

January 28, 2026



## DDC Strengthens Bitcoin Treasury with Additional 100 BTC

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 **100 Bitcoin (BTC)**, increasing its total holdings to **1,683 BTC** under its structured Bitcoin accumulation program.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20260128868709/en/>

DDC announced the acquisition of 100 BTC

This marks the  
Company's third  
Bitcoin purchase of

2026 and reflects its continued commitment to a disciplined approach to treasury management. DDC's strategy integrates digital assets as a component of long-term balance sheet resilience and value creation.

### Purchase Highlights:

- **Treasury Growth:** Increases Bitcoin treasury holdings by 100 BTC.
- **BTC Milestone:** Total Bitcoin holdings of 1,683 BTC
- **Average Cost per Bitcoin Holding:** \$ 88,130
- **Bitcoin Yield (Year-to-Date):** 42.3%
- **Bitcoin per Share:** 0.056564 BTC per 1,000 DDC shares

"Our approach to Bitcoin accumulation remains measured and intentional," said Norma Chu, Founder, Chairwoman and Chief Executive Officer of DDC. "This latest purchase reflects our conviction-driven strategy and our commitment to deploying capital responsibly. We continue to prioritize strong governance, disciplined execution, and long-term value creation for our shareholders."

DDC has established a dedicated governance and oversight framework to support its Bitcoin treasury strategy, including internal controls, advisory support, and ongoing risk monitoring. The Company expects to continue advancing its treasury strategy in a manner consistent with these principles.

### 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](http://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](http://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](http://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.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20260128868709/en/>

### **Media & Investor Contacts**

#### **DDC Investor Relations**

Orange Group | Yujia Zhai

[ddc@orangegroupadvisors.com](mailto:ddc@orangegroupadvisors.com)

#### **DDC Press and Media**

[pr@ddc.xyz](mailto:pr@ddc.xyz)

Source: DDC Enterprise Limited