

TALLY CENTRAL LTD

("Tally Central", "TAL" or the "Company")

Activities & Objectives 2025 – end of Q1 Update

02 April 2025

Tally Central Ltd (TAL : JPJ), the money innovator and central authority of the Tally full-reserve physical gold monetary system, and physical gold digital currency, tally®, is pleased to update shareholders about the Company's Q1 activities.

Tally Central's monetary system empowers people to use sound money in an everyday account and debit card, and provides transparent and inexpensive gold ownership, with real-time spending. Every unit of tally® (the currency, spelt with a lowercase 't') represents 1 milligram of ethically sourced physical gold from London Bullion Market Association (LBMA)-accredited brokers and vaulted in Switzerland on behalf of Tally customers with LBMA-accredited high security provider, Brinks®. Tally's standalone monetary system operates independently to the debt-based fiat-currency fractional-reserve banking system but seamlessly works with established merchant payments and funds transfers infrastructure. Tally is the first in the world to offer individual customer IBANs (International Bank Account Numbers) to access a currency that is not issued by a government.

Cameron Parry, Chief Executive Officer and Founder, commented: "Tally's mission is to deliver to the public sound money for a brighter future.

Management will focus this year on promoting the UK market consumer product, increasing customer acquisition and transaction volumes, adding products, such as an SME savings account, progressing the firm's regulatory strategy and implementing plans to expand scope and access to the Tally Monetary System.

The first quarter of 2025 was focused on completing operational upgrades and readying marketing campaigns for rollout this calendar year. Marketing activity is now rolling out to refined identified cohorts with targeted communications through relevant channels, to drive new customer acquisition at an increasingly efficient customer acquisition cost.

During the quarter, Tally's PR team conducted research on over 55's in relation to pensions and some fascinating sentiment and insights were exposed, such as 71% of UK adults over 55 feel that their financial security is under threat by the current government and 8 out of 10 feel the older generation is deliberately being punished. GB News picked up on Tally's research and interviewed me as part of their breakfast show on 20 March. At the end of the month TallyMoney appeared at the Master Investor Show in London with ours one of the busiest stand at the show. In addition, I presented on the Thought Leadership stage "Gold's Warning – the message and the solution" about what the rapidly rising gold price is telling us about fiat currency. It was an excellent event and our team on the day spoke to hundreds of individuals about how tally combines ownership of gold with the convenience of digital payments, providing people a mainstream alternative everyday money, for their savings and spending.

On the 31st of January 2025, the Company's shares went live on the JP Jenkins shares trading platform with the ticker TAL. As we elected not to raise any new equity capital at the time, which would

otherwise have established a base market price for the shares, the share price was fixed for the first two months of trading at 3p per share, which was based on the cost of building the Tally product and business model, and the net assets of the Company in the last published audited accounts. After millions of shares were traded in February at 3p, the share price has now been released so that buyers and sellers can compete through bids and offers at different prices and have buy/sell orders matched and settled.

Whilst the weighting of buyers to sellers will see the share price fluctuate at different times in the coming months, Tally's team will stay focused on activities that build the customer base and grow the business. Shareholders may notice TallyMoney gaining exposure in the press as the year progresses and we will continue to provide end of quarter updates to shareholders along with publishing our audited financial accounts for the Company's 30 June 2025 financial year end. Our customer-focused work and periodic reporting of business milestones being achieved should see a growing market-led share price and liquidity pool evolve over the course of this year, whilst positively affecting customer's financial lives."

tally® priced in GBP at time of this announcement (and previous announcements):

- 1 tally® = 7.76 pence
- £1.00 = 12.89 tally®

- As of 31 January 2025 announcement, 1 tally = 7.24 pence (approx. £1 = t14)
- As of 08 January 2025 announcement, 1 tally = 6.92 pence (approx. £1 = t14)
- As of 08 October 2024 announcement, 1 tally = 6.44 pence (approx. £1 = t16)
- As of 31 July 2024 announcement, 1 tally = 6.05 pence (approx. £1 = t17)
- As of 02 April 2024 announcement, 1 tally® = 5.79 pence (approx. £1 = t17)
- As of 02 January 2024 announcement, 1 tally® = 5.23 pence (approx. £1 = t19)
- As of 02 October 2023 announcement, 1 tally® = 4.86 pence (approx. £1 = t21)
- As of 03 July 2023 announcement, 1 tally® = 4.86 pence (approx. £1 = t21)
- As of 01 April 2023 announcement, 1 tally® = 5.11 pence (approx. £1 = t20)
- As of 31 December 2022 announcement, 1 tally® = 4.85 pence (approx. £1 = t21)
- As of 30 September 2022 announcement, 1 tally® = 4.77 pence (approx. £1 = t21)
- As of 30 June 2022 announcement, 1 tally® = 4.77 pence (approx. £1 = t21)
- As of 01 April 2022 announcement, 1 tally® = 4.71 pence (approx. £1 = t21)
- As of 31 December 2021 announcement, 1 tally® = 4.33 pence (approx. £1 = t23)
- As of 30 September 2021 announcement, 1 tally® = 4.17 pence (approx. £1 = t24)
- As of 30 June 2021 announcement, 1 tally® = 4.10 pence (approx. £1 = t24)
- As of 31 March 2021 announcement, 1 tally® = 4.00 pence (approx. £1 = t25)
- As of 31 December 2020 announcement, 1 tally® = 4.47 pence (approx. £1 = t22)
- As of 30 September 2020 announcement, 1 tally® = 4.71 pence (approx. £1 = t21)
- As of 30 June 2020 announcement, 1 tally® = 4.63 pence (approx. £1 = t22)
- As of 31 March 2020 announcement, 1 tally® = 4.21 pence (approx. £1 = t24)
- As of 02 January 2020 announcement, 1 tally® = 3.71 pence (approx. £1 = t27)
- As of 25 November 2019 announcement, 1 tally® = 3.67 pence (approx. £1 = t27)

- As of 02 September 2019 announcement, 1 tally® = 4 pence (approx. £1 = t25)
- As of 10 June 2019, the initial release date, 1 tally® = 3.33 pence (approx. £1 = t30)

JP Jenkins

JP Jenkins provides a share trading venue for unlisted or unquoted assets in companies, enabling shareholders and prospective investors to buy and sell equity on a matched bargain basis. JP Jenkins is a trading name of InfinitX Limited and Appointed Representative of Prosper Capital LLP (FRN453007).

The indicative pricing for the ordinary shares as well as the transaction history, will be available on the JP Jenkins website at (<https://jpjenkins.com/>).

For further information:

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About TALLY

- Tally Central Ltd is the central monetary authority and innovator behind the Tally monetary system, independent payments platform and physical-gold digital money, tally®, which stays separate to but seamlessly exchanges with, government-issued fiat currency (e.g. pounds, euros, dollars) for electronic funds transfers, card payments and ATM withdrawals.
- Each unit of tally® = 1 milligram of LBMA-accredited gold vaulted in Switzerland with Brinks® on behalf of the customer and utilised by the customer via their Tally Account with individual IBAN (International Bank Account Number) and Tally debit Mastercard®.
- tally is not a fiat currency and tally is not a cryptocurrency.
- Tally's platform technology enables customers to use physical gold as everyday money and save, send, and spend in real time.
- Tally Savings & Everyday Accounts can be accessed via the TallyMoney Smartphone App, available on iPhone and Android under "TallyMoney" on the Apple App Store or Google Play Store.
- Tally Central Ltd holds strategic investments and is a significant shareholder in Bombay Stock Exchange-Listed Deccan Gold Mines Limited (BSE: DECNGOLD) and owns 5% of travel industry SaaS (Software-as-a-Service) provider, Journey Mentor Ltd.