



BITCOIN WELL

ADVISORIES

There is an offering document related to this offering that can be accessed under the issuer's profile at www.sedar.com and at www.bitcoinwell.com. Prospective investors should read this offering document before making an investment decision.

Forward-Looking Information

Statements made by representatives for Bitcoin Well Inc. and information provided in this presentation may be considered forward-looking statements. By their nature, such statements are subject to numerous known and unknown risks and uncertainties and therefore actual results may differ materially from those currently anticipated. Bitcoin Well Inc. disclaim any intention or obligation to update or revise such statements. Due to the nature of the Corporation's operations, quarterly revenues and earnings are not necessarily indicative of annual results.

Non-GAAP Measures

This Presentation may discuss "EBITDA" and "Adjusted EBITDA" to assist readers in understanding the Company's performance. These non-GAAP measures do not have any standardized meaning prescribed by International Financial Reporting Standards ("IFRS") and therefore are unlikely to be comparable to similar measures presented by other issuers and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with GAAP. EBITDA and Adjusted EBITDA are used to show ongoing profitability without the impact of non-cash accounting policies, capital structure, and taxation. This provides a consistent comparable metric for profitability. Management of the Company uses these non-GAAP measures to supplement the analysis and evaluation of operating performance.

For more information, see Bitcoin Well's Cautionary Note Regarding Forward Looking Information and Non-GAAP Measures explanations found in the Company's quarterly Management's Discussion & Analysis.

THE TEAM



Adam O'Brien

Founder & CEO

Established leader with a passion for teaching about the benefits of bitcoin



Jason Vandenberg

CFO

Seasoned financial executive with experience in the Fintech and banking sector



Chantel Lillycrop

VP – Operations

Experience in business development and operational process design

LEADERSHIP TEAM

BOARD OF DIRECTORS



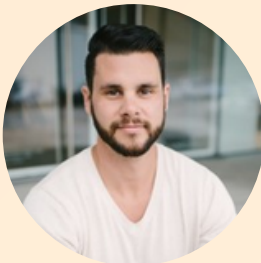
Adam O'Brien
Chairman



Terry Rhode
Audit Committee



*past director



Mitchell Demeter
Governance Committee



Dave Bradley
Board member



THE PUBLICLY TRADED BITCOIN SUPER COMPANY



A bitcoin treasury company
coupled with a bitcoin operational business
for turbo charged exposure to the
bitcoin industry



- Bitcoin ecosystem that empowers people to buy, sell and use bitcoin in self custody
- Operations:
 - **Bitcoin ATMs** 🇨🇦 - established and cash flowing
 - **Bitcoin Portal** 🇨🇦🇺🇸 - high growth in Canada and USA
 - **Bitcoin Well Infinite** 🌍 - High ticket and personalized service
- Bitcoin Treasury: 10 BTC (and a strategy to grow)

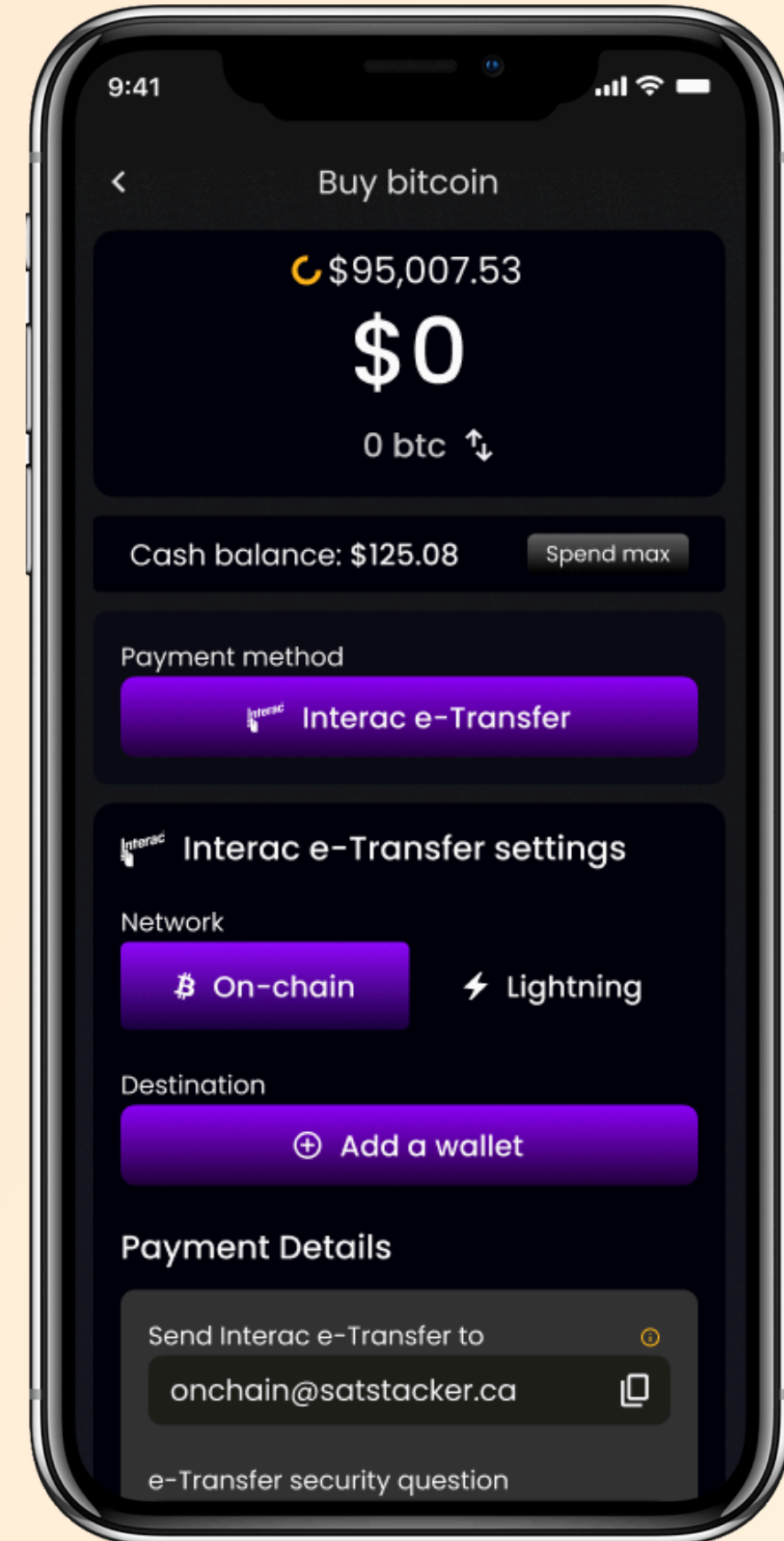
BITCOIN ATMs

- Established 2014
- ~165 units across Canada
- 10 – 20% transaction fee
- Internal software = ecosystem



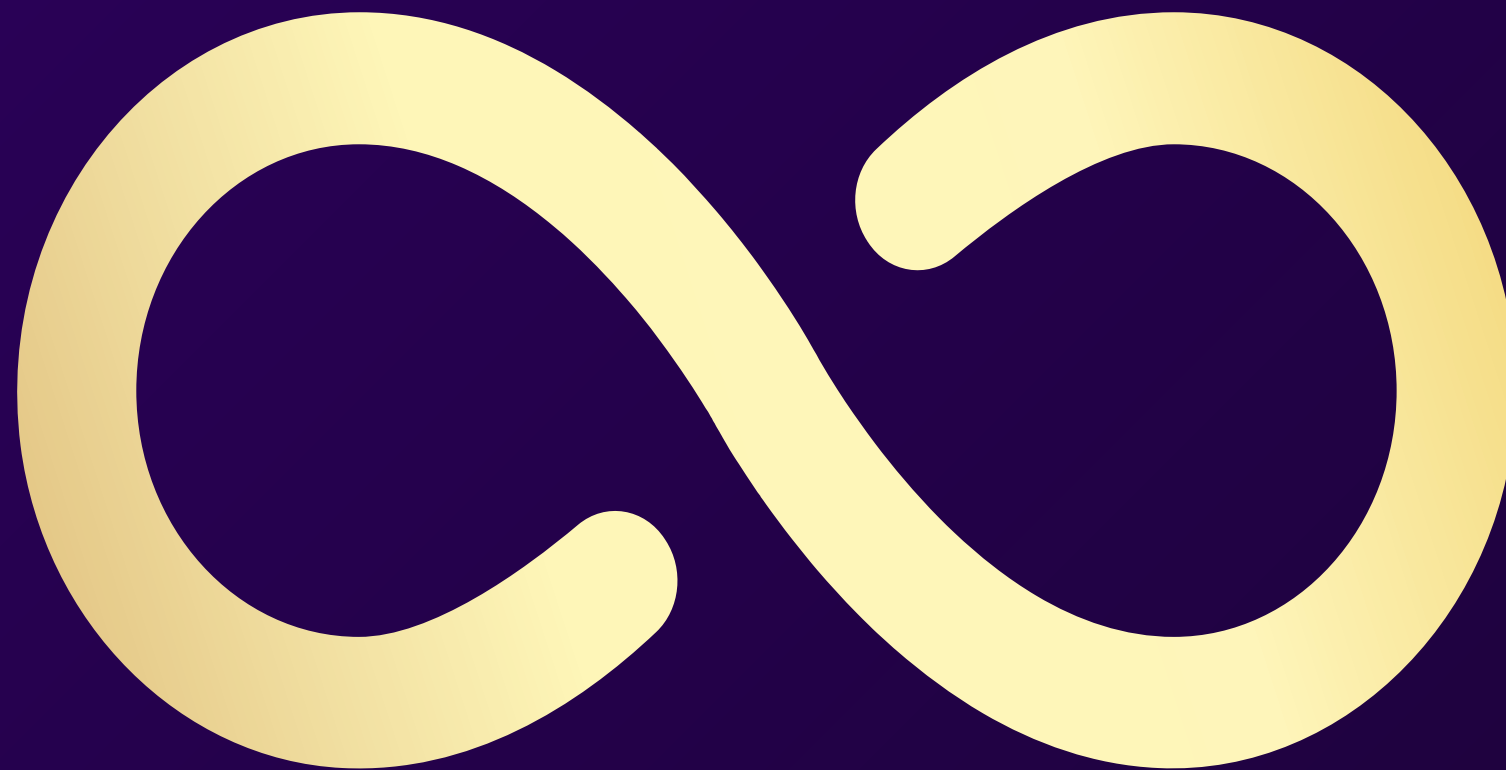
BITCOIN PORTAL

- Live across North America
- 1%+ transaction fee
- 46,000 unique registrations
- **SELF-CUSTODY BITCOIN PLATFORM**





∞ Infinite



- Serving customers globally
- 0.7 – 3% transaction fee
- White glove service
- **DIRECT TO SELF-CUSTODY**

BITCOIN TREASURY

- Currently holding 10.0 BTC
- Existing \$5,000,000 ATM program
- Existing \$25,000,000 Base Shelf
- Add bitcoin to treasury daily*

We intend to use these existing financial instruments alongside our profits to add bitcoin to our treasury.

Our measurement of success will be “sats per share” or “sps”.



WHAT IS SELF-CUSTODY?

The safest way to use with bitcoin



We do not hold customer's bitcoin.
Our customers always have full control of their bitcoin.

We call this "**Self-Custody**"

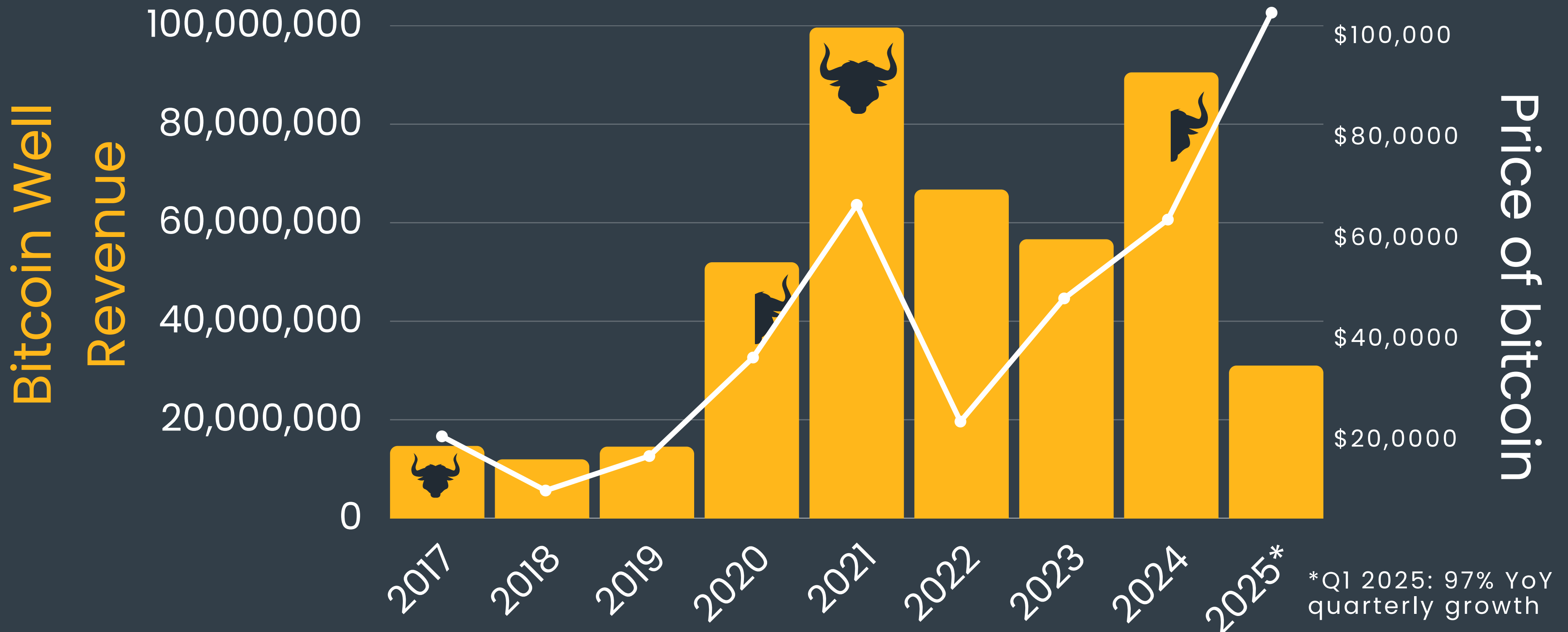
- Custodian's are subject to honey pot attacks and process failure
- Canadian market is becoming skeptical of custodians*
- Inherent risks in custodial business models (ex. cryptocurrency exchanges) contributed to Canadian Regulators imposing numerous restrictions
- The Bitcoin Well "self-custody" business model has not been impacted by this enhanced regulatory oversight
- We offer convenient, secure and reliable ways to buy, sell, use and hold bitcoin through a trusted ecosystem of products

* CoinDesk, "Bitcoin Worth \$1B Leaves Exchanges in Largest Single-Day Outflow in 12 Months",
<https://www.coindesk.com/markets/2023/12/29/bitcoin-worth-1b-leaves-exchanges-in-largest-single-day-outflow-in-12-months/>

MARKET CYCLE STRATEGY



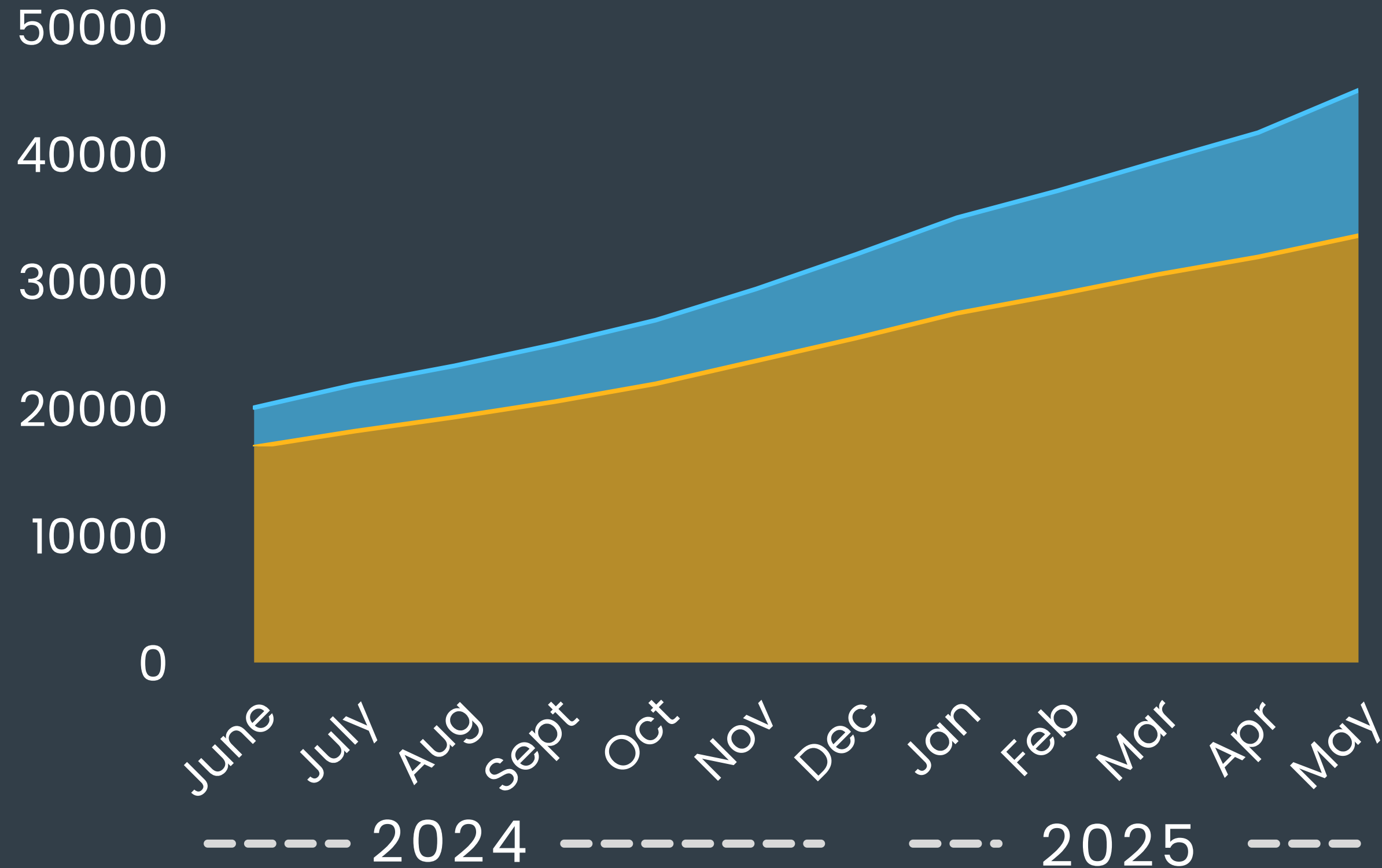
Positioned to take advantage of the bull markets



USER GROWTH



● Canada ● USA



SIGNUPS

- 46,000 unique user signups as at Q2 2025
- USA customers on pace to surpass Canada in 2025.

PORTAL VOLUME GROWTH



Canada



USA

7000000

6000000

5000000

4000000

3000000

2000000

1000000

0

Jun

Jul

Aug

Sept

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

2024

2025

*Volume gross margin expected to exceed 1%

INDUSTRY COMPARISON



	Bitcoin Well (BTCW)	Coinbase (COIN)	Netcoins (BIGG)	Big Banks	Bitcoin 
Use bitcoin from self custody 					
Pay bills and credit cards 					
Buy and sell bitcoin 					
Direct Deposit 					
Transact bitcoin easily 					

CUSTOMER FOCUSED

The journey of a Bitcoin Well customer



Customer Acquisition

How do they find us?

- Digital advertising
- Influencer revenue sharing
- Referral gamification

Customer Monetization

How do they use us?

- 10 second sign up
- 2 minute verification
- 30 second “bank to bitcoin” purchase time

Customer Maintenance

Why do they come back?

- Sticky & easy
- Gamification & rewards
- No login purchases

Customer Growth

Why do they tell their friends?

- Bitcoin (Wishing) Well
- Gamification
- Social ranking

CAPITAL STRUCTURE



Common shares	220.83 million
Options	14.75 million
Warrants	45.30 million
Fully diluted	279.45 million
Share price	\$0.15
Market cap	\$33,000,000
Sats per share	4.5 sps

Warrants

23.2 @ \$0.18 | 6.1 @ \$0.05 | 6.89 @ \$0.275 | 8.98 @ \$0.30

Options

Weighted average excerprise price \$0.12

Insider ownership

Over 50%



BITCOIN WELL

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1:1 with our CEO @
bitcoinwell.com/meet-adam