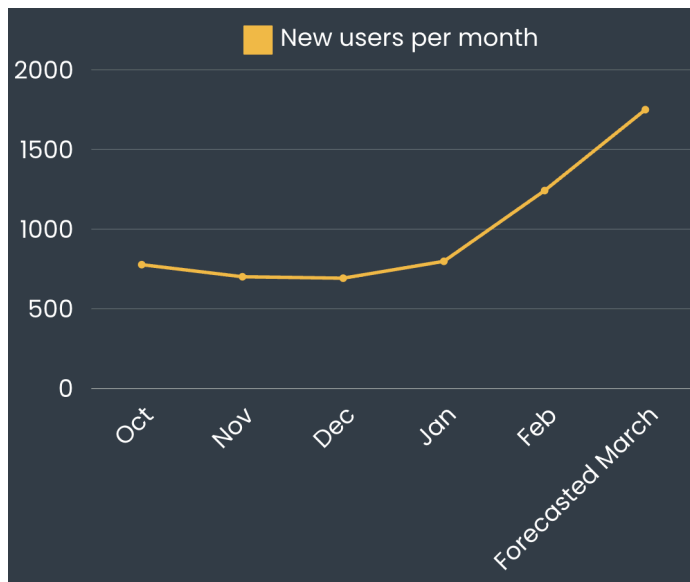




BITCOIN WELL ANNOUNCES INSTANT BUY IN THE USA AND PROVIDES EARLY MARCH SIGNUP DATA

Edmonton, Alberta – March 12, 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 “Instant Buy” which gives customers the ability to buy bitcoin and receive it to their personal bitcoin wallets in under 60 seconds. The Company also provides preliminary and unaudited early March signup data as follows:



Early March Signup Data

- 650 new users signed up since March 1, 2024
- On pace for over 1,750 new users to sign up in March
- If achieved, this will represent 40% growth from February
- If achieved, this will represent 74% growth from Q4 2023

Instant Buy – now available in USA

Bitcoin Portal customers in the USA now benefit from **Instant Buy** at bitcoinwell.com/app – which has been available on the Bitcoin Portal in Canada since 2022. As of this morning, all USA customers will be able to use their USD balance to simultaneously buy bitcoin and have it received to their personal bitcoin wallets in under 1 minute. Previously, this process took up to 4 hours.



"This is Automatic Self Custody at work." said Adam O'Brien, founder & CEO of Bitcoin Well. "Instant Buy is the first step towards a world where there is no bitcoin held on exchanges. As our product continues to improve there will be no reason for anyone in Canada or USA to be using a platform that holds customer's bitcoin. They will be irrelevant. More bitcoin in self custody is key to our mission to enable independence."

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. 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. Bitcoin Well actual results could differ materially from those anticipated in this forward-looking information as a result of regulatory decisions, competitive factors in the industries in which Bitcoin Well operates, prevailing economic conditions, and other factors, many of which are beyond the control of Bitcoin Well.

Bitcoin Well believes that the expectations reflected in the forward-looking information are reasonable, but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon. Any forward-looking information contained in this news release represents Bitcoin Well expectations as of the date hereof, and is subject to change after such date. Bitcoin Well disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable securities legislation. For more information, see the Cautionary Note Regarding Forward Looking Information found in the Bitcoin Well quarterly Management Discussion and Analysis.

