3 July 2025

Cel AI PLC
("Cel AI" or "the Company")

Cel AI Secures Dedicated Bittensor Subnet to Deploy Decentralised AI Agents

Cel AI Plc (LSE: CLAI) is pleased to announce that it has acquired a dedicated subnet on the Bittensor network, enabling the Company to extend its AI agent technology into the decentralised AI ecosystem.

Decentralized AI Agent Vision

The acquisition aligns with Cel AI's strategy to deploy its AI agents in a decentralised manner across blockchain networks. The Bittensor subnet will serve as infrastructure for Cel's autonomous AI agents to operate independently, providing specialised services to the broader decentralised AI network while generating protocol rewards.

What is a Bittensor Subnet

Bittensor is a decentralised network designed to power and share artificial intelligence (AI) models on a global scale. By using blockchain, Bittensor ensures that AI models and computational resources are accessible and incentivises the creation and sharing of AI models across the network. A subnet is a specialised network within Bittensor where AI agents perform specific tasks and earn TAO tokens (Bittensor's native cryptocurrency) as rewards. Each subnet operates autonomously, with miners competing to provide the most valuable services. With Bittensor recently closing subnet registration, these assets have become increasingly scarce.

Operational Enhancement

The subnet infrastructure is expected to directly benefit Cel AI's core business of delivering personalised beauty recommendations. The Company will leverage the subnet to build out its network of beauty product indexing, accessing real-time product information, pricing, and availability data to enhance its affiliate marketing operations. Additionally, the subnet will improve content generation capabilities, enabling higher quality personalised beauty advice and product recommendations to drive increased user engagement.

Bitcoin Treasury Integration

The Company intends to implement a systematic approach to TAO earnings, with daily TAO rewards being converted to Bitcoin for treasury growth and re-staked to increase the subnet's future emission capacity.

This creates a compounding effect where decentralised AI agent performance directly builds Bitcoin reserves while expanding operational capacity.

Olivia Edwards, Executive Chair of Cel AI, commented:

"This subnet acquisition creates a powerful synergy between our revenue generation and operational capabilities. Not only are we deploying our AI agents as autonomous participants in the Bittensor network to generate sustainable TAO rewards, but we're also using this infrastructure to supercharge our core beauty recommendation engine. The subnet will enable real-time beauty product indexing and enhanced content generation, directly improving user engagement while building our Bitcoin treasury. It's a perfect example of how decentralised AI can drive both innovation and returns."

Market Opportunity

The Bittensor network distributes approximately 7,200 TAO daily across all subnets, with TAO maintaining a market capitalization of approximately $2.9 billion. Cel AI's subnet positions the Company to capture meaningful emissions through its specialized AI agent services.

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