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DDC Expands Bitcoin Treasury with Second Strategic Purchase This Week, Adding 100 BTC

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 **100 Bitcoin (BTC)**. This marks DDC's second purchase this week and brings its total holdings to **1,783 BTC** under its structured Bitcoin accumulation program.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260129235752/en/>

Second BTC Purchase of the Week

The latest acquisition underscores DDC's systematic and long-

term approach to building its Bitcoin treasury. The Company continues to view Bitcoin as a scarce, long-duration asset that enhances treasury resilience and diversifies its liquidity profile amid evolving macroeconomic and monetary conditions.

DDC has successfully accumulated 600 BTC in the first month of 2026. With the addition, DDC's Bitcoin holdings' ranking among publicly listed companies worldwide has risen from 44th to 36th since the beginning of the year, according to data from [Bitcointreasuries.net](https://www.bitcointreasuries.net).

Purchase Highlights:

- **Treasury Growth:** Increases Bitcoin treasury holdings by 100 BTC.
- **BTC Milestone:** Total Bitcoin holdings of 1,783 BTC
- **Average Cost per Bitcoin Holding:** \$88,170
- **Bitcoin Yield (Year-to-Date):** 50.7%
- **Bitcoin per Share:** 0.059925 BTC per 1,000 DDC shares

"Each acquisition represents a deliberate step in strengthening our Bitcoin treasury and balance sheet," said Norma Chu, Founder, Chairwoman, and Chief Executive Officer of DDC. "We continue to execute a consistent accumulation strategy supported by prudent risk management and a long-term focus on enhancing shareholder value."

DDC's Bitcoin treasury strategy aligns with its broader commitment to thoughtful capital allocation and innovation-led growth. The Company believes that maintaining a strategic Bitcoin position complements its core operations by improving liquidity management and bolstering the resilience of its capital structure.

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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