June 11, 2025

Dear Sirs,

Name of the Company:	Beat Holdings Limited (URL: https://www.beatholdings.com)
Representative:	Chief Executive Officer, Chin Siang Hui (TSE Standard Market Code Number：9399)
Inquiries to:	IR Manager, Yuta Takayama (TEL: Tokyo 03-4570-0741)

Setting-up Bitcoin Treasury Board

As announced in our past press releases, the Company has started to invest in Blackrock's iShares Bitcoin Trust (NASDAQ: IBIT) a Bitcoin ETF as our primary treasury reserve since February this year. Today, we hereby announce that the Board of Directors of Company has resolved to set-up a Bitcoin Treasury Board ("BT Board") to support investment activities/operation of the Group in Bitcoin and its ETF and other crypto assets.

BT Board will support investment activities/operation (including timing of trading, and public relations and education activities of crypto assets) of the Group, and the Company asked Mr. Lian Yih Hann ("Mr. Lian"), who used to be the director/CEO of the Company, currently a major shareholder and an advisor of the Company, to assume the office as the Chairman of BT Board and Mr. Lian agreed to change his role from the position of an advisor of the Company to the Chairman of the BT Board at this timing. Subject to being approved by the Board of Directors, we are planning to invite new members who has extensive knowledge and experience of Bitcoin and its ETFs, other crypto assets, public relations and education.

As of June 5, 2025 (JST), the nearest closing price of IBIT (EST) was USD 59.640 per unit, and the average purchase cost per unit of 215,330 units of IBIT owned by the Group was USD 53.366 *, and our unrealized gain was approximately USD 1,351 thousand (JPY 194 million) *.

Amid the world's largest cryptocurrency rides over USD 100,000 (price per Bitcoin), analysts and institutional players are ramping up their forecasts for 2025. Institutional adoption is growing and major policy signals, such as proposals for a U.S. strategic Bitcoin reserve, are reinforcing Bitcoin's status as a "digital gold". These factors are expected to drive demand over time, and we hope the Group could record more gain, through setting-up the BT Board, and by the price of BTC and its ETF to further increase.

* Excluding transaction cost. Exchange rate used USD1 = JPY143.87, from the quotations by MUFG Bank, Ltd. for buying and selling spot USD by telegraphic transfer against yen as of May 30, 2025.

This document is the English translation of the official Japanese version of the Press Release ("Official Japanese Version"). This English translation was prepared for your reference. In the event of any discrepancy between the Official Japanese Version and this English translation, the Official Japanese Version will prevail.

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About Beat Holdings Limited

Beat Holdings is a global investment company, incorporated in and registered at Cayman Islands under the laws of Cayman, headquartered in Hong Kong, with subsidiaries in Japan, Singapore, Malaysia, Indonesia, China and Canada. Through our subsidiary, Xinhua Mobile Limited (HK), we acquire and license intellectual property rights. Through our subsidiary, GINSMS Inc. (listed on Toronto Venture Exchange, TSXV: GOK), provides mobile messaging service, software products and services as well. Beat is listed on Tokyo Stock Exchange's Standard Market (TSE: 9399).

For more information, please visit https://www.beatholdings.com/

This is a disclosure document to the public and shall not constitute an offer to invest in the securities of our company. Upon making an investment decision to our company, investors should read documents of disclosures including but not limited to past timely disclosure and statutory disclosure of our company as well, and consider the risk factors together with other information contained therein when making such decision.