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DDC Surpasses 2,000 Bitcoin in Treasury Holdings with Additional 80 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 an additional 80 Bitcoin ("BTC"), bringing its corporate treasury to 2,068 BTC.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260217100155/en/>

DDC Now Holds 2,068 BTC

The latest purchase marks DDC's sixth consecutive week of

Bitcoin accumulation and represents a 74.8% increase in holdings since the start of 2026, reinforcing BTC's role as a foundational component of the Company corporate treasury strategy.

The transaction was executed under DDC's established capital deployment framework, emphasizing disciplined scaling, liquidity oversight, and balance sheet resilience. The Company's approach is designed to perform across market cycles while enhancing long-term per-share value.

Bitcoin Purchase Highlights

- **BTC Acquired:** 80 BTC
- **Total Bitcoin Holdings:** 2068 BTC
- **Average Cost per Bitcoin Holding:** \$84,944
- **BTC Yield (Year-to-Date):** 45.6%
- **BTC per 1,000 Shares:** 0.057887 BTC per 1,000 DDC shares

"This milestone is not about a single trade – it reflects disciplined execution and long-term treasury strategy," said Norma Chu, Founder, Chairwoman, and Chief Executive Officer of DDC. "We are building a meaningful Bitcoin reserve alongside a growing global food platform, with both strategies working together to compound long-term shareholder value."

DDC's Bitcoin treasury strategy complements its core food businesses across Asia and global markets, strengthening the Company's financial foundation as its operating platform drives continued growth.

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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