
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16
UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of March 2026

Commission File Number: 001-41872

DDC Enterprise Limited

368 9th Ave, New York, NY 10001, USA
+ 852-2803-0688
(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form 20-F Form 40-F

Information Contained in this Form 6-K Report

When used in this Form 6-K (the “Report”), unless otherwise indicated, the term “Company,” “we,” and “our” refer to DDC Enterprise Limited.

1. Full-Year 2025 Preliminary Unaudited Financial Guidance

On March 4, 2026, the Company issued a press release, which is attached as Exhibit 99.1 and incorporate herein, announcing Full-Year 2025 preliminary unaudited financial guidance.

2. Safe Harbor Statement

This filing contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “in the process of,” “will,” “expects,” “anticipates,” “aims,” “future,” “intends,” “plans,” “believes,” “estimates,” “confident,” “potential,” “continue” or other similar expressions. Among other things, completion of the reverse split and removal of the trade halt are forward-looking statements. DDC may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission (the “SEC”), in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about DDC’s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: DDC’s Bitcoin strategy, performance of JV’s; DDC’s growth strategies; its future business development, results of operations and financial condition; its ability to understand buyer needs and provide products and services to attract and retain buyers; its ability to maintain and enhance the recognition and reputation of its brand; its ability to rely on merchants and third-party logistics service providers to provide delivery services to buyers; its ability to maintain and improve quality control policies and measures; its ability to establish and maintain relationships with merchants; trends and competition in China’s e-commerce market; changes in its revenues and certain cost or expense items; the expected growth of China’s e-commerce market; PRC governmental policies and regulations relating to DDC’s industry, and general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in DDC’s filings with the SEC. All information provided in this report and in the attachments is as of the date of this report, and DDC undertakes no obligation to update any forward-looking statement, except as required under applicable law.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

DDC Enterprise Limited

Date: March 4, 2026

By: /s/ Norma Ka Yin Chu
Name: Norma Ka Yin Chu
Title: Chief Executive Officer

**DDC Enterprise Limited Reports Preliminary Unaudited Record High 2025 Revenue and Adjusted EBITDA ⁽¹⁾;
Expands Bitcoin Treasury to 2,183 BTC**

NEW YORK, March 4, 2026 (GLOBE NEWSWIRE) – DDC Enterprise Limited (the “Company,” “we,” or “DDC”) (NYSE American: DDC), today announced preliminary unaudited financial results for the full year ended December 31, 2025. The Company expects to report record revenue and positive Adjusted EBITDA driven by growth and margin expansion in its consumer food business. Final audited results are expected to be released in mid-April 2026.

Full-Year 2025 Financial Highlights

- **Revenue:** Expected to be in the range of **\$39.0 million to \$41.0 million**, representing a record high for the Company.
- **Organic Growth:** Excluding the strategic downsizing of U.S. operations, core revenue grew **11% to 17% year-over-year**.
- **Gross Profit Margin:** Expected to be between **28% and 30%**, reflecting improved operational efficiency.
- **Adjusted EBITDA:** The Company expects to report **positive Adjusted EBITDA** for full-year 2025, a significant turnaround from a loss of \$3.5 million in 2024, driven by disciplined cost control and higher-margin sales.

Core Consumer Food Business Performance

DDC’s core consumer food business delivered strong operating performance in 2025. The Company also evaluates **Core Consumer Food Business Adjusted EBITDA**, which excludes costs associated with the Company’s Bitcoin treasury strategy, as well as non-cash mark-to-market fair value adjustments associated with Bitcoin holdings. Core Consumer Food Business Adjusted EBITDA is expected to range between **\$5.5 million and \$6.0 million** for 2025.

Bitcoin Treasury Update

In the first half of 2025, DDC initiated a long-term Bitcoin accumulation strategy to serve as a primary treasury reserve asset.

- As of December 31, 2025, the Company held **1,183 BTC**.
- As of February 28, 2026, holdings increased to **2,118 BTC**.
- Today, the Company announces an additional purchase of 65 BTC, bringing total Bitcoin holdings to **2,183 BTC**.

Management Commentary

“We are proud to close 2025 with record revenue and positive Adjusted EBITDA, reflecting the strength and improving profitability of our consumer food business,” said Norma Chu, Founder, Chairwoman, and CEO of DDC. “We are building a disciplined, growth-oriented food platform with real operating leverage, while allocating capital to Bitcoin with a long-term horizon that matches our conviction. We believe this balanced approach, combining a resilient consumer business with strategic treasury accumulation, positions DDC to create durable long-term value for our shareholders.”

(1) For full-year 2025, the Company defines “Adjusted EBITDA”, a non-GAAP financial measure, as net income/(loss) excluding interest, tax expense, foreign currency exchange gain/(loss), impairment loss for long-term assets, depreciation and amortization, non-cash market-to-market fair value adjustments associated with financial instruments including Bitcoin holdings and share-based compensation.

ABOUT DDC Enterprise Limited

DDC Enterprise Limited (NYSE: DDC) is spearheading the corporate Bitcoin treasury revolution while maintaining its foundation as a leading global Asian food platform. The Company has strategically positioned Bitcoin as a core reserve asset, executing a bold and accelerating accumulation strategy. While continuing to grow its portfolio of culinary brands, DDC is now at the vanguard of public companies integrating Bitcoin into their financial architecture.

Forward-Looking Statements

Certain statements in this press release are forward-looking statements, including, for example, statements about NYSE and SEC compliance, estimated revenue, margins, cash and growth and expansion. These forward-looking statements involve known and unknown risks and uncertainties and are based on the Company's current expectations and projections about future events that the Company believes may affect its financial condition, results of operations, business strategy and financial needs. These forward-looking statements are also based on assumptions regarding the Company's present and future business strategies and the environment in which the Company will operate in the future. Investors can find many (but not all) of these statements by the use of words such as "may," "will," "expect," "anticipate," "aim," "estimate," "intend," "plan," "believe," "likely to" or other similar expressions. The Company undertakes no obligation to update or revise publicly any forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and the Company cautions investors that actual results may differ materially from the anticipated results and encourages investors to review other factors that may affect its future results in the Company's registration statement and other filings with the SEC.

Investors:

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