

# **Mogo Announces \$50 Million Bitcoin Treasury Authorization and Strategic Alignment with Bitcoin Across the Organization**

## ***Board-Approved Allocation Reflects Long-Term Conviction in Bitcoin as a Strategic Reserve Asset and Foundation for Innovation Across Treasury and Product Strategy***

### ***Strategic Alignment Across Core Businesses of Wealth, Payments and Lending***

#### ***Company Adopts Bitcoin as Corporate Hurdle Rate***

VANCOUVER, British Columbia – Mogo Inc. (“Mogo” or the “Company”) (NASDAQ: MOGO; TSX: MOGO), a leading Canadian digital wealth and lending platform, today announced that its Board of Directors has authorized the allocation of up to \$50 million to Bitcoin as part of the Company’s long-term capital preservation and product innovation strategy. The move marks a significant step in Mogo’s strategic alignment with Bitcoin, integrating it across treasury policy and its core operating platform.

Mogo has been at the forefront of digital asset innovation for nearly a decade. In 2018, it launched Canada’s first Bitcoin account, and in 2020, it became the third US-listed company to add Bitcoin to its balance sheet, following MicroStrategy and Block, and ahead of Tesla. Mogo also played a key role in the formation of Canada’s largest independent crypto platform through the 2023 merger of Coinsquare and WonderFi, which recently announced it has entered into an agreement to be acquired by Robinhood.

“Building on our history and experience in crypto, we’re making a long-term strategic commitment to Bitcoin, backed by deep conviction and the flexibility to build a meaningful Bitcoin reserve that aligns with our capital priorities and market outlook,” said Greg Feller, President & Co-Founder of Mogo. “This allocation gives us the flexibility to build a meaningful position over time as part of a disciplined, multi-year strategy.”

#### **Board-Approved \$50 Million Bitcoin Treasury Authorization**

Following the anticipated close of the WonderFi-Robinhood transaction in the second half of 2025, Mogo expects to hold approximately \$50 million in cash and investments. The Company’s Board has approved a Bitcoin allocation of up to \$50 million, to be funded by excess cash on the balance sheet and, over time, through additional monetizations from its investment portfolio, including investments in US-based crypto exchange, Gemini, and Canadian technology company, Hootsuite.

The Company has an initial goal to scale to a \$50 million investment in Bitcoin based on staged investments over time, while keeping adequate working capital for the operating

business.

## **Bitcoin as a Hurdle Rate for Capital Allocation**

In a move that signals deep integration of Bitcoin into its corporate framework, Mogo will now assess all capital deployment decisions against a Bitcoin hurdle rate. Whether considering M&A, internal investments, or share repurchases, the Company will only allocate capital to opportunities that are expected to outperform the long-term return profile of holding Bitcoin.

“This sets a new bar for capital discipline,” said Greg Feller. “If we don’t believe an initiative can deliver better long-term value than Bitcoin, we won’t pursue it. It’s that simple.”

This approach reinforces Bitcoin’s role not just as a treasury asset, but as a strategic benchmark for evaluating value creation across the organization.

## **A Dual-Compounding Strategy: Bitcoin Reserve + Operating Scale**

Mogo’s approach is fundamentally different from most Bitcoin treasury companies. While many lack operating scale or growth potential, Mogo is building a capital-efficient, scalable platform across three core pillars; Wealth, Lending, and Payments, with Bitcoin serving as a complementary strategic reserve asset that can compound alongside its core business.

“We’re not just holding Bitcoin, we’re building a business we believe can scale to over a billion dollars in enterprise value,” said Greg Feller. “Our goal is to grow a similarly scaled Bitcoin reserve alongside it. That dual-compounding model, operating growth plus a high-conviction Bitcoin reserve, is something few companies are positioned to achieve.”

## **Strategic Integration Across the Platform**

Bitcoin will be integrated across Mogo’s core businesses to deliver value to both shareholders and the Company’s nearly 2 million Canadian members:

- **Wealth Management:** Mogo’s \$400M+ AUM platform will launch a flagship Bitcoin Portfolio based on a 60/40 equity/Bitcoin model designed for long-term investors who understand Bitcoin’s role as a disruptive store of value.
- **Lending:** Mogo is developing Bitcoin-related loan products that will allow all members to gain access to this asset class, while also potentially lowering their borrowing rates.
- **Payments:** With over \$12 billion in annual international payments volume, Mogo is exploring stablecoin infrastructure to enable faster, lower-cost cross-border transactions.

## **Buffett Mode Meets Bitcoin: A Behavioral Framework**

Mogo's approach is grounded in its Buffett-mode philosophy, a behavioral-first investment framework focused on long-term outcomes, mental clarity, and disciplined decision-making.

"Whether you're investing in equities or Bitcoin, the edge is mental," said David Feller, Founder & CEO of Mogo. "We're not here to speculate, we're here to help Canadians build real wealth. That means evaluating every decision with clarity and conviction, and giving our members access to tools that align with where the world is going, not where it's been."

Mogo offers educational content, product-level optionality, and behavioral guidance, not hype. Bitcoin is not promoted as a default solution but offered as a strategic asset for informed, intentional investors.

## **Democratizing Access to Bitcoin for 2 Million Canadians**

Mogo is uniquely positioned to expand responsible access to Bitcoin through trusted, compliant, and intelligent financial products. The Company's platform reflects a long-term belief in digital assets as a tool for wealth preservation, not short-term speculation.

"This is about building financial independence for our members, not chasing returns," added Greg Feller. "We believe Bitcoin will play a growing role in how capital is stored, allocated, and judged, and we're building Mogo to lead in that future."

## **About Mogo**

Mogo Inc. (NASDAQ:MOGO; TSX:MOGO) is a financial technology company with three distinct business lines: wealth, lending, and payments. Our mission is to provide consumers with innovative financial solutions that drive long-term financial health and success. We operate with a differentiated approach in each business, leveraging technology, behavioral science, and financial tools to create unique value propositions in our respective markets.

Our wealth and lending businesses are focused on the Canadian market, where we are the only subprime consumer lender that also offers a holistic wealth and investing solution. This unique integration is designed to help consumers transition from borrowing and debt to long-term wealth building. Separately, our payments business is operated through Carta Worldwide, a wholly owned subsidiary that provides modern card issuing and processing solutions, primarily in Europe.

## **Forward-Looking Statements**

*This news release may contain "forward-looking statements" within the meaning of applicable securities legislation, including statements regarding the expected closing of the WonderFi-Robinhood transaction, Mogo's Bitcoin treasury strategy, Mogo's capital allocation*

*strategy, Mogo's strategic initiatives in respect of its wealth management, lending and payment products and the integration of cryptocurrency in respect thereof. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management at the time of preparation, are inherently subject to significant business, economic and competitive uncertainties and contingencies, and may prove to be incorrect. Forward-looking statements are typically identified by words such as "may", "will", "could", "would", "anticipate", "believe", "expect", "intend", "potential", "estimate", "budget", "scheduled", "plans", "planned", "forecasts", "goals" and similar expressions. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual financial results, performance or achievements to be materially different from the estimated future results, performance or achievements expressed or implied by those forward-looking statements and the forward-looking statements are not guarantees of future performance. Mogo's growth, its ability to expand into new products and markets and its expectations for its future financial performance are subject to a number of conditions, including receipt of applicable regulatory approvals in respect of its products, many of which are outside of Mogo's control. For a description of the risks associated with Mogo's business please refer to the "Risk Factors" section of Mogo's current annual information form, which is available at [www.sedarplus.com](http://www.sedarplus.com) and [www.sec.gov](http://www.sec.gov). Except as required by law, Mogo disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, events or otherwise.*

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