

5 August 2025

Sundae Bar Plc

("sundae_bar" or the "Company")

sundae_bar Appoints AI Agent Influencer and Developer Damian Player as Chief Agent Officer

Sundae Bar Plc (AIM: SBAR), the unified marketplace for AI Agents, is pleased to announce the appointment of Damian Player as Chief Agent Officer ("CAO"), effective immediately.

With over 20,000 followers on Twitter/X (@damianbplayer), Damian joins sundae_bar as one of the most prominent young voices in the rapidly expanding AI agent ecosystem. He is a thought leader and proven developer who has built his reputation at the forefront of AI agent innovation.

As founder of Agent Integrator, Damian operates at the centre of the AI automation revolution.

As CAO, Damian will focus on:

- **Community Growth & Thought Leadership:** Building sundae_bar's social media presence and marketplace authority in the AI agent ecosystem
- **Agent Development & Quality Curation:** Creating custom AI agents that showcase platform capabilities while recruiting high-quality, business-ready solutions from his network
- **Market Positioning:** Establishing sundae_bar as the definitive platform for AI agent commerce through strategic content and community building

Jill Kenney, CEO of sundae_bar, commented: "Damian's appointment as Chief Agent Officer represents a strategic investment in authentic leadership within the AI agent community. His track record as both an influencer and entrepreneur, combined with his established authority in AI agent development, makes him the ideal person to accelerate our marketplace growth and establish sundae_bar as the definitive platform for AI agent commerce."

Damian Player commented: "I'm excited to join sundae_bar at this pivotal moment in AI agent market development. The platform addresses a critical gap I've experienced firsthand - while everyone's building agents, the AI agent economy has a massive discovery problem that's preventing real business value creation."

"With 43% of enterprises integrating AI agents this year, I'm looking forward to leveraging my skills, community and network to help sundae_bar become the essential infrastructure that makes the AI agent economy possible through their enterprise-grade platform and quality curation."

The appointment strengthens sundae_bar's team as the Company continues executing its strategy to capture the rapidly expanding AI agent market. With its beta marketplace already live sundae_bar is well-positioned to capitalize on the timing of enterprise AI adoption.

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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

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