



**BITCOIN WELL**  
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## **BITCOIN WELL LAUNCHES DAILY RECURRING BUY IN CANADA; RENEWS SPONSORSHIP AGREEMENT WITH SIMPLY BITCOIN**

**Edmonton, Alberta – July 24, 2025 – Bitcoin Well Inc.** (“**Bitcoin Well**” or the “**Company**”) (TSXV: **BTCW**; OTCQB: **BCNWF**), the non-custodial bitcoin business on a mission to enable independence, announces a revamped recurring buy; including daily scheduled bitcoin purchases sent directly to a customer’s personal lightning wallet. The Company also announces that further to the press releases dated February 29, 2024 and October 29, 2024, it has renewed its sponsorship relationship with Energon Entertainment LLC (doing business as “**Simply Bitcoin**”), a leading Bitcoin-focused media and podcast platform with strong audience reach across Canada and the United States.

### **Bitcoin Portal improvements and updates**

Customers in Canada now benefit by using recurring buy to buy bitcoin on a schedule. The scheduled buys can occur daily, weekly, bi-weekly or monthly. As always, all bitcoin purchases are sent directly to the customer’s personal bitcoin wallet over the Lightning Network or on-chain.

Further, the speed of transactions has improved to near instant (sub 1 second) when buying bitcoin over the Lightning Network.

“This is the fastest anyone could possibly buy bitcoin,” said Adam O’Brien, founder and CEO of the Company. “The time between confirming the purchase and receiving bitcoin to my personal bitcoin wallet is less than 1 second. I am incredibly proud of the team for this achievement and look forward to continually innovating to make it faster, safer and easier for more people to buy bitcoin directly to self-custody.”

As at July 23, 2025, the Bitcoin Portal has amassed over 51,000 customer signups with over 21% yearly active (revenue producing) user rate.

## Sponsorship Renewal

On March 1, 2025, the Company entered into a new sponsorship agreement (the **"Sponsorship Agreement"**) with Simply Bitcoin, pursuant to which Simply Bitcoin continued to provide services advertising the Company's services on its podcast and associated platforms. The Sponsorship Agreement has a six-month term, commencing on March 1, 2025 and ending on August 31, 2025, and may be terminated by either party on 30 days' prior written notice. The services to be provided by Simply Bitcoin include podcast advertising, social media marketing, video production and content placement (the **"Services"**), with a view to enhancing the Company's brand visibility and community engagement.

As consideration for the Services, Bitcoin Well has agreed to pay Simply Bitcoin an aggregate of US\$180,000, consisting of a monthly cash payment of US\$15,000 for six months and equity compensation valued at US\$90,000, payable in common shares in the capital of the Company (**"Common Shares"**) in two equal installments. The first installment of US\$45,000 in Common Shares became due and payable on May 30, 2025, and the second installment of US\$45,000 in Common Shares will become due and payable on August 29, 2025. Each issuance of Common Shares is priced based on the closing market price of the Common Shares on the applicable date of issuance, in accordance with the policies of the TSX Venture Exchange (the **"TSXV"**). In addition, Simply Bitcoin is entitled to a commission bonus equal to 10% of any revenue generated by the Company in excess of US\$21,000,000 on an annualized basis, calculated on a prorated basis.

## Initial Share Issuance

Pursuant to the 2025 Sponsorship Agreement, the Company intends to issue 412,740 Common Shares at a deemed price of C\$0.15 per Common Share to Simply Bitcoin, representing the equity portion of the consideration for services provided during the period from March 1, 2025 to May 30, 2025 (the **"Initial Share Issuance"**). The value of the Initial Shares Issuance is C\$61,911, based on a US\$45,000 invoice converted at the Bank of Canada's daily exchange rate of 1.3758 USD/CAD, as published on May 30, 2025.

The Common Shares issued pursuant to the Initial Share Issuance are subject to TSXV approval and will be subject to a four-month plus a day hold period in accordance with applicable securities laws and the policies of the TSXV.

## About Bitcoin Well

Bitcoin Well is on a mission to enable independence. We do this by making bitcoin useful to everyday people to give them the convenience of modern banking and the benefits of bitcoin. We like to think of it as future-proofing money. Our existing Bitcoin ATM and Online Bitcoin Portal business units drive cash flow to help fund this mission.

Join our [investor community](#) and follow us on [Nostr](#), [LinkedIn](#), [Twitter](#) and [YouTube](#) to keep up to date with our business.

## Bitcoin Well contact information

To book a virtual meeting with our Founder & CEO Adam O'Brien please use the following link: <https://bitcoinwell.com/meet-adam>

For additional investor & media information, please contact:

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***Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.***

## Forward-looking information

*Certain statements contained in this news release may constitute forward-looking information, which is often, but not always, identified by the use of words such as "anticipate", "plan", "estimate", "expect", "may", "will", "intend", "should", or the negative thereof and similar expressions. All statements herein other than statements of historical fact constitute forward-looking information including, but not limited to, statements in respect of Bitcoin Well's business plans, strategy and outlook as well as the proposed share issuances and the approval by the TSXV. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information including, but not limited to, the risk factors described in Bitcoin Well's annual information form and management's discussion and analysis for the year ended December 31, 2024. Forward-looking information should not be unduly relied upon.*



*Any forward-looking information contained in this news release represents Bitcoin Well's expectations as of the date hereof and is subject to change. Bitcoin Well disclaims any intention or obligation to revise any forward-looking information, except as required by applicable securities legislation.*