

Trump's Truth Social Enters Crypto Arena with Bold ETF Proposal

Trump Media & Technology Group (TMTG) has officially filed to launch a Bitcoin and Ethereum exchange-traded fund (ETF), signaling a major strategic shift into digital assets. The proposed "Truth Social Bitcoin and Ethereum ETF" would allocate 75% of its holdings to Bitcoin and 25% to Ethereum, and be listed on NYSE Arca, pending approval from the U.S. Securities and Exchange Commission (SEC).

Crypto.com has been named as the fund's exclusive custodian and execution agent, overseeing asset security, staking, and liquidity services. This partnership places Crypto.com at the operational core of what could become one of the most politically significant ETFs ever introduced to U.S. markets.

The filing arrives at a politically sensitive moment, as Donald Trump campaigns for reelection while his media company aggressively expands into the cryptocurrency sector. Ethics experts and critics have raised concerns about the appearance of a conflict of interest, noting the potential for policy influence to intersect with personal financial gain.

Further expanding its crypto ambitions, Trump Media alongside investment partner Yorkville America has announced plans for a series of politically branded funds, including the America First Bitcoin Fund and the America First Stablecoin Income Fund. These offerings appear designed to attract retail investors aligned with the former president's political base.

Despite recently announcing a \$2.5 billion capital raise intended to establish a Bitcoin treasury, TMTG has yet to disclose any crypto asset purchases. Nonetheless, the ETF filing alone has already generated substantial market and media interest, highlighting the growing convergence of politics, finance, and blockchain technology.

If approved, the Truth Social ETF could set a precedent for politically affiliated firms entering the regulated crypto investment space raising critical questions about transparency, regulation, and the evolving role of digital assets in the American political economy.