

BITCOIN WELL EXPANDS SERVICES THROUGH PARTNER PROGRAM

Edmonton, Alberta – March 23, 2022 – Bitcoin Well Inc. (“Bitcoin Well”) (TSXV: BTCW), a technology company building and utilizing products that offer safe and easy ways to buy, sell and use bitcoin, is pleased to announce that it has signed an agreement with CNA Financial Services (“CNA”) to offer full scale in-person bitcoin services and enable CNA to make bitcoin accessible to clients.

“We are utilizing our internal expertise, processes and technology to expand and scale our customer and revenue base without having to invest additional capital of our own,” said Adam O'Brien, Founder and CEO of Bitcoin Well. “This is truly a win-win-win scenario for CNA, Bitcoin Well and our mutual clients who have an interest in buying bitcoin in the fastest and safest way possible. We are actively expanding beneficial business arrangements, like we have with CNA, as we grow our ecosystem of products and services to offer the convenience of modern banking with the benefits of bitcoin.”

Bitcoin Well will use its proprietary software tools and processes, in compliance with the rules and regulations applicable in Canada, to handle bitcoin transactions and all of the administrative responsibilities associated with cryptocurrency transactions. CNA shall refer and introduce customers who may already use or be interested in CNA's broad range of financial, paralegal and general services.

About Bitcoin Well

Bitcoin Well offers convenient, secure and reliable ways to buy, sell and use bitcoin. Bitcoin Well is on a mission to shift the relationship that society has with money by offering an ecosystem of products and services that make Bitcoin accessible and understood. This ecosystem includes self custodial financial offerings (both in-person and online); technology development, including SaaS and internal technology developments through Ghostlab, the technology arm of the business; and educational resources designed with the needs of both the customers, and the industry, in mind.

Sign up for our [newsletter](#) and follow us on [LinkedIn](#), [Twitter](#), [YouTube](#), [Facebook](#), and [Instagram](#) to keep up to date with our business. For OTC location information visit bitcoinwell.com/appointment/.

About CNA Financial Services

CNA in Edmonton, Alberta offers a range of paralegal services, travel and medical insurance, passport photos, and financial services including cheque cashing, money wires, loans, money orders and cryptocurrency purchases and sales.

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Forward-Looking Information:

Certain statements contained in this news release may constitute forward-looking information. Forward-looking information 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. 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.

The Bitcoin Well actual results could differ materially from those anticipated in this forward-looking information as a result of regulatory decisions, competitive factors in the industries in which Bitcoin Well operates, prevailing economic conditions, and other factors, many of which are beyond the control of Bitcoin Well.

Bitcoin Well believes that the expectations reflected in the forward-looking information are reasonable, but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon.

Any forward-looking information contained in this news release represents the Bitcoin Well expectations as of the date hereof, and is subject to change after such date. Bitcoin Well disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information,

future events or otherwise, except as required by applicable securities legislation.

For more information, see the Cautionary Note Regarding Forward Looking Information found in the Bitcoin Well quarterly Management Discussion and Analysis.