



NEWS RELEASE

TikTok Approves Thumzup App for Official API Access, Unlocking New Potential in Social Media Advertising

2025-10-14

- Thumzup launches TikTok in its cash rewards app
- Thumzup users can now get paid cash rewards to post about Thumzup advertisers on TikTok
- Brands on the Thumzup app can directly incentivize authentic, user-generated TikTok content through cash rewards via the Thumzup AdTech platform
- Announcement follows recent confirmation that TikTok will remain available in the United States

LOS ANGELES, Oct. 14, 2025 /PRNewswire/ -- **Thumzup Media Corporation** ("Thumzup" or the "Company") (Nasdaq: TZUP), an emerging innovator at the intersection of crypto asset strategy and next-gen AdTech, today announced the official, full-feature integration of its platform with TikTok. This milestone significantly expands Thumzup's social media footprint, granting its advertisers seamless access to TikTok's expansive and highly engaged user base. This integration positions Thumzup as a transformative force in the global digital advertising space.

This approval allowed the Company to connect TikTok to the Thumzup app, empowering brands to reward users for sharing authentic recommendations about their products directly on TikTok.

This strategic advancement positions Thumzup as a transformative player in digital advertising. Advertisers can now leverage the high-velocity, authentic nature of TikTok to launch real-time, geographically and demographically targeted campaigns. By connecting brands with genuine users who enthusiastically endorse their products and services, Thumzup delivers a distinctive, trust-based advertising model that drives stronger organic reach and impact.

"TikTok is one of the most premier media properties for brands looking to gain exposure online," said Robert Steele, CEO of Thumzup. "It propels Thumzup into the forefront of social commerce, giving our advertisers extraordinary access to a global, vibrant community of creators and consumers. We are now further equipped to redefine how authentic customer advocacy translates into measurable marketing success."

Steele added, "The White House announcement on September 20, 2025, confirming TikTok's continued availability in the United States is now a positive development for Thumzup, advertisers, and consumers alike. With U.S. operations now substantially owned by a consortium of American investors, including Oracle, Silver Lake, Andreessen Horowitz, and long-time ByteDance backers such as Susquehanna International Group, General Atlantic, KKR, and Sequoia Capital, TikTok's future in the U.S. market is secure."

Beyond TikTok, Thumzup's platform fully empowers brands and businesses to reward their customers with direct cash payments for generating authentic, branded content on X and Instagram. Thumzup was approved to access the TikTok API (Application Programming Interface) on July 29, 2025.

About Thumzup®

Thumzup Media Corporation is pioneering a new era of digital marketing and financial innovation. In parallel with the growth of its AdTech platform, Thumzup's Board of Directors has authorized the company to strategically expand its treasury strategy beyond Bitcoin to include leading cryptocurrencies, such as Dogecoin, Litecoin, Solana, Ripple, Ether, and USD Coin, reinforcing the Company's commitment to financial agility and innovation.

Legal Disclaimer

This press release contains certain forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These include, without limitation, our expectation that we will strategically transform into a leader in cryptocurrency mining, our expectation that we will successfully consummate the acquisition with DogeHash, our potential run rate with existing equipment and funds raised, our expectation that we will be able to secure additional miners, our expectation that we will achieve a market leadership, position, statements about our potential growth, and planned expansion. These statements are identified by the use of the words "could," "believe," "anticipate," "intend," "estimate," "expect," "may," "continue," "predict," "potential," "project" and similar expressions that are intended to identify forward-looking statements. All forward-looking statements speak only as of the date of this press release. You should not place undue reliance on these forward-looking statements. Although the Company believes that its plans, objectives, expectations and intentions reflected in or suggested by the forward-looking statements are reasonable, it can give no assurances that these plans, objectives, expectations or intentions will be achieved. Forward-looking statements involve significant risks and uncertainties (some of which are beyond our control) and assumptions that could cause actual results to differ materially from historical experience and present expectations or projections including the possibility that DogeHash's revenues will be reduced after the auditors review and audit its revenues and that the price of Dogecoin may drop based on market volatility. Actual results may differ materially from those in the forward-looking statements and the trading price for our common stock may fluctuate significantly. Forward-

looking statements also are affected by the risk factors described in the Company's filings with the U.S. Securities and Exchange Commission (the "SEC"), including in the Company's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, and Current Reports on Form 8-K. Investors and security holders are urged to read these documents free of charge on the SEC's website at: <http://www.sec.gov>. Except as required by law, the Company undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

Additional Information About the Acquisition and Where To Find It

Thumzup intends to file with the SEC a proxy statement in connection with the proposed acquisition of DogeHash and will mail a definitive proxy statement and other relevant documents to Thumzup's stockholders. The closing of the acquisition is conditioned upon the Company obtaining the required stockholder approvals, Nasdaq approval, receipt of a fairness opinion by the Company and customary closing conditions.

Thumzup's stockholders and other interested persons are advised to read, when available, the preliminary proxy statement, and amendments thereto, the definitive proxy statement and the other relevant documents filed with the SEC in connection with Thumzup's solicitation of proxies for its stockholders' special meeting to be held to approve the transactions because the proxy statement will contain important information about Thumzup, DogeHash and the transactions. The definitive proxy statement will be mailed to stockholders of Thumzup as of a record date to be established for voting on the transactions. Investors may obtain a free copy of the proxy statement (if and when it becomes available) and other relevant documents filed by Thumzup with the SEC at the SEC's website at www.sec.gov. Stockholders of Thumzup will also be able to obtain copies of the proxy statement, without charge, once available, at the SEC's website at www.sec.gov or by directing a request to: Thumzup Media Corporation, 10557-B Jefferson Blvd., Los Angeles, CA 90232, Attention: Investor Relations.

Participants in the Solicitation Legend

Thumzup, DogeHash, and certain of their respective directors, executive officers and other members of management and employees may be deemed to be participants in the solicitation of proxies from the stockholders of Thumzup and DogeHash in connection with the proposed transaction. Information about the directors and executive officers of Thumzup is set forth in its Amendment No. 1 to its Annual Report on Form 10-K for the year ended December 31, 2024, which was filed with the SEC on April 30, 2025. Additional information regarding the participants in the proxy solicitation, including TZUP and DogeHash directors and officers, and a description of their direct and indirect interests, by security holdings or otherwise, will be included in the proxy statement and other relevant materials filed with the SEC regarding the acquisition when available. Each of these documents is, or will be, available at the SEC's website or by directing a request to Thumzup as described above under "Additional

Information About the Acquisition and Where to Find It."

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