



DDC Enterprise Appoints Markus Thielen as Strategic Macro Advisor, Expanding Global Bitcoin Treasury and Market Intelligence Capabilities

NEW YORK--(BUSINESS WIRE)-- DDC Enterprise Limited (NYSEAMERICAN: DDC) ("DDC" or the "Company"), a global consumer and digital asset treasury company, today announced the appointment of **Markus Thielen** as **Strategic Macro Advisor**. Thielen will advise the company on global market dynamics, macro strategy, and risk allocation frameworks as DDC continues executing its long-term Bitcoin treasury accumulation roadmap.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20251106452782/en/>

Markus Thielen DDC Strategic Macro Advisor

Markus Thielen is the **Founder and Head of Research at 10x**

Research, a leading digital asset research firm serving hedge funds, institutional investors, protocol foundations, digital asset treasury teams, and professional traders. He previously led research at **Matrixport** and served as Chief Investment Officer and founder of **Jomon Investment Management**, a global macro hedge fund. Markus brings extensive global markets experience from prior portfolio management roles at **Millennium Capital Partners** and **JP Morgan's Investment Group**, after beginning his career at **Morgan Stanley**, where he led the Quantitative & Derivatives Strategies Group in Asia.

"Markus is among the most respected macro thinkers in the digital asset space," said **Norma Chu**, Founder, Chairwoman and CEO of DDC Enterprise. "His understanding of institutional markets, derivatives structures, and Bitcoin's evolving macro role will help strengthen DDC's positioning as a pioneer in corporate Bitcoin treasury management."

Thielen's appointment reflects DDC's ongoing commitment to institutional-grade treasury management and thought leadership in the emerging **corporate Bitcoin treasury** category. He joins a growing roster of seasoned advisors including **Dave Chapman**, Co-Founder of **OSL Groupfinance**, and **Yat Siu**, Co-Founder and Executive Chairman of **Animoca Brands**, to support DDC's Bitcoin Accumulation Strategy.

"I'm thrilled to support DDC's vision of integrating Bitcoin into a broader corporate and macro framework," said **Markus Thielen**. "DDC's approach—grounded in operational fundamentals and disciplined accumulation—sets a new standard for how public companies can leverage Bitcoin as both a reserve and strategic asset."

About DDC Enterprise Limited

DDC Enterprise Limited (NYSEAMERICAN: DDC) is participating proactively in 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, DDC is at the vanguard 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, and the Company's goals 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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