

23 June 2025

## Sundae Bar Plc

('sundae\_bar' or 'the Company')

### Adoption of Bitcoin Treasury Management Policy

Sundae Bar Plc (AIM: SBAR), a company creating a marketplace for AI Agents, announces that its Board of Directors has adopted a Bitcoin Treasury Management Policy (the "Policy"), effective 23 June 2025. The Policy reflects the Board's belief that digital assets can serve as an effective store of value and inflation hedge. As the Company pursues its growth objectives for the sundae\_bar platform, preserving capital value becomes increasingly critical.

**Jill Kenney, CEO of sundae\_bar, commented:** *"The adoption of our Bitcoin Treasury Management Policy reflects our commitment to prudent financial innovation while maintaining the highest standards of governance and risk management. As a technology company operating at the forefront of AI innovation, we believe that thoughtfully incorporating digital assets into our treasury function positions us advantageously for the future while preserving capital flexibility and operational resilience."*

*"This Policy provides the governance framework for such deployment while ensuring we maintain focus on our core business objective of building the leading AI Agent marketplace. Following our successful beta platform launch at [sundaebar.ai](https://sundaebar.ai), this treasury strategy complements our operational execution without altering our core mission."*

A Bitcoin treasury reserve policy represents a financial strategy decision and complements, but does not alter, the Company's core business operations as an AI marketplace platform connecting AI Agent developers with businesses. The adoption of a Bitcoin treasury policy is not intended to result in the Company becoming or being seen as an investing company.

The full Bitcoin Treasury Management Policy will be published on the Company's investor relations website at [corporate.sundaebar.ai/aim-rule-26](https://corporate.sundaebar.ai/aim-rule-26)

### About Sundae Bar

Sundae Bar Plc is creating a unified marketplace for AI Agents and businesses, addressing the growing demand for scalable, accessible AI solutions. The Company's platform serves as a two-sided marketplace enabling AI developers to market, manage and monetise AI agents, while providing businesses and individuals with a trusted environment to discover and implement AI solutions.

Following its recent AIM admission and £2 million fundraising in June 2025, as announced on 5 June 2025, sundae\_bar successfully launched its live beta AI agent marketplace platform at [sundaebar.ai](https://sundaebar.ai), featuring flagship agents including Lucy HR Agent, AROK crypto trading agent, and Marketing Mark. The platform focuses on onboarding early adopters and expanding the agent directory, with platform version 1.0 launch targeted for Q3 2025.

For further information please contact:

Sundae Bar Plc	Jill Kenney	+44 (0) 20 3004 9512
Beaumont Cornish Limited (Nominated Adviser)	Roland Cornish & Asia Szusciak	+44 (0) 20 7628 3369
Clear Capital Markets Limited (Broker)	Bob Roberts	+44 (0) 20 3869 6080
Yellow Jersey PR Limited (Financial PR)	Charles Goodwin & Annabelle Wills	+44 (0) 20 3004 9512

*Beaumont Cornish Limited ("Beaumont Cornish") is the Company's Nominated Adviser and is authorised and regulated by the FCA. Beaumont Cornish's responsibilities as the Company's Nominated Adviser, including a responsibility to advise and guide the Company on its responsibilities under the AIM Rules for Companies and AIM Rules for Nominated Advisers, are owed solely to the London Stock Exchange. Beaumont Cornish is not acting for and will not be responsible to any other persons for providing protections afforded to customers of Beaumont Cornish nor for advising them in relation to the proposed arrangements described in this announcement or any matter referred to in it.*

### Notes to Editor

Sundae Bar Plc (AIM: SBAR), formerly Kondor AI, recently acquired Ora Technology, and following its admission to trading on AIM in June 2025, is focused on the development of its AI Agent marketplace.

sundae\_bar's objective is to create a unified, scalable and accessible platform, which simplifies the process of bringing AI Agents to market. AI agents are software systems capable of autonomously perceiving its environment, making decisions and taking action to achieve specific goals on behalf of a user or another system. sundae\_bar's marketplace will allow AI developers to create, customise, manage and monetise their agents, while offering businesses and individuals a secure platform to discover, test and hire them. With AI agents emerging as a transformative force in the ever-evolving AI landscape, the Company aims to provide a full-service solution.

For more information, please visit: [corporate.sundaebar.ai](https://corporate.sundaebar.ai)

#### **Important Notice**

Sundae Bar Plc (the "Company") will hold a proportion of its treasury reserves and surplus cash in Bitcoin. Bitcoin is a type of cryptocurrency or cryptoasset. Whilst the Board of Directors of the Company considers holding Bitcoin to be in the best interests of the Company, the Board remains aware that the financial regulator in the UK (the Financial Conduct Authority or FCA) considers investment in Bitcoin to be high risk. At the outset, it is important to note that an investment in the Company is not an investment in Bitcoin, either directly or by proxy. However, the Board of Directors of the Company consider Bitcoin to be an appropriate store of value and growth for the Company's reserves and, accordingly, the Company will materially become exposed to Bitcoin. Such an approach is innovative, and the Board of Directors of the Company wish to be clear and transparent with prospective and actual investors in the Company on the Company's position in this regard.

The Company is neither authorised nor regulated by the FCA. And cryptocurrencies (such as Bitcoin) are unregulated in the UK. As with most other investments, the value of Bitcoin can go down as well as up, and therefore the value of the Company's Bitcoin holdings can fluctuate. The Company may not be able to realise its Bitcoin exposure for the same as it paid in the first place or even for the value the Company ascribes to its Bitcoin positions due to these market movements. And because Bitcoin is unregulated, the Company is not protected by the UK's Financial Ombudsman Service or the Financial Services Compensation Scheme.

Nevertheless, the Board of Directors of the Company has taken the decision to invest in Bitcoin, and in doing so is mindful of the special risks Bitcoin presents to the Company's financial position. These risks include (but are not limited to): (i) the value of Bitcoin can be highly volatile, with value dropping as quickly as it can rise. Investors in Bitcoin must be prepared to lose all money invested in Bitcoin; (ii) the Bitcoin market is largely unregulated. There is a risk of losing money due to risks such as cyber-attacks, financial crime and counterparty failure; (iii) the Company may not be able to sell its Bitcoin at will. The ability to sell Bitcoin depends on various factors, including the supply and demand in the market at the relevant time. Operational failings such as technology outages, cyber-attacks and comingling of funds could cause unwanted delay; and (iv) cryptoassets are characterised in some quarters by high degrees of fraud, money laundering and financial crime. In addition, there is a perception in some quarters that cyber-attacks are prominent which can lead to theft of holdings or ransom demands. The Board of Directors of the Company does not subscribe to such a negative view, especially in relation to Bitcoin. However, prospective investors in the Company are encouraged to do your own research before investing.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

MSCFJMATMTMTBMA