

4 July 2025

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

Strategic Bitcoin Treasury Acquisition

Cel AI Plc (LSE: CLAI), the AI agent deployment platform with a strategic Bitcoin treasury focus, announces the acquisition of Bitcoin valued at approximately USD\$678,450.93 as part of its ongoing treasury diversification strategy.

Transaction Details

The Company has purchased 6.1794767 Bitcoin at an average price of USD\$109,791.00 per Bitcoin, representing a total investment of USD\$678,450.93. This acquisition was funded through an early advance from OAK Securities as part of the Company's conditional £10m fundraising announced on 30 June 2025 and forms part of Cel's dual-engine business model combining AI infrastructure revenue with digital asset treasury strength.

The Bitcoin will be held as a long-term strategic reserve asset in accordance with the Company's treasury policy.

Strategic Rationale

This purchase aligns with Cel's vision of positioning for a future defined by decentralized AI economies and hard digital reserves. The acquisition supports the Company's strategy of:

- Building resilience against monetary debasement
- Capturing uncorrelated growth potential through Bitcoin's network effects
- Following institutional validation trends in digital asset adoption
- Implementing dollar-cost averaging to mitigate volatility

Olivia Edwards, Executive Chair of Cel AI, commented:

"This Bitcoin acquisition reinforces our commitment to building a resilient treasury foundation that complements our AI agent infrastructure business. As we've seen with leading corporations adopting Bitcoin treasury strategies, we believe digital assets represent a fundamental shift in how companies preserve and grow shareholder value. This purchase demonstrates our conviction in both the long-term potential of Bitcoin and our ability to execute on our dual-engine model of operational excellence paired with strategic treasury management."

Cel AI	
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