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Thread: [Metaplanet Just Bought Another 780 BTC. Thats... Kind of a Big Deal.](#)

JoseMar - July 28, 2025, 5:23 am

Metaplanet Just Bought Another 780 BTC.

That's... Kind of a Big Deal.

So, What Actually Happened?

Alright, here's the short version:

Metaplanet, a Japanese investment firm that's been quietly stacking sats like it's going out of style, just bought 780 more Bitcoin. That puts their total holdings at 17,132 BTC. Which, depending on when you check the price, is worth a little over \$2 billion.

Pretty wild. Especially when you consider that just a couple years ago, nobody outside Japan really even mentioned Metaplanet. Now? They're seventh on the list of top corporate Bitcoin holders. And the only one outside the U.S. in the top 10.

Feels like they skipped the small talk and just walked straight into the room with a \$2B flex.

Okay, But Why Does This Matter?

Well, maybe it doesn't, to you.

If you're just here to trade, this might sound like background noise. But zoom out for a sec. This isn't just some random firm trying to chase MicroStrategy's shadow. Metaplanet's playing their own game. They're building something "Japan-native," to use their CEO's words. That means navigating different regulations, different taxes, a totally different investor mindset.

And yet, they're still going all-in on Bitcoin. That says something.

It's one thing when American tech companies ape into BTC like it's an extension of their brand. But a Japanese firm taking this kind of risk? In a culture known for being, let's say... methodical with change?

That's interesting.

The Numbers (If You're Into That)

Here's what we know: The new 780 BTC cost them around \$92 million

They paid about 17.5 million yen per coin, which comes out to ~\$118,145

Their total spend on Bitcoin so far? \$1.7 billion

Average cost basis: ~\$99,640 per BTC

If you're the kind of person who likes charts and receipts, Nansen's got all the data. As of writing, BTC is hovering just above their most recent purchase price. So they're not underwater or anything. At least not yet.

Also, minor flex, their stock has gone up 517% in a year. That's... not normal.

But Are They Just Copying Strategy?

Honestly? No. Or at least, not exactly.

Sure, the comparison comes up, Strategy (formerly MicroStrategy) is sitting on 600,000+ BTC, so they set the blueprint. But Metaplanet seems to be tweaking it for their own ecosystem.

Their CEO even said they're not trying to clone anyone. They're trying to integrate Bitcoin exposure into things like Japan's tax-free savings accounts. Which sounds small but is actually a clever way to tap into the average investor's world without forcing them into weird crypto rabbit holes.

It's like... Strategy built a cathedral. Metaplanet's building a tea house. Different scale. Different purpose. But still sacred, in a way.

Where Is This Going?

Here's where things get fuzzy.

They've hinted that they might start using their Bitcoin stack to buy cash-generating businesses. Stuff like, and this caught my eye, a digital bank in Japan. Which, if they pull it off, could be a kind of Bitcoin flywheel: BTC buys business, business generates revenue, revenue fuels more BTC buys.

It's ambitious. Maybe even risky. But also kind of brilliant.

Imagine telling your friends you're starting a neobank and funding it with digital gold you bought years ago. Feels cyberpunk as hell. But also... maybe that's just the future now?

Look, this isn't investment advice.

And I'm not saying Metaplanet's going to win long-term. For all we know, they could overextend and flop.

But I think what they're doing deserves more attention. Not because they're flashy. But because they're doing something bold in a place where bold moves are rare.

They're not just buying Bitcoin. They're trying to reshape what finance looks like in a country that's historically cautious about innovation.

That tension? Between tradition and disruption?

Feels like something worth watching.

LSD - July 28, 2025, 6:39 am

these threads ruin the personable vibe this forum once had. its so sad

Braco22 - July 28, 2025, 7:14 am

(Jul 28, 2025 06:39 AM)LSD Wrote: [\[CITE\]](#) these threads ruin the personable vibe this forum once had. its so sadYeah, as much as they are informative they are structured so much like a blogpost kind of a vibe rather than a thread discussion.

LSD - July 28, 2025, 7:15 am

(Jul 28, 2025 07:14 AM)Braco22 Wrote: [\[CITE\]](#) Yeah, as much as they are informative they are structured so much like a blogpost kind of a vibe rather than a thread discussion.

Exactly. I can get news from perplexity. Rather not read this AI generated crap when im trying to read personal opinions here. but thats just my personal opinion