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Trump Media, Crypto.com to Build \$6.4B CRO Treasury Firm, CRO Jumps 25%

Trump Media will buy \$105 million in CRO tokens while Crypto.com takes \$50 million in DJT stock as part of a partnership that makes the Cronos token central to Truth Social’s rewards system.

By [Oliver Knight](#) | Edited by [Parikshit Mishra](#), [Sheldon Reback](#)

Updated Aug 26, 2025, 11:45 a.m. Published Aug 26, 2025, 9:01 a.m.



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President Donald Trump and Crypto.com CEO Kris Marszalek (Crypto.com)

What to know:

Trump Media is integrating Crypto.com’s wallet infrastructure and adopting CRO as a utility token for Truth Social rewards and subscriptions.

The companies will exchange investments: Trump Media buys \$105 million in CRO (~2% of supply), while Crypto.com acquires \$50 million in DJT shares.

A new vehicle, Trump Media Group CRO Strategy Inc., plans to merge with SPAC Yorkville Acquisition Corp. and trade as “MCGA,” aiming to become the world’s largest CRO holder.

In This Article

 BTC

\$108,452.48 ▼ 3.51%

 SOL

\$204.88 ▼ 2.99%

Trump Media and Technology Group (DJT) said it agreed to form a joint venture with Crypto.com that will invest in the exchange's CRO token as a treasury asset and go public by combining with a special purpose acquisition vehicle (SPAC).

As part of the agreement, Trump Media will buy about \$105 million worth of CRO, roughly 2% of the token's total market cap, while Crypto.com will buy \$50 million in Trump Media stock. CRO surged after the announcement, taking its 24-hour gain to 25%, according to CoinDesk data. It was recently 22% higher at 19.60 cents. DJT shares rose 3.5% to \$17.82.

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The venture will be called Trump Media Group CRO Strategy Inc. and plans to merge with Yorkville Acquisition Corp (YORK). It will trade under the ticker MCGA, which stands for “[Make CRO Great Again](#),” [Crypto.com](#) CEO Kris Marszalek said on X. The company will become the world’s largest holder of CRO with around 6.3 billion tokens, valued at roughly \$1 billion at the time of announcement.

The move comes as publicly traded companies worldwide are jumping into crypto, buying assets including bitcoin BTC ▲ \$111,846.73 and ether (ETH) as core investments and restyling themselves as crypto treasury companies even as their day-to-day operations still rely on industries as varied as such as pharmaceuticals, software development and online casino gaming.

The trend was kicked off in 2020 by Strategy (MSTR), which now owns \$69 billion worth of BTC. More than 3.6 million BTC valued at \$396 billion is held in treasuries across 174 public companies and 60 private companies, according to bitcointreasuries.net.

Several companies are also [buying altcoins](#), with billions of dollars being spent acquiring tokens like solana SOL ▲ \$207.82 and ether (ETH).

Marszalek described the initiative as “a historic day for CRO,” pointing to an initial \$200 million in cash earmarked for further token purchases, plus additional commitments that could bring total available funds to around \$420 million, alongside a \$5 billion credit line.

“This presents a differentiated opportunity for investors in the digital asset treasury space,” he said, adding that the mission of Trump Media Group CRO Strategy is to maximize what he called a “flywheel effect,” which involves raising funds to acquire more CRO.

The deal includes the creation of a new rewards system that will allow users to convert platform “gems” into CRO tokens, with further plans to enable subscription payments and discounted services using CRO.

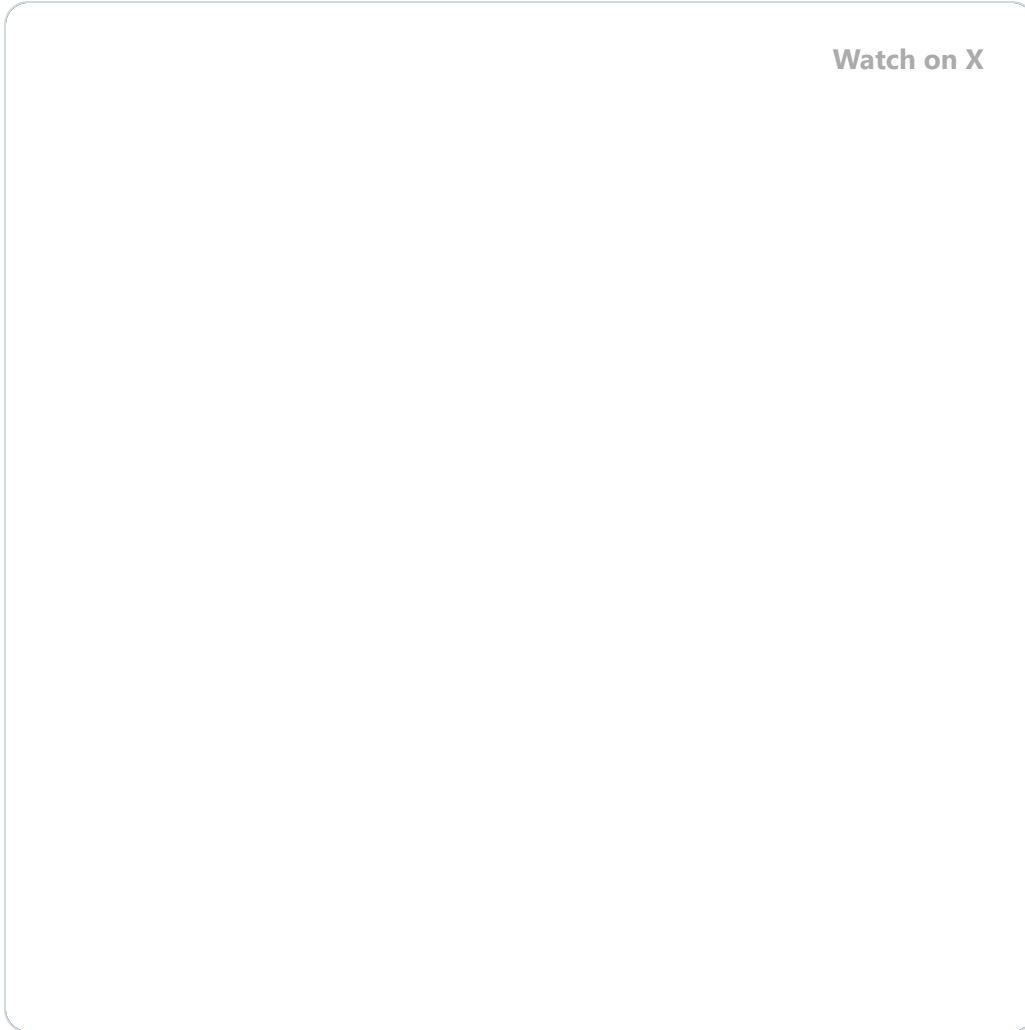
Trump Media said it will custody and stake its CRO holdings with [Crypto.com](https://crypto.com) for additional revenue.

Kris | Crypto.com  



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- A historic day for [\\$CRO](#). Trump Media Group CRO Strategy announced a \$6.42b U.S. Dollar treasury play. See the press release for more info on the proposed Business Combination and important info about [\\$YORK](#), [\\$YORKW](#) and [\\$YORKU](#). Here's what you need to know:
- A definitive [Show more](#)



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Despite a wider market sell-off over the past week, CRO performed well in the lead up to the news being released, rising from 14 cents to 16 cents. Trading volume rose by 700% in the past 24 hours to \$310 million, according to [CoinMarketCap](#).

UPDATE (AUG. 26, 14:10 UTC): *Adds joint venture company in first paragraph, background on crypto treasury companies starting in fourth and CRO price action leading up to announcement.*

UPDATE (Aug. 26, 15:45 UTC): *Changes lead photo.*

- Trump
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Eric Trump Praises China’s Role in Bitcoin, Says U.S. and Beijing Are ‘Leading the Way’

By [Sam Reynolds](#), [AI Boost](#) | Edited by [Sheldon Reback](#) 6 hours ago



President Donald Trump's son said he would love for his father and China's President Xi Jinping

to talk about bitcoin at a coming meeting.

What to know:

Eric Trump praised China, highlighting its significant influence on bitcoin and digital finance.

He emphasized the U.S.–China dynamic as pivotal in the future of digital finance, saying the two countries led the world in cryptocurrency.

Trump described the U.S. as advancing rapidly in digital assets under his father's leadership, with strong support from Wall Street and institutional investors.

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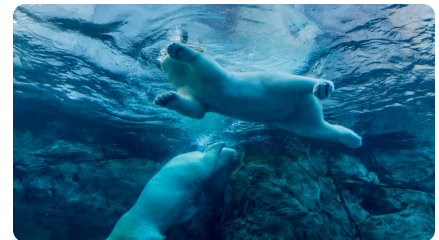
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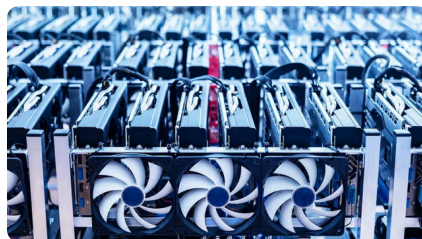


Bitcoin Hammered Below \$109K as Conference Indicator Strikes Again

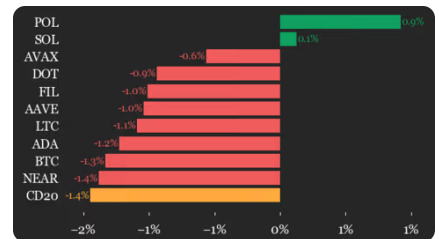
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