26 September 2025

CRUSHMETRIC GROUP LIMITED
("CRUSHMETRIC", "the Company" or “the Group”)

Strategic Adoption of Ethereum as Long-Term Treasury Asset and Corporate Update

The Board of Directors of CRUSHMETRIC Group Limited, a design and production company that integrates shape changing technology (“CRUSH”) into catalogue of products, is pleased to outline a comprehensive new strategy focused on digital asset integration and international growth, subject to shareholder approval at the forthcoming Annual General Meeting ("AGM"). This strategy is designed to build a robust financial foundation, with the objective of establishing the Company as Europe's premier Ethereum Treasury.

1. Ethereum as a Long-Term Treasury Strategy

The Board proposes the implementation of a formal Digital Asset Treasury Strategy ("DAT"), which will be exclusively focused on the long-term accumulation and holding of Ethereum (“ETH”). This strategic allocation is viewed as a core component of the Company's future value proposition.

The DAT is designed to support the Company's operational funding requirements by creating a growing treasury reserve. The disciplined accumulation of ETH will be strategically deployed to fund the organic growth of the core business, guided by the Company's experienced management team.

2. Strategic Rationale and Capital Allocation

The Company's long-term commitment to ETH is based on the Board's conviction that it represents a viable store of value and a strategic hedge against inflation, aligning with the Company's multi-year growth horizon.

The strategy involves a disciplined, phased approach. The initial focus will be on growing the ETH treasury through organic cash flow generation. This will establish a solid financial base to support the Company's medium to long-term organic expansion plans when opportune. Capital allocation will be managed prudently, maintaining a treasury of both traditional cash reserves and ETH, with any external fundraising considered only under favourable market conditions to maximise shareholder value.

The Company will provide timely updates on any material changes to its ETH holdings in accordance with its regulatory obligations.

3. Core Business Expansion and Market Integration

This long-term treasury strategy complements the Company's ongoing operational growth and customer engagement initiatives, which include:

- Global Flagship Stores: The planned opening of flagship retail locations in key international markets, including but not limited to the United States, United Kingdom, Japan, South Korea, Singapore, China and Indonesia.

- Product Refresh and Digital Integration: A comprehensive refresh of the Company's product lines, integrated with Ethereum-based innovations such as Non-Fungible Tokens (NFTs) for authentication and loyalty programs.
- Engaging the Gen Z Market: These initiatives are targeted at connecting with Generation Z consumers by leveraging Web3 technologies to build a strong, digitally-native community.

4. Considerations, Risks and Shareholder Approval

The Board acknowledges the risks associated with digital assets, including price volatility, regulatory changes, and security considerations.

The implementation of this long-term ETH strategy is conditional upon receiving shareholder approval at the forthcoming AGM. The AGM date will be announced shortly, and a detailed circular will be sent to shareholders in advance.

5. About the Company

CRUSHMETRIC is listed on London based AQSE Exchange and was founded by artist/ inventor Noah Deledda and serial entrepreneur Michael Ong. CRUSHMETRIC is a design and production company established in 2019, with operations in United States, Guangzhou, Hong Kong & Singapore. Our first project, the SwitchPen was launched in January, 2022. We further launched the Autohedron Chair and Tumbler after that. Co-founder and designer of CRUSHMETRIC's products, Noah Deledda, creates sculptures by denting aluminum cans. This "Art of crushing" that Deledda developed led to the invention that is at the core of CRUSHMETRIC technology. The strategic initiatives announced today are designed to accelerate our growth and solidify our position as a forward-thinking global brand.

6. About Ethereum (ETH)

Ethereum is the world's leading programmable blockchain. It serves as the foundation for a vast ecosystem of decentralized applications (dApps), including decentralized finance (DeFi) and non-fungible tokens (NFTs). Its core innovation is the ability to execute "smart contracts" – self-executing code that automatically enforces agreements. This functionality makes ETH a productive asset that powers a new global digital infrastructure. The Company's proposed DAT is based on a conviction in the long-term utility and value of this technology.

7. Disclaimer and Forward-Looking Statements

This announcement contains forward-looking statements concerning the proposed new strategy, which are subject to shareholder approval. These statements are based on the Company's current expectations and are subject to uncertainties and risks. Actual results may differ materially from those projected.

An investment in the Company's securities involves risk, and investors may lose their entire investment. The proposals to allocate treasury funds to ETH and integrate digital assets are strategic decisions of the Company and should not be construed as a recommendation to investors. Shareholders and potential investors are strongly advised to seek independent financial advice before making any investment decisions. The value of ETH can go down as well as up, and past performance is not indicative of future results.

The Directors of the Company accept responsibility for the contents of this announcement.

For further information, please contact:-

CRUSHMETRIC Group Limited
ONG Ban Poh Michael - Chief Executive Officer Tel: +852 2110 4221
Lilian Lo – Acting Chief Financial Officer

AQSE Growth Market Corporate Adviser Tel: +44 (0) 20 7469 0930
PETERHOUSE CAPITAL LIMITED