RNS Number: 86340 Sundae Bar PLC 30 June 2025

30 June 2025

Sundae Bar Plc

('sundae_bar' or 'the Company')

sundae_bar Delivers Strong Early Returns as TAO Strategies Partnership Generates Over 75K Monthly Run Rate in First Week

Sundae Bar Plc (AIM: SBAR), the unified marketplace for AI agents, today announces early results from its strategic partnership with TAO Strategies Ltd.

The Company's marketing approach through the Bittensor network is currently generating over $\tau 9^*$ TAO daily, equating to a monthly run rate of over 75,000 USD in subnet emissions within the first week of deployment. TAO is Bittensor's native cryptocurrency, and with current TAO valuations at approximately 340.00* this performance-based marketing strategy is delivering attractive returns intended to drive supply-side marketplace growth and premium AI developer acquisition.

Bittensor has temporarily paused new subnet registrations to increase the quality of technologies being built on the platform. Coupled with TAO maintaining a 3+ billion market cap* and daily trading volumes often exceeding 100 million*, this has enabled sundae_bar to secure a valuable position in the rapidly expanding decentralized AI ecosystem that rewards innovation.

Alongside the TAO Strategies partnership and following the Board's adoption of a Bitcoin Treasury Management Policy on June 23, 2025, the Company has positioned itself strategically in the digital asset space. This approach reflects the Board's belief that digital assets can serve as an effective store of value and inflation hedge, while remaining focused on executing its core business plan as an AI marketplace platform connecting developers with businesses.

Jill Kenney, CEO of sundae_bar notes: "These early results validate our thesis that innovative marketing strategies can directly support our core marketplace growth. Our partnership with TAO Strategies and our Bitcoin treasury policy reflect our commitment to prudent financial innovation while maintaining operational focus on building the leading AI Agent marketplace."

With continued technical advancements to the sundae_bar platform, including the launch of sundae_bar's first native Agent next week, the Company remains on track for its platform version 1.0 launch in Q3 2025. The new agent allows users to describe tasks in natural language and receive curated agent results, marking the beginning of an internal agent layer for the platform.

The Company continues to monitor the performance of this initiative against traditional marketing channels and maintains flexibility to adjust the approach based on market conditions.

*Data sourced from TOA Stats: taostats.io/subnets/121/chart and correct as 29 June 2025 at 2pm London Time

For further information please contact:

Sundae Bar Plc Jill Kennev +44 (0) 20 3004 9512

Yellow Jersey PR Limited Charles Goodwin & Annabelle +44 (0) 20 3004 9512

(Financial PR)

About Reach announcements

This is a Reach announcement. Reach is an investor communication service aimed at assisting listed and unlisted (including AIM quoted) companies to distribute media only / non-regulatory news releases into the public domain. Information required to be notified under the AIM Rules for Companies, Market Abuse Regulation or other regulation would be disseminated as an RNS regulatory announcement and not on Reach.

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 Al PLC, combining enterprise-grade marketplace infrastructure with proven Al expertise and an established community of 60,000+ users.

For more information, visit: sundaebar.ai

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

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact msc.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

NRAFLMLTMTTTBIA