

Choice NV Press Release

Leuven, March 26, 2026, updated on April 1 – Choice NV (Euronext Access Brussels: MLTV), the Belgian-listed technology company, published its Strategic Communication Information Memorandum, that merely reflects the potential planning and structuring of future capital increases and does not constitute an offer of any kind. The proceeds, if and when realized, will exclusively fund preparatory legal structuring, non-public prototype development and research into hypothetical Good Money (C²) value-stable complementary currency concepts.

The full Strategic Communication Information Memorandum is available on the Company's website and was released simultaneously with the 2026 Open Letter to Shareholders, which elaborates further on the strategic vision.

Temporary UAE suspension and 2025 financial impact

Due to escalating geopolitical risks and the ongoing conflict in the region, Choice NV has temporarily suspended all further preparatory activities in the United Arab Emirates under war force majeure. The UAE-based Good Food Initiative project is now temporarily on hold, whilst continuing outside the region.

As a direct result, Choice NV will not retain the revenues initially provisioned from the UAE project. Nevertheless, thanks to the management's voluntary commitment to forgo any remuneration for the years 2023, 2024 and 2025, Choice NV still reports operating revenue of €0.57 million and a net profit for the period of €0.49 million under Belgian GAAP. Equity stands at approximately €66 million, demonstrating the resilience of the Company's cost structure and strategic continuity. The full Belgian GAAP financials, prior to shareholder approval, can be found in Annex 7 of the Strategic Communication Information Memorandum.

Strategic twofold pivot – full continuity and larger opportunity

Since its IPO in 2021, Choice NV has executed a clear and deliberate strategic evolution: first as a social-media and TV recommendation platform, then as a direct marketing and distribution platform with a strong focus on Good Food producers (following the new EU media directives), and now completing the second pivot toward developing and licensing advanced AI, blockchain, smart-contract and legal-technology best practices. These tools are intended exclusively for unrelated third-party customers — sovereigns, large social media platforms and brands — on a B2B2C basis.

This second pivot does not abandon the Company's original market commitments. On the contrary, it integrates the first two phases into a significantly broader and more relevant framework. In a time of geopolitical tensions (including the Iran conflict) and growing public transparency around powerful financial elites (including publication of the Epstein files), the demand for genuinely value-backed, abundance-oriented ethical solutions is accelerating. This

creates substantially larger market opportunities while maintaining full strategic continuity from IPO to today.

Technology leadership – no cryptocurrency issued

All key technology and intellectual property remain 100 % owned and developed inside Choice NV. The Company itself will never issue any cryptocurrency, conduct an ICO, or act as a crypto-asset issuer or service provider, now or in the future. Choice NV remains a traditional listed technology company focused solely on developing licensable tools and best practices for independent third parties. No coin issuance, no media platform and no unlicensed content.

Further potential financing through potential future capital raises of up to €8 million

In light of Bitcoin’s recent significant corrections, amid broader challenges with scalability, price stability and long-term viability — today represents a compelling opportunity for investors to support the development of genuinely value-stable, abundance-oriented ethical alternatives rooted in real intrinsic value.

The envisaged capital increases within Choice NV through Choice Trust PRIV ST., Choice STAK, or other SPVs (special purpose vehicles), would seek to place up to €8 million certificates (liquidatable/redeemable into Choice NV shares).

Net proceeds (approximately €7.2–7.6 million after 5–10 % costs) would be allocated to preparatory phases: legal structuring (12–19 %), non-public prototype development & validation (25–38 %), research into a hypothetical ICO structure for third parties only (19–25 %), and contingencies & admin (18–29 %). No coins will be issued.

Quote from Bart Van Coppenolle, Chairman and CEO

“In an era when geopolitical shocks and growing revelations about entrenched financial powers are unmasking long-standing distortions in our monetary systems, Choice NV is accelerating toward solutions that put real intrinsic value and ethical abundance first. This pivot is not a retreat — it is a strategic leap forward that preserves everything we have built, while opening far greater opportunities for our shareholders and society at large.

For politically less correct, but all the more true analysis of the current state of affairs and its effect on our investment in Choice NV, please read my 2026 Open Letter to Choice NV Shareholders, attached herewith and written in personal name only.”

Contact

Philip Vandormael, President & CFO aandelen@choice.be

Forward-looking statements This press release contains forward-looking statements. Actual results may differ materially due to risks and uncertainties.

About Choice NV

Choice NV (Euronext Access Brussels: MLTV) is a Belgian-listed technology company with approximately €66 million in equity that has evolved deliberately since its 2021 direct listing. Originally launched as a collaborative social-media and TV recommendation platform, its conceptual but not legal predecessor demonstrated strong early traction: reaching 6 million TV consumers, achieving a 2 % conversion rate (120,000 active users) within 60 days, and sustaining a DAU/MAU ratio exceeding 25 % — a benchmark considered robust for media/engagement platforms.

Following the EU Digital Services Act and evolving media regulations, Choice pivoted to become a full-fledged direct marketing and distribution platform with a strong focus on direct farmer to family Good Food producers. It positions itself as the “Good Spider in the Web” — a transparent, closed-loop system that integrates supply and demand in real time, feeding consumer demand and quality data directly back to farmers and brands. Its neuropsychological design prioritizes voluntary, serotonin-driven engagement over dopamine-driven manipulation, creating authentic trust and long-term abundance rather than artificial scarcity.

Today, Choice completes its second strategic pivot: developing and licensing advanced AI, blockchain, smart-contract and legal-technology tools and best practices. These are intended exclusively for unrelated third-party customers — sovereigns, large social media platforms and brands — on a B2B2C basis. All technology and intellectual property remain 100 % owned and developed inside Choice NV. The Company itself will never issue any cryptocurrency, conduct an ICO, or act as a crypto-asset issuer or service provider.

This evolution integrates the Company’s first two phases into a significantly broader framework. The same closed-loop expertise that powers direct food distribution now underpins research into hypothetical Good Money (C²) value-stable complementary currency concepts — fully backed by publicly traded value stocks, redeemable via smart contracts, and designed to promote ethical abundance. The UAE-based Good Food Initiative (currently temporarily on hold due to geopolitical force majeure) illustrates this integration: C² tokens could serve as collateral for mutual farmer-consumer guarantees, enabling resilient, Sharia-compliant food security and global value remittances via Traforex, all without interest-bearing loans.

Choice NV thus remains a traditional listed technology company focused on licensable tools that empower independent third parties while preserving full continuity from its IPO roots. In a world of geopolitical tension and monetary distortion, Choice delivers practical, value-backed innovation for shareholders and society alike.