Fold Launches Revolutionary Bitcoin Rewards Visa Credit Card

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PHOENIX--(BUSINESS WIRE)--Feb. 11, 2025-- Fold, the leading bitcoin rewards and financial services platform, in partnership with Visa®, today announced plans to launch the Fold Bitcoin Rewards Credit Card. This first of its kind financial tool combines the convenience of a traditional credit card with the power of bitcoin rewards, designed to help establish bitcoin as the ultimate savings asset for every American. The card redefines traditional points, miles, and cashback credit card rewards programs, some of which process ~1% of US GDP, by offering up to 2% unlimited bitcoin rewards and up to $250 in bonuses.

The Fold Bitcoin Rewards Credit Card will provide users with access to a suite of innovative financial services through the Fold ecosystem. Cardholders can trade bitcoin with zero fees, enjoy insured bitcoin custody, access FDIC-insured transactional accounts, and take advantage of exclusive bonus offers from top merchants.

Fold's debit card products have already made a significant impact on growing consumer savings via bitcoin, with over 600,000 users and more than $2.5 billion in transactions on its platform.

"Fold has already empowered hundreds of thousands of users to incorporate bitcoin into their daily lives. With this credit card, we aim to dethrone miles as the go-to credit card reward," said Will Reeves, CEO of Fold. "If the top miles cards can process 1% of US GDP, we're confident the Fold Bitcoin Rewards Credit Card can reach the same heights. We're building the hub of personal finance, powered by bitcoin, to ensure everyone has the tools to earn, save, and grow their wealth with bitcoin every day."

Fold members will earn **1.5% unlimited bitcoin rewards** and up to a **$100 bonus**, while Fold+ members will enjoy exclusive perks, including **2% unlimited rewards in bitcoin**, up to **$250 in bonuses**, and a premium **metal card** that reflects their elevated status.

To date, Fold has distributed nearly **$75 million in bitcoin rewards** to its debit card users—rewards that would have amounted to just over $20 million in cash. This track record highlights the potential of bitcoin as a superior savings asset, and the Fold Bitcoin Rewards Credit Card aims to accelerate this momentum.

As Fold prepares to list on the NASDAQ as the first publicly traded bitcoin financial services company, it is also building a **top 25 bitcoin treasury** among public companies, with over **1,000 bitcoin in reserves**. This initiative aligns with Fold's mission to make bitcoin the cornerstone of personal savings for millions of Americans.

Consumers can sign up today to join the Fold Bitcoin Rewards Credit Card waitlist and gain early access to apply.* Fold is reshaping the future of rewards, ensuring that every purchase contributes to a brighter financial future powered by bitcoin.

For more information, visit foldapp.com/credit-card.

*Additional waitlist terms and conditions apply, see link for details.

About Fold

Fold is the leading bitcoin rewards and financial services platform, empowering users to earn bitcoin daily and build savings seamlessly. From the #1 bitcoin rewards debit card to this revolutionary credit card, Fold is setting the standard for bitcoin in personal finance.

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