

11 July 2025

**Sundae Bar Plc ("sundae\_bar" or the "Company")**

**Implementation of Bitcoin Treasury Strategy**

Sundae Bar Plc (AIM: SBAR), the unified marketplace for AI Agents, announces that following the completion of its WRAP Retail Offer, the Company has begun the implementation of its Bitcoin Treasury Management Policy by acquiring Bitcoin for its treasury reserves.

In accordance with the Bitcoin Treasury Management Policy adopted on 23 June 2025, and as previously announced, the Company has allocated the full surplus proceeds from the WRAP Retail Offer to Bitcoin acquisition. This strategic deployment reflects the Board's commitment to preserving capital value through digital asset diversification while maintaining operational focus on the Company's core AI marketplace business.

Additionally, further to the announcement on 30 June 2025 the Company's TAO Strategies partnership has delivered strong performance growth, with subnet emissions increasing from 19 TAO daily (as reported on June 30th) to 115 TAO daily (equivalent to approximately 5,490 USD daily)\*. With TAO valuations rising to approximately 366 USD, this represents a significant improvement in the performance-based marketing strategy supporting marketplace growth. The TAO awards program, which went live on Tuesday, July 8th, has attracted top AI agent developers and demonstrates sundae\_bar's forward-thinking approach to digital asset strategy.

Jill Kenney, CEO of sundae\_bar comments: "Our Bitcoin treasury management policy represents a measured approach to capital preservation and growth. Having secured operational funding through AIM admission fundraising, we are pleased to deploy these surplus funds in accordance with our policy. This, combined with the strong performance of our TAO Strategies partnership, reinforces our belief that innovative digital asset strategies can directly enhance core marketplace growth while attracting premium AI developers to the platform."

The Bitcoin acquisition and TAO marketing program represent financial strategy decisions that complement, but do not alter, the Company's core business operations as an AI marketplace platform connecting AI Agent developers with businesses which we see as providing us with substantial opportunities to grow our business.

*\*Data sourced from TOA Stats: [taostats.io/subnets/121/chart](https://taostats.io/subnets/121/chart) and correct as 10 July 2025 at 7:30pm London Time*

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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](https://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](https://sundaebar.ai)

**About sundae\_bar TAO Awards Strategy**

The sundae\_bar TAO Awards program leverages Bittensor subnet emissions to attract top-tier AI agent developers and accelerate marketplace growth. This performance-based initiative creates sustainable funding opportunities for AI agent development while rewarding commercial success on the platform.

The program operates through sundae\_bar's dedicated subnet, distributing TAO emissions to developers based on agent performance metrics on a weekly basis. As the Company continues developing its validator logic and incentive mechanisms toward full decentralization, an interim competition structure ensures immediate reward distribution for agent development activities.

current development activity.

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