

## TALLY CENTRAL LTD

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

### Activities & Objectives 2025 – end of Q3 Update

03 October 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 Q3 activities and the significant jump in customer acquisition and activity.

Tally Central's platform technology and infrastructure enables people to use sound money in an everyday account and TallyMoney debit Mastercard®, and provides transparent and inexpensive gold ownership, with real-time liquidity for 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 in a safe and secure digital environment for anyone in the world with a smartphone, as an alternative to their local state-run currency. Following various technical and operational improvements made in the first half of this calendar year and consistent access to working capital through our investment division, on July 1<sup>st</sup> Tally launched its new marketing campaign targeting an engaged mainstream audience through an early-adopter channel and we are now seeing growth metrics that reflect a growing product-market fit here in the UK.

As a rule of thumb in the fintech industry, achieving 30% Month-on-Month (MoM) growth of core metrics is a key milestone and when coupled with increasing retention and active customer growth, is an early indicator of product-market fit. Therefore I'm delighted to report, for the three-month period July, August and September, the business saw:

- Over 30% MoM increase in deposited funds;
- Over 30% MoM growth on transaction volumes;
- Over 30% MoM growth on total transaction value;
- Over 30% MoM increase in revenues; with
- Over 10% MoM increase in new active customer accounts; and
- Over 10% MoM increase in the number of tally in circulation (i.e. milligrams of gold owned by customers).

In addition to the above we have achieved an average active customer LTV (Lifetime Value) above CAC (Customer Acquisition Cost) that repays CAC in under 12 months. And finally, September saw the Company breakthrough £1m in annualised revenues, which is a key early milestone for a fintech.

Regarding the trading of TAL shares on the JPJ platform, following a successful liquidity push in Q2, last quarter we were solely focused on achieving core business milestones. With growth consistently underway and being able to release information evidencing the positive trajectory, the Company will look to drive some liquidity over the course of Q4, in line with upcoming communications and new integrations that will see the core product more readily accessible for the public in the UK and for people overseas. The Company remains committed to achieving profitability over the next 18 months, before deciding on the most suitable public stock market to list TAL shares on in 2027 or 2028.

As shareholders should appreciate, in developing a global monetary system and payments network, there are many international markets where Tally's product offering can be applicable and appealing. So the plan for Q4 is to cement a solid growth trajectory in the UK as a go-to-market roadmap for other stable currency jurisdictions, and launch in the first half of 2026 into the first of the unstable currency markets targeted, where the need for tally should be more immediately apparent.

Lastly, it has been tremendous to see the positive effect on our team at Tally as more and more active customers join TallyMoney, and just reward for their efforts and commitment to the cause. If we can keep going in Q4, further evidencing UK product-market fit coupled with completing the core product integrations planned, Tally should be in store for a very exciting new phase in 2026."

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

- 1 tally® = 9.25 pence
- £1.00 = 10.81 tally®
  
- As of 02 July 2025 announcement, 1 tally = 7.84 pence (approx. £1 = t13)
- 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: <a href="mailto:corporate@tallymoney.com">corporate@tallymoney.com</a>	Email: <a href="mailto:info@jpjenkins.com">info@jpjenkins.com</a>
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.