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DDC Enterprise Announces US\$100 Million Bitcoin Strategic Partnership with Animoca Brands to Advance Corporate Bitcoin Treasury

- Appoints Industry Veteran, Yat Siu, Co-Founder and Executive Chairman of Animoca Brands to Bitcoin Visionary Council

- Signs MoU with Animoca Brands for US\$100 Million Bitcoin Strategic Partnership

NEW YORK--(BUSINESS WIRE)-- DDC Enterprise Limited (NYSE: DDC) ("DDC" or the "Company") today announced that it has signed a non-binding memorandum of understanding ("MoU") with Animoca Brands to develop and implement strategies that maximize yield for the Web3 leader's Bitcoin assets while managing associated risks.

The MoU establishes a strategic partnership whereby Animoca Brands will allocate up to US\$100 million in Bitcoin towards yield enhancement strategies operated by DDC. The move, which accelerates DDC's Bitcoin accumulation strategy, positions Bitcoin as a key component of contemporary corporate finance strategy, and serves as a blueprint for digital asset adoption among public companies.

In addition, Yat Siu, Co-Founder and Executive Chairman of Animoca Brands, will join DDC's newly formed Bitcoin Visionary Council to provide strategic leadership and guidance to ensure the Company's Bitcoin treasury operations align with cutting-edge industry standards and long-term value creation.

"This partnership with Animoca Brands marks a transformative step for DDC and reflects our shared vision to accelerate Bitcoin's role as a pristine monetary asset," said Ms. Norma Chu, Chairwoman, Founder and CEO of DDC. "The addition of Yat Siu to our newly formed Bitcoin Visionary Council brings exceptional industry experience and network value that will strengthen our strategic direction and help guide our treasury and Bitcoin ecosystem initiatives. Together, we're committed to innovation, disciplined risk management, and unlocking Bitcoin's full potential as a modern treasury asset."

"Our partnership with DDC enables Animoca Brands to enhance the value of our blockchain technologies and maximize the value of our Bitcoin holdings," added Yat Siu, Co-Founder and Executive Chairman of Animoca Brands. "Through this partnership, we will focus on developing strategies to enhance Bitcoin's value proposition, leveraging DDC's commitment to advancing corporate Bitcoin treasury solutions."

Key Partnership Advantages

- Accelerates DDC's Bitcoin accumulation strategy
- Develops yield-generating strategies for Bitcoin treasury corporations
- Creates a replicable framework for public-company digital-asset adoption

About DDC Enterprise

DDC Enterprise Limited (NYSE: DDC) is spearheading the corporate Bitcoin treasury revolution while maintaining its foundation as a leading global Asian food platform. The company has strategically positioned Bitcoin as a core reserve asset, executing an aggressive accumulation strategy. While continuing to grow its portfolio of culinary brands – including DayDayCook, Nona Lim, and Yai's Thai – DDC is now at the vanguard of public companies integrating Bitcoin into their financial architecture.

About Animoca Brands

Animoca Brands Corporation Limited (ACN: 122 921 813) is a global Web3 leader that leverages tokenization and blockchain to deliver digital property rights to consumers, helping to establish the open metaverse and its associated network effects. It has received broad industry and market recognition including [Fortune Crypto 40](#), [Top 50 Blockchain Game Companies 2025](#), Financial Times' [High Growth Companies Asia-Pacific](#), and [Deloitte Tech Fast](#).

For more information visit www.animocabrands.com or follow on [X](#), [YouTube](#), [Instagram](#), [LinkedIn](#), [Facebook](#), and [TikTok](#).

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