

TALLY CENTRAL LTD

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

Activities & Objectives 2025 – end of Q2 Update

02 July 2025

Tally Central Ltd (TAL : JPJ), the money innovator and central authority of the Tally full-reserve physical gold monetary system, with milligrams of gold branded as tally®, is pleased to update shareholders about the Company's Q2 activities.

Tally Central's monetary system enables people to use sound money in an everyday account and TallyMoney debit Mastercard®, 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 that is 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 that established funds transfers and merchant payments 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, Founder and Chief Executive Officer, commented: "Tally is on a mission to provide sound money for the people, that benefits and protects depositors and savers, and can be used as an alternative to the local currency issued by a government's central bank.

Combining the value of gold with our innovative payments technology, we deliver sound money for individual financial wellbeing and to promote savings and productivity in society. The TallyMoney App provides a transparent and inexpensive way for customers to own gold in seconds, with instant access and the familiar use of an everyday account and debit card.

The second quarter of 2025 saw the completion of behind-the-scenes operational improvements and automations necessary to scale, and the finalisation of a comprehensive multi-layered marketing plan that just went live on the 1st of July. The campaign is a bold, rebellious and a cheeky call to action for the establishment challenger audience, targeting their frustrations with the fiat currency banking system. By using the phrase "Up yours!", the campaign is both calling out common pain points such as inflation, low savings returns, and loss of financial independence, as well as showing a way to 'up' what they are searching for: self-sovereignty, financial resilience, and personal control of their money. TallyMoney offers a solution by providing savings held in physical gold with real-time spending, encouraging people to up your savings, up your gold, and up your financial freedom with TallyMoney.

As shareholders know, Tally Central's shares commenced trading on the JP Jenkins platform in London (TAL : JPJ) on the 1st of February this year. Although we are not conducting investor relations yet and the first financial performance reporting (following shares being admitted to trading) is not due until the Company releases its end of financial year audited accounts (scheduled for late October 2025), since TAL shares have been tradable (1 February), TAL has been the 2nd most traded stock by value, and 1st in most traded by number of shares, on the JP Jenkins platform.

Tally is well underway now into its roadmap and regulatory strategy for calendar years 2025 & 2026, with our target of achieving operating profitability by the end of December 2026. We continue to currently focus resources on growing the core business, increasing customer acquisition and transaction volumes, and promoting the Company's core products and completion of our sub products suite. And with our well-funded establishment challengers marketing campaign now live in the UK, we should be in for an exciting second half of 2025."

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

- 1 tally® = 7.84 pence
 - £1.00 = 12.75 tally®
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- As of 02 April 2025 announcement, 1 tally = 7.76 pence (approx. £1 = t13)
 - 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 = £21)
 - 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, are available on the JP Jenkins website at (<https://jpjenkins.com/>).

For further information:

Tally Central Ltd	JP Jenkins Ltd
Investor Relations	Veronika Oswald / Mason Doick
Email: corporate@tallymoney.com	Email: info@jpjenkins.com
Tel: +44 (0) 20 3858 0373	Tel. +44 (0) 207 469 0937

About TALLY

- Tally Central Ltd is the central monetary authority and innovator behind the Tally monetary system, independent payments platform and physical-gold branded 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.
- TallyMoney 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 also 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.