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To Whom It May Concern

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Metaplanet Becomes Title Sponsor of Bitcoin Asia 2025

TOKYO / HONG KONG July 7, 2025 — The Bitcoin Conference is proud to announce that Metaplanet Inc. (TSE: 3350 / OTC: MTPLF), Asia's leading public company with a Bitcoin-native treasury strategy, will serve as the Title Sponsor of Bitcoin Asia 2025, taking place in Hong Kong from August 28-29.

With 15,555 BTC on its balance sheet, Metaplanet is the largest corporate holder of Bitcoin in Asia and ranks fifth globally. Its unwavering commitment to Bitcoin as a strategic reserve asset has positioned the company as a global pioneer—demonstrating how public firms can leverage Bitcoin to drive long-term value and treasury strength.

> *"We're excited to gather in Hong Kong at what we believe is the inflection point of the Bitcoin decade. Institutional interest across Asia is accelerating. Our sponsorship of Bitcoin Asia reflects our intent to engage more deeply with the region's most sophisticated capital allocators. Bitcoin is a foundational asset for long-term capital formation, and we remain focused on advancing a Bitcoin-first capital allocation framework through our actions in the public markets."*
> — Simon Gerovich, CEO of Metaplanet.

As Title Sponsor, Metaplanet joins Bitcoin Asia at a pivotal moment, as more public companies across Asia begin exploring Bitcoin to strengthen their balance sheets. Metaplanet's transparent and consistent approach to Bitcoin accumulation signals a broader shift in capital stewardship across the region.

David Bailey, CEO of BTC Inc. and organizer of the Bitcoin Asia conference, stated:

> *"We're honored to welcome Metaplanet as the Title Sponsor of Bitcoin Asia. Their commitment to a Bitcoin-native treasury strategy is inspiring. Metaplanet is proving that disciplined, cashflow-generative companies can lead the way in redefining corporate finance for the next century. By stepping up in such a major way, they're not only supporting Bitcoin Asia, but also empowering the entire Asian business community to think bigger, act sooner, and build with a long-term mindset. We're proud to stand beside them as partners in this movement."*

With growing interest from institutional investors and recent inclusion in major ETFs, Metaplanet is increasingly recognized as the vehicle of choice for global capital seeking regulated Bitcoin exposure. Its leadership role at Bitcoin Asia 2025 underscores a broader mission: to accelerate corporate Bitcoin adoption and reimagine capital markets for the next generation.

Bitcoin Asia 2025 is expected to welcome over 10,000 attendees from across Asia and beyond. As part of the Bitcoin Conference global series, the event complements flagship conferences in North America and regional editions in Europe, Asia, and the Middle East. With Metaplanet's support, Bitcoin Asia 2025 will spotlight Asia's rapidly growing role in the global Bitcoin economy.

About Metaplanet

Metaplanet Inc. (TSE: 3350 / OTC: MTPLF) is the first public company in both Japan and Asia to adopt a Bitcoin treasury strategy. As the fifth-largest corporate holder of Bitcoin globally, Metaplanet is pioneering the adoption of a Bitcoin standard—using Bitcoin not only as a reserve asset but as a strategic unit of account and a foundation for long-term shareholder value. As a publicly listed company, Metaplanet provides investors with transparent, regulated access to Bitcoin exposure.

About The Bitcoin Conference

The Bitcoin Conference, organised by BTC Media, the parent company of Bitcoin Magazine, is a global event series, featuring notable industry speakers, workshops, exhibitions, and entertainment. These events serve as vital platforms for Bitcoin industry leaders, developers, investors, and enthusiasts to gather, network, and exchange ideas. The flagship event took place in 2025 in Las Vegas. Bitcoin 2026 is announced to be held in Las Vegas in April 2026. Its international events include Bitcoin Asia (Hong Kong, August 2054), and Bitcoin MENA (Abu Dhabi, December 2025).