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DDC Extends Fourth Consecutive Week of Bitcoin Accumulation with Additional 105 BTC Purchase

NEW YORK--(BUSINESS WIRE)-- **DDC Enterprise Limited** (NYSEAMERICAN: DDC) ("DDC" or the "Company"), a global Asian food platform and digital asset treasury company, today announced the acquisition of **105 Bitcoin (BTC)**. This marks DDC's fourth consecutive week of Bitcoin purchases under the Company's structured accumulation program, and brings its total holdings to **1,888**.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260205005228/en/>

DDC acquired additional 105 BTC

DDC continues to view Bitcoin as a strategic reserve

asset with long-duration characteristics that complement its broader capital structure. The Company's treasury framework emphasizes continuity of execution, risk oversight, and transparency, with purchases carried out according to predefined allocation principles.

Bitcoin Purchase Highlights

- **BTC Acquired:** 105 BTC
- **Total Bitcoin Holdings:** 1,888 BTC
- **Average Cost:** \$86,868
- **BTC Yield (Year-to-Date):** 59.6%
- **BTC per 1,000 Shares:** 0.063454 BTC per 1,000 DDC shares

With this latest acquisition, DDC has now executed Bitcoin purchases for four consecutive weeks, reinforcing the Company's stated intention to build its Bitcoin treasury through steady, programmatic accumulation. Management believes that consistency across market environments is a core differentiator of an institutional-grade treasury strategy.

Rather than anchoring decisions to short-term price movements, DDC's approach prioritizes durability, balance sheet resilience, and alignment with long-term shareholder interests.

"Our focus is not on individual transactions, but on the continuity of execution," said Norma Chu, Founder, Chairwoman, and Chief Executive Officer of DDC. "We are building a Bitcoin treasury that reflects discipline, structure, and long-term conviction."

About DDC Enterprise Limited

DDC Enterprise Limited (NYSEAMERICAN: DDC) is participating proactively in the corporate Bitcoin treasury evolution while maintaining its foundation as a leading global Asian food platform. The Company has strategically positioned Bitcoin as a core reserve asset while continuing to expand its portfolio of culinary brands. DDC is at the forefront of public companies integrating Bitcoin into their financial architecture. For more information, visit www.ddc.xyz.

Caution Regarding Forward-Looking Statements

Certain statements in this announcement are forward-looking statements. Investors can identify these forward-looking statements by words or phrases such as “may,” “will,” “expect,” “anticipate,” “aim,” “estimate,” “intend,” “plan,” “believe,” “is/are likely to,” “potential,” “continue” or other similar expressions. Examples of forward-looking statements include those related to business prospects, accumulation of Bitcoin, the Company and its management’s view of market conditions and outlook, and the Company’s goals, strategy and future activity. These statements are subject to uncertainties and risks including, but not limited to, the risk factors discussed in the Risk Factors and in Management’s Discussion and Analysis of Financial Condition and Results of Operations sections of our Forms 20-F, 6-K and other reports filed with the Securities and Exchange Commission (“SEC”) and available at www.sec.gov. It is also inherent in forward-looking statements for there to be risks, uncertainties and other factors beyond the Company’s ability to predict or control. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and the Company cautions investors that actual results may differ materially from the anticipated results and encourages investors to review other factors that may affect its future results in the Company’s filings with the SEC. Additional factors are discussed in the Company’s filings with the SEC, which are available for review at www.sec.gov. The Company undertakes no obligation to update or revise publicly any forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations that arise after the date hereof, except as may be required by law.

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