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DDC Enterprise Publishes Bitcoin Manifesto by Founder and CEO Norma Chu

NEW YORK--(BUSINESS WIRE)-- **DDC Enterprise Limited** (NYSE: DDC) today released a manifesto on the company's BTC accumulation strategy.

DDC Bitcoin Manifesto

From Food to Bitcoin: Why DDC is Adopting a Bitcoin Treasury Strategy

Over a decade ago, I launched DDC with a simple mission: to share the joy of Asian cooking with the world. We evolved from a content platform into a vertically integrated consumer food brand portfolio, now listed on the NYSE (Ticker: DDC), reaching millions of consumers across Asia and North America.

But the world we operate in is changing—and fast.

Today, I'm excited to share with you the thought process behind this important strategic decision that we are taking as a group and how I want to build a future of innovation and growth for DDC from here.

DDC acquired our first 21 bitcoins last Friday. This officially launched the execution of our Bitcoin Accumulation Strategy.

This may come as a surprise—after all, we're a food company. But this move isn't about leaving behind our core. It's about looking forward with clarity, courage, and conviction.

Let me explain why.

The World Has Changed: So Must Corporate Strategy

Consumer brands today face unprecedented volatility:

- Since 2020, we've seen inflation spike to 40-year highs (peaking at 9.1% in the U.S. in 2022)
- Global debt has soared to \$313 trillion, over 330% of world GDP
- More than 50 countries experienced double-digit inflation in 2022 alone

The financial system is more fragile than most businesses are willing to acknowledge. Currency risk. Inflation. Asset bubbles.

In this environment, holding only fiat isn't just conservative—it's potentially detrimental.

The Hidden Risk: Holding Only Fiat

Fiat currencies may feel stable—but they lose value over time:

- The U.S. dollar has lost **over 85% of its purchasing power** since 1971
- In 2023, the RMB lost over **10% of its value** vs. USD

Cash isn't neutral. It quietly erodes.

Doing nothing is a decision—with consequences.

That's why we're choosing to act.

Why Bitcoin?

Bitcoin is often misunderstood as a volatile gamble. I used to believe that too—until I studied the underlying economics and long-term performance.

Here's what changed my mind:

- **Scarcity:** Bitcoin is the first truly finite asset—hard-capped at 21 million coins. Compare that to fiat currencies, which governments can print infinitely. This scarcity is built into Bitcoin's code and enforced by a decentralized network.
- **Consistency:** Since 2011, Bitcoin has delivered a **compound annual growth rate (CAGR) of ~72%**, outperforming every major asset class—including stocks, real estate, and even gold.

In fact, between 2011 and 2023, **Bitcoin outperformed 99.9% of stocks** globally, including the Magnificent 7—with the sole exception of Nvidia.

- **Longevity:** Bitcoin has survived 3 full market cycles, government bans, exchange failures, and media skepticism—yet it continues to grow, with over \$2.2 trillion in market capitalization today.

For us, Bitcoin is not speculation—it's a strategic reserve asset, offering long-term protection against fiat dilution and macro shocks.

What We're Doing

Our strategy is transparent, focused, and executed with discipline:

- Initial acquisition of **100 BTC**
- Goal: **500 BTC** in 6 months
- Target: **5,000 BTC** in 36 months

This is not impulsive. We've formed a **dedicated treasury team** and expanded **crypto-native advisory board** to ensure proper risk management and transparency.

Why a Food Company?

Let's be clear:

We are not abandoning food. We're evolving to be future-proof.

The biggest mistake traditional businesses can make today is to think narrowly. The lines between industries are blurring—tech is redefining every category, from AI to digital payments to finance.

“In an era where AI and crypto are reshaping the economy, consumer-facing companies must rethink what we can be: not just as brand-builders, but as multi-dimensional stewards of capital, innovation, and resilience.”

Companies like MicroStrategy and Metaplanet have already redefined what corporate treasury management can look like. We believe consumer companies should not be left behind.

It's time for non-tech operators—especially those of us in traditional industries—to embrace the future with foresight and conviction.

Why Me?

I didn't come from the crypto world.

I didn't get into Bitcoin in 2013. I've never minted a single coin.

I'm an operator. A female founder. A food lover.

Someone who built a company from the ground up—through the pandemic, through uncertainty, through real-world challenges.

When I first heard about Bitcoin, I was skeptical. But I did what I've always done: I dug in, asked questions, looked at the data, and followed the evidence.

And what I found was a deeply resilient system designed to protect against the very risks that keep corporate leaders up at night.

Now, I want to be a bridge for other **outsiders like me**—especially non-crypto business leaders—to explore this path with confidence and clarity.

A Personal Note on Representation

Since 1970, **fewer than 30** women have founded companies that went public in the U.S. I'm honored to be one of them—and I believe we need more.

In Bitcoin, the gender gap is equally noticeable:
Women make up just **13–15%** of Bitcoin holders globally.

That imbalance doesn't reflect a lack of capability or curiosity. It reflects a lack of access, storytelling, and community.

At DDC, we want to change that—by building a global female-led Bitcoin community over time.

DDC Bitcoin Mission

Our mission is rooted in long-term value creation and community building:

1. **Acquire and hold Bitcoin securely** as a long-term reserve asset, driving lasting value for our shareholders.
2. **Grow Bitcoin holdings strategically**, with disciplined management and flexible adaptation to market dynamics.
3. **Operate with transparency, authenticity, and alignment**—to earn trust every step of the way.
4. **Deliver long-term returns** by leveraging Bitcoin's strength through responsible financial management—future-proofing DDC with the vision and resilience of a 100-year company.
5. **Educate and guide outsiders**, especially founders and leaders of non-crypto & tech companies, in understanding Bitcoin's role in modern corporate finance.
6. **Engage and empower more women**—including female founders, entrepreneurs, and operators—who are curious about Bitcoin and ready to shape its future.

The Journey Ahead

To our shareholders, customers, and partners:

Thank you for supporting us as we grow—not just in what we do, but in how we think.

To fellow founders, CFOs, and business leaders—especially in traditional industries:

We invite you to join us.

To all the women watching from the sidelines – there's space here for you. Let's build it together.

Ask the questions. Challenge the assumptions. Let's learn together, adapt together, and build new playbooks together.

This isn't about hype.

It's about high-integrity innovation.

It's about resilience.

We'll be transparent in this journey—sharing insights, progress, and partnerships as we go.

We believe the future belongs to those who prepare for it.

And we're building DDC Enterprise to thrive in that future. Not just for 5 years – but 100.

Join us. Follow our journey. Let's shape the future together.

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