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DDC Enterprise Launches DDC Bitcoin Influence Collective to Accelerate Growth and Enhance Shareholder Value

- Strategic initiative unites leading bitcoin experts to advance DDC's market leadership
- Adrian Morris, Lemar Ashhar, Magdalena Gronowska, and Tim Kotzman named inaugural Collective Members

NEW YORK--(BUSINESS WIRE)-- DDC Enterprise Limited (NYSE: DDC) ("DDC" or the "Company"), a leading US-listed bitcoin treasury company, today announced the launch of the **DDC Bitcoin Influence Collective** ("BIC"), a transformative initiative designed to accelerate DDC's growth strategy, strengthen its leadership in the bitcoin sector, and drive long-term value for shareholders.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20250714246955/en/>



The inaugural members of the DDC Bitcoin Influence Collective are **Adrian Morris, Lemar Ashhar, Magdalena Gronowska, and Tim Kotzman**—each recognized for their expertise and significant contributions within the bitcoin ecosystem.

DDC Bitcoin Influence Collective

DDC Bitcoin Influence Collective:

Vision and Purpose

The DDC Bitcoin Influence Collective is a platform uniting top-tier thought leaders to:

- **Advance DDC's Bitcoin Leadership:** Champion DDC's strategy, positioning the Company at the forefront of corporate bitcoin treasury innovation, responsible adoption, and market intelligence.
- **Drive Strategic Growth:** Leverage collective expertise and networks to identify and

capitalize on opportunities that accelerate DDC's expansion and broaden its influence across the digital asset landscape.

- **Shape Industry Dialogue:** Proactively influence key narratives, policies, and technological trends, reinforcing DDC's commitment to thoughtful, forward-looking bitcoin integration and sector development.
- **Build a Dynamic Community:** Cultivate a robust, engaged network of advocates and stakeholders, both online and offline, to amplify DDC's long-term vision and collective growth, ensuring broad awareness and support for the Company's initiatives.

"The launch of the DDC Bitcoin Influence Collective marks a pivotal step in our mission to lead global bitcoin innovation and significantly enhance shareholder value. By bringing together these industry leaders, each possessing unparalleled expertise and a shared commitment to excellence, we are profoundly strengthening our growth strategy," said Norma Chu, Chairwoman, Founder and CEO of DDC. "This initiative will not only accelerate DDC's trajectory in the rapidly evolving digital asset space but also solidify our leadership, ultimately delivering lasting benefits for our shareholders as we collaboratively shape the future of bitcoin adoption."

Inaugural Collective Members

Adrian Morris

Adrian Morris is a seasoned investor and technology consultant with a proven track record across both emerging and traditional asset classes. He has been a Bitcoin investor for over 12 years and is a recognized thought leader in the Bitcoin Community and as a member of True North, with specific experience analyzing Bitcoin Equities and corporate Bitcoin Treasury strategies. Adrian has also been a successful and active options trader with a diverse portfolio that also includes long-term holdings in the "Magnificent Seven", A.I. companies such as Palantir and Bitcoin equities.

Lemar Ashhar

Lemar Ashhar is better known as BitcoinMiningStockGuy, @theBTCMiningGuy on X, AKA "BMSG," or "Mining Guy." As part of Bitcoin Class of 2013, he is a distinguished investor in the bitcoin equity market, known for his success and track record investing in the leading bitcoin mining and bitcoin infrastructure companies. Lemar is also the founder and leader of Mining Mafia, the first major, bitcoin-equity focused X-Community with over 7,000 members, including many high-profile executives, investors, and industry leaders.

Magdalena Gronowska

Magdalena Gronowska is a senior Bitcoin consultant with over 17 years of experience in highly regulated financial, electricity, and carbon markets, including seven years at the forefront of Bitcoin. She helped launch Canada's first publicly traded Bitcoin fund, paving the way for Canadian Bitcoin ETFs. Magdalena currently advises PRTI, a waste to energy Bitcoin mining company, and Proof of Workforce, where she helped establish the Santa Monica Bitcoin Office. Previously, she sat on the Board of Advisors for the Digital Asset Securities Commission of El Salvador.

Tim Kotzman

Tim Kotzman is the Creator and Host of The Bitcoin Treasuries Podcast and Digital Conference, a prominent platform at the intersection of corporate finance and digital assets. Through in-depth interviews and curated content, the podcast has become a trusted resource for executives, institutional investors, and policymakers seeking to understand the evolving role of Bitcoin on corporate balance sheets. The recent Bitcoin Treasuries Digital Conference was live-streamed to over 168,000 viewers globally. Tim also has a background in private equity, bringing a strong foundation in capital markets and corporate strategy.

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.

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