BITCOIN WELL
TSX.V:BTCW OTCQB:BCNWF

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BITCOIN WELL ACHIEVES RECORD ACTIVE USERS AND NUMBER OF TRANSACTIONS ON THE BITCOIN PORTAL IN OCTOBER

Edmonton, Alberta – November 4, 2024 – Bitcoin Well Inc. ("**Bitcoin Well**" or the "**Company**") (**TSXV: BTCW; OTCQB: BCNWF**), the non-custodial bitcoin business on a mission to enable independence, announces +18% month over month growth in their active user rate, while processing nearly 5,000 revenue generating transactions, the highest number on the Bitcoin Portal in a single month.

In October, the Company achieved 1,529 active users, signalling 18% growth over September. This is a 23% increase from July 2024 and over 260% year over year.

Further, the Company now has over 5,280 customers that have made at least 1 revenue generating transaction on the Bitcoin Portal in the last 12 months. This is a yearly active user rate of roughly 20%. In other words, 1 in 5 customers that make a Bitcoin Well account make at least one transaction throughout the year, many of them making multiple in a 12 month period.

We are hopeful to see this trend and the high customer retention rate continue, which becomes more impactful as we continue to add more customer registrations each month. The Company added nearly 2,000 new customer registrations in the month of October for a total of nearly 27,000 total customer registrations currently signed up on the Bitcoin Portal as at the end of October.

"When you compare our monthly active user rate against our yearly active user rate you can really see how the Bitcoin Portal is positioned to grow," said Adam O'Brien, founder and CEO of the Company. "I think it's a testament to the fact that we have built an incredible platform that makes bitcoin in self custody easy to use. Word is getting out about our self custody bitcoin platform and we're ready to scale!"

About Bitcoin Well

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

To book a virtual meeting with our Founder & CEO Adam O'Brien please use the following link: https://bitcoinwell.com/meet-adam

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