

**BITCOIN WELL ANNOUNCES COMPANY RECORD OF NEW USERS SIGNED UP**

**Edmonton, Alberta – March 28, 2024 – 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 company record for new users signed up in one day.

On March 27, 2024 the Company signed up 146 new users. The previous record was 101 new users, earlier in March of this year.

The Company attributes this specific success to a tutorial video posted on YouTube by popular Bitcoin YouTuber “BTC Sessions”. His video (posted to his 175,000+ subscribers on the morning of March 27, 2024) has garnered thousands of views in the first day. This was not a paid post, however the Company intends to work more closely with BTC Sessions in a formal partnership.

“Our Bitcoin Portal’s differentiator of Automatic Self Custody, where users maintain control of their bitcoin, is resonating within the bitcoin community,” said Adam O’Brien, founder & CEO of the Company. “Tutorial videos are likely one of the most efficient ways to simultaneously show off our unique differentiators and fast track a relationship with the viewer through the creator. I am very excited about this strategy. We believe that the Automatic Self Custody approach is the best way to buy bitcoin and are confident that we can highlight the benefits through tutorials like this.”

**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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### **Forward-looking information**

*Certain statements contained in this news release may constitute forward-looking information. Forward-looking information 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: expectations regarding a formal partnership with BTC Sessions; the benefits and results of tutorial videos; user benefits of Automatic Self Custody; earning the trust of the public; future user growth; market trends, cycles and outlook; and Bitcoin Well's business plans, strategy, productivity and outlook. 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 following: economic and financial conditions; volatility in the capital or credit markets; the level of demand and*

*financial performance of the cryptocurrency and digital asset industry; the occurrence of force majeure events; the extent to which we are successful in gaining new long-term users or retaining existing users; developments and changes in laws and regulations; disruptions to our technology network; competitive factors; and such other factors as discussed in the "Risk Factors" section of the our management's discussion and analysis for the period ended September 30, 2023. Bitcoin Well's actual results could differ materially from those anticipated in the forward-looking information as a result of the foregoing risk factors and other factors, many of which are beyond the control of Bitcoin Well.*

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