

CHAIRMAN'S SPEECH

(Sixth Annual General Meeting ("AGM") held on
Friday, 11th September, 2026 at 10.00 A.M (IST) through
Video Conference ("VC") and Other Audio-Visual Means ("OAVM"))

Good morning, and welcome to the Sixth Annual General Meeting of Toss the Coin.

Every AGM is a chance to look back at the year gone by, and more importantly, to talk about where we are going. FY 2025-26 has been a very good year for us.

Revenue grew 70% to ₹14.70 crore. EBITDA grew 123% to ₹4.17 crore. Profit after tax grew 62.7% to ₹2.70 crore. And EPS grew 75% to ₹14.31.

We are happy with these numbers. But something more interesting is happening: we are beginning to move from being a good marketing services company to a company with new capabilities, new offerings and multiple avenues for growth. That is what I want to talk about today.

Where Experience Meets Intelligence

We have been doing B2B marketing for 14 years, across many industries, markets and problems. We have learnt a lot, and much of that experience sits with our people. Someone who has seen a problem ten times knows exactly where to start; someone seeing it for the first time takes far longer.

So we asked a simple question: can we capture some of this experience and make it available to more people, more consistently? And that is the thinking behind our AI platform which is **RayAI**. The objective is not to automate creativity, but to make organizational learning reusable.

It brings together three layers: a **Knowledge Layer**, an **Intelligence Layer** and a **Workflow Layer**. The Knowledge Layer of 14 years of proprietary B2B marketing expertise; an Intelligence Layer of the client's objectives, competition and market context; and a Workflow Layer of more than 200 production-ready workflows.

RayAI is still being built. We are not chasing AI because it is the flavour of the moment. We are starting with what we know well and using AI to do it better. That, to me, is the sensible way to approach AI.



**We are
your growth
accelerator!**

Toss The Coin Limited

(Formerly known as Toss the Coin Pvt Ltd)

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Expanding What We Are Good At

We have also been thinking about how to take our understanding of brands and relationships into adjacent businesses. One such area is **experiential gifting**.

We don't see gifting as merchandise with a logo on it. We see it as a relationship experience. A meaningful gift shows that you understand the recipient, the occasion, the relationship and the message you want to convey. We approach it not as a procurement business, but as marketers and strategists.

Whether it is a prospect you want to open a conversation with, a leader celebrating a milestone, a long-standing client you want to thank, or an event gift people actually want to take home, the product is only one part. The thought behind it is what makes it valuable. Our proposition is simple: **every gift has a story, and we design both**.

Branding Before the Bell

We are also thinking about branding for companies preparing for an IPO. Financial readiness matters, but so does another question: **are you ready for the market to see you?** Can an investor understand what you stand for? Is the category clearly defined? Does the founder have a credible voice? Does the website reflect the ambition of the business?

So we have put together **Branding Before the Bell**, bringing together category positioning, brand architecture, founder thought leadership, the website, investor communication, PR and media. Our belief is simple: companies should start building their public identity before they need it.

The Road Ahead

We have identified four areas of focus.

First, the United States. We see a significant opportunity, and are building a presence through an advisory and lead-generation partnership and a fractional US based sales head. We won't rush in simply because it is a large market; we want to enter it the right way.

Second, Outbound Sales. Much of our growth has come through referrals and relationships, and we are very grateful for that. But to build a larger organisation we need a sales engine we can build, measure and scale.

Third, RayAI. There is no shortage of AI tools today, but there is a shortage of good domain knowledge. We have the domain knowledge; now we are finding the right way to make it usable at scale.

Fourth, Experiential Gifting. We want to build this into an Experience Studio around relationship moments. It is early, but the potential is real.



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Finally

When we started Toss the Coin, we were a marketing company. Today we still are, but we are becoming much more than one that simply delivers marketing services. We are exploring how our experience can become technology and, over time, intellectual property; building new offerings around the knowledge we have accumulated; and looking at markets outside India.

That is exciting for us. But we will not lose sight of what got us here: good people doing good work for good clients. Technology can make us faster and processes more efficient, but our reputation will always come down to the quality of our work and the relationships we build.

The numbers this year give us confidence. What we have built over 14 years gives us our foundation. And the opportunities ahead give us a lot to look forward to.

On behalf of the Board, I thank our clients for their trust, our team for their work every day, and our shareholders for their continued confidence in Toss the Coin. We have had a very good year, and I believe we have an even more interesting one ahead.

Thank you everyone.



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