

Goobit Group AB Strengthens Partnership with K33 to Advance Bitcoin Treasury Strategy

Goobit Group AB (NGM: BTCX) ("Goobit" or "BTCX"), Sweden's first Bitcoin company and operator of BTCX since 2011, is deepening its strategic partnership with K33 AB (publ), a Norwegian digital asset brokerage and research firm.

Having worked closely with K33 for years, primarily through liquidity support for BTCX, we are now scaling the collaboration to include trading and custody infrastructure for its newly launched Bitcoin Treasury Strategy. This move enhances BTCX's capacity to operate with both self-custody and institutional-grade custody in parallel. The treasury initiative is governed with a clear conviction: Never sell.

Torbjørn Bull Jenssen, CEO of K33, stated earlier today:

"We are proud to strengthen our partnership with Goobit, a company with deep roots in Sweden's Bitcoin landscape. Their treasury initiative builds on a long-standing relationship and shared conviction about Bitcoin's role in the financial system. As the market matures, we look forward to supporting this next phase with robust infrastructure and strategic insight."

Christian Ander, CEO and Founder of Goobit Group AB, latest comment:

"We're proud to build on the momentum of our Bitcoin Treasury. Now, two experienced Nordic companies are joining forces to shape the future of Bitcoin infrastructure in the region. K33 is a strong and trusted partner, with the infrastructure and experience we rely on as we scale this initiative."

In addition to exchange and custody services, K33 and Goobit will explore additional strategic initiatives together. Both parties see strong alignment and long-term opportunities for strategic cooperation that can drive growth within the Nordic Bitcoin ecosystem.

For further information, please contact:

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About Goobit Group | BTCX

Goobit Group AB (publ) operates within the financial sector. The company launched BTCX in 2011—the world's first still-operating bitcoin-only exchange. Goobit is Sweden's leading bitcoin company in financial services and education. The company offers exchange services from fiat currencies to bitcoin and has so far exchanged over SEK 2 billion. Its most well-known brands are BTCX Express, Standard Bitcoin Exchange (BTCX), and Bitcoin Treasury. In addition to exchange services, the company also offers anti-money laundering (AML) services through AML Desk, as well as compliance services for crypto assets. Goobit Group AB (publ) was registered in 2013 and is a group consisting of the wholly owned subsidiaries Goobit AB and Goobit Blocktech AB. Goobit AB targets private individuals, corporate clients, and financial institutions. The group is headquartered in Gamla Stan, Stockholm, Sweden.

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For more information, please visit Goobit's website at goobit.se.

Attachments

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