Fold Expands Relationship with Visa to Accelerate Bitcoin Rewards Card Programs

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PHOENIX--(BUSINESS WIRE)--Feb. 4, 2025-- Fold, the leading bitcoin rewards card provider, today announced an expansion of its collaboration with Visa to bring innovative bitcoin rewards card programs to the market. This expanded agreement encompasses Fold's flagship debit card program and upcoming credit card products, leveraging Visa's shared services and incentives to enhance rewards offerings.

Fold's groundbreaking approach to bitcoin financial services is gaining significant traction, with over 600K Fold customers integrating bitcoin into their daily lives. This enhanced collaboration with Visa underscores Fold's commitment to redefining the rewards landscape by enabling consumers to earn even more bitcoin seamlessly through everyday transactions.

Revolutionizing the Rewards Market

Credit card transaction volume in the U.S. alone was estimated to be nearly $6 trillion in 2024, with debit cards adding approximately $5 trillion more. Fold is committed to reshaping these markets by making bitcoin the preferred consumer reward. Recently recognized by Forbes as the #1 debit card for maximizing bitcoin rewards, Fold's innovative card programs have already transacted over $2.5B in volume, delivering more than $70 million in bitcoin to its customers – over 3x the value they would have earned with cashback rewards. Fold is setting its sights on rewriting traditional rewards programs, some of which process ~1% of US GDP.

Fold: A New Era of Financial Services

Fold's card programs exist within a robust personal finance ecosystem designed to blend traditional finance with the power of bitcoin. Program features include seamless bitcoin buys, early paycheck deposit, automatic round-ups on purchases to buy bitcoin, and tools to manage and grow bitcoin holdings with ease. The new partnership with Visa is poised to accelerate Fold's growth by introducing new products, such as the upcoming bitcoin rewards credit card.

"At Fold, we're not just building products, we're shaping the future of rewards and personal finance," said Will Reeves, CEO of Fold. "We believe bitcoin is the next evolution of rewards, and this partnership with Visa strengthens our ability to deliver unmatched value to our users."

A Public Market Pioneer

With over $100 million in bitcoin held in treasury, a recent $30 million growth round of financing led by ATW, and plans to become the first publicly-traded bitcoin financial services company listed on the NASDAQ, Fold is cementing its leadership in the industry.

About Fold

Fold is the leading bitcoin rewards card provider, offering innovative financial solutions that integrate traditional finance with the transformative power of bitcoin. Fold's mission is to make bitcoin accessible and rewarding for everyone.

For more information, visit www.foldapp.com.

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