BitStrat Holdings Limited
比特策略控股有限公司
(formerly known as UTS MARKETING SOLUTIONS HOLDINGS LIMITED)
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 6113)

DISCLOSEABLE TRANSACTION — PURCHASE OF CRYPTOCURRENCY

PURCHASE OF CRYPTOCURRENCY

The Board is pleased to announce that on 28 August 2025, BitNova Limited, a wholly owned subsidiary of the Company, purchased 10 units of Bitcoin through an open market transaction at an aggregate consideration of approximately US$1.13 million (equivalent to approximately RM4.78 million) (excluding transaction costs).

LISTING RULES IMPLICATIONS

As the highest applicable percentage ratio (as defined under the Listing Rules) in respect of the Bitcoin Acquisition exceeds 5% but is less than 25%, the Bitcoin Acquisition constitutes a discloseable transaction on the part of the Company and is subject to the announcement requirement under Chapter 14 of the Listing Rules.

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As the Bitcoin Acquisition was made in open market, the Company is not aware of the identities and the principal business activities of the respective vendor(s). To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, each of the vendor(s) and their ultimate beneficial owner(s) (if applicable) are Independent Third Parties.

The consideration for the Bitcoin Acquisition was settled by internal resources of the Group and was determined according to the bid and ask prices of Bitcoin as quoted in open market.

INFORMATION OF CRYPTOCURRENCIES AND BITCOIN

Cryptocurrencies are digital currencies in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds using blockchain technology. The blockchain is a public record of cryptocurrency transactions in chronological order and is shared between all users in that blockchain so as to verify the permanence of transactions and to prevent double spending. Cryptocurrencies make it easier to transfer funds between two parties in a transaction and these transfers are facilitated through the use of public and private keys for security purposes.

Among various types of cryptocurrencies, Bitcoin was launched in 2009 and has become the world's largest cryptocurrency by market capitalisation. It has several features that enable it to be a potential alternative store of value, such as being limited in supply, its exchangeability into fiat money or goods and services, portability, and its potential to act as an effective hedge against depreciation of fiat currencies.

REASONS AND BENEFITS OF THE BITCOIN ACQUISITION

The Board observes that with the ongoing development and widespread adoption of blockchain technology, the utilisation of Bitcoin on social platforms, especially in decentralised social networks, is becoming increasingly extensive, in-depth and diversified. The Board believes that there is still room for cryptocurrencies in general, including that for Bitcoin as a dependable store of value which is one of the longest standing and the largest cryptocurrencies in terms of market capitalisation, to appreciate in value.

As disclosed in the 2025 interim results announcement of the Company, its new strategy is to explore business opportunities and investments related to digital currency, aiming to enhance the long-term growth for the Group. On 26 June 2025, the Company has appointed Mr. Luo Zuchun ("**Mr. Luo**") as the chairman of the Board, an executive Director and the chief executive officer of the Company. Mr. Luo brings extensive management experience, particularly in the fields of technology and digital currency with rich expertise in application-specific integrated circuit chip design and high-performance computing.

In light of the features of Bitcoin as set out above, the Board believes that by leveraging Mr. Luo's experience and expertise in the field of digital currency, the Bitcoin Acquisition will enhance the Shareholders' value in the long-term and diversify the Group's asset portfolio. More importantly, the Board considered that the investment in Bitcoin demonstrates to investors and stakeholders that the Group has the vision and determination to embrace technological evolution, positioning itself to gradually tap into the digital currency industry. It is the Group's intention to hold the Bitcoin from the Bitcoin Acquisition as a long term investment. The Group will closely monitor the market condition of Bitcoin, and may consider purchasing and accumulating further Bitcoin, if it thinks fit.

In view of the above, the Directors are of the view that the terms of the Bitcoin Acquisition are fair and reasonable and in the interests of the Company and its Shareholders as a whole.

INFORMATION OF THE GROUP

The Group is principally engaged in the provision of outbound telemarketing services and contact centre facilities for promotion of financial products and its related activities issued by authorised financial institutions, card companies or organisations worldwide. The Group is pursuing a new strategic direction by expanding into digital currency and related businesses.

LISTING RULES IMPLICATION

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DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context otherwise requires:

"Bitcoin"	Bitcoin, a type of cryptocurrency that operates using blockchain technology
"Bitcoin Acquisition"	purchase of 10 units of Bitcoin through an open market transaction at an aggregate consideration of approximately US$1.13 million (equivalent to approximately RM4.78 million) (excluding transaction costs)
"Board"	the board of Directors
"Company"	BitStrat Holdings Limited (formerly known as UTS Marketing Solutions Holdings Limited), a company incorporated in the Cayman Islands with limited liability, the issued shares of which are listed on the Main Board of the Stock Exchange (stock code: 6113)
"connected person(s)"	has the meaning ascribed to it under the Listing Rules
"Directors"	the director(s) of the Company
"Group"	the Company and its subsidiaries
"Hong Kong"	Hong Kong Special Administrative Region of the People's Republic of China
"Independent Third Party(ies)"	third party(ies) independent of the Company and connected persons of the Company
"Listing Rules"	the Rules Governing the Listing of Securities on the Stock Exchange (as amended from time to time)

"RM"	Malaysian Ringgit, the lawful currency of Malaysia from time to time
"Shareholder(s)"	the holder(s) of the shares of the Company
"Stock Exchange"	The Stock Exchange of Hong Kong Limited
"US$"	United States dollars, the lawful currency of the United States
"%"	per cent.

For the purpose of this announcement, unless otherwise specified, conversion of US$ into RM is based on the approximate exchange rate of US$1.00=RM4.23. Such exchange rate is for the purpose of illustration only and does not constitute a representation that any amounts in RM and US$ have been, could have been or may be converted at such rate or any other exchange rate.

Attention is drawn to the Shareholders and prospective investors of the Company that the cryptocurrency market is subject to volatility and the price of cryptocurrencies may show real time fluctuations. Due to the fluctuations in cryptocurrency prices (primarily Bitcoins), the impact of the fair value of digital assets on the profit attributable to owners of the Company may vary accordingly. Shareholders and prospective investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
BitStrat Holdings Limited
Luo Zuchun
Chairman and Executive Director

Hong Kong, 28 August 2025

As at the date of this announcement, the Board comprises three executive Directors, namely Mr. Luo Zuchun (Chairman), Mr. Chen Jiajun and Mr. Lee Koon Yew; three independent non-executive Directors, namely, Ms. Liu Mei, Mr. Cheuk Ho Kan and Mr. Cai Runjia.