February 25, 2026

DDC Advances Bitcoin Accumulation Strategy, Holdings Reach 2,118 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 purchase of an additional 50 Bitcoin ("BTC"), bringing its total holdings to 2,118 BTC.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20260225152012/en/

DDC now holds 2,118 BTC

This marks DDC's seventh consecutive week of Bitcoin accumulation. At 2,118 BTC, DDC now ranks 34th among publicly traded companies globally by total BTC holdings.[1]

Bitcoin Purchase Highlights

- **BTC Acquired:** 50 BTC
- **Total Bitcoin Holdings:** 2,118 BTC
- **Average Cost per Bitcoin Holding:** $84,468
- **BTC Yield (Year-to-Date):** 49.1%
- **BTC per 1,000 Shares:** 0.059286 BTC per 1,000 DDC shares

"Consistency matters," said Norma Chu, Founder, Chairwoman, and Chief Executive Officer of DDC. "We are building our Bitcoin position with clarity of purpose and disciplined execution. Our goal is simple: allocate capital wisely and create enduring shareholder value."

DDC views Bitcoin as a long-term reserve asset alongside its operating businesses and intends to continue increasing its holdings through disciplined, incremental purchases.

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**.

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. 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.

[1] https://bitcointreasuries.net/

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Source: DDC Enterprise Limited