

BD Multimedia becomes TRACTIAL

A bold new identity to scale Bitcoin accumulation

From July 2025, BD Multimedia will change its name to TRACTIAL.
This change represents a clear strategic shift towards becoming a key BTC Treasury company.

THE BTC ACCUMULATION MECHANISM IN MOTION

TRACTIAL's Bitcoin strategy combines two complementary growth drivers:

Bitcoin accumulation, through several channels:

1. regular non-diluted purchases from our own capital,
2. targeted fund-raising, adjusted to market conditions, with strategic investors.
3. BTC accumulation through Bitcoin mining partnerships

Tractial currently holds **14.75 BTC** in its consolidated cash position.

STRONG SIGNALS, RAPID GROWTH

In just a few months, the strategy we have deployed has attracted a great deal of renewed interest:

- **+427%** growth in the number of Bitcoins since the start of 2025,
- **+550%** growth for Payment.net in just two quarters (Q3 2024 to Q1 2025).

With a strategy that has already been implemented, TRACTIAL is aiming for the top of the world rankings of Bitcoin Treasury Companies.

ABOUT BD MULTIMEDIA :

BD Multimedia is a French company listed on Euronext Growth Paris (ISIN code: FR0000035305 - ALBDM).

The first player to simultaneously hold ACPR approval as a payment institution and PSAN status for crypto-assets, it offers innovative Fintech-as-a-Service (FaaS) solutions and is committed to making its cash an engine for growth via a progressive allocation to Bitcoin.

GROUP COMPANIES :

- The parent company obtained Payment Establishment approval from the French regulator (ACPR) in 2015. Since 2023, the company has also been authorized to manage crypto-assets on behalf of third parties (wallet management, crypto exchange, etc.) thanks to its PSAN (digital asset service provider) status obtained from the AMF.
- The BD MULTIMEDIA HK LTD subsidiary publishes software solutions dedicated to payment services.
- Our subsidiary METACOLLECTOR is a platform for integrating old public domain art into the world of NFTs. These NFTs can then be viewed in the metaverse and exchanged between collectors.
- The UNIQUIRE subsidiary is responsible for the Group's Curated Fine Art NFTs platform project.
- Subsidiary OLYMPUS GAME is developing a "Play to Earn" game with a blockchain-based economy centered on the \$OLYMP token and in-game NFTs.
- The PAYCOM subsidiary publishes ToneoFirst prepaid Mastercard cards, which are distributed to tobaccoists throughout France.
- The CAPLA subsidiary is in charge of the fractional real estate project.

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