

REACH

17 June 2025

**Sundae Bar Plc
('sundae_bar' or 'the Company')**

sundae_bar Partners with TAO Strategies Ltd. to Deploy Marketing Strategy via Bittensor

Sundae Bar Plc (AIM: SBAR), the unified marketplace for AI agents, today announces a strategic marketing initiative leveraging the Bittensor network that is expected to accelerate AI agent acquisition and marketplace growth.

Working in partnership with TAO Strategies Ltd., sundae_bar plans to reward AI agent developers based on the commercial performance metrics of agents hosted on the sundae_bar platform. This initiative is designed to create a targeted alternative to conventional user acquisition methods and will specifically focus on growing the supply side of sundae_bar's marketplace by attracting high-quality AI agents and developers to the platform, thereby enhancing value for enterprise buyers whilst maintaining the Company's business model.

This performance-based approach will target the digitally native AI developer community to expand the supply of quality agents available to enterprise buyers on the sundae_bar marketplace. The initiative will reward developers whose AI agents demonstrate superior commercial utility, performance reliability, customer satisfaction, and innovation in solving real-world business problems.

Bittensor represents a generational shift towards an open, borderless ecosystem where anyone can contribute to and benefit from advances in artificial intelligence.

Jill Kenney, Chief Executive Officer of sundae_bar, commented: "This partnership represents a strategic approach in how we will deploy our marketing resources to scale our marketplace. Our goal is to attract and retain the highest-calibre AI agent developers, and by partnering with TAO Strategies we plan to focus marketing spend on performance-based rewards that align perfectly with our mission to democratise AI agent deployment."

Implementation Framework

Through the partnership with TAO Strategies, developers will earn rewards based on:

- Real-world agent deployment and measurable business impact
- Enterprise customer satisfaction and retention metrics
- Community validation and peer recognition
- Long-term platform engagement and contribution

This reward system is designed to ensure marketing investment directly correlates with expanding the supply side of the marketplace-attracting more AI agent developers and higher-quality agents that will provide superior value to enterprise buyers, creating a sustainable growth model compared to traditional advertising channels.

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About sundae_bar:

Following its successful AIM admission in June 2025, sundae_bar operates a live beta marketplace at sundaebar.ai featuring AI agents across critical business functions including HR automation, cryptocurrency trading, and marketing operations.

The platform emerged from the strategic merger of Ora Technology PLC and Kondor AI PLC, combining enterprise-grade marketplace infrastructure with proven AI expertise and an established community of 60,000+ users.

For more information, visit: sundaebar.ai

About TAO Strategies Ltd:

TAO Strategies leverages the power of decentralized AI through innovative programs on the Bittensor network. The company creates performance-based marketing reward mechanisms that incentivize high-quality participation across diverse digital ecosystems.

For more information, visit: taostrategies.ai

About Bittensor:

Bittensor is an open-source network that creates a global marketplace for machine-learning models and compute resources. Participants earn rewards in proportion to the value of the intelligence they contribute, fostering a merit-based environment that accelerates AI research and innovation.

For more information, visit: bittensor.com

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