BITCOIN WELL
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BITCOIN WELL REDUCES THIRD-PARTY COSTS ACROSS SUPPORT AND ATM OPERATIONS

Edmonton, Alberta – July 21, 2026 – Bitcoin Well Inc. ("Bitcoin Well" or the "Company") (TSXV: BTCW; OTCQB: BCNWF), the publicly traded non-custodial bitcoin company on a mission to enable independence, today announced a series of operational upgrades across its customer support and ATM operations, introducing new automation tools designed to improve the customer experience while reducing operating costs.

Key Highlights

New customer success platform with AI-powered support agent

- Introduced an AI customer success agent providing customers with real-time support before escalating to a human team member
- Launched native knowledge base support in French and Spanish for the first time

Autonomous ATM fleet monitoring

- Deployed an autonomous platform that proactively monitors the Company's ATM fleet and resolves machine issues to keep them online
    - Expected to reduce operating expenses by bringing remote machine management in-house

A New Support Experience

Bitcoin Well has migrated its customer success platform to optimize spend per customer on customer service. The transition brings a more native chat experience to the Company's website, giving Bitcoin Well the ability to support customers faster, and more efficiently.

As part of this transition, the Company has introduced "Wade," its new customer success agent. Wade brings together several capabilities to provide customers a more real-time experience before connecting them with a human team member, including full access to the Company's processes in the portal to guide customers through the app, real-time assistance for ATM customers, real-time translation and multi-language knowledge base support, and proactive support outreach automation.

Knowledge Base Refresh

Bitcoin Well has built an automated system that keeps its support knowledge base current, automatically updating and creating articles as the Company ships new features.

For the first time, Bitcoin Well now offers native knowledge base support in French and Spanish, in addition to English. The Company is evaluating additional language support, which is expected to improve search rankings in French and Spanish and expose Bitcoin Well to new customers across its supported regions.

Autonomous ATM Fleet Monitoring

On the ATM side of operations, Bitcoin Well has built "GhostOps," an autonomous platform that proactively monitors the Company's ATM fleet, resolving issues with machines to ensure they are online and working when customers need them. This shift toward greater observability across the Company's machines allows Bitcoin Well to react proactively rather than relying on customers to contact support to bring a machine back online.

"Bear markets are for building, and the team has been building! These initiatives are cutting recurring costs, tightening up our margins, and giving customers a better experience. This is the unglamorous work that makes our company more scalable and more profitable over the long run." said Adam O'Brien, Founder and CEO of Bitcoin Well.

About Bitcoin Well

Bitcoin Well Inc. (TSXV: BTCW; OTCQB: BCNWF) is a publicly traded non-custodial bitcoin company headquartered in Edmonton, Alberta, on a mission to enable independence. Founded in 2013 and listed on the TSX Venture Exchange in July 2021, Bitcoin Well operates three business lines: an online Bitcoin Portal at bitcoinwell.com serving customers across Canada and all 50 U.S. states, a network of 150+ Bitcoin ATMs across Canada, and Bitcoin Well Infinite, an OTC desk serving clients with orders of $50,000 or more. Every purchase settles directly into a wallet the customer controls. Bitcoin Well is one of the only public-market ways to invest in a bitcoin-only, non-custodial business model.

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. 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, 2025. 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.