August 21, 2025

DDC Enterprise Announces Third Bitcoin Purchase in 8 Days, Acquires 100 BTC, Total Holdings Reach 688 BTC

NEW YORK--(BUSINESS WIRE)-- DDC Enterprise Limited ("DDC" or the "Company") today announced the acquisition of an additional 100 Bitcoin (BTC), marking its **third BTC purchase in just eight days**. This latest acquisition brings DDC's total Bitcoin holdings to 688 BTC.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250821768445/en/

Purchase Highlights:

- **Treasury Growth:** Increase treasury holdings by 100 BTC. DDC's average cost per bitcoin holding is USD 104,538.
- **Improved Yield:** 1,195% Yield increase compared to its first purchase in May.
- **Shareholder Value:** The updated holdings translate to 0.082779 BTC per 1,000 DDC shares.

"We are accelerating the pace of our Bitcoin acquisitions," said Norma Chu, Founder, Chairwoman, and CEO of DDC. "Our recent momentum was made possible because we invested the time to build a strong foundation and the right partnerships. We are here for the long haul and patience in preparation pays off in execution. With each step forward, we move closer to our goal of 10,000 BTC by the end of 2025."

About DDC Enterprise Limited

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 a bold and accelerating 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.

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, and the Company’s goals and future activity under the financing transactions described above, including the statements on the closings of the offerings and the satisfaction of closing conditions and use of proceeds in the offerings. 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, including a Form 6-K which with copies of the definitive documents related to the above transactions, to be 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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Media & Investor Contacts:

DDC Investor Relations
Orange Group | Yujia Zhai
ddc@orangegroupadvisors.com

DDC Press and Media
pr@ddc.xyz

Source: DDC Enterprise Limited