UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A
(Rule 14a-101)

INFORMATION REQUIRED IN
PROXY STATEMENT

SCHEDULE 14A INFORMATION
Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934
(Amendment No.)

Filed by the Registrant ☒

Filed by a Party other than the Registrant ☐

Check the appropriate box:

☐ Preliminary Proxy Statement

☐ **Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**

☐ Definitive Proxy Statement

☒ Definitive Additional Materials

☐ Soliciting Material under §240.14a-12

Strategy

Strategy Inc
(Name of registrant as specified in its charter)

(Name of person(s) filing proxy statement, if other than the registrant)

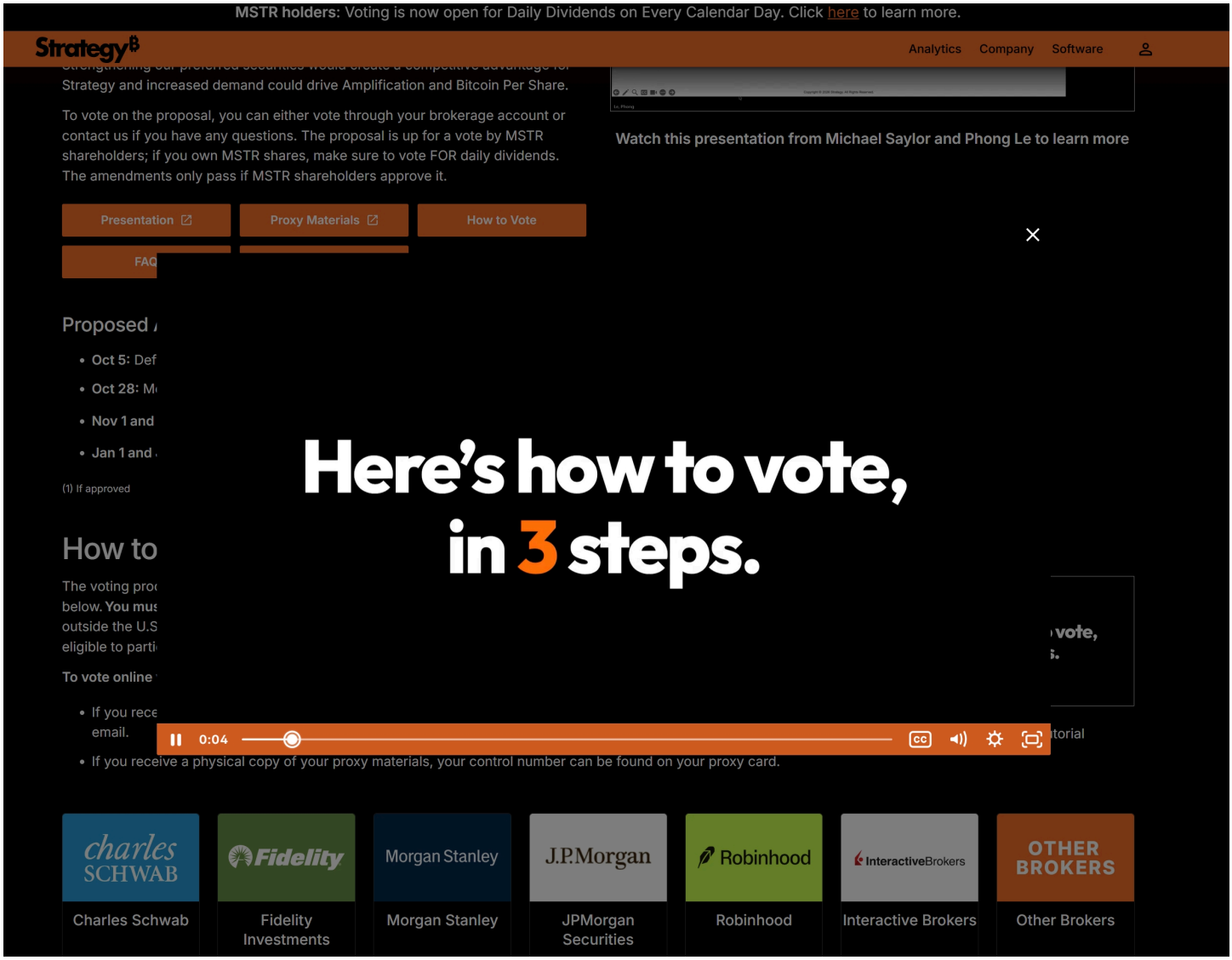
Payment of Filing Fee (Check all boxes that apply):

☒ No fee required

☐ Fee paid previously with preliminary materials

☐ Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11

On October 20, 2026, Strategy Inc (the “Company”) updated its website with additional information regarding its 2026 Special Meeting of Shareholders (the "Special Meeting") and certain of the proposals to be presented for shareholder consideration. The Company made available on the website a video tutorial on how eligible shareholders can vote at the Special Meeting. An image and a transcript of such video are attached as Annexes A and B, respectively.


MSTR holders: Voting is now open for Daily Dividends on Every Calendar Day. Click here to learn more.
Strategy
Analytics
Company
Software
Strategy and increased demand could drive Amplification and Bitcoin Per Share.
To vote on the proposal, you can either vote through your brokerage account or contact us if you have any questions. The proposal is up for a vote by MSTR shareholders; if you own MSTR shares, make sure to vote FOR daily dividends. The amendments only pass if MSTR shareholders approve it.
Watch this presentation from Michael Saylor and Phong Le to learn more
Presentation
Proxy Materials
How to Vote
FAQ
Proposed
Oct 5: Def
Oct 28: M
Nov 1 and
Jan 1 and
(1) If approved
How to
The voting pro
below. You mus
outside the U.S
eligible to parti
To vote online
If you rece
email.
If you receive a physical copy of your proxy materials, your control number can be found on your proxy card.
Here's how to vote, in 3 steps.
0:04
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Charles Schwab
Fidelity
Fidelity Investments
Morgan Stanley
Morgan Stanley
J.P.Morgan
JPMorgan Securities
Robinhood
Robinhood
InteractiveBrokers
Interactive Brokers
OTHER BROKERS
Other Brokers

Annex B

Own MSTR?

Here's how to vote in 3 steps.

Step one. You must have owned MSTR on September 25.

Step two. Open your inbox and search for Strategy. Open the VOTE NOW email, and find you 16-digit control number.

Step three. Go to proxyvote.com, and enter your control number.

On proposal 1, select FOR, then submit your vote.

Need help? contact your broker, or email ir@strategy.com

Voting opens October 5, and closes at 11:59 p.m. ET on October 27. The Special Meeting is on October 28.

If approved, and when declared, daily dividends would begin November 1 for STRC, and January 1 for the other three.

Not voting counts as a no. Vote today.

Additional Information and Where You Can Find It

Strategy Inc (the "Company") has filed a definitive proxy statement with the Securities and Exchange Commission (the "SEC") in connection with the 2026 Special Meeting of Stockholders (the "Special Meeting"). On October 5, 2026, the Company began mailing the definitive proxy statement and a proxy card to each stockholder entitled to vote at the Special Meeting. Investors and securityholders are urged to read these documents, including the definitive proxy statement (and any amendments or supplements thereto), when they become available because they contain important information. You may obtain these documents (when they become available) free of charge on the SEC's website (www.sec.gov) or at the Company's website (www.strategy.com) or by contacting the Company's Investor Relations team by email (ir@strategy.com).

No proxy cards are being furnished by this communication. Stockholders may vote their shares only by following the voting instructions set forth in the definitive proxy statement.

Participant Information

The Company and its directors and executive officers may be deemed to be "participants" (as defined in Section 14(a) of the Securities Exchange Act of 1934, as amended) in the solicitation of proxies from the Company's stockholders in connection with the matters to be considered at the Special Meeting. Information about the compensation of the Company's named executive officers and its non-employee directors is set forth in the section titled "Executive Officer Compensation" and "Director Compensation", respectively, in the definitive proxy statement for the Company's 2026 Annual Meeting of Stockholders filed with the SEC on April 28, 2026, available here. Information regarding the participants' holdings of the Company's securities and their direct or indirect interests, by security holdings or otherwise, can be found in the sections titled "Security Ownership of Certain Beneficial Owners and Management" and "Interests of Directors and Executive Officers" in the definitive proxy statement for the Special Meeting filed with the SEC on October 5, 2026, available here.

Forward-Looking Statements

Statements in this communication about future expectations, plans, and prospects, as well as any other statements regarding matters that are not historical facts, may constitute "forward-looking statements" within the meaning of The Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements regarding the proposed changes to the terms of the Company's 10.00% Series A Perpetual Strife Preferred Stock, Variable Rate Series A Perpetual Stretch Preferred Stock, 8.00% Series A Perpetual Strike Preferred Stock, and 10.00% Series A Perpetual Stride Preferred Stock and related potential benefits or impacts. The words "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "plan," "potential," "predict," "project," "should," "target," "will," "would," and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including the factors discussed under the caption "Risk Factors" in the Company's Quarterly Report on Form 10-Q filed with the SEC on August 3, 2026 and the risks described in other filings that the Company may make with the SEC. Any forward-looking statements contained in this communication speak only as of the date hereof, and the Company specifically disclaims any obligation to update any forward-looking statement, whether as a result of new information, future events, or otherwise, except as required by law.