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DDC Enterprise Announces First 21 Bitcoin Purchase, Reinforces Commitment to Bitcoin Accumulation Strategy

NEW YORK--(BUSINESS WIRE)-- DDC Enterprise (NYSE: DDC) today announced the completion of its initial 21 Bitcoin (BTC) acquisition as part of its corporate strategy to integrate Bitcoin into its treasury reserves.

First Tranche of 21 BTC Acquired via Share Exchange

The Company has completed the first transaction with an investor group, issuing 254,333 of DDC class A ordinary shares in exchange for 21 BTC, valued at approximately USD 2,283,667 in current market price.

Remaining 79 BTC Purchases to Accelerate

DDC expects to finalize two additional purchases in the coming days to acquire the remaining 79 BTC under this initial phase. Upon completion, DDC will hold 100 BTC as part of its expanding BTC treasury.

Shareholder Letter Highlights Record Growth and BTC Accumulation Strategy

This announcement follows last week's shareholder letter by Norma Chu, chairwoman, founder, and CEO of DDC, which detailed the Company's record financial and operational growth in 2024. The letter also outlined an ambitious Bitcoin accumulation plan, targeting up to 500 BTC within six months and 5,000 BTC over three years, positioning DDC to be an innovator among NYSE-listed companies in adopting such a transformative bitcoin treasury strategy.

"Today marks a pivotal moment in DDC's evolution. As the first female founder of a U.S. publicly traded company to spearhead a Bitcoin-only treasury strategy, I am energized by the immense potential this initiative holds for our shareholders. Our initial acquisition of 21 BTC, alongside the accelerated execution of our broader plan, reflects our confidence in Bitcoin as a store of value and our unwavering dedication to innovation. We are fully committed to ensuring the success of this strategy, which aligns with our vision to drive long-term value for our shareholders," said Norma Chu.

Forward-Looking Statements

Certain statements in this press release are forward-looking statements, including, for example, statements about our BTC purchases and strategy, issuance of shares to purchase BTC, NYSE and SEC compliance, estimated revenue, margins, growth and expansion. These forward-looking statements involve known and unknown risks and uncertainties and are based on the Company's current expectations and projections about future events that the Company believes may affect its financial condition, results of

operations, business strategy and financial needs. These forward-looking statements are also based on assumptions regarding the Company's present and future business strategies and the environment in which the Company will operate in the future. Investors can find many (but not all) of these statements by the use of words such as "may," "will," "expect," "anticipate," "aim," "estimate," "intend," "plan," "believe," "likely to" or other similar expressions. 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, except as may be required by law. 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 registration statement and other filings with the SEC.

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