UNIVERSAL DIGITAL INC. APPOINTS CHASE ERGEN TO ADVISORY BOARD TO ACCELERATE GLOBAL DIGITAL ASSET STRATEGY

Vancouver, British Columbia – July 18, 2025 – Universal Digital Inc. ("**Universal Digital**" or the "**Company**") (CSE: LFG, FSE: 8R20) is pleased to announce the appointment of **Chase Ergen** to its Advisory Board. Mr. Ergen is a seasoned entrepreneur and investor with over two decades of experience spanning satellite communications, 5G infrastructure, and digital asset innovation. He currently serves on the Board of Directors of DeFi Technologies Inc. (CBOE CA: DEFI, GR: R9B, OTC: DEFTF), a publicly traded company advancing institutional access to decentralized finance.

As the son of Charlie Ergen, founder of Dish Network and EchoStar Corporation (NASDAQ: SATS), Mr. Ergen has long been immersed in the evolution of global communications and financial infrastructure. His leadership roles have included pioneering early Bitcoin mining operations, championing blockchain adoption, and advancing the future of permissionless technologies.

Mr. Ergen's appointment brings additional experience in digital asset strategy and governance and supports Universal Digital's objective of engaging with individuals who have contributed to the development of emerging financial technologies.

"We are thrilled to welcome Chase Ergen to our Advisory Board," said Tim Chan, CEO of Universal Digital Inc. "His global perspective, hands-on experience, and active governance roles within the blockchain sector align directly with our strategic goals as we scale access to next-generation digital asset platforms."

"Universal Digital's focus on expanding institutional access to digital assets through listed structures in Asia Pacific is a forward-looking and strategic move," said Chase Ergen. "There is growing interest in Asia Pacific for corporate treasury applications of digital assets. I look forward to supporting the Universal Digital team as they pursue structured and compliant avenues for institutional engagement across key markets."

RSU Grant

The Company also announces the grant of 75,000 restricted share units (RSUs) to Mr. Ergen pursuant to Universal Digital's Long-Term Incentive Plan. The RSUs will vest in eight equal quarterly installments over a two-year period from the date of grant. Each RSU entitles the holder to receive one common share of the Company upon vesting, subject to the terms of the plan and applicable securities laws.

About Universal Digital Inc.

Universal Digital Inc. is a Canadian investment company focused on digital assets, businesses and private and publicly listed entities that are involved in high-growth industries, with a particular focus on blockchain, cryptocurrencies and cryptocurrency technologies. The Company aims to provide shareholders with long-term capital growth through a diversified investment approach, and to participate in the transformation of global finance through the integration of digital asset strategies.

For further information contact:

Tim Chan
Chief Executive Officer and Director
Email: IR@universaldigital.io
Phone: (289) 646-6252
www.universaldigital.io

Forward Looking Information

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Forward-looking information includes but is not limited to the appointment of advisors to its Advisory Board; the Company's strategic objectives and growth plans; its intention to expand access to digital asset platforms; expectations regarding the blockchain and digital asset sectors; the regulatory environment with respect to the growth and adoption of decentralized finance and digital assets; the pursuit by the Company and its subsidiaries of business opportunities; and the Company's future business activities, prospects, and investment strategy and the merits or potential returns of any such opportunities. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company, as the case may be, to be materially different from those expressed or implied by such forward-looking information. Such risks, uncertainties and other factors include, but is not limited to the growth and development of decentralised finance and the digital asset sector; rules and regulations with respect to decentralised finance and digital assets; general business, economic, competitive, political, regulatory and social uncertainties.

Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information. The Company does not undertake to update any forward-looking information, except in accordance with applicable securities laws.