

January 22, 2026



DDC Enterprise Announces Acquisition of Additional 200 BTC, Reinforcing Disciplined Treasury Expansion Strategy

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 **200 Bitcoin ("BTC")** as part of its ongoing, structured Bitcoin treasury program. Following this transaction, DDC's total Bitcoin holdings have increased to 1,583 BTC.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260122692300/en/>

The acquisition reflects DDC's continued commitment to disciplined, governance-led capital allocation. The purchases were executed amid the broader crypto market correction, underscoring the Company's focus on long-term positioning rather than short-term sentiment. The Company's treasury strategy emphasizes measured accumulation, cost-of-capital discipline, and strong risk oversight across market cycles.

Purchase Highlights:

- **Treasury Growth:** Increases Bitcoin treasury holdings by 200 BTC.
- **BTC Milestone:** Total Bitcoin holdings of 1,583 BTC
- **Average Cost per Bitcoin Holding:** \$ 88,085
- **Bitcoin Yield (Year-to-Date):** 33.8%
- **Bitcoin per Share:** 0.053203 BTC per 1,000 DDC shares

Reflecting the Company's strategic philosophy, Norma Chu, Founder, Chairwoman and Chief Executive Officer of DDC, stated in her 2026 Shareholder Letter:

"Volatility is part of early-stage institutional adoption. But we believe volatility creates opportunities for the prepared. Our North Star is disciplined expansion—building a world-class Bitcoin treasury defined by strong governance and repeatable execution across market cycles."

Additional details regarding DDC's long-term capital allocation framework and Bitcoin treasury strategy are outlined in the Company's [2026 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.

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