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DDC Enterprise Appoints Seasoned Investment Executive Kyu Ho as Chief of Staff and Launches Advisory Councils to Expand Bitcoin Treasury Leadership Team

NEW YORK--(BUSINESS WIRE)-- DDC Enterprise Limited (NYSE: DDC) ("DDC" or the "Company"), a publicly listed Asian food and digital asset platform, today announced the appointment of **Kyu Ho as Chief of Staff**, further strengthening its executive leadership team.

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

<https://www.businesswire.com/news/home/20250717676818/en/>



Kyu Ho - DDC Chief of Staff

Executive Appointment: Kyu Ho Named Chief of Staff

Kyu Ho joins DDC with over two decades of experience spanning traditional finance and digital assets investing. He is the Co-Founder and Managing Partner at Initial Ventures, an

early-stage crypto investment firm, and formerly led Thematic Investing in Asia at the CPP Investments, a C\$700 billion Canadian Pension Fund. He has held senior investment and management roles at hedge funds including Kingdon Capital and Value Partners, and was the Founder and CIO of Wuzhu Asia Partners. Kyu received a Bachelor of Arts in Economics from Northwestern University, a Master of Business Administration from The Wharton School at University of Pennsylvania.

In his role as Chief of Staff, Kyu will oversee the formation and execution of the Company's Bitcoin accumulation strategy, treasury yield optimization, institutional grade custodian network management, and cross-functional alignment as DDC rapidly scales its Bitcoin treasury. Kyu has been a strategic advisor to DDC since earlier this year.

"One of the differentiating assets to DDC's approach is our A-list senior executive team with

in-depth experience across both tradfi and crypto. On top of that, we surround our management team with a Bitcoin-centric strategic advisory network,” said Norma Chu, Founder, Chairwoman, and CEO of DDC. “Kyu’s unique cross-sector expertise and conviction in Bitcoin make him an essential addition to the top management at DDC as we continue our laser focused-execution.”

DDC’s Recent Launch of Bitcoin Visionary Council and Bitcoin Influence Collective

DDC has launched the Bitcoin Visionary Council (“BVC”) — a strategic advisory body designed to ensure the company’s Bitcoin treasury operations align with cutting-edge industry standards and long-term value creation. Yat Siu, Co-Founder and Executive Chairman of Animoca Brands, has been appointed as the inaugural member of the Council. A pioneer in digital property rights and the open metaverse, Yat is globally recognized for building infrastructure at the intersection of finance, gaming, and Web3. His appointment brings deep vision and institutional credibility to the Council as it shapes DDC’s Bitcoin strategy for the future.

Complementing this institutional leadership, DDC also announced the Bitcoin Influence Collective (“BIC”) — a mission-driven advisory group of key thought leaders and seasoned Bitcoin investors focused on contributing to the company’s strategic directions and industry-specific innovations. Its four founding members include Adrian Morris, Lemar Ashhar, Magdalena Gronowska, and Tim Kotzman.

These new leadership and advisory additions reflect DDC’s commitment to executing one of the most forward-thinking and disciplined Bitcoin strategies among public companies globally.

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.

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