

Project: FinTech Corporate Press Release

Stripe 2025 Annual Letter & Tender Offer Announcement

By Vitali Babenia | June 2026

Project Overview

Source Text URL	https://stripe.com/newsroom/news/stripe-2025-update
Target Audience	Russian-speaking entrepreneurs, FinTech professionals, venture capital investors, and business journalists
Tone of Voice	Formal, authoritative, and corporate — consistent with the register of international financial press releases
Localization Challenge	Adapting specialized Silicon Valley venture capital and SaaS metrics into natural, standard Russian business terminology without losing technical precision or corporate credibility
Word Count	305

Original Press Release Summary

Note: The full original press release is available at the source text URL above. The following is a structured summary of this press release's content for reference.

The press release is a piece of corporate financial communication published by Stripe (a global programmable financial services company) in February 2026, combining its 2025 annual letter with a tender offer announcement. It covers several major themes: total payment volume processed on Stripe, the rapid growth and global-by-default nature of new businesses joining the platform, Stripe's expanding role in "agentic commerce" infrastructure for AI-driven transactions, and a sharp rise in stablecoin payment volume.

Press Release (Side-by-Side Localization)

Note: The following table presents a selected excerpt of the full press release, adapted for portfolio demonstration purposes.

ENGLISH SOURCE TEXT	RUSSIAN LOCALIZED TEXT
Stripe publishes 2025 annual letter and announces tender offer to provide liquidity to current and former employees	Компания Stripe опубликовала ежегодное письмо за 2025 год и анонсировала предложение о выкупе акций для предоставления ликвидности своим действующим и бывшим сотрудникам

ENGLISH SOURCE TEXT	RUSSIAN LOCALIZED TEXT
Businesses running on Stripe generated \$1.9 trillion in total volume, up 34% from 2024, and equivalent to roughly 1.6% of global GDP.	Предприятия, работающие на Stripe, обеспечили совокупный объем транзакций в размере 1,9 трлн USD, что на 34% выше показателей 2024 года и составляет примерно 1,6% мирового ВВП.
Beyond payments, Stripe's Revenue suite is on track to hit an annual run rate of \$1 billion this year.	Помимо платежного направления, годовой темп выручки линейки Revenue suite, по прогнозам, достигнет 1 млрд USD в текущем году.
Stripe powers 90% of the Dow Jones Industrial Average and 80% of the Nasdaq 100, and the cohort of companies that joined Stripe in 2025 is the highest performing yet.	Stripe обеспечивает работу 90% компаний, входящих в индекс Dow Jones Industrial Average, и 80% — в индекс Nasdaq 100. При этом группа компаний, присоединившихся к Stripe в 2025 году, демонстрирует самые высокие показатели на сегодняшний день.
SAN FRANCISCO AND DUBLIN — Stripe, the programmable financial services company, has signed agreements with investors to provide liquidity to current and former Stripe employees through a tender offer at a \$159B (€135B) valuation. While the majority of funds for the tender offer are being provided by investors including Thrive Capital, Coatue, a16z, and others, Stripe will also use a portion of its own capital to repurchase shares.	САН-ФРАНЦИСКО И ДУБЛИН — Stripe, компания-поставщик программируемых финансовых сервисов, подписала соглашения с инвесторами о предоставлении ликвидности своим действующим и бывшим сотрудникам в рамках предложения о выкупе акций при оценке компании в 159 млрд USD (135 млрд EUR). Хотя основную часть средств для данного предложения предоставляют инвесторы (Thrive Capital, Coatue, a16z и другие), Stripe также задействует часть собственного капитала.
Stripe also published its 2025 annual letter to the Stripe community, detailing a strong year for businesses on Stripe and the internet economy overall. Businesses running on Stripe generated \$1.9 trillion in total volume, up 34% from 2024, and equivalent to roughly 1.6% of global GDP. Beyond payments, Stripe's Revenue suite (comprising Stripe Billing, Invoicing, Tax, and more) is on track to hit an annual run rate of \$1 billion this year.	Stripe также опубликовала ежегодное письмо к своему сообществу за 2025 год, в котором подробно описаны успешные результаты работы предприятий на платформе и интернет-экономики в целом. Предприятия, работающие на Stripe, обеспечили совокупный объем транзакций в размере 1,9 трлн USD, что на 34% выше показателей 2024 года и составляет примерно 1,6% мирового ВВП. Помимо платежного направления, годовой темп выручки линейки Revenue suite (включающей Stripe Billing, Invoicing, Tax и другие продукты), по прогнозам, достигнет 1 млрд USD в текущем году.

ENGLISH SOURCE TEXT	RUSSIAN LOCALIZED TEXT
In the letter, cofounders Patrick and John Collison wrote: "Our programmable financial services now power more than 5 million businesses directly or via platforms, including all of the top AI companies, many of the largest blue-chip companies (90% of the Dow Jones Industrial Average), most of the biggest tech companies (80% of the Nasdaq 100), and a significant fraction of freshly minted startups (25% of all Delaware corporations are now created with Stripe Atlas) [...]"	В письме сооснователи Патрик и Джон Коллисон отметили: «Сегодня наши программируемые финансовые сервисы обеспечивают работу более 5 миллионов предприятий напрямую или через платформы. Среди них — все ведущие ИИ-компании, многие крупнейшие корпорации из списка голубых фишек (90% индекса Dow Jones Industrial Average), большинство технологических гигантов (80% индекса Nasdaq 100) и значительная часть новых стартапов (25% всех корпораций штата Делавэр сегодня создаются с помощью Stripe Atlas) [...]»

Terminology & Word Choice Rationale

Tender offer → Предложение о выкупе акций

The word "тендер", which Russian readers predominantly associate with commercial procurement and bidding, was replaced with a clear financial term that immediately clarifies the event's true purpose: a structured initiative to buy back equity from employees.

Total volume → Совокупный объем транзакций

A literal translation of "total volume" ("общий объем") sounds incomplete in Russian. Adding "транзакций" explicitly clarifies the fintech context (Total Payment Volume). Upgrading "total" to "совокупный" matches the serious, macroeconomic register of the sentence, which concludes with a comparison to global GDP.

Annual run rate → Годовой темп выручки

"Annual run rate" refers to the extrapolation of current financial results over a full year. Using the term "годовой темп выручки" captures this predictive, pace-based metric perfectly. Adding "выручки" explicitly grounds the phrase in the context of the product (Revenue suite), avoiding a vague literal translation ("годовой темп").

Programmable financial services company → Компания-поставщик программируемых финансовых сервисов

To avoid the literal translation trap where "programmable" awkwardly modifies "company" ("программируемая компания"), the phrase was restructured using the hyphenated compound noun "компания-поставщик" ("provider company"). This acts as a native stylistic anchor in Russian business journalism, cleanly shifting the modifier "programmable" to the actual services ("финансовые сервисы") being delivered.

Blue-chip companies → Голубые фишки

"Blue-chip companies" maps perfectly to the universally accepted Russian financial term "голубые фишки". It requires no descriptive unpacking as it carries the exact same stylistic register and metaphorical meaning for Russian investors and business readers.

Freshly minted startups → Новые стартапы

The vivid English metaphor "freshly minted" cannot be translated literally ("свежеотчеканенные"), and its closest Russian idiomatic equivalent ("новоиспеченные") can sound overly casual for an executive letter. Neutralizing it to "новые стартапы" maintains a professional business register and prevents cognitive overload in an already dense, metric-heavy list.

Localization Approach & Style Conventions

Grammatical Shift (Tense)

While English journalism frequently uses the present tense for immediacy ("*publishes... announces*"), standard Russian news style prefers perfective past-tense verbs ("*опубликовала... анонсировала*") in lead sentences. This accurately states the recent event as a completed fact, aligning perfectly with Russian editorial standards.

Grammatical Gender Consistency

Foreign brand names carry no inherent grammatical gender in Russian and can trigger awkward inconsistency if left unanchored. Therefore, "*Stripe*" is treated as feminine throughout the Russian text, with grammatical agreement anchored to the implicit category noun for company ("*компания*" — a feminine noun). Consistently applying this feminine agreement (e.g., "*Stripe опубликовала*" rather than the default masculine "*опубликовал*") is a deliberate stylistic choice. It produces a fluent, polished tone that reads naturally to native speakers while maintaining absolute grammatical consistency across the text.

Typographic Conventions

Adjusted all punctuation to meet rigorous Russian academic and business standards. English quotation marks ("...") were localized to Russian chevrons («...»). Financial numbers were adapted to standard Russian metric notation, using commas for decimals (e.g., "*1,9 трлн*" instead of points like "*1.9 trillion*"). Currency symbols (\$, €) were replaced with ISO codes (USD, EUR), placed after the numerical value with a non-breaking space (e.g., "*159 млрд USD*"), in line with standard Russian corporate and financial typographic conventions.

Brand Names & Product Identity

The names of companies (Stripe, Thrive Capital, Coatue, a16z), financial indexes (Dow Jones Industrial Average, Nasdaq 100), and core proprietary products (Revenue suite, Stripe Billing, Invoicing, Tax, Stripe Atlas) were left untranslated in their native Latin alphabet. This directly matches standard industry practice in the modern Russian-speaking tech ecosystem, where native naming prevents ambiguity.

Cultural & Market Context

The specific mention of "*Delaware corporations*" is deeply tied to US corporate legal infrastructure. It was preserved accurately as "*корпораций штата Делавэр*" because the target professional audience recognizes Delaware as the primary benchmark legal hub for globalized startups.