BISON brings a new symbol to Frankfurt's Börsenplatz

- **The crypto trading platform of Boerse Stuttgart Group is temporarily placing a BISON statue on Frankfurt's Börsenplatz, positioning it alongside the bull and bear as an equal counterpart**

- **The installation represents a new market phase: cryptocurrencies have become an integral part of the modern capital market**

- **The BISON represents a perspective beyond the classic bull-or-bear narrative: crypto as a distinct, volatile, but long-term relevant asset class**

Frankfurt am Main, 11.06.2026 – For decades, the bull and bear on Frankfurt's Börsenplatz, the square in front of the Frankfurt Stock Exchange, have stood for rising and falling markets. Now, for one day, the iconic pair is being joined by a new figure: a BISON statue of equal size. With the installation, the crypto trading platform BISON is making a visible statement on the next phase in the development of cryptocurrencies.

The message is clear: the crypto market is increasingly moving beyond its role as a purely speculative niche and becoming a regulated, lasting component of modern financial markets. As a symbol, the BISON statue represents this new phase – one in which digital assets are becoming more firmly embedded in existing financial structures.

"The crypto market is undergoing a fundamental transformation. Today, it is no longer defined solely by short-term price movements or the contrast between bull and bear markets," explains Dr. Ulli Spankowski, CEO and co-founder of BISON. "Digital assets are increasingly becoming part of the regulated financial system. With the BISON statue on Frankfurt's Börsenplatz, we want to make this development visible."

Crypto: from alternative to integration

At Frankfurt's Börsenplatz, the installation highlights a development that has been taking shape in the market for some time: crypto is no longer merely an alternative to the traditional financial world, but part of its next stage of evolution. While cryptocurrencies were long associated primarily with hype cycles, volatility, and speculation, the focus is now increasingly shifting toward regulation, security, and long-term market integration.

At the same time, crypto remains a volatile asset class. For BISON, this is precisely why the focus is not on choosing between the traditional and digital financial worlds, but on enabling simple and secure access. In this way, cryptocurrencies are increasingly becoming a building block in modern portfolios – not as a replacement for traditional investments, but as a distinct addition.

"Corrections are part of the markets – whether in equities, gold or Bitcoin. What matters is that cryptocurrencies are not viewed solely through the lens of short-term price movements," Spankowski continues. "The question is no longer whether crypto will become part of the financial world, but how its ongoing integration will take shape. Trust, regulation and reliable infrastructure play a central role in this."

About BISON

BISON is the multi-award-winning crypto trading platform of Boerse Stuttgart Group for retail investors, offering a secure, fully regulated and user-friendly way to access more than 60 cryptocurrencies and over 2,500 securities. BISON stands for security and quality "Made in Germany." With its headquarters in Stuttgart and an international team of more than 200 employees, the platform has over 1 million active users and is available to individuals from 72 countries.

About Boerse Stuttgart Group

Boerse Stuttgart Group is the sixth-largest exchange group in Europe, with strategic pillars in the capital markets business as well as in digital and crypto. It operates exchanges in Germany, Sweden and Switzerland and, as a pioneer, has built the largest digital and crypto business of any European exchange group. Boerse Stuttgart Group employs more than 700 people at locations in Stuttgart, Berlin, Frankfurt, Ljubljana, Madrid, Milan, Stockholm and Zurich.

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