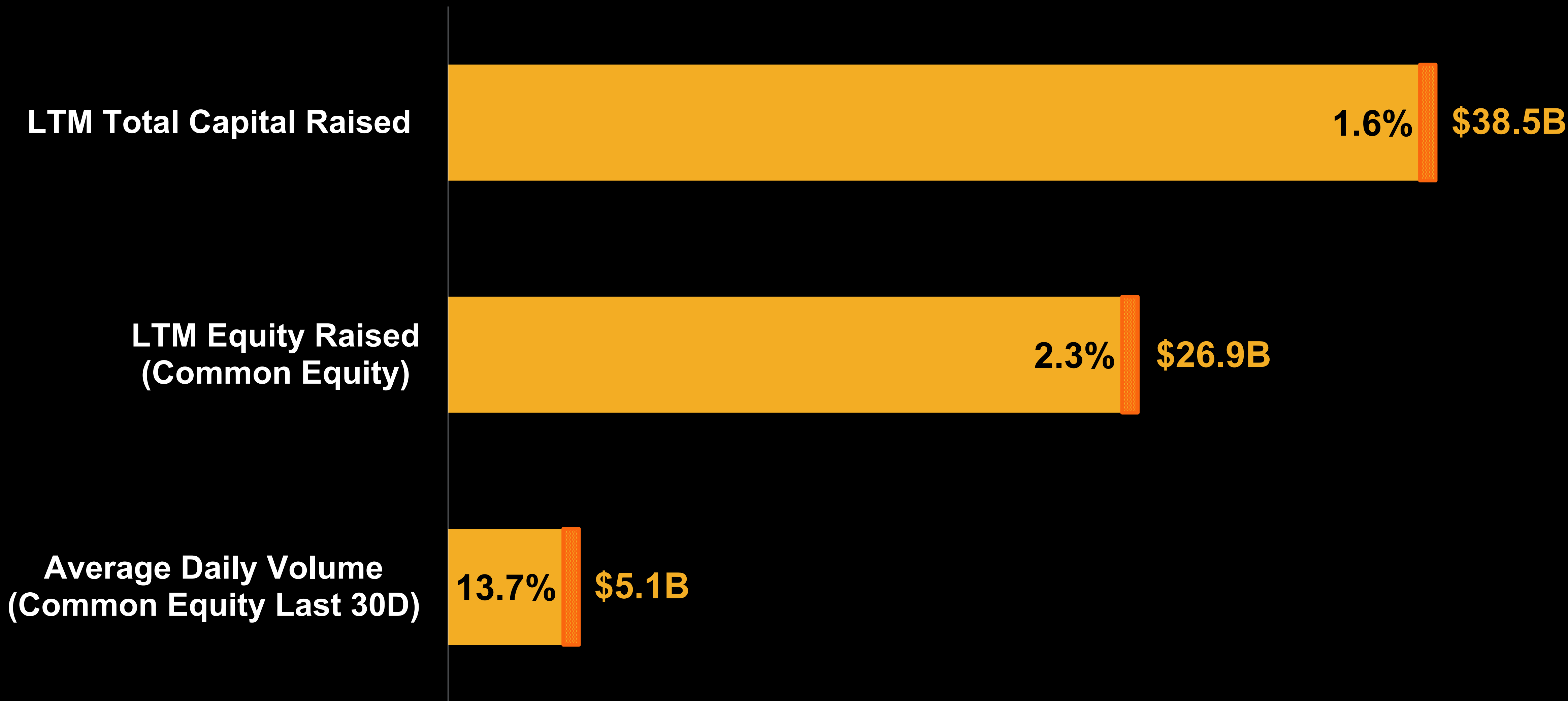
	<i>Notional Value (\$M)</i>	<i>Coupon or Dividend %</i>	<i>Annual Interest Expense or Dividend (\$M)<sup>(2)</sup></i>
<b>Converts</b>	\$8,214	0.421% <sup>(1)</sup>	\$35
<b>Interest on Debt</b>	\$8,214		\$35
<b>STRF</b>	\$1,051	10.000%	\$105
<b>STRC</b>	\$2,801	9.000% <sup>(3)</sup>	\$252 <sup>(4)</sup>
<b>STRK</b>	\$1,278	8.000%	\$102
<b>Cum. Dividends on Pref. Equity</b>	\$5,130		\$459
<b>STRD</b>	\$1,195	10.000%	\$120
<b>Non-cum. Dividends on Pref. Equity</b>	\$1,195		\$120
<b>Total</b>			<b>\$614</b>

Note: As of July 29, 2025.

(1) Represents the weighted average coupon rate on convertible debt. (2) Represents interest / dividend obligations for the next 12 months based on the number of securities of each class outstanding as of July 29, 2025. (3) Initial per annum dividend rate; this rate, and the corresponding dividend expense, is subject to change in subsequent periods. (4) Assumes the initial 9.000% per annum dividend rate remains constant for the next 12 months.

# Interest & Dividends to be covered via Common Equity ATM

Interest & Dividends as a % of LTM Capital Raised, Equity Raised, & Daily Traded Volume

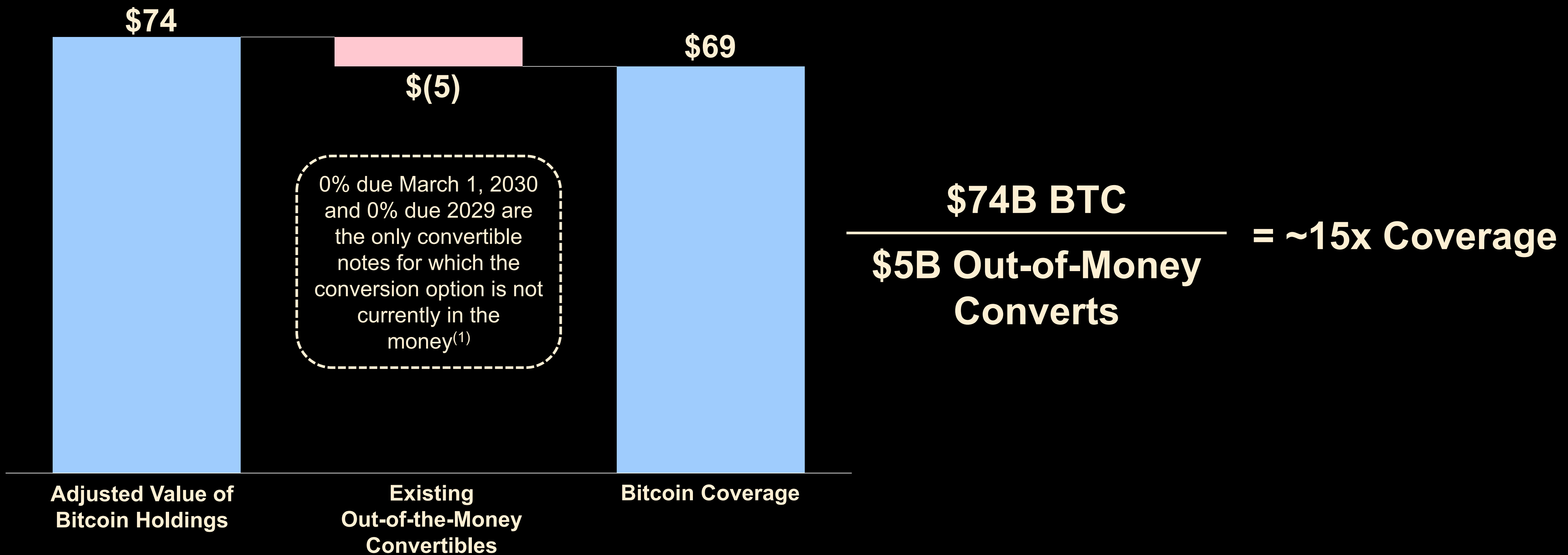


Note: As of July 29, 2025.

# Bitcoin Debt Coverage

Strategy’s bitcoin holdings at \$118,000 per bitcoin provide significant coverage of its indebtedness

## Bitcoin Debt Coverage (\$B)



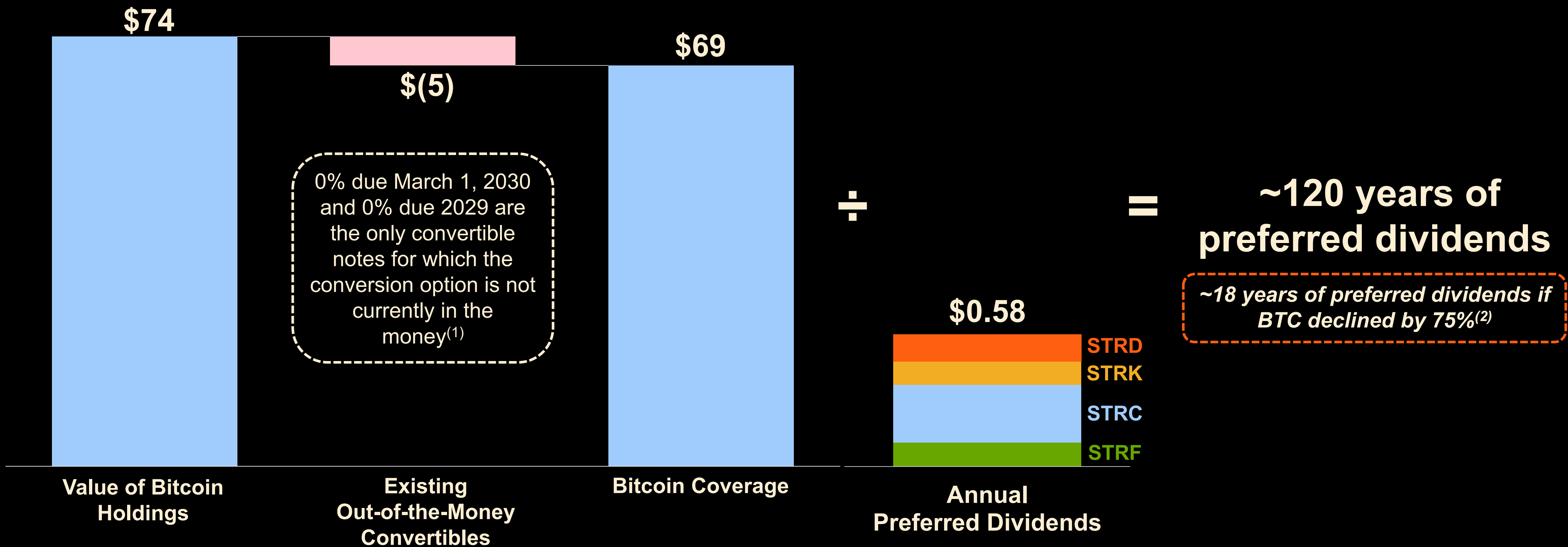
Note: Information presented on this slide is provided for illustrative purposes only. Actual results may vary materially from these illustrative results.  
(1) Based on the share price of \$394.66 as of July 29, 2025.



# Bitcoin Dividend Coverage

Strategy’s bitcoin holdings at \$118,000 per bitcoin provide significant coverage of preferred dividends

## Bitcoin Dividend Coverage (\$B)



Note: Information presented on this slide is provided for illustrative purposes only. Actual results may vary materially from these illustrative results.

(1) Based on the share price of \$394.66 as of July 29, 2025.

(2) Equal to 25% of \$74B bitcoin holdings, less \$8.2B convertibles, divided by sum of annual preferred dividends.

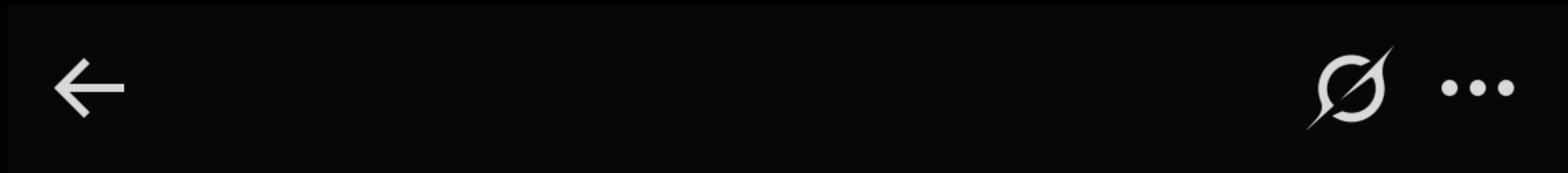


# Bitcoin Update

Michael Saylor  
Executive Chairman



# The White House has embraced Bitcoin

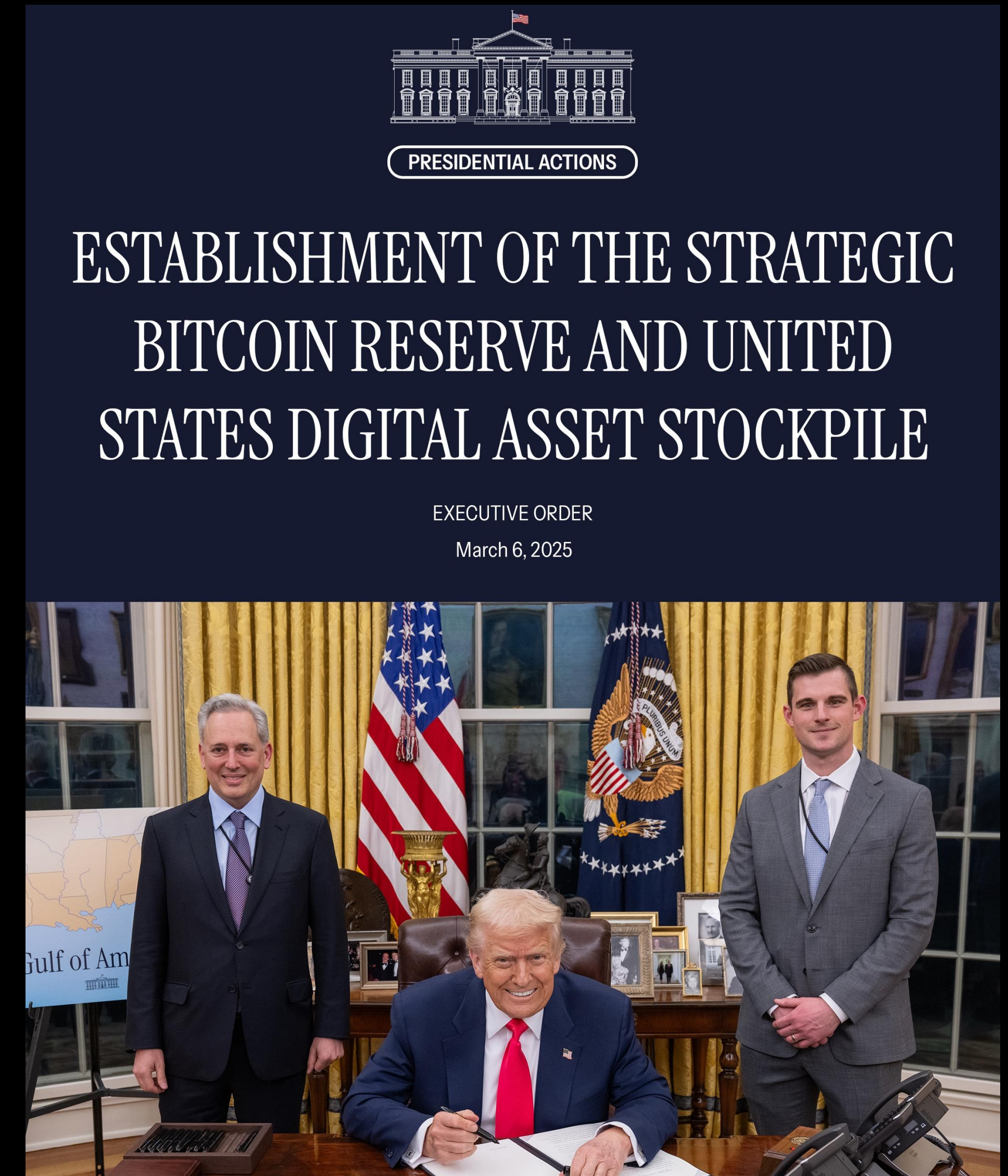


**The White House**   
@WhiteHouse

America will be the Bitcoin superpower of the world.

19:51 · 08/03/2025 · **6,9M** Views

 3,7K    11K    37K    2,5K   





# The New US Administration has embraced Bitcoin



**Donald J. Trump**  
*President*



**J.D. Vance**  
*Vice President*



**Robert F. Kennedy**  
*Health and Human Services  
Secretary*



**Tulsi Gabbard**  
*National Intelligence  
Director*



**Kelly Loeffler**  
*SBA Administrator*



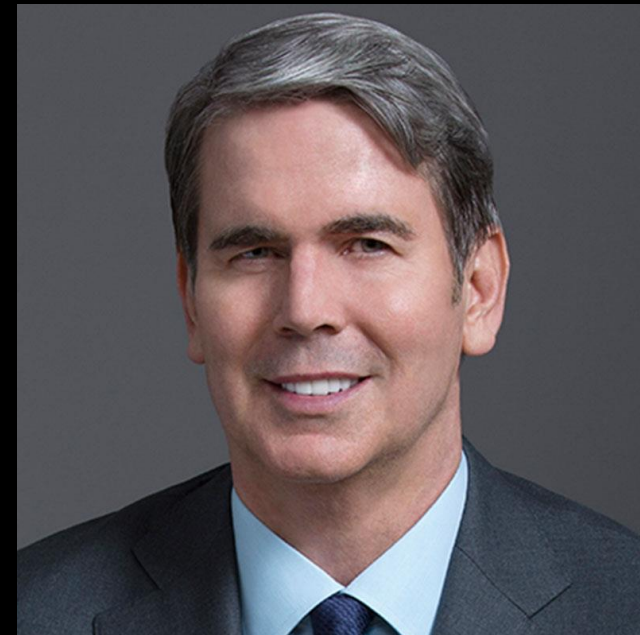
**Paul Atkins**  
*SEC Chairman*



**William Pulte**  
*Federal Housing FHFA  
Director*



**Brian Quintenz**  
*CFTC Chairman Nominee*



**Scott Bessent**  
*Treasury Secretary*



**David Sacks**  
*AI and Crypto Czar*



**Howard Lutnick**  
*Commerce Secretary*



**Kash Patel**  
*FBI Director*



# White House Crypto Policy Report



**ENSURING FAIRNESS AND PREDICTABILITY IN DIGITAL ASSET TAXATION:** Our tax rules must align with new technologies and eliminate compliance hurdles for both individuals and businesses engaged in activities involving digital assets. The Working Group recommends that:

- Treasury and the IRS reduce burdens on taxpayers by publishing guidance on topics related to CAMT, wrapping transactions, and de minimis receipts of digital assets.
- Treasury and the IRS review previously issued guidance on the tax treatment of activities like mining and staking.
- Congress enact legislation that treats digital assets as a new class of assets subject to modified versions of tax rules applicable to securities or commodities for Federal income tax purposes and add digital assets to the list of assets subject to wash sale rules.



# Wall Street Has Embraced Bitcoin

**80+**

ETFs launched globally

**1.5M**

BTC Holdings  
(Spot ETPs)

**~\$170B**

BTC Value  
(Spot ETFs)

**BlackRock**



**Morgan Stanley**



**Goldman  
Sachs**



**FRANKLIN  
TEMPLETON**

# Public Companies Have Embraced Bitcoin

**160+**

Publicly Listed  
Companies Globally

**~950,000**

BTC Acquired

**~\$110B**

BTC Value

Notable Existing  
Bitcoin Treasury  
Companies

**Strategy** 

USA

**Semler Scientific**®

USA

**METAPLANET**

Japan

**MARA**™

USA

**Capital** 

France

**KULR**

USA

**Jetking**  
Better Life

India

New Entrants

**GameStop**  
POWER TO THE PLAYERS®

USA

**TMTG**

USA

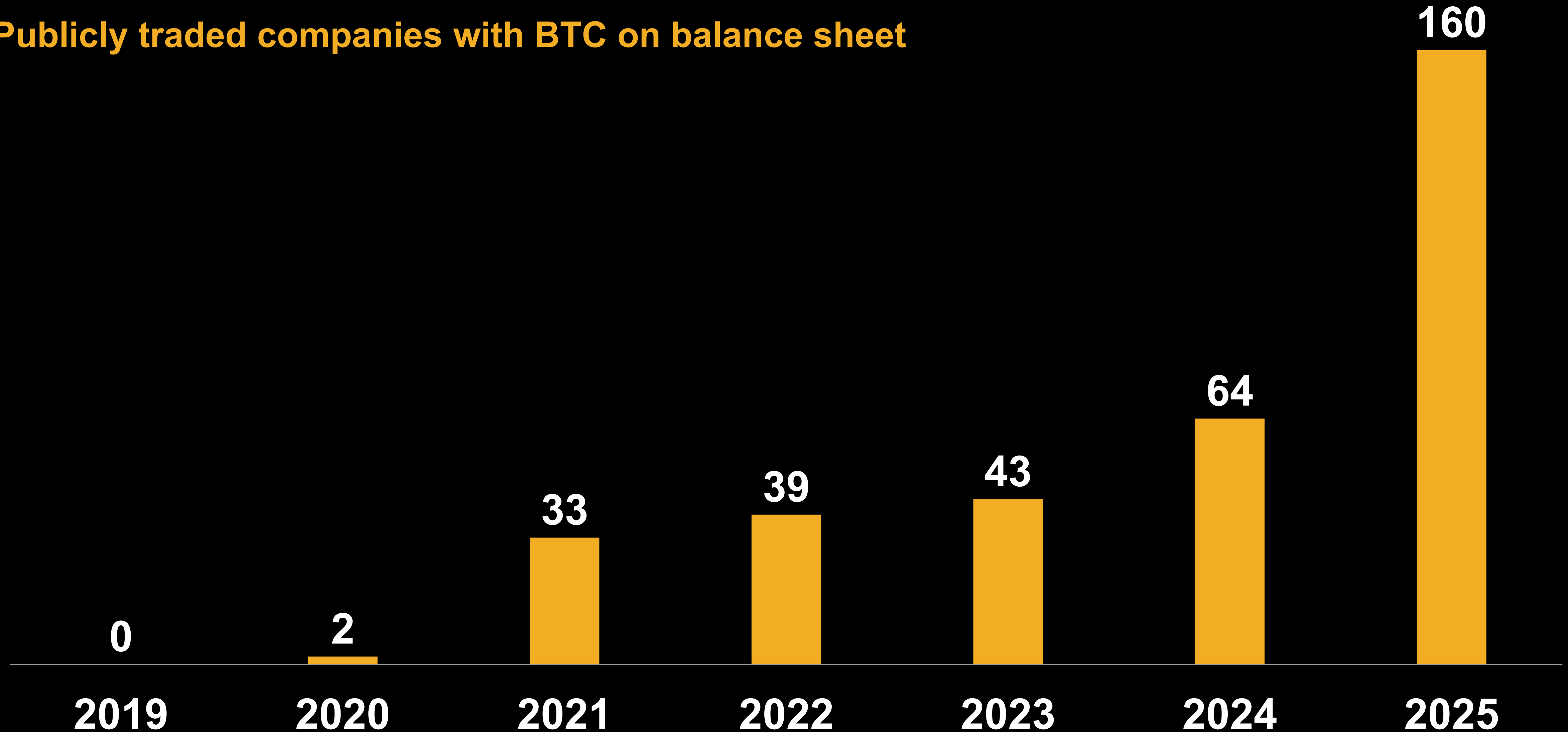
**TWENTY ONE**

USA

**Strategy** 

# More Companies are Embracing Bitcoin Each Year

Publicly traded companies with BTC on balance sheet





# Companies are Racing to Get into the Bitcoin 100

Top 100 Public Bitcoin Treasury Companies

BITCOINTREASURIES.NET			Ticker	Bitcoin
1	Strategy	↑	MSTR	628,791
2	MARA Holdings, Inc.		MARA	50,000
3	XXI	↑	CEP	43,514
4	Bitcoin Standard Treasury Comp...		BSTR	30,021
5	Riot Platforms, Inc.		RIOT	19,225
6	Trump Media & Technology Grou...		DJT	18,430
7	Metaplanet Inc.	↑	MTPLF	17,132
8	Galaxy Digital Holdings Ltd		GLXY	12,830
9	CleanSpark, Inc.		CLSK	12,608
10	Tesla, Inc.		TSLA	11,509
11	Hut 8 Mining Corp		HUT	10,273
12	Coinbase Global, Inc.		COIN	9,267
13	Block, Inc.		XYZ	8,584
14	Next Technology Holding Inc.		NXTT	5,833
15	Semler Scientific	↑	SMLR	5,021
16	ProCap BTC		CCCM	4,932
17	GameStop Corp.		GME	4,710
18	Cango Inc		CANG	4,240
19	Bitcoin Group SE		ADE.DE	3,605
20	Volcon, Inc.	↑	VLCN	3,500
21	Boyaa Interactive International L...		0434.HK	3,350
22	Sequans Communications S.A.	↑	SQNS	3,072
23	Microcloud Hologram		HOLO	2,353
24	HIVE Digital Technologies		HIVE	2,201
25	The Smarter Web Company PLC	↑	SWC.AQ	2,050
26	Exodus Movement, Inc		EXOD	2,038
27	The Blockchain Group	↑	ALTBG.PA	2,013
28	NEXON Co., Ltd.		3659.T	1,717
29	BITFUFU		FUFU	1,709
30	Bitdeer Technologies Group		BTDR	1,601
31	Fold Holdings Inc.		FLD	1,488
32	Canaan Inc.		CAN	1,466
33	Remixpoint		3825.T	1,168
34	Bitfarms Ltd.		BITF	1,166
35	Cipher Mining		CIFR	1,063
36	KULR Technology Group		KULR	1,021
37	Nano Labs		NA	1,000
38	Core Scientific		CORZ	977
39	Ming Shing Group		MSW	833
40	SOS Limited		SOS	803
41	Bitcoin Treasury Corp		BTCT.V	771
42	Aker ASA		AKER.OL	754
43	H100 Group	↑	H100	685
44	Méliuz		CASH3.SA	596
45	MercadoLibre, Inc.		MELI	570
46	Samara Asset Group		SRAG.DU	525
47	Alliance Resource Partners, L.P.		ARLP	511
48	Jasmine International PCL		JAS.BK	506
49	DigitalX		DCC.AX	499
50	bitmax		377030.KQ	444
51	Bit Digital, Inc.		BTBT	418
52	Neptune Digital Assets		NDA.V	404
53	DDC Enterprise Limited		DDC	368
54	Net Holding A.S.		NTHOL.IS	352
55	DMG Blockchain Solutions Inc.		DMGI.V	341
56	The9 Limited		NCTY	285
57	Phoenix Digital Assets		PNIX.AQ	247
58	Advanced Bitcoin Technologies AG		ABT.DU	242
59	LQWD Technologies Corp.		LQWD.V	239
60	Coinshares International Limited		CS.ST	236
61	Virtu Financial, Inc.		VIRT	235
62	WEMADE		112040.KQ	223
63	Rumble Inc.		RUM	211
64	DeFi Technologies		DEFI.NE	204
65	Genius Group		GNS	200
66	Prenetics		PRE	187
67	Anap Holdings Inc.		3189.T	185
68	Bitcoin Treasury Capital	↑	BTCB.SE	166
69	LM Funding America		LMFA	155
70	BitMine		BMNR	154
71	Sixty-Six Capital Inc		SIX.CN	145
72	Banxa Holdings Inc.		BNXAF	136
73	Phoenix Group PLC		PHX.AD	131
74	Horizon Kinetics Holding Corp		HKHC	131
75	K33 AB	↑	K33.ST	126
76	Coinsilium	↑	COIN.AQ	124
77	Neowiz holdings		042420.KQ	123
78	The Brooker Group		BTC.BK	122
79	BIGG Digital Assets Inc.		BIGG.V	100
80	Bitcoin Depot		BTM	100
81	K Wave Media		KWM	88
82	Vinanz		BTC.L	86
83	Convano Inc	↑	6574.T	80
84	YUXING		8005.HK	78
85	Matador Technologies Inc		MATA.V	77
86	Vanadi Coffee, SA		VANA.MC	76
87	Vaultz Capital		V3TC.AQ	70
88	SBC Medical Group Holdings Inc		SBC	66
89	FRMO Corp.		FRMO	63
90	ATAI Life Sciences N.V.		ATAI	58
91	Cathedra Bitcoin Inc.		CBIT.V	53
92	MicroAlgo Inc		MLGO	50
93	Mogo Inc.		MOGO	50
94	Linekong Interactive Group Co....		8267.HK	44
95	Belgravia Hartford Capital Inc.	↑	BLGV.CN	41
96	WonderFi		WNDR.TO	40
97	SATO Technologies Corp		SATO.V	36
98	Value Creation Co., Ltd.		9238.T	30
99	HK Asia Holdings		1723.HK	29
100	Planet Ventures Inc.		PXI.CN	29
Total of top 100				950,410
Total of all public companies				950,932

BITCOINTREASURIES.NET

Note: As of July 30, 2025.



# Institutional Research Analysts Have Embraced Bitcoin

The Average BTC Price Forecast of MSTR Coverage Analysts for EOY 2025 is \$168,000

Firm	EOY 2025
Barclays	\$116K
Bernstein	\$200K
Benchmark	\$167K
BTIG	\$150K
Compass Point	\$160K
HC Wainwright	\$225K
Maxim	\$235K
Stifel	\$122K
TD Cowen	\$137K
Average	\$168K

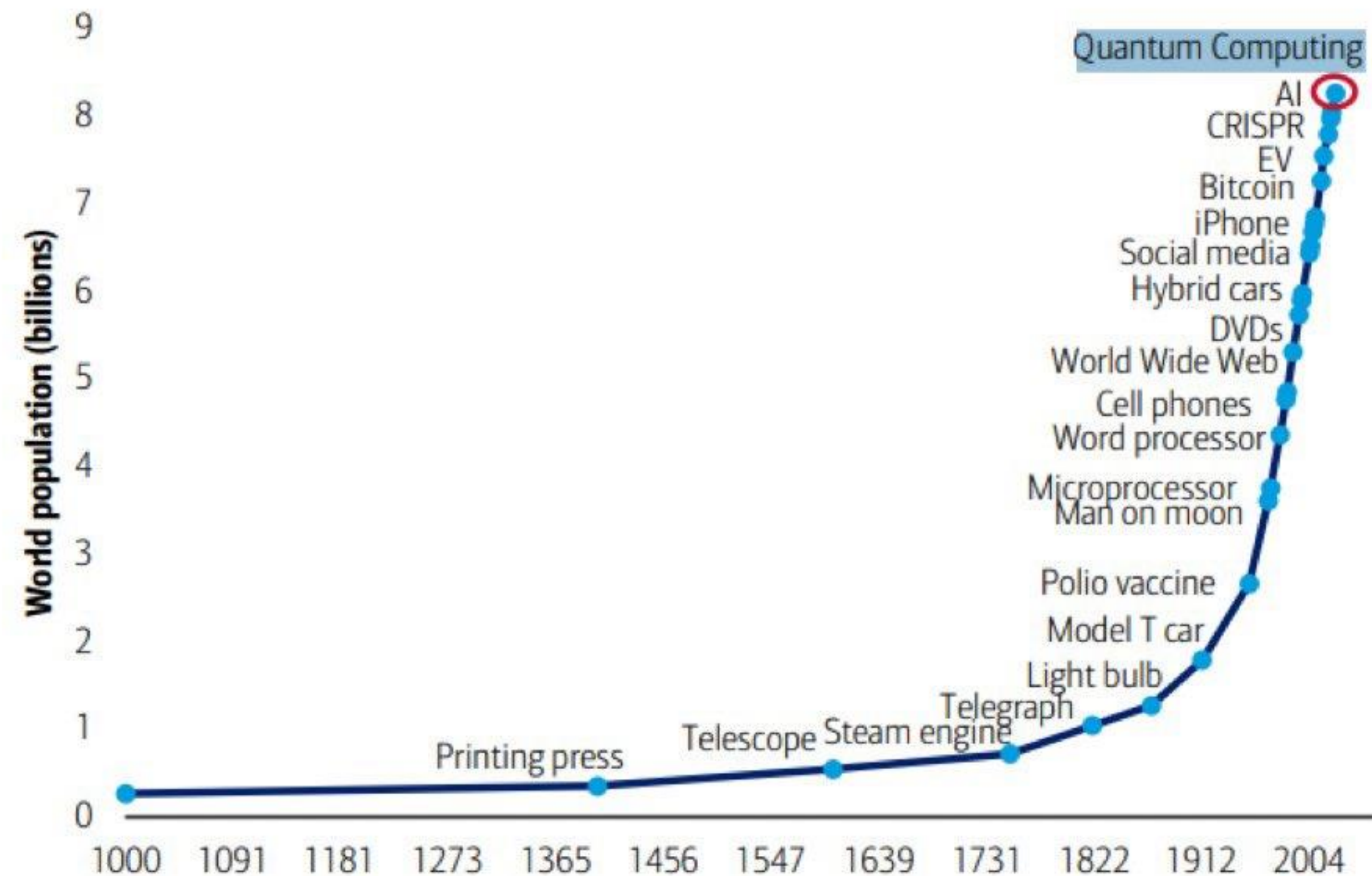
Note: Information presented on this slide is provided for illustrative purposes only. The forecasts regarding the price of bitcoin made by these analysts are theirs alone and do not represent forecasts or predictions made by Strategy or its management and Strategy does not by its reference to such forecasts imply its endorsement of or concurrence with such forecasts. Actual results may vary materially from these illustrative results.



# Technology Investors Have Embraced Bitcoin

**Chart 14: 1000 Years of Technological Disruption**

Technological disruption since 1000 AD



Source: BofA Global Investment Strategy, Global Financial Data

BofA GLOBAL RESEARCH

# Financial Regulators Have Embraced Bitcoin

Crypto to count toward mortgages at Fannie Mae and Freddie Mac - Pulte

US securities regulator allows for in-kind crypto ETF redemptions

**OCC Gives Banks the Green Light to Offer Bitcoin and Crypto Custody and Trading Services**

May 08, 2025 — 03:34 pm EDT

CFO JOURNAL

**FASB Adopts Crypto Accounting and Disclosure Rule for Companies**

The new standard requires businesses holding crypto to recognize losses and gains immediately, a change for which they rallied

**Fed joins FDIC, OCC in withdrawing crypto-skeptical guidance**

The guidance withdrawals “ensure the Board’s expectations remain aligned with evolving risks and further support innovation in the banking system,” the Federal Reserve said Thursday.

MARKETS & FINANCE | REGULATION

**SEC Approves Bitcoin ETFs for Everyday Investors**

The exchange-traded funds will allow investors to buy bitcoin as easily as stocks or mutual funds

CRYPTO WORLD

**SEC revokes unpopular banking rule that blocked Wall Street banks from adopting crypto**

PUBLISHED FRI, JAN 24 2025 10:18 AM EST | UPDATED FRI, JAN 24 2025 4:34 PM EST

**SEC Approves Nasdaq to List Options on iShares Bitcoin Trust ETF**



# SEC Has Embraced Bitcoin



I'm pleased to share the SEC approved in-kind creations and redemptions for crypto ETPs. The approvals continue to build a rational regulatory framework for crypto, leading to a deeper and more dynamic market, which will benefit all American investors.

[sec.gov/newsroom/press...](https://sec.gov/newsroom/press...)



**It's a new day at the SEC, and a key priority of my chairmanship is developing a fit-for-purpose regulatory framework for crypto asset markets. I am pleased the Commission approved these orders permitting in-kind creations and redemptions for a host of crypto asset ETPs. Investors will benefit from these approvals, as they will make these products less costly and more efficient. Today's approvals continue to build a rational regulatory framework for crypto, leading to a deeper and more dynamic market, which will benefit all American investors. This decision aligns with the standard practices for similar ETPs.**



**PAUL S. ATKINS**  
CHAIRMAN

4:27 PM · Jul 29, 2025 · **770.3K** Views

## PRESS RELEASE

### SEC Permits In-Kind Creations and Redemptions for Crypto ETPs

FOR IMMEDIATE RELEASE | 2025-101

Washington D.C., July 29, 2025 — The Securities and Exchange Commission today voted to approve orders to permit in-kind creations and redemptions by authorized participants for crypto asset exchange-traded product (ETP) shares.

The orders approved today reflect a departure from recently approved spot bitcoin and ether ETPs, which were limited to creations and redemptions on an in-cash basis. With today's approval orders, bitcoin and ether ETPs, consistent with other commodity-based ETPs approved by the Commission, will be permitted to create and redeem shares on an in-kind basis.

"It's a new day at the SEC, and a key priority of my chairmanship is developing a fit-for-purpose regulatory framework for crypto asset markets," said SEC Chairman Paul S. Atkins. "I am pleased the Commission approved these orders permitting in-kind creations and redemptions for a host of crypto asset ETPs. Investors will benefit from these approvals, as they will make these products less costly and more efficient."


"Today's approvals continue to build a rational regulatory framework for crypto, leading to a deeper and more dynamic market, which will benefit all American investors. This decision aligns with the standard practices for similar ETPs."

Jamie Selway, Director of the Division of Trading and Markets, said, "The Commission's decision today is an important development for the growing marketplace for crypto-based ETPs. In-kind creation and redemption provide flexibility and cost savings to ETP issuers, authorized participants, and investors, resulting in a more efficient market."

The Commission also voted to approve other orders that advance a merit-neutral approach to crypto-based products, including exchange applications seeking to list and trade an ETP that would hold mixed spot bitcoin and spot ether, options on certain spot bitcoin ETPs, Flexible Exchange (FLEX) options on shares of certain BTC-based ETPs, and an increase of position limits up to the generic limits for options (up to 250,000 contracts) for listed options on certain BTC ETPs. Additionally, the Commission issued two scheduling orders soliciting comments in support of, or in opposition to, the Division of Trading and Market's approval, pursuant to delegated authority, of a national securities exchange's proposals to list and trade two large cap crypto-based ETPs.



# US Federal Housing Authority Has Embraced Bitcoin



U.S. FEDERAL HOUSING FHFA

In Re: Order Issuing Directive to Consider  
Cryptocurrency as an Asset in Risk  
Assessments  
(Fannie Mae and Freddie Mac)

Decision No. 2025-360

Order Issuing Directive to Consider Cryptocurrency as an Asset for Single-Family Loans  
Delivered to Fannie Mae and Freddie Mac

WHEREAS, Fannie Mae and Freddie Mac (the Enterprises) maintain a pivotal role in the U.S. housing finance system by providing stability and liquidity to the secondary market for residential mortgages through prudent standards to help ensure sustainable, long-term homeownership.

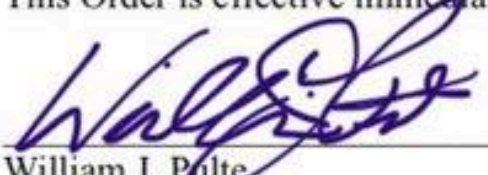
WHEREAS, cryptocurrency is an emerging asset class that may offer an opportunity to build wealth outside of the stock and bond markets.

WHEREAS, cryptocurrency has not typically been considered in the mortgage risk assessment process for mortgage loans delivered to the Enterprises, without converting the cryptocurrency to U.S. dollars prior to loan closing.

WHEREAS, U.S. Federal Housing FHFA has now determined that the consideration of additional borrower assets in the Enterprises' single-family mortgage loan risk assessments may enable the Enterprises to assess the full spectrum of asset information available for reserves and to facilitate sustainable homeownership to creditworthy borrowers.

NOW THEREFORE, U.S. Federal Housing FHFA, as conservator, hereby directs each Enterprise to prepare a proposal for consideration of cryptocurrency as an asset for reserves in their respective single-family mortgage loan risk assessments, without conversion of said cryptocurrency to U.S. dollars. Each Enterprise is directed to consider only cryptocurrency assets that can be evidenced and stored on a U.S.-regulated centralized exchange subject to all applicable laws. Additionally, each Enterprise is directed to consider additional risk mitigants per their own assessment, including adjustments for market volatility and ensuring sufficient risk-based adjustments to the share of reserves comprised of cryptocurrency. Prior to implementing any changes, each Enterprise must submit and receive approval from its Board of Directors prior to submitting to U.S. Federal Housing FHFA for review.

This Order is effective immediately and should be implemented as soon as reasonably practical.

  
William J. Pulte  
Director, U.S. Federal Housing FHFA

6/25/25

Date



Pulte

@pulte · 2h

Today is a historic day in the cryptocurrency industry and the mortgage industry, whereby Fannie Mae and Freddie Mac are now positioned to involve Cryptocurrencies in Mortgages. Thank you President Trump for making the USA the crypto capital of the world!



Pulte

@pulte · 2h

Will be one of the best things I do in office



Pulte

@pulte · 2h

After significant studying, and in keeping with President Trump's vision to make the United States the crypto capital of the world, today I ordered the Great Fannie Mae and Freddie Mac to prepare their businesses to count cryptocurrency as an asset for a mortgage.

...



# Capitol Hill Has Embraced Bitcoin

119TH CONGRESS  
1ST SESSION

H. R. 3633

To provide for a system of regulation of the offer and sale of digital commodities by the Securities and Exchange Commission and the Commodity Futures Trading Commission, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES  
MAY 29, 2025

Mr. HILL of Arkansas (for himself, Mr. THOMPSON of Pennsylvania, Ms. CRAIG, Mr. EMMER, Mr. JOHNSON of South Dakota, Mr. DAVIS of North Carolina, Mr. STEIL, Mr. TORRES of New York, and Mr. DAVIDSON) introduced the following bill; which was referred to the Committee on Financial Services, and in addition to the Committee on Agriculture, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned

A BILL

To provide for a system of regulation of the offer and sale of digital commodities by the Securities and Exchange Commission and the Commodity Futures Trading Commission, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE; TABLE OF CONTENTS.  
(a) SHORT TITLE.—This Act may be cited as the “Digital Asset Market Clarity Act of 2025” or the “CLARITY Act of 2025”.

119TH CONGRESS  
1ST SESSION

S. 394

To provide for the regulation of payment stablecoins, and for other purposes.

IN THE SENATE OF THE UNITED STATES  
FEBRUARY 4, 2025

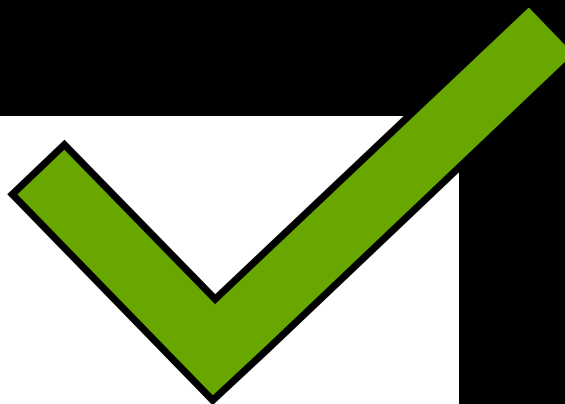
Mr. HAGERTY (for himself, Mr. SCOTT of South Carolina, Mrs. GILLIBRAND, and Ms. LUMMIS) introduced the following bill; which was read twice and referred to the Committee on Banking, Housing, and Urban Affairs

A BILL

To provide for the regulation of payment stablecoins, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.  
This Act may be cited as the “Guiding and Establishing National Innovation for U.S. Stablecoins of 2025” or the “GENIUS Act of 2025”.



## Clarity Act

## Genius Act

118TH CONGRESS  
2D SESSION

S. 4912

To establish a Strategic Bitcoin Reserve and other programs to ensure the transparent management of Bitcoin holdings of the Federal Government, to offset costs utilizing certain resources of the Federal Reserve System, and for other purposes.

IN THE SENATE OF THE UNITED STATES  
JULY 31, 2024

Ms. LUMMIS introduced the following bill; which was read twice and referred to the Committee on Banking, Housing, and Urban Affairs

A BILL

To establish a Strategic Bitcoin Reserve and other programs to ensure the transparent management of Bitcoin holdings of the Federal Government, to offset costs utilizing certain resources of the Federal Reserve System, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.  
This Act may be cited as the “Boosting Innovation, Technology, and Competitiveness through Optimized Investment Nationwide Act of 2024” or the “BITCOIN Act of 2024”.

## Bitcoin Act



# US States Have Embraced Bitcoin



US states that currently have at least 1 active legislative proposal related to BTC

**216**

Total Measures  
44 States

**47**

SBR Proposals Introduced  
26 States

**15**

Live SBR Proposals  
7 States

**3**

States with SBRs Enacted



# International Governments Have Embraced Bitcoin



**Frank Corva**  @frankcorva · May 29

British MP and Prime Minister hopeful [@Nigel\\_Farage](#) says his new bill will:

- ⚡ Lower the cap gains rate on **bitcoin** and digital assets
- ⚡ Establish an SBR for the UK
- ⚡ End unlawful debanking

[Vladimir Putin](#): “For example, Bitcoin, who can prohibit it? Nobody. Who can prohibit the use of other electronic means of payment? Nobody. Because these are new technologies and no matter what happens to the dollar, these tools will develop one way or another because everyone will strive to reduce costs and increase reliability.”

## The Bitcoin Office

@bitcoinofficesv


The National Bitcoin Office (ONBTC) of [El Salvador](#) under President [@nayibbukele](#)  
| MOTTO: excellence only

📍 San Salvador  [bitcoin.gob.sv](https://bitcoin.gob.sv)  Joined November 2022




**Bitcoin MENA Conference**  

@bitcoinmenaconf

 [UAE](#) leads the way for [#Bitcoin](#):

- 🌟 No capital gains tax
- 🌟 No tax on [#Bitcoin](#) transactions
- 🌟 BTC salaries approved in Dubai



**gmcbhutan** 

@gmcbhutan

[Bhutan's](#) Gelephu Mindfulness City Pioneers Adoption of BTC, ETH and BNB and Other Digital Assets in City's Strategic Reserves.




**Pakistan Crypto Council** 

@cryptocouncilpk

In a historic first, [Pakistan's Minister of State for Crypto & Blockchain](#), [@BilalBinSaqib](#), concluded a landmark visit to the United States — announcing Pakistan's Strategic Bitcoin Reserve and forging deeper bilateral cooperation on digital assets, blockchain regulation, and financial innovation.



**Bitcoin Magazine**  @BitcoinMagazine · Jun 17

NEW: [Ukraine](#) introduces bill for **Bitcoin** Reserve in Parliament 



**Conor McGregor** 

@TheNotoriousMMA

First man to win two belts in the cage.

First fighter to walk in as president.

First president to put Bitcoin on Europe's balance sheet.

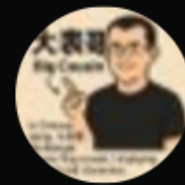
[Ireland](#) leads. Europe watches.



# The Crypto Industry Has Embraced Bitcoin



**Paolo Ardoino** 🤖 ⚙️ @paoloardoino · Jun 12  
Math is the only certainty in the entire universe.  
**Bitcoin** is Math money.



**CZ** 💎 **BNB** ⚙️ @cz\_binance · Feb 26  
No need to panic, **bitcoin** won't die. 🧑



**Charles Hoskinson** ⚙️ @IOHK\_Charles · Jun 17  
Replying to @ercwl  
Cardano might even buy some **Bitcoin**



**Brian Armstrong** ⚙️ 🟢 @brian\_armstrong · Jun 12  
**Bitcoin** could be the **reserve** currency of the world.



**H.E. Justin Sun** 🍌 ⚙️ 📰 @justinsuntron · Apr 25  
**Bitcoin** is the future.



**Tyler Winklevoss** ⚙️ 🟡 @tyler · Mar 3  
I have nothing against XRP, SOL, or ADA but I do not think they are suitable for a Strategic **Reserve**. Only one digital asset in the world right now meets the bar and that digital asset is **bitcoin**.



**Richard Teng** ⚙️ 🏠 @\_RichardTeng · Jan 27  
**Bitcoin** in 2025: stronger, more adopted, and increasingly seen as a store of value.



**Coinbase** 🛡️ ⚙️  
@coinbase

“Bitcoin is a nice check and balance on deficit spending and inflation, because if ever gets too out of hand, people will flee to bitcoin for safety.”

—@brian\_armstrong  
Davos 2025, Switzerland



**Brad Garlinghouse** ⚙️ 🟢  
@bgarlinghouse

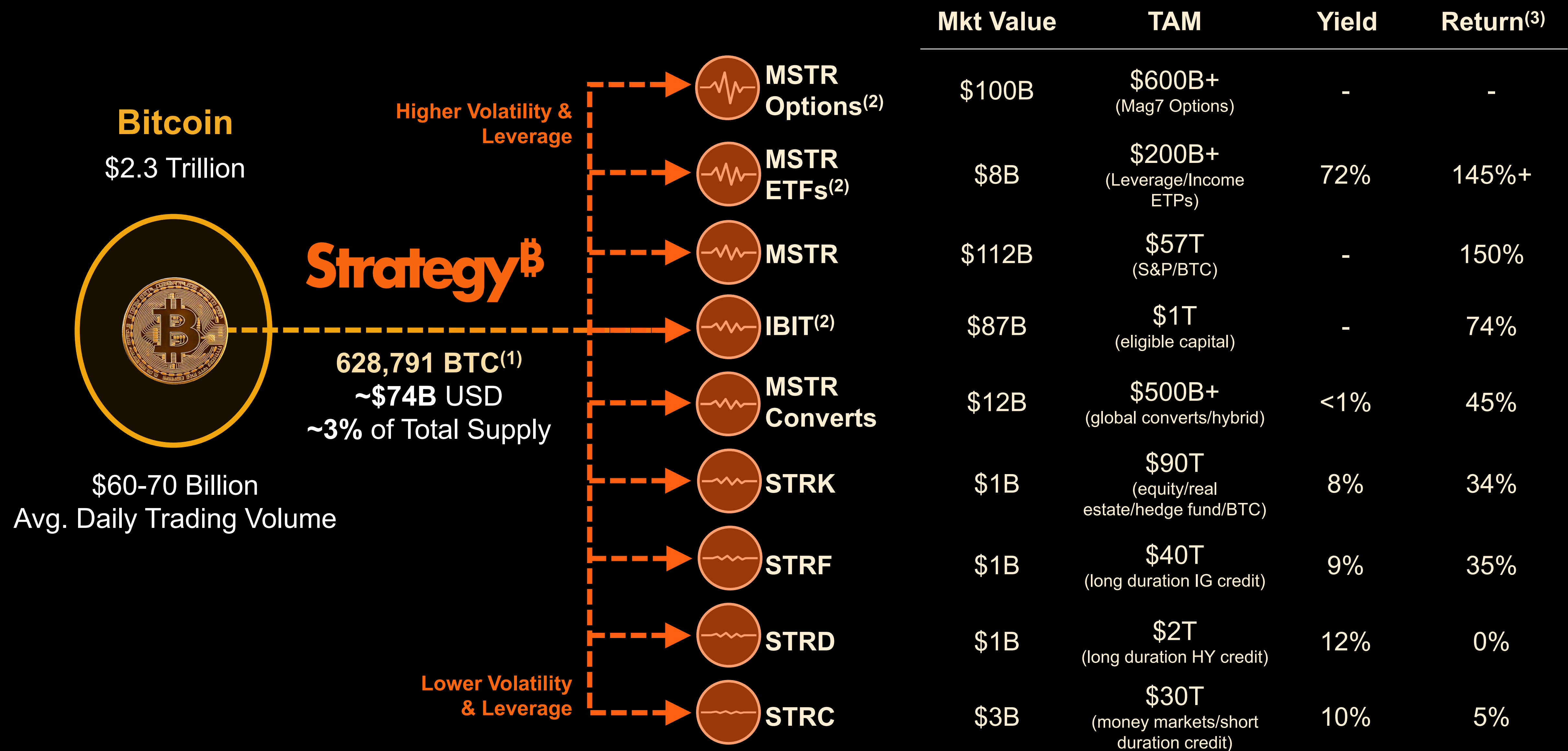
The Skull of Satoshi was originally built to call attention to blockchain energy usage, and today it's a symbol and reminder of Bitcoin's incredible staying power to many around the world (including me!).

As crypto and blockchain technologies become widely used, respected and understood – it's past time that we set aside our differences and work together to move the industry forward. I hope this gesture continues to remind folks that we (BTC, XRP, and other crypto communities) have more in common than we think.

# Strategy<sup>₿</sup>

## Financial Products

# Strategy Enables a Wide Variety of Securities Based on Bitcoin



(1) As of 8-K filed on July 29, 2025. (2) Not a security or financial product of Strategy. (3) Returns reflect LTM performance or performance since initial issuance as of July 30, 2025.

For illustrative purposes only; does not constitute investment advice and should not form the basis for an investment in MSTR or any other securities.



# STRK is Structured Bitcoin



Growth-oriented income investors seeking Bitcoin exposure with yield protection

# STRK (Strike) Preferred Equity

8% Dividend Coupon Plus MSTR Exposure Through Conversion Right

## Investment Highlights

- 8% dividend coupon (~6x the S&P 500 average yield)
- Convertible to common stock (0.1 shares per preferred)
- Initial offering: \$80 per share (effective 10% yield at launch)

## Investor Demand

- 34% price return since launch (vs. -2% median for PFF ETF)<sup>(1)</sup>
- \$51M average daily trading volume (vs. \$1M median)<sup>(2)</sup>

## Targeting

Growth-oriented income investors seeking Bitcoin exposure with yield protection

Effective Yield

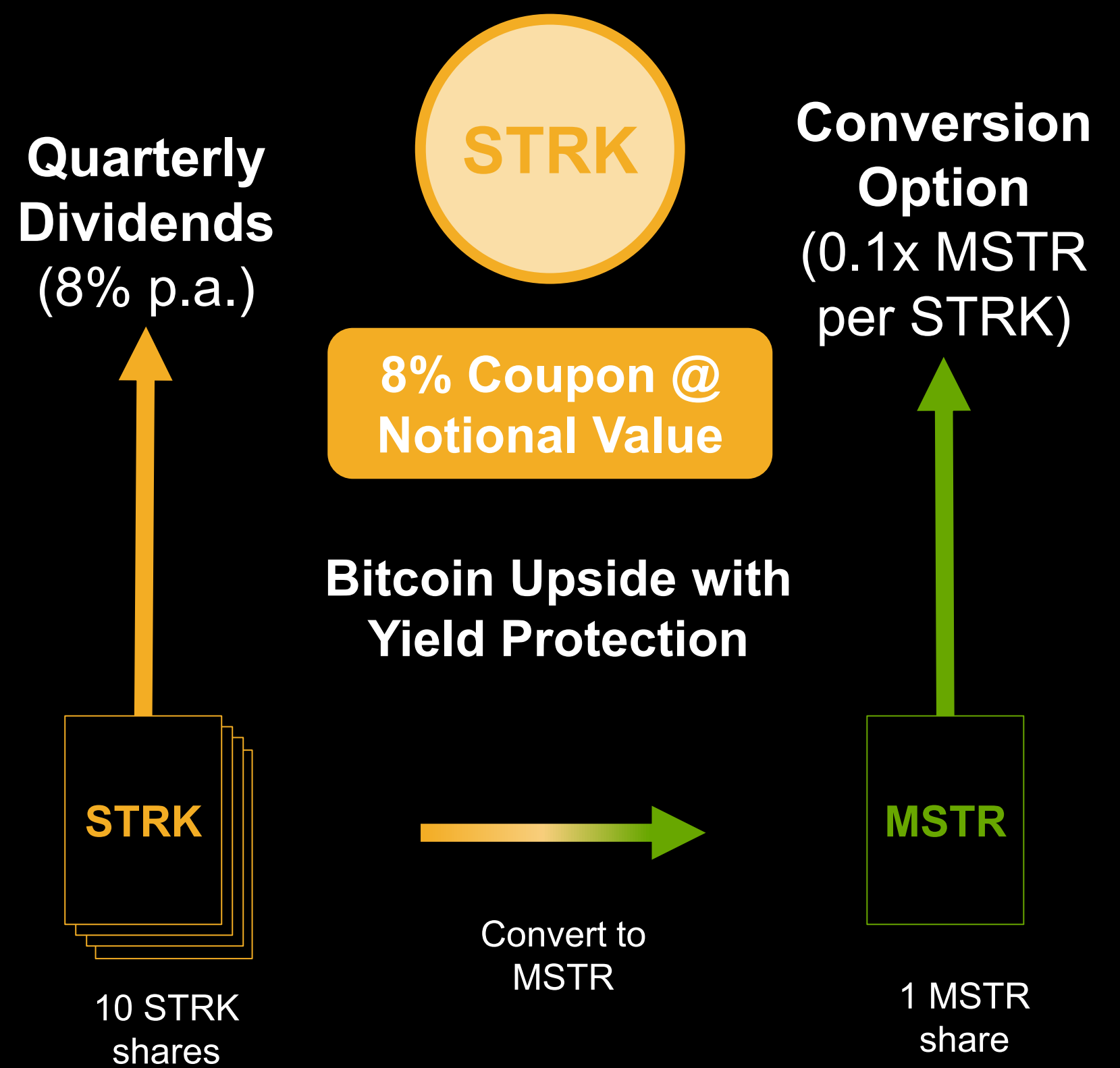
7.5%

as of July 29, 2025

BTC Rating

5.6x

as of July 29, 2025



### Conversion Value at Different MSTR Prices:

MSTR @ \$500	MSTR @ \$1,000	MSTR @ \$5,000
0.5x notional value	1.0x notional value	5.0x notional value

(1) Price return since STRK initial pricing on January 31, 2025. PFF refers to iShares Preferred & Income Securities ETF. (2) Average trading volume since STRK initial pricing on January 31, 2025. Median refers to exchange-listed, USD preferreds issued by U.S. companies with >\$50M outstanding; excludes mandatory convertible, securities without an observable price, current yields >50% or <-10% (n=517). Past performance is not indicative of future results.

# Universe of Comparable Assets for STRK is \$90 Trillion

Asset Class	Size of Market	Effective Yield	YTD Performance
S&P 500 <sup>(1)</sup>	~\$53.8 trillion	~1.3%	~9%
Nasdaq 100 <sup>(2)</sup>	~\$30.8 trillion	~1.1%	~9%
Commercial Real Estate	~\$30 trillion	~4.0%	~5%
Hedge Funds	~\$4.7 trillion	-	~4%
BTC	~\$2.3 trillion	-	~20%
BTC Spot ETPs <sup>(3)</sup>	~\$152.5 billion	-	~20%
STRK <sup>(4)</sup>	~\$1.3 billion	~7.5%	~34%

Sources: (1) S&P 500 combined constituent market capitalization and YTD index return as of 7/29/25. (2) Nasdaq combined constituent market capitalization and YTD index return as of 7/29/25. (3) BTC spot ETPs represents value of BTC held by top BTC ETPs as of 7/29/25 per BitBO; IBIT YTD performance used as proxy for YTD performance. (4) STRK notional amount, effective yield and YTD return as of 7/29/25.



# STRF is Long Duration Senior Credit



Income-focused investors seeking premium yield with enhanced payment protection

# STRF (Strife) Preferred Equity

10% Cash Dividend Coupon with Enhanced Payment Protection Features

## Investment Highlights

- 10% annual cash dividend coupon (~7x the S&P 500 average yield)
- Escalating dividend protection (1% increase per missed payment; 18% cap)
- Initial offering: \$85 per share (effective 11.8% yield at launch)

## Investor Demand

- 35% price return since launch (vs. 0% median for PFF ETF) <sup>(1)</sup>
- \$41M average daily trading volume (vs. \$1M median) <sup>(2)</sup>

## Targeting


Income-focused investors seeking premium yield with enhanced payment protection

Effective Yield <b>8.7%</b> as of July 29, 2025	BTC Rating <b>8.0x</b> as of July 29, 2025
---	--



**10% Cash Yield @  
Stated Amount**


**Quarterly Cash Dividends**



**10% p.a.**

**+**

**Enhanced Protection**



**Escalation Mechanism**  
(1% increase per missed payment; 18% cap)

(1) Price return since STRF initial pricing on March 21, 2025. PFF refers to iShares Preferred & Income Securities ETF. (2) Average trading volume since STRF initial pricing on March 21, 2025. Median refers to exchange-listed, USD preferreds issued by U.S. companies with >\$50M outstanding; excludes mandatory convertible, securities without an observable price, current yields >50% or <-10% (n=517). Past performance is not indicative of future results.

# Universe of Comparable Assets for STRF is \$40 Trillion

Asset Class	Size of Market	Effective Yield
Long-Term U.S. Treasury Notes/Bonds <sup>(1)</sup>	~\$20.1 trillion	~4.4% – 4.9%
Agency Mortgage-Backed Securities <sup>(2)</sup>	~\$9.0 trillion	~5.2%
U.S. IG Corporate Bonds <sup>(3)</sup>	~\$5.7 trillion	~5.1%
Municipal Bond Funds <sup>(4)</sup>	~\$4.2 trillion	~3.3% – 5.0%
STRF <sup>(5)</sup>	~\$1.1 billion	~8.7%

Sources: (1) Treasury.gov U.S. Treasury Notes Outstanding as of 6/30/25; Yield range represents 10Y and 30Y U.S. Treasury yields as of 7/29/25. (2) Agency MBS securities market size as of 1/3/25 per Weitz; S&P U.S. Mortgage-Backed Securities Index YTM as of 7/29/25 used as proxy for yield. (3) U.S. IG corporate debt outstanding as of 7/29/25 per S&P Investment Grade Corporate Bond Index; S&P Investment Grade Corporate Bond Index YTM as 7/29/25. (4) SIFMA U.S. Municipal Bonds outstanding as of Q1 25; Yield range represents AAA, AA and A-rated 10 – 30 year Muni Bond Yields as of 7/29/25 per FMS Bonds. (5) STRF notional amount and effective yield as of 7/29/25.



# STRD is Long Duration High Yield Credit



Yield-focused investors seeking high yield  
with strong collateral coverage

# STRD (Stride) Preferred Equity

10% Cash Dividend Coupon with Strong Collateral Coverage

## Investment Highlights

- 10% annual cash dividend coupon (~7x the S&P 500 average yield)
- Initial offering: \$85 per share (effective 11.8% yield at launch)

## Investor Demand

- Upsized initial offering from \$250M to \$1B
- \$30M average daily trading volume (vs. \$1M median) <sup>(2)</sup>

## Targeting

Yield-focused investors seeking high yield with strong collateral coverage



10% Cash Yield @  
Stated Amount

Quarterly Cash Dividends



10% p.a.

Effective Yield  
**11.9%**  
as of July 29, 2025

BTC Rating  
**5.1x**  
as of July 29, 2025

(1) Price return since STRD initial pricing on June 6, 2025. PFF refers to iShares Preferred & Income Securities ETF. (2) Average trading volume since STRD initial pricing on June 6, 2025. Median refers to exchange-listed, USD preferreds issued by U.S. companies with >\$50M outstanding; excludes mandatory convertible, securities without an observable price, current yields >50% or <-10% (n=517). Past performance is not indicative of future results.

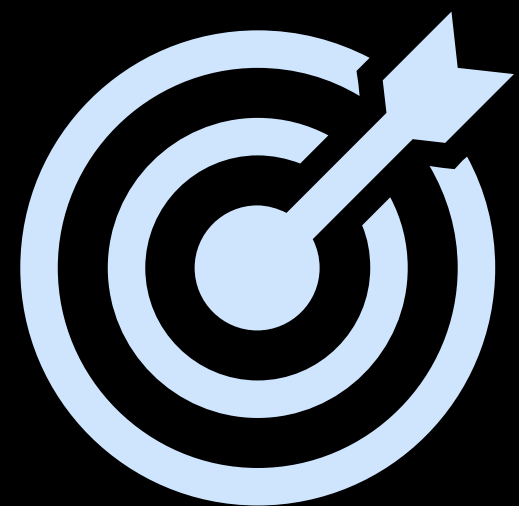
# Universe of Comparable Assets for STRD is \$2 Trillion

Asset Class	Size of Market	Effective Yield
U.S. High Yield Corporate Bonds <sup>(1)</sup>	~\$1.7 trillion	~7.4%
Closed-End Funds <sup>(2)</sup>	~\$249.0 billion	~7.3%
Preferred Stock ETFs <sup>(3)</sup>	~\$33.4 billion	~6.0% – 7.0%
Emerging Market Debt ETFs <sup>(4)</sup>	~\$27.1 billion	~6.5%
STRD <sup>(5)</sup>	~\$1.2 billion	~11.8%

Sources: (1) U.S. High Yield Corporate Bonds outstanding as of 7/29/25 per S&P High Yield Corporate Bond Index; S&P High Yield Corporate Bond Index YTM as 7/28/25. (2) CEF represents traditional CEF asset value as of April, 2024 per ICI Research; CEF distributions average of 7.3% in 2023 per VettaFi used as proxy for CEF Yield. (3) VettaFi Preferred Stock ETF AUM as of 7/29/25; Yield range represents PFF Yield range as of 7/29/25. (4) VettaFi Emerging Bond Market ETF AUM as of 7/29/25; Yield range represents “EMB” Average YTM as of 7/29/25. (5) STRD notional amount and effective yield as of 7/29/25.



# STRC is Short Duration High Yield Credit



Short-duration investors seeking stable value with higher yield than money markets

# STRC (Stretch) Preferred Equity

Variable monthly cash dividend; designed to promote stable price dynamics

## Investment Highlights

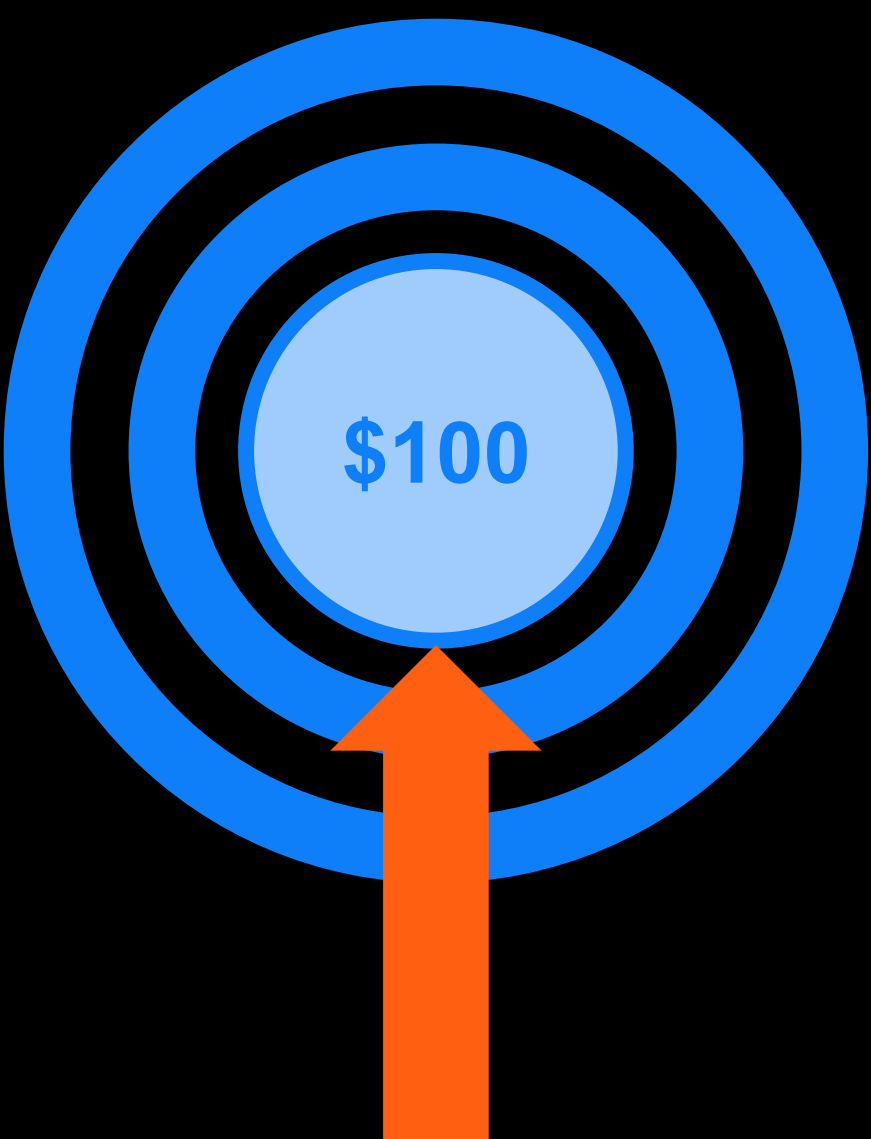
- Monthly variable cash dividend with effective yield of 10.0% p.a. at IPO
- Designed to enable price stability near \$100 via variable dividend, call option and ATM
- Any monthly step downs capped at 25 bps plus the maximum decline, if any, in 1-month SOFR from the first to any business day during the current month

## Investor Demand

- \$2.521 billion IPO of STRC, including ~\$570 million retail participation
- Largest preferred or common equity IPO in the USA in 2025 (YTD)
- Filed a \$4.2 billion ATM program, to not be used below \$99.0 STRC price

## Targeting

Short-duration investors seeking stable value with higher yield than money markets



**STRC**  
**Designed for price stability at or near stated value**

Effective Yield  
**9.5%**  
as of July 30, 2025

BTC Rating  
**6.1x**  
as of July 29, 2025

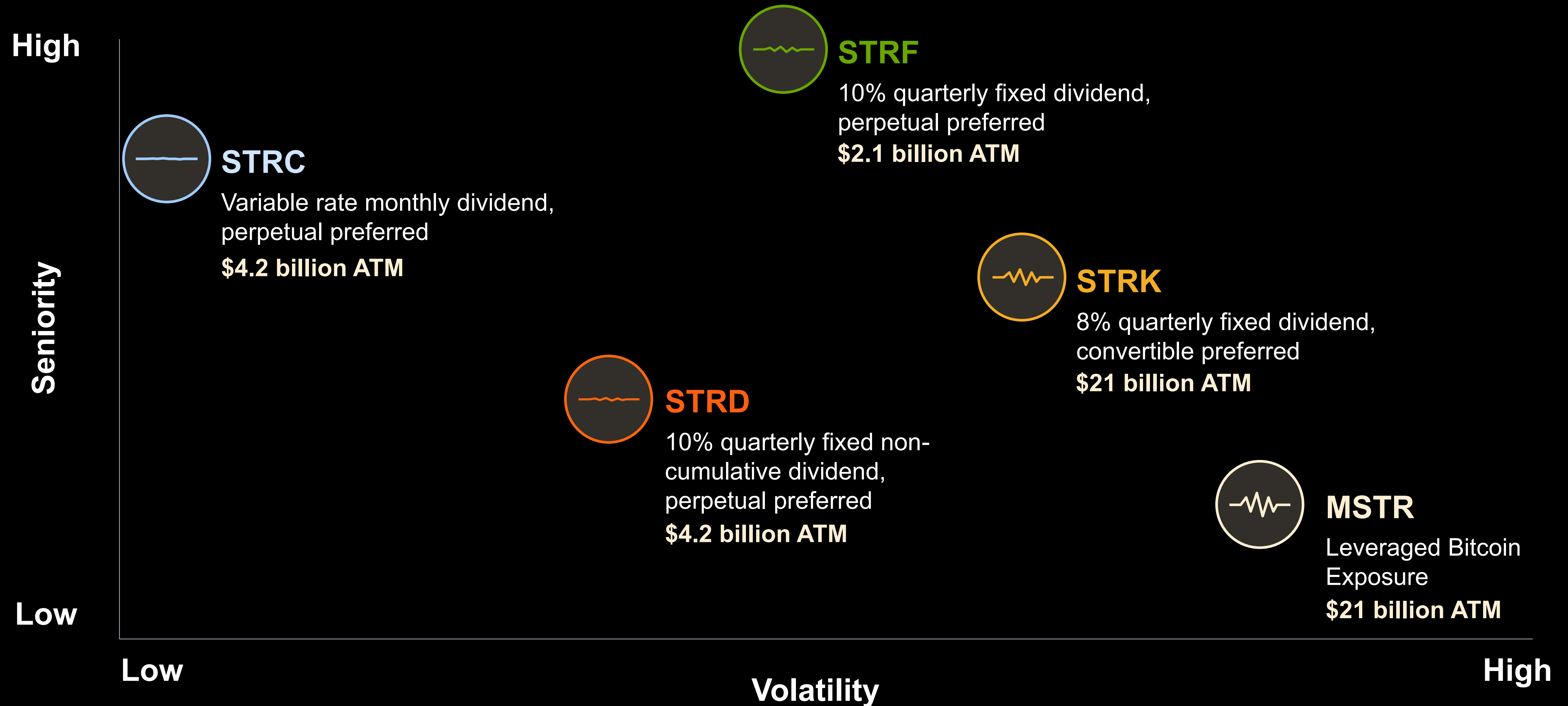
# Universe of Comparable Assets for STRC is \$30 Trillion

Asset Class	Size of Market	Effective Yield
USD Bank Accounts <sup>(3)</sup>	~\$18.3 trillion	~0.1% – 4.0%
Money Market Funds <sup>(1)</sup>	~\$7.4 trillion	~4.2%
Short-Term Treasury Bills <sup>(2)</sup>	~\$5.8 trillion	~4.3%
Corporate Commercial Paper <sup>(4)</sup>	~\$1.4 trillion	~4.3%
Stablecoins <sup>(5)</sup>	~\$250 billion	0.0%
STRC <sup>(6)</sup>	\$2.8 billion	9.5%

Note: STRC Stock is not regulated in the same way, and does not have the same regulatory and other protections, as bank accounts, money market funds, treasuries, or similar instruments and as a result may not be a comparable investment for many investors. Investors should review the features and risks of investing in STRC Stock relative to these assets. Sources: (1) Fed St. Louis, 3/31/25; VMFXX yield proxy, 7/11/25. (2) JEC; T-bills outstanding, 6/30/25; 1M yield, 7/11/25. (3) Fed St. Louis, 7/2/25; deposits as proxy; yield from major/high-yield banks. (4) Fitch, 3/28/25; CP size and Tier 1 30D yield. (5) Coindesk; stablecoin cap, 6/18/25. (6) STRD notional amount and effective yield as of 7/29/25. (6) STRC notional amount and effective yield as of July 30, 2025.

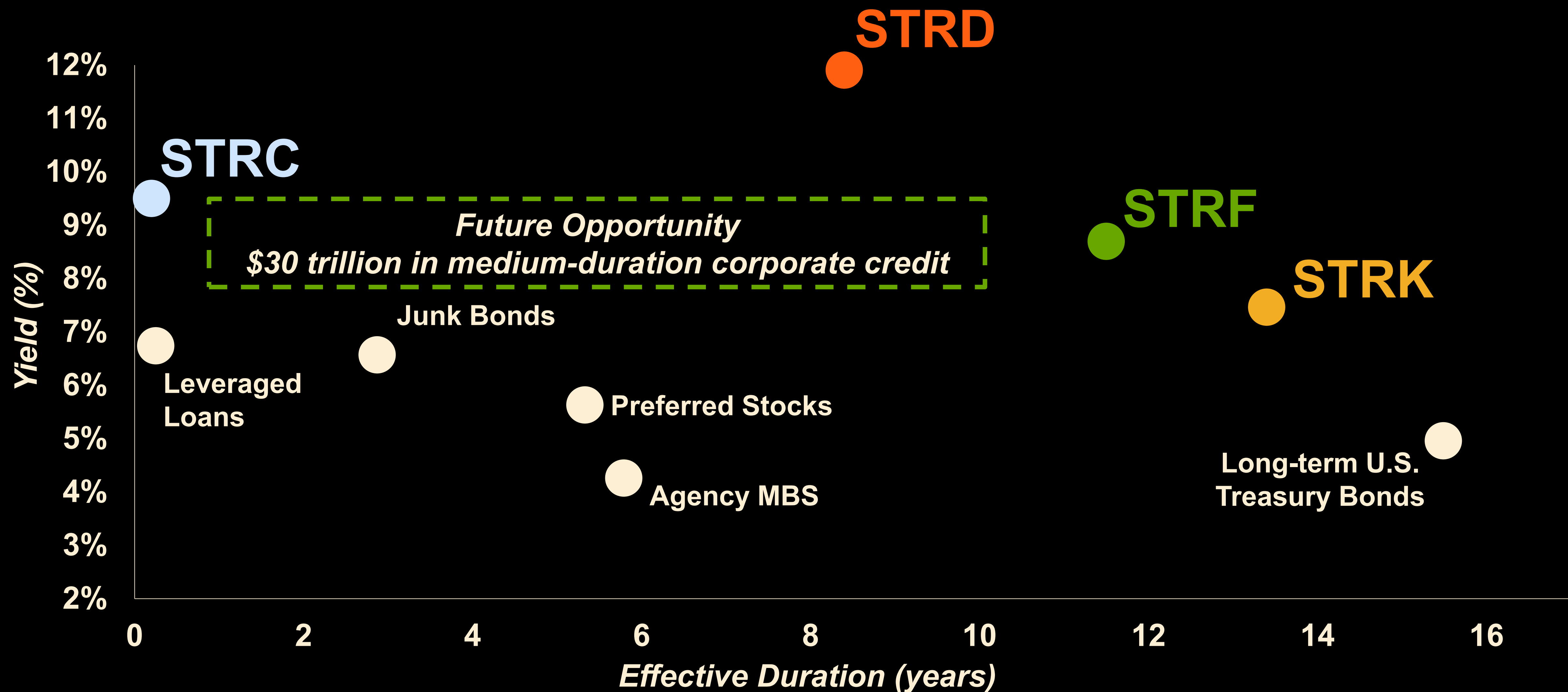


# Seniority & Volatility of our Securities



Note: Information presented on this slide is provided for illustrative purposes only. Volatility is based on 30D historical volatility with respect to all securities, except STRC, which represents expected volatility. Past performance is not indicative of future results.

# Building out the Yield Curve for BTC Credit



Note: Information presented on this slide is provided for illustrative purposes only. Actual results may vary materially from these illustrative results. "Yield (%)" indicates 30 Day SEC Yield for ETFs, and current yield for Strategy's preferred securities. Sources: Data as of 7/29/25. Loans represented by BKLN ETF; Junk Bonds represented by HYG ETF. Long term U.S. Treasury Bonds represented by TLT ETF; Preferred Stocks represented by FPE ETF; Agency MBS represented by MBB ETF.

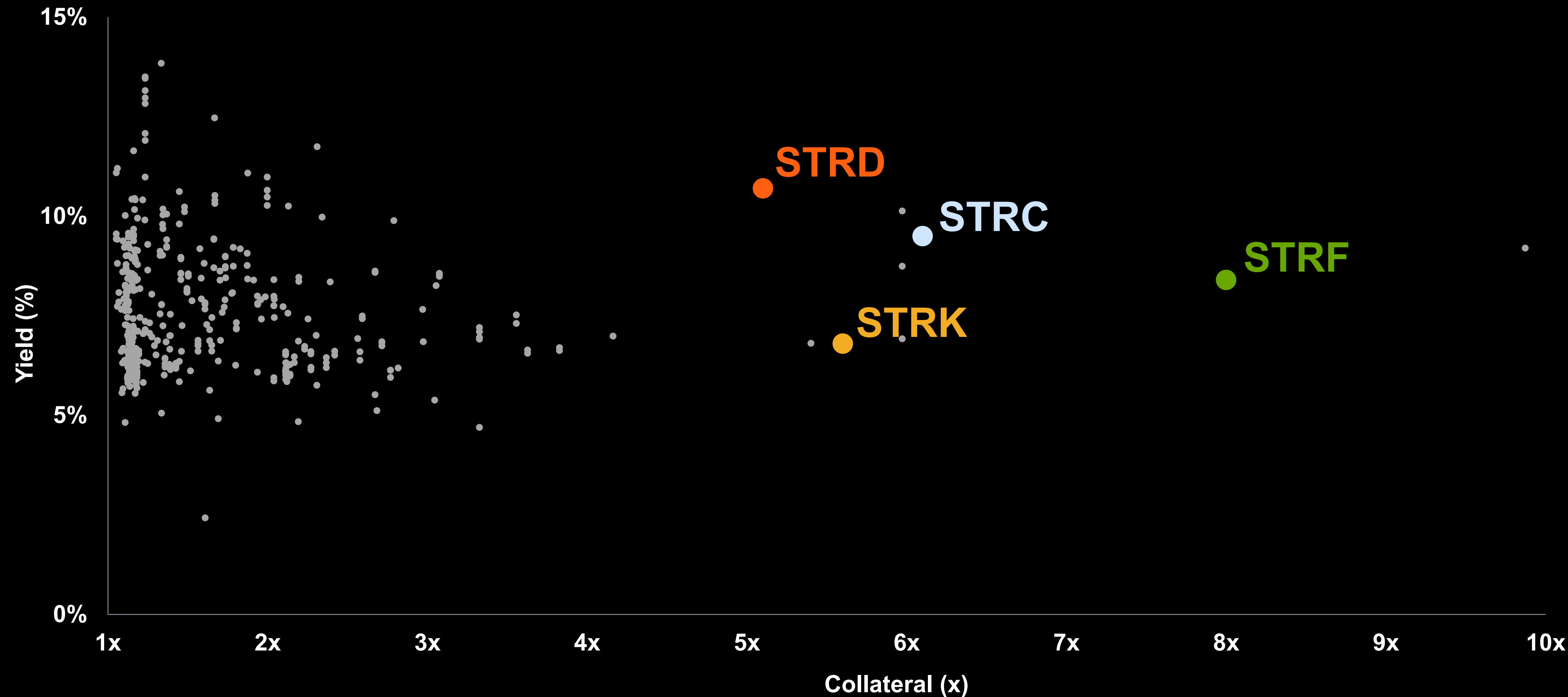
# Our Preferred Equities offer Superior Yield and Liquidity



Source: Bloomberg for other preferreds as of 7/3/2025. Strategy's preferreds as of 7/29/2025.  
Preferreds includes exchange-listed, USD preferreds issued by U.S. companies, >\$50M outstanding. Excludes mandatory convertibles, securities without an observable price, securities with current yields >50% or <-10% (n=517).



# Our Preferred Equities offer Superior Yield and Collateral



Source: Bloomberg for other preferreds as of 7/3/2025. Strategy's preferreds as of 7/29/2025. Preferreds includes exchange-listed, USD preferreds issued by U.S. companies, >\$50M outstanding. Excludes mandatory convertibles, securities without an observable price, securities with current yields >50% or <-10% (n=517). Collateral is defined as Assets / (Debt + Pref + Deposits + Insurance Reserves) (as applicable), or as FCF / Annual Dividends for Dividend Paying Stocks.

# ETF Market Comparisons

Asset Class	Ticker	Net Assets	Yield <sup>(1)</sup>	Volatility <sup>(2)</sup>	Fees	Liquidity <sup>(3)</sup>	Duration <sup>(4)</sup>
Preferred Equity	PFF	\$14 B	7%	11%	0.46%	\$122 M	5.3 <sup>(5)</sup>
	PGX	\$4 B	6%	9%	0.51%	\$87 M	10.2
	FPE	\$6 B	6%	8%	0.85%	\$28 M	5.3
	PGF	\$1 B	6%	10%	0.54%	\$3 M	12.9
	PSK	\$1 B	6%	9%	0.45%	\$6 M	5.3 <sup>(5)</sup>
High Yield Bonds	HYG	\$17 B	6%	8%	0.49%	\$4 B	2.8
	USHY	\$24 B	7%	8%	0.08%	\$561 M	2.9
	JNK	\$8 B	7%	9%	0.40%	\$518 M	3.1
Loans	BKLN	\$7 B	7%	6%	0.65%	\$369 M	~0.25
	SRLN	\$7 B	8%	7%	0.70%	\$261 M	~0.25
STRK		\$1 B	7%	49%	-	\$51 M	13.4
STRF		\$1 B	9%	35%	-	\$41 M	11.5
STRD		\$1 B	12%	23%	-	\$30 M	8.4
STRC		\$3 B	10%	-	-	\$288 M	<0.1

Source: CapIQ as of July 3, 2025 for comparisons. Strategy's preferred stocks as of July 29, 2025. Note that Strategy is not an exchange traded product ("ETP") or an exchange-traded fund ("ETF") registered under the Investment Company Act of 1940, as amended, is not subject to the same rules and regulations as an ETP or an ETF, and does not operate as an ETP or ETF. Refer to the Appendix for more information.

(1) 30-Day SEC Yield. (2) 90-day realized volatility. (3) 30-day ADTV (4) Effective Duration (5) Effective Duration not provided; Data reflects Category Average Effective Duration.

Strategy<sup>®</sup>

59

# Universe of Comparable Assets

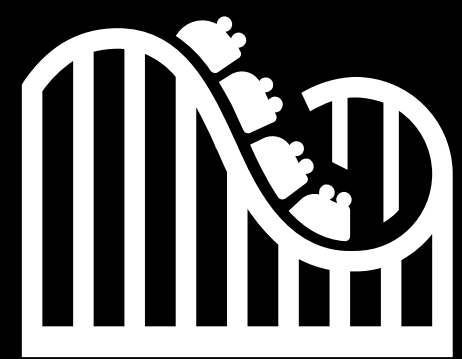
Asset Class	# of Securities	Aggregate Outstanding	Yield	Duration	Collateral	Liquidity
U.S. Treasury	497	\$28.3 trillion	4.1%	5.9	N/A	\$2 billion
Agency MBS	35	\$9.2 trillion	5.0%	6.1	1.3x	\$10 billion
IG Bonds	12,263	\$5.0 trillion	5.0%	6.8	2.1x	\$9 million
Junk Bonds	3,571	\$2.6 trillion	7.0%	2.8	1.9x	\$3 million
Preferreds	517	\$179 billion	7.7%	7.2	1.7x	\$1 million
Dividend Paying Stocks	1,378	\$48 trillion	3.3%	N/A	4.6x	\$200 million
STRK		\$1.3 billion	7.5%	13.4	5.6x	\$51 million
STRF		\$1.1 billion	8.7%	11.5	8.0x	\$41 million
STRD		\$1.2 billion	11.9%	8.4	5.1x	\$30 million
STRC		\$2.8 billion	9.5%	<0.1	6.1x	\$288 million

Source: Bloomberg, FactSet, SIFMA as of July 3, 2025. Strategy's preferred stocks as of July 29, 2025.

Duration is means Effective Duration, where available, or as Modified Duration, as each term is defined by Bloomberg. Collateral is defined as Assets / (Debt + Pref + Deposits + Insurance Reserves) (as applicable), or as FCF / Annual Dividends for Dividend Paying Stocks.



# MSTR is Amplified Bitcoin



Growth investors that want to benefit from the digital transformation of capital.

# MSTR Performance Metrics <sup>(1)</sup>



Annualized Return

101%

#1 vs top S&P 500



Options Market

3.1x

IBIT, #1 amongst Crypto Complex



BSE Return <sup>(2)</sup>

3093%

#1 vs top S&P 500

Implied Volatility <sup>(3)</sup>

53%

#18 vs top S&P 500

Options Open Interest <sup>(4)</sup>

\$92.9 B

#6 vs top S&P 500



Options Open Interest as % of Market Cap

89%

#1 vs top S&P 500



Bitcoin NAV <sup>(5)</sup>

\$74 B

#1 corporate BTC holder

Daily Traded Volume <sup>(6)</sup>

\$5.1 B

#11 vs top S&P 500

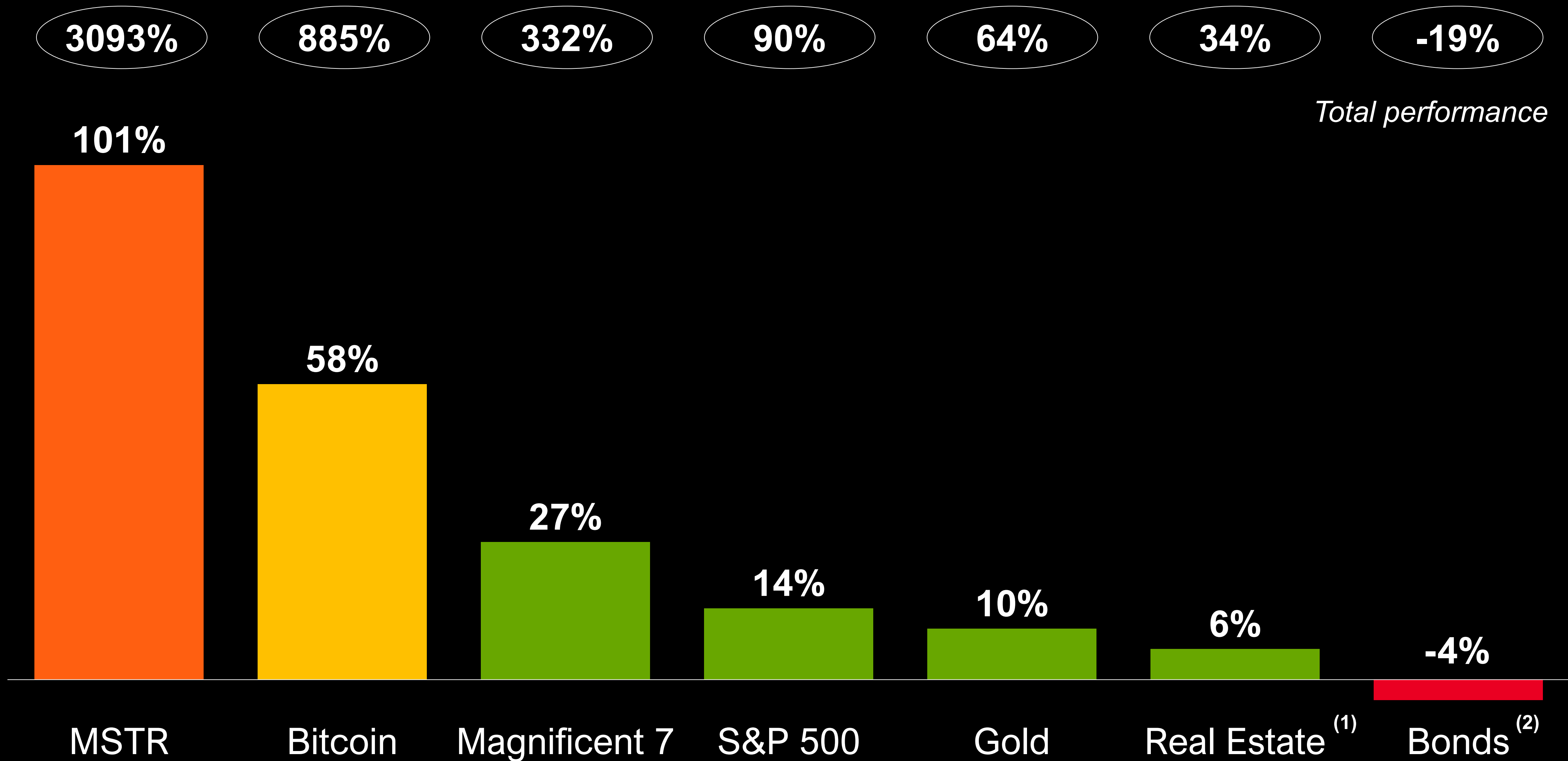
Daily Traded Volume as % of Market Cap

4.9%

#5 vs top S&P 500

Note: Past performance is not indicative of future results.  
(1) As of July 29, 2025. (2) The percentage return on MSTR Price since August 10, 2020, the beginning date of the Bitcoin Standard Era. (3) A measure of the market's expectation of the future volatility of MSTR Price over the life of the outstanding options contracts on MSTR. (4) The product of (i) total number of outstanding options contracts on MSTR, (ii) 100 shares of MSTR and (iii) MSTR Price. (5) BTC NAV = the number of bitcoins held by MSTR multiplied by the market price of bitcoin. (6) Average trading volume over last 30 calendar days.

# Annualized Asset Performance Chart since Aug 10, 2020



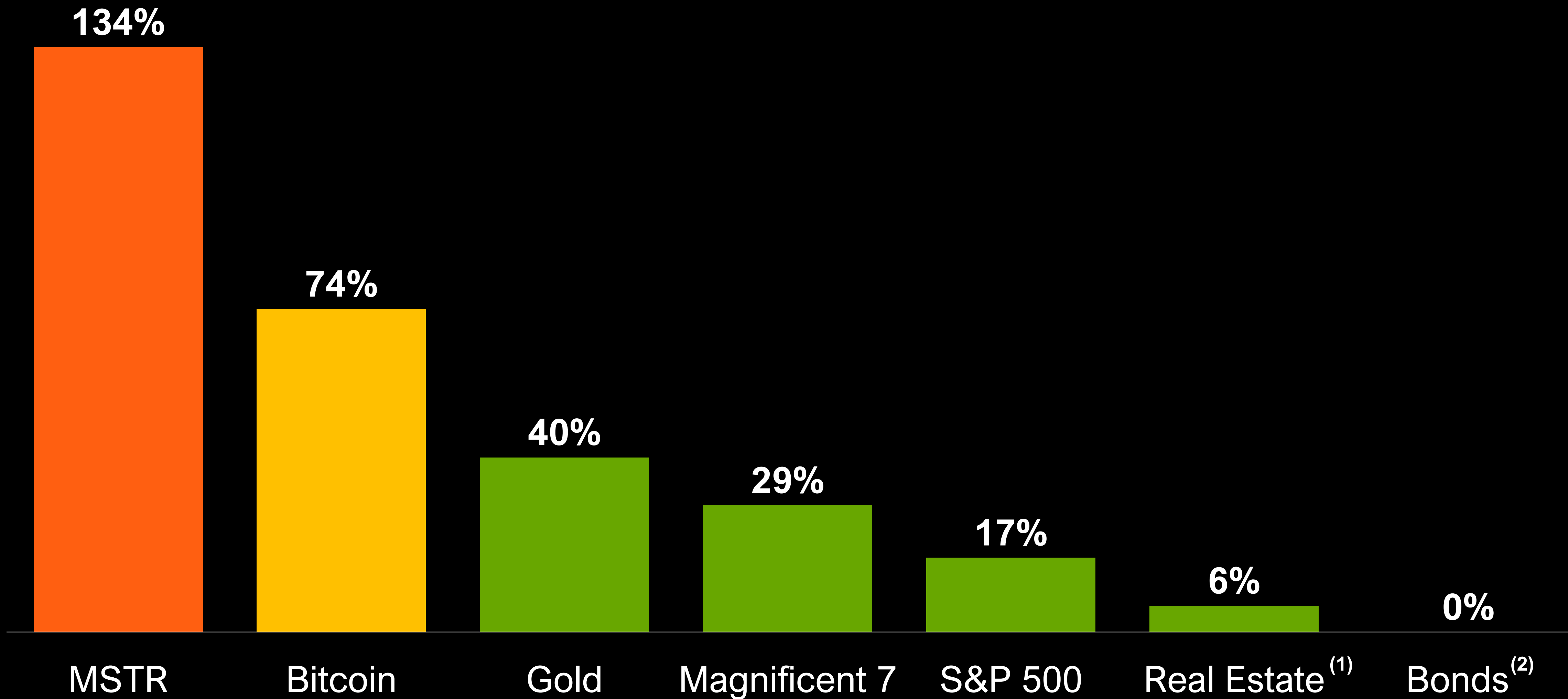
Source: FactSet as of July 29, 2025. Note: Past performance is not indicative of future results.

(1) Real Estate refers to iShares Residential and Multisector Real Estate ETF (REZ)

(2) Bonds refers to PIMCO Active Bond ETF (BOND).



# Asset Performance Chart for Last 12 Months

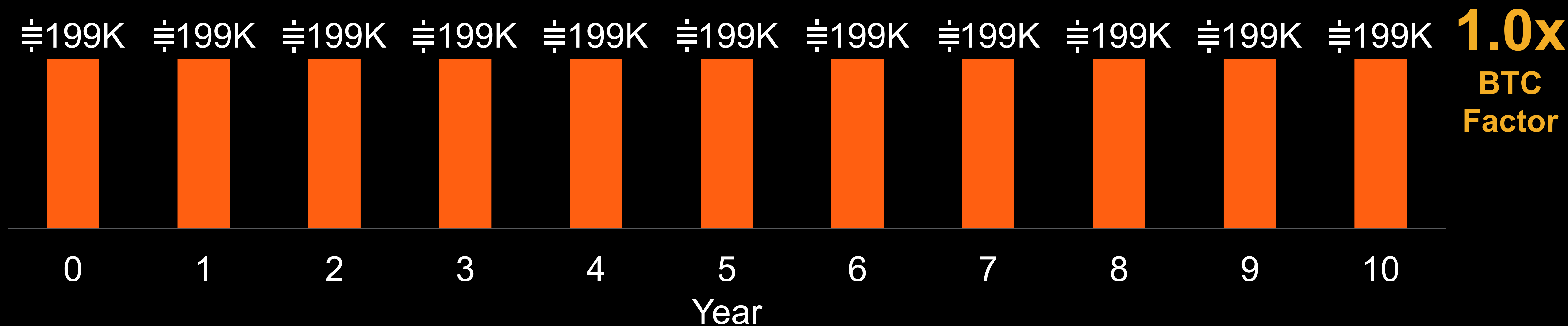


Source: FactSet as of July 29, 2025. Note: Past performance is not indicative of future results.  
(1) Real Estate refers to iShares Residential and Multisector Real Estate ETF (REZ)  
(2) Bonds refers to PIMCO Active Bond ETF (BOND).

# MSTR Amplifies BTC through Intelligent Leverage

**BTC Factor** is the ratio of ending BPS to starting BPS (assuming 30% BTC ARR, 8% dividend rate)

(Sats per Share) ■ Baseline ■ 0% Leverage



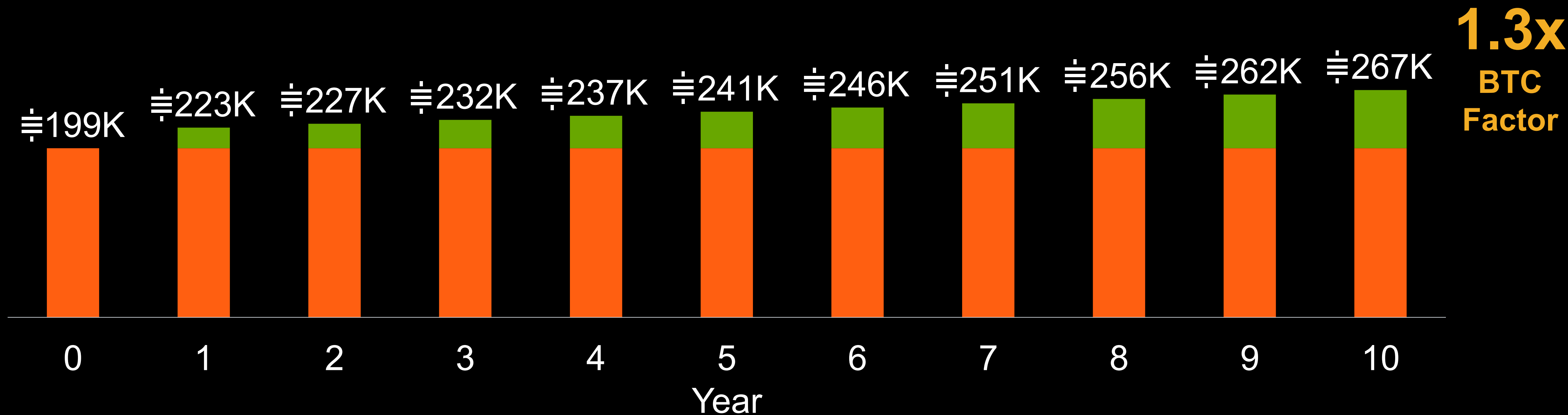
For illustrative purposes only; does not constitute investment advice and should not form the basis for an investment in MSTR or any other securities.

# MSTR Amplifies BTC through Intelligent Leverage

**BTC Factor** is the ratio of ending BPS to starting BPS (assuming 30% BTC ARR, 8% dividend rate)

(Sats per Share)

■ Baseline ■ 10% Leverage



For illustrative purposes only; does not constitute investment advice and should not form the basis for an investment in MSTR or any other securities.

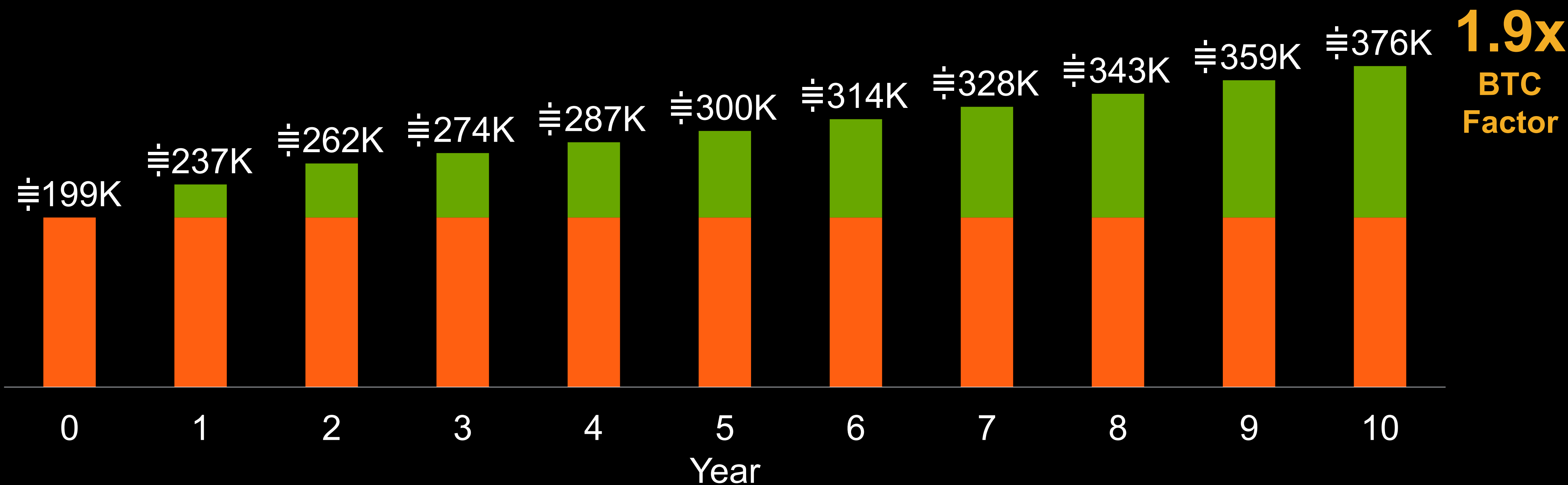


# MSTR Amplifies BTC through Intelligent Leverage

**BTC Factor** is the ratio of ending BPS to starting BPS (assuming 30% BTC ARR, 8% dividend rate)

(Sats per Share)

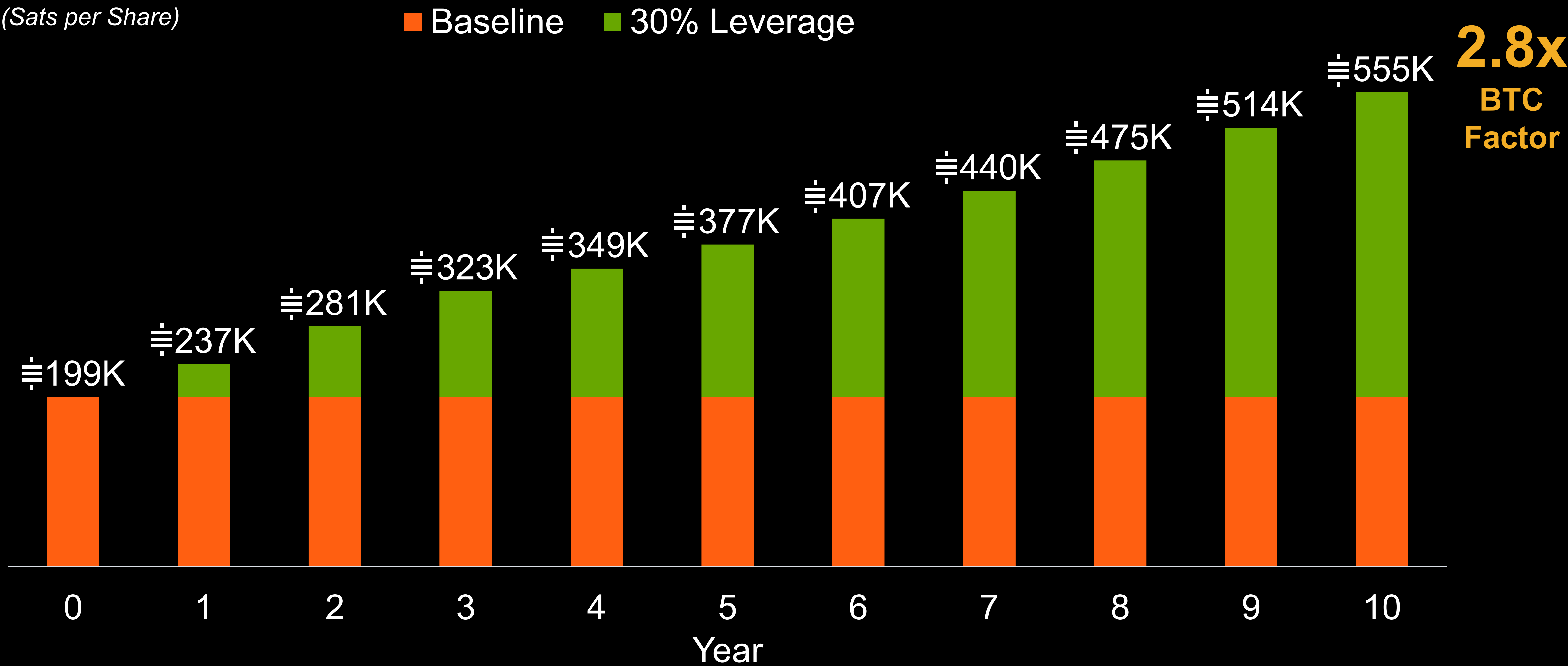
■ Baseline   ■ 20% Leverage



For illustrative purposes only; does not constitute investment advice and should not form the basis for an investment in MSTR or any other securities.

# MSTR Amplifies BTC through Intelligent Leverage

**BTC Factor** is the ratio of ending BPS to starting BPS (assuming 30% BTC ARR, 8% dividend rate)



For illustrative purposes only; does not constitute investment advice and should not form the basis for an investment in MSTR or any other securities.

# MSTR Amplifies BTC through Intelligent Leverage

BTC Factor is the ratio of ending BPS to starting BPS (assuming 8% Dividend Rate; 10Y duration)

	Leverage %					
BTC ARR %	0%	10%	20%	30%	40%	50%
0%	1.0x	1.0x	1.1x	1.1x	1.2x	1.3x
10%	1.0x	1.1x	1.3x	1.5x	1.8x	2.2x
20%	1.0x	1.2x	1.6x	2.1x	2.9x	4.3x
30%	1.0x	1.3x	1.9x	2.8x	4.4x	7.8x
40%	1.0x	1.5x	2.2x	3.7x	6.5x	13.5x
50%	1.0x	1.6x	2.6x	4.7x	9.3x	22.5x

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# MSTR Amplifies BTC through Intelligent Leverage

BTC Factor is the ratio of ending BPS to starting BPS (assuming 30% Leverage; 10Y duration)

		Dividend Rate %					
BTC ARR %		10%	9%	8%	7%	6%	5%
0%		1.0x	1.1x	1.1x	1.2x	1.2x	1.2x
10%		1.4x	1.5x	1.5x	1.6x	1.6x	1.7x
20%		1.9x	2.0x	2.1x	2.2x	2.2x	2.3x
30%		2.6x	2.7x	2.8x	2.9x	3.0x	3.1x
40%		3.4x	3.5x	3.7x	3.8x	3.9x	4.1x
50%		4.3x	4.5x	4.7x	4.9x	5.1x	5.3x

For illustrative purposes only; does not constitute investment advice and should not form the basis for an investment in MSTR or any other securities.

# MSTR Amplifies BTC through Intelligent Leverage

BTC Factor is the ratio of ending BPS to starting BPS (assuming 30% BTC ARR; 10Y duration)

Leverage %	Dividend Rate %					
	10%	9%	8%	7%	6%	5%
0%	1.0x	1.0x	1.0x	1.0x	1.0x	1.0x
10%	1.3x	1.3x	1.3x	1.4x	1.4x	1.4x
20%	1.8x	1.8x	1.9x	1.9x	2.0x	2.0x
30%	2.6x	2.7x	2.8x	2.9x	3.0x	3.1x
40%	3.9x	4.2x	4.4x	4.6x	4.9x	5.2x
50%	6.7x	7.2x	7.8x	8.4x	9.1x	9.9x

For illustrative purposes only; does not constitute investment advice and should not form the basis for an investment in MSTR or any other securities.

# Universe of Comparable Assets for MSTR is \$57 Trillion

Asset Class	Size of Market	YTD Performance
S&P 500 <sup>(1)</sup>	~\$53.8 trillion	~9%
Nasdaq 100 <sup>(2)</sup>	~\$30.8 trillion	~9%
Magnificent 7 <sup>(3)</sup>	~\$19.0 trillion	~6%
BTC	~\$2.3 trillion	~20%
BTC Spot ETPs <sup>(4)</sup>	~\$152.5 billion	~20%
MSTR <sup>(5)</sup>	~\$111.9 billion	~32%

Sources: (1) S&P 500 combined constituent market capitalization and YTD index return as of 7/29/25. (2) Nasdaq combined constituent market capitalization and YTD index return as of 7/29/25. (3) Mag 7 combined market capitalization and average YTD return as of 7/29/25. (4) BTC spot ETPs represents value of BTC held by top BTC ETFs as of 7/29/25 per BitBO; IBIT YTD performance used as proxy for YTD performance. (5) MSTR market capitalization and YTD return as of 7/29/25.



# Strategy<sup>₿</sup>

## BTC Credit Model

# Strategy Liabilities and Capital Structure Today

Assuming \$118,000 BTC Price, 40% BTC Volatility, and 0% BTC ARR (“Skeptic”)

BTC Inv. Grade  
BTC Mezzanine  
BTC High Yield

As of July 29, 2025	Notional (\$M)	Cum. Notional (\$M)	Duration (Yrs) <sup>(1)</sup>	BTC Rating	BTC Risk <sup>(2)</sup>	BTC Credit <sup>(3)</sup>	Market Credit Spread <sup>(4)</sup>	Spread Premium
<b><u>Debt:</u></b>								
Convertible 2028	\$1,010	\$1,010	2.1	73.5x	0.00%	0 bps	480 bps	480 bps
Convertible 2030 (0.000%)	\$2,000	\$3,010	2.6	24.7x	0.00%	0 bps	760 bps	760 bps
Convertible 2029	\$3,000	\$6,010	2.8	12.3x	0.03%	1 bps	660 bps	659 bps
Convertible 2030 (0.625%)	\$800	\$7,414	3.1	10.0x	0.19%	6 bps	550 bps	544 bps
Convertible 2031	\$604	\$7,414	3.1	10.0x	0.19%	6 bps	680 bps	674 bps
Convertible 2032	\$800	\$8,214	3.9	9.0x	0.82%	21 bps	630 bps	609 bps
Total Debt	\$8,214	\$8,214		9.0x				
<b><u>Preferred Equity:</u></b>								
STRF	\$1,051	\$9,265	11.8	8.0x	20.29%	193 bps	430 bps	237 bps
STRC	\$2,801	\$12,066	10.6	6.1x	22.81%	245 bps	520 bps	275 bps
STRK	\$1,278	\$13,344	13.6	5.6x	33.58%	300 bps	700 bps	400 bps
STRD	\$1,195	\$14,540	8.6	5.1x	21.23%	276 bps	750 bps	474 bps
Total Preferred Equity	\$6,326	\$14,540		5.1x				
Total Debt & Pref. Equity	\$14,540	\$14,540		5.1x				

Note: As of July 29, 2025. Information presented on this slide is provided for illustrative purposes only. Actual results may vary materially from these illustrative results. BTC Rating does not represent a rating from any rating agency and is not equivalent to a “rating” in the traditional financial context. BTC Rating does not account for potential cross defaults under our debt obligations. Refer to the Appendix for more information about Duration, BTC Rating, BTC Risk and BTC Credit.

(1) Sooner of the stated maturity date or the put date for converts. Macaulay Duration for preferred stock.

(2) Probability of an instrument having a BTC Rating less than 1 at the end of its Duration, using a lognormal distribution modeling of bitcoin’s price adjusted for BTC ARR and BTC Volatility assumptions.

(3) Credit spread necessary to offset BTC Risk. Calculated by annualizing BTC Risk assuming same probability each year of BTC Rating falling below 1 and assuming no recovery. BTC Credit =  $(-\ln(1 - \text{BTC Risk}) \div \text{Duration})$ .

(4) Source: Bloomberg, Kynex. Benchmark rate used: SOFR for converts; UST 10Y for preferred stock. Credit spreads for convertible notes and STRK are calculated assuming a 0.50% borrow cost and 60% implied volatility.

# Strategy Liabilities and Capital Structure Today

Assuming \$118,000 BTC Price, 35% BTC Volatility, and 0% BTC ARR (“Skeptic”)

BTC Inv. Grade  
BTC Mezzanine  
BTC High Yield

As of July 29, 2025	Notional (\$M)	Cum. Notional (\$M)	Duration (Yrs) <sup>(1)</sup>	BTC Rating	BTC Risk <sup>(2)</sup>	BTC Credit <sup>(3)</sup>	Market Credit Spread <sup>(4)</sup>	Spread Premium
<b><u>Debt:</u></b>								
Convertible 2028	\$1,010	\$1,010	2.1	73.5x	0.00%	0 bps	480 bps	480 bps
Convertible 2030 (0.000%)	\$2,000	\$3,010	2.6	24.7x	0.00%	0 bps	760 bps	760 bps
Convertible 2029	\$3,000	\$6,010	2.8	12.3x	0.00%	0 bps	660 bps	660 bps
Convertible 2030 (0.625%)	\$800	\$7,414	3.1	10.0x	0.03%	1 bps	550 bps	549 bps
Convertible 2031	\$604	\$7,414	3.1	10.0x	0.03%	1 bps	680 bps	679 bps
Convertible 2032	\$800	\$8,214	3.9	9.0x	0.22%	6 bps	630 bps	624 bps
Total Debt	\$8,214	\$8,214		9.0x				
<b><u>Preferred Equity:</u></b>								
STRF	\$1,051	\$9,265	11.8	8.0x	12.85%	117 bps	430 bps	313 bps
STRC	\$2,801	\$12,066	10.6	6.1x	15.25%	156 bps	520 bps	364 bps
STRK	\$1,278	\$13,344	13.6	5.6x	24.76%	209 bps	700 bps	491 bps
STRD	\$1,195	\$14,540	8.6	5.1x	14.23%	178 bps	750 bps	572 bps
Total Preferred Equity	\$6,326	\$14,540		5.1x				
Total Debt & Pref. Equity	\$14,540	\$14,540		5.1x				

Note: As of July 29, 2025. Information presented on this slide is provided for illustrative purposes only. Actual results may vary materially from these illustrative results. BTC Rating does not represent a rating from any rating agency and is not equivalent to a “rating” in the traditional financial context. BTC Rating does not account for potential cross defaults under our debt obligations. Refer to the Appendix for more information about Duration, BTC Rating, BTC Risk and BTC Credit.

(1) Sooner of the stated maturity date or the put date for converts. Macaulay Duration for preferred stock.

(2) Probability of an instrument having a BTC Rating less than 1 at the end of its Duration, using a lognormal distribution modeling of bitcoin’s price adjusted for BTC ARR and BTC Volatility assumptions.

(3) Credit spread necessary to offset BTC Risk. Calculated by annualizing BTC Risk assuming same probability each year of BTC Rating falling below 1 and assuming no recovery. BTC Credit =  $(-\ln(1 - \text{BTC Risk})) \div \text{Duration}$ .

(4) Source: Bloomberg, Kynex. Benchmark rate used: SOFR for converts; UST 10Y for preferred stock. Credit spreads for convertible notes and STRK are calculated assuming a 0.50% borrow cost and 60% implied volatility.



# Strategy Liabilities and Capital Structure Today

BTC Inv. Grade  
BTC Mezzanine  
BTC High Yield

Assuming \$118,000 BTC Price, 30% BTC Volatility, and 0% BTC ARR (“Skeptic”)

As of July 29, 2025	Notional (\$M)	Cum. Notional (\$M)	Duration (Yrs) <sup>(1)</sup>	BTC Rating	BTC Risk <sup>(2)</sup>	BTC Credit <sup>(3)</sup>	Market Credit Spread <sup>(4)</sup>	Spread Premium
<b><u>Debt:</u></b>								
Convertible 2028	\$1,010	\$1,010	2.1	73.5x	0.00%	0 bps	480 bps	480 bps
Convertible 2030 (0.000%)	\$2,000	\$3,010	2.6	24.7x	0.00%	0 bps	760 bps	760 bps
Convertible 2029	\$3,000	\$6,010	2.8	12.3x	0.00%	0 bps	660 bps	660 bps
Convertible 2030 (0.625%)	\$800	\$7,414	3.1	10.0x	0.00%	0 bps	550 bps	550 bps
Convertible 2031	\$604	\$7,414	3.1	10.0x	0.00%	0 bps	680 bps	680 bps
Convertible 2032	\$800	\$8,214	3.9	9.0x	0.03%	1 bps	630 bps	629 bps
<b>Total Debt</b>	<b>\$8,214</b>	<b>\$8,214</b>		<b>9.0x</b>				
<b><u>Preferred Equity:</u></b>								
STRF	\$1,051	\$9,265	11.8	8.0x	6.57%	58 bps	430 bps	372 bps
STRC	\$2,801	\$12,066	10.6	6.1x	8.49%	84 bps	520 bps	436 bps
STRK	\$1,278	\$13,344	13.6	5.6x	15.97%	128 bps	700 bps	572 bps
STRD	\$1,195	\$14,540	8.6	5.1x	7.97%	96 bps	750 bps	654 bps
<b>Total Preferred Equity</b>	<b>\$6,326</b>	<b>\$14,540</b>		<b>5.1x</b>				
<b>Total Debt &amp; Pref. Equity</b>	<b>\$14,540</b>	<b>\$14,540</b>		<b>5.1x</b>				

Note: As of July 29, 2025. Information presented on this slide is provided for illustrative purposes only. Actual results may vary materially from these illustrative results. BTC Rating does not represent a rating from any rating agency and is not equivalent to a “rating” in the traditional financial context. BTC Rating does not account for potential cross defaults under our debt obligations. Refer to the Appendix for more information about Duration, BTC Rating, BTC Risk and BTC Credit.

(1) Sooner of the stated maturity date or the put date for converts. Macaulay Duration for preferred stock.

(2) Probability of an instrument having a BTC Rating less than 1 at the end of its Duration, using a lognormal distribution modeling of bitcoin’s price adjusted for BTC ARR and BTC Volatility assumptions.

(3) Credit spread necessary to offset BTC Risk. Calculated by annualizing BTC Risk assuming same probability each year of BTC Rating falling below 1 and assuming no recovery. BTC Credit =  $(-\ln(1 - \text{BTC Risk}) \div \text{Duration})$ .

(4) Source: Bloomberg, Kynex. Benchmark rate used: SOFR for converts; UST 10Y for preferred stock. Credit spreads for convertible notes and STRK are calculated assuming a 0.50% borrow cost and 60% implied volatility.



# Strategy Liabilities and Capital Structure Today

Assuming \$118,000 BTC Price, 40% BTC Volatility, and 10% BTC ARR (“Trader”)

BTC Inv. Grade  
BTC Mezzanine  
BTC High Yield

As of July 29, 2025	Notional (\$M)	Cum. Notional (\$M)	Duration (Yrs) <sup>(1)</sup>	BTC Rating	BTC Risk <sup>(2)</sup>	BTC Credit <sup>(3)</sup>	Market Credit Spread <sup>(4)</sup>	Spread Premium
<b><u>Debt:</u></b>								
Convertible 2028	\$1,010	\$1,010	2.1	73.5x	0.00%	0 bps	480 bps	480 bps
Convertible 2030 (0.000%)	\$2,000	\$3,010	2.6	24.7x	0.00%	0 bps	760 bps	760 bps
Convertible 2029	\$3,000	\$6,010	2.8	12.3x	0.01%	0 bps	660 bps	660 bps
Convertible 2030 (0.625%)	\$800	\$7,414	3.1	10.0x	0.04%	1 bps	550 bps	549 bps
Convertible 2031	\$604	\$7,414	3.1	10.0x	0.04%	1 bps	680 bps	679 bps
Convertible 2032	\$800	\$8,214	3.9	9.0x	0.19%	5 bps	630 bps	625 bps
Total Debt	\$8,214	\$8,214		9.0x				
<b><u>Preferred Equity:</u></b>								
STRF	\$1,051	\$9,265	11.8	8.0x	4.57%	40 bps	430 bps	390 bps
STRC	\$2,801	\$12,066	10.6	6.1x	5.96%	58 bps	520 bps	462 bps
STRK	\$1,278	\$13,344	13.6	5.6x	8.91%	68 bps	700 bps	632 bps
STRD	\$1,195	\$14,540	8.6	5.1x	6.26%	75 bps	750 bps	675 bps
Total Preferred Equity	\$6,326	\$14,540		5.1x				
Total Debt & Pref. Equity	\$14,540	\$14,540		5.1x				

Note: As of July 29, 2025. Information presented on this slide is provided for illustrative purposes only. Actual results may vary materially from these illustrative results. BTC Rating does not represent a rating from any rating agency and is not equivalent to a “rating” in the traditional financial context. BTC Rating does not account for potential cross defaults under our debt obligations. Refer to the Appendix for more information about Duration, BTC Rating, BTC Risk and BTC Credit.

(1) Sooner of the stated maturity date or the put date for converts. Macaulay Duration for preferred stock.

(2) Probability of an instrument having a BTC Rating less than 1 at the end of its Duration, using a lognormal distribution modeling of bitcoin’s price adjusted for BTC ARR and BTC Volatility assumptions.

(3) Credit spread necessary to offset BTC Risk. Calculated by annualizing BTC Risk assuming same probability each year of BTC Rating falling below 1 and assuming no recovery. BTC Credit =  $(-\ln(1 - \text{BTC Risk}) \div \text{Duration})$ .

(4) Source: Bloomberg, Kynex. Benchmark rate used: SOFR for converts; UST 10Y for preferred stock. Credit spreads for convertible notes and STRK are calculated assuming a 0.50% borrow cost and 60% implied volatility.

# Strategy Liabilities and Capital Structure Today

Assuming \$118,000 BTC Price, 40% BTC Volatility, and 20% BTC ARR (“Investor”)

BTC Inv. Grade  
BTC Mezzanine  
BTC High Yield

As of July 29, 2025	Notional (\$M)	Cum. Notional (\$M)	Duration (Yrs) <sup>(1)</sup>	BTC Rating	BTC Risk <sup>(2)</sup>	BTC Credit <sup>(3)</sup>	Market Credit Spread <sup>(4)</sup>	Spread Premium
<b><u>Debt:</u></b>								
Convertible 2028	\$1,010	\$1,010	2.1	73.5x	0.00%	0 bps	480 bps	480 bps
Convertible 2030 (0.000%)	\$2,000	\$3,010	2.6	24.7x	0.00%	0 bps	760 bps	760 bps
Convertible 2029	\$3,000	\$6,010	2.8	12.3x	0.00%	0 bps	660 bps	660 bps
Convertible 2030 (0.625%)	\$800	\$7,414	3.1	10.0x	0.01%	0 bps	550 bps	550 bps
Convertible 2031	\$604	\$7,414	3.1	10.0x	0.01%	0 bps	680 bps	680 bps
Convertible 2032	\$800	\$8,214	3.9	9.0x	0.04%	1 bps	630 bps	629 bps
Total Debt	\$8,214	\$8,214		9.0x				
<b><u>Preferred Equity:</u></b>								
STRF	\$1,051	\$9,265	11.8	8.0x	0.55%	5 bps	430 bps	425 bps
STRC	\$2,801	\$12,066	10.6	6.1x	0.89%	8 bps	520 bps	512 bps
STRK	\$1,278	\$13,344	13.6	5.6x	1.16%	9 bps	700 bps	691 bps
STRD	\$1,195	\$14,540	8.6	5.1x	1.17%	14 bps	750 bps	736 bps
Total Preferred Equity	\$6,326	\$14,540		5.1x				
Total Debt & Pref. Equity	\$14,540	\$14,540		5.1x				

Note: As of July 29, 2025. Information presented on this slide is provided for illustrative purposes only. Actual results may vary materially from these illustrative results. BTC Rating does not represent a rating from any rating agency and is not equivalent to a “rating” in the traditional financial context. BTC Rating does not account for potential cross defaults under our debt obligations. Refer to the Appendix for more information about Duration, BTC Rating, BTC Risk and BTC Credit.

(1) Sooner of the stated maturity date or the put date for converts. Macaulay Duration for preferred stock.

(2) Probability of an instrument having a BTC Rating less than 1 at the end of its Duration, using a lognormal distribution modeling of bitcoin’s price adjusted for BTC ARR and BTC Volatility assumptions.

(3) Credit spread necessary to offset BTC Risk. Calculated by annualizing BTC Risk assuming same probability each year of BTC Rating falling below 1 and assuming no recovery. BTC Credit =  $(-\ln(1 - \text{BTC Risk}) \div \text{Duration})$ .

(4) Source: Bloomberg, Kynex. Benchmark rate used: SOFR for converts; UST 10Y for preferred stock. Credit spreads for convertible notes and STRK are calculated assuming a 0.50% borrow cost and 60% implied volatility.



# Strategy Liabilities and Capital Structure Today

BTC Inv. Grade  
BTC Mezzanine  
BTC High Yield

Assuming \$118,000 BTC Price, 40% BTC Volatility, and 30% BTC ARR (“Maximalist”)

As of July 29, 2025	Notional (\$M)	Cum. Notional (\$M)	Duration (Yrs) <sup>(1)</sup>	BTC Rating	BTC Risk <sup>(2)</sup>	BTC Credit <sup>(3)</sup>	Market Credit Spread <sup>(4)</sup>	Spread Premium
<b><u>Debt:</u></b>								
Convertible 2028	\$1,010	\$1,010	2.1	73.5x	0.00%	0 bps	480 bps	480 bps
Convertible 2030 (0.000%)	\$2,000	\$3,010	2.6	24.7x	0.00%	0 bps	760 bps	760 bps
Convertible 2029	\$3,000	\$6,010	2.8	12.3x	0.00%	0 bps	660 bps	660 bps
Convertible 2030 (0.625%)	\$800	\$7,414	3.1	10.0x	0.00%	0 bps	550 bps	550 bps
Convertible 2031	\$604	\$7,414	3.1	10.0x	0.00%	0 bps	680 bps	680 bps
Convertible 2032	\$800	\$8,214	3.9	9.0x	0.01%	0 bps	630 bps	630 bps
Total Debt	\$8,214	\$8,214		9.0x				
<b><u>Preferred Equity:</u></b>								
STRF	\$1,051	\$9,265	11.8	8.0x	0.03%	0 bps	430 bps	430 bps
STRC	\$2,801	\$12,066	10.6	6.1x	0.07%	1 bps	520 bps	519 bps
STRK	\$1,278	\$13,344	13.6	5.6x	0.07%	1 bps	700 bps	699 bps
STRD	\$1,195	\$14,540	8.6	5.1x	0.13%	2 bps	750 bps	748 bps
Total Preferred Equity	\$6,326	\$14,540		5.1x				
Total Debt & Pref. Equity	\$14,540	\$14,540		5.1x				

Note: As of July 29, 2025. Information presented on this slide is provided for illustrative purposes only. Actual results may vary materially from these illustrative results. BTC Rating does not represent a rating from any rating agency and is not equivalent to a “rating” in the traditional financial context. BTC Rating does not account for potential cross defaults under our debt obligations. Refer to the Appendix for more information about Duration, BTC Rating, BTC Risk and BTC Credit.

(1) Sooner of the stated maturity date or the put date for converts. Macaulay Duration for preferred stock.

(2) Probability of an instrument having a BTC Rating less than 1 at the end of its Duration, using a lognormal distribution modeling of bitcoin’s price adjusted for BTC ARR and BTC Volatility assumptions.

(3) Credit spread necessary to offset BTC Risk. Calculated by annualizing BTC Risk assuming same probability each year of BTC Rating falling below 1 and assuming no recovery. BTC Credit =  $(-\ln(1 - \text{BTC Risk}) \div \text{Duration})$ .

(4) Source: Bloomberg, Kynex. Benchmark rate used: SOFR for converts; UST 10Y for preferred stock. Credit spreads for convertible notes and STRK are calculated assuming a 0.50% borrow cost and 60% implied volatility.

# Strategy Pro-Forma Liabilities and Equitized Capital Structure

Assuming \$118,000 BTC Price, 40% BTC Volatility, 0% BTC ARR (“Skeptic”), and conversion of all convertible notes

As of July 29, 2025	Notional (\$M)	Cum. Notional (\$M)	Duration (Yrs) <sup>(1)</sup>	BTC Rating	BTC Risk <sup>(2)</sup>	BTC Credit <sup>(3)</sup>	Market Credit Spread <sup>(4)</sup>	Spread Premium
<u>Preferred Equity:</u>								
STRF	\$1,051	\$1,051	11.8	70.6x	0.78%	7 bps	430 bps	423 bps
STRC	\$2,801	\$3,852	10.6	19.3x	5.23%	51 bps	520 bps	469 bps
STRK	\$1,278	\$5,130	13.6	14.5x	14.20%	112 bps	700 bps	588 bps
STRD	\$1,195	\$6,326	8.6	11.7x	6.60%	79 bps	750 bps	671 bps
Total Preferred Equity	\$6,326			11.7x				

BTC Inv. Grade  
BTC Mezzanine  
BTC High Yield

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(1) Sooner of the stated maturity date or the put date for converts. Macaulay Duration for preferred stock.

(2) Probability of an instrument having a BTC Rating less than 1 at the end of its Duration, using a lognormal distribution modeling of bitcoin’s price adjusted for BTC ARR and BTC Volatility assumptions.

(3) Credit spread necessary to offset BTC Risk. Calculated by annualizing BTC Risk assuming same probability each year of BTC Rating falling below 1 and assuming no recovery. BTC Credit =  $(-\ln(1 - \text{BTC Risk}) \div \text{Duration})$ .

(4) Source: Bloomberg, Kynex. Benchmark rate used: SOFR for converts; UST 10Y for preferred stock. Credit spreads for convertible notes and STRK are calculated assuming a 0.50% borrow cost and 60% implied volatility.



# Strategy Pro-Forma Liabilities and Equitized Capital Structure

Assuming \$118,000 BTC Price, 40% BTC Volatility, 10% BTC ARR (“Trader”), and conversion of all convertible notes

As of July 29, 2025	Notional (\$M)	Cum. Notional (\$M)	Duration (Yrs) <sup>(1)</sup>	BTC Rating	BTC Risk <sup>(2)</sup>	BTC Credit <sup>(3)</sup>	Market Credit Spread <sup>(4)</sup>	Spread Premium
<u>Preferred Equity:</u>								
STRF	\$1,051	\$1,051	11.8	70.6x	0.05%	0 bps	430 bps	430 bps
STRC	\$2,801	\$3,852	10.6	19.3x	0.74%	7 bps	520 bps	513 bps
STRK	\$1,278	\$5,130	13.6	14.5x	2.31%	17 bps	700 bps	683 bps
STRD	\$1,195	\$6,326	8.6	11.7x	1.25%	15 bps	750 bps	735 bps
Total Preferred Equity	\$6,326			11.7x				

BTC Inv. Grade  
BTC Mezzanine  
BTC High Yield

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(3) Credit spread necessary to offset BTC Risk. Calculated by annualizing BTC Risk assuming same probability each year of BTC Rating falling below 1 and assuming no recovery. BTC Credit = (–ln(1 – BTC Risk) ÷ Duration).

(4) Source: Bloomberg, Kynex. Benchmark rate used: SOFR for converts; UST 10Y for preferred stock. Credit spreads for convertible notes and STRK are calculated assuming a 0.50% borrow cost and 60% implied volatility.

# Strategy Pro-Forma Liabilities and Equitized Capital Structure

Assuming \$118,000 BTC Price, 40% BTC Volatility, 10% BTC ARR (“Trader”), conversion of all convertible notes, and illustrative example of higher notional value of Preferred Equity

30% Leverage Model	Notional (\$M)	Cum. Notional (\$M)	Duration (Yrs) <sup>(1)</sup>	BTC Rating	BTC Risk <sup>(2)</sup>	BTC Credit <sup>(3)</sup>	Market Credit Spread <sup>(4)</sup>	Spread Premium
<u>Preferred Equity:</u>								
STRF	\$3,205	\$3,205	11.8	23.1x	0.69%	6 bps	430 bps	424 bps
STRC	\$6,204	\$9,409	10.6	7.9x	4.01%	39 bps	520 bps	481 bps
STRK	\$6,112	\$15,521	13.6	4.8x	10.67%	83 bps	700 bps	617 bps
STRD	\$6,782	\$22,303	8.6	3.3x	12.11%	149 bps	750 bps	601 bps
Total Preferred Equity	\$22,303			3.3x				

BTC Inv. Grade  
BTC Mezzanine  
BTC High Yield

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(1) Sooner of the stated maturity date or the put date for converts. Macaulay Duration for preferred stock.

(2) Probability of an instrument having a BTC Rating less than 1 at the end of its Duration, using a lognormal distribution modeling of bitcoin’s price adjusted for BTC ARR and BTC Volatility assumptions.

(3) Credit spread necessary to offset BTC Risk. Calculated by annualizing BTC Risk assuming same probability each year of BTC Rating falling below 1 and assuming no recovery. BTC Credit =  $(-\ln(1 - \text{BTC Risk}) \div \text{Duration})$ .

(4) Source: Bloomberg, Kynex. Benchmark rate used: SOFR for converts; UST 10Y for preferred stock. Credit spreads for convertible notes and STRK are calculated assuming a 0.50% borrow cost and 60% implied volatility.

# Strategy Pro-Forma Liabilities and Equitized Capital Structure

Assuming \$118,000 BTC Price, 30% BTC Volatility, 10% BTC ARR (“Trader”), conversion of all convertible notes, and illustrative example of higher notional values of Preferred Equity

50% Leverage Model	Notional (\$M)	Cum. Notional (\$M)	Duration (Yrs) <sup>(1)</sup>	BTC Rating	BTC Risk <sup>(2)</sup>	BTC Credit <sup>(3)</sup>	Market Credit Spread <sup>(4)</sup>	Spread Premium
<u>Preferred Equity:</u>								
STRF	\$5,000	\$5,000	11.8	14.8x	0.06%	0 bps	430 bps	430 bps
STRC	\$10,000	\$15,000	10.6	4.9x	1.27%	12 bps	520 bps	508 bps
STRK	\$12,000	\$27,000	13.6	2.7x	5.60%	42 bps	700 bps	658 bps
STRD	\$10,000	\$37,000	8.6	2.0x	9.21%	112 bps	750 bps	638 bps
Total Preferred Equity	\$37,000			2.0x				

BTC Inv. Grade  
BTC Mezzanine  
BTC High Yield

Note: As of July 29, 2025. Information presented on this slide is provided for illustrative purposes only. Actual results may vary materially from these illustrative results. BTC Rating does not represent a rating from any rating agency and is not equivalent to a “rating” in the traditional financial context. BTC Rating does not account for potential cross defaults under our debt obligations. Refer to the Appendix for more information about Duration, BTC Rating, BTC Risk and BTC Credit.

(1) Sooner of the stated maturity date or the put date for converts. Macaulay Duration for preferred stock.

(2) Probability of an instrument having a BTC Rating less than 1 at the end of its Duration, using a lognormal distribution modeling of bitcoin’s price adjusted for BTC ARR and BTC Volatility assumptions.

(3) Credit spread necessary to offset BTC Risk. Calculated by annualizing BTC Risk assuming same probability each year of BTC Rating falling below 1 and assuming no recovery. BTC Credit =  $(-\ln(1 - \text{BTC Risk}) \div \text{Duration})$ .

(4) Source: Bloomberg, Kynex. Benchmark rate used: SOFR for converts; UST 10Y for preferred stock. Credit spreads for convertible notes and STRK are calculated assuming a 0.50% borrow cost and 60% implied volatility.

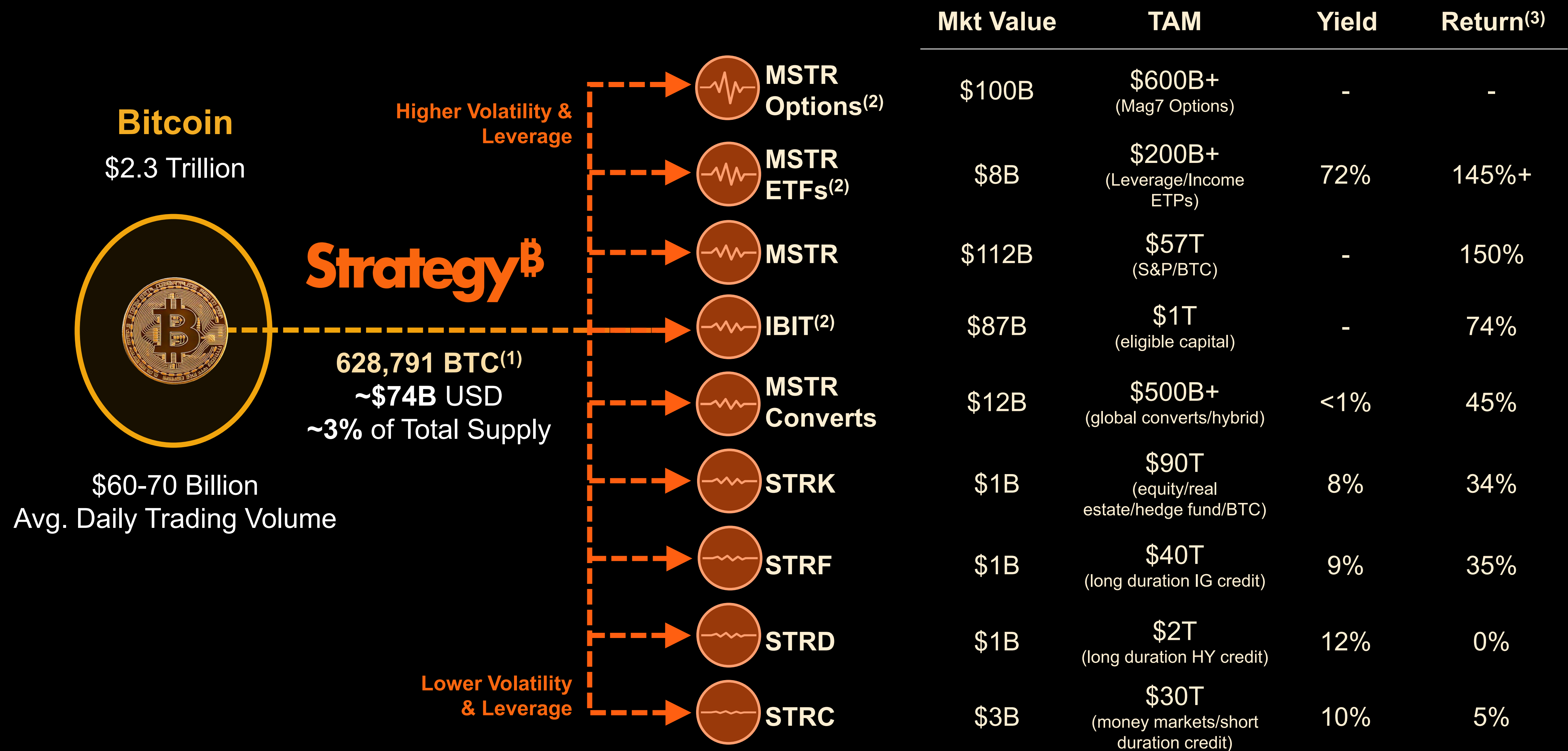


# Capital Plan

Phong Le  
President & Chief Executive Officer



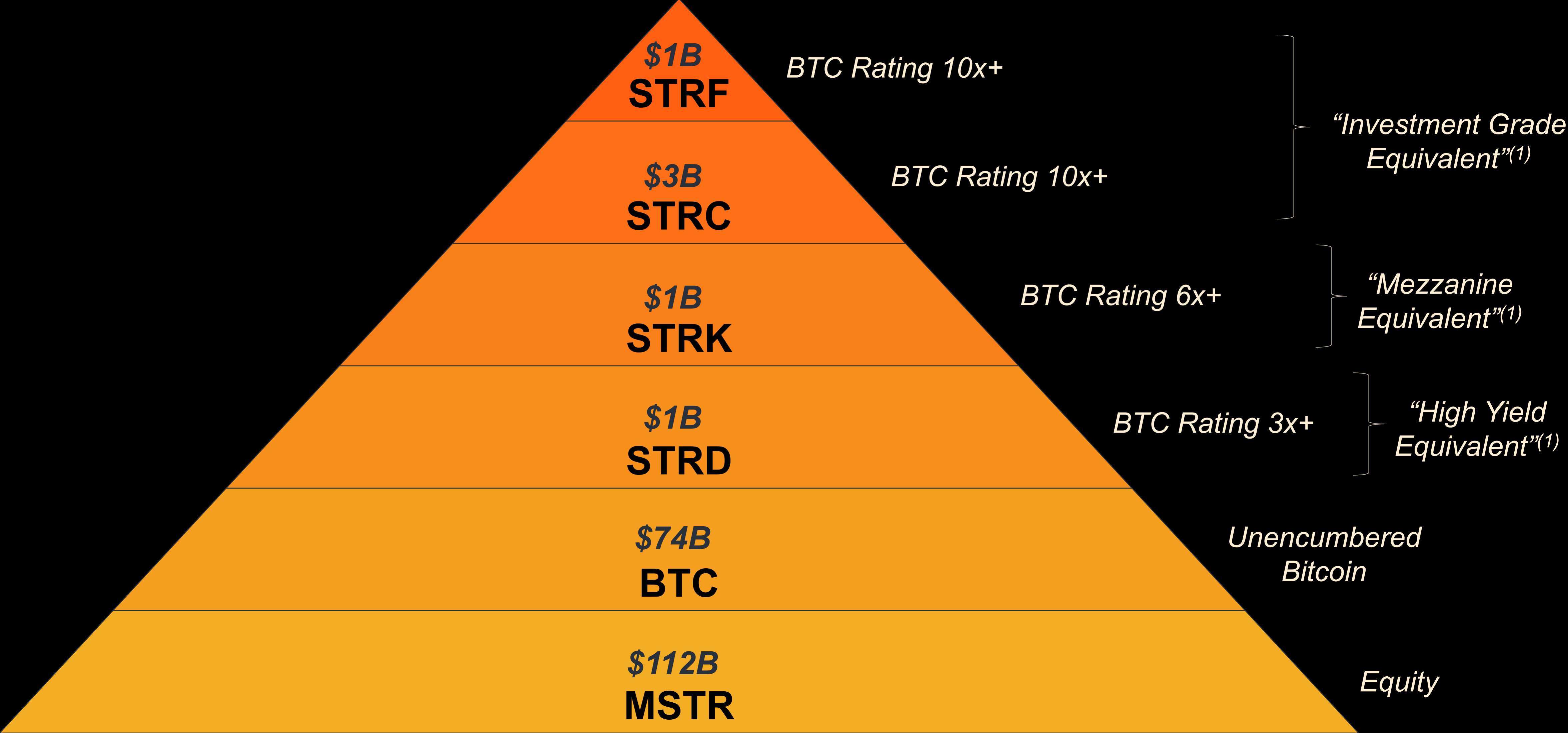
# Strategy Enables a Wide Variety of Securities Based on Bitcoin



(1) As of 8-K filed on July 29, 2025. (2) Not a security or financial product of Strategy. (3) Returns reflect LTM performance or performance since initial issuance as of July 30, 2025.

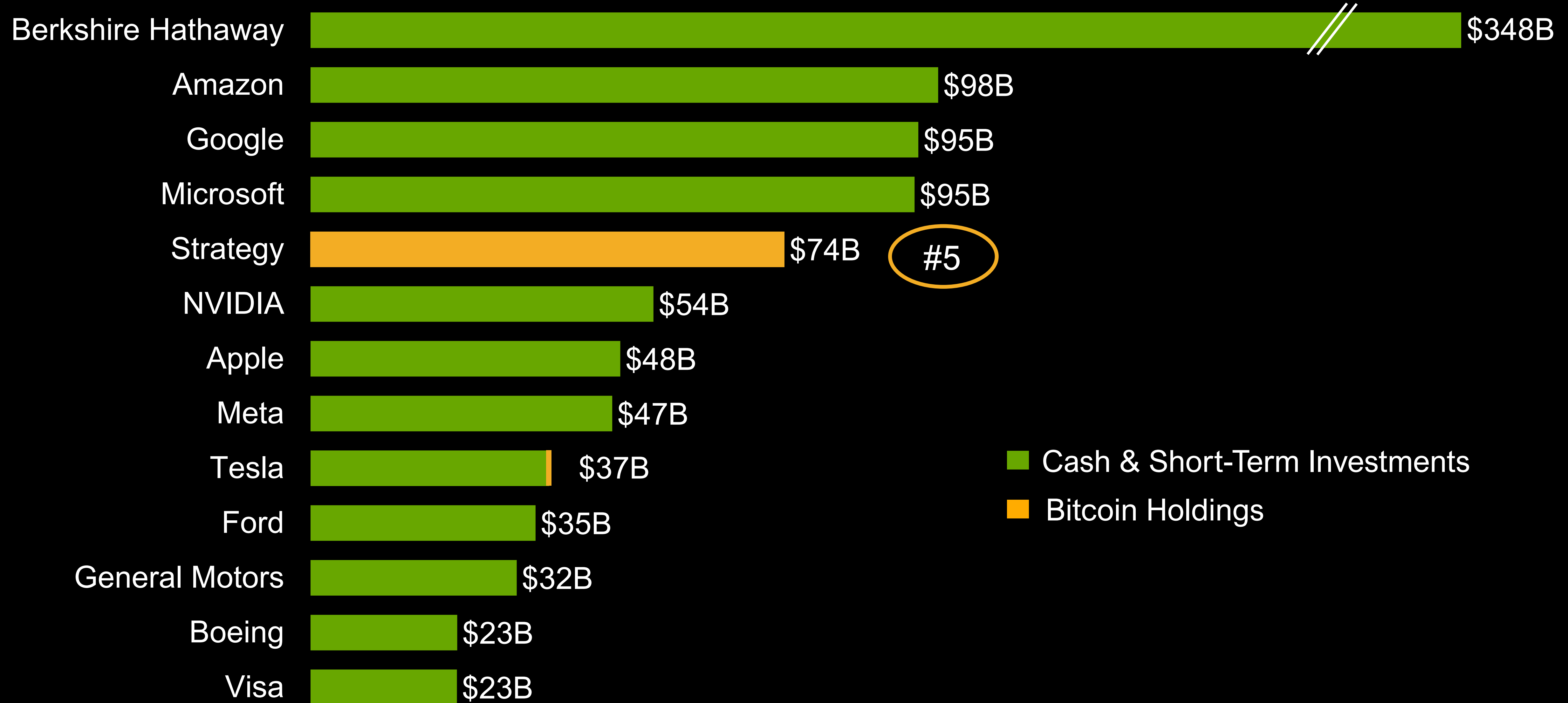
For illustrative purposes only; does not constitute investment advice and should not form the basis for an investment in MSTR or any other securities.

# Mid-Term Target BTC Capital Structure (~3 Years)



Note: Includes current outstanding amounts as of July 29, 2025. (1) None of our securities have been rated by a national credit rating agency and any "equivalency" statements that we make are based solely on our own beliefs and evaluation of the credit heuristics we ascribe to such securities. You should not place undue reliance on these classifications.

# We leverage our BTC Treasury to Issue Financial Products

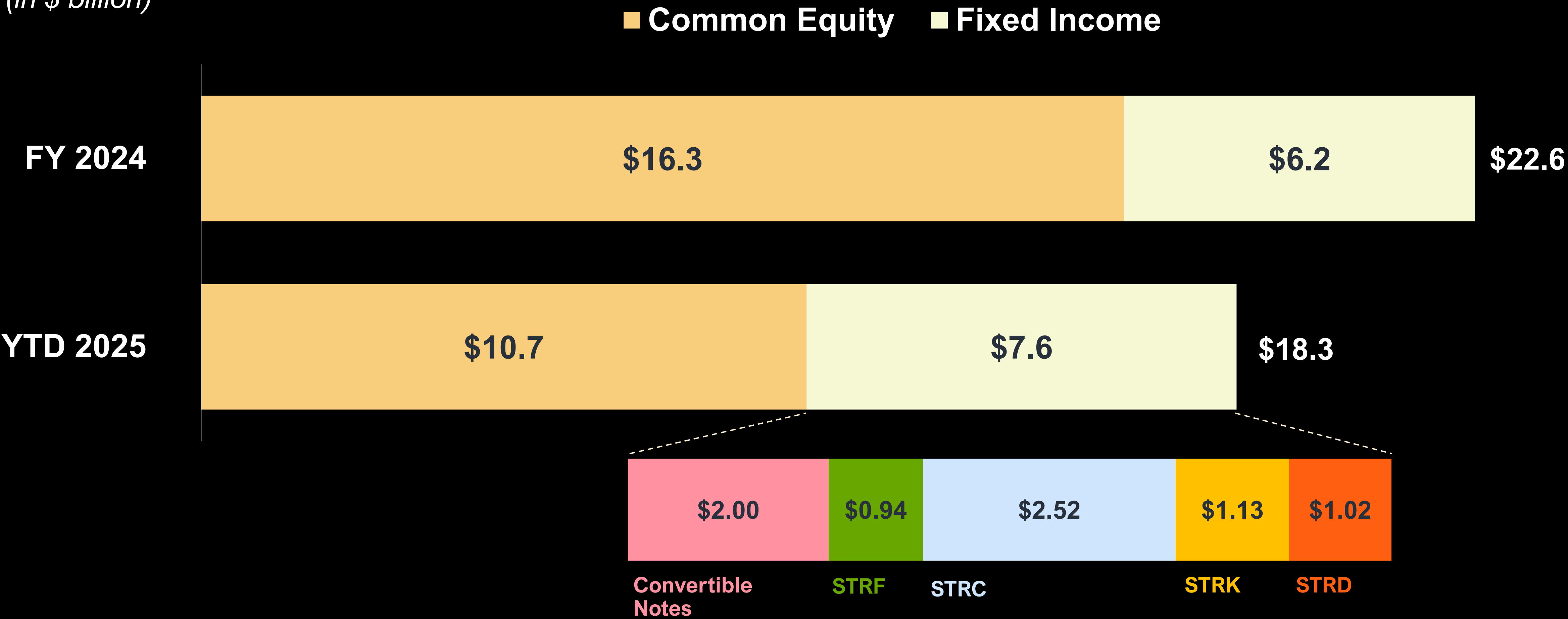


Note: As of July 29, 2025, from FactSet. Comparing the Cash & Short-Term Investments from most recently reported filings of the S&P 500 Companies. Excludes Financial Services companies.

# Robust Access to Capital Markets

Raised \$18B YTD 2025 through six different securities

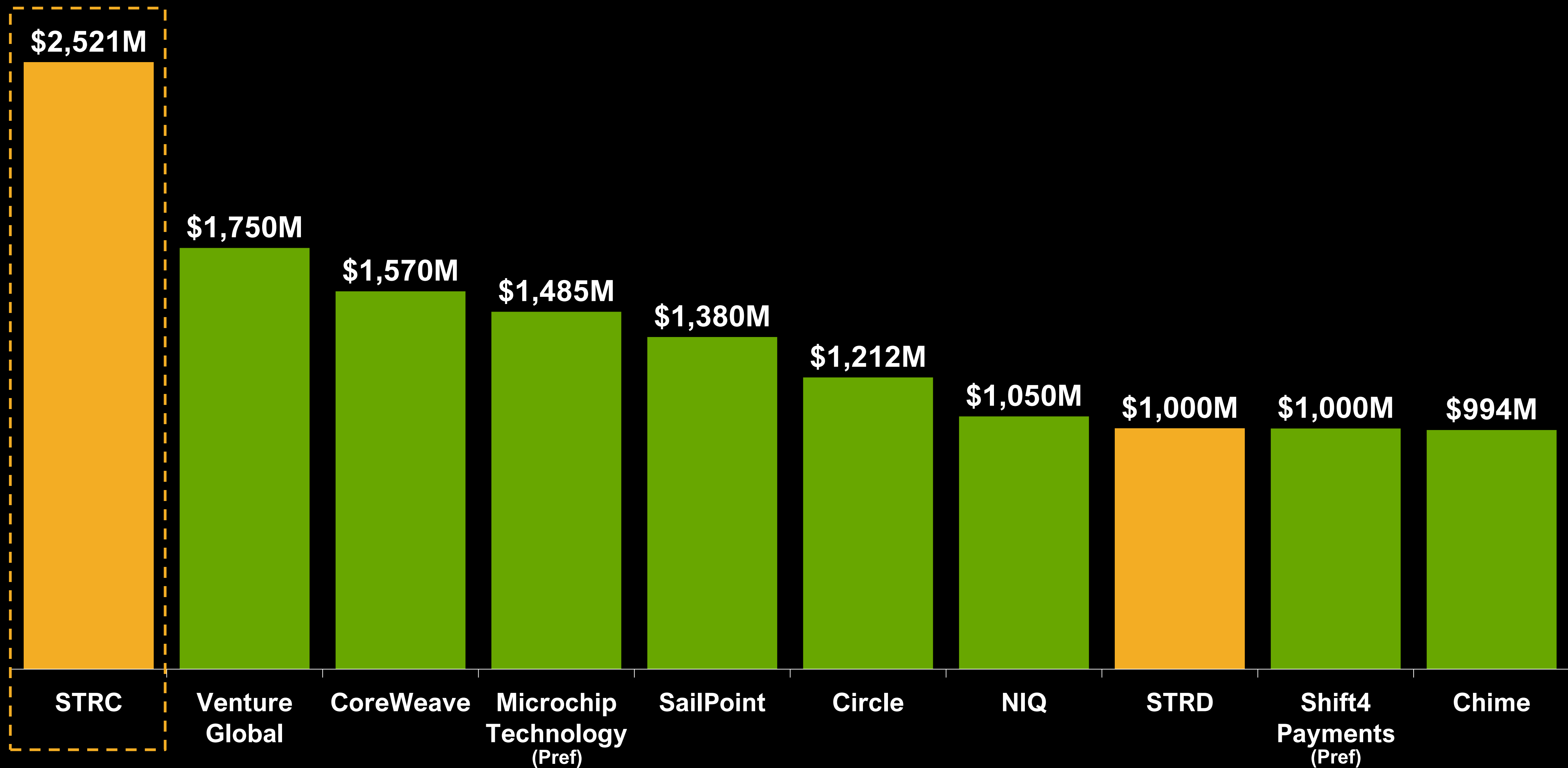
(in \$ billion)



Note: As of 8-K filed on July 28, 2025.

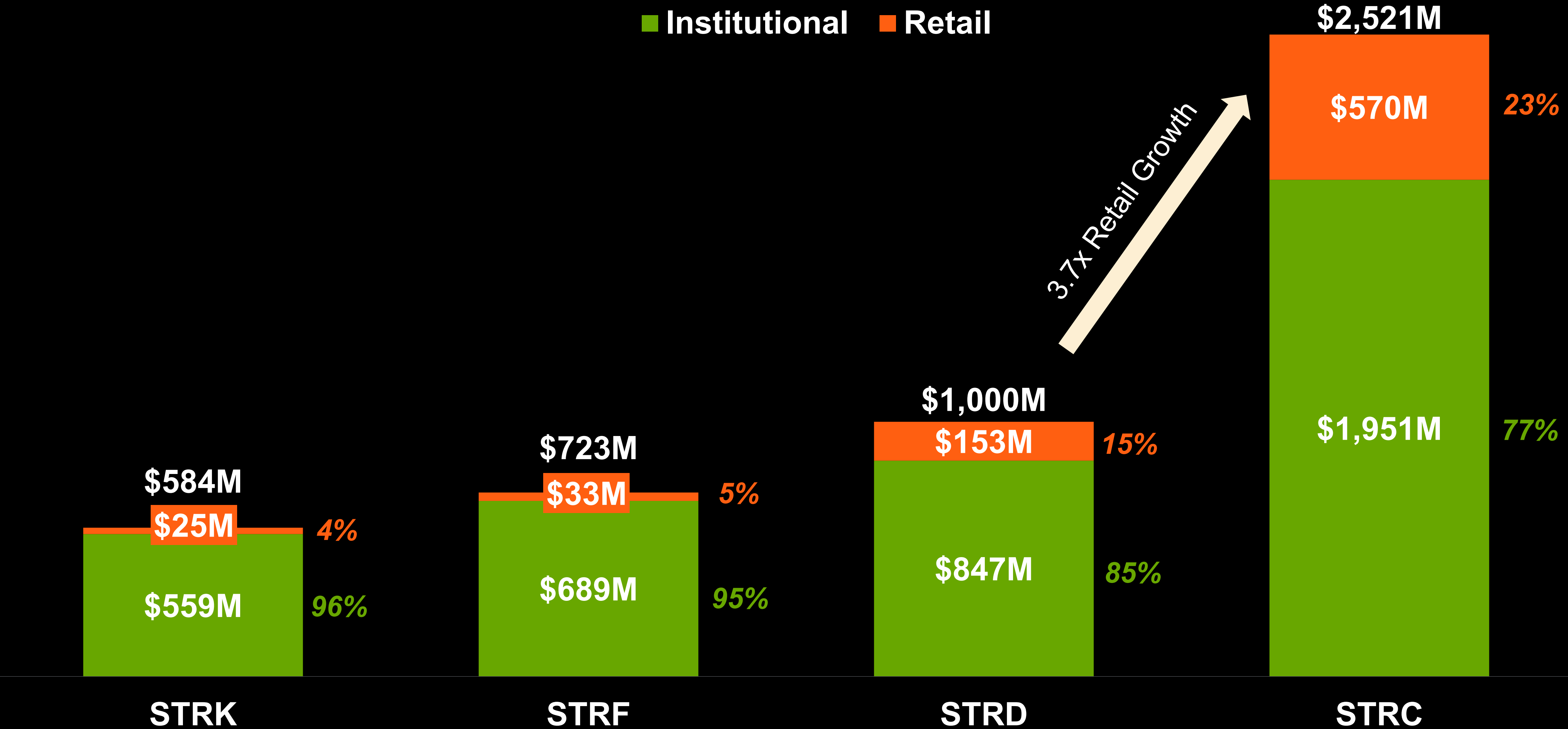


# STRC is the Largest U.S. IPO in 2025



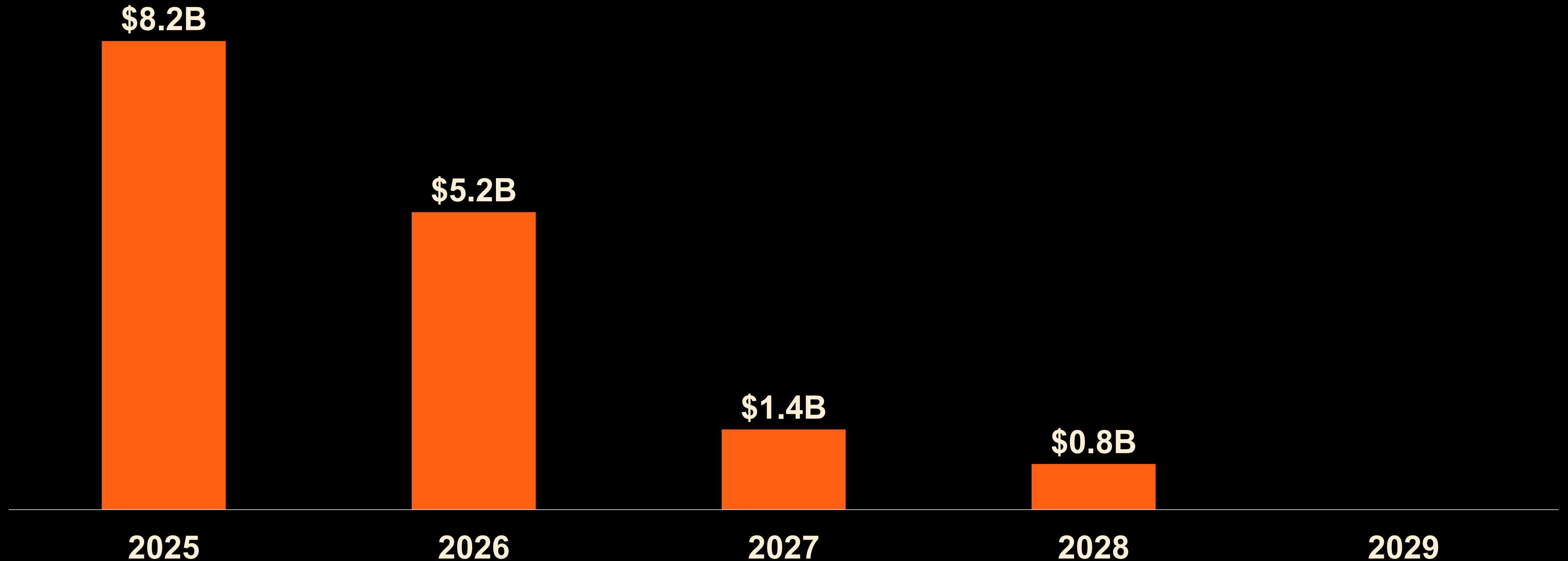
Source: Bloomberg USA Equity Offerings Data. IPO Sizing inclusive of final greenshoe if exercised.

# Building Retail Distribution Channels for our Securities



# Timeline to Convertible Equitization

Reflects the remaining notional amount of convertible notes outstanding each year, assuming Strategy equitizes each tranche at the earliest allowable call date and all contractual conditions have been satisfied



Note: The chart assumes each tranche is called and converted in full at the earliest redemption date permitted under the applicable indenture, subject to stock price thresholds and notice requirements.

# Strategy's BTC Capital Plan and Credit Strategy

1. Mid-term target BTC Ratings<sup>(1)</sup>:
  - **STRF: 10x+**
  - **STRC: 10x+**
  - **STRK: 6x+**
  - **STRD: 3x+**
2. We currently intend to **reduce the overall senior convertible debt outstanding** over time. We will seek to equitize the existing convertibles over time, simplifying the structure and elevating BTC Ratings across all preferreds.
3. Preferreds are intended to remain **perpetual**<sup>(2)</sup>, preserving flexibility and minimizing default risk. We intend future offerings to be sized and timed to maintain target BTC Ratings and preserve tiered risk/yield integrity across the capital structure.
4. Strategy will aim to be the **leading issuer of BTC-backed credit**, with clear and disclosed internal credit standards, disciplined leverage management, and transparent capital allocation.

(1) The assumptions and estimates underlying the targets are inherently uncertain and are subject to a wide variety of significant risks and uncertainties. Nothing in this presentation should be regarded as a representation by any person that these targets will be achieved and the Company undertakes no duty to update the information provided herein. (2) Subject to any applicable call option.

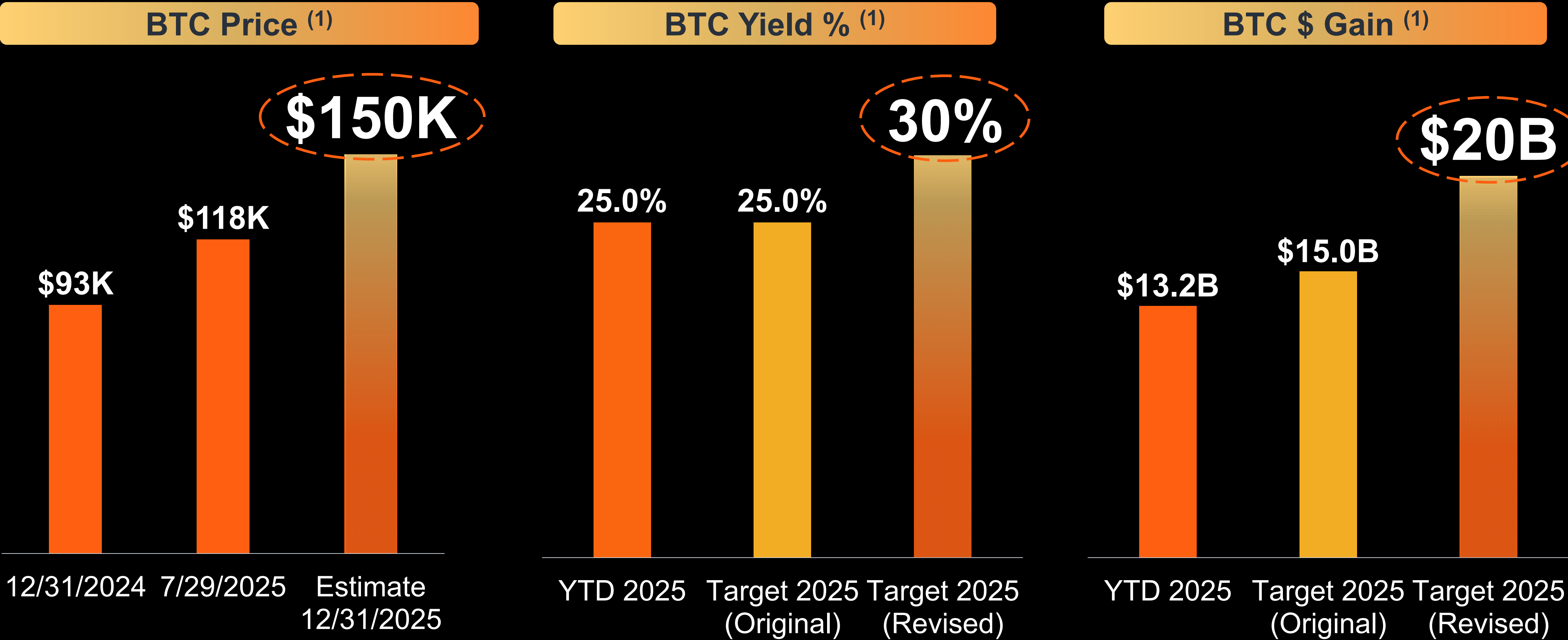


# Strategy<sup>₿</sup>

## 2025 Guidance

# BTC Guidance for 2025

We expect 30% BTC Yield and \$20B BTC \$ Gain, assuming \$150K BTC Price EOY



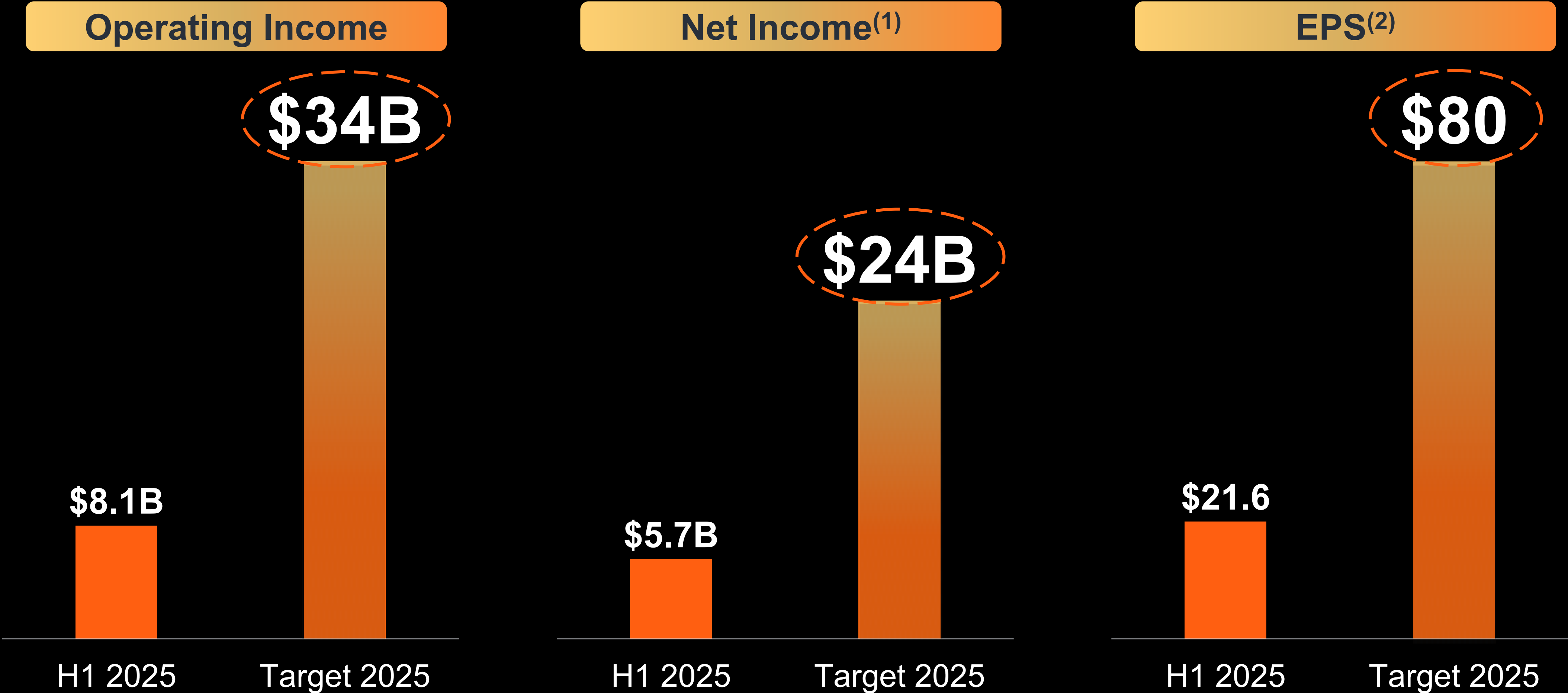
(1) The EOY BTC Price estimate is based on forecasts by MSTR coverage analysts and is not a forecast or prediction made by Strategy or its management. Accordingly, actual results may differ materially from these estimates. BTC Yield is not equivalent to "yield" in the traditional financial context and BTC \$ Gain is not equivalent to "gain" in the traditional financial context. BTC \$ Gain does not represent the fair value gain on our bitcoin holdings.

94

Strategy<sup>®</sup>

# Earnings Guidance for 2025

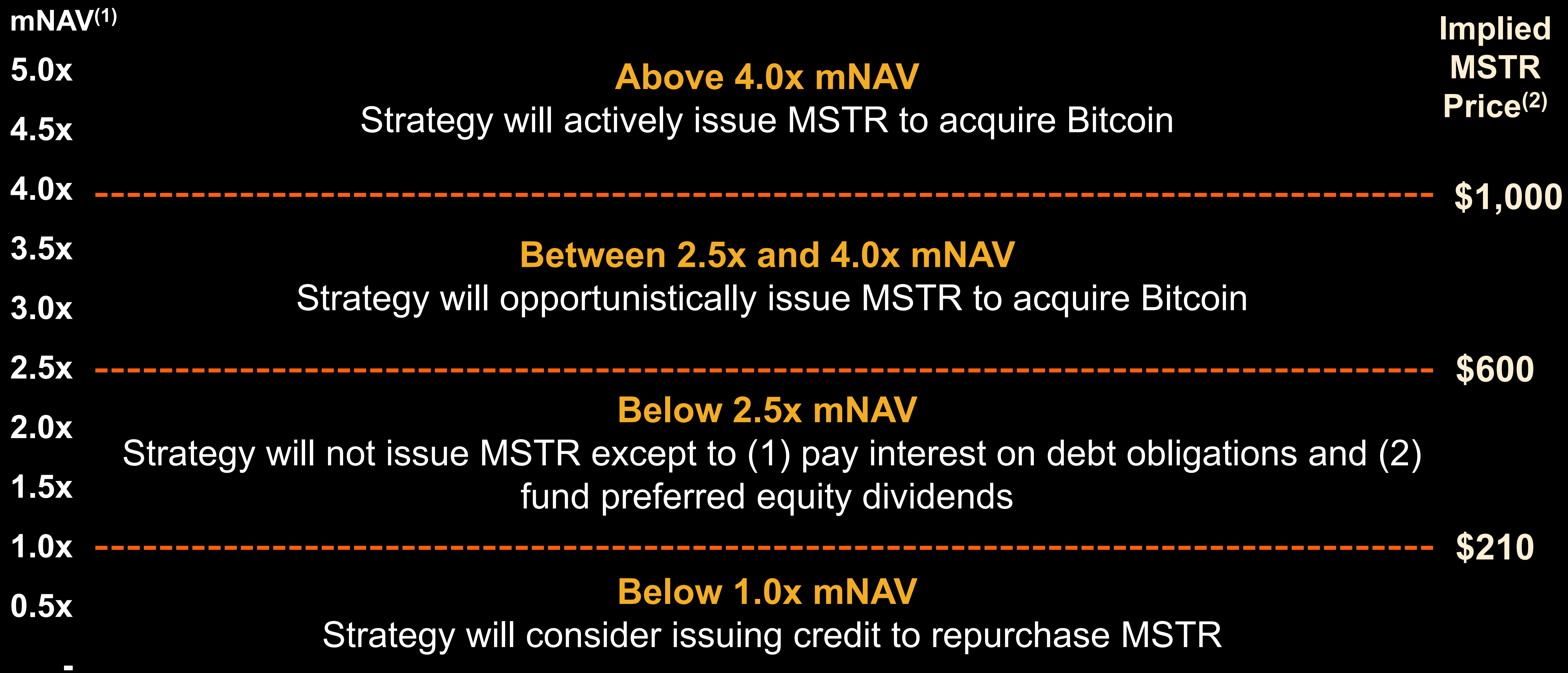
We expect \$34B Operating Income, \$24B Net Income & \$80 EPS, assuming \$150K BTC Price EOY



Note: We have adopted ASU 2023-08, which requires that we measure our bitcoin holdings at fair value, with gains and losses from change in the fair value of bitcoin recognized in net income (loss) at each reporting period. As a result, and due to our bitcoin holdings, our earnings results are extremely sensitive to changes in the market price of bitcoin. We can provide no assurance or guarantee as to the EOY price of bitcoin, and as a result our actual results may vary materially from our projected results if the EOY market price of bitcoin varies materially from these assumptions. (1) Net income is net of deferred tax expense, interest expense, and dividends. (2) Diluted earnings per common share.

# MSTR Equity Guidance

We will not issue MSTR below 2.5x mNAV<sup>(1)</sup> except to pay interest and dividends



(1) Calculated by dividing Enterprise Value by Bitcoin NAV, as shown on the Strategy.com website.  
(2) Implied MSTR Price represents the MSTR share price to achieve the corresponding mNAV, all else being equal as of July 29, 2025.



# STRC Credit Guidance

We will recommend an increase in the dividend rate if the price<sup>(1)</sup> is below \$99

\$105  
\$104  
\$103  
\$102  
\$101  
\$100  
\$99  
\$98  
\$97  
\$96  
\$95  
\$94  
\$93  
\$92  
\$91  
\$90

**If 5-day VWAP at the end of the month is above \$101,  
we will recommend a rate decrease and/or a follow-on offering.**

*Target Price Range*

**If 5-day VWAP at the end of the month is between \$95-\$99,  
we will recommend a 25 bps rate increase.**

**If 5-day VWAP at the end of the month is less than \$95,  
we will recommend a 50 bps or more rate increase.**

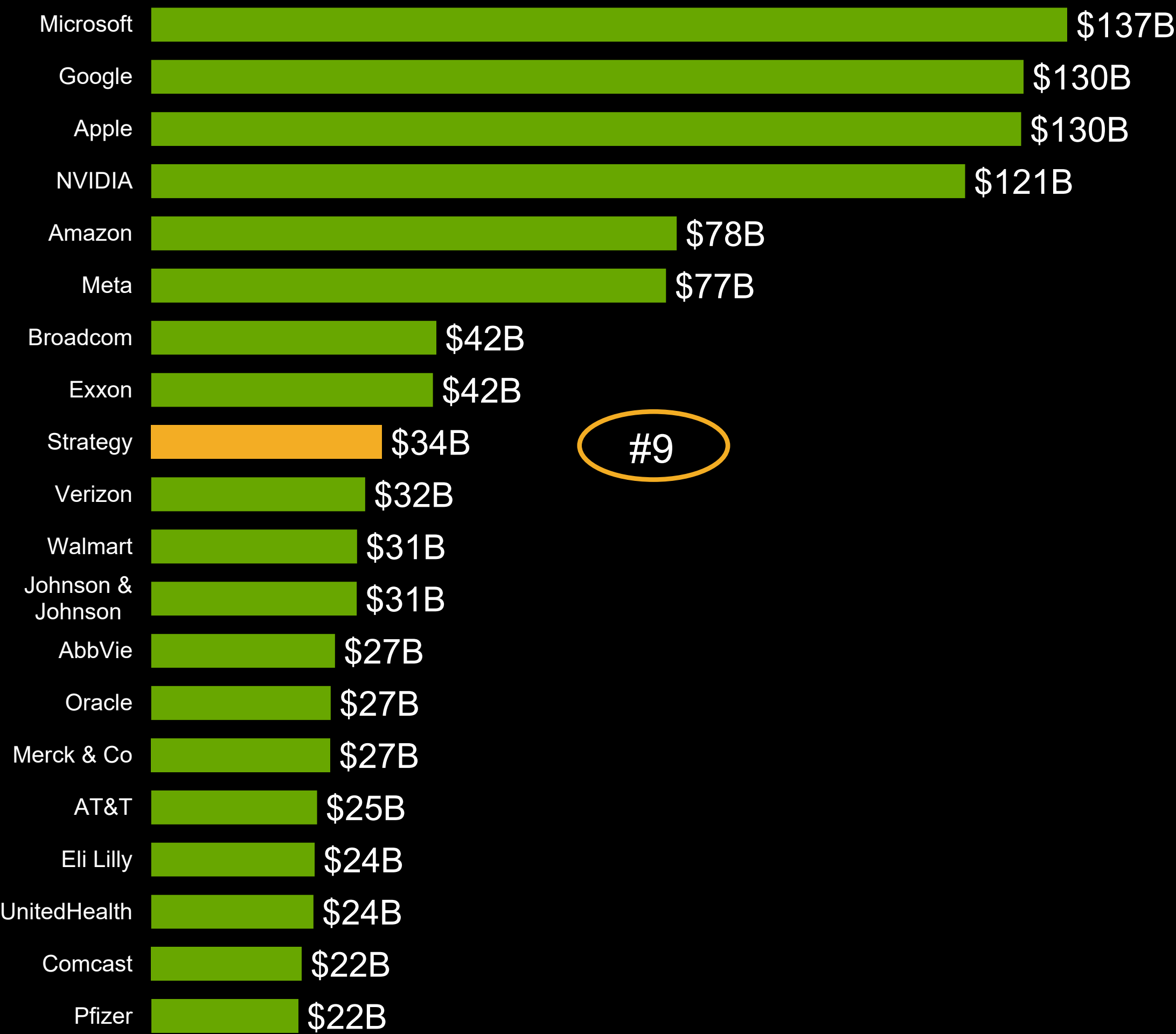
Note: There can be no assurance that the recommended dividend adjustments will achieve such intention. The Company may change or suspend this framework at any time in its sole discretion, consistent with the terms of the STRC Stock. (1) Price will be measured as the 5-day VWAP prior to the last trading day of the month.

# Strategy<sup>₿</sup>

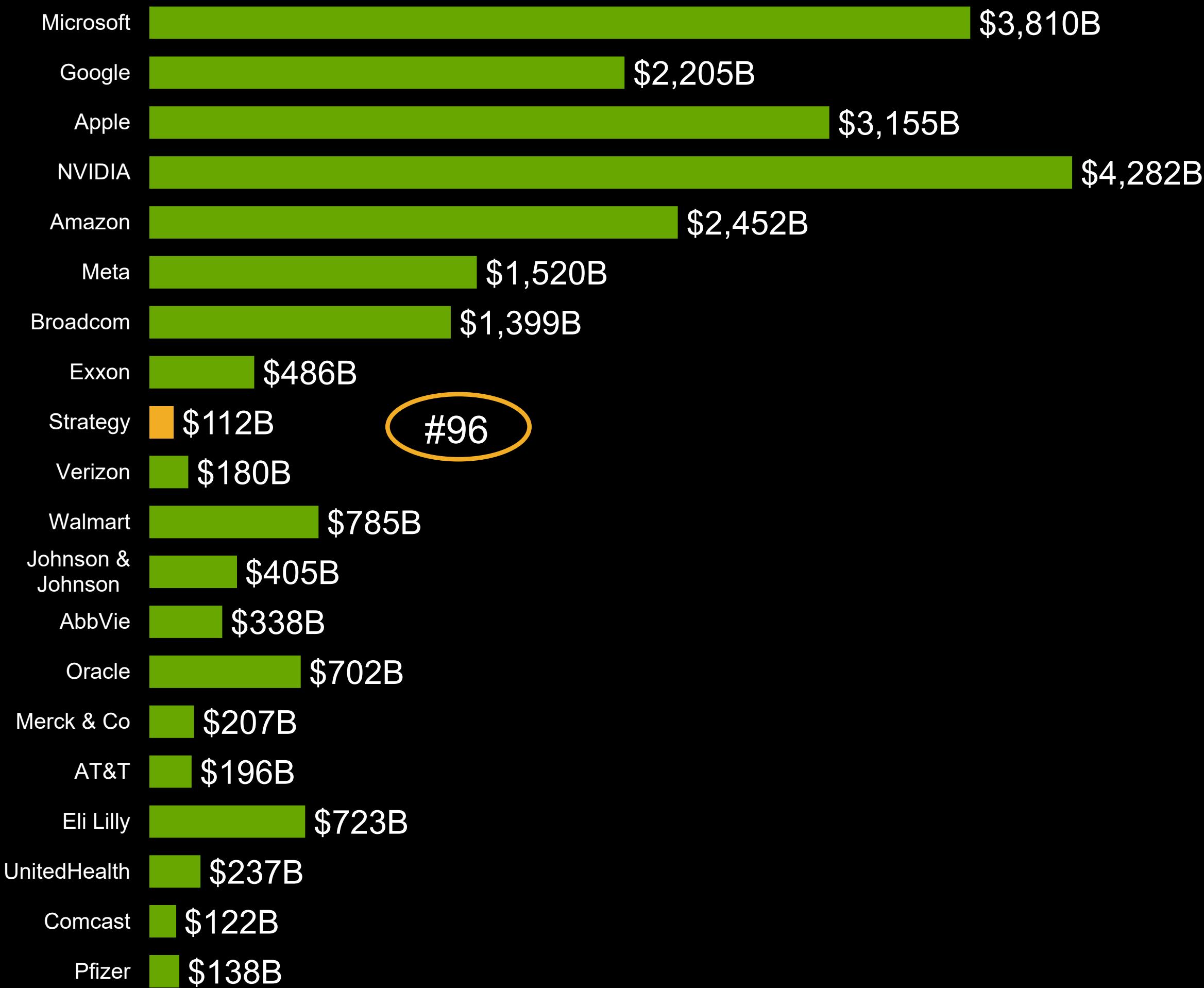
## Comparables

# Benchmarking Strategy vs Top S&P 500 Companies<sup>(1)</sup>

## 2025 Estimated Operating Income



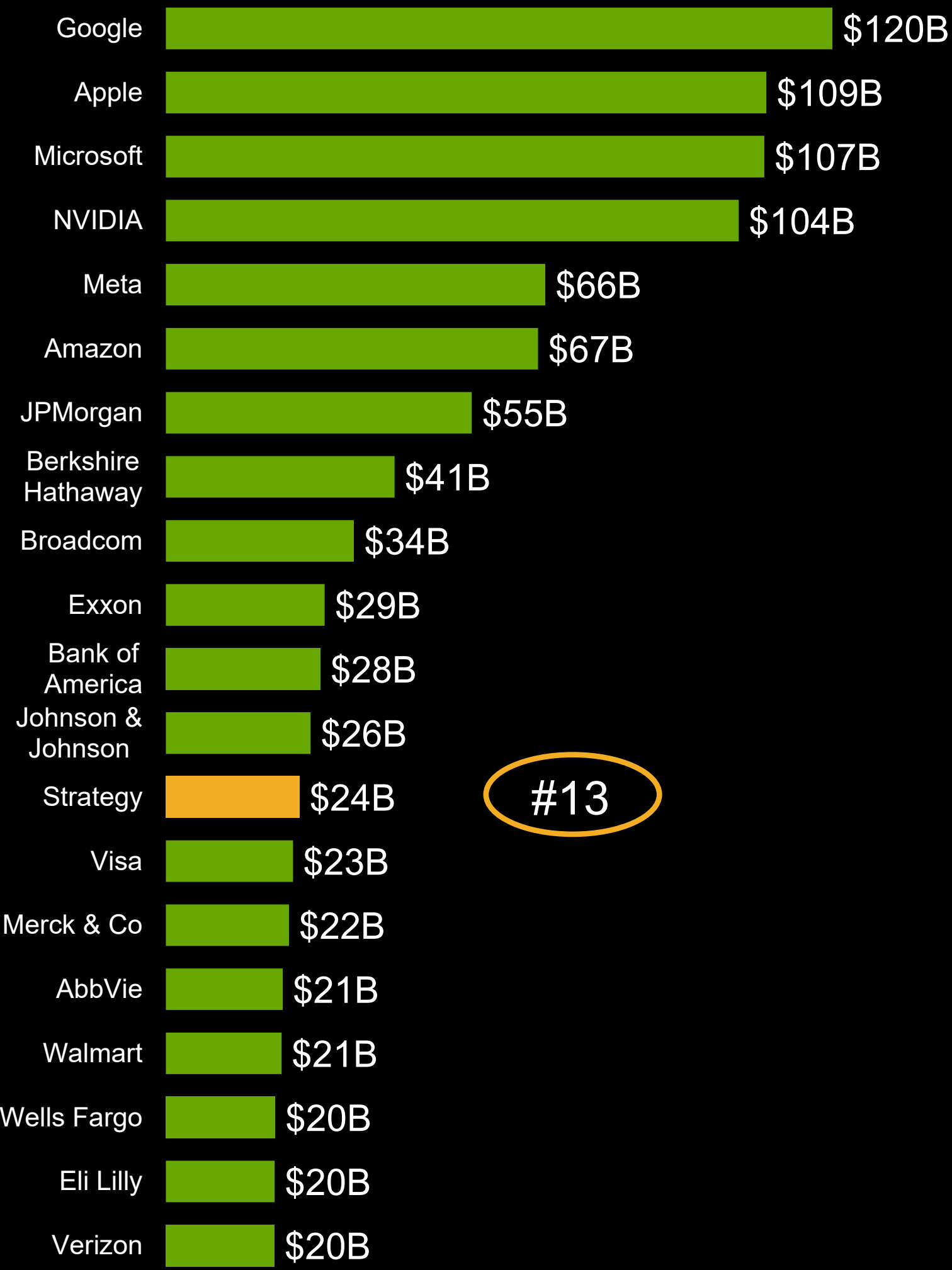
## Market Cap



Note: Actual results of Strategy may vary materially.  
Source: FactSet on July 29, 2025, for all companies other than Strategy. (1) Excluding financial services companies.

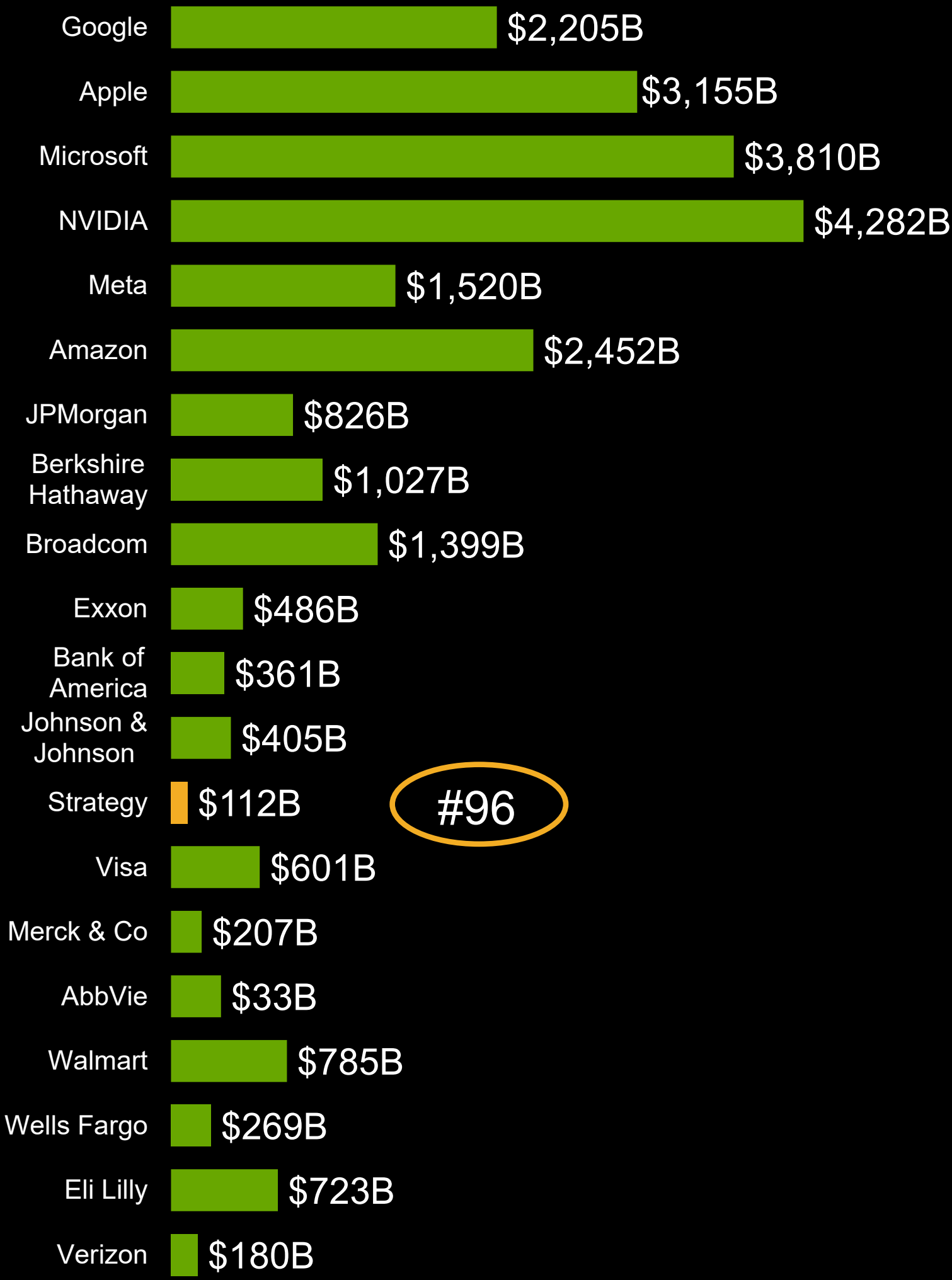
# Benchmarking Strategy vs Top S&P 500 Companies

## 2025 Estimated Net Income



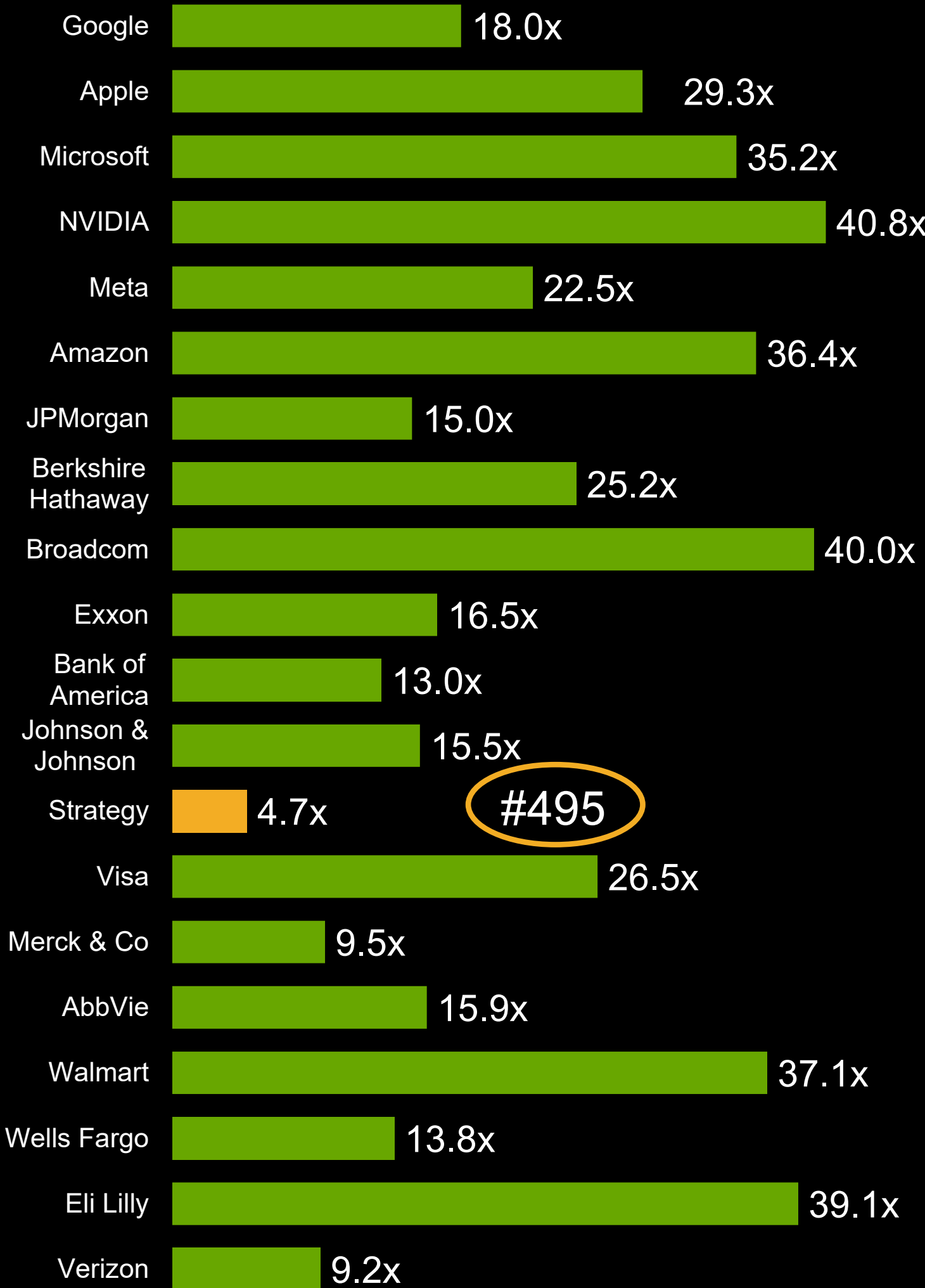
#13

## Market Cap



#96

## P/E Multiple



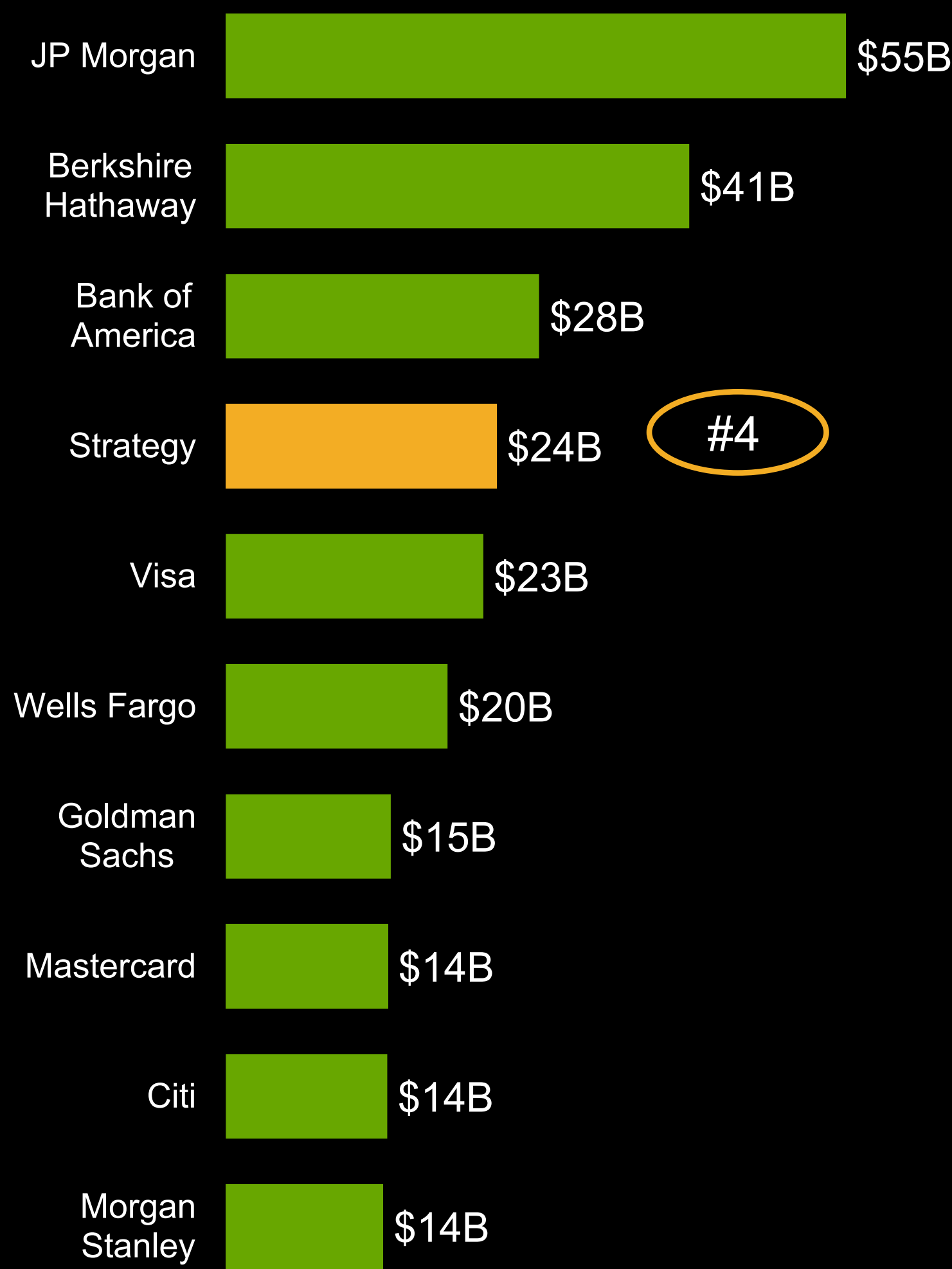
#495

Note: Actual results of Strategy may vary materially.  
Source: FactSet on July 29, 2025, for all companies other than Strategy.

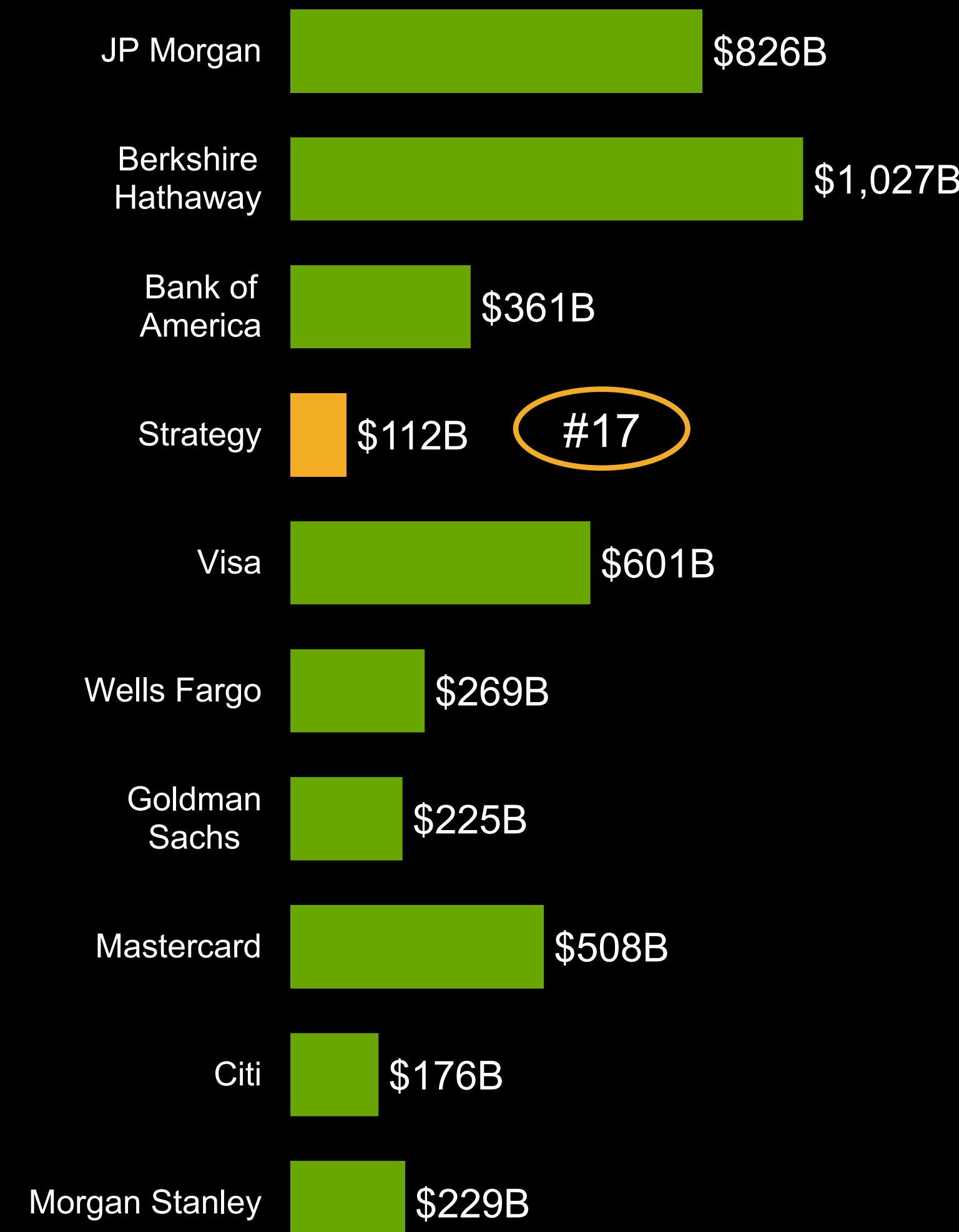


# Benchmarking Strategy vs Top Financial Services Companies

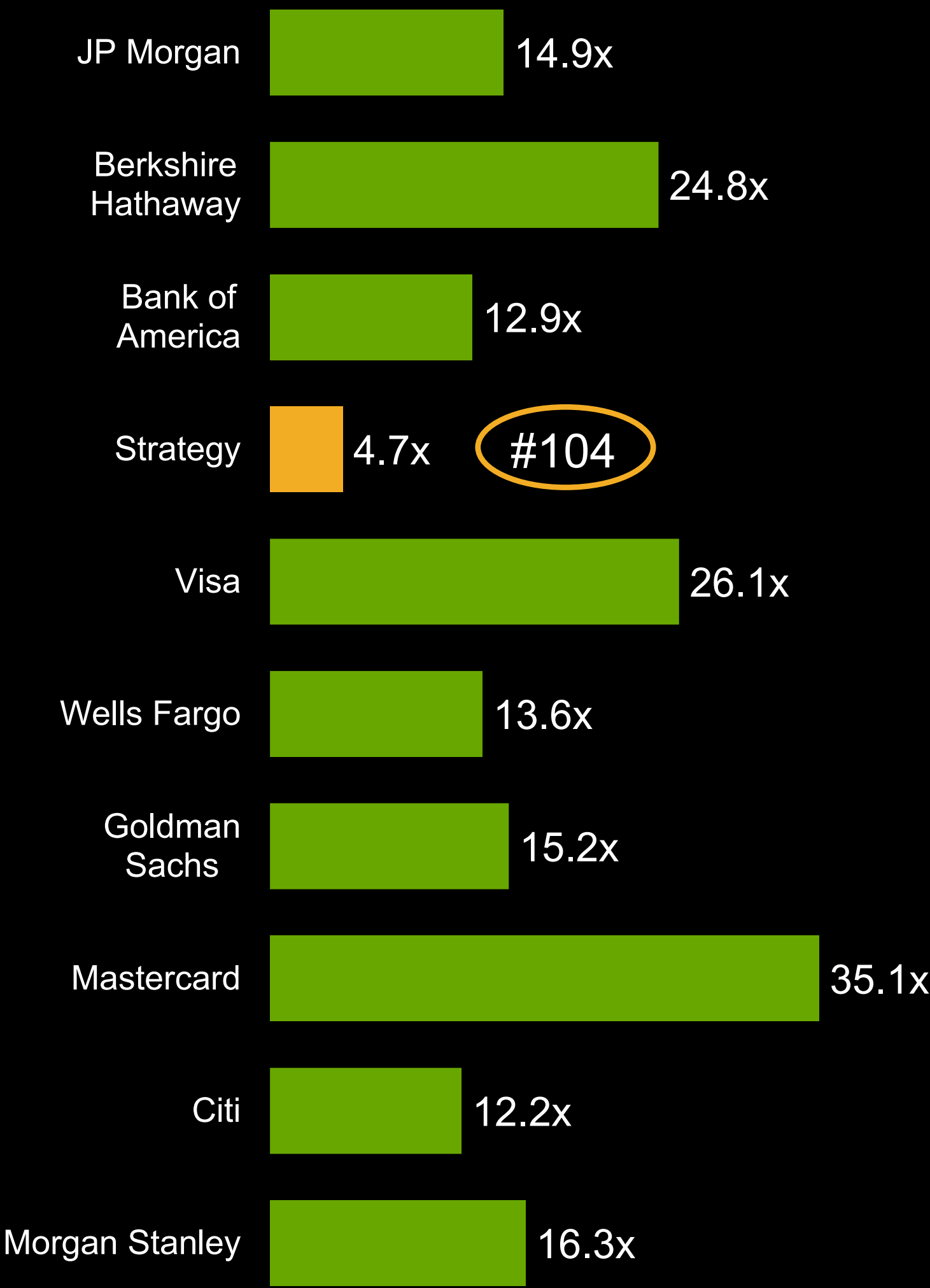
## 2025 Estimated Net Income



## Market Cap



## P/E Multiple



Note: Actual results of Strategy may vary materially.  
Source: FactSet on July 29, 2025, for all companies other than Strategy.

# Benchmarking Strategy vs Top Crypto Companies

## 2025 Estimated Net Income



Note: Actual results of Strategy may vary materially.  
Source: FactSet on July 29, 2025, for all companies other than Tether (reported 2024 financials) and Strategy.

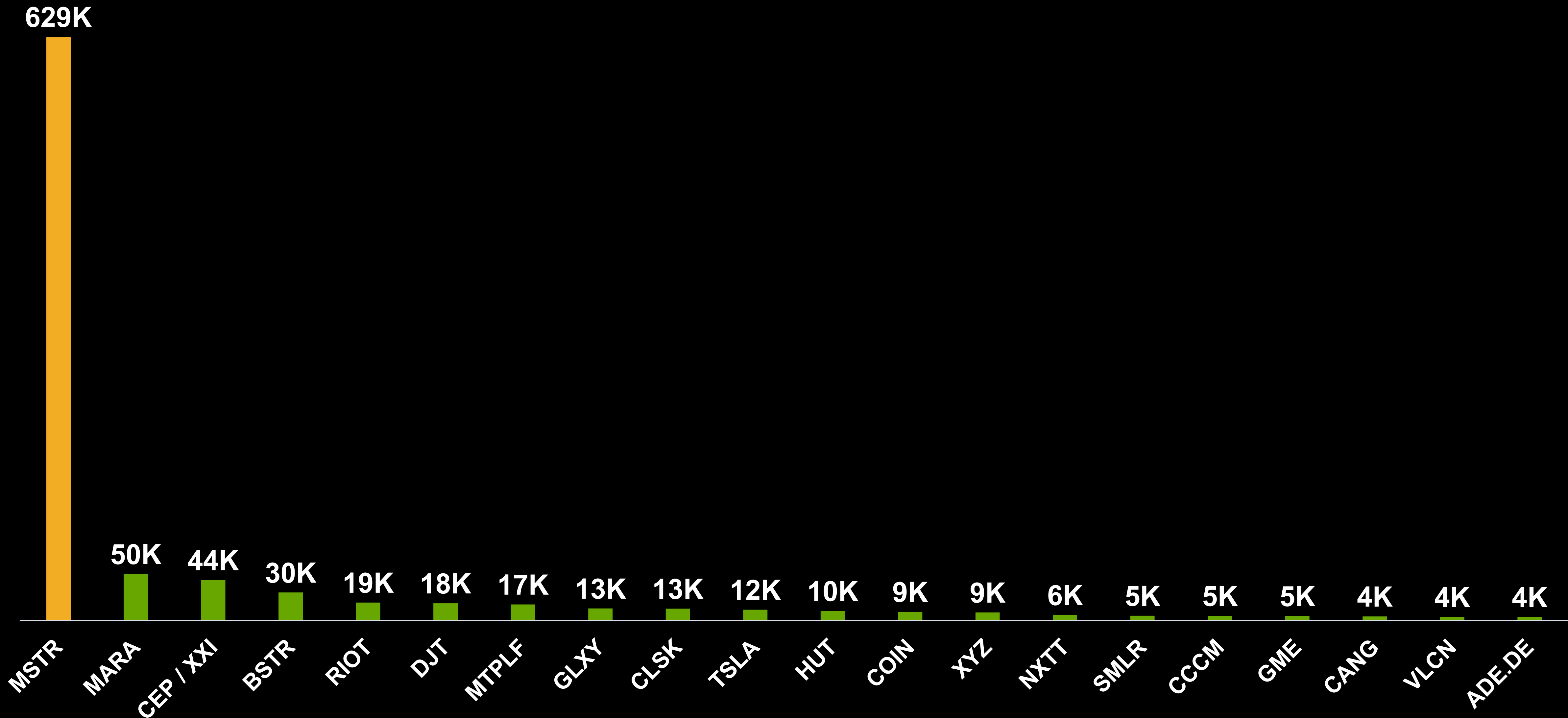
# Benchmarking Strategy vs Top BTC Treasury Companies

2025 YTD BTC \$ Gain



Source: <https://strategytracker.com/> as of July 29, 2025

# Publicly Listed Companies Ranked by BTC Count



Source: <https://bitcointreasuries.net/> as of July 30, 2025



# MSTR Performance Metrics <sup>(1)</sup>



Annualized Return

101%

#1 vs top S&P 500



Options Market

3.1x

IBIT, #1 amongst Crypto Complex



BSE Return <sup>(2)</sup>

3093%

#1 vs top S&P 500



Bitcoin NAV <sup>(5)</sup>

\$74 B

#1 corporate BTC holder

Options Open Interest <sup>(4)</sup>

\$92.9 B

#6 vs top S&P 500



Options Open Interest as % of Market Cap

89%

#1 vs top S&P 500

Daily Traded Volume <sup>(6)</sup>

\$5.1 B

#11 vs top S&P 500

Daily Traded Volume as % of Market Cap

4.9%

#5 vs top S&P 500

Note: Past performance is not indicative of future results.  
(1) As of July 29, 2025. (2) The percentage return on MSTR Price since August 10, 2020, the beginning date of the Bitcoin Standard Era. (3) A measure of the market's expectation of the future volatility of MSTR Price over the life of the outstanding options contracts on MSTR. (4) The product of (i) total number of outstanding options contracts on MSTR, (ii) 100 shares of MSTR and (iii) MSTR Price. (5) BTC NAV = the number of bitcoins held by MSTR multiplied by the market price of bitcoin. (6) Average trading volume over last 30 calendar days.

# Strategy<sup>₿</sup>

## MSTR Valuation

# How to Value MSTR

## Traditional

## Bitcoin Treasury

**BTC NAV +**

**Earnings**

**X**

**Multiple**

Net income of company from accretive operating, financing, investing activities

Based on:

- Earnings growth
- Margins and efficiency
- Industry and market
- Competitive position
- Product innovation
- Balance sheet management
- Strategic vision
- Track record of execution
- Investor relations

**BTC \$ Gain**

**X**

**Multiple**

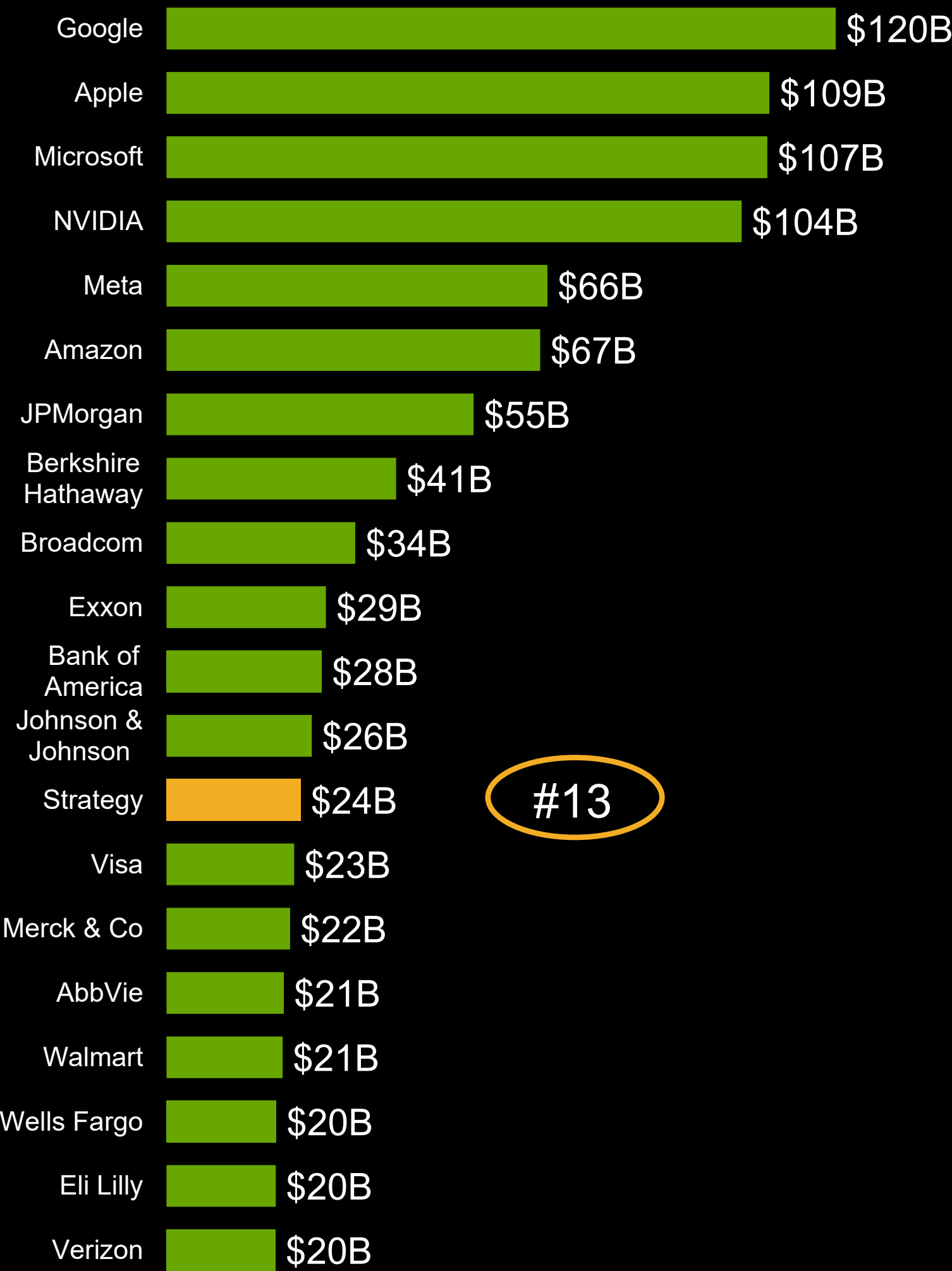
USD Value of Bitcoin acquired without share dilution

Based on:

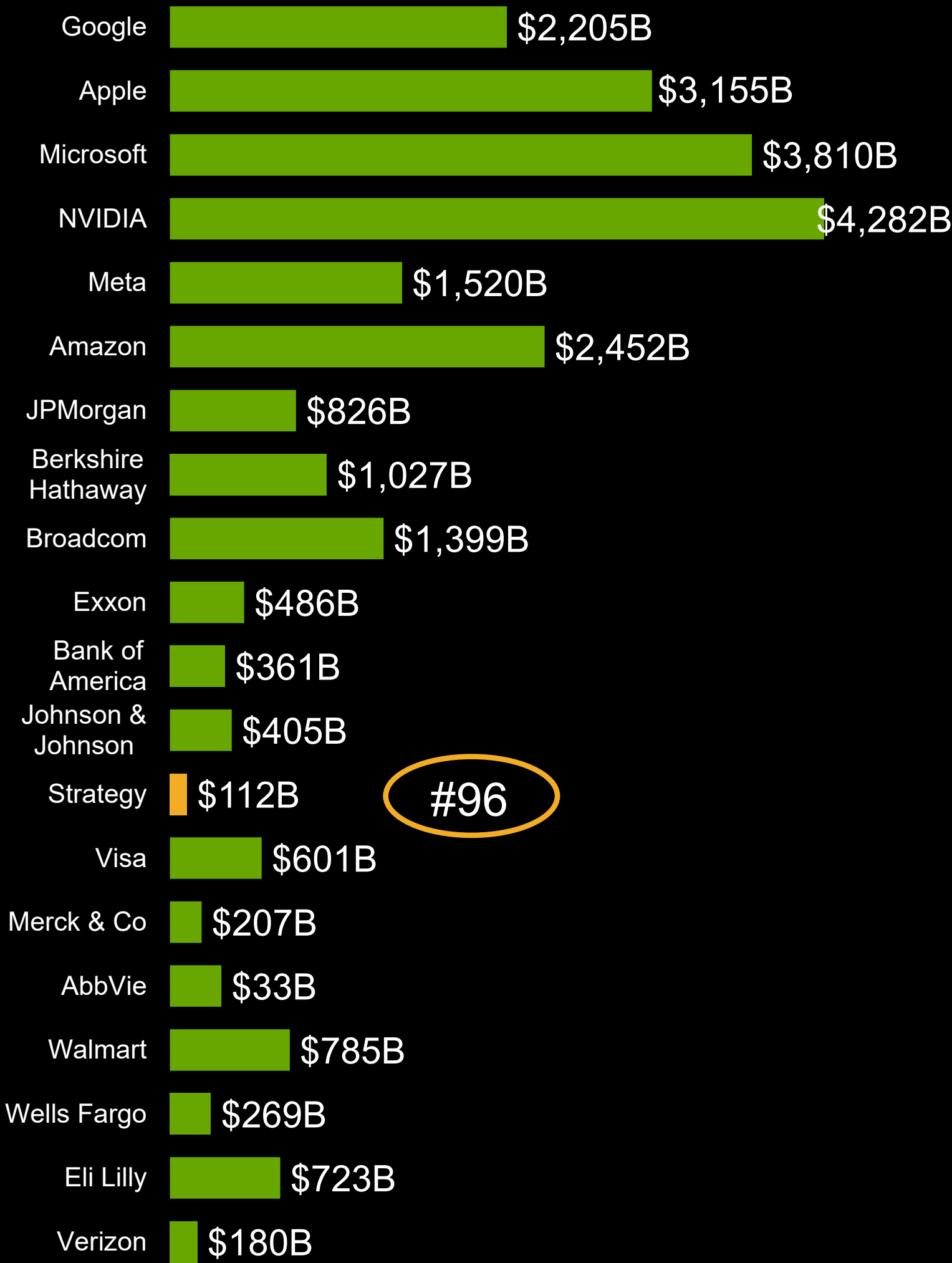
- BTC \$ Gain growth
- Scale and liquidity
- Capital market, credit products, and banking channels
- Product innovation
- Capital structure and credit rating
- Strategic vision
- Track record of execution
- Investor relations

# ~24x is the Average P/E Multiple of S&P 500 Companies

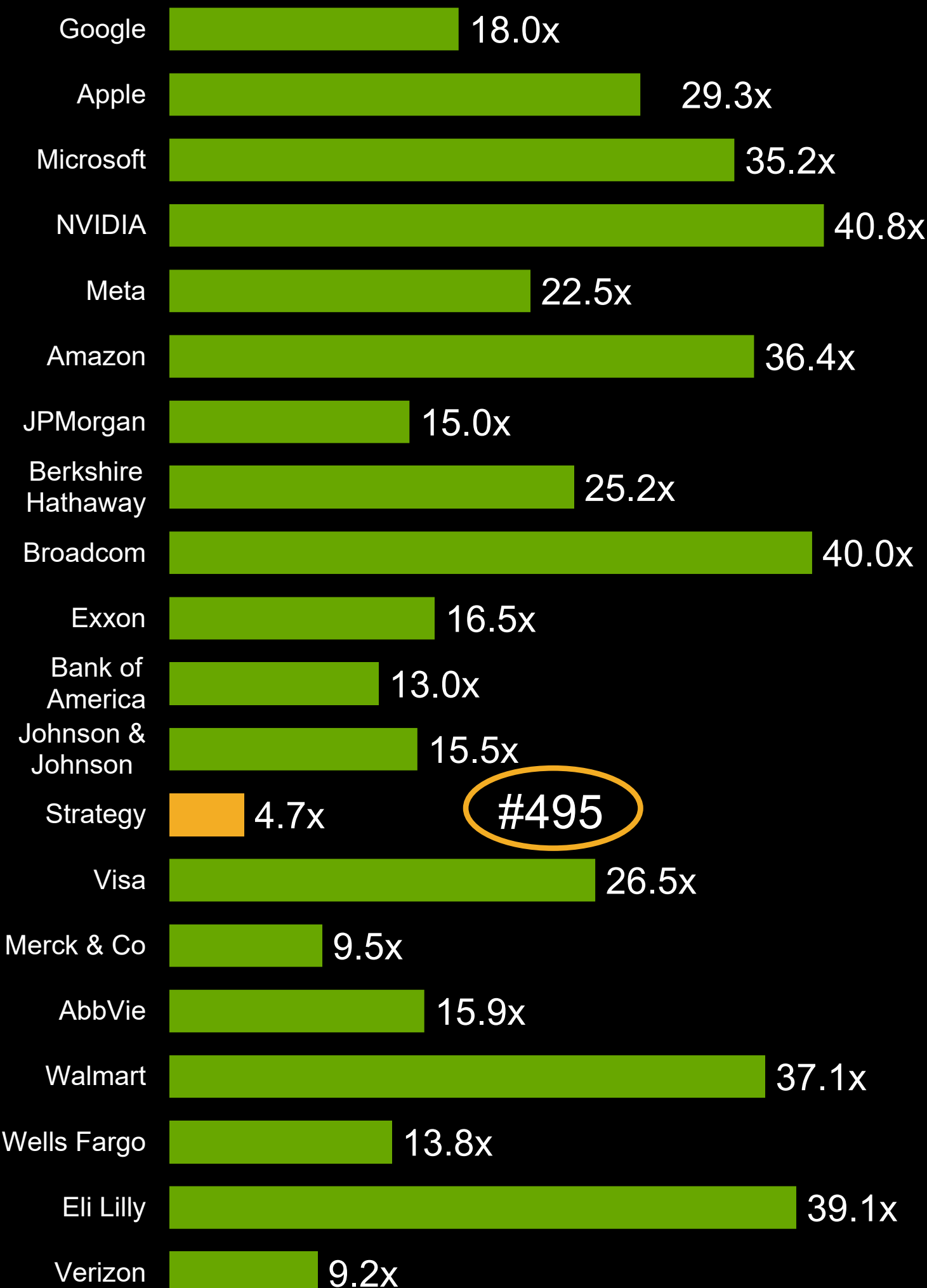
## 2025 Estimated Net Income



## Market Cap



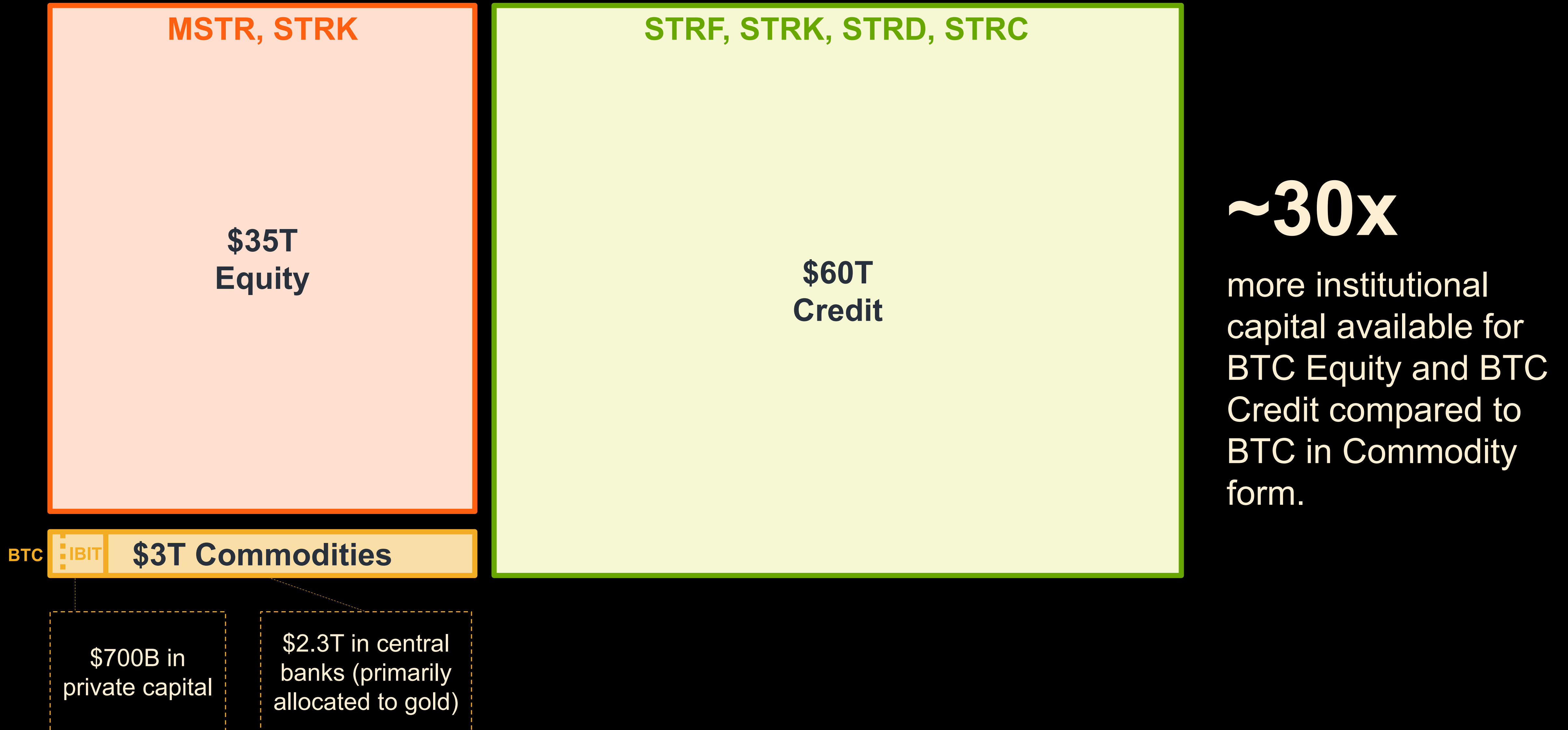
## P/E Multiple



Note: Actual results of Strategy may vary materially.  
Source: FactSet on July 29, 2025, for all companies other than Strategy.



# ~97% of Institutional Capital is Mandated to Equity & Credit



Note: MSCI, PensionsAge, Invesco, NAIC, Global SWF, Funds Europe (2023–2025). Estimates include institutional mandates across public equity, credit, and commodities.

# Hypothetical MSTR Valuation

## Traditional

Earnings	X	Multiple
\$24B	X	10x – 40x

\$240B - **\$600B** - \$960B

## Bitcoin Treasury

BTC NAV +  
\$75B

BTC \$ Gain	X	Multiple
\$20B		10x – 40x

\$275B - **\$575B** - \$875B

Note: Actual results of Strategy may vary materially.

# Why MSTR Trades at a Premium to Bitcoin NAV

	Strategy	Spot Bitcoin ETPs	Bitcoin
Credit Amplification	2 - 4x amplification to BTC through intelligent leverage	None	None
Options Advantage <sup>(1)</sup>	\$100B+ in Open Interest	~\$30B in Open Interest	~\$20B CME Futures
Passive Flows	NASDAQ 100, MSCI, Russell 1000 Inclusion Today	None	None
Institutional Access	\$35T in equity \$60T in credit	\$700B in private capital	<\$150B in private capital

Note: Strategy is not an exchange traded product ("ETP") or an exchange-traded fund ("ETF") registered under the Investment Company Act of 1940, as amended, is not subject to the same rules and regulations as an ETP or an ETF, and does not operate as an ETP or ETF. Refer to the Appendix for more information. (1) Derivatives open interest: OCC/CBOE (MSTR ≈ \$100B+), MarketChameleon (IBIT ≈ \$30B notional), CME Group (BTC futures/options ≈ \$20B notional).

# Our BTC Principles

- 1 Buy and **Hold BTC** indefinitely, exclusively, securely.
- 2 **Prioritize MSTR** common stock long-term value creation.
- 3 Treat **all investors with respect**, consistency, & transparency.
- 4 Structure MSTR to **outperform BTC** via intelligent leverage.
- 5 Acquire BTC continually while achieving **positive BTC Yield**.
- 6 **Grow rapidly & responsibly** subject to market dynamics.
- 7 Issue **innovative fixed income securities** backed by BTC.
- 8 Maintain healthy, robust, **pristine balance sheet**.
- 9 **Promote global adoption of BTC** as a treasury reserve asset.



# Strategy<sup>₿</sup>

## Q&A

Michael Saylor, Phong Le, Andrew Kang, Shirish Jajodia

# Strategy<sup>₿</sup>

## Appendix

# Fixed Income Instruments for the Bitcoin Era

## **Strife (NASDAQ: STRF)**

Senior, fixed preferred

**10% Dividend**  
**8.0x BTC Rating**

## **Stretch (NASDAQ: STRC)**

Senior, variable preferred

**9% Dividend (Variable)**  
**6.1x BTC Rating**

## **Strike (NASDAQ: STRK)**

Convertible preferred

**8% Dividend**  
**+ Perpetual Call Option**  
**5.6x BTC Rating**

## **Stride (NASDAQ: STRD)**

Junior, fixed preferred

**10% Dividend**  
**5.1x BTC Rating**

As of July 29, 2025. BTC Rating does not represent a rating from any rating agency and is not equivalent to a "rating" in the traditional financial context. BTC Rating does not account for potential cross defaults under our debt obligations. Refer to the Appendix for more information about BTC Rating.

# Software Highlights

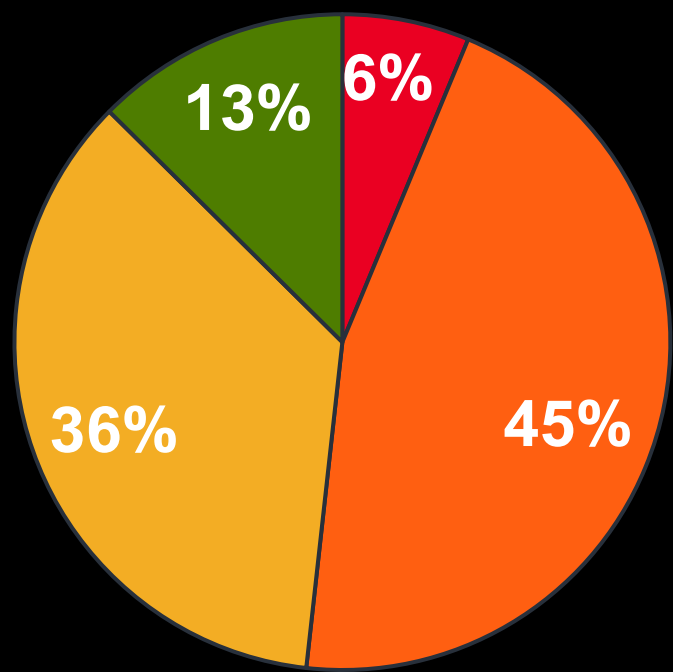
Q2 2025

(\$ in Millions)

## Total Revenues

\$114.5M

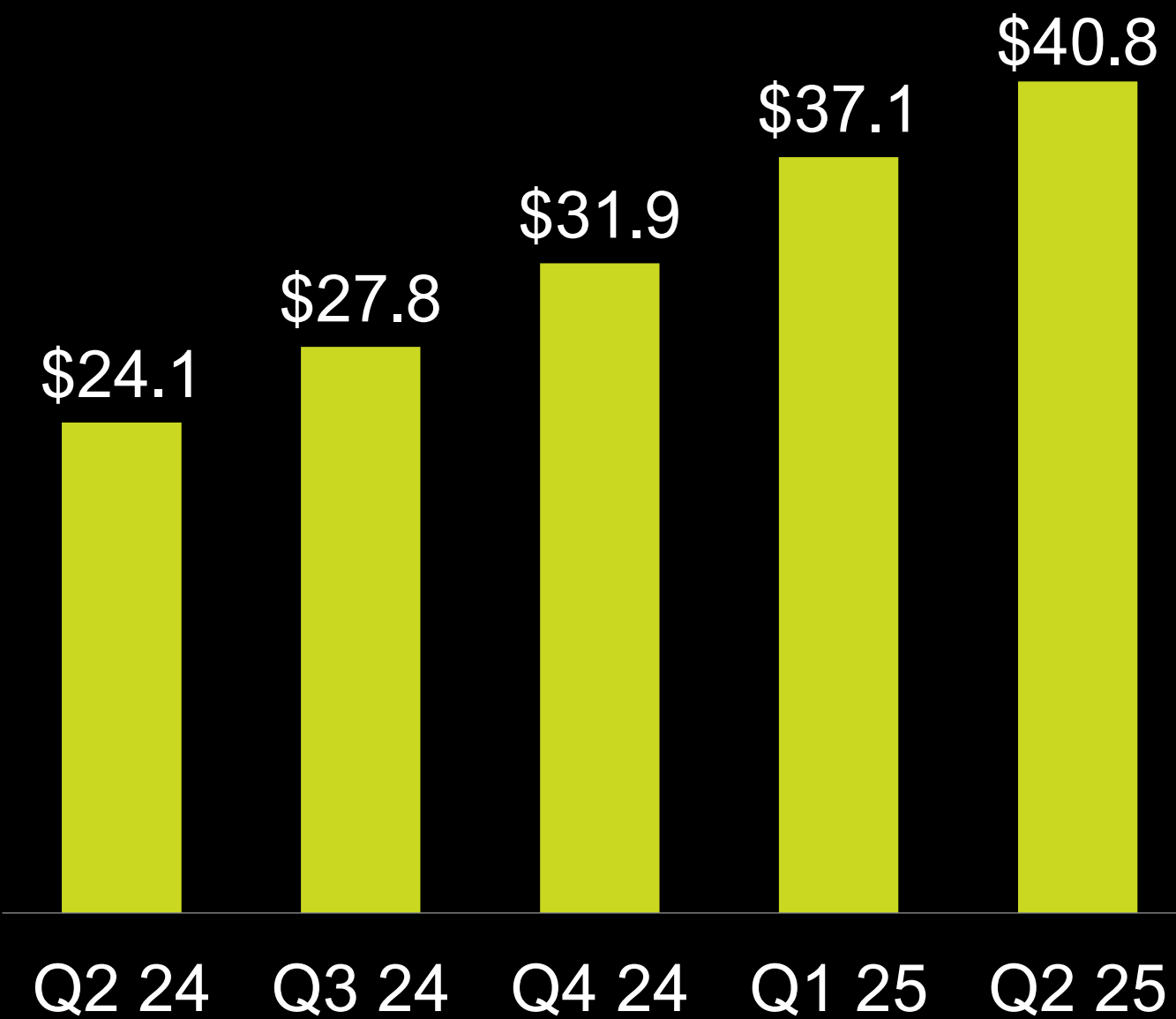
Q2 2025 Total Revenues  
2.7% YoY Increase



Product Licenses  
Subscription Services  
Support  
Other Services

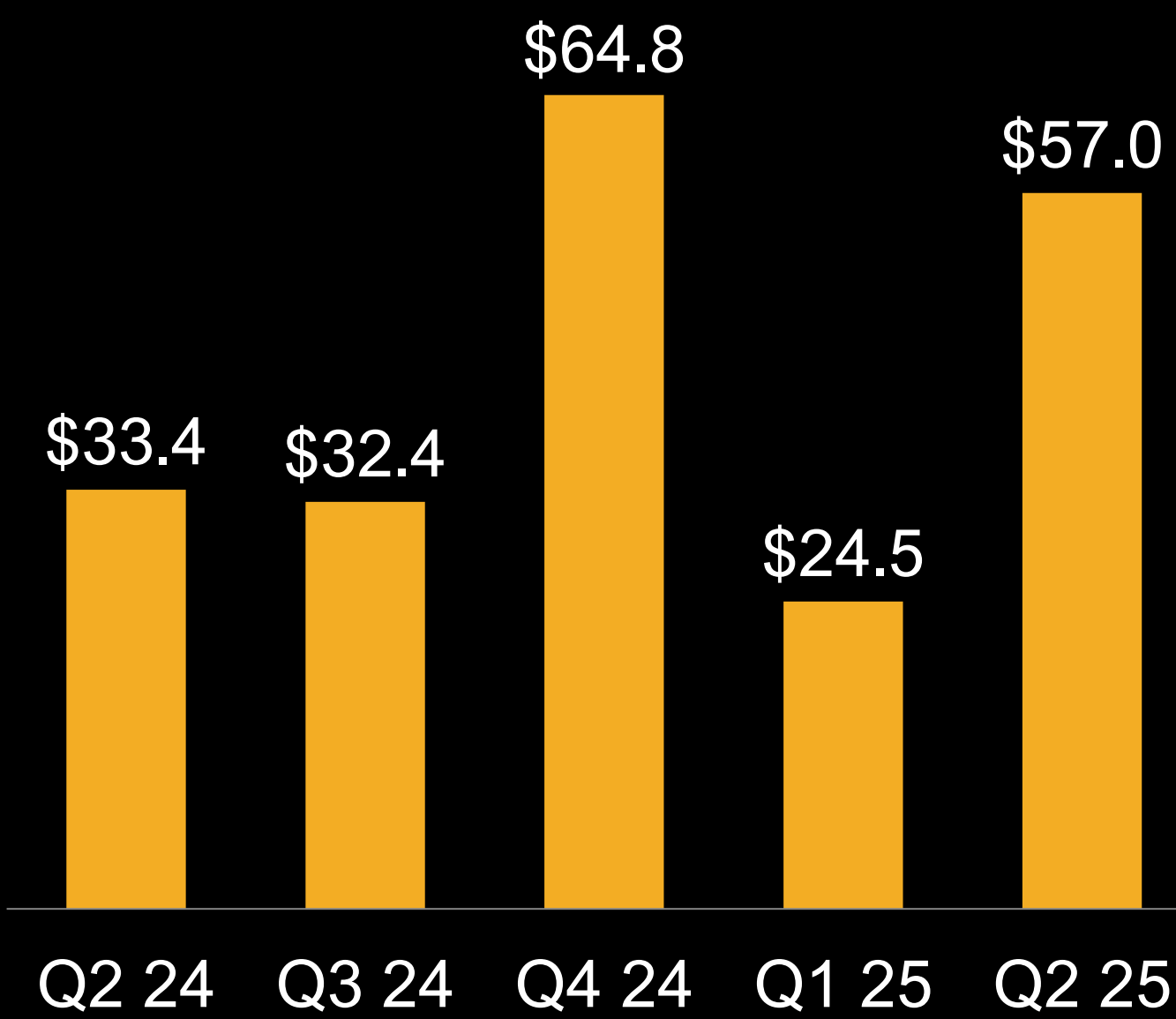
## Subscription Services Revenues

Q2 2025 +70% YOY increase



## Non-GAAP Subscription Billings<sup>(1)</sup>

Q2 2025 +133% YOY increase



(1) Please refer reconciliation of Subscription Services Revenues to Non-GAAP Subscription Billings in subsequent slides.



# Real-time mNAV can be Tracked on Strategy.com

## MSTR

MSTR Price

**\$403.01**

+\$7.97 (2.02%)

Market Cap (\$M)

**\$114,275**

+\$2,260 (2.02%)

BTC Price

**\$118,088**

+\$145 (0.12%)

Debt (\$M)

**\$8,224**

Implied Volatility

**58%**

3M Return

**6%**

Enterprise Value (\$M)

**\$128,765**

+\$2,260 (1.79%)

BTC Holdings

**₿628,791**

Debt/Bitcoin NAV

**11%**

Hist Volatility (30D)

**51%**

1Y Return

**150%**

Trading Volume (\$M)

**\$842**

Bitcoin NAV (\$M)

**\$74,253**

+\$91 (0.12%)

Pref (\$M)

**\$6,326**

Hist Volatility (1Y)

**93%**

BSE Return

**3,160%**

Avg Trading Vol (30D) (\$M)

**\$4,797**

-\$188 (-3.78%)

mNAV

**1.73**

+0.02 (1.17%)

Pref/Bitcoin NAV

**9%**

Open Interest (\$M)

**\$97,113**

mNAV is “Multiple of Bitcoin NAV”, calculated by dividing **Enterprise Value by Bitcoin NAV**.

Enterprise Value is the sum of the current Market Cap of all Basic Shares Outstanding, our total Notional Debt, and our total Notional Pref, less our most recently reported cash balance.

# BTC Key Performance Indicators (KPIs)

- **Bitcoin Per Share (BPS)** is the ratio between the Company’s bitcoin holdings and its Assumed Diluted Shares Outstanding.
- **BTC Yield** is the % change in BPS from the beginning of a period to the end of a period.
- **BTC Gain** is the number of bitcoins held by the Company at the beginning of a period multiplied by the BTC Yield for such period.
- **BTC \$ Gain** is the dollar value of the BTC Gain calculated based on the market price of bitcoin as of the end of the period.

447,470

x 25.0%

= 111,894

BTC Holdings (BOY)

BTC Yield YTD<sup>(1)</sup>

BTC Gain

111,894

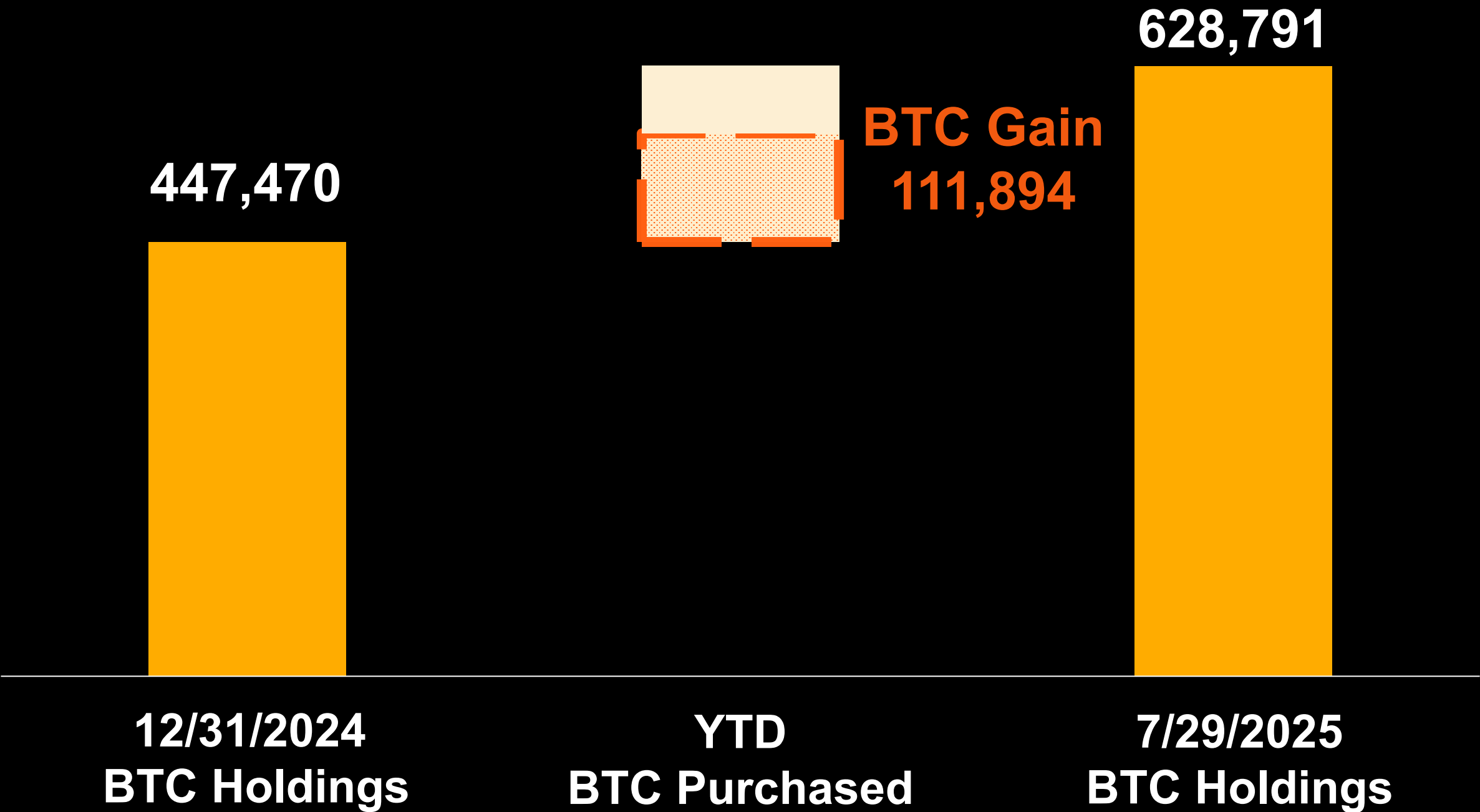
x \$118,000

= \$13.2B

BTC Gain

BTC Price<sup>(2)</sup>

BTC \$ Gain<sup>(3)</sup>



(1) Presented for illustrative purposes only. Not equivalent to "yield" in the traditional financial context.

(2) BTC Price as of 7/29/2025

(3) Presented for illustrative purposes only. Not equivalent to "gain" in the traditional financial context. Does not represent the fair value gain on our bitcoin holdings


# Basic and Assumed Diluted Shares Outstanding Calculation

	12/31/2020	12/31/2021	12/31/2022	12/31/2023	12/31/2024	3/31/2025	6/30/2025	7/29/2025
Total Bitcoin Holdings	70,470	124,391	132,500	189,150	447,470	528,185	597,325	628,791
<b>Shares Outstanding (in '000s)<sup>(1)</sup></b>								
Class A	76,230	93,220	95,850	149,041	226,138	246,537	261,318	263,913
Class B	19,640	19,640	19,640	19,640	19,640	19,640	19,640	19,640
<b>Basic Shares Outstanding<sup>(2)</sup></b>	<b>95,870</b>	<b>112,860</b>	<b>115,490</b>	<b>168,681</b>	<b>245,778</b>	<b>266,178</b>	<b>280,958</b>	<b>283,553</b>
2025 Convert Shares @\$39.80	16,330	16,330	16,330	16,330	-	-	-	-
2027 Convert Shares @\$143.25	-	7,330	7,330	7,330	7,330	-	-	-
2028 Convert Shares @\$183.19	-	-	-	-	5,513	5,513	5,513	5,513
2029 Convert Shares @\$672.40	-	-	-	-	4,462	4,462	4,462	4,462
2030 Convert (0.625%) Shares @\$149.77	-	-	-	-	5,342	5,342	5,342	5,342
2030 Convert (0.000%) Shares @\$433.43	-	-	-	-	-	4,614	4,614	4,614
2031 Convert Shares @\$232.72	-	-	-	-	2,594	2,594	2,594	2,594
2032 Convert Shares @\$204.33	-	-	-	-	3,915	3,915	3,915	3,915
STRK Convert Shares @\$1,000.00	-	-	-	-	-	765	1,220	1,278
Options Outstanding	11,570	11,670	15,770	12,936	4,956	4,560	4,158	4,012
RSU/PSU Unvested	740	1,050	1,200	2,359	1,845	1,710	1,439	1,420
<b>Assumed Diluted Shares Outstanding<sup>(3)</sup></b>	<b>124,510</b>	<b>149,240</b>	<b>156,120</b>	<b>207,636</b>	<b>281,735</b>	<b>299,653</b>	<b>314,216</b>	<b>316,703</b>
<i>BTC Yield % (YTD)</i>					74.3%	11.0%	19.7%	25.0%
<i>BTC Gain (in BTC Terms) (YTD)</i>					140,631	49,131	88,109	111,894
<i>BTC \$ Gain \$M (YTD)</i>					-	4,062	9,494	13,203

(1) Reflects retroactive adjustment for the Company's 10-for-1 stock split effected by means of a stock dividend distributed after the close of trading on August 7, 2024.

(2) Basic Shares Outstanding reflects the actual class A common stock and class B common stock outstanding as of the dates presented. For purposes of this calculation, outstanding shares of such stock are deemed to include shares, if any, that (A) were sold under at-the-market equity offering programs, or (B) were to be issued pursuant to (i) options that had been exercised, (ii) restricted stock units that have vested or (iii) conversion requests received with respect to the convertible securities, but which in each case were pending issuance as of the dates presented.

(3) Assumed Diluted Shares Outstanding refers to the aggregate of our Basic Shares Outstanding as of the dates presented plus all additional shares that would result from the assumed conversion of all outstanding convertible notes and convertible preferred stock, exercise of all outstanding stock option awards, and settlement of all outstanding restricted stock units and performance stock units as of such dates. Assumed Diluted Shares Outstanding is not calculated using the treasury method and does not take into account any vesting conditions (in the case of equity awards), the exercise price of any stock option awards or any contractual conditions limiting convertibility of convertible debt instruments.

Strategy



# Bitcoin Per Share (BPS)<sup>(4)</sup> or Sats Per Share (SPS) Calculation

	12/31/2020	12/31/2021	12/31/2022	12/31/2023	12/31/2024	3/31/2025	6/30/2025	7/29/2025
Total Bitcoin Holdings	70,470	124,391	132,500	189,150	447,470	528,185	597,325	628,791
Shares Outstanding (in '000s)								
Class A	76,230	93,220	95,850	149,041	226,138	246,537	261,318	263,913
Class B	19,640	19,640	19,640	19,640	19,640	19,640	19,640	19,640
Basic Shares Outstanding	95,870	112,860	115,490	168,681	245,778	266,178	280,958	283,553
2025 Convert Shares @\$39.80	16,330	16,330	16,330	16,330	-	-	-	-
2027 Convert Shares @\$143.25	-	7,330	7,330	7,330	7,330	-	-	-
2028 Convert Shares @\$183.19	-	-	-	-	5,513	5,513	5,513	5,513
2029 Convert Shares @\$672.40	-	-	-	-	4,462	4,462	4,462	4,462
2030 Convert (0.625%) Shares @\$149.77	-	-	-	-	5,342	5,342	5,342	5,342
2030 Convert (0.000%) Shares @\$433.43	-	-	-	-	-	4,614	4,614	4,614
2031 Convert Shares @\$232.72	-	-	-	-	2,594	2,594	2,594	2,594
2032 Convert Shares @\$204.33	-	-	-	-	3,915	3,915	3,915	3,915
STRK Convert Shares @\$1,000.00	-	-	-	-	-	765	1,220	1,278
Options Outstanding	11,570	11,670	15,770	12,936	4,956	4,560	4,158	4,012
RSU/PSU Unvested	740	1,050	1,200	2,359	1,845	1,710	1,439	1,420
Assumed Diluted Shares Outstanding	124,510	149,240	156,120	207,636	281,735	299,653	314,216	316,703
Sats/Share (Adj. Diluted Shares)	56,598	83,350	84,871	91,097	158,827	176,265	190,100	198,543
YoY Change	56,598	26,752	1,521	6,226	67,730			

(1) Reflects retroactive adjustment for the Company's 10-for-1 stock split effected by means of a stock dividend distributed after the close of trading on August 7, 2024. (2) Basic Shares Outstanding reflects the actual class A common stock and class B common stock outstanding as of the dates presented. For purposes of this calculation, outstanding shares of such stock are deemed to include shares, if any, that (A) were sold under at-the-market equity offering programs, or (B) were to be issued pursuant to (i) options that had been exercised, (ii) restricted stock units that have vested or (iii) conversion requests received with respect to the convertible securities, but which in each case were pending issuance as of the dates presented. (3) Assumed Diluted Shares Outstanding refers to the aggregate of our Basic Shares Outstanding as of the dates presented plus all additional shares that would result from the assumed conversion of all outstanding convertible notes and convertible preferred stock, exercise of all outstanding stock option awards, and settlement of all outstanding restricted stock units and performance stock units as of such dates. Assumed Diluted Shares Outstanding is not calculated using the treasury method and does not take into account any vesting conditions (in the case of equity awards), the exercise price of any stock option awards or any contractual conditions limiting convertibility of convertible debt instruments. (4) BPS is a KPI that represents the ratio between the Company's bitcoin holdings and its Assumed Diluted Shares Outstanding, expressed in terms of Sats. A "Sat" or a "Satoshi" is one one-hundred-millionth of one bitcoin, the smallest indivisible unit of a bitcoin. Refer to the Appendix for more information about BPS, BTC Yield, BTC Gain and BTC \$ Gain.

**Note:** Ownership of a share of common stock of the Company does not represent an ownership interest in bitcoin held by the Company. Neither Sats per share (basic) nor Sats per share (diluted) takes into account our level of indebtedness, our outstanding non-convertible preferred stock and / or the bitcoins that are pledged as collateral securing our 2028 secured notes, so it should be understood that these metrics do not reflect the benefit to common stockholders of our bitcoin holdings and their use should be limited accordingly. In addition, the trading price of our class A common stock is informed by numerous factors, and as a result, the market value of our shares may trade at a discount or a premium relative to the market value of the bitcoin held by the Company, and these metrics are not indicative nor predictive of the trading price of the Company's class A common stock in future periods. Sats per share (basic) does not reflect shares that may be issued upon exercise of outstanding options, vesting of outstanding restricted stock units, or conversion of our outstanding convertible notes and convertible preferred stock. Management uses Sats Per Share (SPS) in its decision making and capital allocation planning related to the Company's Bitcoin strategy. In doing so, management also takes into account the various limitations of this metric, including its exclusion of preferred stock, debt and other claims on company assets that would be senior to common equity as well as the potential issuance of additional shares of common stock upon exercise or conversion of derivative securities outstanding.



# Non-GAAP Reconciliations (\$ in Millions)

Q2 2025

## Reconciliation of GAAP to non-GAAP income (loss) from operations

	Q2 23	Q3 23	Q4 23	Q1 24	Q2 24	Q3 24	Q4 24	Q1 25	Q2 25
Revenues	\$120.4	\$129.5	\$124.5	\$115.2	\$111.4	\$116.1	\$120.7	\$111.1	\$114.5
Cost of Revenues	\$27.1	\$26.7	\$28.2	\$30.0	\$30.9	\$34.3	\$34.2	\$34.0	\$37.3
Operating Expenses	\$120.0	\$128.0	\$139.0	\$288.9	\$280.8	\$514.3	\$1,102.9	\$92.5	\$94.3
<b>GAAP Income (Loss) from Operations</b>	<b>\$(26.7)</b>	<b>\$(25.2)</b>	<b>\$(42.8)</b>	<b>\$(203.7)</b>	<b>\$(200.3)</b>	<b>\$(432.6)</b>	<b>\$(1,016.4)</b>	<b>\$(15.4)</b>	<b>\$(17.0)</b>
<b>GAAP Operating Margin %</b>	<b>-22%</b>	<b>-20%</b>	<b>-34%</b>	<b>-177%</b>	<b>-180%</b>	<b>-373%</b>	<b>-842%</b>	<b>-14%</b>	<b>-15%</b>
Share-Based Compensation	\$15.5	\$16.8	\$19.7	\$17.8	\$20.6	\$19.4	\$19.3	\$11.8	\$15.7
<b>Non-GAAP Income (Loss) from Operations</b>	<b>(\$11.2)</b>	<b>(\$8.4)</b>	<b>(\$23.1)</b>	<b>(\$185.9)</b>	<b>(\$179.6)</b>	<b>(\$413.2)</b>	<b>(\$997.1)</b>	<b>(\$3.6)</b>	<b>(\$1.3)</b>
<b>Non-GAAP Operating Margin %</b>	<b>-9%</b>	<b>-7%</b>	<b>-19%</b>	<b>-161%</b>	<b>-161%</b>	<b>-356%</b>	<b>-826%</b>	<b>-3%</b>	<b>-1%</b>
Digital Asset Impairment Losses, Net of Gains on Sale	\$24.1	\$33.6	\$39.2	\$191.6	\$180.1	\$412.1	\$1,006.1	\$0.0	\$0.0
Unrealized (Gain) Loss on Digital Assets								\$5,906.0	\$(14,047.5)

## Reconciliation of subscription services revenues to non-GAAP subscription billings

	Q2 23	Q3 23	Q4 23	Q1 24	Q2 24	Q3 24	Q4 24	Q1 25	Q2 25
<b>Deferred Subscription Services Revenues</b>	<b>\$49.9</b>	<b>\$45.7</b>	<b>\$65.5</b>	<b>\$60.3</b>	<b>\$69.6</b>	<b>\$74.2</b>	<b>\$107.1</b>	<b>\$94.5</b>	<b>\$110.7</b>
Subscription Services Revenues	\$19.9	\$21.0	\$21.5	\$23.0	\$24.1	\$27.8	\$31.9	\$37.1	\$40.8
Change in Deferred Subscription Services Revenues	\$3.2	\$(4.2)	\$19.8	\$(5.2)	\$9.3	\$4.6	\$32.9	\$(12.6)	\$16.2
<b>Non-GAAP Subscription Billings</b>	<b>\$23.1</b>	<b>\$16.8</b>	<b>\$41.3</b>	<b>\$17.7</b>	<b>\$33.4</b>	<b>\$32.4</b>	<b>\$64.8</b>	<b>\$24.5</b>	<b>\$57.0</b>

# Non-GAAP Reconciliations (\$ in Millions)

Q2 2025

## Reconciliation of non-GAAP operating expenses

	Q2 23	Q3 23	Q4 23	Q1 24	Q2 24	Q3 24	Q4 24	Q1 25	Q2 25
<b>GAAP Operating Expenses</b>	<b>\$120.0</b>	<b>\$128.0</b>	<b>\$139.0</b>	<b>\$288.9</b>	<b>\$280.8</b>	<b>\$514.3</b>	<b>\$1,102.9</b>	<b>\$92.5</b>	<b>\$94.3</b>
Share-Based Compensation <sup>(1)</sup>	\$14.4	\$15.6	\$18.5	\$16.4	\$18.9	\$17.8	\$17.8	\$10.9	\$14.6
<b>Non-GAAP Operating Expenses</b>	<b>\$105.6</b>	<b>\$112.5</b>	<b>\$120.5</b>	<b>\$272.5</b>	<b>\$261.9</b>	<b>\$496.5</b>	<b>\$1,085.2</b>	<b>\$81.6</b>	<b>\$79.7</b>
Digital Asset Impairment Losses, Net of Gains on Sale	\$24.1	\$33.6	\$39.2	\$191.6	\$180.1	\$412.1	\$1,006.1	\$0.0	(\$0.0)
Unrealized (Gain) Loss on Digital Assets								\$5,906.0	\$(14,047.5)

## Reconciliation of total non-GAAP expenses

	Q2 23	Q3 23	Q4 23	Q1 24	Q2 24	Q3 24	Q4 24	Q1 25	Q2 25
Cost of Revenues	\$27.1	\$26.7	\$28.2	\$30.0	\$30.9	\$34.3	\$34.2	\$34.0	\$37.3
Operating Expenses	\$120.0	\$128.0	\$139.0	\$288.9	\$280.8	\$514.3	\$1,102.9	\$92.5	\$94.3
<b>Total GAAP Expenses</b>	<b>\$147.1</b>	<b>\$154.7</b>	<b>\$167.3</b>	<b>\$318.9</b>	<b>\$311.7</b>	<b>\$548.7</b>	<b>\$1,137.1</b>	<b>\$126.5</b>	<b>\$131.5</b>
Share-Based Compensation	\$15.5	\$16.8	\$19.7	\$17.8	\$20.6	\$19.4	\$19.3	\$11.8	\$15.7
<b>Total Non-GAAP Expenses</b>	<b>\$131.6</b>	<b>\$137.9</b>	<b>\$147.6</b>	<b>\$301.2</b>	<b>\$291.1</b>	<b>\$529.3</b>	<b>\$1,117.8</b>	<b>\$114.7</b>	<b>\$115.8</b>
Digital Asset Impairment Losses, Net of Gains on Sale	\$24.1	\$33.6	\$39.2	\$191.6	\$180.1	\$412.1	\$1,006.1	\$0.0	\$0.0
Unrealized (Gain) Loss on Digital Assets								\$5,906.0	\$(14,047.5)

(1) Share-Based Compensation shown reflects the amounts recorded to Sales & Marketing, Research & Development, and General & Administrative only.

# Non-GAAP Reconciliations (\$ in Millions)

Q2 2025

## Reconciliation of total non-GAAP expenses

	Q2 24	Q2 25
<b>GAAP Expenses</b>		
Cost of Revenues	\$30.9	\$37.3
Sales & Marketing	\$34.3	\$34.6
Research & Development	\$30.3	\$24.1
General & Administrative	\$36.1	\$35.6
Digital Asset Impairment Losses, Net of Gains on Sale	\$180.1	\$0.0
Unrealized (Gain) Loss on Digital Assets		\$(14,047.5)
<b>Total GAAP Expenses</b>	<b>\$311.7</b>	<b>\$(13,916.0)</b>
<b>Share-Based Compensation</b>		
Cost of Revenues	\$1.7	\$1.1
Sales & Marketing	\$3.9	\$2.1
Research & Development	\$4.0	\$2.1
General & Administrative	\$11.0	\$10.4
<b>Total Share-Based Compensation</b>	<b>\$20.6</b>	<b>\$15.7</b>
<b>Non-GAAP Expenses</b>		
Cost of Revenues	\$29.2	\$36.1
Sales & Marketing	\$30.4	\$32.5
Research & Development	\$26.3	\$22.0
General & Administrative	\$25.1	\$25.2
Digital Asset Impairment Losses, Net of Gains on Sale	\$180.1	\$0.0
Unrealized (Gain) Loss on Digital Assets		\$(14,047.5)
<b>Total Non-GAAP Expenses</b>	<b>\$291.1</b>	<b>\$(13,931.7)</b>



# Important Information about KPIs used in this Presentation

**Bitcoin Per Share (BPS)** is a key performance indicator (“**KPI**”) that represents the ratio between the Company’s bitcoin holdings and its Assumed Diluted Shares Outstanding, expressed in terms of Satoshi, where:

- “**Assumed Diluted Shares Outstanding**” refers to the aggregate of our Basic Shares Outstanding as of the dates presented plus all additional shares that would result from the assumed conversion of all outstanding convertible notes and convertible preferred stock, exercise of all outstanding stock option awards, and settlement of all outstanding restricted stock units and performance stock units as of such dates. Assumed Diluted Shares Outstanding is not calculated using the treasury method and does not take into account any vesting conditions (in the case of equity awards), the exercise price of any stock option awards or any contractual conditions limiting convertibility of convertible debt instruments.
- “**Basic Shares Outstanding**” reflects the actual class A common stock and class B common stock outstanding as of the dates presented. For purposes of this calculation, outstanding shares of such stock are deemed to include shares, if any, that were sold under at-the-market equity offering programs.
- A “**Satoshi**” or a “Sat” is one one-hundred-millionth of one bitcoin, the smallest indivisible unit of a bitcoin.

**BTC Yield** is a KPI that represents the percentage change in BPS from the beginning of a period to the end of a period.

**BTC Gain** is a KPI that represents the number of bitcoins held by the Company at the beginning of a period multiplied by the BTC Yield for such period.

**BTC \$ Gain** is a KPI that represents the dollar value of the BTC Gain calculated by multiplying the BTC Gain by the market price of bitcoin. For determining BTC \$ Gain QTD and YTD, unless otherwise specified, the Company uses the current market price of bitcoin. For determining BTC \$ Gain for a past fiscal year or other past period, the Company uses the market price of bitcoin as of 4:00pm ET as reported on the Coinbase exchange on the last day of the applicable period. The Company uses these market prices of bitcoin for this calculation solely for the purpose of facilitating this illustrative calculation.

The Company uses BPS, BTC Yield, BTC Gain and BTC \$ Gain as KPIs to help assess the performance of its strategy of acquiring bitcoin in a manner the Company believes is accretive to shareholders. The Company believes these KPIs can supplement investors’ understanding of how the Company chooses to fund bitcoin purchases and the value created in a period by:

- in the case of BPS, measuring the ratio of the Company’s bitcoin holdings to the Assumed Diluted Shares Outstanding, which provides investors a baseline with which to assess the Company’s achievement of its strategy of acquiring bitcoin in an accretive manner over a given period;
- in the case of BTC Yield, measuring the percentage change in BPS from the beginning of a period to the end of a period, which helps investors assess how the Company’s achievement of its strategy of acquiring bitcoin in an accretive manner varies across periods;
- in the case of BTC Gain, hypothetically expressing the percentage change reflected in the BTC Yield metric as if it reflected an increase in the amount of bitcoin held at the end of the applicable period as compared to the beginning of such period, which provides investors with visibility into the absolute change in the Company’s bitcoin holdings resulting from its BTC Yield; and
- in the case of BTC \$ Gain, further expressing that change as an illustrative dollar value by multiplying that bitcoin-denominated change by the market price of bitcoin at the end of the applicable period as described above.



# Important Information about KPIs used in this Presentation (Cont'd)

When the Company uses these KPIs, management takes into account the various limitations of these metrics, including that they:

- do not take into account that our assets, including our bitcoin, are subject to (i) all of our existing and future liabilities, including our debt, and (ii) the preferential rights of our preferred stockholders to dividends and our assets in a liquidation, and that all such claims rank to senior to those of our common equity; and
- assume that all indebtedness will be refinanced or, in the case of the Company's senior convertible debt instruments and convertible preferred stock, converted into shares of common stock in accordance with their respective terms.

BPS, BTC Yield, BTC Gain and BTC \$ Gain are not, and should not be understood as, financial performance, valuation or liquidity measures. Specifically:

- BPS does not represent (i) the ability of the Company to satisfy the Company's financial obligations, or (ii) the Company's book value per share. Ownership of a share of common stock of the Company does not represent an ownership interest in the bitcoin held by the Company.
- BTC Yield is not equivalent to "yield" in the traditional financial context. It is not a measure of the return on investment the Company's shareholders may have achieved historically or can achieve in the future by purchasing stock of the Company, or a measure of income generated by the Company's operations or its bitcoin holdings, return on investment on its bitcoin holdings, or any other similar financial measure of the performance of its business or assets.
- BTC Gain and BTC \$ Gain are not equivalent to "gain" in the traditional financial context. They also are not measures of the return on investment the Company's shareholders may have achieved historically or can achieve in the future by purchasing stock of the Company, or measures of income generated by the Company's operations or its bitcoin holdings, return on investment on its bitcoin holdings, or any other similar financial measure of the performance of its business or assets. It should also be understood that BTC \$ Gain does not represent a fair value gain of the Company's bitcoin holdings, and BTC \$ Gain may be positive during periods when the Company has incurred fair value losses on its bitcoin holdings.

The trading price of the Company's class A common stock is informed by numerous factors in addition to the Company's bitcoin holdings and its actual or potential shares of class A common stock outstanding, and as a result, the trading price of the Company's securities can deviate significantly from the market value of the Company's bitcoin, and none of BPS, BTC Yield, BTC Gain or BTC \$ Gain are indicative or predictive of the trading price of the Company's securities.

Investors should rely on the financial statements and other disclosures contained in the Company's SEC filings. In particular, the Company has adopted Accounting Standards Update No. 2023-08, *Intangibles—Goodwill and Other—Crypto Assets (Subtopic 350-60): Accounting for and Disclosure of Crypto Assets* ("ASU 2023-08"), which requires that the Company measure its bitcoin at fair value in its statement of financial position as of the end of a reported period, and recognize gains losses from changes in the fair value in net income for the reported period. As a result, we may incur unrealized gain or loss on digital assets based on changes in the market price of bitcoin during a period, which would not be reflected in BPS, BTC Yield, BTC Gain or BTC \$ Gain. For example, if we increase our bitcoin holdings relative to our Assumed Diluted Shares Outstanding during a reported period, we would achieve increased BPS and positive BTC Yield, BTC Gain and BTC \$ Gain even if we report significant unrealized loss on digital assets for the period. Similarly, if we increase our Assumed Diluted Shares Outstanding at a faster rate than our bitcoin holdings, then we would experience decreased BPS and negative BTC Yield, BTC Gain, and BTC \$ Gain, even if we report significant unrealized gain on digital assets for the period.

# Important Information about KPIs used in this Presentation (Cont'd)

As noted above, these KPIs are narrow in their purpose and are used by management to assist it in assessing whether the Company is raising and deploying capital in a manner accretive to shareholders solely as it pertains to its bitcoin holdings.

In calculating these KPIs, the Company does not consider the source of capital used for the acquisition of its bitcoin. When the Company purchases bitcoin using proceeds from offerings of non-convertible notes or non-convertible preferred stock, or convertible notes or preferred stock that carry conversion prices above the current trading price of the Company's common stock or conversion rights that are not then exercisable, such transactions have the effect of increasing the BPS, BTC Yield, BTC Gain and BTC \$ Gain, while also increasing the Company's indebtedness and senior claims of holders of instruments other than class A common stock with respect to dividends and to the Company's assets, including its bitcoin, in a manner that is not reflected in these metrics.

If any of the Company's convertible notes mature or are redeemed without being converted into common stock, or if the Company elects to redeem or repurchase its non-convertible instruments, the Company may be required to sell shares of its class A common stock or bitcoin to generate sufficient cash proceeds to satisfy those obligations, either of which would have the effect of decreasing BPS, BTC Yield, BTC Gain and BTC \$ Gain, and adjustments for such decreases are not contemplated by the assumptions made in calculating these metrics. Accordingly, these metrics might overstate or understate the accretive nature of the Company's use of capital to buy bitcoin because not all bitcoin is purchased using proceeds of issuances of class A common stock, and not all proceeds from issuances of class A common stock are used to purchase bitcoin.

In addition, we are required to pay dividends with respect to our perpetual preferred stocks in perpetuity. We could pay these dividends with cash or, in the case of perpetual strike preferred stock, by issuing shares of class A common stock. If we issue shares of class A common stock in lieu of paying dividends in cash, or if we issue shares of class A common stock for cash to fund the payment of cash dividends, then we would experience an increase in our Assumed Diluted Shares Outstanding without a corresponding increase in our bitcoin holdings, resulting in a decrease in BPS, BTC Yield, BTC Gain and BTC \$ Gain for the period in which such sales of bitcoin or issuance of shares of class A common stock occurred.

The Company has historically not paid any dividends on its shares of class A common stock, and by presenting these KPIs the Company makes no suggestion that it intends to do so in the future. Ownership of the Company's securities, including its class A common stock and preferred stock, does not represent an ownership interest in or a redemption right with respect to the bitcoin the Company holds.

The Company determines its KPI targets based on its history and future goals. The Company's ability to maintain any given level of BPS, or achieve positive BTC Yield, BTC Gain, or BTC \$ Gain may depend on a variety of factors, including factors outside of its control, such as the price of bitcoin, and the availability of debt and equity financing on favorable terms. Past performance is not indicative of future results.

These KPIs are merely supplements, not substitutes, to the financial statements and other disclosures contained in the Company's SEC filings. They should be used only by sophisticated investors who understand their limited purpose and many limitations.



# Important Information about other Terms used in this Presentation

The following terms used in this presentation provide a conceptual framework for how management views its securities and capital financing decisions in the context of the Company's bitcoin strategy. These terms are presented for illustrative purposes only, and do not constitute investment advice, and should not be used to form the basis for an investment decision. Please review these definitions carefully to understand the limitations of these illustrative metrics, and please refer to the Company's SEC filings and financial statements for information about the Company, its business, securities, strategy, bitcoin holdings and similar matters.

## *BTC Valuation*

**BTC \$ Income** is the dollar value of the unrealized gain or loss on bitcoin acquired with any given financing, net of associated dividend or interest costs, and multiplied by, in the case of a net gain, the BTC Spread, or, in the case of a net loss, 100%, over the applicable period. For any debt or liability with a maturity, the redemption of such debt or liability, excluding any dilution already assumed in the original calculation of BTC Gain, is treated as a cost, similar to dividend or interest costs. BTC \$Income is presented for illustrative purposes only, and it does not represent "income" in the traditional financial context.

**BTC \$ Value** is the sum of BTC \$ Gain and BTC \$ Income. BTC \$ Value is presented for illustrative purposes only, and it does not represent "value" in the traditional financial context.

**BTC \$ Equity** is BTC NAV less BTC \$ Value. BTC \$ Equity is presented for illustrative purposes only, and it does not represent "equity" in the traditional financial context.

**BTC Torque** is the ratio of BTC \$ Value to BTC Capital.

**BTC Multiple** is the ratio of BTC NAV to BTC \$ Equity.

# Important Information about other Terms used in this Presentation

## *BTC Credit*

**BTC Rating** is the ratio of our Bitcoin NAV and the sum of the notional values of the instruments being rated and all instruments that are senior to and, if any liabilities share an equal claim to our assets, such instruments with a stated maturity date sooner than or that may become due upon an exercise of a repurchase right at the option of the holder sooner than, the liability being rated. BTC Rating does not represent a rating from any rating agency and is not equivalent to a "rating" in the traditional financial context. BTC Rating also does not account for potential cross-defaults under our debt obligations that would result in debt obligations with stated maturities later than the liability being rated becoming due sooner than the liability being rated. This metric is presented for illustrative purposes only and should not form the basis for an investment decision.

**BTC Risk** is the probability of an instrument having a BTC Rating less than 1 at the end of its Duration. This probability is derived from a lognormal distribution modeling of bitcoin's price, adjusted for BTC ARR and BTC Volatility assumptions. BTC Risk does not represent an actuarial risk rating or a rating from any rating agency, and it is not a risk rating in the traditional financial context. This metric is presented for illustrative purposes only and should not form the basis for an investment decision. Actual results may vary materially from these illustrative results.

**BTC Credit** is the credit spread necessary to offset BTC Risk for a given security. It is calculated by annualizing BTC Risk assuming the same probability each year of the BTC Rating of such security falling below 1 each year and assuming no recovery. This metric is presented for illustrative purposes only and should not form the basis for an investment decision.

**Duration** for a convertible bond is the sooner of the stated maturity date or the date it may become due upon an exercise of a repurchase right at the option of the holder. Duration for a preferred stock is the Macaulay Duration of such preferred stock.

**Macaulay Duration** of a preferred stock is the quotient obtained by dividing the sum of 1 and the Effective Yield of such stock by the Effective Yield of such stock.

**Effective Yield** is the annualized yield on an asset based on its fixed dividend rate and the current price of such asset.



# Important Information about other Terms used in this Presentation

## *BTC Forecast*

**BTC ARR** is an assumed annualized rate of return on bitcoin expressed as a percentage. This metric is presented for illustrative purposes only, and no prediction as to the price of bitcoin is being made.

**BTC Volatility** is the assumed standard deviation of annual return of bitcoin expressed as a percentage. This metric is presented for illustrative purposes only, and no prediction as to the volatility of bitcoin is being made.

**BTC Price** is the current market price of one bitcoin.

## *BTC Treasury*

**BTC Capital** is the proceeds used from capital raised for the purpose of acquiring bitcoin.

**BTC Spread** is the BTC Gain with respect to a given financing represented as a percentage of BTC Capital. BTC Spread is presented for illustrative purposes only, and it does not represent “spread” in the traditional financial context.

**BTC NAV** represents the total number of bitcoin the Company holds as of a specified date multiplied by the current market price of one bitcoin (or the price of one bitcoin as of the date indicated). It does not take into account or include the Company’s indebtedness or the liquidation value of its perpetual preferred stock. As such, it is not equivalent to “net asset value” or “NAV” or any similar metric in the traditional financial context. Although it incorporates the label “NAV,” it is not a measure of either the net asset value of the Company or the value of the bitcoin held by the Company net of indebtedness, perpetual preferred stock liquidation preference and other obligations. Moreover, this Bitcoin NAV metric is not comparable to either net asset value or NAV metrics that may be reported by other companies, including ETFs, ETPs and mutual funds. Investors should rely on the financial statements and other disclosures contained in the Company’s SEC filings. This metric is merely a supplement, not a substitute, to the financial statements and other disclosures contained in the Company’s SEC filings. It should be used only by sophisticated investors who understand its limited purpose and many limitations.

**mNAV** represents a multiple of Bitcoin NAV, as of the specified date, calculated as the Company’s enterprise value (as we define it) divided by Bitcoin NAV. The Company’s enterprise value is calculated as the sum of (A) the total market value of all outstanding MSTR common stock, including class A common stock and class B common stock, calculated by multiplying the number of outstanding shares of class A common stock and class B common stock by the closing price of the class A common stock on the Nasdaq Global Select Market on the applicable date, (B) the aggregate principal amount of the Company’s indebtedness and (C) the aggregate notional value of the Company’s outstanding perpetual preferred stock, less (D) the Company’s most recently reported cash balance value. As with Bitcoin NAV, although mNAV incorporates the label “NAV,” it is not equivalent to “net asset value” or “NAV” or any similar metric in the traditional financial context. Additionally, it is not a measure of the amount by which the enterprise value exceeds net asset value in the traditional financial sense of those terms. Investors should rely on the financial statements and other disclosures contained in the Company’s SEC filings. This metric is merely a supplement, not a substitute, to the financial statements and other disclosures contained in the Company’s SEC filings. It should be used only by sophisticated investors who understand their limited purpose and many limitations.

**BTC Factor** is the ratio of ending BPS to starting BPS in respect of any period.

# Additional Information

Strategy is not a registered money market fund under the Investment Company Act of 1940, as amended, is not subject to the same protections as a registered money market fund, and does not operate as registered money market fund. Among other things, unlike money market funds, we (i) do not price STRC Stock or other securities based on our net asset value, (ii) are not required to hold any assets to back the STRC Stock, (iii) are not required by regulation to maintain any particular pricing or stable value, and (iv) are not subject to the same liquidity requirements as money market funds. Investors in STRC will not receive the same investor protections as investors in registered money market funds.

Strategy is not an exchange traded product (“ETP”) or an exchange-traded fund (“ETF”) registered under the Investment Company Act of 1940, as amended, is not subject to the same rules and regulations as an ETP or an ETF, and does not operate as an ETP or ETF. In particular, unlike spot bitcoin ETPs, we (i) do not seek for our shares of Class A common stock to track the value of the underlying bitcoin we hold before payment of expenses and liabilities, (ii) do not benefit from various exemptions and relief under the Securities Exchange Act of 1934, as amended, including Regulation M, and other securities laws, which enable spot bitcoin ETPs to continuously align the value of their shares to the price of the underlying bitcoin they hold through share creation and redemption, (iii) are a Delaware corporation rather than a statutory trust, and do not operate pursuant to a trust agreement that would require us to pursue one or more stated investment objectives, (iv) are subject to federal income tax at the entity level and the other risk factors applicable to an operating business, such as ours, and (v) are not required to provide daily transparency as to our bitcoin holdings or our daily NAV.