

TON Strategy Company Announces Senior Officer Appointments

LAS VEGAS, Jan. 08, 2026 (GLOBE NEWSWIRE) -- TON Strategy Company (Nasdaq: TONX), a digital asset treasury company dedicated to holding Toncoin (\$TON), today announced the appointments of Mary L. Marbach as General Counsel and Corporate Secretary and Bill J. Rivard as Chief Accounting Officer, effective January 5, 2026.

Ms. Marbach brings more than two decades of experience leading legal, governance, and regulatory functions for public and growth-stage companies. Marbach was most recently the General Counsel and Corporate Secretary of Savant Science Inc. She previously served as Chief Legal Officer and Corporate Secretary at Twinlab Consolidation Corporation (Nasdaq: TLCC) and was Chief Legal Officer and Corporate Secretary at Vitacost.com, Inc. (Nasdaq: VITC), where she led the Company's legal operations from its Initial Public Offering through its public market growth and \$280 million acquisition by The Kroger Co. Marbach began her legal career in private practice at Morrison & Foerster LLP and Greenberg Traurig LLP.

Mr. Rivard was appointed Chief Accounting Officer following his service as Interim Chief Financial Officer from June 2023 to August 2025 and Division Chief Financial Officer of the Company's Global Digital Media division since August 2025. He previously served as Corporate Controller from November 2021 to June 2023 and has more than 30 years of experience in corporate accounting, SEC reporting, and internal controls, including service as a staff accountant at the U.S. Securities and Exchange Commission. Mr. Rivard began his career in technical accounting and financial reporting experience at the accounting firm RSM US LLP where he served as an auditor and is a licensed Certified Public Accountant in the State of California.

TON Strategy Company is led by Chief Executive Officer Veronika Kapustina and Chief Financial Officer/Chief Operating Officer Sarah Olsen, and operates under a governance framework designed to provide transparent, regulated access to \$TON through institutional custody, validator operations, staking governance, and public company reporting standards.

"The appointments of Mary Marbach and Bill Rivard further strengthen our leadership team as we continue building TON Strategy Company into a regulated public gateway to the TON blockchain," said CEO Veronika Kapustina. "Their experience in public company governance, SEC reporting, and institutional controls will be invaluable as we grow our operations."

Marbach stated, "I'm delighted to join TON Strategy Company. I'm excited to partner with Veronika, Sarah and Bill to build the legal foundation that will support TONX's operating strategy."

Rivard stated, "As we continue executing our operations supporting the TON blockchain, disciplined accounting and internal controls are essential. I look forward to continuing to strengthen the Company's reporting function as we scale our network participation."

TON Strategy's management team combines public market governance, institutional investment management, and crypto-native operating experience to support its disciplined, long-term participation in the TON blockchain ecosystem.

About TON Strategy Company

TON Strategy Company (Nasdaq: TONX) is focused on the accumulation of \$TON – the native cryptocurrency of Telegram's billion-user platform – for long-term investment, whether acquired through deployment of proceeds from capital raising activity, staking rewards or via open market purchases. The Company aims to steadily expand its \$TON holdings, stake \$TON, and support the development of a tokenized economy inside Telegram.

In addition, the Company continues to operate legacy business units, including MARKET.live, a multi-vendor livestream shopping platform, and LyveCom, an AI-powered social commerce innovator that enables brands and merchants to deliver omnichannel livestream shopping experiences across websites, apps, and social platforms.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). All statements other than statements of historical fact contained in this press release should be considered forward-looking statements, including, but not limited to, statements regarding: the Company's management team and governance initiatives; its strategy to manage, stake, and participate in the TON blockchain ecosystem; its ability to execute its TON treasury and network participation strategy; its validator and staking activities; and its long-term business objectives.

In some cases, you can identify forward-looking statements by terms such as "aim," "anticipate," "believe," "can," "continue," "could," "estimate," "expect," "forecast," "goal," "intend," "may," "might," "plan," "possible," "potential," "predict," "project," "should," "target," "will," "would" or the negative of these terms or other similar expressions, although not all forward-looking statements contain these words.

Forward-looking statements involve known and unknown risks, uncertainties, and other important factors that may cause actual results, performance, or achievements to differ materially from those expressed or implied by the forward-looking statements, including, but not limited to: the Company's ability to execute its digital asset treasury and network participation strategy; its dependence on The Open Network ("TON") blockchain and Toncoin; fluctuations in the price and liquidity of Toncoin; the availability and performance of staking and validator opportunities; cybersecurity and custody risks; regulatory developments affecting digital assets; the Company's ability to maintain compliance with Nasdaq listing requirements; its ability to attract and retain key management personnel; general market, economic, political, and regulatory conditions; and other important factors discussed in the section entitled "Risk Factors" in the Company's most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q filed with the Securities and Exchange Commission ("SEC"), which are accessible on the SEC's website at www.sec.gov.

Although the Company believes that the plans, intentions, expectations, and strategies reflected in or suggested by these forward-looking statements are reasonable, there can be

no assurance that such plans, intentions, expectations, or strategies will be achieved. The forward-looking statements in this press release are based on information available to the Company as of the date hereof, and the Company disclaims any obligation to update any forward-looking statements, except as required by law.

Investor Relations and Media Contact:

Gateway Group, Inc.

949-574-3860

TONX@gateway-grp.com

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