
Blockrise sets precedent in the Bitcoin market by reducing custody fees to 0%

Blockrise restructures pricing: clients pay for service, not for holding.

- Blockrise removes the percentage-based custody fee across all account types.
 - The change separates ownership from service in Blockrise's pricing model.
 - Clients now only pay for services used — brokerage, lending, asset management — not for holding bitcoin.
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Rotterdam, 10 June 2026 — Blockrise, a Bitcoin platform supervised by the Dutch Authority for the Financial Markets (AFM) under MiCAR, announced its custody fee will be reduced to 0% across all accounts.

A percentage-based custody fee is the industry standard, with numbers reaching up to 1% per annum. The fee scales with the value of a client's position, regardless of activity or service used. Blockrise reviewed that model against the operational reality of custody: the work of securing a wallet is the same whether a client holds 1 BTC or 100 BTC. The analysis led to the clear conclusion that percentage-based pricing belongs to categories of financial services where fees scale with complexity and effort. Bitcoin custody is not such a service, whereas charging a relative custody fee misaligns platform incentives with the long time preference bitcoin holders are trying to exercise.

Going forward, Blockrise now only charges clients for services that genuinely scale with effort: purchasing bitcoin, asset management mandates, bespoke services and Bitcoin-backed loans through Blockrise Lending B.V. This change makes Blockrise one of the first Bitcoin custodians where clients are charged no custody fee for simply holding bitcoin, directly competing with various crypto custody providers and other crypto platforms.

Blockrise is working towards a broader repricing that separates ownership from service across its full product range, as the company recently added bank accounts to its product portfolio. The custody fee removal is merely a first step in the direction of becoming the leading Bitcoin-only company in the European Union.

ABOUT BLOCKRISE

Blockrise is a Bitcoin-only platform based in Rotterdam, on a mission to make bitcoin accessible without compromising what makes it valuable. Founded in 2017, it offers trading, asset management, and Bitcoin-backed loans through Blockrise Lending B.V., through a hybrid custody model that gives clients full ownership of their bitcoin. Regulated by the Dutch Authority for the Financial Markets (AFM) under MiCAR, Blockrise serves individuals and businesses across Europe. Visit www.blockrise.com.

FOR INTERVIEW REQUESTS AND MORE INFORMATION

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