

Chairman's Speech at the Fifth AGM dated 10th September 2025

Dear members and invitees, good morning. I am Narayanan Jayan., Chairman cum Managing Director of the Company.

On behalf of the Board of Directors, it is my privilege to welcome you all to the Fifth Annual General Meeting of Toss The Coin Limited. I trust that all of you and your family are safe and healthy.



I feel immense pride in the journey we have undertaken and optimism for the road that lies ahead.



**We are
your growth
accelerator!**

Toss The Coin Limited

(Formerly known as Toss the Coin Pvt Ltd)

No.1A, Bheemanna Mudali Street, Alwarpet, Chennai – 600018

+91 44 4385 5211 | info@tossthe.co.in | www.tossthe.co.in

GST: 33AAICT1219R1Z0 | CIN: L72900TN2020PLC138199

Our Journey

Thirteen years ago we began with a belief that marketing could be creative and precise, artistic and scientific, bold and reliable. That belief has shaped Toss The Coin into what it is today, a full suite B2B marketing partner for companies across industries and geographies.

We now have more than 150 referenceable customers, supported by a team of over 65 creative problem solvers. Together we deliver end to end marketing services, impactful presentation solutions, on demand CMO engagements and training workshops that empower teams to succeed

Toss The Coin is not just a marketing services company. We are a growth accelerator.



Performance Highlights

The year gone by has been one of our strongest. We delivered revenue of ₹8.65 crores, a growth of 78 percent compared to the previous year. Our EBITDA stood at ₹1.87 crores and profit after tax at ₹1.26 crores.

We also achieved a 3 percent growth in earnings per share, a reflection of the financial value we continue to create for our shareholders. This performance was achieved while we expanded our client base, secured new high value CMO service contracts, and invested in both senior leadership and AI powered marketing applications.

Our results demonstrate that we can grow rapidly, remain profitable, and still reinvest meaningfully in the future of the business.



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What Do We Do




- Spark Interest**
Catch attention. Make people look twice
- Strengthen Story**
Sharpen brand narrative. Sharpen GTM
- Shape Growth**
Improve demand generation. From the right audience

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What We Do

At our core we spark interest, strengthen stories, and shape growth. This is the essence of what we deliver for our clients.

Our Capabilities



- Full-Suite Marketing**
Strategy, User experience, Branding, Content, Performance, Demand generation
- On-Demand CMO**
Driving consistent demand generation through high-value content marketing
- Crafted by Storytellers**
Impactful storytelling & visual communication
- Delivering at speed & scale**
AI-infused workflows, marketing frameworks; centralized for efficiencies

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Our capabilities include branding, design, campaigns, storytelling and go to market strategies. We do this with speed, with scale and with precision



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Innovation and Frameworks

This year we sharpened our edge through structured frameworks and AI infused workflows.

Customer Marketing Maturity Lens

What:

Structured decision-making framework created to evaluate an organization's marketing maturity across four critical domain.

Significance:

- Tailored engagement from day zero
- Adaptable for different client set up Clear
- Communication & Alignment
- Priority matrix for easy decision making

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The **Customer Marketing Maturity Lens** helps organizations assess their marketing maturity across critical domains.

Brand Architecture Matrix

What

Structured decision-making framework designed to guide group companies through complex brand structuring choices.

Significance

The matrix evaluates multiple measurable parameters across priorities of shareholder, customer, and employee. Each parameter is scored objectively and weighted based on strategic priority. The cumulative score provides a directional recommendation.

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The **Brand Architecture Matrix** guides group companies through complex branding decisions with clarity.



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Started as

AI-powered microservices for high quality, human-toned HR emails.

Evolved to


A Versatile Assistant that identifies relevant tools, retrieve system prompts, and proactively generate outputs ranging from go-to-market plans and brand sprints to content calendars and launch strategies.

Significance

- Automate Communication
- Accelerate Strategic & Creative Execution

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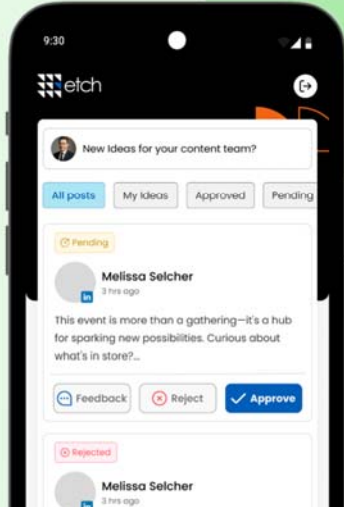
We are also investing in AI-enabled solutions. **Kathai**, which began as a tool for HR communication, has evolved into a versatile assistant capable of driving go-to-market plans, brand sprints, and launch strategies



What

This Leadership branding solution enables CXOs and senior leaders to build strategic visibility on LinkedIn through consistent, thought-led content aligned with the company's business goals.

- Establish executive credibility in-market
- Build narrative alignment across departments
- Strengthen employer brand through leadership presence



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We also built solutions that help leaders. **Etch** is our leadership branding platform that strengthens executive visibility, builds credibility in market and aligns company narratives



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Centre of Marketing Expertise A Growth Accelerator

A centralized, cost-efficient, AI-supported marketing engine purpose-built for Private Equity (PE) portfolio companies, designed to support their marketing needs across every phase of the investment lifecycle -

Enter, Enhance, and Exit

Creative


Purposeful

Scalable

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Our **Centre of Marketing Expertise** is designed as a centralized and cost efficient marketing engine supported by AI. It is built specifically for Private Equity portfolio companies and serves them across their investment lifecycle. Enter, Enhance and Exit are not just phases of investment. They are opportunities for us to drive measurable impact

Strategy



<p>Continue what's working</p>	<ul style="list-style-type: none"> • US as the core growth engine • CMO on Retainer model
<p>Improve what's working</p>	<ul style="list-style-type: none"> • CMO across various sector • CoE for Private Equity Firms
<p>Open new doors with</p>	<ul style="list-style-type: none"> • Frameworks & Solutions • Services across various stages

AI-Enabled, Not AI-Obsessed

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Road Ahead

Our strategy is clear. We will continue what is working, improve what can be better, and open new doors with the United States as our core growth engine. The CMO on Retainer model will expand across sectors, giving clients access to senior leadership at scale. We will remain AI enabled but never AI obsessed

Thank You

On behalf of the Board, I thank our shareholders for your continued trust and support. I thank our clients who place their confidence in us. Most importantly I thank our people, who embody our spirit of 80 percent creative, 20 percent weird and 100 percent referenced.

The trajectory ahead is bright. With your support Toss The Coin will not only keep pace with change but shape the change itself.

Thank you.



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