

November 26, 2025



DDC Enterprise Acquires 100 BTC, Advancing Its Disciplined Corporate Bitcoin Treasury 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 successful acquisition of **100 Bitcoin (BTC)** as part of its systematic and disciplined accumulation strategy. Completing this transaction expands DDC’s total Bitcoin holdings to **1,183 BTC**.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20251126094095/en/>

Purchase Highlights:

- **Treasury Growth:** Increases treasury holdings by 100 BTC. DDC’s average cost per bitcoin holding is USD 106,952.
- **BTC Milestone:** Reaches 1,183 BTC.
- **Improved Yield:** H2 Bitcoin Yield to Date 122%.
- **Shareholder Value:** The updated holdings translate to 0.039760 BTC per 1,000 DDC shares.

This purchase was executed during a period of market pullback and consolidation, demonstrating DDC’s active market oversight and ability to act decisively within a measured framework. Underpinned by the Company’s strengthened governance and risk-management infrastructure, DDC continues to advance its accumulation strategy in a controlled and disciplined manner. Although short-term sentiment remains cautious, the Company views the current environment as constructive for long-term positioning and value creation.

“Our approach is defined by discipline, patience, and long-term conviction,” said **Norma Chu**, Founder, Chairwoman and CEO of DDC. “Rather than responding to day-to-day price fluctuations, we rely on our robust governance and risk-management capabilities to guide when and how we deploy capital. This 100 BTC purchase underscores our confidence in Bitcoin as a strategic reserve asset and our commitment to building durable value for our shareholders.”

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, the Company’s view of market conditions, 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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Source: DDC Enterprise Limited