BITCOIN WELL
TSX.V:BTCW OTCQB:BCNWF

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BITCOIN WELL ADDS TO BITCOIN TREASURY

Edmonton, Alberta – October 14, 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 that it has used $2,100,000 CAD from the recently closed financing to acquire approximately 13.12 bitcoin at an average price of $113,981 USD / $160,059 CAD to add to its bitcoin reserve. The Company now holds a total of approximately 67.80 BTC in its bitcoin reserve, purchased at an average purchase price of $112,554 USD / $157,936 CAD.

"We bought the dip and continue to climb the Bitcoin Treasury leaderboard according to bitcointreasuries.net" said Adam O'Brien, founder and CEO of the Company. "Last week we were in the top 120 companies holding bitcoin, today we are in the top 115 in the world, and remain in the top 15 in Canada, thanks to this recent purchase."

Productive Bitcoin Treasury Company

Adam O'Brien has also shared an immaterial update to the vision for the Bitcoin Well Bitcoin Treasury. The full article can be found on the Company's blog post titled "Project Pilot: Redefining the Bitcoin Treasury Company".

In the post, Adam says:
"I believe the [market] premium belongs to companies that generate value through an operating business and use that production to accumulate bitcoin."

Bitcoin Well is aiming to become a leader in the Productive Bitcoin Treasury market, combining bitcoin financial services with bitcoin holdings in a publicly traded vehicle.

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

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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. 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.