

January 15, 2026



DDC Enterprise Acquires 200 BTC, Marking Its First Bitcoin Purchase of 2026

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 successful acquisition of an additional 200 Bitcoin ("BTC"), representing the Company's first Bitcoin purchase of 2026 and reaffirming its disciplined, systematic approach to corporate Bitcoin treasury management at the start of the new year. Following this transaction, DDC's total Bitcoin holdings have increased to 1,383 BTC.

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

<https://www.businesswire.com/news/home/20260115483343/en/>

This acquisition reflects DDC's continued ability to act within a measured and disciplined approach to capital deployment. The Company continues to view Bitcoin as a strategic reserve asset aligned with long-term value creation.

Purchase Highlights:

- **Treasury Growth:** Increases Bitcoin treasury holdings by 200 BTC.
- **BTC Milestone:** Total Bitcoin holdings of 1,383 BTC
- **Average Cost per Bitcoin Holding:** \$88,998
- **Bitcoin Yield (Period-to-Date):** 16.9%
- **Bitcoin per Share:** 0.046482 BTC per 1,000 DDC shares

The transaction was supported by DDC's enhanced governance and risk-management infrastructure. While near-term market sentiment remains subdued, the Company believes current conditions are constructive for disciplined, long-term positioning.

"Our approach remains consistent and deliberate," said Norma Chu, Founder, Chairwoman and CEO of DDC. "This acquisition marks our first Bitcoin purchase of 2026 and reflects the same governance-led, risk-aware framework that has guided our strategy to date. We remain confident in Bitcoin as a strategic reserve asset and committed to building durable shareholder value."

Additional details regarding DDC's long-term capital allocation strategy and Bitcoin treasury framework are outlined in the Company's 2026 Shareholder Letter, available at:

<https://www.businesswire.com/news/home/20260115236040/en/DDC-Enterprise-Limited-NYSEAMERICAN-DDC-Founder-Chairwoman-and-CEO-Norma-Chu-Publishes-Shareholder-Letter>

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.

Source: DDC Enterprise Limited

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20260115483343/en/>

Media & Investor Contacts

DDC Investor Relations

Orange Group | Yujia Zhai

ddc@orangegroupadvisors.com

DDC Press and Media

pr@ddc.xyz

Source: DDC Enterprise Limited